

**KNOWLEDGE AND ATTITUDE ON ECOTOURISM OF  
VOCATIONAL EDUCATION COLLEGE STUDENTS  
IN KANCHANABURI.**



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OF THE REQUIREMENTS FOR  
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Thesis  
entitled

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VOCATIONAL EDUCATION COLLEGE STUDENTS  
IN KANCHANABURI.**

*Chalatorn Tanprasert*

Ms. Chalatorn Tanprasert  
Candidate

*P. Pichayapaiboon*

Lect. Pattaraboon Pichayapaiboon, Ed.D.  
Major-Advisor

*Suphachai Sukarawan*

Asst. Prof. Suphachai Sukarawan, M.S.  
Co-Advisor

*Sirichai Chinatangoon*

Assoc. Prof. Sirichai Chinatangoon, Ph.D.  
Co-Advisor

*Rassmidara Hoonsawat*

Assoc. Prof. Rassmidara Hoonsawat, Ph.D.  
Dean

Faculty of Graduate Studies

*Waraporn Srisupan*

Assoc. Prof. Waraporn Srisupan, M.Ed.  
Chair

Master of Education Programme in  
Environmental Education

Faculty of Social Sciences and Humanities

Thesis  
entitled

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for the degree of Master of Education ( Environmental Education )

On  
March 23, 2004

*Chalatorn Tanprasert*  
.....  
Ms. Chalatorn Tanprasert  
Candidate

*P. Pichayapaiboon*  
.....  
Lect. Pattaraboon Pichayapaiboon, Ed.D.  
Chair

*Suphachai Sukarawan*  
.....  
Asst. Prof. Suphachai Sukarawan, M.S.  
Member

*Prakairat Sukumalchart*  
.....  
Asst. Prof. Prakairat Sukumalchart, M.S  
Member

*Sirichai Chinatangoon*  
.....  
Assoc. Prof. Sirichai Chinatangoon, Ph.D.  
Member

*Rassmidara Hoonsawat*  
.....  
Assoc. Prof. Rassmidara Hoonsawat, Ph.D  
Dean

*Suree Kanjanawong*  
.....  
Assoc. Prof. Suree Kanjanawong, Ph.D.  
Dean

Faculty of Graduate Studies  
Mahidol University

Faculty of Social Sciences and Humanities  
Mahidol University

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Chalatorn Tanprasert

**KNOWLEDGE AND ATTITUDE ON ECOTOURISM OF VOCATIONAL  
EDUCATION COLLEGE STUDENTS IN KANCHANABURI.**

**CHALATORN TANPRASERT 4237704 SHED/M**

**M.Ed.(ENVIRONMENTAL EDUCATION).**

**THESIS ADVISORS: PATTARABOON PICHAYAPAIBOON, Ed. D.  
SUPHACHAI SUKARAWAN, M.S. SIRICHAJ CHINATANGOON, Ph.D.**

**ABSTRACT**

The purpose of this survey research is to study the knowledge and attitude of the students at Kanchanaburi Vocational Education College about ecotourism and to study the relationship of their knowledge and attitude to relevant factors including sex, educational level, fields of study, and the extent of exposure to mass media, membership of activity clubs, experiences and training. In conducting this study, data was obtained from a questionnaire given 306 respondents who were studying at Kanchanaburi Vocational Education College. Data analysis was done through, Percentage, Mean, Standard Deviation and Chi-Square.

It was found that most students had an average level of knowledge and attitude on ecotourism. They need more exposure information from the television media. From the coefficient relationship testing result, the knowledge and attitude of the Students in Kanchanaburi Vocational Education College has influenced in relationship with education level and fields of study that be implied in statistic level at 0.05

The recommendation is that educational institutions or other concerned departments should continuously give support and cooperation in preserving natural resources and the environment. Giving training, forming clubs, and undertaking learning activities for the sake of building infrastructure and creating knowledge and good attitude on ecotourism will help ecotourism in Kanchanaburi province.

**KEY WORDS: KNOWLEDGE/ ATTITUDE/ VOCATIONAL EDUCATION  
COLLEGE STUDENTS/ ECOTOURISM.**

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ความรู้และเจตคติของนักศึกษาวิทยาลัยอาชีวศึกษากาญจนบุรีในการท่องเที่ยวเชิงอนุรักษ์  
(KNOWLEDGE AND ATTITUDE ON ECOTOURISM OF VOCATIONAL EDUCATION  
COLLEGE STUDENTS IN KANCHANABURI)

ชลาธร ตาลประเสริฐ 4237704 SHED/M

ศษ.ม.(สิ่งแวดล้อมศึกษา)

คณะกรรมการควบคุมวิทยานิพนธ์ : ภัทรบูรณ์ พิชญ์ไพบูลย์, Ed.D. ศุภชัย สุกรวรรณ, พบ.ม.  
ศิริชัย ชินะตั้งกูร, Ph.D.

### บทคัดย่อ

การวิจัยนี้เป็นการวิจัยเชิงสำรวจ มีวัตถุประสงค์เพื่อศึกษาความรู้และเจตคติของนักศึกษาวิทยาลัยอาชีวศึกษากาญจนบุรีในการท่องเที่ยวเชิงอนุรักษ์และศึกษาความสัมพันธ์ระหว่างความรู้และเจตคติของนักศึกษาวิทยาลัยอาชีวศึกษากาญจนบุรี จำแนกตามตัวแปร เพศ, ระดับชั้นปี สาขาวิชา, การได้รับข่าวสาร, การเป็นสมาชิกชมรม, ประสบการณ์ และการฝึกอบรม ในการเก็บข้อมูลใช้แบบสอบถามจากนักศึกษาวิทยาลัยอาชีวศึกษากาญจนบุรีระดับประกาศนียบัตรวิชาชีพชั้นปีที่ 1, 2 และ 3 รวม 306 คน การวิเคราะห์ข้อมูล ใช้สถิติร้อยละ ค่าเฉลี่ยเลขคณิต ส่วนเบี่ยงเบนมาตรฐาน สถิติไคสแควร์

ผลการวิจัยพบว่า นักศึกษาส่วนใหญ่มีความรู้และเจตคติในระดับปานกลาง นักศึกษามีความต้องการข่าวสารเกี่ยวกับการท่องเที่ยวเชิงอนุรักษ์จากสื่อโทรทัศน์มากที่สุด ผลการทดสอบความสัมพันธ์กัน ทั้งความรู้และเจตคติของนักศึกษามีความสัมพันธ์กับระดับชั้นปีและสาขาวิชาอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05

ข้อเสนอแนะจากการวิจัย คือ สถาบันการศึกษาและหน่วยงานที่เกี่ยวข้อง ควรให้การสนับสนุน เกี่ยวกับการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อมอย่างต่อเนื่องต่อไป โดยมีการฝึกอบรม จัดตั้งชมรม จัดกิจกรรมการเรียนการสอน เพื่อเป็นการเสริมสร้างความรู้และเจตคติที่ดีเกี่ยวกับการท่องเที่ยวเชิงอนุรักษ์แก่นักเรียนนักศึกษาในด้านต่างๆ ที่เกี่ยวข้องกับการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม โดยเฉพาะจังหวัดกาญจนบุรี ซึ่งเป็นแหล่งท่องเที่ยวอันทรงคุณค่าให้มากขึ้น

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## CHAPTER I

### INTRODUCTION

#### 1. Background and Rational

Since have been promoted on tourism for supporting and stimulating of economic development in Thailand. It helps tourism industry in Thailand growth rapidly and generates circular income over ten billion baht. That is giving a good result to Thai's economic in totally. In the other way, the growth of tourism industry has been depressed of environmental in sightseeing's places and tourism's image. In generally, management in tourism usually faces the conflict problem between environment preservation and social & development.

In addition to, it may say that tourism is the industry that depends on environment as physical environment, social environment and cultural environment. When tourism industry has been more developed, it must use more these environment. So problems or effects are occurred widespread and can invade continuously. It needs tourism growth with limitation or creates less effect to environment. Otherwise, management in tourism may make the problems and can't continuously be sustainable industry.

From joining practical plan 21 or Agenda 21 agreement of Thailand in The United Nations Conference on Environment and Development (UNCED) or The Earth Summit at Rio de Janeiro, Brazil on 14 June 1992 for sustainable development. Hence, Thailand has to adapt and change in new development of safety environment and more harmonious with natural's limitation as well as influence from present sightseeing to bring to sustainable tourism in the guideline on Ecotourism and to find equality between environment and development to make less influence to environment for conservation environment resources to the next generation people.

According to these summits, there is a push forward of joining between public sectors and private sectors in setting processes and programs for connecting sustainable development from decision making level and indication in needed

practical. It builds the 3 important tendencies of tourism development as follows: (Planning Project Division, Tourism Authority of Thailand;1998:9)

1. Tendency of Need in Environment Preservation and Natural Resources. There are worldwide scopes in preservation in local level till the prevention and world crisis correction, especially, conservation in ecology for variety in biology.

2. Tendency of Need in Tourism Market in Education, Learning or Experienced in Environment and Natural Resources. It's more need in tourist groups and every part of society to create demand and supply in commercial and adjust more navigator of tourism business market.

3. Tendency of Need in Human Development. By means of joining people from the lowest level of society that are the original source, who will be guaranteed to the right direction, dispersed suitable income and met more demand of people in the local area.

From these tendencies will be occurred the concept of sustainable development that effect the management in tourism development and type of tourism. It creates alternative tourism instead of convention tourism, which is the most renown of management in type of sightseeing. It is Ecotourism through the principle of tourism in the natural places and cultures including local people are joining in development and most benefit belongs to the local people. The concept of Ecotourism is a future bright exit. It's a measurement of tourism development and working together to safe tourism resources of country. It identifies the guideline on tourism management under the master plan of development in Tourism Authority of Thailand. (Draft of Policy in Tour of Ecology,1997:5)

Today, the concept of Ecotourism has been more responded from many sectors. Tourism Authority of Thailand (TAT), is the department that responsible in tourism, considers the significance of this concept by determines the core policies in tourism development to the importance in conservation with development in cloudless direction through public relation, sustain and support on Ecotourism via focus on tourism type that emphasize on reaching the nature increasingly. (Tourism Authority of Thailand,1995:18)

Thailand has many beautiful sightseeing places in every region, having readiness in sightseeing places in natural way, history; culture and tradition cover all

areas. Tourism Authority of Thailand has set tourism offices in each region for being the place to give information to tourists and government has set the policy in supporting public relation, market, domestic tours and international tours continuously. For example, "Tiew Tau Thai Pai Dai Tuk Duean Project". As a result of stimulating of community and other concerned departments to realize the consequence of setting up activities to support tourism more and more.

However the readiness in sightseeing places with policy in sustaining of tourism of the country for bringing about the income, it makes the tourism industry has important to economic as taking the much revenue in the country. Besides, the subsequent effects are environment have been decayed and are the problems all the time more such as pollutions, it takes place to damage scenery, society and cultural problems and so on. In case of consideration in economic side will be a good topic but there are limited resources. If the nature is used over its capacity, it will be deteriorated and spend a time to recovery and amend. Then it can return to the ordinary nature. (Nart Tantaviruth,1985:19)

In order to, the tourism doesn't influence to the natural resources and environment, Ecotourism is the tour that response demands to create sustainable. It creates better tourism development without only objective in economic for selling goods and tourism services to the tourist.

Kanjanaburi province is located in the middle west of the country. There is totally area of 12,176,967 Rai or 19,483.148 Square Kilometers. It's the third largest area in the country and far from Bangkok in 129 Kilometers. The geography is support for travel and it's a city center of tourism that has completed in sightseeing places. There are variety in sightseeing, natural, history, archaeology and cultural. Kanchanaburi province has high potential province in development in tourism. From the readiness in tourism, the sightseeing places in Kanchanaburi province are usually popular places for tourist in every region.

According to public relation, the suggestion of sightseeing places through mass communications so the tourist from both Thais and foreigners have come in Kanchanaburi greater than ever whereas tourism business are investment with build the convenience things for a big group of tourist. That is not melodious with potential in tourism such as built the golf field, hotels, resorts, residential rafts, floating rafts,

discotheque rafts, restaurant rafts, cafe and karaoke etc. These are the adulterated things to invade and reduce the value in tourism places, make the pollutions, damage the silence, beautiful and abundant of the land. Unexpectedly, when these convenience things are increase, tourist will growth so economies in Kanchanaburi are expansion whereas natural resources, environment, beautiful scenery, art & culture, style of living that is unique of community including limitation, fragile and rareness in archaeological site and relics will be decadent. Because of careless, misunderstand in the real value, lack of planning and prevention, pollution problem in environment and declination of natural resources & environment in tourism places as well as social problems and so on. In the long-term result, local people will be left to stay with decayed tourism places. (Parinya Prommin,1999:6)

So the avoidance of occurred influence from tourism development to natural resources and environment should have planning and cooperation in tourism to be effective from concerned department in public and private with both short term and long term. From policy level till practical in local area. For long term, it should implant youth to realize the importance of preservation in environment and resources in tourism places. (Sureeporn Pattarapornnan,1998:133) Especially the groups of student, who are significant role and are the most importance human resources, These people are youth who is hope of country development for expansion so they should be develop, implant these people to have knowledge and attitude on Ecotourism and create conscious to have love and cherish for participating in conservation the valuable things in tourism resources as persistently. (Pisit Somkeaw, Dairy News;1997:36)

Consistent with vocational college to be under vocational school section in department of vocational education, has been established in every region in the country, there are many students and the college has the duty to produce people in vocation way to be specialist with knowledge and skillful in occupation, moral, discipline, attitude, personality and intelligence that can apply the knowledge in the need of career market and harmonious with social status in community level, local level and nation. It wills a numerous importance power of country in the future. Especially, in each year Kanchanaburi Vocational Education College produce a lot graduated student, it has average of graduated student 2,000 persons. I am interesting in studying these youth because when they graduated, they will bring out the

vocational knowledge they have learnt to do the job and will be the local human resources in the future so it should have been studied about knowledge and attitude on Ecotourism of the youth in this area.

From the above reasons, I am interesting in study about knowledge and attitude on Ecotourism of the youth in the area of Kanjanaburi province. That is occurred and growth with the expansion of tourism industry, it is the tourism center in the region. This research, I am interesting to study with students in Kanchanaburi Vocational Education College who study in year 1-3 and most are local youth with age 15-18 years old whom are in the age of thinking development. They have just known to analyze with reasons in the situations and know the society's rules. They has been interesting in philosophy, social value and ideology, it builds interesting in their own duty. (Prayunsri Maneesarn,1993:41) Moreover, the youth are in the age of changing and in trend of working when they have finished in the vocational college. The characteristic of thinking and decision making in the situations they are faced, has influenced to personnel and social problems solving as well as pollutions problem solving (Panthip Siriwannabuth,1987:139-164). I am interesting to study this youth's group in the local area to know how much they have about knowledge and attitude on Ecotourism. Because if the youth have knowledge, understand, good attitude and feeling of own land which have love, care, see the value and importance of participating in conservation of the natural resources and environment. It will lead to direction of sustainable Ecotourism continuously.

## **2. Objectives**

1. To study the level of knowledge and attitude on ecotourism of vocation college students in Kanchanaburi
2. To study the relationship between knowledge on ecotourism of vocation college students in Kanchanaburi and variables of sex, educational level, fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training.
3. To study the relationship between attitude on ecotourism of vocation education college students in Kanchanaburi and variables of sex, educational level,

fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training.

### **3. Anticipated Issues**

1. What's the level of knowledge on Ecotourism that students in Kanchanaburi Vocational Education College have?
2. What's the level of attitude on Ecotourism that students in Kanchanaburi Vocational Education College have?
3. Whether the knowledge of students in Kanchanaburi Vocational Education College have relationship with sex, educational level, fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training or not?
4. Whether the attitude of students in Kanchanaburi Vocational Education College have relationship with sex, educational level, fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training or not?

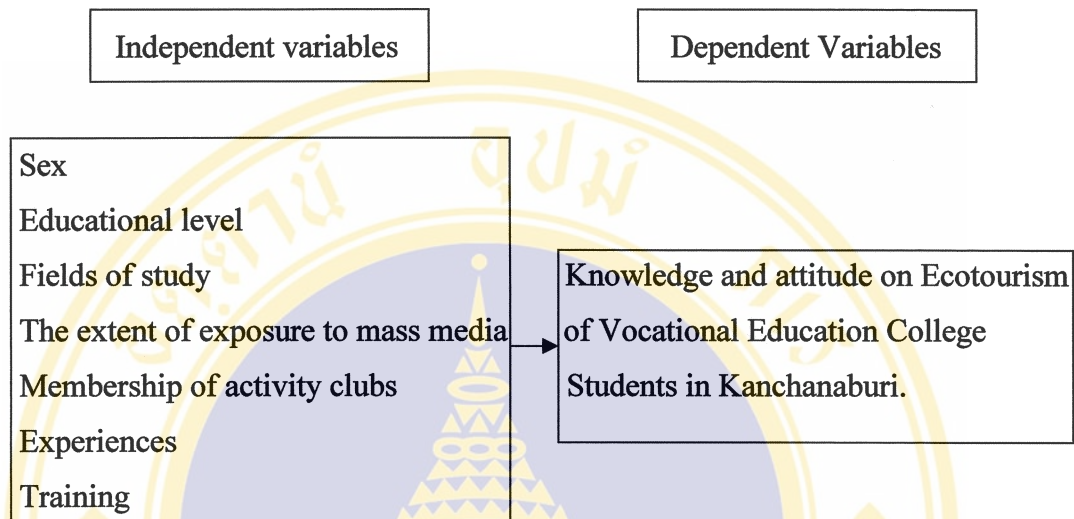
### **4. Hypothesis.**

Knowledge and attitude on ecotourism of vocation education college students in Kanchanaburi Vocational Education College has the relationship with variables of sex, educational level, fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training

### **5. Scope of the study**

This research has aimed to study knowledge and attitude of students in Kanjanaburi Vocational Education College both female and male who are studying in educational level in 1-3 level of year in education in 2003.

## 6. Conceptual Framework



## 7. Variables

1. Independent Variables are sex, educational level, fields of study, and the extent of exposure to mass media, membership of activity clubs, experiences and training.
2. Dependent Variables are knowledge and attitude on ecotourism of Vocational Education College Students in Kanchanaburi.

## 8. Definition of terms

**Knowledge** means of receiving story, facts, regulation, information that get from places, things or person as come from education, research, observation and experiences by means of being able to remember and behave in the measurable way or noticeable way.

**Attitude** defines as internal behavior that whether it may noticeable or not with showing performance on feeling or thinking that is stimulated by attractive things. It makes people show their behavior in the positive or negative way.

**Vocational education college students'** states that female and male are the students who are studying in vocational level in Kanchanaburi Vocational Education College of the year of education in 2003.

**Fields of study** means of Vocational Certificate program in Kanchanaburi Vocational College is consists of several major as 1. Garments business major 2. Food business major 3. Culinary business major 4. Designs major 5. Accounting major 6. Commerce major 7. Secretary major 8. Computer major 9. Hotel major.

**The extent of exposure to mass media** defines as frequency of receiving information on Ecotourism from personal and mass communication.

**Membership of activity clubs** states that the students join in the group, club, association, or organizations that do activities in the environment.

**Experiences** means have been traveled in the type of Ecotourism.

**Training** defines as the students passed the training in the topic concerning environment preservation and used to join the environment activities.

**Ecotourism** states that traveling in the natural places, history, archeology and cultural places with caution in not changing and damage the value or effect to natural resources and environment through having learning processes and environment management, to emphasize of having conscious for conservation in resources and environment and building benefits in economic to local people too.

## **9. Anticipated Benefit**

1. To know the level of knowledge and attitude on ecotourism of Vocational Education College Students in Kanchanaburi.
2. To know the relationship of knowledge on ecotourism of Vocational Education College Students in Kanchanaburi.
3. To know the relationship of attitude on ecotourism of Vocational Education College Students in Kanchanaburi.

## CHAPTER II

### LITERATURE REVIEW

Conducting Study, the researcher has reviewed and compiled data from relevant academic documents, theory, books and concerning researches for research basis. This literature review separate into 6 parts as follows:

1. Concepts of Knowledge
2. Concepts of Attitude
3. Concepts of Ecotourism
4. Vocational Certificate Program
5. Related Ecotourism Research
6. Related Variables Research

#### **1. Concepts of Knowledge**

##### **1.1 Definition of Knowledge**

Dictionary of Education has defined the meaning of knowledge as knowledge is facts, truth, rule and any information that human gain and collects from their experiences. (Carter V Good,1973:325)

Benjamin S. Bloom (1971:271) said that knowledge is the matter of memorable recognition on specific or general issue which includes method, process or situation.

Chawal Paarattakul (1983:201) said that knowledge is expression of memory side of brain efficiency mainly by means of recognition.

Jitra Wasuwanich (1985:6) had defined the meaning of knowledge is a memory, facts, situation and detailed information that indicated in books or any resources.

As summarize, Knowledge means a perception of facts, rules or information that human gained from places, objects or human themselves, which resulted from studies, searching, observing and experiencing.

## **1.2 Cognitive Expression Behavior**

Cognitive Domain is a result that helps researcher gain more knowledge and intellectual ability that cause brain expression behavior. Bloom and fellows has divided behaviors into six parts as thinking person. (Utumporn Tonguthai,1988:191-199)

1. Knowledge means recognition of any situation that one experience which includes matters memory that was presented in related subjects.

Knowledge can be classified into 3 categories as follows;

1.1 Knowledge of Specifics such as ability to recall or remember in terms of terminology and specific facts.

1.2 Knowledge of Ways and Means of Dealing with Specifics such as conventional knowledge, Trends and Sequence. Classifications and categories, criteria and methodology.

1.3 Knowledge of The Universals and Abstracts in a Field is knowledge and ability in a matter of plan, special forms that include all structure, theory and conclusion, for example, knowledge and ability of Principles and Generalizations and theories and structures.

2. Comprehension means knowledge, ability and skill in terms of interpretation and referent conclusion, which needs definition and can be able to apply new experiences or things with the past. Comprehension has separated into 3 types, for instance, an ability and skill of translation, interpretation and extrapolation.

3. Application means knowledge and ability to apply knowledge and comprehension in previous experience to be used with any real situation or simulation. One also can be able to bring rules, regulation and method from past experience to solve or comprehend with new situation or experience.

4. Analysis means knowledge and ability to classify matters into smaller units or parts in order to clear sequence all thinking process or relationship of

all thinking ideas. It can be divided into 3 categories such as an ability to analyze related elements, relationships and organizational and principles.

5. Syntheses mean knowledge and ability of integration of all parts together and rearrange them in the form of new structure. They consist of 3 types, for instance, an ability to synthesize product of a unique communications, production of plan or proposed of operations, and derivation of a set of abstract relations.

6. Evaluation means knowledge and ability of decision making in terms of context value and methodology. This type has been classified into 2 categories for example, judgements in term of internal evidence and judgements in term of external criteria.

### **1.3 Knowledge Measurement**

Tools and techniques to measure knowledge such as (Boontham Kitpredaborisute,1992:4)

1. Direct observation
2. Interviewing
3. Performance Test
4. Case Study
5. Projective Technique
6. Questionnaire
7. Testing

All each tool and technique has different utilization but the most popular one is testing.

### **1.4 Testing**

Testing is part of questionnaire set that has been systematically created in order to stimulate answer person express responsive behavior.

There are different purposes of testing itself in form of pattern, utilization and aim of creation. For question and answer pattern will be categorized as followings; (Boontham Kitpredaborisute,1994:86)

1. Essay Test. This kind of test will allow the answer people to sequence and arrange their own answer.

2. Short Answer and Multiple Choices Test. This type of test will need the answer person to give short answer or choose the most correct multiple choice. There are 4 types of this kind of test.

2.1 Short Answer Item

2.2 True – False Item

2.3 Matching Item

2.4 Multiple Choice Items

Within this research, the researcher has decided to choose true –false Item Testing to be used because it is more convenient, understandable and uncomplicated.

## **2. Concepts of Attitude**

### **2.1 Definition of Attitude**

They are many definition of Attitude has been differently defined as followings

Gilford (quoted in Sawat Sukonrangsri,1974:231) had defined “Attitude” is either positive or negative tendency of mindset toward any action that happened in society.

Cherdsak Kowasin (1979:93) had defined Attitude is individual feeling toward anything around themselves which resulted from learning and experience. It also urges one to express his/her behavior or tendency to response to that stimulus in either positive or negative way.

Thai Official Dictionary (1982:237) defined attitude is manner, bearing or feeling of individual towards thing.

Praphapen Suwan (1983:14) has summarized definition of attitude; is opinion that was urged by emotion which affect individual to find out something. Attitude helps humans to improve and protect themselves being able to show their value and assist them to understand the surroundings. Moreover, one’s previous experience builds up attitude that will define its individual’s attitude.

Preeyaporn Wonganuthraroj (1991:208) has defined definition of attitude briefly; attitude is one's feeling towards things around them after experiencing on it. One will express in behavioral characteristics, which are observable and unobservable.

As summary, attitude is an internal behavior that might be observed or not in forms of either positive or negative feeling or opinion which is resulted from responsiveness of stimulus.

## **2.2 Components of attitude**

1. Knowledge and cognitive component is component of individual respond to a stimulus in order to be concluding rationale or assess that stimulus.
2. Affective component is component of individual concerning feeling and emotion that respond to stimulus such as satisfy or dissatisfy, need or not need and good or bad.
3. Behavioral component is component that shows readiness or tendency of individual to behave in both of supportive or defensive toward stimulus. From this entire one's behavior rely on belief and feeling that one assess the behavior related to current feeling.

There will always be more or less of all three components to combine in individual's attitude.

## **2.3 Characteristics of attitude**

Preeyaporn Wonganuthraroj (1991:211-213) has mentioned about characteristics of Attitude as following;

1. Attitude came from experience. All related experiences that one gain from things around them, for instance, grow up, and learn; tradition and culture that are all create attitude. Although people have same experience, they might have different attitude because it will be another causes such as intelligence or age.
2. Attitude is preparation and readiness against stimulus. It mainly internal concern which is quite complicated to be observed. One will respond to that stimulus in terms of like or dislike, acceptable or unacceptable which will be pertaining to emotion.

3. Attitude has direction of assessment. Direction of assessment is characteristics of feeling and emotion that will happen toward any stimulus. There are two direction of assessment; positive direction (like, satisfy or agree) and negative direction (dislike, dissatisfy or disagree)

4. Attitude has density, which means quantity of feeling or emotion on anything. If people have extremely like or dislike on thing, it shows that density is high and vice versa.

5. Attitude has durability that means what people belief in any attitude; it will be hard to change their mindset.

6. Attitude has both internal and external behavior. Internal behavior Attitude will not be noticed if there is no clue expression. Conversely, external behavior attitude will be shown due to another related causes affected.

7. Attitude arises when it needs to respond to the stimulus. It is unnecessary that internal and external behavior attitude will be the same as people usually adjust their external behavior attitude before expressing to the society.

#### **2.4 How to measure attitude**

Due to Attitude is more concerning abstract issue than concrete and it is about individual's conscious. Attitude is also Convert Behavior that cannot be measured or observed by tendency of individual's manner or body language. They are three main method to measure attitude as followings (Prasit Leeraphun,1991:157)

1. Observation. This method is limited by the way to have direct observation and behavior that reflecting the attitude; therefore it is not a popular method to use.

2. Projective Technique. The method usually used to measure attitude in deeper level by arousing people with stimulus and collect all manners or opinions expression to get an outcome.

3. Self – report. This method needs individual to express themselves in forms of like or dislike with indicating intensity of that feeling.

## 2.5 Parameters of attitude

Rating scale is a tool used to measure abstract matter in form of quantity comparison. It normally used to rate behavior or thing that cannot be counted in figure such as merit, integrity, value, attitude and belief etc. The most important thing is about quantity of answer. Individual needs to answer with rating scale by picking up only one answer. (Boontham Kitpredaborisute,1991:113)

Scale and parameter of attitude mainly consist of many messages in order to allow individual to express their opinion (agree or disagree) with rating scale. Therefore, the answer will be more sufficient and reliable. Others component that require for creating and assessing parameters of attitude are;

1. Homogeneity
2. Linearity and Equal intervals
3. Reliability
4. Validity
5. Reproducibility

## 2.6 How to create parameter of attitude

There are three main methods to create parameter of attitude

1.Thurstone Scale means weighting or rating in answer scale. Each answer would have equal weigh in each scale.

2.Guttman Scale will provide bulk of messages, which indicate message with the same direction of attitude in sequential intensity of quantity of feeling. To answer the question, individual will choose only answer and it will be confirmed by next answer that has low intensity of quantity of feeling.

3.Likert Scale will provide a set of message in either direction (good or bad) and allow individual express his/her opinion. There are five rating scale of answer such as extremely agree, agree, not sure, disagree and extremely disagree.

4.For this study, the researcher selects Likert Scale to be used as methodology of attitude measurement. It will start up with collecting all information and rearrange it in terms of related topic with studying attitude. In each message will provide five rating scale since extremely agree, agree, not sure, disagree and extremely disagree and grading will be as follows;

	Positive question grading	Negative question grading
Extremely agree	5	1
Agree	4	2
Not sure	3	3
Disagree	2	4
Extremely disagree	1	5

### 3. Concepts of Ecotourism

Tourism is one of human's activities to relax and release them from work's tension. When number of population is higher, living life seems to be harder. Therefore, the requirement of recreation and leisure activities is increased. Nowadays, tourism industry dramatic grew up and directly reflected with economic system in terms of microeconomic (local) and macroeconomic (national). Tourism places are very important in both mentality and economy side. First, a tourism place facilitates useful services to tourists to release their tension and pressure from everyday life. Second, tourism development benefits country with higher income. It can be assumed that most countries see the importance of tourism development as national policy. Tourism activities are considered as one of beneficial industry that brings in great amount of income to country with low investment in comparison. Above all, in order to develop and extend tourism places has to recognize based on natural resources, history, culture and one of the most important factor is to take care environment.

Ecotourism is one of world national development that turn its interest to solve environment's problem that getting worse due to rapid increase amount of population according to Globalization. Concept of Ecotourism aims to combine both benefit and requirement of environmental preservation as well as responds to national economic needs in a form of Tourism Sustainable Development. (Wanna Wongwanich,1996:74-75)

### 3.1 The definition of Ecotourism

Ecotourism is combination between Ecology and Tourism. It might be used similar words such as Nature Tourism, Bio Tourism or Green Tourism and etc. These following people defined the definitions of Ecotourism.

Phongsatorn Kessamlee (2530:40) uses word “Ecotour” and defined the meaning of this word as an integration of tourism and academic knowledge and understanding on Ecology. This kind of tourism not only provides individual with pleasure but also simultaneously enclosure knowledge.

Pharadej Payakvichien (1991:29) has defined definition of “Ecotoursim” as tourism that support natural preservation and try not to destroy the environment and culture. At the same time, build up knowledge and cooperative understanding between tourists, environment, and culture, natural with related local communities.

Sriporn Somboontham (1994:53) has defined definition of “Ecotourism” as same as definition of Green Tourism that is a form of tourism that helps support natural and culture preservation and tries to decrease to least impact to environment.

Somsiri Yimmuang (1996:29) has defined the definition of “Ecotourism” as trip to visit any tourist’s places which aims to enjoy with scenery, natural and culture and life style of that local community and base upon Ecology’s knowledge and responsibility’s conscious.

As summarize, Ecotourism is a trip to tourist’s places like as natural, historical, archaeological or cultural resources places with awareness not to destroy the Ecology. In addition, the trip has to provide knowledge perception of environment that related to local participation in order to create consciousness of Ecology. Simultaneously, build up economic opportunity that would help support and beneficial to local community.

### 3.2 Components of Ecotourism

There are three main components of Ecotourism as followings (Forestry Research Center,1995:3-5)

1. Create consciousness natural resources and environmental preservation, which is a fundamental factor of Ecotourism. Therefore, during the trip

the tour-guide or tour leader needs to add on environment consciousness to tourists to remind them to realize on natural resources and tourist's places importance.

## 2. Satisfaction of tourist

This component is pertaining to consciousness creation. Tourists who interest in knowledge and information of natural resources and scenery usually ignore any easy and convenient facilities that tour-guide provide. On the other hand, Ecotourism tourists are expected to feed up more with fruitful knowledge and understanding on natural resources in different angles both of deep and wide perspectives.

## 3. Local Community participation

Ecotourism places should be considered as an important factor that support and encourage local Ecotourism within community as it would impact national economic development, social and local community in long run. Therefore, to let local community be part of Ecotourism development is beneficial for them in both direct and indirect way.

As summarize, for all related parties such as entrepreneurs, tourists and local people concerning Ecotourism are the main component that play an important role to realize and take responsibility over tourist's places. Each of them has their own duty for example, tourists have to be educated and given with knowledge and information about the place whereas local community should be part of planning, managing and developing tourist's places in order to bring in benefit to community.

### 3.3 Objectives of Ecotourism

From concept of Ecotourism that mentioned above, objectives of Ecotourism is totally different from previously. Currently, objective has been concluded as framework in order to indicate way of direction for further management and support (Yuwadee Nirantrakul,1996:55) have mentioned about objectives of Ecotourism as follows;

1. Develop consciousness and understanding of tourists to take a good care to environment and economy.
2. Expand worthy experience to tourists and visitors
3. Improve quality of life for local community

#### 4. Maintain and restore of natural resources quality

Further from above objectives, Ecotourism also aims to promote life style of local community around tourist's area and expand opportunities for learning and building satisfaction of individual group's culture diversity.

### 3.4 Categories of Ecotourism

Sirikul Buppong Comments of Ecotourism is classified by Four level of interesting in nature (quoted Sriporn Somboontham,1993:30)

1. Group of Naturists has a purpose of travelling is to survey and do research on plants, animals and environment.
2. Group of Nature Tourists has main purpose of visiting is to appreciate beauty of nature and locally primitive lifestyle.
3. Group of Mainstream Nature Tourists interests in far way community without civilized and convenient facilities such as Amazon River Valley, Papua Newkini and camping at Himalai
4. Group of Casual Tourists seek for new experience and diversity.

In addition, Dowling has indicated Styles of Ecotourism by reasoning that due to Ecotourism management; it is required to understand about types and forms of Ecotourism by all these following variables;

- Characteristic of needed nature
- Scope of interaction between nature and tourists
- Group size of tourists
- Utilization and interpersonal connection with tour-guide
- Vehicle and convenient facilities
- Tourists Satisfaction and Experience

### 3.5 Guidelines for the management of Ecotourism

The desired target of Ecotourism is to be Ecotourism sustainable development in order to create sense of consciousness and understanding of tourism which will cause better quality of tourists' places and local communities.

Due to push desired target to be implemented, therefore the followings are guidelines of Ecotourism management (Tourists Authority of Thailand,1995:20)

1. Guideline for implementing Ecotourism is needed to prepare space to support tourism activities since location, size, activities between each area, tourist's group size to be suitable with capacity of the place and rules and regulation of tourists.

2. Guidelines for communicating and providing educational services can be implemented by organizing media in forms of nature, culture and history. In addition, to support local and knowledgeable tour-guide to obtain qualified and legal certificates are required and always improve tour-guide curriculum program to respond with development's plan direction.

3. Guidelines for encouraging participation from local community. To gain benefits from tourism in terms of economy, society and environment fall into local people, education and knowledge distribution of Ecotourism is very necessarily executed for youth and local community leader and encourage them to form group as club or organization. When people are well educated and understand on all related matters such as people resources, raw material, local intelligence and local culture they will play critical role with more economic bargaining power.

4. Preventive guideline of negative impact on Ecotourism culture that relates to local people believing such as respect to local culture and maintains good combination of its culture.

5. Guidelines for Marketing and Public Relations Ecotourism have to run parallel with natural preserve, social and culture development. It aims to improve quality of tourists instead of quantity and include related media production.

As summarize, guidelines of Ecotourism have to preserve nature resources by educating and distributing media to tourists and local people which will decrease negative impact of nature and culture.

### **3.6 Tourism Development Policy and Support**

From direction of tourism development of National Economic and Social Development Board the eighth issue (1997-2001) encourages Thailand as tourism center of Southeast Asia by using geographical and communicating network to cement connection among neighboring countries. At the same time, tourism has to maintain tourist's places with historical uniqueness with natural look and provide tourists with

sufficient facilities to generate more income to the country (quoted in Thailand Institute of Scientific and Technological Research,1997:18)

Tourism Development Policy and Support (1997-2003)

Tourism Authority of Thailand (quoted in Thailand Institute of Scientific and Technological Research,1998:19-20) defined policy framework of implementing plan as follows;

1. To contribute and preserve the culture, tourism resources and natural environment by mean of emphasizing tourism development this maintains the national uniqueness and heritage of Thailand.

2. Build up participation of government and non-government organization with local community in solving tourism problems in order to increase the value of the tourism industry and to positively affect the tourists.

3. To support the developing factors of services and facilitates tourists with technology advancement especially information system together with internal and external computer networking.

4. Encourage collaboration among neighboring countries to develop and support the tourism market and its transportation system, media and facilities to achieve target as tourism center of the geographical hub.

5. Encourage Thai people to be good tourists who have sense of belonging and consciousness on national heritage together with willingness to warm welcome for all foreign tourists.

6. Encourage to increase amount and quality of tourism industry human resources to respond to market needs so as to support Free Trade Policy and national employment rate.

7. Tourists and entrepreneurs in tourism industry should be managed and being protected by Tourism Business and Guide Law of the year 1996.

8. To support idea that tourism plays a crucial role in developing the quality of life for Thai population.

9. Persuade qualified foreign tourists to visit Thailand and stay long term to generate more revenue.

10. To promote and establish value of travel within Thailand in order to distribute the income to local area this also supports the whole national economic development plan.

11. Carefully consider tourism business investment to be suitable with tourism market.

### **3.7 Tourism Development Strategies**

Thailand Institute of Scientific and Technological Research (1997:20) has mentioned about Tourism Development Strategies for the year of 1997-2003 as follows;

1.To drive collaboration among government, non-government organizations in order to maintain best condition for tourists' places.

2.To campaign and establish people consciousness of how important tourist's places are and allow all social members participate in taking care and developing of their natural resources in a good condition as well as willing to serve with information to tourists when it required.

3.To set up clearly punishment for person who violated rules and regulations.

4.Emphasize on Ecotourism with knowledge's provision.

5.Cooperate with related organization to organize places cleaning campaign. Especially for major places.

6.Operate open discussing session and set up board of committee with related parties such as TAT, non-government organization and local people to strategize tourism plan and solving environmental problem.

7.Study further and provide up-to-date information system about environment and pollution in tourists' places.

8.Encourage non-government organization to establish training center to increase service efficiency.

## 4. Vocational Certificate Program

Standard of program

### 1. Teaching and studying

All students who interests can register and bring final grade to co-evaluate at the end of program. Credits can be transferred and compare with knowledge and experience.

### 2. Study Time table

2.1 They are two semesters, twenty weeks per semester and summer course might be provided depends on institute's consideration.

2.2 Institute will open based on government office hours (five days a week, not exceeding seven hours per day and students are allowed to take course not exceeding thirty-five hours a week which includes two hours of activities)

### 3. Credit

3.1 Theoretical subject has one hour per week. There is not less than twenty hours through whole semester is counted one credit.

3.2 Theoretical and operational subject. Students have to complete operational subjects two to three hours per week. There is not less than forty to sixty hours which is counted one credit.

1.3 Internship or project required subject will follow through recommended program.

### 4. Structure

Vocational Certificate Program has divided into 3 sections as follows;

1. Ordinary subjects section
2. Vocational subjects section
  - Basic vocational certificate
  - Specialist vocational certificate
  - Internship/Project/Vocational Project
3. Special subjects section
4. Special Program Activities

Total amount of credits through semester will base on program structure and institute provides subject lists according to program which indicate subject code, study hours and credits.

### **5. Internship /Project/Vocational project**

5.1 All students are required to consecutively pass internship or project from any academic institute or enterprises as referring in program of each major or project. This kind of project will value 4 credits

5.2 Grading will be executed as same as another subjects.

5.3 Study time will be double if that semester include with project.

### **6. Student**

Educational background and student qualification will base on what vocational program required.

### **7. Evaluating**

Evaluating will base on what vocational program required.

### **8. Special program activities**

Academic institute must provide activities that establish virtue, morale, value, and discipline by means of planning and executing project for helping community and maintain traditional cultures.

### **9. Program ending**

9.1 Passed all subject that is mandatory in all categories according to program ordinary subject, vocational and extra subject

9.2 Obtained expected credits

9.3 GPA is not less than 2.00

9.4 Attended and passed all required activities

9.5 Passes vocational certificate standard

### **10. Program Restructuring**

10.1 Assistant district officer has authority to change, adjust or terminate any subject or major in program.

10.2 Director General of Vocational Education has authority to change, adjust or terminate any major in program

10.3 Academic institute has authority to add on subject that suit for local condition by informing to head office.

### **Analysis of Vocational Program Content**

The writer has analyzed content of vocation program that require all first year vocational students needs to study obtain Basic Environment Management as fundamental subjects as describe in subject description below.

Basic Environment Management subject is to study about basic execution for basic environmental management in local community together with role and an important of environment which relates to Ecology and technology in order to develop countries.

### **5. Related Ecotourism Research**

Boonlue Kochasenee (1989:abstract) studies about knowledge and recognition of local people towards environmental preservation at coastal tourist place : Kor Samet, Rayong province has found that most of local people have high level of knowledge and recognition in environment preservation with intermediate level of information receiving in terms of statistic. Factors that affect knowledge and recognition are male sampling group, educational level and career tourism professional field.

Darane Apornpattana (1990:abstract) studies about knowledge and recognition of people towards local Fine Art environmental preservation, Praprathomchedi, Nakornprathom province have found that most people who have intermediate level of knowledge and recognition based on variables of residential location, career and age would affect variation, whereas variables of income, educational level and information receiving behavior are significantly related with knowledge and recognition.

Phamornrat Sutham (1990:abstract) studies about knowledge and attitude of people at Kor Pha-ngan towards coastal natural resources preservation has found that most people have good level of knowledge of coastal natural resources preservation. Apart from factors that affect knowledge and attitude of people are persons who have related job with tourism, marital status, period of long stay over thirty-one year or beyond and persons who often receive information have higher level of knowledge and attitude than the others.

Somkiat Kannawat (1996:abstract) studied knowledge of university students about Ecotourism; case study : Governmental university students at Nakornprathom province has found that the students have intermediate level of knowledge about Ecotourism. For variation analysis found that people different in sex, faculty, home town and tourism experiences have different Ecotourism knowledge was significantly at the level of 0.05. For information receiving and unlike club memberships do not affect Ecotourism knowledge.

Peerasith Somkaew (Dailynews,1997:36) has mentioned about Ecotourism in the subject “How to Operate Ecotourism Effectively” that Thailand has fundamental natural resources that attract tourists such as ancient places, traditional culture and natural scenery. In comparison, Thailand is in the better position than another Asian country in terms of readiness and understanding of Thai in order realize what are main points of Ecotourism and space management between human, animal and forest. The most important human resources are young generation who are brightening of country development as well as authorized people should take this matter into consideration.

Sirirux Pummanpuen (1997:abstract) studied knowledge of Ecotourism executors ; case study : Ecotourism executors from government and non-government organization found that educated people have high level of Ecotourism knowledge was significantly at the level of 0.01

Suree Pattrapornnan (1998:abstract) did survey research of tourists' attitude towards Ecotourism ; case study : National Park in Kanchanaburi province. It found that most of group sample have intermediate level of knowledge and support. It appeared different attitude among marital status, educational level, age, sex, occupation and income as well as information receiving was significantly at the level of 0.01

## **6. Related Variables research**

### **Sex**

Kamala Suphan (1996:135) studied “Behavior of youth in Bangkok towards environmental preservation” found that females have right behavior than males and it

can conclude that different sex will have different behavior towards environmental preservation.

Pharung MeeUdon (1996:95) studied role of local people in natural and environmental management in Khon Khaen found that different sex will affect role of people.

#### **Educational level**

Sopon Dejma (1982:40) studied attitude of Rajabhat Institute towards forest preservation found that knowledge and attitude of different educational level students have affected forest preservation

Charan Promyu (1983:108) mentioned that education is human development in both physical, emotion, and intelligence to reflect good behavior, stable emotion, strong body and clever in order to operate well in occupation in terms of solving problem due to when people have well education will apply all knowledge to be used in career.

Rudeekorn Yannasangwornchai (1994:abstract) “Factors that affect agriculture’s acceptance to used herb rather than insect pest” case study : Soidao District, Chantaburi province found that educational level of agricultures influence their acceptance was significantly at the level of 0.01

Sirinart Soontornsorn (1994:abstract) studied “Acceptance of household in water treatment at Nakornprathom Muang District” found that high level of educational people accept more when compare to low level of educational people. It can conclude that different level of education will affect the acceptance of water treatment system was significantly at the level of 0.01

The researcher thinks that educational level should have internal linkage, therefore, the hypothesis is set up “Knowledge and Attitude on Ecotourism of Vocational Education College Students in Kanchanaburi have internal link with educational level”

#### **Fields of study**

Narong Srisanit (1981:68) studied knowledge and attitude toward environmental problem of Rajabhat University found that Science and Sociology students have different attitude towards environmental problem

Somsak Suriyacharoen (1990:118) studied recognition of Municipal Officer concerning forest preservation found that group sample who finished Law Degree are more realize in forest preservation than another group.

Suchada Watthamane (1999:abstract) studied relation between information receiving and Ecology knowledge, attitude and behavior of university students in Bangkok which found that students with different fields of study will have different Ecology knowledge.

The researcher thinks that fields of study should have internal linkage, therefore, the hypothesis is set up “Knowledge and Attitude on Ecotourism of Vocational Education College Students in Kanchanaburi have internal link with Ecotourism knowledge”

#### **The extent of exposure to mass media**

Wanee Chongsaksawas (1993:115) studied the result of media that affect consciousness development of people towards water pollution found that behavior of information receiving has relationship with water pollution problem solving behavior.

Chatrakporn Wiwattanawanich (1995:101) studied about factors that relates to people’s role in natural resources and environmental preservation. In Payoon Village, Baan Chang Amphur, Rayong province case has found that information receiving play an important role to preserve natural resources and environment.

Pharoong Mee-Udon (1996:95) studied role of local people in natural resources and local environmental management. Case study of people in local community in Khonkhaen - Northeastern province found that information acceptance will differentiate role

According to study about related research in variation, it found that variable of the extent of exposure to mass media is correlation. The researcher then set up hypothesis as knowledge and attitude on ecotourism of vocational education college students in Kanchanaburi province has relationship with information the extent of exposure to mass media.

#### **Membership of activity clubs**

Sa-Nguan Sithilertaroon (1979:97) mentioned that to be membership of group either small or large group, major opinion of member will convince and persuade others members.

Danai Dumrongsakul (1991:77) studied about knowledge and attitude of agricultural students at Rajamongkol Technology Institute towards environmental pollution, it founds that students who are membership of environmental club would influence level of knowledge in environment.

According to study about related research in above variation, it founds that knowledge and attitude on ecotourism of vocational education college students in Kanchanaburi province has relationship with membership.

### **Experiences**

Oskamp (1977:119) mentioned about direct experience of people influence opinion towards a particular experience.

Chalermchon Lertmanokulchai (1995:93) studied technology acceptance to produce pig of Charoenpokphan in Chiang Mai, and the result found that experience in growing up pig has positive correlation with technology acceptance of producing pigs was significantly at the level of 0.05

Chutima Aungpakorn (1996:abstract) studied acceptance of recycle products that produced from paper, it found that group of great experience of household wives has accepted paper recycle products than those whom have intermediate and less experience. It shows that acceptance of recycle products that produced from paper has different correlation was significantly at the level of 0.01

Nongnuch Impitak (1997:abstract) studied acceptance of anti-polluted products of students of College of Nursing, Ministry of Public Health. Case study: Nursing College in Center and Eastern Region found that experience that relates to anti-polluted products of students has positive correlation with experience.

According to study about related research in above variation, it implies that variable of experience has interrelation. The researcher has set hypothesis on knowledge and attitude on ecotourism of vocational education college students in Kanchanaburi province has relationship with experience.

### **Training**

Sataporn Ittipong (1993:148) studied about participation of Members of Tambol Society in Mangrove Forest preservation, case study: Thamai and Nayai-arm Districts, Chantaburi province found that trained people tends to be more participation.

Suchada Watthamane (1999:abstract) studied relationship between Ecology information acceptance and knowledge as well as attitude and behavior of Ecotourism of university students in Bangkok, it found that groups sample that have different participation would perform different behavior in Ecotourism.

According to study about related research in above variation, it found that variable of training should have relationship with the hypothesis of the research as knowledge and attitude on ecotourism of vocational education college students in Kanchanaburi province has correlation with training.

Prosperity of tourism industry cause economic expansion, employment, and generate income together with developing public facilities as national economic and social development. Conversely, tourism industry development has inevitably affected against environment such as tourist's places destruction, scenery destroy, water and waste pollution, high cost of living, local people value changes, criminal problem as well as influencing to traditional cultures between local people with tourists. All mentioned problems resulted from lack of consciousness, knowledge, understanding and responsibility over environment and natural resources and less capacity of tourists support when compared to great amount of tourists, therefore it rapidly demolish these tourists places for example Pattaya, Bangsaen Beach, Phuket and PP etc. (Sureeporn Pattrapornnan,1998:2)

Accordance with documentary and related survey researches mostly studied about tourists, entrepreneurs, common people and community leader, there is no research that studies about youth age on Ecotourism which is absolutely support nature and culture preservation relates to Ecology. Therefore, the researcher interests to study further about knowledge and attitude on ecotourism of vocational college students in Kanchanaburi province has sufficiency of natural resources, history, culture and local lifestyle uniqueness of local community which is worth to preserve. To provide the youth age with knowledge, understanding and positive attitude and realize importance of Ecotourism will lead to consciousness, responsibility as well as participating in natural resources and environment preservation to achieve sustainable Ecotoursim.

## CHAPTER III

### RESEARCH METHODOLOGY

This research is the survey research that I focus to study on knowledge and attitude of Vocational Education College students in Kanchanaburi by using questionnaire that is tool in collecting the data in survey research. There are processes in conduction of survey research as follow.

1. Target population
2. Instruments
3. Data collection
4. Data analysis

#### 1. Target Population

Target population is used in this research are female and male students at Kanchanaburi Vocational Education College in educational level of year 1-3 at the year of education in 2003 amount 1,297 people.

**Table 1 Numbers of students in Kanchanaburi Vocational Education College that are classified in educational level and fields of study.**

Fields of study	Year 1	Year 2	Year 3	Total
1. Garments Business	22	17	10	49
2. Food Business	40	31	23	94
3. Culinary Business	81	50	53	184
4. Designs	40	22	14	76
5. Accounting	120	112	103	335
6. Commerce	80	53	81	214
7. Secretary	40	34	36	110
8. Computer	21	17	32	70
9. Hotel	60	46	59	165
Total	504	382	411	1,297

Sources:Registration and Measurement Department in Kanchanaburi Vocational Education College in the year of education in 2003.

**Sampling size** referred to Boontham Kitpredaborisuth,1997:71).

Using Taro Yamane Formula. (Yamane,1973:725) To calculate the size of group's sample of students in Kanchanaburi Vocational Education College with identify inconsistency value of group's sample equal to 0.05 as follow:

Formula	$n$	$=$	$\frac{N}{1 + Ne^2}$
When	$n$	$=$	Size of group' sample
	$N$	$=$	Size of population
	$e$	$=$	Inconsistency of group' sample
	$n$	$=$	$\frac{1297}{1 + (1,297)(0.05)^2}$
	$n$	$=$	306

From the formula, there is the size of group's sample 306 samples. They bring to distribute in each group with Multi-Stage Sampling technique on level of year in education and fields of study, then find numbers of samples in each field of study ( referred to (Mr. Chalernsuk Boonthai,1989:278)

Formula	$n_h$	$=$	$\frac{N_n \times n_o}{N}$
When	$n_h$	$=$	Sampling size in each field of study
	$N_n$	$=$	Numbers of population in each field of study
	$N$	$=$	Numbers of population
	$n_o$	$=$	Size of group sample

When putting the value in formula, then get numbers of group's sample on educational level and fields of study of students in Kanchanaburi Vocational Education College as follow.

**Table 2 Numbers of group's samples of students in Kanchanaburi Vocational Education College that are classified on educational level and fields of study.**

Fields of Study	Year 1	Year 2	Year 3	Total
	Numbers of people in the group's sample	Numbers of people in the group's sample	Numbers of people in the group's sample	Numbers of people in the group's sample
1. Garments Business	5	4	2	11
2. Food Business	9	7	6	22
3. Culinary Business	19	12	13	44
4. Design	9	5	3	17
5. Accounting	28	26	25	79
6. Commerce	19	13	19	51
7. Secretary	9	8	9	26
8. Computer	5	4	8	17
9. Hotel	14	11	14	39
Total	117	90	99	306

I get sampling from students in Kanchanaburi Vocational Education College in year 1-3 by go to classes and give the questionnaires to students on fields of study and educational level from numbers of group's sample in 306 persons with Accidental Sampling.

## 2. Instruments

The instrument use in the study is the questionnaires, knowledge and attitude test that I create from studying document, journal and concerned researches to bring the information to be the guideline, which it can be divided into 3 clauses, are.

Clause1.Questionnaires ask about general information of students in Kanchanaburi Vocational Education College such as sex, educational level, fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training. They are opened-ended questions.

Clause2.Knowledge test about Ecotourism. The characteristics of questions are True-False answer. The criteria of giving the score as correct answer gets 1 mark but wrong answer is zero. The criteria in setting mark's groups are considered with Mean and Standard Deviation .

Clause3.Attitude test about Ecotourism. The characteristic of questions are mixed both negative and positive by using measurement of Likert Scale 5 levels are extremely agree, agree, not sure, disagree and extremely disagree in the range of 5,4,3,2,1 as priority for positive questions and vice versa.

When the questionnaires have already completed, I gave to the thesis advisors for consideration in literature, content validity, and sentences validity of knowledge test and attitude test's validity in positive and negative questions. Then bring them to revise for completion and try out.

### **Finding the effective of the tool.**

I bring the test forms to try out with 30 students whom are not the group's samples in research. Next, I carry the questionnaires to analyze for revision and offer to the thesis advisors for inspection again before the real using.

#### **1. Finding the effective of knowledge testing forms about Ecotourism.**

To take the result in knowledge test for gaining the score by giving 1 mark to correct answer and give zero for wrong answer or blank answer and sum up the total score of each person. Then take the total score of each person with sort ascending and divide in groups for each clause analysis with find Difficulty Level and Discrimination Power.

1.1 To find Difficulty Level and Discrimination Power are used technique of 25 % from formula (referred to Boontham Kitpredaborrisut,1997:210) as follow:

$$\text{Difficulty Level (P)} = \frac{P_H + P_L}{2n}$$

$$\text{Discrimination Power (r)} = \frac{P_H - P_L}{n}$$

When P = Difficulty Index

r = Discrimination Power

$P_H$  = Numbers of people who answer correctly in the group of high score

$P_L$  = Numbers of people who answer correctly in the group of low score

n = Numbers of all people who answer correctly in the group of high score and low score

For the question criteria selection, I choose the questions that have Difficulty Level from 0.2 to 0.8 and select Discrimination Power more than or equal 0.2 to be the real test.

1.2 When the tests have suitable Difficulty Level and Discrimination Power, they should be brought to get reliability value with finding Coefficients of Internal Consistency in Kuder-Richardson (KR-20) Formula. (Boontham Kitpredaborrisut,1997:211)

$$\text{Formula } r_{tt} = \frac{k}{k-1} \left[ \frac{\sum pq}{S_t^2} \right]$$

When  $r_{tt}$  = Reliability value of questionnaire

k = Numbers of question sheets

p = Ratio of people who answer correctly from all people.

q = Ratio of people who answer incorrectly or 1-p

$S_t^2$  = Uncertainty of total scores.

The result of Reliability value has been found that the knowledge test about Ecotourism has reliability value equal to 0.72.

## 2. Finding the effective of the attitude test to Ecotourism.

The attitude test is given the score, which clause is positive questions give the score in 5,4,3,2 and 1, as priority. If the choices are extremely agree, agree, uncertainty, disagree and strongly disagree of negative questions give the score on 1,2,3,4 and 5 as precedence. Then sum up the total score of each person, sort ascending and take them to evaluate in each clause for finding Discrimination Power.

2.1 In analysis of each clause for finding Discrimination Power by testing the differentiation between high score and low score with Likert Scale in t-test formula (referred to Boontham Kitpredaborrisut, 1997: 251) as follow:

Formula	$t = \frac{\bar{X}_H - \bar{X}_L}{\sqrt{\frac{S_H^2 + S_L^2}{n}}}$
When	$\bar{X}_H$ = Mean of the high score group $\bar{X}_L$ = Mean of the low score group $S_H^2$ = Uncertainty of score in high score group $S_L^2$ = Uncertainty of score in high score group $n$ = Numbers of people who answer in both high and low score groups.

2.2 Selecting the questions, that have Discrimination Power more than or equal 2 and they are in the criteria of taking to find Reliability value with formula of Coefficient Alpha as follow (referred to Boontham Kitpredaborrisut, 1997: 251).

Formula	$r_{tt} = \frac{k}{k-1} \left[ \frac{\sum S_i^2}{S_t^2} \right]$
When	$r_{tt}$ = Reliability value of questionnaire. $k$ = Numbers of question sheets. $S_t^2$ = Uncertainty of total score. $S_i^2$ = Uncertainty of score in each clause.

The result of Reliability value has found that attitude testing about Ecotourism is equal to 0.83.

### **3. Data Collection**

The data collection in this research, I requested recommendation letter from Dean of Social Sciences and Humanities, Mahidol University and give to director of Department of Vocational Education for permission in data collection by used questionnaires of knowledge and attitude of students in Kanchanaburi Vocational Education College in educational level in year 1-3 with numbers of 306 persons of group's sample. This research did in during of January 2003 that launched and collected the data by myself.

### **4. Data Analysis**

I bring back the completed questionnaires to code and take all to make statistic analysis with computer by used software of Statistical Package for the Social Sciences or SPSS that has prioritize process are as follow:

1. General information of students in Kanchanaburi Vocational Education College that are consist of sex, educational level, fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training with analyze in percentage statistic value.

2. Scores of knowledge and attitude are analyzed with statistic, percentage, mean and standard deviation (SD.)

Form of knowledge about Ecotourism has 20 questions that are mixed of positive questions and negative questions. They are yes-no answer with giving 1 mark for the correct answer and zero for the incorrect answer.

Positive questions are 1,3,4,5,7,8,9,13,16,17,19

Negative questions are 2,6,10,11,12,14,15,18,20

To find the level of knowledge do with taking all answered knowledge test on calculation in mean and SD. So the result of mean is 14.77 and SD. is 3.20 and brings both to be the criteria in the level of knowledge. It can divide in 3 levels as

1. Low level of knowledge states that scores value is lower than mean minus with SD. ( $14.77 - 3.20$ ). The result is scores range lower than 11.57.
2. Average level of knowledge means scores value in the range from higher or equal mean minus SD. ( $14.77 - 3.20$ ) till mean + SD. ( $14.77 + 3.20$ ) is the score range from 11.57 till 17.97.
3. High level of knowledge defines as scores value in the range higher than mean sum up with SD. ( $14.77 + 3.20$ ) are the range of scores higher than 17.97

Form of attitude measurement about Ecotourism have 20 questions, there is mixed both positive questions and negative questions with giving score in 5 levels as follow.

<b>Positive statement</b>	<b>Score</b>	<b>Negative statement</b>	<b>Score</b>
<b>Extremely agree</b>	<b>5</b>	<b>Extremely agree</b>	<b>1</b>
<b>Agree</b>	<b>4</b>	<b>Agree</b>	<b>2</b>
<b>Not sure</b>	<b>3</b>	<b>Not sure</b>	<b>3</b>
<b>Disagree</b>	<b>2</b>	<b>Disagree</b>	<b>4</b>
<b>Extremely disagree</b>	<b>1</b>	<b>Extremely disagree</b>	<b>5</b>

The positive statements are 1,3,4,5,7,8,10,12,13,14,16,18,20

The negative statements are 2,6,9,11,15,17,19

To find attitude level with taking all answer to find mean and SD. So the result of mean is 14.77 and SD. is 3.20 and brings both to be the criteria in the level of knowledge. It can divide in 3 levels are

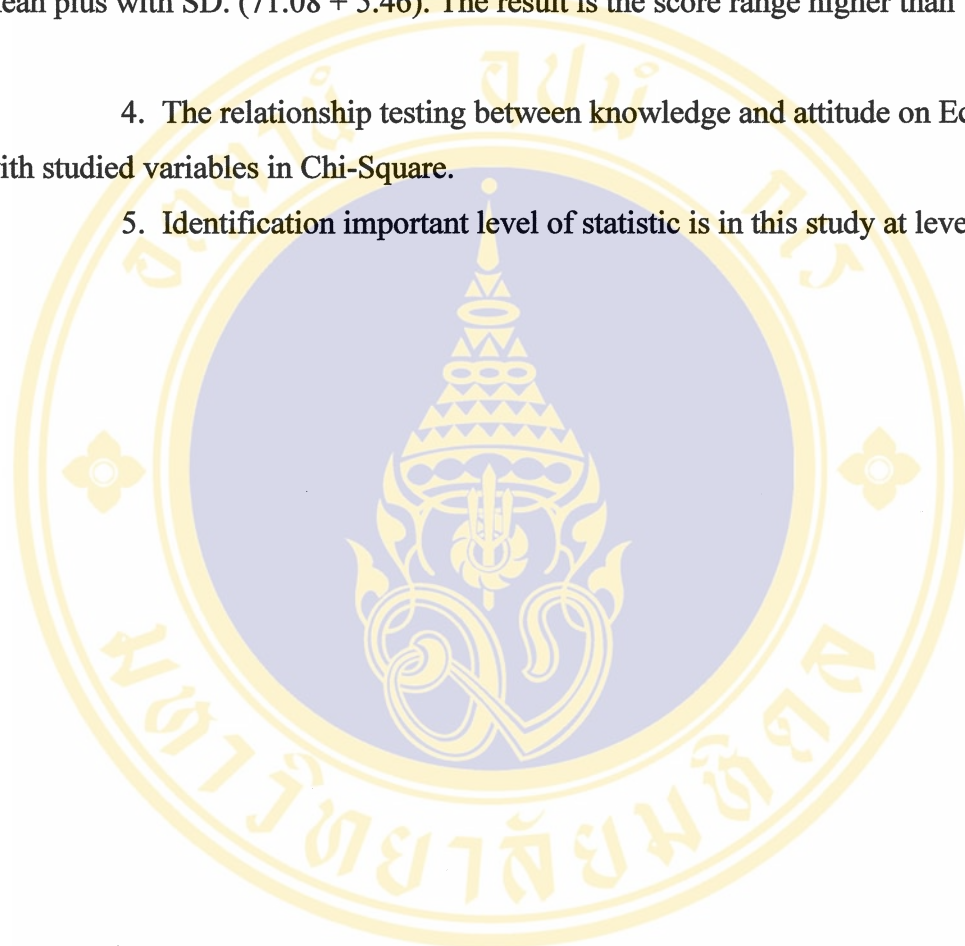
1. Low level of attitude means that scores value is lower than mean minus with SD. ( $71.08 - 5.46$ ). The result is scores range lower than 65.62.

2. Average level of attitude states that scores value in the range from higher or equal mean minus SD.  $(71.08 - 5.46)$  till mean + SD.  $(71.08 + 5.46)$  is the score range from 65.62 till 76.54.

3. High level of attitude defines as scores value in the range higher than mean plus with SD.  $(71.08 + 5.46)$ . The result is the score range higher than 76.64.

4. The relationship testing between knowledge and attitude on Ecotourism with studied variables in Chi-Square.

5. Identification important level of statistic is in this study at level of 0.05.



## CHAPTER IV

### RESULTS

For this research studied on Knowledge and Attitude on Ecotourism of Vocational Education College Students in Kanchanaburi. Researcher had collected information from Group Sample 306 people and had returned entire 306 questionnaires (100%). Researcher used application program SPSS/PC to analyze questionnaires information in which divided into 4 parts.

1. Group Sample's General information
2. Group Sample's Ecotourism knowledge
3. Group Sample's Ecotourism attitude
4. Relationship analysis between knowledge and attitude of group sample on Ecotourism with variables.

#### 1. Group Sample's General information

Common characteristics of group sample are sex, educational level, fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training.

**Table 3 Numbers and Percentage of group sample classified by sex, educational level and fields of study.**

General Information	Numbers	Percentage
<b>Total Numbers</b>	306	100.0
<b>Sex</b>		
Male	51	16.7
Female	255	83.3
<b>Educational Level</b>		
Year 1	117	38.2
Year 2	90	29.4
Year 3	99	32.4

**Table 3 (continued).**

General Information	Numbers	Percentage
<b>Fields of Study</b>		
Garment business major	11	3.6
Food business major	22	7.2
Culinary business major	44	14.4
Designs major	17	5.6
Accounting major	79	25.8
Commerce major	51	16.7
Secretary major	26	8.5
Computer major	17	5.6
Hotel major	39	12.7

From table 3 the research outcome indicates that entire 306 people of group sample are mostly female with amount 255 people (83.3%) and being male only 51 people (16.7%).

Most of group sample is in year 1 of vocational education college with amount 117 students or 38.2%, Year 3 is 99 students or 32.4% and Year 2 is 90 students or 29.4%, respectively.

Most people in group sample are major in Accounting 79 people or 25.8%. Major in Commerce major is 51 people or 16.7% and Culinary is 44 people or 14.4%.

**Table 4 Numbers and Percentage of group sample in perceiving ecotourism news classified by media types and perceived quantities.**

Type of media and perceived quantities	Never	less than once a month	1-3 times/ month	more than 4 times/ month	Total
	Numbers Percentage	Numbers Percentage	Numbers Percentage	Numbers Percentage	Numbers Percentage
Radio	23 (7.5)	74 (24.2)	159 (52.0)	50 (16.3)	306 (100.0)
Television	5 (1.6)	28 (9.2)	112 (36.6)	161 (52.6)	306 (100.0)
Newspaper	45 (14.7)	89 (29.1)	116 (37.9)	56 (18.3)	306 (100.0)
Magazine	82 (26.8)	103 (33.7)	88 (28.8)	33 (10.8)	306 (100.0)
Personal (Friend,Relative, Neighbor)	163 (53.3)	84 (27.5)	46 (15.0)	13 (4.2)	306 (100.0)

Remark: Each media can be answered in many choices.

From Table 4 the research outcome shows that most of group sample had never perceived news regarding to Ecotourism from friend/relative/neighbor with amount 163 or 53.3 percent. Meanwhile, group sample who had ever perceived news less than once per month got news from magazine with amount 103 or 33.7 percent. group sample who got news few times per month perceived from Radio 159 of 52.0 percent. Lastly, they got news from Television 161 people or 52.6 percent for people who had ever perceived news more than 4 times per month.

**Table 5 Numbers and Percentage of group sample classified by the additional needs from the source of news regarding to ecotourism.**

Additional source of Ecotourism news	Numbers	Percentage
Radio	17	5.6
Television	134	43.8
Newspaper	14	4.6
Magazine	19	6.2
Tourism Authority of Thailand Officer	70	22.9
Teacher/ Professor	17	5.3
District Development Community	-	-
Training/ Conference	35	11.4
Total	306	100.0

From Table 5 Analyzing result shows that most of students desired to perceive Ecotourism news from television at most with amount 134 or 43.8%. The second source is news from Tourism Authority of Thailand officer with amount 70 or 22.9 and lastly from Training with amount 35 or 11.4%.

**Table 6 Numbers and Percentage of group sample classified by ecotourism experiences.**

Experiences	Numbers	Percentage
Never	147	48.0
Ever	159	52.0
Total	306	100.0

From Table 6 Analyzing result shows that most of group sample had experience in Ecotourism with amount 159 or 52%. Contrary, there are 147 people or 48% never had experience from it.

**Table 7 Numbers and Percentage of group sample classified by membership of activity clubs regard to environment preservation.**

Used to be Membership	Numbers	Percentage
<b>Never</b>	275	89.9
<b>Ever (Group/ Name Group) detail as follow</b>		
1. Environment preservation group	12	3.99
2. Water and Forest preservation group	5	1.67
3. Member of Youth Camp Thailand	8	2.67
4. Puen tuean Puen Group	3	1.00
5. Member of Nakha Sathien Project	2	0.67
<b>Total</b>	<b>306</b>	<b>100.0</b>

From Table 7 most of group sample had never been member about environment with amount 275 of 306 or 89.9%. In case of people who ever had experiences in environment membership, 12 people or 39.9% had been member on Environment preservation group. 8 people or 2.67% used to be member in Youth Camp Thailand and 5 people or 1.67% had ever been member of Water and Forest preservation group.

**Table 8 Numbers and Percentage of group sample who had ever trained regard to environment preservation.**

Training	Numbers	Percentage
<b>Never</b>	277	90.5
<b>Ever trained (identified training course)</b>		
Detail as follow:		
1. Training in Karn Youth Camp	7	2.32
2. Training for preservation of wild animal and forest	9	2.99
3. Seminar about environment and resources	8	2.66
4. Seminar to preserve Srinakharin dam environment	4	1.33
<b>Total</b>	306	100.0

From Table 8 the research result shows that most of group sample had never trained in environment preservation with amount 277 of 306 or 90.5%. In case of students who ever had been trained in Wild animal and Forest preservation, there are 9 students or 2.99%. Seminar about environment and resources has cooperative trainees 8 student or 2.66%. Students who had ever trained in Karn Youth Camp have 7 students or 2.32 and who had ever cooperated in Seminar to preserve Srinakharin Dam environment has 4 students or 1.33%.

## 2. Group Sample's Ecotourism knowledge

Knowledge of group sample about ecotourism in which tested by developing knowledge evaluation test 20 questions and be analyzed as follow.

**Table 9 Numbers and Percentage of group sample who take evaluation knowledge test.**

Question	Correct Numbers (Percent)	Incorrect Numbers (Percent)
1.Ecotourism: Carefulness Traveling in the nature and history area, archaeology and culture place by injury or impact to ecology at least	211 (69.0)	95 (31.0)
2. *Ecotourism objectives: To enhance experience and learn about nature and environment in order to create conscious only without participation in preserve	226 (73.9)	80 (26.1)
3. Ecotourism factor: Creating a conscious about Nature and environment preservation to community and build up cooperation among community in which they will gain advantage from this travel.	198 (64.7)	108 (35.3)
4. Ecotourism not only can preserve natural resources, natural environment and culture but can also develop and improve nation' s social and economy	207 (67.6)	99 (32.4)
5. Ecotourism Style can be adapted to Natural environment traveling area and Local culture community	211 (69.0)	95 (31.0)
6.* Ecotourism Activities can be simply arranged within Natural environment traveling area	213 (69.6)	93 (30.4)
7. Ecotourism is a one way to keep an environment in traveling area for a long time.	187 (61.1)	119 (38.9)
8. Ecotourism, Travelers should realize information about their destination place such as a way of life, culture, traditional of that place	229 (74.8)	77 (25.2)
9. Give a chance to local community people to coordinate in maintenance travel place is the importance factor.	210 (68.6)	96 (31.4)

**Table 9 (Continued)**

Question	Correct Numbers (Percent)	Incorrect Numbers (Percent)
10.* Travelers should solely have responsibility on the environment as travelers take advantage from the natural resource at most.	223 (72.9)	83 (27.1)
11.* Provide knowledge to travelers and people in local about advantage and importance of travel place is a duty of Tourism Authority of Thailand only.	234 (76.5)	72 (23.5)
12.* In order to develop travel place regarding nature, history and culture is not necessary to realize on environment in term of ecology.	236 (77.1)	70 (22.9)
13. Even tourism industry has rapidly expanded with a best management plan; it can occur damage on travel place.	228 (74.5)	78 (25.5)
14.* Traveling in history place, archaeology place and culture place cannot be managed to Ecotourism.	237 (77.5)	69 (22.5)
15.* We can collect coral, stalagmite, stalactite and also shell to be a souvenir from travel place as they can reborn	222 (72.5)	84 (27.5)
16. If we adapt natural environment without realized on the impact or the side effect, it will lose natural balance.	251 (82.0)	55 (18.0)
17. Everybody should cooperate to preserve natural resources and environment, as if it is our duty.	256 (83.7)	50 (16.3)
18.* We are able to accumulate and keep antiques from the travel place as our own in order to show proud of culture	245 (80.1)	61 (19.9)
19. Ecotourism Importance is Ethic or Responsibility and study in term of environment	261 (85.3)	45 (14.7)
20.* The standard measurement in Ecotourism should concentrate on the quantity of travelers more than the advantage.	237 (77.5)	69 (22.5)

Remark \* = negative question

From Table 9 the research outcome shows that most of group sample answer correct at most. In the question number 19 “Ecotourism Importance is Ethic or Responsibility and study in term of environment”, the students answer correct 261 students or 85.3%. The question number 17 “Everybody should cooperate to preserve natural resources and environment, as if it is our duty” , the students answer correct 256 students or 83.7% and question number 16 “If we adapt natural environment without realized on the impact or the side effect, it will lose natural balance” the students answer correct 251 students or 82.0, respectively.

For the question that students answer incorrect at most is question number 7 “Ecotourism is a one way to keep an environment in traveling area for a long time” which have 119 students or 38.9%. The question number 3 “Ecotourism factor: Creating a conscious about Nature and environment preservation to community and build up cooperation among community in which they will gain advantage from this travel” the students answer incorrect 108 students or 35.3%. Question number 4 “Ecotourism not only can preserve natural resources, natural environment and culture but can also develop and improve nation’ s social and economy” students answer incorrect 99 students or 32.4%.

2.1 Take the total score from group sample about knowledge on Ecotourism classified into 3 levels, detail as shown in table 10.

**Table 10 Numbers and Percentage of group sample classified by knowledge level on ecotourism.**

Knowledge level	Numbers	Percentage
Low Level (6-12 scores)	72	23.5
Average Level (13-17 scores)	173	56.5
High Level (18-20 scores)	61	19.9
Total	306	100.0

Mean = 14.77, SD. 3.20, Min = 6, Max = 20, Full score = 20

From Table 10 the research outcome shows that most of group sample has average knowledge level 173 students or 56.5. For students who have low knowledge level are 72 students or 23.5% and students who have high knowledge level are 61 students or 19.9%.

### 3. Group Sample's Ecotourism attitude

Attitude of Group Sample about ecotourism, which tested by attitude test 20 questions, can be analyzed as follow.

**Table 11 Numbers, Percentage, Mean and Standard deviation of group sample who tested on attitude test about ecotourism, classified by questions.**

Question	Attitude Level					$\bar{X}$	S.D.
	Extremely Agree	Agree	Not sure	Disagree	Extremely Disagree		
1.Travelers travel without damage environment shows that they realized on Ecotourism	160 (52.3)	133 (43.5)	9 (2.9)	3 (1.0)	1 (0.3)	4.46	0.63
2.* Unlimited to Take convenience stuffs into travel place leads to Ecotourism in the future	18 (5.9)	37 (12.1)	30 (9.8)	160 (52.3)	61 (19.9)	3.68	1.10
3. Travelers should have a chance to close to and learn about nature environment.	125 (40.8)	156 (51.0)	17 (5.6)	8 (2.6)	- -	4.30	0.69
4. We can combine preservation to economy development by applying Ecotourism concept	80 (26.1)	182 (59.5)	35 (11.4)	7 (2.3)	2 (0.7)	4.08	0.72

**Table 11 (Continued)**

Question	Attitude Level					$\bar{X}$	S.D.
	Extremely Agree	Agree	Not sure	Disagree	Extremely Disagree		
5. As people have knowledge about environment problem, it will increase Ecotourism	91 (29.7)	179 (58.5)	33 (10.8)	3 (1.0)	- -	4.16	0.64
6.* Travel place for Ecotourism should only be nature area.	5 (1.6)	29 (9.5)	57 (18.6)	179 (58.5)	36 (11.8)	3.69	0.85
7. Taking advantage from Ecotourism of local people is a channel for Ecotourism to reach attainment	78 (25.5)	183 (59.8)	38 (12.4)	6 (2.0)	1 (0.3)	4.08	0.69
8. Travelers should learn about local's traditional or cultural in order not to affect to minds or beliefs' local people	108 (35.3)	160 (52.3)	32 (10.5)	6 (2.0)	- -	4.20	0.70
9.* Taking wild animal or wild plant from the forest not only be good memory but also be preserve wild animal and wild plant	28 (9.2)	32 (10.5)	20 (6.5)	107 (35.0)	119 (38.9)	3.83	1.29
10. Good plan and management in Ecotourism should have criteria or limited for the travel place that is easily damaged.	73 (23.9)	189 (61.8)	36 (11.8)	7 (2.3)	1 (0.3)	4.06	0.68

**Table 11 (Continued)**

Question	Attitude Level					$\bar{X}$	SD.
	Extremely Agree	Agree	Not sure	Disagree	Extremely Disagree		
11.* Having a road approach to many travel places can increase travelers and make profit in term of economy	16 (5.2)	47 (15.4)	49 (16.0)	139 (45.4)	55 (18.0)	3.55	1.10
12. Consciousness in preservation should be taught to children and give them a chance to close to nature	140 (45.8)	154 (50.3)	10 (3.3)	2 (0.7)	- -	4.41	0.58
13. We can take advantage from arranged preservation area to be economy and social developed area along with preserve natural ecology	69 (22.5)	192 (62.7)	34 (11.1)	10 (3.3)	1 (0.3)	4.03	0.70
14. Travel in preserved area is one choice giving chance to employ and earn within local community and nation	65 (21.2)	176 (57.5)	54 (17.6)	11 (3.6)	- -	3.96	0.73
15.* We should concentrate to build conscious about environment preservation to travelers as travelers are importance to travel place.	19 (6.2)	58 (19.0)	30 (9.8)	154 (50.3)	45 (14.7)	3.48	1.14

**Table 11 (Continued)**

Question	Attitude Level					$\bar{X}$	SD.
	Extremely Agree	Agree	Not sure	Disagree	Extremely Disagree		
16. We should support entrepreneur who have Ecotourism policy.	81 (26.5)	201 (65.7)	18 (5.9)	6 (2.0)	- -	4.16	0.61
17.* We should arrange traveling to be a huge group within preserved area in order to diversified income to local people.	42 (13.7)	99 (32.4)	54 (17.6)	88 (28.8)	23 (7.5)	3.16	1.19
18. Travel in forest must be careful and avoid disturbing wild animals. Furthermore, we should listen to the officer and strictly implement him.	188 (61.4)	107 (35.0)	7 (2.3)	2 (0.7)	2 (0.7)	4.55	0.64
19.* Hunting is a sport and classified to be one of Ecotourism	10 (3.3)	26 (8.5)	17 (5.6)	91 (29.47)	162 (52.9)	4.20	1.08
20. Travelers should not purchase goods or service which damage ecology and local cultural	127 (41.5)	137 (44.8)	27 (8.8)	11 (3.6)	4 (1.3)	4.21	0.84

Remark\* = negative question.

From table 11 the research outcome shows that attitude level of group sample on ecotourism about “Travel in forest must be careful and avoid disturbing wild animals. Furthermore, we should listen to the officer and strictly implement him” has the highest Mean, that is  $\bar{X} = 4.55$ , Standard deviation (S.D.) = 0.64. The secondary is “Travelers travel without damage environment shows that they realized

on Ecotourism” has Mean = 4.46, Standard deviation (S.D.) = 0.63. The third is “Consciousness in preservation should be taught to children and give them a chance to close to nature” has Mean = 4.41, Standard deviation (S.D.) = 0.58.

3.1 Take the total score from group sample about attitude in ecotourism classified into 3 levels, detail as shown in table 12.

**Table 12 Numbers and Percentage of group sample classified by ecotourism attitude level.**

Attitude Level	Numbers	Percentage
Low Level (53-66 scores)	53	17.3
Average Level (67-76 scores)	203	66.3
High Level (77-91 scores)	50	16.3
Total	306	100.0

Mean = 71.08, S.D. = 5.46, Min = 53, Max =91

From Table 12 the research outcome shows that students have average attitude level equal to 203 students or 66.3%. Students who have low attitude level have 53 students or 17.3%. And students who have high attitude level have 50 students or 16.3%.

#### **4. Relationship analysis between knowledge and attitude of group sample on Ecotourism with variables.**

4.1 Relationship analysis between ecotourism knowledge and studied variables such as sex, educational level, fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training by using Chi-square, the detail as follow in table 13-23.

**Table 13 Relationship between ecotourism knowledge level and sex.**

Sex	Knowledge level			Total
	Low	Average	High	
Male	10 (3.9)	31 (3.3)	10 (9.5)	51 (16.7)
Female	62 (23.2)	147 (14.4)	51 (16.7)	255 (83.3)
Total	72 (27.1)	173 (17.6)	61 (52.2)	306 (100.0)

Chi-Square = 0.59 df = 2 Sig = 0.74 P > 0.05

From Table 13 the research result shows that the relationship between ecotourism knowledge level and sex is female has knowledge in average level at most. Therefore, knowledge level differentiation does not depend on sex differentiation.

**\*Table 14 Relationship between ecotourism knowledge level and educational level.**

Educational level	Knowledge level			Total
	Low	Average	High	
Year 1	23 (7.5)	71 (23.2)	23 (7.5)	117 (38.2)
Year 2	30 (9.8)	51 (16.7)	9 (2.9)	90 (29.4)
Year 3	19 (6.2)	51 (16.7)	29 (9.5)	99 (32.4)
Total	72 (23.5)	173 (56.5)	61 (19.9)	306 (100.0)

\*Chi-Square = 14.82 df = 4 Sig = 0.00 P > 0.05

From Table 14 the analysis result of relationship between ecotourism knowledge and the educational level shows that students in year 1 have average knowledge level. Students in year 2 and year 3 have also average knowledge level with the same ratio that related to hypothesis.

**\*Table 15 Relationship between ecotourism knowledge level and fields of study.**

Fields of study	Knowledge Level			Total
	Low	Average	High	
Garment business	4 (1.3)	4 (1.3)	3 (1.0)	11 (3.6)
Food business	11 (3.6)	11 (3.6)	- -	22 (7.2)
Culinary business	10 (3.3)	31 (10.1)	3 (1.0)	44 (14.4)
Designs	3 (1.0)	11 (3.6)	3 (1.0)	17 (5.6)
Accounting	24 (7.8)	41 (13.4)	14 (4.6)	79 (25.8)
Commerce	9 (2.9)	21 (6.9)	21 (6.9)	51 (16.7)
Secretary	5 (1.6)	18 (5.9)	3 (1.0)	26 (8.5)
Computer	3 (1.0)	11 (3.6)	3 (1.0)	17 (5.6)
Hotel	3 (1.0)	25 (8.2)	11 (3.6)	39 (12.7)
<b>Total</b>	<b>72</b> (23.5)	<b>173</b> (56.5)	<b>61</b> (19.9)	<b>306</b> (100.0)

\* Chi-Square = 43.51 df = 16 Sig = 0.00 P > 0.05

From Table 15 the analysis result of relationship between ecotourism knowledge level and fields of study shows that most of students majoring in accounting have average ecotourism knowledge level. Furthermore, it has shown that this relationship relates to hypothesis as differentiate in knowledge level depends on differentiate in fields of study.

**Table 16 Relationship between ecotourism knowledge level and perceiving news from radio media.**

Radio	Knowledge Level			Total
	Low	Average	High	
Never	1 (0.3)	15 (4.9)	7 (2.3)	23 (7.5)
Ever less than once/ month	18 (5.9)	44 (14.4)	12 (3.9)	74 (24.2)
1-3 times/ month	41 (13.4)	85 (27.8)	33 (10.8)	159 (52.0)
More than 4 times/ month	12 (3.9)	29 (9.5)	9 (2.9)	50 (16.3)
Total	72 (23.5)	173 (56.5)	61 (19.9)	306 (100.0)

Chi-Square = 6.60 df = 6 Sig = 0.35 P > 0.05

From Table 16 the analysis result of relationship between ecotourism knowledge level and perceiving through radio media shows that most of group sample had ever perceived 1-3 times / month and have attitude in the average level. Furthermore, it has shown that differentiate in knowledge level does not depend on differentiate in perceiving from radio media.

**Table 17 Relationship between ecotourism knowledge level and perceiving news from television media.**

Television	Knowledge Level			Total
	Low	Average	High	
Never	3 (1.0)	1 (0.3)	1 (0.3)	5 (1.6)
Ever less than once/ month	3 (1.0)	19 (6.2)	6 (2.0)	28 (9.2)
1-3 times/ month	22 (7.2)	66 (21.6)	24 (7.8)	112 (36.6)
More than 4 times/ month	44 (14.4)	87 (17.3)	30 (9.8)	161 (52.6)
Total	72 (23.5)	173 (56.5)	61 (19.9)	306 (100.0)

Chi-Square = 8.8 df = 6 Sig = 0.18 P > 0.05

From Table 17 the analysis result of relationship ecotourism knowledge level and perceiving through television media shows that most of group sample had ever perceived more than 4 times/month and have knowledge in the average level. Furthermore, it has shown that differentiate in knowledge level does not depend on differentiate in perceiving from television media.

**Table 18 Relationship between ecotourism knowledge level and perceiving news from newspaper media.**

Newspaper	Knowledge Level			Total
	Low	Average	High	
Never	7 (2.3)	26 (8.5)	12 (3.9)	45 (14.7)
Ever less than once/ month	22 (7.2)	48 (15.7)	19 (6.2)	89 (29.1)
1-3 times/ month	25 (8.2)	73 (23.9)	18 (5.9)	116 (37.9)
More than 4 times/ month	18 (5.9)	26 (8.5)	12 (3.9)	56 (18.3)
Total	72 (23.5)	173 (56.5)	61 (19.9)	306 (100.0)

Chi-Square = 7.50 df = 6 Sig = 0.27 P > 0.05

From Table 18 the analysis result of relationship ecotourism knowledge level and perceiving through newspaper media shows that most of group sample had ever perceived 1-3 times/month and have knowledge in the average level. Furthermore, it has shown that differentiate in knowledge level does not depend on differentiate in perceiving from newspaper media.

**Table 19 Relationship between ecotourism knowledge level and perceiving news from magazine media.**

Magazine	Knowledge Level			Total
	Low	Average	High	
Never	16 (5.2)	49 (16.0)	17 (5.6)	82 (26.8)
Ever less than once/ month	28 (9.2)	55 (18.0)	20 (6.5)	103 (33.7)
1-3 times/ month	20 (6.5)	19 (6.2)	19 (6.2)	88 (28.8)
More than 4 times/ month	8 (2.6)	5 (1.6)	5 (1.6)	33 (10.8)
Total	72 (23.5)	173 (56.5)	61 (19.9)	306 (100.0)

Chi-Square = 2.15 df = 6 Sig = 0.90 P > 0.05

From Table 19 the analysis result of relationship ecotourism knowledge level and perceiving through magazine media shows that most of group sample had ever perceived 1-3 times/month and have knowledge in the average level. Furthermore, it has shown that differentiate in knowledge level does not depend on differentiate in perceiving from magazine media.

**Table 20 Relationship between ecotourism knowledge level and perceiving news from personal(friend/relative/neighbor).**

Personal (Friend/Relative/Neighbor)	Knowledge Level			Total
	Low	Average	High	
Never	39 (12.7)	85 (27.8)	39 (12.7)	163 (53.3)
Ever less than once/ month	15 (4.9)	57 (18.6)	12 (3.9)	84 (27.5)
1-3 times/ month	12 (3.9)	27 (8.8)	7 (2.3)	46 (15.0)
More than 4 times/ month	6 (2.0)	4 (1.3)	3 (1.0)	13 (4.2)
Total	72 (23.5)	173 (56.5)	61 (19.9)	306 (100.0)

Chi-Square = 11.36 df = 6 Sig = 0.07 P > 0.05

From Table 20 the analysis result of relationship ecotourism knowledge level and perceiving through Personal shows that most of group sample had never perceived news and have knowledge in the average level. Furthermore, it has shown that differentiate in knowledge level does not depend on differentiate in perceiving from personal.

**Table 21 Relationship between ecotourism knowledge level and ecotourism experiences.**

Experiences	Knowledge Level			Total
	Low	Average	High	
Never	35 (11.4)	75 (24.5)	37 (12.1)	147 (48.0)
Ever	37 (12.1)	98 (32.0)	24 (7.8)	159 (52.0)
Total	72 (23.5)	173 (56.5)	61 (19.9)	306 (100.0)

Chi-Square = 5.42 df = 2 Sig = 0.06 P > 0.05

From Table 21 the analysis result of relationship ecotourism knowledge level and ecotourism experiences shows that most of group sample had ever ecotourism experiences and have knowledge in the average level. Furthermore, it has shown that differentiate in knowledge level does not depend on differentiate in ecotourism experiences.

**Table 22 Relationship between ecotourism knowledge level and membership regarding environment preservation.**

Used to be Membership	Knowledge Level			Total
	Low	Average	High	
Never	60 (19.6)	158 (51.6)	57 (18.6)	275 (89.9)
Ever	12 (3.9)	15 (4.9)	4 (1.3)	31 (10.1)
Total	72 (23.5)	173 (56.5)	61 (19.9)	306 (100.0)

Chi-Square = 4.63 df = 2 Sig = 0.98 P > 0.05

From Table 22 the analysis result of relationship ecotourism knowledge level and membership regarding environment preservation shows that most of group sample had never been group membership and have knowledge in the average level. Furthermore, it has shown that differentiate in knowledge level does not depend on differentiate in membership.

**Table 23 Relationship between ecotourism knowledge level and cooperation with environment training.**

Training	Knowledge Level			Total
	Low	Average	High	
Never	65 (21.2)	156 (51.0)	56 (18.3)	277 (90.5)
Ever	7 (2.3)	17 (5.6)	5 (1.6)	29 (9.5)
Total	72 (23.5)	173 (56.5)	61 (19.9)	306 (100.0)

Chi-Square = 0.14 df = 2 Sig = 0.92 P > 0.05

From Table 23 the analysis result of relationship ecotourism knowledge level and cooperation with environment training shows that most of group sample had never trained and have knowledge in the average level. Furthermore, it has shown that differentiate in knowledge level does not depend on differentiate in training.

4.2 Relationship analysis between group sample's attitude and studied variables such as sex, educational level, fields of study, the extent of exposure to mass media, membership of activity clubs, experiences and training by using Chi-square, the detail as follow in table 24-34

**Table 24 Relationship between ecotourism attitude level and sex.**

Sex	Attitude Level			Total
	Low	Average	High	
Male	8 (2.6)	34 (11.1)	9 (2.9)	51 (16.7)
Female	45 (14.7)	169 (55.2)	41 (13.4)	255 (83.3)
Total	53 (17.3)	203 (66.3)	50 (16.3)	306 (100.0)

Chi-Square = 0.15 df = 2 Sig = 0.92 P > 0.05

From Table 24 the analysis result of relationship between ecotourism attitude level and sex shows that most of group sample are female and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level does not depend on differentiate in sex.

**\*Table 25 Relationship between ecotourism attitude level and educational level.**

Educational level	Attitude level			Total
	Low	Average	High	
Year 1	18 (5.9)	70 (22.9)	29 (9.5)	117 (38.2)
Year 2	13 (4.2)	60 (19.6)	17 (5.6)	90 (29.4)
Year 3	22 (7.2)	73 (23.9)	4 (1.3)	99 (32.4)
Total	53 (17.3)	203 (66.3)	50 (16.3)	306 (100.0)

\*Chi-Square = 18.25 df = 4 Sig = 0.00 P > 0.05

From Table 25 the analysis result of relationship between ecotourism attitude level and educational level shows that most of group sample are in year 3 and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level does not depend on differentiate in education level.

**Table 26 Relationship between Ecotourism Attitude level and Fields of study.**

Fields of study	Attitude Level			Total
	Low	Average	High	
Garment business	-	9	2	11
	-	(2.9)	(0.7)	(3.6)
Food business	3	9	10	22
	(1.0)	(2.9)	(3.3)	(7.2)
Culinary business	9	30	5	44
	(2.9)	(9.8)	(1.6)	(14.4)
Designs	2	9	6	17
	(0.7)	(2.9)	(2.0)	(5.6)
Accounting	11	59	9	79
	(3.6)	(19.3)	(2.9)	(25.8)
Commerce	8	35	8	51
	(2.6)	(11.4)	(2.6)	(16.7)
Secretary	7	17	2	26
	(2.3)	(5.6)	(0.7)	(8.5)
Computer	3	12	2	17
	(1.0)	(3.9)	(0.7)	(5.6)
Hotel	10	23	6	39
	(3.3)	(7.5)	(2.0)	(12.7)
Total	53	203	50	306
	(17.3)	(66.3)	(16.3)	(100.0)

\*Chi-Square = 28.90 df = 16 Sig = 0.02 P > 0.05

From Table 26 the analysis result of relationship between ecotourism attitude level and fields of study shows that most of group sample are in accounting and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level depends on differentiate in fields of study.

**Table 27 Relationship between ecotourism attitude level and perceiving news from radio media**

Radio	Attitude Level			Total
	Low	Average	High	
Never	3 (1.0)	16 (5.2)	4 (1.3)	23 (7.5)
Ever less than once/ month	16 (5.2)	49 (16.0)	9 (2.9)	74 (24.2)
1-3 times/ month	26 (8.5)	106 (34.6)	27 (8.8)	159 (52.0)
More than 4 times/ month	8 (2.6)	32 (10.5)	10 (3.3)	50 (16.3)
Total	72 (23.5)	203 (66.3)	50 (16.3)	306 (100.0)

Chi-Square = 2.50 df = 6 Sig = 0.86 P > 0.05

From Table 27 the analysis result of relationship between ecotourism attitude level and perceiving news from radio shows that most of group sample had ever perceived 1-3 times / month and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level does not depend on differentiate in perceiving from radio media.

**Table 28 Relationship between ecotourism attitude level and perceiving news from television media.**

Television	Attitude Level			Total
	Low	Average	High	
Never	-	4	1	5
	-	(1.3)	(0.3)	(1.6)
Ever less than once/ month	9	14	5	28
	(2.9)	(4.6)	(1.6)	(9.2)
1-3 times/ month	19	77	16	112
	(6.2)	(25.2)	(5.2)	(36.6)
More than 4 times/ month	25	108	28	161
	(8.2)	(35.3)	(9.2)	(52.6)
Total	72	203	50	306
	(23.5)	(66.3)	(16.3)	(100.0)

Chi-Square = 6.58 df = 6 Sig = 0.36 P > 0.05

From Table 28 the analysis result of relationship between ecotourism attitude level and perceiving news from television shows that most of group sample had ever perceived more than 4 times / month and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level does not depend on differentiate in perceiving from television media.

**Table 29 Relationship between ecotourism attitude level and perceiving news from newspaper media.**

Newspaper	Attitude Level			Total
	Low	Average	High	
Never	8 (2.6)	30 (9.8)	7 (2.3)	45 (17.7)
Ever less than once/ month	20 (6.5)	61 (19.9)	8 (2.6)	89 (29.1)
1-3 times/ month	21 (6.9)	73 (23.9)	22 (7.2)	116 (37.9)
More than 4 times/ month	4 (1.3)	39 (12.7)	13 (4.2)	56 (18.3)
Total	53 (17.3)	203 (66.3)	50 (16.3)	306 (100.0)

Chi-Square = 10.18    df = 6    Sig = 0.11    P > 0.05

From Table 29 the analysis result of relationship between ecotourism attitude level and perceiving news from newspaper shows that most of group sample had ever perceived 1-3 times/month and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level does not depend on differentiate in perceiving from newspaper media.

**Table 30 Relationship between ecotourism attitude level and perceiving news from magazine media.**

Magazine	Attitude Level			Total
	Low	Average	High	
Never	19 (6.2)	51 (16.7)	12 (3.9)	82 (26.8)
Ever less than once/ month	19 (6.2)	67 (21.9)	17 (5.6)	103 (33.7)
1-3 times/ month	12 (3.9)	62 (20.3)	4 (4.6)	88 (28.8)
More than 4 times/ month	3 (1.0)	23 (7.5)	7 (2.3)	33 (10.8)
Total	53 (17.3)	203 (66.3)	50 (16.3)	306 (100.0)

Chi-Square = 4.83df = 6 Sig = 0.56 P > 0.05

From Table 30 the analysis result of relationship between ecotourism attitude level and perceiving news from magazine shows that most of group sample had ever perceived less than once/ month and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level does not depend on differentiate in perceiving from magazine media.

**Table 31 Relationship between ecotourism attitude level and perceiving news from personal.**

Personal (Friend/Relative/Neighbor)	Attitude Level			Total
	Low	average	High	
Never	31 (10.1)	105 (34.3)	27 (8.8)	163 (53.3)
Ever less than once/ month	14 (4.6)	57 (18.6)	13 (4.2)	84 (27.5)
1-3 times/ month	7 (2.3)	33 (10.8)	6 (2.0)	46 (15.0)
More than 4 times/ month	1 (0.3)	8 (2.6)	4 (1.3)	13 (4.2)
Total	53 (17.3)	203 (66.3)	50 (16.3)	306 (100.0)

Chi-Square = 3.47 df = 6 Sig = 0.74 P > 0.05

From Table 31 the analysis result of relationship between ecotourism attitude level and perceiving news from Personal shows that most of group sample had never perceived through people media and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level does not depend on differentiate in perceiving from personal.

**Table 32 Relationship between ecotourism attitude level and ecotourism experiences.**

Experience	Attitude Level			Total
	Low	Average	High	
Never	28 (9.2)	93 (30.4)	26 (8.5)	147 (48.0)
Ever	25 (8.2)	110 (35.9)	24 (7.8)	159 (52.0)
Total	53 (17.3)	203 (66.3)	50 (16.3)	306 (100.0)

Chi-Square = 1.20 df = 2 Sig = 0.54 P > 0.05

From Table 32 the analysis result of relationship ecotourism attitude level and ecotourism experiences shows that most of group sample had ever ecotourism experiences and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level does not depend on differentiate in ecotourism experiences.

**Table 33 Relationship between ecotourism attitude level and membership regarding environment preservation.**

Used to be Membership	Attitude Level			Total
	Low	Average	High	
Never	50 (16.3)	180 (58.8)	45 (14.7)	275 (89.9)
Ever	3 (1.0)	23 (7.5)	5 (1.6)	31 (10.1)
Total	53 (17.3)	203 (66.3)	50 (16.3)	306 (100.0)

Chi-Square = 1.48 df = 2 Sig = 0.47 P > 0.05

From Table 33 the analysis result of relationship ecotourism attitude level and membership regarding environment preservation shows that most of group sample had never been membership and have attitude in the average level. Furthermore, it has shown that differentiate in attitude level does not depend on differentiate in membership.

**Table 34 Relationship between ecotourism attitude level and cooperation with environment training.**

Training	Attitude Level			Total
	Low	average	High	
Never	47 (15.4)	183 (59.8)	47 (15.4)	277 (90.5)
Ever	6 (2.0)	20 (6.5)	3 (1.0)	29 (9.5)
Total	53 (17.3)	203 (66.3)	50 (16.3)	306 (100.0)

Chi-Square = 0.94 df = 2 Sig = 0.62 P > 0.05

From Table 34 the analysis result of relationship ecotourism attitude level and cooperation with environment training shows that most of group sample had never trained and have attitude in the average level. Furthermore, it has shown that differentiate in knowledge level does not depend on differentiate in training.

## **CHAPTER V**

### **DISCUSSIONS**

This study aims to study level and relationships between knowledge and attitude. Samples are 306 students at Kanchanaburi Vocational Education College, studying 1<sup>st</sup> to 3<sup>rd</sup> year in 9 fields of study. Instrument in collecting data is a set of questionnaire, after that the data had been analyzed with a social sciences computer program applying Chi-Squared in testing the relationship. The research results can be discussed as follows.

#### **1. General Information of Samples**

Most samples are female studying 1<sup>st</sup> year, accounting major. They never receive any Ecotourism news from personal media. Some have received news less than once time per month from magazines while some have received news 1-3 times per month from radio. Some have received news more than four times per month from television.

Most of them want to receive Ecotourism news from television. They have experienced Ecotourism but they have never been a membership concerning environment issues or attended any training concerning environment preservation.

#### **2. Kanchanaburi Vocational Education College Student's knowledge on Ecotourism**

Sample's knowledge on Ecotourism is in average level and can answer question "the importance of Ecotourism is morality or responsibility and study concerning the environment" as the highest number whereas they can answer question "Ecotourism is a way to keep tourism environment to be more long-lasting" as the lowest number.

### **3. Kanchanaburi Vocational Education College Student's attitude on Ecotourism**

Sample's attitude on Ecotourism is in average level while their attitude is in the highest level in "forest tourism should not disturb animals and follow the officers' suggestions strictly" whereas they are in the lowest level in "we should manage tourism as a big group within preservation areas in order to spread income to local people overwhelmingly".

### **4. Analysis of relationships between knowledge and attitude with Kanchanaburi Vocational Education College Student's variables on Ecotourism**

Analyzing the relationships between knowledge and attitudes with the sample's variables on Ecotourism had been analyzed with Chi-Squared according to the assumption. The analysis can be discussed as follows.

**Assumption I:** Kanchanaburi Vocational Education College Students knowledge on Ecotourism is related to sex.

According to the study, Kanchanaburi Vocational Education College students' knowledge and sex on Ecotourism are not statistically significantly related ( $p = 0.05$ ) in which it does not come out as it is assumed. The result may occur in the way that no matter most students are male or female, they have not had different knowledge or experiences on Ecotourism in which they have gained various types of media and campaign in environment and natural resources preservation. Besides, due to their similar age, they are not different in thoughts and perception which make both male and female students have similar background knowledge.

**Assumption II:** Kanchanaburi Vocational Education College Students knowledge on Ecotourism is related to their educational level.

The study found out that Kanchanaburi Vocational Education College students knowledge and their studying year is statistically significantly related ( $p = 0.05$ ) as it is assumed. The result may come from the way students gain more

knowledge and experiences following their higher educational level. It means that they have more chance to perceive and learn. Then the study is related to the assumption.

**Assumption III:** Kanchanaburi Vocational Education College Students knowledge on Ecotourism is related to their fields of study.

The study found out that Kanchanaburi Vocational Education College students knowledge on Ecotourism is statistically significantly related ( $p = 0.05$ ) their fields of study in which it does follow the assumption and it is related to the study by Somkiat Kannawat (1996:abstract) who found out that different fields of study cause different knowledge on Ecotourism. Even though the samples are not at similar age, study in similar level and have similar chance in receiving knowledge on Ecotourism, studying different fields, skills, likes and different specific subjects can affect their perception on Ecotourism.

**Assumption IV:** Kanchanaburi Vocational Education College Students knowledge on Ecotourism is related to the extent of exposure to mass media.

The study found out that the samples' knowledge and the extent of exposure to mass media from radio, television, newspaper, magazines and personal media on Ecotourism are not statistically significantly related ( $p = 0.05$ ). The result does not follow assumption but it is related to the study by Somkiat Kannawat (1996:abstract) who found out that the ways of receiving news does not affect knowledge on Ecotourism because people can receive the news directly from campaigning or education systems.

**Assumption V:** Kanchanaburi Vocational Education College Students knowledge on Ecotourism is related to their experiences.

The study found out that Kanchanaburi Vocational Education College students knowledge and experiences on Ecotourism are not statistically significantly related ( $p = 0.05$ ) as it is assumed. Besides, the result is different from the study by Somkiat Kannawat (1996:abstract) who found out that different tourism experiences can cause different knowledge on Ecotourism because knowledge on Ecotourism need not to come from experiences on Ecotourism only but also perceive or learn from various ways; for example, education systems, campaigning natural preservation. Then, the result does not follow the assumption.

**Assumption VI:** Kanchanaburi Vocational Education College Students knowledge on Ecotourism is related to being a membership of activity clubs concerning natural preservation.

The study found out that Kanchanaburi Vocational Education College students' knowledge on Ecotourism and being a membership concerning natural preservation are not statistically significantly related ( $p = 0.05$ ) in which it does not follow the assumption. However, the result is related to the study by Somkiat Kannawat (1996 :abstract) who found out that being a member in different clubs does not affect knowledge on Ecotourism because knowledge on Ecotourism can be perceived from various channels. Besides, knowledge concerning preservation may have been learned continuously. Then the result does not follow the assumption.

**Assumption VII:** Kanchanaburi Vocational Education College Students knowledge on Ecotourism is related to natural preservation training.

The study found out that Kanchanaburi Vocational Education College students knowledge on Ecotourism and natural preservation training are not statistically significantly related ( $p = 0.05$ ) in which it does not follow the assumption. The result may occur from various ways that the student knowledge on Ecotourism has been perceived and learned continuously; for example, they have gained knowledge since they were young or they have experienced for a long time.

**Assumption VIII:** Kanchanaburi Vocational Education College students attitude on Ecotourism are related to their sex.

The study found out that Kanchanaburi Vocational Education College students attitudes on Ecotourism and are not statistically significantly related ( $p = 0.05$ ) in which it does not follow the assumption. However, the result is related to the study by Chamnan Wongwinitorn (2002:abstract) who found out that different individual factors do not cause different attitude. The ways attitudes are may occur form the concept that attitude is a type of behaviors expressing individual feelings and thoughts which can be motivated by many factors. Then different sex does not always cause different attitude.

**Assumption IX:** Kanchanaburi Vocational Education College Students attitude on Ecotourism is related to their educational level.

The study found out that Kanchanaburi Vocational Education College students attitude on Ecotourism and education level are statistically significantly related ( $p = 0.05$ ) as it is assumed. The result is related to the study by Krisada Thongsanvorn (1997 :abstract) who found out that readiness in attitude toward natural resources management depends on level of study because higher education level causes more knowledge, then lower-educated students possess less knowledge.

**Assumption X:** Kanchanaburi Vocational Education College students attitude on Ecotourism are related to their fields of study.

The study found out that Kanchanaburi Vocational Education College Students attitude on Ecotourism and their fields of study are statistically significantly related ( $p = 0.05$ ) as it is assumed. The result is also related to the study by Narong Srisanit (1981:68) who found out that students studying in different fields have different attitudes on environment problems because attitude may come from various factors such as experiences, surrounding motivations, and learning. Then students studying in different fields also have different attitudes.

**Assumption XI:** Kanchanaburi Vocational Education College School Students attitude on Ecotourism is related to the extent of exposure to mass media.

The study found out that Kanchanaburi Vocational Education College students attitude on Ecotourism and the ways they perceiving news are not statistically significantly related ( $p = 0.05$ ) in which it does not follow the assumption. The result is different from the study by Jareerat Kitsaree (1998 :abstract) who found out that the variable in attitudes which are statistically significantly different ( $p = 0.05$ ) is environment news perception. It may come from the samples few differences including news perception. Then the result does not follow the assumption.

**Assumption XII:** Kanchanaburi Vocational Education College Students attitude on Ecotourism is related to their experiences.

The study found out that Kanchanaburi Vocational Education College students attitude on Ecotourism and their experiences on Ecotourism are not statistically significantly related ( $p = 0.05$ ) in which it does not follow the assumption. The result may come from the way that those attitudes are composed of knowledge, understanding, feeling and behavior. Then only different experiences on Ecotourism are not effective enough toward different attitude.

**Assumption XIII:** Kanchanaburi Vocational Education College Students on Ecotourism is related to being a membership of activity clubs concerning environment preservation.

The study found out that Kanchanaburi Vocational Education College Students attitude on Ecotourism and being a membership concerning environment preservation are not statistically significantly related ( $p = 0.05$ ) in which it does not follow the assumption. However, the result is related to the study by Danai Damrongsakul (1991:77) who found out that being a membership concerning environment preservation and attitude are not statistically significantly different. The result may come from being a membership concerning environment can better cause experiences or knowledge. However, attitude is a kind of internal behavior which also possesses other elements. Then being a membership does not cause different attitude.

**Assumption XIV:** Kanchanaburi Vocational Education College Students attitude Ecotourism is related to environment preservation training.

The study found out that Kanchanaburi Vocational Education College students attitude on Education College Ecotourism and environment preservation training are not statistically significantly related ( $p = 0.05$ ) in which it does not follow the assumption. The result may come from various elements of attitude which have been collected for years and also are internal behavior. Then different attitudes do not come from attending nature preservation training.

## **CHAPTER VI**

### **CONCLUSIONS AND RECOMMENDATIONS**

The ways to avoid effects of tourism development including natural resources and environment, then there should be some measures, plans and coordinating tourism tasks effectively with each division concerning the government and private sections in order to create short-term and long-term planning both national and local policies, and cultivating the juvenile to realize the importance of natural and environment preservation since the juvenile are directly concerned and affected from the future environment. Research on knowledge and attitude on ecotourism of Vocational College Students in Kanchanaburi are to study the juvenile's knowledge and attitude in Kanchanaburi area which is an important tourism area bringing high income, then attempting to protect the environment around tourism area by applying Ecotourism can be considered as an important one.

This research is a survey research conducting on 306 higher vocational certificate male and female students in Kanchanaburi Vocational Education College divided by educational level and fields of study. Tool applied in gathering data is a set of questionnaire to test knowledge and attitude divided into three parts: general data, knowledge and attitude test. The research is conducted on July 2003. The data is analyzed by a computer program named SPSS by applying percentage, mean and standard deviations to test the research assumption.

#### **1. Conclusions**

##### **1.1 General Information of samples**

The research found out that most samples who are female studying in 1<sup>st</sup> year, accounting major, never receive any information concerning Ecotourism from personal media at the most whereas they had got the information from television media at the most. Most of them want to know information concerning Ecotourism

from television media as well and they had got some experiences in Ecotourism but never been a membership concerning environment matters and never attended any environment preservation training.

### **1.2 Group sample's knowledge**

The research found out that most of samples knowledge are in average level. They can answer question “the importance of Ecotourism is morality or responsibility and study concerning the environment” at the highest rate whereas they can answer question, “Ecotourism is a way to keep tourism environment to be more long-lasting” at the lowest rate. Besides, knowledge on Ecotourism is related to educational and fields of study in which samples in different years and fields of study have different knowledge on Ecotourism.

### **1.3 Group sample's attitude**

The research found out that most samples have attitude in average level. Their attitude are “forest tourism should not disturb animals and follow the officer's suggestions strictly” at the highest level but “we should manage tourism as a big group within preservation areas in order to spread income to local people overwhelmingly” at the lowest level. Moreover, their attitude on Ecotourism is related to educational level and fields of study in which studying in different years and fields of study also have different attitude on Ecotourism.

### **1.4 Assumption testing results**

The results of analyzing the relationship between knowledge and attitude with variables to test the assumption show that most results do not follow the assumption, except the relationship between knowledge and attitude toward Ecotourism are related to educational level and fields of study following to the assumption in which it is statistically significantly related ( $p = 0.05$ ). The results may occur from different studying and fields in which students have different knowledge, experiences, skills, and concepts in which these factors can cause different knowledge and attitude.

## 2. Recommendations

### 2.1 Recommendations according to the research

According to the research, the researcher would like to present some opinions and recommendations. The research found out that educational level and fields of study are related to knowledge on Ecotourism. Then, there should be a consideration on providing samples (with low level of knowledge on Ecotourism) knowledge in which it can affect knowledge in other kinds of preservation which maybe less. The target group is students in beginning year and students who are studying in other fields besides accounting major. For example, there should be some periodical and continual campaigns on natural resources and environment preservation.

Regarding the study, it found out that attitude are related to educational level and fields of study. Then, there should be a consideration on creating attitude on Ecotourism following the elements of attitude for the target group who have few attitudes on Ecotourism or stressing on not sufficient natural resources and environment preservation; for example, some campaigns create awareness in environment preservation within the campus by setting up some competitions and exhibitions targeting on preservation theme.

- In public relations concerning natural resources and environment preservation via media, they should be publicized widely as much as possible especially via television and Tourism Authority of Thailand officers because they are the most important, interested and wanted for students.

- Besides, the students should be persuaded to realize the importance and interest in being membership, training or activities concerning natural resources and environment preservation in order to increase their knowledge because the study found out that being a membership or attending a training concerning Ecotourism are not related to knowledge and attitude. Then, if the students have got more knowledge and positive attitude, these will cause positive effects toward society and local environment in the future.

- Supporting the students to be a part of Ecotourism especially in local area in order to create a good relationship is decided to be a good one. The

government and related organizations should be partly responsible and be supportive for their local town where school is located in campaign the preservations as well. Besides, the organizations should coordinate with schools or students in order to create benefits in establishing, setting up learning activities, knowledge in natural resources and environment preservation to be related to the province's valuable natural resources. If the local juvenile have clear understanding and awareness in being responsible, and realize the importance of the resources within their local area, a good environment will be certainly long lasting.

## **2.2 Recommendations for further study**

- There should be a research study on knowledge and attitude of samples that are in other groups the juvenile such as students within the areas concerning Ecotourism. Especially in high potential ones, we can utilize their knowledge and attitude and then compare the results in order to create benefits in planning local Ecotourism in the future.
- There should be a research study on related organization's policies in supporting and persuading people to build knowledge, attitude and awareness in Ecotourism; for example, Royal Forest Department, District Development Community, Tourism Authority of Thailand, in order to create benefits for local area as much as possible.
- Tools in conducting the research should be kinds of multiple choices, true or false, matching or in-depth interview, in order to gain clearer information.

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## Questionnaire

### Knowledge and attitude on ecotourism of Vocational Education College Students in Kachanaburi

#### Part I: General Information

Please fill in the blanks or answer the questions by checking in  which is the truest according to you

1. Sex

Male

Female

2. You are studying in Vocational Education College in educational level

1<sup>st</sup> year

2<sup>nd</sup> year

3<sup>rd</sup> year

3. At the present time, you are studying in fields of study

Garment business major

Food business major

Culinary business major

Designs major

Accounting major

Commerce major

Secretary major

Computer major

Hotel major

4. Have you ever received any news concerning Ecotourism from the following media? If yes, how often?

Radio	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> Less than one per month
			<input type="checkbox"/> 1-3 times per month
			<input type="checkbox"/> 4 times up per month
Television	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> Less than one per month
			<input type="checkbox"/> 1-3 times per month
			<input type="checkbox"/> 4 times up per month
Newspaper	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> Less than one per month
			<input type="checkbox"/> 1-3 times per month
			<input type="checkbox"/> 4 times up per month
Magazine	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> Less than one per month
			<input type="checkbox"/> 1-3 times per month
			<input type="checkbox"/> 4 times up per month
Personal media such as government officers	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> Less than one per month
			<input type="checkbox"/> 1-3 times per month
			<input type="checkbox"/> 4 times up per month

5. If you want to receive Ecotourism news, which resources do you prefer the most?

<input type="checkbox"/> Radio	<input type="checkbox"/> Tourism Authority of Thailand officers
<input type="checkbox"/> Television	<input type="checkbox"/> Teacher/lecturer
<input type="checkbox"/> Newspaper	<input type="checkbox"/> District Development Community
<input type="checkbox"/> Magazine/journal	<input type="checkbox"/> Training/seminar

6. Have you ever gained any experiences concerning Ecotourism?

Yes                       No

7. Have you ever been a club/association/ membership concerning environment preservation?

No

Yes, please specify

1. \_\_\_\_\_

2. \_\_\_\_\_

8. Have you ever attended any training, conference, seminar or activities concerning environment preservation?

No

Yes, please specify

1. \_\_\_\_\_

2. \_\_\_\_\_

**Part II: Testing questionnaire of knowledge on Ecotourism**Please check in 

Question	Yes	No
1. Ecotourism means touring around tourism areas, archaeology history natural and cultural areas by not causing changes, destroying, or affecting the areas as less as possible.		
2. The aim of Ecotourism is to create experiences and learning concerning nature and environment in order to build only awareness in which being a part in preservation is not necessary.		
3. The elements of Ecotourism are creating awareness of nature and environment preservation, and creating community corporation that gains benefits from tourism.		
4. Ecotourism is able to support tourism resources preservation, natural environment and culture together with developing country society and economy.		
5. The pattern of Ecotourism can be applied with natural tourism resources and local culture within community.		
6. Ecotourism activities can be set up in natural tourism resources only.		
7. Ecotourism is a way in protecting the environment within tourism resources.		
8. Concerning Ecotourism, tourists have to realize the information about the place they are going to visit such ways of life, culture, traditions, etc.		
9. Allowing local people to be a part of taking care of tourism resources is considered as an important component in Ecotourism.		
10. Ecotourism is a kind of tourism that tourists have to totally responsible for the environment within tourism area since they are the ones who absolutely utilize the source.		
11. Providing tourists and local people knowledge in order to show value and importance of tourism resources is responsibility of Tourism Authority of Thailand.		

Question	Yes	No
12. Developing nature, history and art culture to respond human beings' needs need not to think much about the environment in ecological way.		
13. Even tourism industry has been expanded rapidly with planning in advance and effective management; tourism resources can be still destroyed.		
14. Tourism in history, archaeology and culture resources cannot be managed into Ecotourism.		
15. We can collect corals, stalagmite, stalactite and shells as a souvenir from tourism resources since nature can create new ones.		
16. If there are any adjustments in natural environment without thinking about following effects, there will be imbalance in nature.		
17. We have to incorporate in preservation, maintaining natural resources, and environment in which no exact organizations have to be fully responsible for.		
18. We can collect and keep historical objects within tourism areas as our personal belongings to show our proud ness in our nation's culture.		
19. The importance of Ecotourism is morality or responsibility and study concerning the environment.		
20. Measures are the one to set up standard in Ecotourism that stress more on quantity of tourists than quality.		

**Part III: Questionnaire of attitudes on Ecotourism**

**Please check in**

Question	Strongly Agree	Agree	Indecisive	Disagree	Strongly Disagree
1. Tourists who do not destroy the environment are a principle in Ecotourism.					
2. You think that bringing facilities to tourism areas without limitation will result Ecotourism in the future.					
3. Tourists should experience natural environment directly and have a chance in learning natural environment.					
4. We can combine preservation issues with economic development by applying Ecotourism.					
5. People should have more knowledge in environment problems in order to create trends in Ecotourism.					
6. Tourism areas for Ecotourism should be natural areas only.					
7. The way local people gaining benefits from Ecotourism can be considered that Ecotourism is successful.					
8. Tourists should learn local traditions and culture in order to not perform improper manners affecting local people's mind and beliefs.					

Question	Strongly Agree	Agree	Indecisive	Disagree	Strongly Disagree
9. Keeping wild animals or growing rare wild plants can create good memory of tourism resources and also preserve species.					
10. Plans of Ecotourism management should set up some limitation for high-risk tourism areas.					
11. Making a road through tourism areas in order to get closer to nature by destroying natural resources will increase number of tourists and economic growth.					
12. Creating awareness in preservation should be done since childhood by letting children to learn and get close to nature as much as possible.					
13. We can utilize preservation areas as resources to develop economy and society together with preserving natural ecology.					
14. Tourism within preservation areas is a chance for employment and high income both local and national sections.					
15. We should stress on creating awareness in environment preservation and tourism resources for tourists only because they are an essential factor.					

Question	Strongly Agree	Agree	Indecisive	Disagree	Strongly Disagree
16. We should support tourism business runners who have policies in nature preservation.					
17. We should manage tourism as a big group within preservation areas in order to spread income to local people overwhelmingly.					
18. Forest tourism should not disturb animals and follow the officers' suggestions strictly					
19. Hunting sport is a kind of Ecotourism.					
20. Tourists should stop buying goods or services that damage ecological and local culture.					

**Questionnaire test answer key**

- |        |         |
|--------|---------|
| 1. Yes | 11. No  |
| 2. No  | 12. No  |
| 3. Yes | 13. Yes |
| 4. Yes | 14. No  |
| 5. Yes | 15. No  |
| 6. No  | 16. Yes |
| 7. Yes | 17. Yes |
| 8. Yes | 18. No  |
| 9. Yes | 19. Yes |
| 10. No | 20. No  |

## BIOGRAPHY



<b>NAME</b>	Ms. Chalatorn Tanprasert
<b>DATE OF BIRTH</b>	13 January 1974
<b>PLACE OF BIRTH</b>	Nakornpathom, Thailand
<b>INSTITUTIONS ATTENDED</b>	Siam University, 1992-1996: Bachelor of Communication Arts (Public Relations) Mahidol University, 1999 – 2004: Master of Education (Environmental Education)
<b>POSITION &amp; OFFICE</b>	Tourist Guide