

**Title** Statistics, analysis of opinions towards the OTOP tourism community project innovation, Krasang District, Buriram Province.

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**Branch** Applied Statistics

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### **Abstract**

This research is a survey research with the objectives. 1) To study the opinions of entrepreneurs. And the people involved in the OTOP tourism community, innovating towards the project implementation. 2) To use the results to develop the capacity of creative thinking and appropriate community management. 3) To compare opinions The OTOP Tourism Innovation Project classified by gender, age, marital status Education level, main occupation, family income the relevance of the OTOP Tourism Community Project, Innovative Method, Questionnaire the Cronbach's alpha coefficient was 0.929. Sampling was performed by using a random sampling method. From 400 villagers in the OTOP Tourism Community Project, OTOP Innovation, Krasang District, Buriram Province, data were analyzed by using percentage, mean, standard deviation. The standardized test tests the differences between the mean values of two independent samples using the t-test. The hypothesis testing on the difference between the mean values of more than 2 samples using the f- test and test pairs by Tukey method.

The results showed that the majority of the respondents were female, age between 51-60 years, marital status Married together Have the highest education level, upper secondary school / vocational certificate, have a career, farmers earn more than 12,500 baht, related to the OTOP Tourism Community Project, Innovation is a citizen of OTOP Tourism Pathway, respectively. Result Comparison of opinions Toward the OTOP Tourism Community Project, Innovation, Krasang District, Buriram Province. Classified by general status information It was found that the villagers with different gender, age, and marital status had different opinions. For the villagers with the highest education level, occupation, and household income, And the relation

with the OTOP Tourism Community Project is different. There will be different opinions, with statistical significance at the level of 0.05.

Keywords: OTOP, Innovation, Opinion, Tourism Resources, Tourism Community.