ABSTRACT

Research of "Public relations strategy of ecotourism Kung Bangkachao, Samut Prakan Province" aims to study the demographic characteristics that affects the satisfaction of tourist behavior of public relation strategy of ecotourism, Kung Bangkachao, Samut Prakan Province and to study travel behavior by public relations of Kung Bangkachao, Samut Prakan Province that affects the satisfaction of tourist behaviors of public relation strategy of ecotourism, Kung Bangkachao, Samut Prakan Province.

This study collected 400 samples and used a questionnaire as a research tool. It found that the difference of gender, age, status, education and average monthly income affects differently to the Satisfaction of Tourist Behaviors of public relations strategy of ecotourism Kung Bangkachao, Samut Prakan Province. However a difference of an occupation make a different effect on the Satisfaction of Tourist Behaviors of public relations strategy of ecotourism Kung Bangkachao, Samut Prakan Province. The demographic characteristics does not correlate with the Satisfaction of Tourist Behaviors of public relation strategy of ecotourism Kung Bangkachao, Samut Prakan Province but Tourist Behaviors of public relation strategy of ecotourism Kung Bangkachao and the ecotourism Kung Bangkachao, Samut Prakan province are related to the satisfaction of tourist behavior.