

**TITLE** The Study and Evaluation of the Potential of Ecotourism Site in Khok Krua Forest, Chuen Chom District, Maha Sarakham Province

**AUTHOR** Dr Charin Phakpraphai, Assistant Professor Tanes Srisatit  
Dr. Pattarawit Theerapaksiri, Nattapong Chaisaengpratheep

**MAJOR** Hotel and Tourism Management

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### ABSTRACT

These exploration targets are to assess the potential of ecotourism destinations and to propose guideline for the advancement of ecotourism at Khok Krua Forest, Mahasarakham province. The example gathering of 46 people who made a trip to Khok Krua Forest by utilizing G \* Power to set the example. Insights were utilized to examine the information, including mean, percentage, standard deviation, Paired t-test, IPA investigation, and likely evaluation from the ecotourism standard appraisal.

The outcomes demonstrated that the greater part of the understudies were female, matured 20 years and over. The results of the hypothesis testing were significantly different at the level of 0.01. For the expectation and perception, they were found the overall score was high; the highest score was the destination image. Tourist fascination assessment results shown that it can be an ecotourism site 1. Can possibly be an eco-tourism goal, there is a fascination for the travel industry and learning of nature. 2. There is precise administration, there is a characterized zone of utilization, 3. There is an assistance place that gives traveler data and comfort to sightseers. Furthermore, the community partakes in sorting out the travel industry practices.

The guidelines for forest development of Khok Krua Forest 1. People identified with Khok Krua Forest must improve and focus on the signs clearly and food and beverage outlets, to be effective and sufficient for tourists in the area. 2. Must focus on the weaknesses of the place regarding the facilities for the disabled, Isan cultural show, adequate facilities such as parking, restrooms, reasonable opening-closing periods and clean toilets. There must be adequate and appropriate action. 3. Must maintain the charm of the local people and the interest of local cultural traditions hospitality, natural, environmental conservation. And there are intriguing activities such as hiking because it is an opportunity and strengths of tourist attractions.