



43 42,256 5

3

3

1.)

2.)

3.)

3

**ABSTRACT**

Abstract of thesis submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Agricultural Extension

**CAUSES OF MOTIVATION IN FOREST PRODUCT UTILIZATION IN  
QUEEN SIRIKIT BOTANIC GARDEN AREA OF PEOPLE IN  
BAN MAESA-MAI, BAN PONGYANG-NOK AND  
BAN MAE-MHAE, AMPHUR MAERIM,  
CHIANGMAI, THAILAND**

By

CHATTHONG CHUACHAN

OCTOBER 2001

Chairman: Associate Professor Dr. Sunila Thanupon

Department/Faculty: Department of Agricultural Extension, Faculty of Agricultural Business

The objectives of this research were 1) to investigate personal and socio-economic characteristics of people in Ban Maesa-Mai, Ban Pongyang-Nok and Ban Mae-Mhae; 2) to find out causes of their motivation in forest product utilization in the Queen Sirikit Botanic Garden area; 3) to compare types of their motivation; 4) to find out their level of knowledge and understanding of biodiversity; and 5) to compare their knowledge and understanding of such area. The data was collected during June □ August 2000 by means of interview schedules from 223 samples of household leaders selected by systematic random sampling, and then analyzed with the use of the SPSS.

The results showed that the respondents had an average age of 43 years and an average annual income of 42,256 baht. Most of them had completed a primary school, were engaged in farming and had labor hiring as their secondary job. They had an average of 5 household members. Most had their own land. Over half of them were not members of the groups with activities both in and outside the villages, and most had never participated in any training.

The respondents were found to have internal motivation in forest product utilization in Queen Sirikit Botanical Garden and their motives were found to be similar.

Most of the respondents had a low level of 3 items of knowledge and understanding of biodiversity:

1. To attain sustainable biodiversity conservation, flora and fauna communities must be protected and maintained to keep the balance of nature.

2. Biodiversity is the diversity of all living things, including genetic diversity and ecological diversity.

3. Biodiversity deterioration results from slash and burn cultivation, forest removal for the purpose of building accommodation, animal hunting, and collecting forest products and rare species of plants.

The comparison also showed that the people in Ban Maesa-Mai, Ban Pongyang-Nok and Ban Mae-Mhae had a low level understanding and knowledge of biodiversity.