

ได้แก่ ระดับการศึกษาและรายได้ต่อเดือน ขณะที่ปัจจัยที่มีผลเชิงลบได้แก่ อาชีพและค่าใช้จ่ายในการ
ท่องเที่ยว



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| Thesis Title | Valuation of Agro-tourism Services at Chantaburi Horticultural Research Center | |
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ABSTRACT

This study has two objectives, The first objective is to evaluate the valuation of agro-tourism services at Chantaburi Horticultural Research Center and the second objective is to identify socio-economic factors influencing tourists' decision making to visit the agro-tourism services at the Chantaburi Horticultural Research Center. The data were collected from 400 visitors in 2012 using questionnaires and accidental sampling. The data were used to analyse valuation of agro-tourism services by using zonal travel cost method and to analyse factors influencing tourists' decision making by using multiple regression.

The result was found that most of the sample tourists were females with the age between 41-50 years old. Most of them had education lower than the bachelor degrees and were farmers. Their incomes were at middle level which was about 29,010 baht per household. Most of the sample tourists preferred to visit the center with their friends or colleagues. Most of them travelled by bus in a group and enjoy to stay only one day.

The value of agro-tourism services at Chantaburi Horticultural Research Center using zonal travel cost method (ZTCM) was estimated at 125.3 million baht per year. The factors positive influencing the tourists' decision making was travellers' education, incomes. The factors negative are occupation and travel cost.