

Janyaluck Intui 2018: Factors Affecting Decision Making and Expectation of Thai Travelers on Agro-tourism in Phitsanulok Province. Master of Science(Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Assistant Professor Aerwadee Premashthira , Ph.D. 84 pages.,

This research aims to study the factors affecting decision making and expectation of Thai travelers on agro-tourism in Phitsanulok province in case study at agro-tourism ridge route, Wang Nok Ann subdistrict, Wangthong, Phitsanulok Province. Data was collected by using questionnaire from 400 tourists who came to travel along agro-tourism ridge route during January to February 2018. The Binary Logit Model was applied to data to quantify factors that affecting decision making of Thai travelers.

The results of the study indicated that the activities that providing agricultural knowledge and skill will increase 16.47 percent of opportunity of travelers to participate agro-tourism, women had more 11.22 percent opportunity of decision to participate agro-tourism than men. In addition, the recreation traveling purpose will increase 13.69 percent of opportunity of travelers to participate agro-tourism, an interesting of agro tourism place will increase 7.21 percent of opportunity of travelers to participate, while inexperience of agro-tourism tourists will decrease 81.86 percent of opportunity to participate agro-tourism.

Recommendations from the study found that stakeholders should emphasis on activities that that providing agricultural knowledge and skill. Focusing on attractive agricultural activities for enhancing agro-tourism experience and developing and promoting agro-tourism place will increase traveler decision to participate agro-tourism.

Student's signature

Independent Study

Advisor's signature