



**Sustainable Tourism Development in World Cultural Heritage Site,
Luangprabang Town, Luangprabang Province, Lao PDR**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
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ชื่อวิทยานิพนธ์	การพัฒนาการท่องเที่ยวยั่งยืนแหล่งมรดกโลกทางวัฒนธรรม เมืองหลวงพระบาง จังหวัดหลวงพระบาง สาธารณรัฐประชาธิปไตยประชาชนลาว
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บทคัดย่อ

แนวทางการปฏิบัติและการพัฒนาการท่องเที่ยวที่ยั่งยืนนำไปใช้ได้ในทุกรูปแบบการท่องเที่ยว และแหล่งท่องเที่ยวทุกประเภท รวมทั้งการท่องเที่ยวมวลชนและส่วนการตลาดการท่องเที่ยวขนาดเล็กต่างๆ เมืองหลวงพระบางเป็นแห่งหนึ่งของเมืองมรดกโลกทางวัฒนธรรมในประเทศสาธารณรัฐประชาธิปไตยประชาชนลาว

ทิศทางการพัฒนาการท่องเที่ยวในแหล่งมรดกโลกทางวัฒนธรรมมีจุดมุ่งหมายอยู่ที่ความยั่งยืน วัตถุประสงค์ของการศึกษานี้ คือ (1) เพื่อศึกษาระบบการจัดการปัจจุบันในแหล่งมรดกโลกทางวัฒนธรรม (2) เพื่อประเมินการมีส่วนร่วมของชุมชนในการพัฒนาแหล่งมรดกโลกทางวัฒนธรรม (3) เพื่อเสนอแนวทางการพัฒนาการท่องเที่ยวที่ยั่งยืนแหล่งมรดกโลกทางวัฒนธรรม เมืองหลวงพระบาง จังหวัดหลวงพระบาง สาธารณรัฐประชาธิปไตยประชาชนลาว

การเก็บข้อมูลใช้แบบสอบถามจำนวน 400 ชุดกับชุมชนท้องถิ่นพัฒนา 4 หมู่บ้านรอบเมืองหลวงพระบางระหว่างวันที่ 4 ธันวาคม 2551 ถึง 4 มกราคม 2552 นอกจากนั้นมีการสัมภาษณ์เพื่อการวิเคราะห์เชิงคุณภาพการจัดการในปัจจุบันกับเจ้าหน้าที่ท้องถิ่นและนักธุรกิจการท่องเที่ยวอย่างละ 25 คน การวิเคราะห์ระดับความคิดของชุมชนท้องถิ่นต่อการพัฒนาการท่องเที่ยวที่ยั่งยืนใช้โปรแกรมสถิติทางสังคมศาสตร์เป็นเครื่องมือในการวิเคราะห์ นอกจากนี้ค่าสถิติหลักที่ใช้วิเคราะห์ข้อมูลประกอบด้วย ค่าความถี่ เปอร์เซ็นต์ ค่าเฉลี่ย การวิเคราะห์ค่าความแปรปรวนทางเดียว และการทดสอบค่าทีอิสระ

ผลการศึกษามีดังต่อไปนี้ คือ ส่วนมากผู้ตอบแบบสอบถามจากชุมชนนับถือศาสนาพุทธร้อยละ 92.8 ตามมาด้วยศาสนาอื่นๆร้อยละ 4 และศาสนาคริสต์มีเพียงร้อยละ 3.3 ร้อยละ 68 เป็นเพศชาย กลุ่มอายุระหว่าง 31-45 ปีมีร้อยละ 33.5 ผู้ตอบแบบสอบถามเป็นส่วนใหญ่(78.3%) ชายสินค้าและบริการให้กับนักท่องเที่ยวหรือธุรกิจการท่องเที่ยว เพียงร้อยละ 21.8 บอกว่าครอบครัวของตนไม่ได้ขายสินค้าให้กับนักท่องเที่ยวหรือธุรกิจการท่องเที่ยว นอกจากนี้ร้อยละ 71.5 ของครอบครัวผู้ตอบแบบสอบถามได้รับการฝึกอบรมในกิจกรรมที่เกี่ยวข้องกับการท่องเที่ยวเพราะว่ารัฐบาลให้ความสำคัญ มีเพียงร้อยละ 28.5 แจ้งว่าไม่ได้รับการฝึกอบรมใดๆ ผู้ตอบแบบสอบถามส่วนมาก (94.5%) มีความเชื่อว่าการท่องเที่ยวให้การศึกษาสำหรับชุมชน

และประมาณร้อยละ 63 มีความรู้เรื่องการพัฒนาการท่องเที่ยวที่ยั่งยืนในแหล่งมรดกโลกทางวัฒนธรรมเมืองหลวงพระบาง

ผลการศึกษาพบว่าผู้มีส่วนได้ส่วนเสียทั้งหมด คือ ชุมชนท้องถิ่น รัฐบาลท้องถิ่นและธุรกิจการท่องเที่ยวชุมชนมีความเห็นด้วยในระดับสูงกับการพัฒนาการท่องเที่ยวในแหล่งมรดกโลกทางวัฒนธรรมเมืองหลวงพระบาง แต่ชุมชนมีส่วนร่วมในการวางแผน การทำกิจกรรม การตัดสินใจและการแบ่งผลประโยชน์จากการท่องเที่ยวในระดับ "ปานกลาง" แม้ว่าจะมีความเต็มใจในการมีส่วนร่วม ผลการศึกษารูปได้ว่าการมีส่วนร่วมของชุมชนและความเป็นหุ้นส่วนของผู้มีส่วนได้ส่วนเสียทั้งหมดในแหล่งมรดกโลกทางวัฒนธรรมยังไม่เพียงพอ

ข้อเสนอแนะจากการศึกษาเพื่อบรรลุการมีส่วนร่วมของชุมชนสำหรับการพัฒนา การท่องเที่ยวที่ยั่งยืนเมืองหลวงพระบาง หน่วยงานที่มีอำนาจของรัฐที่เกี่ยวข้องควรสนับสนุนการพัฒนาในด้านโครงสร้างพื้นฐานทางกายภาพของพื้นที่ พัฒนาการฝึกอบรมและการพัฒนาทักษะด้านการติดต่อสื่อสาร ปรับปรุงการจัดการ โดยการเพิ่มสิ่งอำนวยความสะดวกนักท่องเที่ยว กำหนดนโยบายและวางแผนสำหรับการพัฒนาการท่องเที่ยวที่ยั่งยืนแบบการมีส่วนร่วม และ เป็นมิตรกับสิ่งแวดล้อม การพัฒนาการท่องเที่ยวที่ยั่งยืนต้องให้ความสำคัญกับการมีส่วนร่วมของชุมชน ในการพัฒนาการท่องเที่ยวที่ยั่งยืนมากขึ้น

คำสำคัญ: การพัฒนาการท่องเที่ยวที่ยั่งยืน แหล่งท่องเที่ยวมรดกทางวัฒนธรรมโลก
เมืองหลวงพระบาง สาธารณรัฐประชาธิปไตยประชาชนลาว

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ABSTRACT

Sustainable Tourism Development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Luangprabang town is one of the world cultural heritage site in Lao People Democratic Republic (LPDR).

The direction of tourism development in the area of world cultural heritage site is also aimed to be sustainable. The objectives of this study are (1) to study the existing management system in world cultural heritage site, (2) to assess the community participation in tourism development in world cultural heritage site and (3) to propose guidelines for sustainable tourism development in world cultural heritage site, Luangprabang town, Luangprabang province, Lao people democratic republic.

400 sets of questionnaires were collected from local community in 4 villages' development committees surrounding the Luangprabang town during the period of 4 December, 2008 to 4 January, 2009. In addition, 25 interviews were conducted with local government officers and 25 local tourism businesses for the qualitative analysis of the existing situation of the management. The SPSS program was used to analyze the level of local community attitude towards the sustainable tourism development. In addition frequencies, percentages, Means, One-way ANOVA and Independent Sample T-test were main statistics for the data analysis.

The findings are as follows: Most respondents from the local community were Buddhist (92.8%), followed by other religious (4.0%), and only 3.3% were Christian. There were 68.0% male; 31-45 years old age groups (33.5%). The majority of respondents (78.3%) sell products or services to tourists or tourism businesses. Only 21.8% of the respondents reported that their families do not sell products to tourists or tourism businesses. In addition, 71.5% of the respondent's families receive tourism related training activities due to the priority of government policy. Only 28.5% of the respondents reported they were not receiving any tourism related training. All of the respondents (94.5%) believe that tourism offered education for the community and 63.0% knew about sustainable tourism development in world cultural heritage site at Luangprabang town.

From the study we found that all stakeholders, local residents, local government and local tourism businesses “strongly agree” with tourism development of world cultural heritage site in Luangprabang town. The involvement of local residents in tourism development in terms of participation in planning, activities, decision making and benefits were rated at the “fair level”. It’s concluded that the community participation and partnership among all stakeholders in this world heritage site was not sufficient.

The suggestion from this study are: to achieve the community participation for sustainable tourism development in Luangprabang town, the respective authorities should support the development in terms of physical infrastructure improvement of the area, training and skill development in communication, improve other tourist facilities, and to establish a participatory and environmental friendly plan and policy for sustainable development of tourism. Sustainable tourism development should give greater priority to community participation in sustainable tourism development.

Key Words: Sustainable Tourism Development, World Cultural Heritage Sites,
Luangprabang Town, Lao PDR.

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As per the requirement of our university curriculum, I have prepared a thesis on “Sustainable Tourism Development in World Cultural Heritage Site, Luangprabang Town, Luangprabang Province, Lao PDR.” this has helped me a lot to know about the concept of sustainable tourism. This thesis was complete due to the special, excellent guidance, constant inspiration, kindness, and contribution from my advisors, Associate Professor Manat Chaisawat and Dr. Sukwan Tirasatayapitak, I would like to express my sincere gratitude and appreciation with great respect for their continuous support, advice since the beginning to completion of this research. I am indebted to them, without whose help this study could not have been completed on time.

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Chansone Keomanivong

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LIST OF ABBEVIATION AND SYMBOLS

Lao PDR:	Lao People Democratic Republic
ASEAN:	Association of Southeast Asian Nations
UNESCO:	United Nations Education, Scientific and Cultural Organization
WTO:	World Tourism Organization
IUCN:	Inter National Union for Conservation of Nature
WHS:	World Heritage Site
UNWTO:	United Nations World Tourism Organization
CBT:	Community Based Tourism
REST:	Responsible Ecological Social
LNTA:	Lao National Tourism Administration
STD:	Sustainable Tourism Development
WCHS:	World Cultural Heritage Site
LPBT:	Luangprabang Town

CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

Tourism is one of the industrial sectors that rapidly growing in many countries around the world. At present, many countries have paid special attention to the development and promotion of tourism, as it is a key sector for socio-economic development. Tourism has contributed to the followings (Lao PDR strategy, 2006-2020).

- 1) Tourism has directly generated foreign currency for the country.
- 2) Tourism supports related investment such as travel, hotel, restaurant, transport, and souvenir businesses.
- 3) Tourism creates employment for people in the service and production sectors, for instance, the export of raw materials.
- 4) Tourism contributes foreign currency accumulations and facilitates domestic financial liquidity and distributes income to rural remote areas.

The Peoples' Democratic Republic (PDR) of Laos is located in the center of Indochina, sharing borders with China to the North 416 kilometers, Myanmar to Northwest 236 kilometers, Thailand to the West 1,835 kilometers, Cambodia to the South 492 kilometers and Vietnam to the East 1,957 kilometers. With a total area of 236,800 square kilometers, around 70% of Laos' terrain is mountainous, reaching a maximum elevation of 2,820 meters in Xiengkhouang province. The landscapes of northern Laos and the regions adjacent to Vietnam, in particular, are dominated by rough mountains. The Mekong River is the main geographical feature in the west and, in fact, forms a natural border with Thailand in some areas. The Mekong flows through nearly 1,900 kilometers of Lao territory and shapes much of the lifestyle of the people of Laos. In the South, the Mekong reaches a breadth of 20 kilometers, creating an area with thousands of islands. (National Tourism Administration, 2005-2008).

Tourism in Lao PDR has been rapidly increasing by implementing the above policy and the promotion of tourism. In general, from 1990 to 2005, the number of tourists entering into Lao PRD increased at an average rate of 27.6% per annum. In 1990, there were

only 14,400 tourists, 37,113 in 1991 with USD 2,250,000 generated as revenue. From 1990 to 2000, the Visit Laos Year had begun which reflected a huge increase of tourists. For instance, there were 737,208 tourists in 2000 which generated revenue of USD 113,898,285. The tourism sector has been ranked as the number one export. In 2004, after hosting the ASEAN Fair, the number of tourists increased to 894,806 persons and generated USD 118,947,707 in revenue. In 2005, 1.1 million tourists come to Lao PRD. Based on the recent growing number of tourists and regular flow rate, it is estimated that there will be 1.6 million tourists in 2010, 2.2 million in 2015, and 3 million in 2020 with expected revenue of 250-350 million US Dollars per year, Lao PDR Tourism Strategy (2006-2020).

The government of Lao People Democratic Republic Open Door Policy on Tourism, the IV Party congress, (1986), defined new intergraded policy and open door policy. Tourism has gradually been elevated in important. The government has identified and declared the implementation, development and promotion of cultural, nature and historical tourism to foster growth in tourism and other service sectors. The government has dedicated its efforts to developing infrastructure such as construction of roads to link all northern, central and southern regions.

Luangprabang town is the jewel of Indochina, and a UNESCO World Heritage Site since 1995. The ancient royal city is surrounded by mountains at the junction of the Mekong River and its tributary, the Khan River. In the centre of the city is mount Phousi with stunning views of the surrounding temples and hills. Luangprabang town is a city where time seems to stand still. As part of the UNESCO plan, new buildings have been limited and development must be in keeping with this enchanting destination, (UNESCO World Heritage Centre, 1995).

The UNESCO World Heritage Centre (1992) mentioned that the list of world heritage in danger is designed to inform the international community of conditions which threaten the very characteristics for which a property was inscribed on the world heritage list, and to encourage corrective action. This section describes the list of world heritage in danger and gives examples of sites that are inscribed on the list.

1) Armed, conflict, war, earthquakes and other natural disasters, pollution, poaching, uncontrolled, urbanization and unchecked tourist development pose major problems to world heritage sites. Dangers can be ascertained, referring to specific and proven imminent

threats, or 'potential', when a property is faced with threats which could have negative effects on its world heritage site values.

2) Under the 1972, the world heritage site convention, the world heritage committee can inscribe on the list of world heritage in danger properties whose protection requires major operations and for which assistance has been requested inscribing a site on the list of world heritage in danger allows the world heritage committee to allocate immediate assistance from the world heritage fund to the endangered property. It also alerts the international community to these situations in the hope that it can join efforts to save these endangered sites. The listing of a site as world heritage in danger allows the conservation community to respond to specific preservation needs in an efficient manner. Indeed, the mere prospect of inscribing a site on this list often proves to be effective, and can incite rapid conservation action.

3) Inscription of a site on the list of world heritage in danger requires the world heritage committee to develop and adopt, in consultation with the state party concerned, a programme for corrective measures, and subsequently to monitor the situation of the site. All efforts must be made to restore the site's values in order to enable its removal from the list of world heritage in danger as soon as possible.

4) Inscription on the list of world heritage in danger is not perceived in the same way by all parties concerned. Some countries apply for the inscription of a site to focus international attention on its problems and to obtain expert assistance in solving them. Others however, wish to avoid an inscription, which they perceive as a dishonor. The listing of a site as world heritage in danger should in any case not be considered as a sanction, but as a system established to respond to specific conservation needs in an efficient manner.

5) If a site loses the characteristics which determined its inscription on the world heritage list, the world heritage committee may decide to delete the property from both the list of world heritage in danger and the world heritage list. To date, this provision of the operational guidelines for the implementation of the world heritage convention has never had to be applied.

WTO, (2004) mentioned that sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process

and it requires constant monitoring of impacts, introducing the necessary preventive and corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Although, there is some community participation in sustainable tourism development at Luangprabang town, at this juncture, the local people still do not have clear direction for community participation in sustainable tourism development. Therefore, they are reluctant to participate. As a result, sustainable tourism development is slow in practice and lacks visible achievement. A locally appropriate model of community participation in tourism planning for sustainable tourism development is a special need at the local level. This study can be realized if the local residents are motivated by tourism benefits and are given the appropriate direction and supports.

1.2 Related Literature

This research would be useful for destination to conduct available contemporary literatures in order to provide substantial development and to study the sustainable tourism management system at Luangprabang town. For sustainable tourism development in world cultural heritage sites, Luangprabang town is the most useful or valuable purpose heritage site. Inevitable to study literatures related to sustainable development, sustainable tourism, community participation in tourism, tourism plans and policies of Lao people democratic republic and information about Luangprabang province are mainly explored. Various modes of inquiries would be used to identify existing systems of management and tourism strategy in this study.

Literature reviews are follows:

1.2.1 Sustainable Development

1.2.2 Sustainable Tourism

1.2.2.1 Concept of Sustainable Tourism Development

1.2.2.2 Sustainable Tourism in World Heritage Sites (WHS)

1.2.2.3 Tourism Impacts

1.2.2.4 Sustainable Tourism Development to Eliminating Poverty

1.2.2.5 Tourism and Poverty Alleviation

1.2.2.6 Approaches for the Poverty Reduction through Tourism

1.2.3 Community and Tourism

1.2.3.1 Community Tourism Development

1.2.3.2 Community Participation in Tourism

1.2.3.3 Community-Based Tourism (CBT)

1.2.4 Tourism Plan and Policies of Lao PDR

1.2.5 The Present Situation of WCHS in Luangprabang Town

1.2.5.1 The Heritage House in Luangprabang province

1.2.5.2 The Heritage Temple (WAT) in Luangprabang Town

1.2.1 Sustainable Development

The concept of 'Sustainable Development' as a policy consideration was introduced in order to combat environmental problems as a part of the world conventions strategy by the International Union for the Conservation of Nature and Natural Resources (IUCN, 1980).

Murphy (1998) identified component of sustainable development based on interpretation environmental concepts, social concepts and economic concepts from these concepts one general goal for sustainable development can be developed.

Weaver (2006) defined sustainable development involves the minimization of the negative impacts and the maximization of positive impacts. While sustainable tourism may therefore be regarded as a form of sustainable development as well as a vehicle for achieving the latter.

The World Commission on Environment and Development (1987) defined "sustainable development" as meeting the human needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development has been widely accepted as an approach in which economic well-being and environmental quality can coexist.

Therefore, sustainable development should include economic, social and aesthetic needs that can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems meet their own needs.

1.2.2 Sustainable Tourism

1.2.2.1 Concept of Sustainable Tourism Development

WTO (2001) defined sustainable tourism development as meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.

The concept of sustainable tourism development was defined by the WTO (2004) with tourism development guidelines and management practices that are applicable to all forms of tourism across all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance between these three dimensions to guarantee its long-term sustainability.

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

However, sustainability has been approached by the tourism industry primarily through marketing planning and visitor management actions that are driven by organizational interests focused on economic and profit motives. On the other hand, heritage preservationists are concerned primarily with the conservation of built heritage resources. Tourism planning and heritage management appear fragmented rather than interdependent, due to disciplinary isolation and different interest (Sustainable Tourism II, 2006).

Definition of sustainable tourism development can be summarized with the four following points. The first point was that tourism development might take place if it does not damage the environment and ecology. Secondly, sustainable tourism development largely consists of small-scale development and is based on the local community. Thirdly, sustainable tourism development takes its point of departure from who benefits from tourism while not exploiting the local resident. The last point is that sustainable tourism development emphasizes cultural sustainability that retains architecture and cultural heritage (Lars, 2000).

McIntosh et al (1995) defined that while there is sustainable tourism development in the community, region, or country, it must have the support from the majority of

people of the host. The perceived benefits from sustainable tourism should overcome negative impacts. An operational allocation of responsibility must remain true to the democratic model and the concept of resident-responsive sustainable tourism.

According to National Geographic Online (2006), Tourism could be sustainable only when it has the following:

1) Informative travelers not only learn about the destination, but they also learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.

2) Supports integrity of place destination, savvy travelers seek out businesses that emphasize the character of the local area in terms of architecture, cuisine, heritage, aesthetics, and ecology. Tourism revenues in turn raise local perceived value of those assets.

3) Benefits local resident's travel businesses include doing their best to employ and train local people, buy local supplies, and use local services.

4) Conserves resources environmentally in that aware travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary nighttime lighting.

5) Respects local culture and tradition while foreign visitors learn about and observe local etiquette, including using at least a few courtesy words in the local language. Residents learn how to deal with foreign expectations that may differ from their own.

6) Doesn't abuse its product stakeholders that mean anticipate development pressures and apply limits and management techniques to prevent the syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.

7) Strives for quality, not quantity as community's measure tourism success not by sheer numbers of visitors, but by length of stay, money spent, and quality of experience.

8) Means great trips satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing-which provides continuing business for the destination.

Accordingly, sustainable tourism could be summarized as tourism development which is optimized and ensure to bring about a balanced growth in economic, social-culture heritage and the environment. Sustainable tourism development requires the active participation

of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. In achieving these goals, the community participation will be ensured.

1.2.2.2 Sustainable Tourism in World Heritage Sites (WHS)

WTO (1995) suggested that sustainable tourism actions at world heritage sites must preserve them for future generations to appreciate. And must ensure tourism will contribute to environmental protection, limit negative socio-economic impacts while benefit local people economically and socially. Partnerships between the tourism industry and the world heritage tourism programmed can help to mobilize resources for increasing technical assistance to world heritage sites and local communities as well as test innovative ideas on public-private initiatives for site protection and conservation. The priority of WTO world heritage tourism program is composed of activities such as:

- 1) Building the capacity of WHS management to deal with tourism.
- 2) Training local community members in tourism related activities for increase participation.
- 3) Support communities around the sites and help them to market their products.
- 4) Lao PDR awareness programs and education.
- 5) Use the fund for eco-tourism and protection heritage sites.
- 6) Share the lessons learned to other sites and protected areas.
- 7) Promote awareness of WHS and its activities and policies for tourism industry government world heritage site.

The concepts of sustainable tourism for world heritage sites attempts to make a low impact on the environment and local community culture, while helping to generate income, employment, and the sustainability of cultural heritage. Especially in the case of world cultural heritage sites development must be both environmentally and culturally respondent.

1.2.2.3 Tourism Impacts

Tourism is an important industry for many countries in the world and has great economic importance. Tourism industry can help to create an appreciation of traditions of life and many works to promote understanding between societies. Tourism can be a positive impetus for the development of the physical, social and cultural, economic and environmental well being of the country (Gunce, 2003). On the other hand, tourism can have a great impact on the physical development of the country and result in uncontrolled physical growth which will affect the environment, society and culture of the destination.

WTO (1998) mentioned the benefits of tourism for local communities that if carefully planned, developed and managed, tourism can bring substantial benefits to local communities. Some important potential benefits include the following:

- 1) New jobs generated by tourism.
- 2) Tourism development can motivate the organization of local tourism enterprises and provide opportunities for local capital investment, job, income and profits from the enterprises in the area.
- 3) Tourism generated local tax revenue that can be used to improve community facilities.
- 4) Tourism employees learn, exchange new skills and technologies, such as the use of computers, which enhance local community development in way other than economic.
- 5) Tourism can provide new markets for local products such as agricultural arts and handicrafts economic sectors.
- 6) Tourism development cultural facilities, such as specially art shops and improved shopping districts.
- 7) The overall environmental quality of an area may be improved as a result of tourism because tourists prefer to visit attractive, clean and non-polluted places. Land use and transportation patterns may also be improved because tourism serves as a catalyst for redevelopment.
- 8) Tourism can provide the justification for and help pay for conservation of local nature areas, archaeological and historic sites, arts, crafts and certain cultural traditions

because these features are attractions for tourists. Therefore, they must be maintained and often enhanced if tourism is to be successful and sustainable tourism development.

From this case study we can see that sustainable tourism development in world cultural heritage sites can bring many opportunities and benefits, but local communities need to be aware of sustainable tourism development strategies. If the tourism benefits were recognized from the beginning of a tourism plan, the strength and opportunity issues could be integrated into the plan. Such that tourism must be planned, developed, and managed carefully with the consideration to benefits of local communities surrounding heritage site.

While tourism bring not benefits but also cost which, if not well management, may undermine its sustainability in the long run. One potential cost includes increased social disparity and widening income gaps (Cleverdon and Kadt, 1979).

Table 1.1 Parameters for Sustainable Development

Analysis parameters	Goals	Examples of impact assessment indicators
1. Economic	Economic Well-being	<ul style="list-style-type: none"> ● Income and employment generation ● Economic growth ● Cooperation/networks and partnership initiatives
2. Environmental	Ecological Balance	<ul style="list-style-type: none"> ● Maintenance of physical/built environment ● Conservation of natural environment ● Environmental pollution ● Agricultural/biological productivity
3. Socio-cultural	Sense of community	<ul style="list-style-type: none"> ● Cultural identify and diversity ● Cooperation, communication networks ● Social justice and welfare ● Political influences/relationships

Source: Adapted from Theerapapisit, 2005

1.2.2.4 Sustainable Tourism Development to Eliminating Poverty

The tourism industry has many advantage and especially positive economic effects that sustainable tourism can bring to the poor countries observed as a means for eliminating poverty. Tourism can create opportunities and that benefits the poor. Sustainable tourism cannot automatically eliminate poverty on its own. There should be tourist policies as well as development strategies in which eliminating poverty is primary objective. The strategies must be coordinated with the general policies of tourist development such that there is good cooperation between all stakeholders. Only in that way can tourism be an efficient mean for eliminating poverty via a Tourism and Poverty Alleviation Plan (WTO, 2002).

1.2.2.5 Tourism and Poverty Alleviation

According to the UNDP Annual Report (2006), poverty alleviation has become an essential condition for peace, environmental conservation and sustainable development, besides being an ethical obligation in an affluent world, where the division between poor and rich nations seems to have increased in recent year.

Local authorities, private-public partnerships, and protected area entities have a critical role to play in issues such as developing local supply chains and improving the relationship between the infrastructure economy and visitors. They are also very important in supporting appropriate product development and marketing according to the World Tourism Organization (WTO 2004).

Poverty Alleviation through Tourism (UNWTO, 2004), is a compilation of good practices with a view to further support governments and other institutions in their endeavors. It produced this publication as a series on tourism and poverty alleviation, including concrete examples of private or public tourism projects and operations that have been presented by UNWTO member states as good, sustainable practices in poverty reduction through tourism.

1.2.2.6 Approaches for the Poverty Reduction through Tourism

The economic growth is an essential but not a sufficient condition for poverty reduction. Poverty reduction involves growth with a substantial reorientation that favors the poor. It includes changes in institutions, laws, regulations and practices that now help create and perpetuate poverty. It includes targeted interventions to enable poor people to better integrate into the economic processes and take advantage of opportunities to improve their economic and social well being. It means ending harassment of the poor, and eliminating restrictions on how they make their livelihoods. This especially applies to the tourism sector. Interventions must be made to help poor people become part of the processes that drive the industry (Dain Bolwell and Weinz, 2008).

1.2.3 Community and Tourism

1.2.3.1 Community Tourism Development

According to Murphy's model, management was the major component because it related to the participation in developing the tourism product from public or community. Gartner (1996) mentioned that tourism organizations often begins with a small group of local people who had informal meeting and discussing tourism development, usually in rural communities, then they selected their leader of the group or the strong person to be the leader.

National Geography (2007) mentioned that community tourism is a form of tourism, which aims to include and benefit local communities, particularly indigenous peoples and villagers in the rural for instance; villagers might host tourists in their village, managing the plan communally and sharing the profits. However tourism is managed. Community tourism should follow:

- 1). The involvement and consent of local communities.
- 2). Share of profits back to the local community.
- 3). Involve communities rather than individuals.
- 4). Conservation-environmentally sustainable
- 5). Respect traditional culture and social structures.
- 6). Have mechanisms to help communities cope with the impact of tourists

- 7). Keep groups small to minimize cultural and environmental impact.
- 8). Brief tourists before the trip on appropriate behavior.

1.2.3.2 Community Participation in Tourism

Chaisawat and Chamnina (2006) mentioned the role of community in sustainable tourism development that, it is very important to bring local people to participate and get involve in tourism development. Furthermore, they suggested developing an educational curriculum about the value of tourist exchanges and the economic, social and cultural benefits and risks associated with the tourism industry and should apply it in the local primary and secondary community schools. It is very useful idea to create public awareness to the tourism.

Community participation in tourism requires that the people living in one place, district or country, be considered as a whole. They should meet for social intercourse as a group of people with common interests and shared feeling of membership. One study Elsevier Science (2000) analyzed and explained the limitations for the participatory tourism development approach in the context of developing countries. It was found that there are operational, structural and cultural limits to community participation in many developing countries although they do not equally exist in every tourist destination. Moreover, while these limits tend to exhibit higher intensity and greater persistence in the developing world than in the developed world, they appear to be a reflection of prevailing socio-political, economic and cultural structure in many developing countries.

Popular participation in conservation at Luangprabang town, Lao PDR (Kharel, 2001) mentioned that because of the lack participation of local people during law makings process, some laws were not implemented effectively and some became useless. People they did not follow those laws which were made without their consultations. It has shown that the weak level of people's participation in various activities in Luangprabang town (Gurung and Coursey, 1994). People have developed various resources management systems to fulfill their daily needs, which have been practiced.

Although, the challenges to world heritage conservation are hugely varied, one point in common is the vital importance of the "human factor". Therefore, conservation policies

and activities must be integrated into and compatible with national and local socio-economic development programs. The increasing number and scale of threats to world heritage properties around the world are also reflected, Kharel (2007).

1.2.3.3 Community-Based Tourism (CBT)

Community-Based Tourism (CBT) would be considered as a privately offered set of hospitality services and features extended to visitors by individuals, families or a local community and its important objective was to establish direct personal, cultural exchange between host and guest in a balance manner that create understanding, unity and equality for those who involved (Wearing and Neil, 2000).

Suansri (2003) reported that is a good example of community-based tourism (CBT) is Responsible Ecological Social Tourism (REST). This means tourism products that take environmental, social, and cultural sustainability into account as well as being managed and own by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life. Community-based tourism, with the full participation of communities, could take on various forms depending on the resources and social conditions. The types of community-based tourism or community participation were arts and crafts tourism, rural tourism, agro tourism, village tourism, and ecotourism. The forms of community-based tourism centered in community participation with their development and they overlapped in their forms. WTO (2002) defined each type of community-based tourism as the follows:

- 1) Arts and crafts tourism, with tourists visiting villages and town districts that specialize in crafts production such as wood carving and textile making, or traditional performance, dance, music and drama. These visits could be stopovers on day tours or longer-term stays with the tourists living in the village and learning about arts and crafts.

- 2) Rural tourism, with tourist staying in farmhouse or small-scale accommodation and experiencing farming activities, touring nearby areas, and often involving local activity creation activities such as handicrafts.

3) Agro tourism, another type of rural tourism, with tourists on day-tours or staying overnight on farms or plantations specifically to observe and be involve in agricultural activities.

4) Village tourism, with tourists visiting villages on day-tours or staying overnight in local accommodation, eating local cuisine and experiencing village life and cultural traditions.

5) Ecotourism, where local communities exist in ecotourism area, these communities providing business related to ecotourism activities.

1.2.4 Tourism Plan and Policies of Lao PDR

Tourism strategy is a master plan document to define policy, guidelines and overall goal of the development and promotion of tourism which will be in line with the party congress resolution, national socio-economic plan and strategy in order to strengthen and development tourism to become an industrial sector that generate foreign exchange revenue for the country; provides more employment; promotion the cultural conservation and preserve the nation good norms and customs including the protection of abundant natural resources; promotes sectoral products in order to contribute to poverty reduction of all ethnic groups. This strategy is the ground strategy for international integration. The strategy is also fundamental for formulating the plan and action plan for short and medium term for development and promotion of tourism in the macro tourism management, tourism development plan, tourism business and activities management, advertisement promotion and tourism marketing, human resource development, international cooperation, cooperation with line sectors, Lao National Tourism Administration, Lao Tourism Strategy (2006).

Lao PDR, Tourism strategy (2006-2020): The master plan was amended for a period of 14 years with a special priority in promotion and tourism development. Apart from these, a number of working plans targeting special issues were also implemented. Number of tourist arrivals revenue from tourism and average length of stay (1990-2007), in general the number of tourist arrivals to Laos increased constantly from 1990-2007 with an average growth rate of 26.53%. However, as from the number of visitor arrivals decreased slightly from 737,208 in 2000 to 673,823 in 2001 and declined from 735,662 in 2002 to 636,361 in 2003. The main factors which influenced the decrease were the terrorist attacks on September 11, 2001 in the

United States and the spread of the SARS epidemic in Asia in the first quarter of 2003. Nevertheless, tourism recovered again in 2004, 2005 and 2006. In addition the number of tourist arrivals to Laos continued increasing in 2007 with about 1,623,943 tourist arrivals generating total of revenue of 233 million US dollars. Of the total number of tourist arrivals to Laos in 2007 (1,623,943), 66,605 used the services of Lao travel agents as opposed to 44,142 in 2006.

Lao National Tourism Administration (LNTA, 2008) is a government organization (ministry level), subordinated to the prime minister's office. The prime minister's office is the Chairman of the LNTA. It is the macro-organization on tourism and tourism industry. It is a service agency of the government. Main duties and responsibilities are to prepare the laws, rules and regulations on tourism and the tourism industry, strategy on tourism development, and promotion targeting in the National Socio-Economic development plan. Lao National Tourism Administration also has the right to administer, manage, and monitor the activities of the tourism operation units as the policies and the laws specify.

The main roles and responsibilities of the LNTA are as follows:

- Develop National Tourism Strategy for Lao PDR.
- Set up policy, law, degrees, rules and regulations on tourism and hotel management.
- Undertake marketing activities in order to promote tourism in Lao PDR.
- Encourage human resource development for tourism and strengthen capacity building.
- Use and monitor the Tourism Development and Promotion Fund.
- Give permission to establish tourism business, warn, fine, and cancel the operations of tour operators, hotels, guesthouses, restaurants and resources that violate the law.
- Coordinate and collaborate with related agencies and local authorities to develop and upgrade tourist attractions, to promote Lao culture and traditions as well as to conserve and preserve the heritage and the use of local products in order to improve the standard of living of local communities.

- Guide, monitor and coordinate with the Lao Association of Travel Agents, Lao Hotel and Restaurant Association and Tourism Marketing Promotion Board.
- Cooperate with sub-regional and international tourism organizations as well as international organizations related to tourism.
- Manage, control and monitor the implementation of tourism plans.
- Promulgate regulation on tourism and hotel management.

The main policies are as follows:

- Implement the open-door policy on the foreign cooperation on economics and culture with foreign nation.
- Promote tourism and the tourism industry intending to improve the levels of local people's lives and to promote the integration of local products.
- Promote the arts, cultures, and fine and courageous traditions of Laos, and preserve the ancient archeological and historical monuments aiming at motivating foreigners to visit Laos.
- Provide new occupations and create opportunities for the ethnic people to gain better incomes.
- Enhance friendship and good cooperation with all nations according to the government policies on tourism as specified.

Lao People's Democratic Republic has opened its doors to welcome tourists from every continent around the world in 1998. The tourism sector plays a significant role in the socio-economic development of the Lao PDR. Laos is blessed with overwhelming and unexploited nature pleasing every tourist who has come here.

Art and Culture

One of the trademarks of Laos is the diversity of its people and cultures. There are a number of traditional arts and crafts that represent their way of life. Lao has a rich cultural heritage with religious art and architecture forming the cornerstone of artistic traditions. There

exists across the country a plethora of distinctive monuments and architectural styles. One of the most famous structures is the Thatluang, the great Sacred Stupa, in Vientiane. Its dome-like stupa and four-cornered superstructure is the model for similar monuments across Laos. Stupas serve to commemorate the life of the Buddha and many stupas are said to house sacred Buddha relics (parts of Buddha body). Generally, Hinayana Buddhists cremate the dead body and then place the bones in the Stupa, which are set around the grounds of temples, or Wats. Different styles of architecture are evident in the numerous buddhist Wats. Three architectural styles can be distinguished, corresponding to the geographical location of the temples and monasteries. Wats built in Vientiane are large rectangular structures constructed of brick and covered with stucco and high-peaked roofs. In Luangprabang the roofs sweep very low and, unlike in Vientiane, almost reach the ground. These two styles are different from the Wats of Xiengkhouang where the temple roofs are not tiered. Lao religious images and art is also distinctive and sets Laos apart from its neighbors. The calling for rain posture of Buddha images in Lao, for example, which depicts the Buddha standing with his hands held rigidly at his side, fingers pointing to the ground, cannot be found in other Southeast Asian Buddhist art traditions. Religious influences are also pervasive in classical Lao literature, especially in the Phalak, Phalam, the Lao version of India's epic Ramayana. Projects are underway to preserve classic Lao religious scripts, which were transcribed onto palm leaf manuscripts hundreds of years ago and stored in Wats. Another excellent example of the richness of Lao culture is in its folk music, which is extremely popular with the people throughout the whole country. The principle instrument is the Khaen; a wind instrument, which comprises a double row of bamboo-like reeds, fitted in a hardwood sound box. The khaen is often accompanied by a bowed string instrument or Saw. The national folk dance is the Lamvong, a circle dance in which people dance circles around each other so that ultimately there are three circles: a circle danced by the individual, another one by the couple, and a third one danced by the whole party. Design and construction all rights reserved by Lao National Tourism Administration (2005-2008).

1.2.5 The Present Situation of the World Cultural Heritage Site, in Luangprabang Town

Luangprabang town is a very famous country for its cultural diversity and well known because of its attractions. Different places of the country are full of cultural and historical heritage places, which are the major attractions and the assets of the nation. World heritage sites in Luangprabang town valley natural setting of domestic able produce and favorable agricultural environment could be considered as the most valuable potential for supporting sustainable tourism development.

Luangprabang situated in the centre of northern Laos, the province shares border with Oudomxay, Phongsaly and Houaphanh to the north, Vientiane and Sayabouly to the south and southwest and Xiengkhouang to the east. The total area is 16,875 square kilometers. The population of Luangprabang province is just over 400,000 which include 12 distinct ethnic groups. The Khmu are the largest ethnic group in the province and make up the majority (about 44%) of the provincial population. They are a Mon-Khmer speaking people known for their knowledge of the forest, and they are believed to be the original inhabitants of Laos. The Hmong are the second most populous ethnic minority (16%). Lowland Lao comprise 39% of the population and live mostly in lowland valleys and Luangprabang Town 11 Districts Luangprabang, Xiengngeun, Nan, PakOu, Nambak, Ngoi, Pakxeng, Phonxay, Chomphet, Viengkham and Phounkhone. History Archaeological evidence suggests that Luangprabang has been inhabited since at least 8,000 BC. The first Laos kingdom, Lanexang, was founded here in the 14th century by King Fangum after he conquered and unified the lands of modern-day Xiengkhouang, the Khorat Plateau and Luangprabang. The city was first referred to as Muangswa and by 1357 the name was again changed to Muangxieng Dong Xiengthong by local inhabitants. Shortly thereafter, King Fangum accepted a golden Buddha image called the Phabang as a gift from the Khmer monarchy and the thriving city-state became known as Luangprabang. Luangprabang was the capital of Lanexang until it was moved to Vientiane in 1545 by King Setthathirath (although Luangprabang remained the country's main religious centre). The city's first contact with western emissaries occurred in the mid 17th century during the reign of King Surignavongsa. After his death in 1694, Lanexang broke up into three separate Kingdoms, Vientiane, Champasack and Luangprabang. By the late 19th century Luangprabang was under attack by marauding Black Flag bandits who destroyed many sacred Buddha images, temples and historical documents. Under King Sisavangvong (1904-1959) a number of restoration and

beautification projects were launched, many of which are still evident today. French influenced buildings began to appear in the later 1800's, adding to the mixture of Lao, Tai-Lue, Burmese, Chinese and Tai architecture. Luangprabang is rich in cultural heritage, and is known as the seat of Lao culture, with monasteries, monuments traditional costumes and surrounded by many types of nature's beauty world heritage sites in Laos Named by UNESCO (1995).

1.2.5.1 The Heritage House in Luangprabang Province

According to Luangprabang province (Laos), the conservation heritage house and development cultural and natural heritage and safeguarding world heritage for sustainable tourism development Plan. Architectural 1,000 buildings owned by private individuals or religious groups located within the centre of the world heritage site were completed and surveys of all government-owned buildings and public space are currently being undertaken. The elaboration of this plan and other related activities, such as the restoration of the traditional timber buildings and colonial buildings through on-site training activities are being carried out within the framework of the Luangprabang decentralized co-operation agreement signed in August 1997 under the aegis of UNESCO (Kyoto, 28-29 November 1998), with regard to the state of conservation of properties inscribed on the world heritage list, noted by the committee in Luangprabang town.

1.2.5.2 The Heritage Temple (Wat) in Luangprabang Town

Luangprabang town is situated between two rivers, the Mekong and the Khan, surrounded by a ring of mountains; Luangprabang town has beautiful temples, and historical monuments. Designated (UNESCO World Heritage Site in 1995), the town center is dominated by 33 temples and has a long history as a center for the study of Buddhism. Named after the golden statue, Luangprabang was the first capital of Laos and has somehow managed to remain unscathed by war and modernization.

Luangprabang town is an attraction of Buddhism resulted in 33 monasteries in the town. The most representative example is Xiengthong temple built in the 16th century. The front of the temple is decorated with gold carvings. The roof is multi-layered. This style is the Luangprabang style it is only found here. The temple of Luangprabang town plays an important role in the daily life of residents. Boys and young men enter the temple to become monks, while laypersons use the temple grounds for community and leisure activities. Local people of Luangprabang town are giving alms to monks in the ceremony. This ceremony usually last for an hour at daybreak during which the monks proceed in a long line around the town. As a sign of respect eldest, men and women often drape a cart over one shoulder during this ceremony by UNESCO Tourism and Heritage Site Management in World Heritage Town of Luangprabang (2004).

1.3. Objectives of the Study

The aim of this research is to study Sustainable Tourism Development, in World Cultural Heritage Site, Luangprabang Town, Luangprabang Province, and Lao PDR. The major objectives of the proposed study are:

1. To study the existing management system of sustainable tourism development in world cultural heritage site.
2. To assess the community participation in sustainable tourism development in world cultural heritage site.
3. To propose guideline for sustainable tourism development, in world cultural heritage site, Luangprabang town, Lao PDR.

1.4 Significance of the Study

This study will be deemed to be significant in contributing towards achieving wise use for three reasons:

1) The proposed of community participation for sustainable tourism development is able to enhance the effectiveness of the community participation in sustainable tourism development. It made an attempt to examine the existing situation of community participation in sustainable tourism at a heritage site Luangprabang town. It would be useful if this research could be get insight towards the stakeholder's involvement in Luangprabang. It was very important to know the existing management system of the location that can help to get idea for the involvement of locals in tourism.

2) The information and the results obtained from this research can be utilized as information for all stakeholders in decision-making in the tourism development plan. This study was expected to contribute to the government of Lao PDR. Lao National Tourism Administration is contributing towards the sustainable community participation at a heritage site Luangprabang town heritage location. Government role would be the vital role for tourism development in sustainable way. Such role could be significant in adopting the participatory management as outcome of this study. This is envisaged to provide adequate justification towards local people's participation in wise use of heritage.

3) The information and the results obtained from this research can be utilized as a source for further research or for any academic purposes for students or interested persons by highlighting the role of all related tourism stakeholders of this heritage location and the economic, social and cultural benefits could be increased. The satisfaction level and participation level of them is vital things for a proper all heritage tourism, the outcome of this study would be expected to increase the concern amongst the local people as well as at Luangprabang management agency, especially foundation towards establishing a mechanism where people can participate and share benefits accruing from the various tourism opportunities. The guidelines of community participation for sustainable tourism development are able to enhance the effectiveness of the community participation in sustainable tourism development. The information getting from this study and the results obtained from this research could be utilized as information for all stakeholders in decision-making in the tourism development plan and policy.

1.5 Scope of the Study

1.5.1 Scope of Area

This research would be carried out in Luangprabang town, Lao PDR. For specify to enhance sustainable tourism development in world heritage management, community participation in tourism development and to suggest the attractive necessary strategic measures. This research would be studied from three stakeholders of sample respondents the research 1) Local people from surrounding heritage site. 2) Government of Lao PDR (Local government's officials). 3). Local Tourism business (Hotel, travel tour agents etc).

1.5.2 Scope of Demography

Residents who lives and work at a heritage site, Luangprabang Town, and are at least 15 years old. Location residents' interest level of participation for sustainable tourism development and their tourism benefits incentive are studied from the resident's perspective.

1.6 Definition of Key Terms

This study is specified at a heritage site, tourism activities, cultural and natural as tourism attractions, and popularity at Luangprabang town.

Community Participation: is defined as the local residents' involvement and cooperation in participation of activities for sustainable tourism development. Participation activities are planning, decision-making, implementation, problem solving, evaluation, and benefits gaining by the local residents.

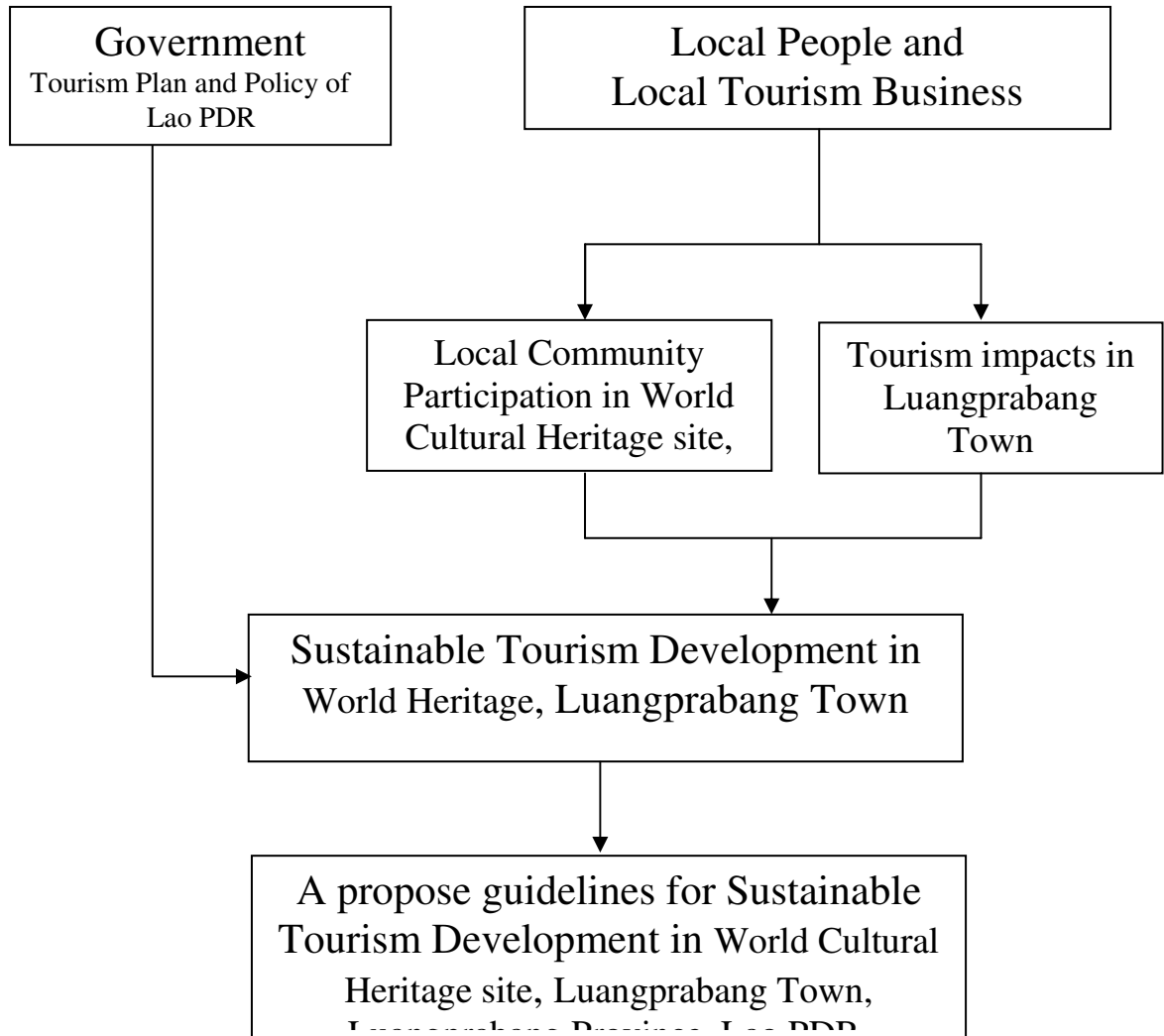
Sustainable Tourism Development: is defined as the development of tourism that creates optimal use of environmental resources, respects the socio-cultural authenticity of host community, and provides economic benefits to all stakeholders.

World Heritage Site: is defined as an area or structure designated by UNESCO as being of global significance and conserved by a country that has signed a United Nations convention pledging its protection. And purpose of this study this term would be used in a generic scene to include ancient archeological, monument, temple, monasteries, historic places, collection in museum and galleries, historic houses and gardens, natural resources etc, and relevant visitor's centers.

Stakeholders: are defined as the local communities' people, local service industries (Hotel, Travel Agency and Transports) and related government, local governments, Local tourism business and Local community and visitors in Luangprabang town, Lao PDR.

1.7 Study Framework

Figure 1.1 Study Frameworks



CHAPTER 2 METHODOLOGY

This chapter discusses the methodology used in this research and discussing the approach of the study. Methods used for data collection are discussed in detail. Observations, two types of interviews for local government and local tourism business, questionnaire and personal experiences are used as primary sources of data. In addition, documents from different sources and from different organizations such as: journals, books, articles, and publications of various sectors, websites used for obtaining secondary data. A mixed method was practical.

This research is devoted to overview of the sustainable tourism development in world cultural heritage site, and their existing management systems. This section will be reviewed the steps of survey research, target population, target samples with importance on data collection during the survey period and methods of analysis and explanation. The section ends with estimated results that are believed to be significant in providing feedback.

2.1 Populations and Sampling

The research aims to examine the existing circumstance of community participation for sustainable tourism development in world cultural heritage site in Luangprabang town and tourism impact. From this purpose population were: 1) Local people. 2) Local government. 3) Local tourism business in Luangprabang town.

Local people from the surrounding who live with their family and work at Luangprabang province, at least 15 years old are the respondents for the questionnaire that, who is intelligent to respond to the questionnaire effectively. When

there were more than one adult members presented at the time of survey, the family is free to choose the representative to answer the questions or they can participate collectively.

The questionnaire is administered in the proportion of householder according sample size. The interviews administered (refer Appendix: B and C) to get qualitative information's for the study. Interview conducted 3 groups, the aims selection of interviewees from different groups, mainly the personals that are directly related and closely related about Luangprabang town.

Table 2.1 The Description of Respondents

Respondents	Description
1. Local people mainly Within Luangprabang town.	Local people, focus questionnaires for participation local people in sustainable tourism development world cultural heritage site, in Luangprabang town.
2. Local government mainly within Luangprabang town.	Local government, focus interview such as Lao National Tourism Administration, Tourism Office Agency, Department of Archeology, Local Tourism Association, Village Development Committee.
3. Local tourism business mainly within Luangprabang town.	Local tourism business, focus interview for the tourism product (Natural Resources, Human Resources, Combination for Natural and Human Resources), Local tourism business as such as: Local Hotel Association, Local Travel Agent Association and Local Restaurant...

This study is to focus interview for planning and tourism development in world cultural heritage sites. However, many other related officials also provided theirs supports and

ideas from various sections in the Ministry, Director General, in Department of Archeology; related official in Luangprabang Province, for the Tourism office are interviewed.

2.1.1 Sample Size

The stratified random sampling method was applied to have response and data from closely local people to the Luangprabang town along with other targeted people. Those selected numbers of respondents were accomplished by randomly. Randomly selected surrounding community, tourism service industries representatives, service managers from related field were the samples for this study.

The main target population for this research was the local residents from the local community (4communes), namely Phakham, JhomKhong, XiengMoun and WatThat. There were selected according to their jobs, responsibility, positions, and involvement with Luangprabang town and availability during that period. To get sample size from the community population, Taro Yamane (Yamane, 1973) formula is taken in to consideration. Confidence of level 95% and 5% sampling error was considered. This formula was used for get the samples from local people, but not for the selection of respondent for the interview.

$$\text{Formula } n = N / (1 + Ne^2)$$

Where, n = sample size or respondents for this research

N = a population size

e = the level of precision (A 95% confidence level

Or 5% precision level, is assume)

$$n = 4,200 / [(1) + 4,200(0.05)^2]$$

$$n = 399.61$$

Thus, the sample size was $399.61 \approx 400$ as illustrated in Table 2.1.

The population was the number of representative households; the sampling was determined by using above formula:

Table 2.2 Calculation of Sample Size in Each Village

Name of Commune	Number of Households	% of Households	Sample Size	Adjusted Sample Size
1. PhaKham	1,026	24.43%	97.72	98
2. JhomKhong	1,050	25.00%	100.00	100
3. XiengMou n	1,079	25.69%	102.76	103
4. WatThat	1,045	24.88%	99.52	99
Total	4,200	100%	400	400

Source: Luangprabang data (2007)

The total number of samples was selected on the basis of the population of household's size in the commune. After getting the sample size, the households were selected randomly by using lottery method.

2.1.2 Interview for Local Government

The key informants were head of commune, commune council committee, heads or deputy heads of villages and local community who involves in tourism planning and

management of the Luangprabang town as well as in their community.

2.1.3 Interview for Local Tourism Business

The key informants were selected from one or two representatives of the firms who are the most concerned in the business by their experiences or position, for example, the chair of the Hotel Association, the Executive Manager of Luangprabang town or the chief of planning in the department planning in the department and the secretary in the ministry.

2.2 Research Tools and Designs

This research a mixed approach of quantitative and qualitative was applied. Therefore, the study could be interpreted both ways in number, figure charts and in depth of feelings, emotions and meanings of the respondents. According to the information from data research reviewed and studies, the framework of research and the research tools were designed as followed:

2.2.1 Quantitative Research Method

The specific target group of people living closely to the Luangprabang town was focused to get the data through questionnaires and open-ended interviews as a primary data collection about their participation in management and their satisfaction level. The on site observation was also carried out quantify.

2.2.2 Qualitative Research Method

A qualitative data collection through in-depth interviews method was applied as a descriptive support to

quantitative data. This method followed the semi-structured interview model, which deals with various an information. This semi-structured interviews covered the current state of policy, condition of rules and regulation, condition of management, flow of tourists, environmental awareness of health hazard, accesses of public transport, visitors information center management, accommodation facilities, guide and other related sectors. An in-depth, open-ended interview was also conducted.

2.2.3 Survey Design

This study included both quantitative and qualitative research methods. Data were collected from local residents and other stakeholders. The research commenced with reviewing literature intended for collecting the related information. Then, the field survey was conducted as well as informal meeting with key persons in Luangprabang town to get the current information of sustainable tourism development for further ideas to develop the research instrument. Questionnaires were finalized in consultation with the advisor. Then questionnaires were translated into local languages as samples of questionnaire questions were piloted with local residents living in the adjacent community. The comments, suggestions, and recommendations on the first draft were carefully reviewed in order to establish the final sets of questionnaire questions that were used for the survey instrument.

2.3 Research Instruments

The personally administered questionnaire and semi-structured interviews were used as the quantitative and qualitative research tools to collect primary data. In this study, the personally administered questionnaire was used for the investigation of community participation for sustainable tourism development in Luangprabang town. The community

questionnaire was translated in local language version. The questions were comprised of three parts as follows:

Part 1: Demographic Characteristics

In this part there were total 7 questions related to the demographic the demographic characteristics and some personal information of the respondents. It combined the question of gender, age, marital status, religion, education level, occupation, household monthly income.

Part 2: Community Opinion on the Tourism Development and Management at Heritage Site

There were 23 questions related to sustainable tourism development and management, their opinion to tourism its benefits and effects. Questions were to know their motivations based on tourism benefits; those were socio-cultural, environmental, economic benefits. Also there were some questions about people's participation in planning, decision-making, problem solving, implementing and benefit sharing. There were 5 components in each main issue and using "Interval Scale" in the range of 1-5 in order to examine their interest level. It was ranged from most positive to most negative response. 5 defined the as high level of agreed to the statement and 1 means strongly disagreed with the statement.

Part 3: General Informative Questions of Community Participation in Sustainable Tourism development in World Heritage Site

The closed-ended questions related to general knowledge about cultural tourism and sustainable tourism development in world heritage sites. The questions were Yes /

No or don't know. Last question was for suggestions and recommendation related to the ways that were able to persuade or encourage people in community participation in sustainable tourism development in world cultural heritage site. For detail refer the questionnaire (Appendix: A).

2.4 Data Collection

The data collection procedure could be described as follows:

2.4.1 Primary Data

The data was collected during 04 December 2008 to 04 January 2009 from in-depth interviews and questionnaires. The researcher distributed the questionnaire to the target households in each village and also conducted informal interviews, based on the questionnaire, in some households by convenience selection. The questionnaires were carried out with one adult of family members who are community residents, at least 15 years old and who were able to respond to the questionnaires effectively. When there was more than one adult in the family presented at the time of the survey, the family was free to choose the representative to answer the questionnaire. In addition, purpose sampling was used for targeting the group of key informants needed for in-depth interview towards representatives of local community and local tourism related organizations.

2.4.2 Secondary Data

The relevant concepts, ideas, theories, and research were taken from different sources. Those were from articles, journals, and tourism researches from University's library and Internet to support and complete the research. The general

information and tourism information of Luangprabang town was obtained from district office, sub-district administration organization, municipality, and local tourism departments.

2.5 Data Analysis

The data was analyzed by using SPSS 15.0 for Windows. The statistics used in this research were related to the objectives of the analysis and the characteristic of the data. The researcher decided to use the frequencies, percentages, Means, One-Way ANOVA and Independent Samples t-test. The information collected through questionnaire used for the appropriate statistic to analyze for the uncomplicated interpretation.

The questionnaire was divided into twenty three questions which were mainly about: socio-cultural benefits from tourism, environmental benefits, economic benefits, as well as adverse effects from tourism, and the participation level of tourism activities. They were ranged into 5 levels from strongly agree to strongly disagree as follows:

Likert Scale Response Respondents	Opinion Levels of
5	Strongly Agree
4	Agree
3	Fair
2	Disagree
1	Strongly Disagree

In addition, The SPSS software was used to analyze the level of local community thinking towards sustainable tourism development. This study was used to assess the level of their opinions in all sets of questionnaires. The meaning of each

assessed level was ranged for an interval level of 0.80. All assessment ranging scales were analyzed by descriptive statistics including frequency, percent, and mean. The analysis of mean is based on the interval level calculated as follows:

$$\begin{aligned} \text{The interval level} &= (\text{Maximum} - \text{Minimum}) / n \\ &= (5-1)/5 \\ &= 0.80 \end{aligned}$$

Assessed levels Score of Answer Meaning
Determined with Scores

5	4.21 - 5.00	Strongly Agree
4	3.41 - 4.20	Agree
3	2.61 - 3.40	Fair
2	1.81 - 2.60	Disagree
1	1.00 - 1.80	Strongly Disagree

CHAPTER 3 RESULTS

This study used a mixed method: both qualitative and quantitative. The primary data were collected by site observation of the local community and all related stakeholders. The survey instruments were developed and translated into the local language to collect primary quantitative data from 4 local communities surrounding Luangprabang town, Lao PDR.

SPSS version 15.0 for Windows facilitated data analysis and presentation. The results were divided into 5 specific sections:

- 1) Demographic Characteristics of Respondents
- 2) Community Opinion with Sustainable Tourism Development and Management in Luangprabang Town, Lao PDR.
- 3) General Information from Community Participation in Sustainable Tourism Development in WCHS, Luangprabang Town, Lao PDR
- 4) Statistical Analysis of Key Opinion Indicators
- 5) Results of Interviews with various Tourism Stakeholders

3.1 Demographic Characteristics of Respondents

The demographic characteristics of respondents were analyzed individually into frequency and percentage. There were: (1) Gender, (2) Age, (3) Marital status, (4) Religion, (5) Education level, (6) Occupation and (7) Household monthly income. From the study, the demographic characteristics of respondents are illustrated in Table 3.1 as follows:

1. Gender

The majority of respondents were male (68.0%) while 32 % were female. This result can be explained by the culture of the Luangprabang town area males were encouraged to participate in the survey, but not females. There are actually more females than males in Luangprabang town area.

2. Age group

The majority of respondents were in the age range of 31-45 years old (134 persons out of 400 or 33.3%). There were 27.3% or 109 persons in the age group 15-30 years. The age group 46-60 years old represented 26.0% or 104 persons, respondents from age group over 60 years old had only 13.5% or 54 persons. The reason was that when the researcher administered the survey to the sampled households, the adult family members who were literate in the family carried out the questionnaire. Neither too young nor too old age groups participated in the survey. When there were more than one adult in the family at the time of the survey, the family was free to choose the representative to answer the questionnaire. Therefore, the majority of respondents were in the 31-45 years old age group. However, they sometimes decided to answer after discussing with all family members.

3. Marital status

The majority of respondents were in the married group. There were (61.5%) or 246 married persons, 27.5%, or 110 persons were single, widowed respondents were 9.8% or 39 persons and divorced respondents were only 1.3% or 5 persons which proved that in this society people get married early.

4. Religion

The majority of respondents were Buddhist: 92.8% or 371 persons followed by other religions 16 persons (4.0%) but there were 13 Christian respondents or (3.3%). It was observed that the Buddhist religion groups that live in

Luangprabang town want to protect and preserve the majority of Buddhist world cultural heritage sites.

5. Education Level

The majority of respondents were of high school education 171 persons or 42.8% of the respondents. 91 respondents or 22.8% had bachelor's degrees, 18.3% or 73 persons had secondary school, and 14.8% or 59 persons had primary school education. People with a master's degree were only 1.5% or 6 persons in the sample. This shows that people in the Luangprabang town area are quite educated.

6. Occupation

The majority of respondents (43.0% or 172) were in the accommodation business, 18.0% or 72 persons were government officers, 14.8% or 59 persons were in the transportation business, 8.8% or 35 persons were students. For local guides: 5.0% or 20 persons, 3.8% or 15 persons were in the food and beverage business, and 2.3% or 9 persons worked in art shops. Likewise, unemployed/retired represented only 1.8% or 7 persons, farmers numbered 1.5% or 6 persons, and the self employed were 1.3% or 5 persons in the sample.

7. Monthly Household Income

The majority of respondent's household incomes were 300,001-500,000 kips per month, or 154 persons or 38.5%. This was compatible with the majority of occupations that were in the accommodation business and were students. The second largest range income was 500,001-1,000,000 Kips, which was earned by 29.3% respondents, while 28.3%, earned over 1,000,000 per month (113 persons). The smallest number of respondents or can earned less than 300,000 Kips/month 4.0%.

Table 3.1 Demographic Characteristics of the Respondents

No.	Personal Characteristics	Frequency	Percentage
1.	Gender		
	a. Male	272	68.0%
	b. Female	128	32.0%
	Total	400	100%
2.	Age group		
	a. 15-30 Years	109	27.3%
	b. 31-45 Years	133	33.3%
	c. 46-60 Years	104	26.0%
	d. 60> Years	54	13.5%
	Total	400	100%

Table 3.1 (Continued)

No.	Personal Characteristics	Frequency	Percentage
3.	Marital Status		
	a. Single	110	27.5%
	b. Married	246	61.5%
	c. Widowed	39	9.8%
	d. Divorced	5	1.3%
	Total	400	100%
4.	Religion		
	a. Buddhist	371	92.8%
	b. Christian	13	3.3%
	c. Other	16	4.0%
	Total	400	100%
5.	Educational Level		
	a. Non education		%
	b. Primary school	59	14.8%
	c. Secondary school	73	18.3%
	d. High school	171	42.8%

	e. Bachelors degree	91	22.8%
	f. Masters degree and above	6	1.5%
	Total	400	100%
6.	Occupation		
	a. Government officer	72	18.0%
	b. Small business	172	43,0%
	c. Student	35	8.8%
	d. Transportation business (driver)	59	14.8%
	e. Farmer	6	1.5%
	f. Local guide	20	5.0%
	g. Food and beverage business	15	3,8%
	h. Art shops	9	2.3%
	i. Self-employed	5	1.3%

Table 3.1 (Continued)

No.	Personal Characteristics	Frequency	Percentage
	j. Unemployed/Retired	7	1.8%
	k. Other		%
	Total	400	100%
7.	Monthly Household Income (Kips)		
	a. 300,000 < Less	16	4.0%
	b. 300,001 - 500,000	154	38.5%
	c. 500,001 - 1,000,000	117	29.3%
	d. 1,000,001 > More	113	28.3%
	Total	400	100%

3.2 Community Opinion on Tourism Development and Management in World Cultural Heritage Site at Luangprabang Town, Lao PDR

Community opinions about tourism, sustainability and tourism management in world cultural heritage sites were collected by 400 questionnaires. The results of community opinions were classified in 5 levels indicating if respondents strongly agree, agree, fair, disagree, and strongly disagree.

As shown in Table 3.2, the only indicator that was related at the strongly agree level was: “Tourism is good for the local community” (mean=4.40).

Most important, there were 12 indicators at the agree level: “Relationship with tourists and other local community” (mean=3.94), “Recognized of heritage site, in term of culture, art, traditional” (mean=3.84), “preservation of the cultural heritage site” (mean=4.13), “help to preserve cultural heritage site” (mean=3.80), “Tourism provide more business for local people” (mean=3.86), “Tourism creates new job for local people” (mean=4.07), “Tourism raise price for good” (mean=3.93), “Tourism improve local people and facility in heritage site” (mean=3.63), “Growth of local economy” (mean=3.88), “Tourism creates cleanness more solid” (mean=3.67) and “Tourism provide more business for local people” (mean=3.61).

The rest of the indicators were rated at the fair level for: “I Participate in the tourism planning activities” (mean=3.23), “I have a participation in tourism activities” (mean=3.21), “I participate in decision making of tourism management” (mean=2.94), “I gain the benefit though tourism participation” (mean=3.13), “tourism provides the opportunity to learn and exchange the culture with tourists” (mean=2.98), “Tourism harms moral stands” (mean=3.26), “Tourism bring social problems (drug, crime, alcohol, etc” (mean=2.72), “Tourism degrades local natural environment” (mean=3.18) and “Tourism creates air, water, eye pollution” (mean=2.78). For details refer to Table 3.2 as follows:

Table 3.2 Community Opinion with Sustainable Tourism Development in Luangprabang

N o.	Key indicator	N	Mean	SD	Level Opinion
1	Tourism is good for our community	400	4.40	0.73	Strongly agree
2	I participate in the tourism planning Activities	400	3.23	1.27	Fair
3	I have a participation in tourism activities	400	3.21	1.32	Fair
4	I participate in decision making of tourism management	400	2.94	1.34	Fair
5	I gain the benefit though tourism participation	400	3.13	1.14	Fair
6	Tourism provide the opportunity to learn and exchange the culture with tourists	400	2.98	1.40	Fair
7	Relationship with tourists and other local community	400	3.94	0.84	Agree
8	Recognized of heritage site, in term of culture, art, traditional	400	3.84	0.80	Agree
9	Tourism harms moral standards	400	3.26	0.83	Fair
10	Preservation of the cultural heritage site	400	4.13	0.87	Agree
11	Enhance community pride of the uniqueness of culture	400	4.10	0.80	Agree
12	Tourism bring social problems (drug, crime, alcohol, etc)	400	2.72	0.97	Fair
13	Tourism improves public facilities in heritage site	400	3.61	0.96	Agree
14	Help to preserve cultural heritage and crafts	400	3.80	0.81	Agree

Table 3.2 (Continued)

N o.	Key indicator	N	Mean	SD	Level Opinion
15	Tourism provide more business for local people	400	3.86	0.90	Agree
16	Tourism creates new job for local people	400	4.07	0.75	Agree
17	Tourism raise price for goods	400	3.93	0.95	Agree
18	Tourism improves local people and facilities in heritage site	400	3.63	1.20	Agree
19	Growth of local economy	400	3.88	0.87	Agree
20	Tourism degrades local natural environment	400	3.18	1.18	Fair
21	Tourism create cleanness of community	400	3.67	0.74	Agree
22	Tourism creates more solid and liquid waste	400	2.78	1.17	Fair
23	Tourism creates air, water, eye pollution	400	2.38	1.25	Fair

Remarks: N = number, Mean = mean value, SD = standard deviation

3.3 General Information about Community Participation in Sustainable Tourism Development in WCHS, Luangprabang Town, Lao PDR

The results from general information about the knowledge level of local people regarding tourism from 4 communities around Luangprabang town are presented in table 3.3. The majority of respondents 313 (78.3%) sell any product/service to tourists or tourism businesses. Only 87 respondents or (21.8%) indicated that their families said that they do not sell products to tourists or tourism businesses. This demonstrates the source of income of the local people.

Similarly, there were 286 respondents (71.5%) that indicated their families get tourism related training activities because of the priority of the government. Only 114 respondents (28.5%) said they were not getting any tourism related training.

There were 321 respondents (80.3%) that reported that their families' members were involved tourism related trips or exhibitions. Only 79 respondents (19.8%) reported that they were not involved in any tourism trips or exhibitions.

It is interesting that 377 respondents (94.3%) agreed that there are important places surrounding their community which they want to preserve; only 23 (5.8%) responded that there were no any important places.

In addition, the majority of respondents 276 (69.0%) reported that public toilets are easy to find in their community in Luangprabang town. But 124 respondents reported that there the public toilets are not easy to find in their community and they suggested having more public toilets. This demonstrates the sanitation situation in community.

The majority of respondents or 378 persons (94.5%) believe that tourism offered education opportunities for the community, but only 22 respondents (5.5%) said tourism did not. And 210 respondents (52.5%) reported that there were emergency medical facilities in or within an hour's travel of the community. While 117 respondents (29.3%) said they don't know respondent (18.3%) or 73 persons.

Likewise, 259 respondents (64.8%) mentioned that there are not complaints about the presence tourists in their community, but 47 respondents or (11.8%) reported they have heard complaints. While 94 (23.5%) respondents answered that, they don't know.

Similarly, the majority of respondents or 361 persons (90.3%) responded that there are measurable economic and social benefits from tourism in their community. But only 23 persons (5.8%) mentioned that there were not measurable economic and social benefits of tourism for their community

while there were 16 persons (4.0%) who don't know. Similarly, the majority of respondents (94.3%) reported that they want to get involved in tourism activities. Only 23 (5.8%) respondents said they did not want to get involved in tourism activities.

It is significant that getting job at Luangprabang town and tourism business but only 30 persons (7.5%) they don't believe. The similarly respondent tourism offered education for community with expectation.

Moreover, the majority of respondents 252 (63.0%) have known about sustainable tourism development, while only 148 respondents (37.0%) do not know about sustainable tourism development. And in relation to the community getting adequate information about tourism and heritage sites: 214 respondents (53.5%) said "yes". However, almost half 186 (46.5%) responded that they do not know.

The majority of respondents 386 (96.0%) responded that they want more tourists in their community. Less than (4.0%) or 16 persons do not.

The majority or 367 respondents (91.8%) said they know that Luangprabang town is a world cultural heritage site, while only 33 respondents (8.3%) do not know. A few respondents 35 (9.5%) responded that they do not know.

The majority of respondents, 338 (84.5%) said they are satisfy respondent that specify the important assets of Luangprabang town. But 62 respondents (15.5%) they dissatisfy the important assets of Luangprabang town. However, the majority of respondents 241 (60.3%) said they don't want to comment, or make suggesting and recommendations regarding sustainable tourism development in the world cultural heritage site: Luangprabang town. But only 159 respondents (39.8%) gave comments, suggestions and recommendations. Please refer to Table 3.3 below for more details.

Table 3.3 General Information about Community Participation in Sustainable Tourism

Development in WCHS, Luangprabang Town, Lao
PDR

No.	Issues	Local people Response		
		Yes (%) (No.)	No (%) (No.)	Don't know (%)&(No.)
1.	Do you or your family sell any your product/ Service to tourists or tourism business?	78.3 % 313	21.8 % 87	- -
2.	Did you or your family get any tourism related trainings? (Cook, guide, languages)	71.5 % 286	28.5 % 114	- -
3.	Did you or your family get involve in any tourism trips or exhibitions?	80.3 % 321	19.8 % 79	-
4.	Are there any important place surrounding your Community which you want to preserve?	94.3 % 377	5.8% 23	- -
5.	Are public toilets easy to find in your community?	69.0 % 276	31.0 % 124	- -
6.	Do you think tourism offered education for community?	94.5 % 378	5.5% 22	- -
7.	Are there any emergency medical facilities in or within an hour's travel of your community?	52.5 % 210	18.3 % 73	29.3% 117

Table 3.3 (Continued)

N	Issues	Local People Response
---	--------	-----------------------

0.		Yes (%) (No.)	No (%) (No.)	Don't know (%)&(No.)
8.	Local residents complain about the presence of tourists?	11.8 % 47	64.8 % 259	23.5% 94
9.	Are there measurable economic and social benefits of tourism for your community?	90.3 % 361	5.8% 23	4.0% 16
10.	Do you want to get involve in tourism activities? (Hotel, travel, Restaurant, guides etc.)	94.3 % 377	5.8% 23	- -
11.	Are local people getting job and tourism business at Luangprabang town?	92.5 % 370	7.5% 30	- -
12.	Do you know about sustainable tourism development (STD)?	63.0 % 252	- -	37.0% 148
13.	Are you getting adequate information about tourism and heritage site?	53.5 % 214	46.5 % 186	- -
14.	Do you want more tourists in your community?	96.0 % 384	4.0% 16	- -
15.	Do you know that Luangprabang own is a world cultural heritage Site?	91.8 % 367	8.3% 33	- -
16.	The specify the important assets of world cultural heritage site 84.5% or 388 persons were archaeological sites, historic monuments, traditional towns and villages, temples, cultural landscapes, handicrafts, ritual, traditional music and performance arts but (15.5% or 62) do not specify.			
17.	The suggestions and recommendations regarding sustainable tourism development in world cultural heritage			

<p>site, Luangprabang town, Luangprabang province, Lao PDR. Suggestion that sustainable tourism development is good for their community, tourism has directly general foreign currency for country, supports related investment such as tourism business, hotel, restaurant, transport and souvenir tourism creates employment for community (39.8% or 159) but do not suggestion and recommendation (60.3% or 241) because local eldest are worry about loss traditional and culture.</p>
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3.4 Statistical Analysis of Key Opinion Indicators

The results of statistical analysis are as follows:

3.4.1 Statistical Comparisons of Key Opinion Indicators between Genders

The comparison of mean scores among respondents identified opinions in tourism related activities in Luangprabang town and surrounding area for sustainable tourism development as classified by gender. The collected data were analyzed by using independent samples t-test to indicate the significant differences between genders and key indicators of the study.

The male majority of respondents had the highest positive thinking (mean = 4.48) towards: “Tourism is good for their community”, “Preservation of the culture heritage site” (mean=4.26), “Enhance community pride of the uniqueness of culture” (mean=4.18), “Recognition of heritage sites, in terms of culture, art, tradition” (mean=3.98), “Provide more local business for local people” (mean=3.95), “I Participate in the tourism planning activities” (mean=3.40), “I Participate in tourism activities” (mean=3.30) and “Tourism creates air, water, eye pollution” (mean only=2.45).

The mean score results indicated that the majority of female respondents did not feel as positive about tourism as did

the males: “Tourism is good for our community” (mean=4.22), “Relationship with tourism and other local community” (mean=4.04), “Tourism improves local people and facilities in heritage site” (mean=3.95), “Tourism create cleanness of community” (mean=3.89), “Tourism degrades local natural environment” (mean=3.78), “Learn and exchange the culture with tourists” (mean=3.32), “Tourism bring social problems (drug, crime, alcohol, etc)” (mean=3.24), “Tourism create cleanness of community” (mean=2.94).

Most importantly, this shows that the gender of respondent indicated statistically significant differences between the males and females in the sample at a 95% confidence level. The mean scores of male respondents had the highest positive thinking while females were more conscious about the negative impacts of tourism. Please refer to Table 3.4.1 below.

Table 3.4.1 Statistical Comparisons of Key Opinion Indicators between Genders of the Respondents

No	Key Indicators	Gender (Mean)		t- test	
		Male	Female	t-stat	p-value
1	Tourism is good for our community	4.48	4.22	2.99	0.003 *
2	I participate in the tourism planning activities	3.40	2.86	3.99	0.000 *
3	I have a participation in tourism activities	3.30	3.02	1.97	0.035 *
4	I participate in decision making of tourism management	2.92	2.97	-0.37	0.669
5	I gain the benefit though tourism participation	3.11	3.17	-0.56	0.488
6	Tourism provides the opportunity to learn and exchange the culture with tourists	2.82	3.32	-3.34	0.001 *

7	Relationship with tourists and other local community	3.89	4.04	-1.66	0.096
8	Recognized of heritage site, in term of culture, art, traditional	3.98	3.56	5.01	0.000 *
9	Tourism harms moral standards	3.04	3.72	-7.84	0.000 *
10	Preservation of the cultural heritage site	4.26	3.86	3.83	0.000 *
11	Enhance community pride of the uniqueness of culture	4.18	3.92	2.77	0.003 *
12	Tourism bring social problems (drug, crime, alcohol, etc)	2.47	3.24	-7.63	0.000 *
13	Tourism improves public facilities in heritage site	3.57	3.68	-1.06	0.270
14	Help to preserve cultural heritage site	3.82	3.77	0.55	0.568
15	Provide more business for local people	3.95	3.67	2.94	0.001 *
16	Tourism creates new job for local people	4.08	4.05	0.39	0.680
17	Tourism raise price for goods	3.95	3.89	0.63	0.519
18	Tourism improves local people and facilities in heritage site	3.48	3.96	-3.76	0.000 *
19	The growth of local economy	3.89	3.87	0.19	0.845
20	Tourism degrades local natural environment	2.90	3.78	-7.44	0.000 *
21	Tourism create cleanliness of community	3.56	3.89	-3.72	0.000 *
22	Tourism creates more solid and liquid waste	2.70	2.94	-1.81	0.054
23	Tourism creates air, water, eye pollution	2.45	2.21	1.79	0.052

Remarks: * Indicates statistically significant differences between groups at $p \leq 0.05$

- 1: t-value = Independent sample t-test (computed) value
- 2: p-value = Level of statistical significance (2 tailed)
- 3: The “**bold**” number showed the highest mean value for each indicator among the groups

3.4.2 Statistical Comparisons of Key Opinion Indicators among Age Groups

A comparison of mean scores among the groups of respondents identified the opinion level. The test result of One-Way ANOVA was used to indicate the significant difference between age groups and key indicators.

From the Table 3.4.2 we can see that the test age group of respondents who were 15-30 years old (mean score 4.86), 31-45 years old (mean score 4.66), 46-60 years old (mean score 4.03) and over 60 years old had (4.29 mean score) were “high” in terms of feeling: “Tourism is good for our community”.

Interestingly, age groups 31-45 years old, the majority of respondents, had the highest “strongly agree” opinion for: “Relationship with tourists and other local community” (mean score 4.43), “Recognized heritage site, cultural, art, traditional” (mean score 4.23), “Preserve of the cultural heritage site” (mean score 4.47), “Enhance community pride in uniqueness culture” (mean score 4.45), “Provide more business for local people” (mean score 4.39), “Tourism creates new job for local people” (mean score 4.60), “Tourism raise price for goods” (mean score 4.60), “Tourism improves local people in heritage site” (mean score 4.36), and “The growth of local economy” (mean score 4.37). Likewise, the age group over 60 years old agreed with the statements: “Preservation of culture heritage site” (mean score 4.29) and “Enhance community pride in uniqueness culture” (mean score 4.29).

The P-Values of 23 indicators were less 0.05, that shows there were statistically significant similarities among these four age groups. For the same reason all age groups indicated that tourism provides both benefits and costs.

Table 3.4.2 Statistical Comparisons of Key Opinion Indicators among Age Groups of the Respondents

No.	Indicators	Age Group (Mean value)				ANOVA	
		15-30	31-45	46-60	61>	F-value	p-value
1	Tourism is good for our community	<u>4.86</u>	<u>4.66</u>	<u>4.03</u>	<u>4.29</u>	16.940	0.000 *
2	I participate in tourism planning activities	2.66	3.84	2.84	3.59	26.148	0.000 *
3	I have a participation in tourism activities	2.56	4.05	3.25	2.18	47.847	0.000 *
4	I participate in decision of tourism management	2.33	4.19	2.36	2.18	102.176	0.000 *
5	I gain the benefit though tourism participation	3.19	3.78	2.36	2.88	39.78	0.000 *
6	Tourism provides the opportunity to learn and exchange the culture with tourists	3.29	3.76	2.06	2.18	49.252	0.000 *
7	Relationship with tourists and other local community	3.96	<u>4.43</u>	3.48	3.59	36.480	0.000 *
8	Recognized heritage site,	3.81	<u>4.23</u>	3.51	3.59	20.468	0.000 *

	culture, art, traditional						
9	Tourism harms moral standards	3.47	3.53	2.48	3.57	60.925	0.000 *
10	Preservation of the cultural heritage site	3.77	<u>4.47</u>	4.00	<u>4.29</u>	15.814	0.000 *
11	Enhance community pride in uniqueness culture	4.14	<u>4.45</u>	3.51	<u>4.29</u>	34.909	0.000 *
12	Tourism bring problems (drug, crime, alcohol, etc)	2.66	3.06	2.66	2.12	13.275	0.000 *
13	Tourism improves public facilities in heritage site	3.95	3.78	3.40	2.88	20.166	0.000 *
14	Help to preserve cultural heritage site	3.95	4.00	3.51	3.59	9.807	0.000 *

Table 3.4.2 (Continued)

No.	Indicators	Age Group (Mean value)				ANOVA	
		15-30	31-45	46-60	61>	F-value	p-value
15	Provide more business for local people	3.96	<u>4.39</u>	3.59	2.88	55.110	0.000 *
16	Tourism creates new job for local people	3.96	<u>4.60</u>	3.77	3.59	46.885	0.000 *
17	Tourism raise price for goods	3.96	<u>4.60</u>	3.59	2.88	74.049	0.000 *
18	Tourism improves local people in heritage site	3.77	<u>4.36</u>	3.29	2.18	68.890	0.000 *

19	The growth of local economy	3.78	<u>4.37</u>	3.51	3.59	26.986	0.000 *
20	Tourism degrades local natural environment	3.46	3.89	2.66	1.88	70.960	0.000 *
21	Tourism create cleanliness of community	3.32	4.18	3.36	3.70	46.805	0.000 *
22	Tourism creates more solid and liquid waste	3.16	2.83	2.76	1.88	15.849	0.000 *
23	Tourism creates air, water, Eye pollutions	2.65	2.60	2.06	1.88	8.512	0.000 *

* Indicates statistically significant differences between groups at $p \leq 0.05$

Remarks:

- 1: F-value = One-Way ANOVA (computed) value
- 2: p-value = Level of statistically significant
- 3: The “**bolded**” number showed highest mean value for each indicator among the groups, the “**bolded underlined**” numbers showed the indicator with the highest mean score and the numbers showed “**strongly agree**”.

3.4.3 Statistical Comparisons of Key Opinion Indicators for Marital Status

A comparison of mean scores among the groups of respondents identified the opinion level. The test result of One-

Way ANOVA was used to indicate significant difference between Marital Status groups and key indicators.

The p-values for 22 key indicators out of 23 were less than 0.05. Therefore, those indicators showed statistically significant difference between the 4 groups of marital status. Only 1 key indicator did not indicate statistically significant difference, so less than 0.05 is significant.

The following indicators: “Tourism is good for our community”, “Preservation of the cultural heritage site”, “Tourism creates new job for local people”, and “Tourism raises prices for goods” indicated a statistically significant difference among the marital groups. Interestingly, the married group rated these with the highest “strongly agree” opinion which proved that married people are more concerned with those.

Moreover, the following, indicators, “I participated in tourism planning activities”, “I have a participation in tourism activities”, “I participate in decision making of tourism management”, “Relationship with tourists and other local community”, “Recognized heritage site, culture, art, traditional”, “Enhance community pride in uniqueness culture”, “Tourism improves public facilities in heritage site”, “Help to preserve culture heritage site”, “Provide more business for local people”, “Tourism improves local people in heritage site”, “The growth of local economy”, “Tourism degrades local natural environment” and “Tourism creates community” indicated a significant difference between the groups in terms of level of agreement.

All together, the indicators “Tourism harms moral standards”, “Tourism brings problems (drug, crime, alcohol, etc)”, and “tourism creates more air, water, eye pollution” were significantly different between the groups in terms of the “fair level” opinion (Table 3.4.3).

Table 3.4.3 Statistical Comparisons of Key Opinion Indicators for Marital Status of the Respondents

N o.	Key Indicators	Marital status (Mean Value)				ANOVA	
		singl e	marri ed	widow ed	divorc ed	F- value	p- value
1	Tourism is good for our community	<u>4.49</u>	<u>4.42</u>	<u>4.00</u>	<u>4.60</u>	4.750	0.003 *
2	I participate in tourism planning activities	2.69	3.50	3.00	3.60	11.73 7	0.000 *
3	I have a participation in tourism activities	2.67	3.77	1.07	4.00	94.76 3	0.000 *
4	I participate in decision of tourism management	2.35	3.50	1.05	2.80	72.07 5	0.000 *
5	I gain the benefit though tourism participation	3.20	3.27	2.02	3.00	15.10 9	0.000 *
6	Tourism provides the opportunity to learn and exchange the culture with tourism	3.30	3.15	1.02	2.80	35.88 1	0.000 *
7	Relationship with tourists and other local community	3.97	4.08	3.02	3.80	20.31 9	0.000 *
8	Recognized heritage site, culture, art, traditional	3.82	3.98	3.02	4.00	18.09 7	0.000 *
9	Tourism harms moral standards	3.47	3.21	3.00	3.00	4.117	0.007 *
10	Preservation of the cultural heritage site	3.78	<u>4.30</u>	4.02	4.60	10.14 5	0.000 *
11	Enhance community pride in uniqueness	4.14	4.09	4.00	4.20	0.343	0.794

	culture						
12	Tourism bring problems (drug, crime, alcohol, etc)	2.66	2.99	1.05	3.60	69.279	0.000*
13	Tourism improves public facilities in heritage site	3.96	3.70	2.02	3.60	57.656	0.000*
14	Help to preserve cultural heritage site	3.96	3.86	3.00	3.80	16.108	0.000*
15	Provide more business for local people	3.97	4.09	2.05	4.20	102.192	0.000*

Table 3.4.3 (Continued)

N o.	Key Indicators	Marital status (Mean Value)				ANOVA	
		single	married	widowed	divorced	F-value	p-value
16	Tourism creates new job for local people	3.97	<u>4.28</u>	3.02	4.20	42.219	0.000*
17	Tourism raise price for goods	3.97	<u>4.21</u>	2.05	4.20	101.721	0.000*
18	Tourism improves local people in heritage site	3.79	3.97	1.05	3.80	132.607	0.000*
19	The growth of local economy	3.80	4.06	3.00	4.00	19.647	0.000*
20	Tourism degrades local natural environment	3.47	3.41	1.02	2.80	76.422	0.000*
21	Tourism create cleanliness of community	3.32	3.78	3.97	3.40	13.023	0.000*
22	Tourism creates more solid and liquid waste	3.16	2.88	1.02	2.80	44.143	0.000*
23	Tourism creates air, water,	2.65	2.47	1.00	2.60	20.583	0.000*

	eye pollutions						
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Remarks:* Indicates statistically significant differences between groups at $p \leq 0.05$

- 1: F -value = One-Way ANOVA (computed) value
- 2: p-value = Level of statistically significant
- 3: The “**bolded**” number showed highest mean value for each indicator among the groups, the “**bolded underlined**” numbers showed the indicator with the highest mean score and numbers showed “**strongly agree**”.

3.4.4 Statistical Comparisons of Key Opinion Indicators for Religion Groups

A comparison of mean scores among the groups of respondents identified the opinion level. The test result of One-Way ANOVA was used to indicate the significant difference between Religion Groups and key indicators.

The p-value of only 1 key indicator, out of 23 indicators was less than 0.05. As a result for those indicators there was a statistically significant difference between the 3 groups of religions. However, 22 key indicators did not indicate a statistically significant difference.

Most importantly the indicators, “Tourism creates cleanliness of community” showed a statistically significant difference among the religious groups with the highest mean score in the Christian religious group.

Interestingly, the Christian group rated the highest for “strongly agree” such as: “Tourism is good for our community” (mean score 4.38), “Preservation of the cultural heritage site” (mean score 4.23), “Enhance community pride in uniqueness culture” (mean score 4.23), and “Tourism creates new job for goods” (mean score 4.38). For more details please refer to Table 3.4.4.

Table 3.4.4 Statistical Comparisons of Key Opinion Indicators for Religion Groups of the Respondents

No.	Key indicator	Religion (Mean value)			ANOVA	
		Buddhist	Christian	Other	F-value	p-value
1.	Tourism is good for our community	<u>4.41</u>	<u>4.38</u>	<u>4.25</u>	0.377	0.686
2.	I participate in tourism planning activities	3.22	3.30	3.25	0.025	0.975
3.	I have a participation in tourism activities	3.18	3.46	3.56	0.851	0.428
4.	I participate in decision of tourism management	2.93	3.00	2.93	0.013	0.987
5.	I gain the benefit though tourism participation	3.11	3.38	3.25	0.426	0.653
6.	Tourism provides the opportunity to learn and exchange the culture with tourism	2.97	3.30	2.87	0.399	0.672
7.	Relationship with tourists and other local community	3.93	4.15	3.93	0.412	0.662
8.	Recognized heritage site, culture, art, traditional	3.83	4.00	4.00	0.562	0.571
9.	Tourism harms moral standards	3.27	3.38	3.00	0.961	0.383

Table 3.4.4 (Continued)

No.	Key indicator	Religion (Mean value)			ANOVA	
		Buddhist	Christian	Other	F-value	p-value
10.	Preservation of the cultural heritage site	4.12	<u>4.23</u>	4.18	0.113	0.894
11.	Enhance community pride in uniqueness culture	4.09	<u>4.23</u>	4.06	0.187	0.829
12.	Tourism bring problems (drug, crime, alcohol, etc)	2.72	2.92	2.56	0.486	0.616
13.	Tourism improves public facilities in heritage site	3.59	3.84	3.87	1.040	0.355
14.	Help to preserve cultural heritage site	3.78	4.15	3.93	1.462	0.233
15.	Provide more business for local people	3.85	4.07	4.00	0.570	0.566
16.	Tourism creates new job for local people	4.07	<u>4.38</u>	4.00	1.173	0.311
17.	Economic tourism raise price for goods	3.92	4.15	4.00	0.401	0.670
18.	Tourism improves local people in heritage site	3.61	4.00	3.81	0.821	0.441

19.	The growth of local economy	3.87	<u>4.30</u>	3.87	1.562	0.211
20.	Tourism degrades local natural environment	3.18	3.53	3.00	0.777	0.461
21.	Tourism create cleanliness of community	3.68	3.92	3.25	3.337	0.037*
22.	Tourism creates more solid and liquid waste	2.77	3.00	2.81	0.243	0.785
23.	Tourism creates air, water, eye pollutions	2.38	2.76	2.12	0.951	0.387

Remarks: * Indicates statistically significant differences between groups at $P \leq 0.05$

1: F -value = One-Way ANOVA (computed) value

2: p-value = Level of statistically significant

3: The “**bolded**” number showed highest mean value for each indicator between the groups, the “**bolded underlined**” numbers showed the indicator with the highest mean score and numbers showed “**strongly agree**”.

3.4.5 Statistical Comparisons of Key Opinion Indicators for Education Level

A comparison of mean scores among the groups of respondents identified the opinion level. The test result of One-

Way ANOVA was used to indicate the significant difference between education level groups and key indicators.

The p-values of all key indicators calculated were less than 0.05. Therefore, the interest level in participation indicated a statistically significant difference between 5 educational groups; the highest mean score was for the master degree level of educational group.

The following 16 key indicators: “Tourism is good for community”, “I participate in tourism planning activities”, “I have a participate in tourism activities”, “Learn and exchange the culture with tourists”, “Relationship with tourists and other local community”, “Recognized heritage site, culture, art, traditional”, “Preservation of the cultural heritage”, “Enhance community pride in uniqueness culture”, “Tourism improves public facilities in heritage site”, “Help to preserve cultural heritage site”, “Provide more business for local people”, “Tourism raise price for good”, “Tourism improves local people in heritage site” and “The growth of local economy” indicated the statistically significant difference among educational group with the highest mean score “strongly agree” with master level educational group. Furthermore, indicators “I gain the benefit though tourism participation”, “Tourism harm moral standards”, “Tourism bring problems (drug, crime, alcohol, etc)”, “Tourism degrades local natural environment” and “Tourism create cleanliness of community” showed a statistically significant difference between education groups at the “agree level”. However, indicators “Tourism creates more solid and liquid waste”, and “Tourism creates air, water, eye pollution”, showed a statistically significant difference between education groups at the “fair level” (Table 3.4.5).

Table 3.4.5 Statistical Comparisons of Key Opinion Indicators for Education Level of the Respondents

No.	Key Indicators	Education Level (Mean value)	ANOVA
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		1	2	3	4	5	F- valu e	p- value
1.	Tourism is good for our community	3.69	<u>5.00</u>	4.15	<u>4.82</u>	<u>5.00</u>	63.450	0.000*
2.	I participate in tourism planning activities	3.61	4.39	2.76	2.86	<u>4.33</u>	33.485	0.000*
3.	I have a participation in tourism activities	2.10	4.09	3.49	2.61	<u>4.33</u>	35.318	0.000*
4.	I participate in decision of tourism management	2.03	4.09	2.98	2.41	<u>4.33</u>	33.458	0.000*
5.	I gain the benefit though tourism participation	2.66	4.09	2.78	3.25	4.16	26.189	0.000*
6.	Tourism provides the learn and exchange the culture with tourism	2.03	4.09	2.45	3.60	<u>4.33</u>	42.588	0.000*
7.	Relationship with tourists and other local community	3.35	4.39	3.80	4.17	<u>4.66</u>	19.500	0.000*
8.	Recognized heritage site, culture, art, traditional	3.03	4.69	3.64	4.01	<u>4.66</u>	68.041	0.000*
9.	Tourism harms moral standards	3.00	3.00	3.27	3.58	4.00	8.428	0.000*
10.	Preservation of the cultural heritage site	3.98	4.69	3.90	4.18	<u>4.66</u>	12.991	0.000*
11.	Enhance community pride in uniqueness culture	3.66	4.69	3.81	4.40	<u>4.83</u>	32.377	0.000*
12.	Tourism bring problems (drug, crime,	2.06	2.39	2.98	2.85	3.50	14.990	0.000*

	alcohol, etc)							
13	Tourism improves public facilities in heritage site	2.7 2	4.69	3.12	4.17	<u>4.50</u>	121.4 56	0.000*
14	Help to preserve cultural heritage site	3.0 6	4.69	3.45	4.17	<u>4.66</u>	91.66 6	0.000*
15	Provide more business for local people	2.4 4	4.39	3.93	4.18	<u>4.50</u>	86.06 2	0.000*
16	Tourism creates new job for local people	3.3 8	4.39	4.09	4.18	<u>4.66</u>	20.07 3	0.000*

Table 3.4.5 (Continued)

N o.	Key Indicators	Education Level (Mean value)					ANOVA	
		1	2	3	4	5	F- value	p- value
17	Tourism raise price for goods	2.4 4	4.39	4.09	4.18	<u>4.66</u>	78.64 8	0.000*
18	Tourism improves local people in heritage site	1.8 1	4.39	3.72	3.96	<u>4.66</u>	77.83 5	0.000*
19	The growth of local economy	3.0 6	4.69	3.73	3.98	<u>4.83</u>	46.89 2	0.000*
20	Tourism degrades local natural environment	2.0 8	3.39	3.25	3.57	3.83	19.43 2	0.000*
21	Tourism create cleanliness of community	4.2 7	3.39	3.37	3.39	3.50	17.99 4	0.000*
22	Tourism creates more solid and liquid waste	2.3 7	3.30	2.45	3.21	3.16	13.50 1	0.000*
23	Tourism creates air, water, eye pollutions	2.0 5	3.00	1.97	2.83	3.00	15.23 1	0.000*

Remarks: There were statistically significant differences between groups at $p \leq 0.05$

1= Primary level, 2= Secondary level, 3= Intermediate level, 4= Bachelors degree and 5= Masters Degree.

1: F -value = One-Way ANOVA (computed) value

2: p-value = Level of statistically significant

3: The “bolded” number showed highest mean value for each indicator among the groups, the “**bolded underlined**” numbers showed the indicator with the highest mean score and numbers showed “**strongly agree**”.

3.4.6 Statistical Comparisons of Key Opinion Indicators for Occupations

A comparison of mean scores among the groups of respondents identified the opinion level. The test result of One-Way ANOVA was used to indicate the significant difference between Occupation groups and key indicators.

All p-values for key indicators were 0.00 thus less than 0.05. This showed that there was a statistically significant difference between the groups for food and beverage business. But the different mean levels showed that that particular group focused on and had concerns in the following indicators.

There were 19 key opinion indicators for the group working in the food and beverage business that showed the highest mean score with “strongly agree level”. The indicators were: “Tourism is good for our community”, “I participate in the tourism planning activity”, “I have a participation in the tourism activity”, “I participate in decision making of tourism management”, “I gain the benefit though tourism participations”, “Provide the opportunity to learn and exchange the culture with tourists”, “Relationships with tourists and other local community”, “Recognized of heritage site among tourism in term of culture, art, traditions”, “Tourism harms moral

standards”, Preservation of the cultural heritage site”, “Enhance community pride of the uniqueness of culture”, “Tourism bring in social problem (drug, crime, alcohol, etc), “Tourism improves public facilities in heritage site”, “Help to preserves cultural heritage site and crafts”, “Provide more new job for local people”, “Tourism raise price for goods”, “Tourism improving local people and facilities in heritage site” and “The growth of local economy”.

Majority of respondents who work in the transportation business had the less than the mean score at the strongly disagree level which showed that they worry about the environment and society around heritage sites (Table 3.4.6) according to 3 keys indicators “tourism creates more solid and liquid waste” and “tourism creates air, water, eye pollution”.

Table 3.4.6 Statistical Comparison of Key Opinion Indicators among Occupations of the Respondents

Indicator	Occupation (Mean value)										ANOVA	
	a.	b.	c.	d.	e.	f.	g.	h.	i.	j.	F-value	p-value
1.	4.02	4.41	4.45	4.47	4.66	4.90	<u>5.00</u>	4.11	4.60	4.14	5.233	0.000*
2.	2.50	3.52	3.08	3.20	3.66	2.20	<u>4.86</u>	3.66	2.60	3.57	9.885	0.000*
3.	3.62	3.02	2.00	3.52	3.33	3.10	<u>4.86</u>	3.66	3.00	3.14	8.902	0.000*
4.	2.02	3.20	2.00	3.47	3.33	2.20	<u>4.66</u>	3.44	3.40	3.14	14.364	0.000*
5.	2.30	3.25	3.08	3.00	3.33	4.00	<u>4.73</u>	3.44	3.40	3.28	11.318	0.000*
6.	2.50	3.20	3.00	2.00	3.33	4.00	<u>4.73</u>	3.44	3.00	3.14	10.345	0.000*
7.	3.61	3.86	4.00	4.00	4.33	4.90	<u>4.80</u>	4.00	3.80	3.85	7.105	0.000*
8.	3.61	3.75	3.54	4.00	4.00	4.90	<u>4.86</u>	3.77	3.80	3.71	10.004	0.000*
9.	2.86	3.27	3.45	3.00	3.66	3.95	<u>4.66</u>	3.11	3.00	3.42	11.481	0.000*
10.	3.09	4.04	4.45	5.00	4.33	4.90	<u>5.00</u>	4.00	4.20	4.00	41.032	0.000*
11.	3.61	4.08	4.54	4.00	4.66	4.90	<u>4.93</u>	4.00	3.80	4.14	10.586	0.000*
12.	2.33	2.61	2.00	3.00	2.66	3.85	<u>4.86</u>	2.88	3.00	2.42	22.678	0.000*
13.	3.37	3.52	4.45	3.00	3.33	4.90	<u>4.80</u>	3.66	3.40	3.28	17.602	0.000*
14.	3.79	3.75	4.45	3.00	4.00	4.90	<u>4.80</u>	3.88	3.40	3.71	23.522	0.000*
15.	4.02	3.51	4.00	4.00	3.66	4.95	<u>4.86</u>	4.00	3.80	3.71	10.390	0.000*
16.	4.02	3.95	4.00	4.00	4.33	4.95	<u>4.86</u>	4.33	3.80	4.14	6.384	0.000*
17.	4.02	3.65	4.00	4.00	4.00	4.95	<u>4.86</u>	4.11	3.80	3.85	6.677	0.000*
18.	3.79	3.46	3.91	3.00	3.66	4.95	<u>4.80</u>	4.00	3.40	3.57	7.917	0.000*
19.	4.02	3.98	3.45	3.00	4.33	4.95	<u>4.86</u>	4.22	3.40	4.14	20.229	0.000*
20.	3.30	3.20	3.45	2.00	3.33	4.05	3.80	3.88	2.80	3.57	11.328	0.000*

Table 3.4.6 (Continued)

Indicator	Occupation (Mean value)										ANOVA	
	a.	b.	c.	d.	e.	f.	g.	h.	i.	j.	F-value	p-value
21.	3.29	3.97	3.00	3.47	4.33	4.00	3.13	4.33	3.20	4.28	16.320	0.000*
22.	2.59	2.86	3.00	2.00	1.66	4.05	3.86	3.11	2.60	2.85	9.497	0.000*
23.	2.55	2.52	2.54	1.00	1.66	3.15	3.86	3.00	1.80	2.85	16.496	0.000*

Remarks: Indicator, **a.** Government officer, **b.** Small business, **c.** Student, **d.** Transportation business(driver), **e.** Farmer, **f.** Local guide,

g. Food and beverage business, **h.** Art Shops, **i.** Self-employee and **J.** Unemployed/Retired.

*Indicates statistically significant differences between groups at $p \leq 0.05$

1: F -value = One-Way ANOVA (computed) value

2: p-value = Level of statistically significant

3: The “**bolded**” number showed highest mean value for each indicator among the groups, the “**bolded underlined**” numbers showed the indicator with the highest mean score and numbers showed “**strongly agree**”.

3.4.7 Statistical Comparisons of Key Opinion Indicators for Household Monthly Income

A comparison of mean scores among the groups of respondents identified the opinion level. The test result of One-Way ANOVA was used to indicate the significant difference between household monthly income and key indicators.

All p-values for key indicators were less than 0.05 which showed that there was a statistically significant difference between groups. But different mean levels showed that particular groups focused on and had concerns for particular indicators as follows:

The 4 key indicators: “Preservation of the cultural heritage site”, “Tourism improves public facilities in heritage site”, “Tourism help to preserve cultural heritage and crafts” and “Tourism improves local people in heritage site” were rated at the highest “Strongly agree level” for those with income less than 300,000 Kips/month. Similarly, the majority of respondents who had an income range of 300,001-500,000 Kips/month reported that “Tourism is good for our community”, “Enhance community pride in uniqueness culture”, “Tourism creates new job for local people”, and “Tourism raises prices for goods”.

The respondents who had an income range of 500,001-100,000 kips/month rated at the “Strongly disagree level” was lower than the mean.

Respondents with an income of more than 100,000 kips/month had a mean score at the “Fair level” for these indicators: “Tourism degrades local natural environment”, “Tourism creates more solid and liquid waste” and “Tourism creates air, water, eye pollution” “The growth of local economy”. This shows that there was participation because they felt they might benefit from the tourism business (Table 3.4.7).

Table 3.4.7 Statistical Comparisons of Key Opinion Indicators for Household Monthly Income of the Respondents

No.	Key indicator	Monthly income. Mean value				ANOVA	
		< Less 300,00 0	300,00 1- 500,00 0	500,00 1- 1.000,00 0	More > 1.000,00 1	F value	p value
1.	Tourism is good for our community	4.00	<u>4.49</u>	<u>4.39</u>	<u>4.35</u>	2.575	0.054
2.	I participate in tourism planning activities	3.12	3.31	3.39	2.96	2.571	0.054
3.	I have a participation in Tourism activities	2.00	3.48	2.92	3.30	9.327	0.000 *
4.	I participate in decision of tourism management	2.00	3.57	2.59	2.56	22.43 7	0.000 *
5.	I gain the benefit though tourism participation	2.00	3.77	2.67	2.89	37.11 2	0.000 *
6.	Tourism provides the opportunity to learn and exchange the culture with tourism	3.00	3.69	2.11	2.91	35.71 1	0.000 *
7.	Relationship with tourists and other local community	4.00	4.12	3.82	3.82	4.062	0.007 *

8.	Recognized heritage site, culture, art, traditional	3.00	3.94	3.82	3.85	7.097	0.000 *
9.	Tourism harms moral standards	4.00	3.49	3.15	2.96	15.103	0.000 *
10.	Preservation of the cultural heritage site	5.00	3.81	4.52	4.03	23.585	0.000 *
11.	Enhance community pride in uniqueness culture	4.00	4.24	4.14	3.87	5.004	0.002 *
12.	Tourism bring problems (drug, crime, alcohol, etc)	2.00	2.77	2.35	3.13	17.201	0.000 *
13.	Tourism improves public facilities in heritage site	5.00	3.77	2.82	4.01	67.370	0.000 *
14.	Help to preserve cultural heritage site	5.00	3.94	3.14	4.13	66.367	0.000 *

Table 3.4.7 (Continued)

N o.	Key indicator	H.H Monthly income. Mean value				ANOVA	
		< Less 300,00 0	300,00 1- 500,00 0	500,00 1- 1.000,00 0	More > 1.000,00 1	F value	p value
15.	Provide more business for local people	4.00	4.07	3.49	3.94	10.194	0.000 *
16.	Tourism creates new job for local people	4.00	4.24	3.82	4.12	7.621	0.000 *
17.	Tourism raise price for goods	4.00	4.24	3.49	3.95	15.312	0.000 *

18	Tourism improves local people in heritage site	<u>5.00</u>	4.12	2.49	3.95	86.584	0.000*
19	The growth of local economy	4.00	4.12	3.29	4.16	32.035	0.000*
20	Tourism degrades local natural environment	4.00	3.92	1.96	3.33	124.914	0.000*
21	Tourism create cleanness of community	3.00	3.77	3.71	3.57	6.360	0.000*
22	Tourism creates more solid and liquid waste	3.00	3.03	1.82	3.38	53.883	0.000*
23	Tourism creates air, water, eye pollutions	2.00	2.78	1.43	2.86	44.430	0.000*

Remarks: * Indicates statistically significant differences between groups at $p \leq 0.05$

1: F -value = One-Way ANOVA (computed) value

2: p-value = Level of statistically significant

3: The “**bolded**” number showed highest mean value for each indicator among

the groups, the “**bolded underlined**” numbers showed the indicator with the

highest mean score and numbers showed “**strongly agree**”.

3.5 Results of Interviews with the Local Government

Interviews

Interviews were the main qualitative method of data collection. Interviews were conducted with government officials at different levels. In addition, tourism related stakeholders (tourism, hotel, travel agency, transports etc.) were also interviewed. The local government was found to be purposeful, strategic and judgmental. This means people and organizations were chosen for the interview on the basis of their own judgments of their knowledge and expertise to fulfill our research objectives. The respondents with major strategy tourism development of government were to cover all potential people related to the research work and those who could be easily available.

Most respondents were selected for two reasons: first, personal contact and second, their expertise and interest. This method was selected mainly because interviews provide enough freedom for independence to express their idea on the topic. The informal discussion atmosphere was intended to encourage subjects to speak freely and completely about the research issues. The issues for the interview were existing sustainable tourism development for world cultural heritage management conditions in Luangprabang province, Lao PDR.

Interviews were conducted in the local Laos language by using interviews with local government (Appendix B). Relevant questions were asked in a conversational manner. The researcher felt that the interviews allowed participants to express their thoughts more freely which helped me to obtain more accurate information based on their experience and knowledge. All interviews were undertaken informally in their offices on a face-to-face basis. Altogether, 9 interview sessions were conducted with different people.

1. How important is the tourism industry to Luangprabang province from your viewpoint?

Most of all the interviews concluded that overall, there is a positive outlook potential for developing tourism products in Luangprabang province, Lao PDR. The tourism industry was viewed as very important as it is one of the main sources of income for the local economy. Interviews revealed that the tourism industry brings revenue from tourism product/services and tourism enhances community pride, and enhances the culture and environment in the community. Interviewees reported that tourism increases the reputation of the Luangprabang province, Lao PDR.

2. What is sustainable tourism development according your view?

In the Lao Peoples Democratic Republic context, sustainable tourism development is such that it does not destroy the destination's society, culture, and environment, it has long term benefit and provides economic benefits for people and preservation of local arts, cultures and traditions.

3. What do you think about local people participating in world cultural heritage sites, and how can participation improve?

All of them strongly agreed and stressed that community participation is the most necessary for sustainable tourism development at world cultural heritage sites. They thought that there was a vital need to find the mission and behavior for participation. The community should participate in employment and income generating programs. They need to get benefits permanently from the tourism sites in their community. They think that they need tourism education and enforcement of rules. Local people should be empowered to management their own benefits from the tourism industry. They strongly agreed

and stressed that community participation is the most necessary tool for sustainable tourism development.

4. What are your suggestions to make world cultural heritage sites at Luangprabang town sustainable?

Most of them mentioned the need for better zoning and conservation for intangible sustainable tourism development in world cultural heritage sites. This means ways to maintain the environment and make it better over the long term by developing systematic tourism management programs and “understanding tourism” activities for each area.

5. According your idea, what are the methods or strategies for sustainable tourism development?

For this heritage site, local community participation is means participation planning, creation and enforcement of rules and regulations, product development, education training, infra structure development, market promotion, investment promotion, all which should be monitored and evaluated.

6. According your idea what are the methods or strategies for world cultural heritage sites, at Luangprabang town?

They focused on the concern that all governments overseeing the tourism industry should have as their priority the preservation heritage such as: cultural heritage, natural heritage, and traditional heritage. The government should have strategies for tourism development and management budgets that encourage local community participation. Local people should have the methods to ensure sustainable tourism development.

7. What is the most important problem for sustainable tourism development in world cultural heritage sites at Luangprabang province?

Community participation was found to be the most necessary component for sustainable tourism development. Participation is vital in order to enforce rules and regulations set by the government and to enhance education for community tourism development. The community should participate in employment and income generating programs. They need to get permanent benefits from tourism in their community.

8. What should be done to solve that problem, if you were authorized to be a tourism planning officer?

The answer was that government will have to support community participation, planning, and staff promotion based on merit for: development planning, and raising education levels.

9. Other suggestions?

They mentioned that for sustainable tourism development in world cultural heritage sites at Luangprabang town, Luangprabang province, Lao PDR: all communities should be open to well intentioned outsiders who wish to contribute to conservation heritage or to take advantage of the opportunities provided by these unique cultural resources. Communities must understand what constitutes the core asset value of Luangprabang culture, as expressed by its creator and inhabitants. Without a common understanding of the value of what is to be preserved and how it can be appropriately shared

with visitors, both heritage conservation and tourism development will fail to achieve their full potential.

3.6 Results of Interviews with the Local Tourism Businesses

Interviews

Interviews were the main qualitative method of data collection. Interviews were conducted with local businesses at different levels. In addition, tourism related stakeholders (tourism business, hotel, restaurant, transports etc.) were also interviewed. This means people and organizations were chosen for the interviews on the basis of their own judgments of their knowledge and expertise to fulfill our research objectives.

Most respondents were selected for two reasons; first, personal contact and second, their expertise and interest. The method was selected mainly because interview provides enough freedom for independence to express their idea on the topic. The informal discussion atmosphere was intended to encourage subjects to speak freely and completely about the research issues. The issues for the interview were the existing sustainable tourism development in world cultural heritage management condition in Luangprabang province, Lao PDR.

Interviews were conducted in the local Laos language by using interview local tourism business (Appendix C). Relevant questions were asked in between a conversational manner. The researcher felt that interview allowed participants to express their thoughts more freely, which helped me to obtain more accurate information based on their experience and knowledge. All interviews were undertaken informally in their offices on a face-to-face basis. Altogether 9 interview sessions were conducted with different people. The list of interviewees is as below in Table 3.4.8

1. Brief introduction of tourism situation in World Cultural Heritage Sites at Luangprabang Town

Most of all interviews tourism business introduced that tourism industry is very important as one of the main source of income for local economy. Tourism industry brings revenue from tourism product services and overall has positive outlook potential for development tourism product in world cultural heritage of Luangprabang province. Tourism enhances community pride, enhances the culture and environment in the community as well. Tourism increases the renown of the Luangprabang province, Lao PDR.

2. What are the opportunities and threats for world cultural heritage sites at Luangprabang town?

Interviewees reported that tourism can generate financial resources needed to invest in the rehabilitation of historic buildings and conversation areas. Tourism can help to revive dying or lost traditions, art and cultural practices and can provide the impetus for artisans to continue their traditional crafts. Tourism can also provide new livelihood opportunities for large numbers of people in local communities. Unfortunately these positive impacts are often negated by the unintentional destructive impacts of tourism that rob a community of physical character from tourism.

3. What are the problems for sustainable tourism development at this heritage site?

The heritage of Luangprabang is under threat, the passage of time and the effects of harsh climates render already-fragile places of culture and tradition ever more vulnerable. When coupled with neglect, poor maintenance, inadequate financial support, unregulated urban development, and the exponential growth of tourism, the very survival of the region's most special places is at risk.

4. What do you think about local people participating in the development world cultural heritage sites, and how can participation be improved?

In order to ensure that future generations can access their authentic heritage and at the same time provide reason and motivation for visitors to continue to want to visit the Luangprabang region, all stakeholders must work together effectively to safeguard the wide range of heritage resources that exist across the region. Tourism can and tourism must become a partner and a driving force for the conservation of the tangible cultural and natural heritage of Laungprabang province, if tourism does not contribute to the preservation of the region's environments, cultures and traditions, then there will be no place for tourism in the future development of the region.

5. What are your suggestions to make world cultural heritage sites for your business?

Archeological sites, there were historic monuments, traditional towns, villages, cultural landscapes, handicrafts, rituals, traditional music and performing arts: all can generate financial resources. So communities must participate in tourism development, while at the same time preserve world cultural heritage.

6. How do you feel about the plan and policies for private business at Luangprabang Town for sustainable tourism development?

After examining the impact of tourism on the culture and environment of Luangprabang town, we provide guidelines for identifying and measuring the types of impact both positive

and negative that tourism has on the town's heritage. In addition, we suggest how to derive an overall strategy that manages tourism in Luangprabang town in such a manner that tourism becomes a positive force for heritage conservation as well as contributing to the improvement of the quality of life of the town's inhabitants.

7. How do you feel about the role and responsibility of private business for local people in tourism?

Tourism industries can help to revive dying or lost traditions, art and cultural practices, and can provide the impetus for artisans to continue their traditional crafts needed to invest in the rehabilitation of historic buildings and conversation areas and tourism can create employment for communities, increasing new jobs within our developing country.

8. What are the supporting businesses and what are the problems for implementing tourism management at heritage sites in Luangprabang town?

All stakeholders must work together effectively to safeguard the wide range of world cultural heritage site resources that exist across the region. Tourism businesses must become a partner and a driving force for the conservation of the tangible world cultural heritage and natural heritage of Luangprabang town. If tourism does not contribute to the preservation of the region's environments, cultures and traditions, there will be no place for tourism in the future for sustainable development and management of the region.

9. Other suggestions?

Both the physical heritage and intangible expressions of the region's history and culture are widely acknowledged to be of immeasurable value to its citizens. The heritage of Luangprabang town is also of immense interest and appeal to visitors. It is on the basis of this appeal that the region's tourism industry was founded and flourished. While the value of the heritage resources of the cultures of the Luangprabang is unquestioned, this recognition is not always or even frequently translated into action to safeguard the heritage from decay, degradation or overuse. All too frequently, tourism has been the unwitting agent responsible for accelerating the demise of the region's heritage.

Table 3.4.8 List of Interviewees

No.	Activities
1	Local Tourism business of Luangprabang province
2	Local Hotel, Restaurant business of Luangprabang province
3	Local Transportation business of Luangprabang province

CHAPTER 4

SUMMARY

This research study aims to understand community participation toward sustainable tourism development in the world cultural heritage site: Luangprabang town, Lao PDR. The primary quantitative data were collected from surrounding local communities and related stakeholders. Secondary data from various related sources were collected to support the evaluation of existing management systems and to access local community opinion in regards to sustainable tourism development in the area. The impact of sustainable tourism development on the community and existing status of basic infrastructure at the heritage site at the Luangprabang town and surrounding communities was also examined throughout this study. The suggestions given by the related stakeholders along with a SWOT analysis were used to establish and propose guidelines for sustainable tourism development in the world cultural heritage site in Luangprabang town.

The objective of this study is to examine the existing circumstances of sustainable tourism development, to consider government measures, to study the impact of tourism development on the communities, and to propose guidelines for community participation in sustainable tourism development.

The sustainability concept in world cultural heritage has to be considered for all kinds of development activities included within heritage tourism development. The aim is to maintain tourism benefits, including: economic, socio-cultural, and environmental, as well as minimizing adverse tourism effects. Participation from the local community was the key method to sustain benefits and the maximum utilization of resources. However, sustainable tourism development in Luangprabang town did not have a clear direction to ensure participation of the local community in tourism development. As a result, the researcher decided to suggest sustainable

tourism development recommendations for the world cultural heritage site in Luangprabang town, Lao PDR.

4.1 Conclusion

Four hundred questionnaires were administered to collect primary quantitative data. The data collection period was 4 December, 2008 to 4 February, 2009. The local communities surrounding in Luangprabang town were surveyed. Respondents had to be 15 years old or older to complete the questionnaire. Qualitative data were collected from 25 interviews with government officials, and 25 interviews with people working in local businesses.

The data collection items included: gender, age group, marital status, religion, education, and household monthly income. SPSS version 15.0 was applied to analyze collected data. The frequencies, percentage, means, standard deviation, one-way ANOVA and independent samples T-test 107 Likert scale at 1 to 5 was used to assess the level of community opinion in all set of questionnaires.

4.1.1 Demographic Characteristics of Respondents

The findings of demographic characteristics of respondents were as follows: The majority of respondents were male (68%), the majority of respondents were (33.3%) in the range of 31-45 years old, the majority of respondents were married (61.5%). The religion majority were "Buddhist" (92.8%), as for education levels - the majority were high school respondents (42.8%), as for occupation level, small business was were the majority of respondents worked (43%), and as for household income, the majority received 300,000 to 500,000 kips per month (38.5%). The reason was the indication of government officer occupation. Transportation business (driver),

students, local guides, foods and beverage business, art shops, unemployed or retired, farmers and self-employee were the respondent group.

4.1.2 Opinions on Tourism Development and Management at Luangprabang Town

There were 23 key indicators regarding sustainable tourism development, including items about: society and culture impact, economic impact, environment impact, and general information regarding tourism in the area under study.

Tourism in Heritage Sites: The study found that of all the local community respondents' opinions, only one way rated at the strongly agree level with the statement: "Tourism is good for community". The rest of the indicators were rated at the fair level: "I participate in the tourism planning activities", "I have a participation in tourism activity", "I gain benefit though tourism participation", "I participate in the decision making of tourism management".

Society and Cultural Impact: The results indicated that local communities were in agreement with valuing the following indicators: "Preservation of the cultural heritage site", "Enhance community pride of the uniqueness of culture", "Relationships with tourists and other local communities", "Recognition of heritage sites in tourism in terms of culture, art and traditions", "Help to preserve cultural heritage crafts" and "Tourism improves public facilities at the heritage site". The rest of the indicators were rated at the fair level: "Tourism harms moral standards", "Tourism brings social problems (drug, crime, alcohol, etc)", and "Tourism provides the opportunity to learn and exchange culture with tourists".

Economic Impact: The results showed that local communities' respondents all similarly agree with: "Tourism creates new job for local people", "Tourism raises prices for goods", "Growth of local economy", "Tourism provides more business for local people" and "Tourism improves the lives of local people and facilities in heritage site".

Environment Impact: Local community respondents were concerned with the environmental impact of tourism, rating the following at the agree level: "Tourism creates cleanliness in the community". However, they indicated that "Tourism creates more solid and liquid waste" likewise, "Tourism creates air, water, eye pollution".

4.1.3 General Information from Community People about Tourism and Their Involvement

The result from general information about sustainable tourism development, within the community participation, and knowledge level were as follows:

The majority of respondents say "yes" with the following statements more than 90% of the time: "Do you want more tourists in your community?", "Do you think tourism offered education for the community?", "Are there any important place surrounding your community which you want to preserve?", "Do you want to get more involved in tourism activities? (Hotel, Travel Restaurant, Guides etc), "Are local people getting jobs at Luangprabang town and tourism businesses?", "Do you know that Luangprabang town is a world cultural heritage site?" and "Are there measurable economic and social benefits of tourism for your community?" However, they said "yes" 80.3% of the time for only one question "Did you or your family get involved in any tourism trips or exhibitions?".

The positive answer at 60-79% of the questions: “Do you or your family sell any product/service to tourists or tourism businesses” (78.3%), “Did you and your family get any tourism related training (cooking, guide, Languages)” (71.5%), “Are public toilets easy to find in your community?” (69.0%), and “Do you know about sustainable tourism development (STD)?” (63.0%), the lowest percentages of answers were for: “Are there any emergency medical facilities in or within an hour’s travel in your community?” (52.5%), “Are you getting adequate information about tourism and heritage site?” (53.5%), and “Do local residents complain about the presence of tourists?” only (11.8 %).

Most respondents specified that the most important assets of world cultural heritage sites (84.5%) were: archaeological sites, historic monuments, traditional towns and villages, temples, cultural landscapes, handicrafts, rituals, traditional music and performance arts. The indications reported by respondents for “sustainable tourism development in world cultural heritage site, Luangprabang town, Luangprabang province, Lao PDR” are: Tourism is good for their community, tourism has directly generated foreign currency income for our country, and supports related investment such as tourism business, hotel, restaurant, and transport. Respondents felt that souvenir tourism creates employment for the community (39.8%).

4.1.4 Statistical Analysis

Statistical comparisons of key indicators between and among the various demographic characteristics were as follows:

Comparison of mean scores between the respondents was to identify the opinion in tourism related activities in Luangprabang town for sustainable tourism development and management. The test of independent sample t-test at 95%

confidence level indicated that there were 15 key indicators which were statistically significant. Those were: “Tourism is good for our community”, “I participate in the tourism planning activities”, “I participate in tourism activities”, “Tourism provides the opportunity to learn and exchange culture with tourists”, “Recognition of heritage sites, in terms of culture, art, tradition”, “Tourism harms moral standards”, “Preservation of the cultural heritage site”, “Enhance community pride of the uniqueness of culture”, “Tourism brings social problems (drug, crime, alcohol, etc)”, “Provide more business for local people”, “Tourism improves public facilities in heritage site”, “Tourism degrades local natural environment”, “Tourism create cleanness of community”, “Tourism creates more solid and liquid waste”, and “Tourism creates air, water, and eye pollution”.

From the test results for gender, the indicators were statistically significantly different between male and female respondents. Male respondents had the highest positive thinking about tourism regarding participation in planning and activities. They think that tourism is good for community and rated that indicator at the “strongly agree” level. However, test results showed a major difference between genders. This might be because males wanted more tourism, and they were more business orientated than females.

Interestingly, the 31-45 years old age group rated “strongly agree” for “tourism is good for the community”, “Tourism creates new jobs for local people”, “Tourism raises prices for goods”, “Preservation of the cultural heritage site”, “Enhance community pride of the uniqueness of culture”, “Relationship with tourists and other local community”, “Provide more business for local people”, “Provide growth of the local economy”, “Tourism improves local people and facilities in the heritage site” and “Recognition of the heritage site, in terms of culture, art, tradition”.

While the majority of respondents among age group over 61 reported that the involvement in tourism planning,

activities, decision of tourism management, and benefit through tourism were important. However, they also reported that “tourism degrades local natural environment”, “tourism creates more solid and liquid waste” and “tourism creates air, water, and eye pollutions”. This should be obvious because elderly people, they had more negative thinking than younger. It might be because they did not have awareness and they did not want to grow up more tourism.

The majority of respondents indicated a statistically significant difference among the marital groups. Interestingly, the married group rated the highest “tourism is good for our community”, “Preservation of the cultural heritage site”, “Tourism creates new job for local people” and “Tourism raise price for goods” at the “strongly agree level”, which proved that married people were more concerned with these indicators.

The indicators, “Tourism creates cleanness of community” of Buddhism group rated the highest “agree level” indicated statistically significant difference among the religious groups. Interestingly, Christian groups also rated highest at the strongly agree level: “Tourism is good for community”, “Tourism creates new jobs for local people”, “The growth of local economy”, “Preservation of the cultural heritage” and “Enhance community pride in uniqueness culture” indicated statistically significant different among groups. They are more concerned with education and tourism benefits for the community.

The following 16 key indicators were rated at strongly agree with the master degree educational group: “Tourism is good for community”, “I participate in tourism planning activities”, “I have a participation in tourism activities”, “provides the opportunity to learn and exchange the culture with tourists”, “Relationship with tourists and other local community”, “Recognized heritage site, culture, art, traditional”, “Preservation of the cultural heritage”, “Enhance community pride in uniqueness culture”, “Tourism improves public

facilities in the heritage site”, “Helps to preserve cultural heritage site”, “Provide more business for local people”, “Tourism raise price for good”, “Tourism improves local people in heritage site” and “The growth of local economy”. Clearly, they pay attention to training and education to local residents.

In comparison with the monthly household income range between 300,000-1,000,000 Kips, this group rated the highest “strongly agree level” for the following indicators: “tourism is good for our community”, “I participate in tourism planning activity” and “relationships with tourists and other local community” The results may be explained by the idea that this group might benefit from an increase in tourism business.

4.1.5 Results of Interviews with Various Tourism Stakeholders

The interviewees from different institutions and organizations had a variety of suggestions. They propose that Luangprabang town is a very important destination for international and domestic visitors. However, they were fully satisfied with existing management and development of this heritage site. They suggested that for sustainable tourism development of this world cultural heritage site, community participation in tourism development was a most necessary condition for tourism to increase in a sustainability way.

All stakeholders suggested that Luangprabang town is lacking local community participation for sustainable tourism development planning and management in world cultural heritage site, in Luangprabang town, Lao PDR. Therefore, community participants should take a leading role for establishing a participatory framework. Existing laws and rules should be amended to provide a supportive environment for participation for all stakeholders.

The success of sustainable tourism development depends on the economic benefits from tourism to local people.

Therefore, they should run tourism related businesses. Importantly, government should provide financial support to community tourism businesses.

Communities located near major attraction sites such as archeological and historic sites, should have the opportunity to provide tourism related businesses such as an accommodation (small hotel, home stay), restaurants, art shops, transportation and guide services, etc. The opportunity for employment for local people should also be provided in the area of world heritage site conservation.

There is a need to educate local people to conserve local traditions and ways of life in terms of traditional dress, rituals, art handicraft, and foods. Local people's well-being and happiness should be the end product of sustainable tourism development at Luangprabang town world cultural heritage site.

4.2 Discussion

This section involved a summary of critical findings of this study. The findings are discussed based on the objectives of the study.

4.2.1 Objective 1: To study the existing management system of Sustainable Tourism Development in World Cultural Heritage Site

Luangprabang town is one of the most important archeological sites of Southeast Asia that has retained world heritage such as glittering temples and teak houses. It was inscribed in 1995 as a world heritage property. Luangprabang town is managed by the government of Lao PDR, with the support of the international community, to conserve and develop the archeological and historical site of Luangprabang town with emphasis on tourism development. In order to combine

conservation management together with tourism management, Luangprabang town has established, the Department of Information and Culture of Luangprabang province, Lao PDR, UNESCO and Lao National Tourism Administration.

To preserve the cultural values, for which a cultural site is placed on the world heritage list, the world heritage convention requires that a nominating nation submit a management plan for its nominees. Such a plan should consider the proper level of visitor access and tourism at the site. Conservation plans are best prepared by impartial experts with a broad knowledge of management issues related to protecting the site's value. As part of this effort, it is important that governments include world heritage sites within their national land-use planning process and recognize their global importance. At the local level, the site manager must monitor development decisions and their implementation at the site and However, World Cultural Heritage Site in Luangprabang, Lao PDR has not yet developed a management plan.

With support from the international community: the government of Lao PDR created the Authority for the Protection of the Site and Development of the Luangprabang town region (Luangprabang Province, Lao PDR) in 1995 in order to protect and develop the historical site of Luangprabang town, with emphasis on tourism associated with culture. However, Luangprabang province, Lao PDR has overlooked is a lack of involvement of local communities in its management framework.

Tourism plans and policies for the world heritage sites is most important, including: transportation to and from, as well as within the site; the full range of guest services: accommodation, food, toilet facilities etc. and site tours, training and licensing guides, provisions of travel information and interpretation, museum installations, visitor's paths, information signs, admission kiosks, and sales outlets for film, postcards, stamps and souvenirs.

However, the surrounding heritage site of Luangprabang town does not have enough infrastructures such as: roads or other transportation, water supply, energy, home stay, village guide and local community lack of education and awareness. Moreover, this heritage site has insufficiency of specialization in terms of sustainable tourism knowledge in the local community. Therefore, local community unawareness does not help sustainable tourism planning and management. As a result, lifestyle activities may directly affect the environment. On the other hand, this area has insufficient human resource development with good foreign language skills, especially English.

The participation of the local community is the most important thing to support sustainable tourism development planning and management in Luangprabang town heritage site. Local communities must participate in tourism planning and management to stimulate local communities to preserve their cultural identity. Local communities have to pay more attention to their community and resolve all problems, preserve cultural heritage, nature, the environment, and maintain culture in an around the Luangprabang town area by themselves.

Tourism should improve economic relations whenever possible and appropriate, local citizens should participate in and benefit from increased tourism. This can occur in various ways. There was not sufficient community involvement programs conducted in Luangprabang town.

A community development plan was lacking in Luangprabang town. Furthermore, a certain amount of income from heritage site of Luangprabang town should provide regularly to community. The government must play a leading role to set up participatory policies and all stakeholders should play their roles in order to solve the difficulties of the existing situation.

A budget can be used as a tool for decision making in the organization. In Luangprabang town, the financial

administration and procurement divisions deal with accounting and financial issues. Government annual funding was the main source for budgeting of LPBT. However, the LPBT has various other sources of income. The budget has been expanding mostly for salaries and some for construction and repair work. There was a need for a transparent financial policy.

Image and marketing was very weak in LPBP. Even though world heritage sites are by definition celebrated locations that command attention and draw visitors, it is still very important for a site to project the site's public image and target potential markets through publicity. They don't focus on marketing and advertising. Printed material was the single main tool for marketing in Luangprabang town.

4.2.2 Objective 2: To Assess Community Participation (STD) in World Cultural Heritage site, Luangprabang Town, Lao PDR

From the analysis of primary data both from the questionnaires and in-depth interviews, we found that all stakeholders, local residents, local government, and local tourism businesses “strongly agree” with tourism development of WCHS in Luangprabang town. The involvement of local residents in tourism development in terms of participation in planning, activities, decision making, and benefits through tourism participation were rated at the “fair level”. From a T-test, we found that males more than females favor participation in planning and activities with statistically significant difference. Among the 31-45 age group, we found that they rated the involvement in tourism planning, activities, decision of tourism management, and benefit through tourism at only the “agree

level” as opposed to other age groups who rated at the “fair level” with a statistically significant difference. Moreover, primary level education residents rated tourism development in the heritage site as well as the impacts on society and culture, economic, and environment between less than fair levels with statistically significant differences. The majority of respondents (50.3%) living in Luangprabang town area had small business occupations. They need more tourists in the community because they receive benefits from tourists directly. In general, local residents only expressed their opinions toward the participation in tourism development in world cultural heritage site at Luangprabang town at a “fair level” and low educated residents received fewer benefits as compared to other groups.

However, they are ready for participation. Through development of participatory tourism development mechanisms, tourism could be promoted in the region. People wished to be involved in tourism activities and get benefits to reduce poverty. They were very hopeful that they can enjoy various benefits from tourism. During the field work, the researcher felt that they were encouraged toward tourism activities for tourism development.

Almost all respondents are ready for tourism which indicates bright future for tourism. Most interestingly, when the research examiner met them, they felt pride to share their feelings openly. Some of them thought that after this study they will get some tourism support or help. They were so innocent and always thinking for good. They wanted to request the government and others to help them economically and develop the community. It would be very useful to conduct various income generating programs integrated with tourism for them.

4.2.3 Objective 3: To propose guideline for Sustainable Tourism Development in WCHS, Luangprabang Town, Lao PDR

Tourism is a growing industry, offering economic, social and cultural and environment benefits to the local communities in tourism development areas. The following research findings were obtained from the local community in Luangprabang town in order to determine their impact on tourism development for economic, social and cultural and environmental benefits. This study indicated that the majority of the local community highly believes that tourism helps to preserve cultural heritage and enhances the quality of life of the people. With regard to the economic benefits, the local community highly believes that tourism increases employment and revenue for the local community with the additional positive impact from tourism creating cleanliness of the community.

This is one of the noteworthy features that the respective authority for the tourism development in Luangprabang town should pay more attention to: training and awareness programs. By contributing these kinds of programs to the community, it will strengthen the skills and also create more awareness of tourism development in Luangprabang town, thereby creating a perception and a sense of belonging for the ownership and management of this site. As a negative impact, the local community highlighted that they have not received any jobs or direct economic benefits from tourism in Luangprabang town area.

Community participation in tourism can take various forms depending on the tourism resources and social circumstances such as rural tourism, cultural tourism, eco-tourism, etc. These forms of tourism are all expanding as tourist markets become specialized and more tourists wish to have contact with local cultures and the natural environment. Planning in community participation for tourism development should be built from an awareness of community and their needs in order to guide more locally appropriate tourism development

that fits with other needs, ideas, and opportunities of that community.

However, the study identified that the majority of the local community responded for personal benefit from the tourism industry, while it also indicated that majority of the local community have not been involved in any kind of awareness programs, skill development programs, programs for preservation of culture, environmental programs, or training on tourism development in Luangprabang town area, though the majority of people responded that they would like to have these kinds of programs.

SWOT Analysis of Luangprabang Town

From the analysis of primary data, interviews with stakeholders, and studying secondary data about Luangprabang town and its existing management system, SWOT was analyzed. The SWOT in terms of strengths, weaknesses, opportunities and threats for Management and Sustainable Tourism Development in World Cultural Heritage Site, Luangprabang Province, Lao PDR is as follows:

▪ Strengths

Lao people democratic republic possesses archaeological sites, historic monuments, traditional towns and villages, cultural landscapes, handicrafts, rituals, traditional music and performing arts and temples are located in Luangprabang town. With the world cultural heritage site potential and ancient heritage, and enormous natural resources, Luanprabang town has become a world cultural heritage site tourism destination.

In accordance with this great world cultural heritage site potential, the government of Lao PDR has adopted a policy on Lao national tourism development as world cultural heritage

and natural tourism, and considered tourism as one of the priorities for the economic development.

The strongest strength of Luangprabang town as a world cultural heritage site listed by the UNESCO, having unique and world famous Luangprabang town historical and architectural resources. It is rich in culture and art with important archaeological attractions, a cultural center, a safe destination to visit, and a country where smiling, friendly, modest and honest people are living.

Culture and History of Luangprabang Town

The culture can also be highlighted, with Lao's historical heritage as Luangprabang town has been inhabited since 8,000 B.C, while bronze pieces and cord marked pottery exist as evidence of habitation of the region during the second millennium B.C. Luangprabang town was the most important site in the region as a cultural and religious center.

Traditions, Music, Dance, Architecture, and Lifestyles

Luangprabang town area has a variety of traditional and local folklore dance “performing traditional Laotian dancing”, in addition local music are of much interest to tourists. And traditional architectural styles are seen in the villages and are of great tourist interest, as are traditional village activities, customs, agriculture, and living techniques.

Handicraft

Luangprabang town has a tradition of silverwork, silk textile weaving, basket making, and local foods. Crafts can be of great interest to tourists and an important source of income for communities, including the villagers.

Festivals

Festivals hold a very important role in culture and are reflective of its religion as well as the many colonial and cultural influences from the Khmer cultures. For instance, the Boat Racing Festival, the festival “*Bun Pha Wet*”, Laotian new year, called “*Boun Pi Mai*”. Another important festival Buddhists rain, “*Khao Phansaa*” marks the arrival of the rainy season during this 3 month period, all the monks in (LPBT) must stay in their assigned monastery, since it is believed that during this period it is a time of intense growth and the monks do not want to kill the ground as life is growing on it.

▪ **Weaknesses**

The main weakness of this world cultural heritage site was group poverty among the local community, with a lack of awareness, not a well sustained tourism development program around the area, limited tourism management capacity, and cultural maintenance, and environmental protection. This site is also lacking in quality of goods and services, loss of environment, and culture. Transportation is not well developed such as: water supply, cleanliness and garbage management systems, community participation is scarce. Information and communications facilities also need to be improved.

▪ **Opportunities**

The main opportunity for this world cultural heritage site is to become a major economic sector in the world. Furthermore, the trend of tourism is moving towards world cultural heritage sites, sustainable tourism development and community tourism. This place has many images to promote such as: its popularity for religious, architectural and village tourism. It becomes a good instrument and an opportunity for local people to start small businesses and earn additional income. The support from UNESCO for world heritage sites has potential for sustainable tourism development in world cultural

heritage sites. In addition, the friendly hospitable local community, their many cultures, and security system, and the promotion of tourism policy by government systems are positive attributes this destination.

▪ **Threats**

This location also has some threats, including loss of environment and culture and rich people from outside the community buying the land and renting it. Local people are being replaced and that results in the loss of local cultures, traditions, and economic benefits to the locals. Outsiders do not respect the community and without active community leadership in all dimensions of management, can result in the danger of unsustainability. Seasonality and economic crisis are also being faced. Furthermore, there are the threats of quality standards, challenges to generate income for locals, and world heritage strong cooperation among the stakeholders.

4.3 Recommendations

After analysis of the data collected, the recommendations from these findings to all tourism stakeholders of Luangprabang Town are as follows:

4.3.1 Community Participation

The study showed that there is a lack of local community participation for sustainable tourism development planning and management in this world cultural heritage site, in Luangprabang town, Lao PDR. Therefore, preference should be given to community participation.

1) Local communities should take a leading role to make a participatory framework by amending existing laws and rules and make a positive “participation environment” for all stakeholders.

2) The success of sustainable tourism development depends on the economic benefits to community from tourism for local people. Therefore, they should conduct tourism business industries. Moreover, the government should provide funding for community tourism businesses.

3) The local authority and local agencies should provide opportunities for running private tourism businesses that employ community people, i.e. community members operate a retail handicraft business, and individuals within the community operate their own tourism business and in certain cases community owned and run enterprises.

4) Participation of local communities in sustainable tourism development, management and operation of nearby major attraction features such as archeological, historic sites, should be conducted in a manner that generates economic benefits to the communities and encourages their support for conservation of natural and cultural features. Communities located near major attraction sites such as archeological and historic sites, should have the opportunity to participate in tourism related to the attraction. These communities can provide hotels, restaurants, shops, transportation and guide services and other related tourism facilities and services. Also, they be employed in management and operation of the attractions. Often, these local communities will require assistance in the form of loans, training and technical advice, in order to be able to participate in tourism.

5) Respective government authorities should develop a certification process that could encourage visitors to buy local products rather than exported goods, and encourage community people to offer home stay.

6) Communities should protect traditional dresses, rituals, art handicraft and foods as tools for attracting visitors and capture economic gains to the community. In this regard, local government and Luangprabang town should facilitate cultural management.

7) Communities need to have resources for investment, rights for decision-making with defined responsibilities of implementation, which will increase local social welfare while reducing poverty in the host communities. Local authorities should provide resources to community in different ways.

8) Local authorities should reform decision-making systems in the tourism sector, which should develop, and fit with livelihoods. Participation by the poor in decision-making enhances local priorities to influence sustainable tourism development.

4.3.2 Education and Training

1) The local tourism sector should provide more in the areas of education and training local residents because they receive less benefit from participation. However, the various activities done by the departments towards tourism are appreciable.

2) The education and training should focus on tourism knowledge, English skills for tourism, being a good host community to tourists, and to provide more awareness and understanding of sustainable tourism development to the local community. In this regard they must teach “sustainable habits” to local people.

3) In addition to that, having awareness of the English language is becoming necessary for people who are involved in the tourism industry. So the opportunity for taking language courses should be provided to all levels of people who are involved in tourism businesses and should assist them with a chance to work and interact with people in an industry by the respective authorities responsible for tourism in Luangprabang town, Lao PDR.

4) The necessary training and awareness programs should be provided to the officers involved in tourism to

develop their knowledge and skills in tourism by inviting tourism specialists, scholars, or trainers to surrounding Luangprabang town. And also the respective authorities responsible for tourism in Luangprabang town should provide some technical tours or training programs to other popular tourism destinations abroad to get knowledge. This can also facilitate learning from the experiences of other tourism destinations on how best practices have been adopted and implemented.

5) Local communities should be aware of the importance of conservation and preservation of cultural heritage sites and tourism sites. The leaders of the communities should work seriously and fairly in order to get cooperation and trust from local residents to be a unique community.

6) Local tourism such as private and civil society must play their vital role towards helping local communities to explore awareness programs. Public hearing programs in the presence of all stakeholders may be the one of the best options to encourage responsibility.

4.3.3 Preservation and Conservation

1) Local communities should be educated on the history, culture, and heritage and to protect the natural environment at the heritage site including the benefits to the community on preservation and conservation programs by the respective government authorities.

2) Knowledge and information about world heritage and sustainable tourism are necessary to motivate local people to preserve the original cultures, traditions and styles as tourism products which captivate visitors.

3) Community should be aware at all levels of decisions, and to get regular benefits for preserving culture. Therefore, Luangprabang Authority should have a system to involve the community in all kinds of decisions.

4) It would be appropriate to develop a code of conduct for the world cultural heritage site, in Luangprabang town area that could help in the improvement in quality of residence, travel, entertainment that provides knowledge, skills, education and awareness. It helps to learn best practices on the part of all stakeholders.

5) Environmental awareness programs can produce dual benefits: it can reduce leakage by encouraging using local products/services, and reduce waste, garbage, and environmental degradation.

4.3.4 Infrastructure Development

1) Local authorities should play vital role in developing local infrastructure such as: transportation, public telecommunication and medical services, water supply and cleanliness systems, schools for different levels and university etc.

2) In order to make air services simple, efficient, safe, and reliable the improvement of the airport is necessary. Local authorities should pay attention towards the aviation policies.

3) Luangprabang province airport should become an international airport to make the site more accessible. Likewise, there is also a need to increase and improve the of quality transportation services.

4) Local authorities in tourism in Luangprabang should ensure in providing benchmarks for minimum infrastructure and services such as water supply and sanitation, sewerage system, toilet facilities, places for rest to the tourists, tourist shops, waste management systems, etc.

This study recommends to built tourist information centres, necessary signage boards to assist tourists by providing necessary information. In order to enhance the infrastructure, the local authority and private sector should be involved with an

agreed upon shared strategy. In order to provide a more secure environment to the tourists visiting the Angkor area, a tourist police station could be introduced and deployed in the site by the respective authorities.

4.3.5 Site Management

1) Community visitor information center may provide culture and products of local community; this will support the sale of handicrafts, supply goods and services to visitors directly which will immensely benefit the local community as their presence is very important for site management.

2) Local authority should provide informative signage in the and around the site of Luangprabang town and local business sector for the benefit of the visitors. Various visitors' friendly information should be provided

3) Internet communications provides a low-cost and efficient mechanism for both promotion and development of heritage sites. It needs to be complemented with other communication strategies. The tourism master plan and local site management plan should be developed and implemented.

4) It would be made compulsory to administer the study of heritage sites in Lao PDR, in terms of sustainable tourism development with a high community participation level. This study may provide various insights and understanding for future and reciprocal Sustainable Tourism Development in World Cultural Heritage Site. Luangprabang Province, Lao PDR.

4.3.6 Marketing and Promotion

1) Marketing and promotion programs of the site should be positioned as a prime destination globally, so it should be mobilized nationally and internationally. Tourism diplomacy

and the role of foreign missions of Lao PDR consulates should be involved in the promotion of the Laungprabang town.

2) This examine recommends the implementation of a cultural tourism marketing program that can be integrated into an overall tourism marketing strategy and program for the country or region through the respective government authorities.

3) Positioning Luangprabang town as an important ancient archeology and religious tourism destination would give more impact to the tourism development at Luangprabang town. Furthermore, make a sustainable religious tourism focus by developing, promoting and doing necessary branding by respective government and other stakeholders in the tourism industry.

4) In order to eliminate seasonality problems in the tourism industry, this study recommends more promotion of new tourism products and areas such as special interest tourism, for example world cultural heritage site tourism, by introducing newly designed tourism packages to the tourists.

5) The image of this site should be promoted in order to give a clear picture to tourists and promote tourism business in sustainable tourism development using the world cultural heritage site method.

4.3.7 Human Resource Management

1) Various human resource sustainable tourism development programs by all stakeholders can fill the gap of demand for a skilled workforce locally.

2) Therefore, by looking at the potential, this study recommends training tourist guides for the tourism industry for natural, archeological, religious, cultural and historical places by getting assistance from relevant training institutions, LNTA, etc. and from the local community.

3) Priority should be given on training for local people and heritage site managers and needs to monitor service

delivery and product quality to ensure expectations of visitors are met. Local authorities and the private sector could do it jointly.

4.3.8 Cooperation among Stakeholders

1) In organize to get benefits for all sectors from tourism as well as for sustainability, establishment of a good partnership among all stakeholders is necessary that could reinforce local traditions, products and separate identity. Government should facilitate and accordingly coordinate the roles of all the stakeholders.

2) Local authorities should formulate a cooperation strategy in the airline sector to fulfill the gap of lack development of air service as well as shortage of air seats. Enabling the private sector to promote foreign and regional investment in airlines and encouraging entrepreneurs in facilitating regional airlines operation with safety and standards precautions.

3) All stakeholders have a position to play. It is particularly important to engage business, and to ensure that initiatives are commercially realistic and integrated into mainstream operations.

4) Working together should be an agreed upon strategy in the creation of a vision and strategies for the development of community-based tourism products for sustainability.

5) Private business should favor employing locals, and propose that the government should establish a legal framework for protection of the local community.

6) In an addition to that respective government authorities should take initiatives to collaborating with the relevant government agencies and tourism industry, coordinate closely with local communities on formulating strategies, programming actions and implementation.

7) For the overall development strategies, there is a need to establish cooperation linkages between the tourism industry and the relevant government agencies, with these parties working closely together in detailing the strategy and implementation programs.

8) Respective authorities should take initiatives to designate key individual positions, for example, the local coordinator of a community-based project. Sometimes, the success of a program will depend on one or a few dynamic and committed individuals.

9) Respective authorities should take initiatives to designate specific respective responsibilities involved in implementation by the various agencies and levels of government, private sector and local communities. For some programs, especially community-based programs, LNTA can perform an important role.

4.3.9 Poverty Reduction and Income Generating Programs

1) The management plan and cultural tourism strategy for Luangprabang town world cultural heritage site should be able to reduce the poverty level of the community.

2) Various income generating programs should be launched with the cooperation and participation of related stakeholders. The surrounding communes should get a certain percentage of income from tourism in Luangprabang town. Collaborating strategy could also resolve shared and individual problems.

3) Poverty reduction in the community would be possible through the development of tourism projects that directly benefit the community. Highest involvement in economic gain makes poverty reduction possible. Furthermore, tourism program enhances the benefits to poor people (local residents living surrounding the Luangprabang town region)

from tourism, and increase their participation in managing the tourism products.

4) If more tourism can be developed in the Luangprabang town as well as in the community, particularly in a way that involves high local participation in decision and enterprise sustainable tourism development.

5) The responsible authorities in tourism in Lao PDR. Should be mobilize the organizational, technical, regularity and financial resources required such as credit facilitation and advisory services to implement sustainable tourism development program.

6) Sustainable tourism development in Luangprabang town should also bring a range of other benefits to the area, such as infrastructure development. However, development in world cultural heritage site, Luangprabang town, Lao PDR. Its challenges, economic and logistic issues such as quality of the product, accessibility and infrastructure of the destination, availability of skills, and interest of investors must be carefully considered.

7) Sustainable tourism development in world cultural heritage site can generate different types of local cash income wages from formal employment earnings for selling goods, services, or casual labor, dividends from profits arising from locally owned enterprises.

8) Collective income: this may include profits from a community run enterprise, dividends from private-sector partnership and land rental paid by an investor.

9) In order to reduce poverty through the development of cultural tourism, the stakeholders from private and public sectors should immediately put into place a public relations and information campaign designed to make decision-maker as well as the general public, awareness of key role that sustainable tourism development can play in alleviating poverty and generally improving the quality of life in Luangprabang town, Lao PDR.

This study recommends the respective government authorities in tourism in Luangprabang town, Lao PDR. Sustainable tourism development in world cultural heritage site, this to apply tourism strategies to alleviate poverty in Luangprabang town.

Home stay

Respective government authorities should support the local communities, authorities to promote quest house and hotel in Luangprabang tow in order to reduce the poverty level among communities. In this regard, the government should support the local communities to implement quest house and hotel by getting assistance from LNTA, and financial institutions to facilitate awareness training, capacity building programs and recognition facilities for the local community.

4.4 Limitations and Suggestions for Further Study

4.4.1 Limitations

The limitation of the study is described as follows:

1. As a limitation only sustainable tourism development for local community and stakeholders were considered as a sample though there are many stakeholders who are involved in the tourism at Luangprabang town. This was due to the shortage of time availability allocated to this research study. Though the foreign tourists play a major role in the development of Luangprabang town, the researcher was unable to include tourists to Lao PDR as a stakeholder due to time constraints.

2. This research study completely avoided the seasonality effects with regards to the Luangprabang town during data collection.

3. The researcher was able to interview 25 stakeholders due to limited time availability.

4.4.2 Suggestions for Further Study

This research study focused on the existing circumstances of sustainable tourism development, to investigate the government measures, to study the influence of stakeholders that promotes community participation and to propose guidelines for community participation in sustainable tourism development in world cultural heritage site, Luangprabang town, Lao PDR. However, the sustainable tourism development at this site may not only need the community participation, as there are many more components that should be considered to ensure sustainability.

1. To study the attitudes of communities surrounding areas of the heritage site and monitor the impacts of tourism in order to make sustainable tourism.

2. To study carrying capacity of world cultural heritage site in Luangprabang town and the surrounding community in order to determine the number of tourists that might be allowed to come in the future.

3. The participation of all tourism stakeholders in sustainable tourism at world cultural heritage site Luangprabang town, including the private sector, government, tourist, and other related agencies.

4. There with regard to is an inadequate number of research studies carried out which focuses on sustainable tourism development in Luangprabang town especially identifying the market segments, the new tourism products, the environment issues and economic impacts. This study recommends necessary research studies should be carried out periodically in order to develop tourism at Luangprabang town

by the respective government authorities with the assistance of all other stakeholders in the industry

5. Take initiatives to apply these strategies to other tourism viable places in Lao PDR.

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APPENDICES



Appendix A

No.....

Questionnaires with the Local Community
Sustainable Tourism Development in World Cultural Heritage Site,
Luangprabang Town, Luangprabang Province, Lao PDR.

Dear: Community Member!

The propose of questionnaire is to collect data and information for a research in the Master of Business Administration in Hospitality and Tourism Management (International Programme) at Prince of Songkla University, Phuket Campus, Thailand. Please answer the following questions. All individual information will be kept confidential. The data collected will be beneficial for academic propose only. The research topic is to study “Sustainable Tourism Development in World Cultural Heritage Site, Luangprabang Town, Luangprabang Province, Lao PDR”.

Thank you for your kind cooperation

Mr. Chansone Keomanivong, Researcher

Part 1: Personnel demographic Characteristics (please tick):

1. Gender

a. Male

b. Female

2. Age

a. 15-30 years old

b. 31-45 years old

c. 46-60 years old

d. > 61 years old

3. Marital status

a. Single

b. Married

c. Widowed

d. Divorced

4. Religion:

a. Hinduism

b. Buddhism

c. Muslim

d. Christian

e. Other (Please specify).....

5. Education level

- a. Non-education b. Primary school
- c. Secondary school d. High school
- e. Bachelors Degree f. Masters degree and above

6. Occupation:

- a. Government officer b. Small business
- c. Student d. Transportation business (driver)
- e. Farmer f. Local Guide
- g. Food and beverage business h. Art Shops
- i. Self-employed j. Unemployed/Retired
- k. Other (Specify).....

7. Household monthly income :(In currency Kip)

- a. K. 300,000 or less b. K 300,001-500,000
- c. K. 500,001-1,000,000 d. K. > 1,000,001 or more

Part 2: In your opinion with the “Sustainable Tourism Development in World Cultural Heritage Site, Luangprabang Province. Please respond to the following by tick on the attribute on a scale of 1,2,3,4 or 5; 5 = Strongly Agree, 4 = Agree, 3 = Fair,

2 = Disagree and 1 = Strongly Disagree

N	indicators	Agree ← Disagree				
		Assessment Level				
I	Tourism in Heritage Site					
	1. Tourism is good for our community	5	4	3	2	1
	2. I participate in the tourism planning activities	5	4	3	2	1
	3. I have a participation in tourism activities	5	4	3	2	1
	4. I participate in decision making of tourism management	5	4	3	2	1
	5. I gain the benefit though tourism participations	5	4	3	2	1
II	Society and Culture impacts					
	1. Tourism provide the opportunity to learn and exchange the	5	4	3	2	1

	culture with tourists					
	2. Relationships with tourists and other local community	5	4	3	2	1
	3. Recognized of heritage site among tourism in term of culture, art, traditions	5	4	3	2	1
	4. Tourism harms moral standards	5	4	3	2	1
	5. Preservation of the cultural heritage site	5	4	3	2	1
	6. Enhance community pride of the uniqueness of culture	5	4	3	2	1
	7. Tourism bring in social problems (drug, crime, alcohol, etc)	5	4	3	2	1
	8. Tourism improves public facilities in heritage site	5	4	3	2	1
	9. Help to preserve cultural heritage and crafts	5	4	3	2	1
II	Economic impacts					
I						
	1. Provides more business for local people	5	4	3	2	1
	2. Tourism creates new job for local people	5	4	3	2	1
	3. Tourism raises price for goods	5	4	3	2	1
	4. Tourism improving local people and facilities in heritage site	5	4	3	2	1
	5. Economic growth of local economy	5	4	3	2	1
I	Environmental impact					
V						
	1. Tourism degrades local natural environment	5	4	3	2	1
	2. Tourism create cleanliness of community	5	4	3	2	1
	3. Tourism creates more solid and liquid waste	5	4	3	2	1
	4. Tourism creates air, water, eye pollutions	5	4	3	2	1

Part3: Some General Informative Questions please respond to the following questions by

Tick out in the box.

1. Do you or your family sell any your product/service to tourists or tourism business?

- a. No b. Yes

2. Did you or your family get any tourism related trainings? (Cook, guide, languages)

- a. No b. Yes

3. Did you or your family get involve in any tourism trips or exhibitions?
 a. No b. Yes
4. Are there any important place surrounding your community, which you want to preserve?
 a. No b. Yes c. Don't know
 c. If yes (specify).....
5. Are public toilets easy to find in your community?
 a. No b. Yes
6. Do you think tourism offered education for community?
 a. No b. Yes c. Don't know
7. Are there any emergency medical facility in or within an hour's travel of your community?
 a. No b. Yes c. Don't know
8. Did Local residents complain about the presence of tourists?
 a. No b. Yes c. Don't know
9. Are there measurable economic and social benefits of tourism for your community?
 a. No b. Yes c. Don't know
10. Do you want to get involve in tourism activities? (Hotel, travel, Restaurant, guides etc.)
 a. No b. Yes
11. Are local people getting job and tourism business at Luangprabang Town?
 a. No b. Yes c. Don't know
12. Do you know about sustainable tourism development?
 a. No b. Yes c. Don't know
13. Are you getting adequate information about tourism and heritage site?
 a. No b. Yes
14. Do you want more tourists in your community?
 a. No b. Yes c. Don't know
15. Do you know that Luangprabang Town is a World Cultural Heritage Site?
 a. No b. Yes
16. Please specify the important assets of Luangprabang Town.
 1....., 2....., 3....., 4.....

5....., 6....., 7....., 8.....,

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17. Your suggestions and recommendations regarding sustainable tourism development in world Cultural heritage site, Luangprabang town

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Thank you for your kind cooperation!



Appendix B

No.....

Interview with the Local Government

Sustainable Tourism Development in World Cultural Heritage Site,

Luangprabang Town, Luangprabang Province, Lao PDR.

Dear: Local Government!

This interview is purpose for collect data and information for research of the Master of Business Administration in Hospitality and Tourism Management (International Programme) at Prince of Songkla University, Phuket Campus, Thailand. Please answer the following questions. All individual information will be beneficial to further. The objective is to study “Sustainable Tourism Development in World Cultural Heritage Site, Luangprabang Town, Luangprabang Province, Lao PDR”.

Thank you for your kind cooperation

Mr. Chansone Keomanivong, Researcher

Questions:

1. How important of tourism industry towards Luanprabang Province from your viewpoint?
2. What is sustainable tourism development according your view?
3. How do you think about local people participation in world cultural heritage Site and how does it can further improve?
4. What are your suggestions to make world cultural heritage site Luangprabang town for sustainable development?
5. According your idea what are the methods or strategies to sustainable tourism development?
6. According your idea what are the methods or strategies for world cultural heritage site Luangprabang town?
7. What are the most important problems for sustainable tourism development in world heritage site Luangprabang town that need to be improved very immediately?
8. What should be done to solve those problems, if you were authorized as a tourism planning officer?
9. Other suggestions?

Thank you for your kind cooperation!



Appendix C

No.....

Interview with the Local Tourism Business
Sustainable Tourism Development in World Cultural Heritage Site,
Luangprabang Town, Luangprabang Province, Lao PDR.

Dear: Local Tourism Business!

This interview purpose for collect data and information for research of the Master of Business Administration in Hospitality and Tourism Management (International Programme) at Prince of Songkla University, Phuket Campus, Thailand. Please answer the following questions. All individual information will be beneficial to further. The objective is to study “Sustainable Tourism Development in World Cultural Heritage Site, Luangprabang Town, Luangprabang Province, Lao PDR”.

Thank you for your kind cooperation

Mr. Chansone Keomanivong, Researcher

Questions:

1. Brief introduction of tourism situation in world cultural heritage Site Luangprabang town
2. What are the opportunities and threats of world cultural heritage site in Luangprabang town?
3. What are the problems for sustainable tourism development at this heritage site Luangprabang town?
4. How do you think about local people participation in development world cultural heritage site, and how does it can further improve?
5. What are your suggestions to make world cultural heritage site for your business?
6. How about Plan and policies of private business at Luangprabang town for sustainable tourism development in world cultural heritage site?

7. How about the role and responsibility of private business for local people in tourism business?
8. What are the supporting businesses and what are the problems for implementing tourism management at heritage site at Luangprabang Town?
9. Other suggestions?

Thank you for your kind cooperation!

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