



**Proposed Guidelines for Improving Local Residents' Participation  
on Sustainable Tourism Development: The Case of Tambon Chalong,  
Amphur Muang, Changwat Phuket**

**Varaporn Choosri**

**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Business Administration in Hospitality and Tourism Management**

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ชื่อวิทยานิพนธ์	แนวทางข้อเสนอสำหรับการมีส่วนร่วมของประชาชน ในเรื่องการพัฒนาการท่องเที่ยวแบบยั่งยืน กรณีศึกษาตำบลคลอง อำเภอเมือง จังหวัดภูเก็ต
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### บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาความคิดเห็นของประชาชนต่อการท่องเที่ยวในตำบลคลอง (2) ศึกษาระดับการมีส่วนร่วมของประชาชนในการบริหารและจัดการเพื่อการท่องเที่ยวร่วมกับองค์การบริหารส่วนตำบลคลอง (3) นำเสนอแนวทางในการพัฒนาการมีส่วนร่วมในระดับท้องถิ่นสำหรับการพัฒนาการท่องเที่ยวอย่างยั่งยืนร่วมกับองค์การบริหารส่วนตำบลคลอง

วิธีการศึกษาใช้ทั้งการใช้แบบสอบถามและการสัมภาษณ์ ผู้วิจัยได้ใช้แบบสอบถามแจกให้กลุ่มประชากรที่อาศัยอยู่ในตำบลคลอง อำเภอเมือง จังหวัดภูเก็ต จำนวน 382 คนจาก 382 ครัวเรือนในช่วงเดือนมิถุนายนถึงเดือนกรกฎาคม พ.ศ. 2549 วิเคราะห์ข้อมูลที่ได้ด้วยโปรแกรมสำเร็จรูปเพื่อการวิจัยทางสังคมศาสตร์ ค่าทางสถิติที่ใช้ในการวิเคราะห์ได้แก่ ค่าการแจกแจงความถี่ ค่าร้อยละ ค่าเฉลี่ย และค่าส่วนเบี่ยงเบนมาตรฐาน ส่วนข้อมูลเชิงคุณภาพได้มาจากการสัมภาษณ์กลุ่มตัวอย่างของเจ้าหน้าที่จากองค์การบริหารส่วนตำบลคลองจำนวน 3 คน

ในส่วนของข้อมูลเชิงปริมาณ ผู้ตอบแบบสอบถามส่วนใหญ่เป็นสตรีร้อยละ 59.95 ช่วงอายุ 21-30 ปีร้อยละ 42.93 สถานภาพโสดร้อยละ 42.93 มีระดับการศึกษาชั้นอนุปริญาตร้อยละ 30.89 หน้าที่การงาน คือ ลูกจ้างทั่วไปร้อยละ 54.71 รายได้ประมาณ 5,001 ถึง 10,000 บาทต่อเดือนร้อยละ 43.19 และพักอาศัยอยู่ในตำบลคลองประมาณ 1-10 ปีร้อยละ 70.68

ผลวิจัยพบว่า ประชาชนเห็นด้วยกับการท่องเที่ยวที่ส่งผลดีทางด้านเศรษฐกิจ (ค่าเฉลี่ย 4.14) สังคมวัฒนธรรม (ค่าเฉลี่ย 3.58) และสิ่งแวดล้อม (ค่าเฉลี่ย 3.60) ในขณะที่ประชาชนร้อยละ 50.00 ต้องการให้มีการท่องเที่ยวเพิ่มมากขึ้นในพื้นที่ของตน แต่ระดับการมีส่วนร่วมของประชาชนในการวางแผนและการจัดการการท่องเที่ยวนั้นยังอยู่ในระดับที่ไม่แตกต่างกัน (ค่าเฉลี่ย 3.23)

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาความคิดเห็นของประชาชนต่อการท่องเที่ยวในตำบลคลอง (2) ศึกษาระดับการมีส่วนร่วมของประชาชนในการบริหารและจัดการเพื่อการท่องเที่ยวร่วมกับองค์การบริหารส่วนตำบลคลอง (3) นำเสนอแนวทางในการพัฒนาการมีส่วนร่วมในระดับท้องถิ่นสำหรับการพัฒนาการท่องเที่ยวอย่างยั่งยืนร่วมกับองค์การบริหารส่วนตำบลคลอง

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เจ้าหน้าที่จากองค์การบริหารส่วนตำบลได้ให้ข้อมูลว่า องค์การบริหารส่วนตำบลคลองได้ให้ข้อมูลเกี่ยวกับการท่องเที่ยวอย่างยั่งยืนแก่ประชาชน โดยที่ประชาชนสามารถรับข่าวสารและแสดงความคิดเห็นกับเจ้าหน้าที่เพื่อการพัฒนาการท่องเที่ยวในตำบล แต่เจ้าหน้าที่พบว่าประชาชนมาเข้าร่วมขบวนการวางแผนและการจัดการค่อนข้างน้อยเนื่องจากประชาชนให้เหตุผลว่าติดภาระเรื่องงานไม่สามารถมาได้ อีกทั้งประชาชนไม่เข้าใจในผลประโยชน์จากการมีส่วนร่วม ผลการสัมภาษณ์แบบเจาะลึกยืนยันข้อมูลจากแบบสอบถามคือมีเพียงร้อยละ 7.07 ของผู้กลุ่มตัวอย่างเคยมีส่วนร่วมในขบวนการวางแผนด้านการท่องเที่ยวขององค์การบริหารส่วนตำบลส่วนประชาชนเองให้ความเห็นว่า ทางองค์การบริหารส่วนตำบลจะต้องให้ข้อมูลข่าวสารแก่ประชาชนให้มากขึ้นและเพิ่มช่องทางการกระจายข่าวให้ประชาชนทราบถึงทั่วกัน เพื่อพัฒนาปรับปรุงการมีส่วนร่วมของชุมชนในด้านการวางแผนการจัดการการท่องเที่ยวร้อยละ 31.28

แนวทางข้อเสนอสำหรับการมีส่วนร่วมของประชาชนในการพัฒนาการท่องเที่ยวอย่างยั่งยืนที่ตำบลคลอง คือ (1) องค์การบริหารส่วนตำบลคลองควรประเมินผลการพัฒนาท้องถิ่น 3 ปี (2) ให้สารสนเทศเกี่ยวกับการพัฒนาการท่องเที่ยวอย่างยั่งยืน (3) สร้างความตระหนักในการพัฒนาอย่างยั่งยืน (4) แจกแจงความก้าวหน้าความยั่งยืน และ (5) องค์การบริหารส่วนตำบลคลองควรแต่งตั้งคณะกรรมการการท่องเที่ยว

**คำสำคัญ** การพัฒนาการท่องเที่ยวอย่างยั่งยืน, การมีส่วนร่วมของประชาชน, องค์การบริหารส่วนตำบลคลอง, ตำบลคลอง, จังหวัดภูเก็ต

<b>Thesis Title</b>	Proposed Guidelines for Improving Local Residents' Participation on Sustainable Tourism Development: The Case of Tambon Chalong, Amphur Muang, Changwat Phuket
<b>Author</b>	Miss Varaporn Choosri
<b>Major Program</b>	Hospitality and Tourism Management (International Program)
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### ABSTRACT

The objectives of this study were (1) to investigate local residents' opinions for general tourism development at Tambon Chalong, (2) to investigate the participation level of local residents in tourism planning and management with Tambon Chalong Administration Organization, and (3) to propose guidelines for developing local participation for sustainable tourism development at Tambon Chalong Administration Organization (TCAO).

A mixed methods approach has been adopted including questionnaire and in-dept interview. 382 questionnaires were distributed to local residents in Tambon Chalong, Amphur Muang, Changwat Phuket. The questionnaires were collected during June to July 2006. SPSS for Windows was the statistical analysis package used to analyze the data. The statistic used were frequency, percentage, mean, standard deviation. Qualitative research was utilized from in-dept interview from 3 officers of TCAO.

The results of the study, the majority of the respondents were female (59.95%) with age of 21-30 years old (42.93%). The major educational level of the respondents was diploma (30.89%). Their major occupations were employee (54.71%). The respondents' monthly incomes were between 5,001 - 10,000 Baht (43.19%), and also the majority of local residents have stayed in Tambon Chalong for 1-10 years (70.68%).

The opinions of local residents for general tourism at Tambon Chalong was rated at "agree level" with the aspect of economy (mean=4.14), socio-culture (mean=3.58), and environment (mean=3.60). Moreover, local residents had demanded for the "Higher Level" (50.00%) for tourism at Tambon Chalong. But, the participation level of local residents in tourism planning and management were rated at "indifferent level" (mean=3.23).

The officers of TCAO explained that they had provided the information about sustainable tourism to local residents. Local residents can come to the offices to get information and TCAO can know the ideas of local residents toward TCAO projects. However, the officers found the obstacle that local residents gave reasons for being absent or not participating in the planning and management process. The reasons were that they were occupied with their own matters to join the processes, and they did not understand what benefit they will get from the participation. The result from in-dept interview was support the figure from questionnaire that there were only 7.07% of 382 respondents had participated in tourism planning. From low level of local participation, local respondents suggested that TCAO should give more information to local residents and explain what benefits they would get (31.28%).

The guidelines for developing local participation for sustainable tourism development at Tambon Chalong are (1) TCAO should monitoring the 3Years Local Development Plan (2) providing information about sustainable tourism to local community (3) building awareness to sustainable tourism (4) updating the sustainability progression (5) TCAO can create a tourism committee

**Key Words:** Sustainable Tourism Development, Local participation, Tambon Chalong Local Administration Organization, Tambon Chalong, Changwat Phuket



## **ACKNOWLEDGEMENTS**

This thesis “Proposed Guidelines for Improving Local Residents’ Participation on Sustainable Tourism Development: The Case of Tambon Chalong, Amphur Muang, Changwat Phuket” was completed with the kindness and contribution from my advisor, Assoc. Prof. Manat Chaisawat. I want to thank for his continuous supports and always there to listen and give efficient suggestion to have this thesis moving forward and successfully complete.

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## **LIST OF ABBREVIATIONS AND SYMBOLS**

<b>LAO</b>	Local Administration Organization
<b>TAO</b>	Tambon Administration Organization
<b>TCAO</b>	Tambon Chalong Administration Organization
<b>WTO</b>	World Tourism Organization

# CHAPTER 1

## INTRODUCTION

### 1.1 Statement of the Problem

Tourism has been promoted in Thailand as a major generator of national income for the country in terms of creating job opportunity, increasing tax revenues and earning export (Rattanasuwongchai, 1998).

Tourism plays an important role in provinces with high tourism potential, the development of tourism infrastructures, the provision of public utilities and a welfare service have raised the overall standards of living. In what were once rural communities without roads, electricity or tap water, tourism development has contributed to a better quality of life (TAT, 2000).

At the same time, as tourism is growing most rapidly. The impacts of tourism are highly diverse. From an economic viewpoint, tourism is heralded as bringing income to local communities, but from an ecological standpoint, tourism poses a threat to sensitive environments (Williams and Fennell, 2002).

Such a rapid development in tourism industry has exhibited stronger and wider impacts on host communities, ranging from economy and social structure to culture and environment.

Sustainable tourism became a significant issue for considering in terms of tourism management since it is a factor that can generate immense income in many countries. Tourism industry does not only conduct to best performance of economic system in each country, but it also provides negative impacts to the tourism destinations. The negative impacts change of social value, competition of any gaining from tourists and destruction of natural resources (Tourism Authority of Thailand, 2005).

The Thai Government Policy of Decentralization under the Tambon Administration Organization (TAO), Act of 1994 (BE 2537) tried to decentralize power to TAO, which is the smallest unit of local government in Thailand for the purpose of independence and self-determination of local affair.

Tourism in Thailand is aware of the sustainable development and trying to encourage local community to participate in the development process. The significance of sustainable tourism in community is that, the community can directly obtain unbiased distribution of all tourism benefits and avoid the negative tourism impacts (Choi and Sirakaya, 2005).

Changwat Phuket is the largest island in Thailand, known as the pearl of the Andaman Sea, which is a touristic city that is famous worldwide for its beautiful scenery and its beaches. The major tourist places were beaches, waterfalls, and the water sport activities such as parachuting, waterskiing, and etc. Moreover, with more incoming tourists to Changwat Phuket, there are a lot of business owners opening the new service business. Those businesses are hotels, resorts, property, restaurants, bar, night club, and etc. in order to serve those tourists.

Furthermore, Chaisawat (2003) suggested that to develop tourism in Changwat Phuket, the central government must encourage Local Administration Organization (LAO) to seriously take charge in maintaining the social and natural environment, preserving local resources, and creating a potential of local residents and community.

Changwat Phuket had experienced a remarkable growth in tourist numbers arrivals from year 2002 to 2004. It made Changwat Phuket a more popular tourist destination as the figures of revenue generated from growth of tourist numbers shown in table 1.1 as follows;

**Table 1.1** Comparison of tourism revenue in Changwat Phuket from year 2002-2004

	Revenue (Million Baht)				
	2002	2003	Change (%)	2004	Change (%)
<b>Thai</b>	11,380.69	13,427.68	+17.99	13,488.26	+0.45
<b>Foreigners</b>	61,218.73	59,836.02	-2.26	72,182.37	+20.63
<b>Total Visitors</b>	72,599.42	73,263.70	+0.91	85,670.63	+16.93

**Source:** TAT, 2005

Therefore, towards tourism development, it may have significant impact upon local community. The main reason for selecting Tambon Chalong was its outstanding place in Changwat Phuket. Commensurate with the rapid revenue has been increased from year to year; in 2002 (18,048,804.96 Baht), in 2003 (29,016,233.30 Baht) and in 2004 (48,063,218.18 Baht).

Besides, the increase of revenue on the current tourist's attraction, Tambon Chalong still has potential to be developed as a quality destination. There is one strategic plan to develop Chalong Pier as a yacht marina. This project leads to many changes to Tambon Chalong area especially the increase of cost of living, cost of land, and property project. Moreover, from observation found that foreigners buy lands or houses in Chalong area for their second home after their retirement. For this reason, there are some private sectors taking advantage from the rapid growth of tourism development project in Chalong without caring about the negative impacts that may occur.

Moreover from observation of researcher found that local people did not pay much attention to TCAO activities. Therefore there was a problem that did local people has ability to share their ideas in their local development plan or not. Therefore this research could allow us to know level of local participation at Tambon Chalong. Then, this research could investigate whether local respondents have influenced from the

rapidly growth of tourism in the area or not. Moreover this can be used to give better suggestions to TCAO to get higher involvement from local people especially in tourism planning and management at Tambon Chalong.

## **1.2 Related Literature**

The conceptual framework of this study will be reviewed such as ideas, theories and related concepts which cover the concept of sustainable tourism. According to those concepts, the philosophy of Sufficiency Economy, Buddhist principle; The Middle Path and the 9<sup>th</sup> National Plan (2002-2006), which focus in planning and management of sustainable tourism of local administration organization, in particular level and area; sub-district administration organization or Tambon administration organization level in Tambon Chalong, Amphur Muang, Changwat Phuket which identified their operational, functional, public participation and planning which emphasizes on Tambon Chalong, were classified as follows:

- 1.2.1 Sustainable Tourism
  - 1.2.1.1 Sustainable Tourism
  - 1.2.1.2 Theories and Ideas related to Sustainable Tourism
  - 1.2.1.3 Tourism Impacts
- 1.2.2 Community Participation in Tourism
  - 1.2.2.1 Definitions and Concept
  - 1.2.2.2 Types and Levels of Community Participation
  - 1.2.2.3 Community Participation in Tourism
  - 1.2.2.4 Tourism Stakeholders
- 1.2.3 Local Administration Organization (LAO)
  - 1.2.3.1 Thailand Public Administration Structure
  - 1.2.3.2 Local Administration Organization
  - 1.2.3.3 Tambon Chalong Administration Organization
- 1.2.4 Related Research

## **1.2.1 Sustainable Tourism**

### **1.2.1.1 Sustainable Tourism Development**

#### **Definition and Concept**

The concept of sustainability principles refers to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long term sustainability (WTO, 2004a). The increasing popularity of sustainability has led to different understandings of what sustainability really means, so to help clarifying for industry professionals, the Center for Sustainable Tourism at East Carolina University (2005) has developed a working definition

that includes actions that contribute to a balanced and healthy economy by generating tourism-related jobs, revenues, and taxes while protecting and enhancing the destination's socio-cultural, historical, natural and built resources for the enjoyment and well-being of both residents and visitors.



Due to the Publication of Our Common Future (World Commission on Environment and Development in abbreviation as WCED, 1987) and its relevance to current conceptualization of tourism, the concept of sustainable tourism has recently been definite and developed in different terms. Sharpley et al. (2001) stated that the concept of sustainable tourism has become the focus of increasing attention amongst tourism theorists and partitions and has achieved wide spread acceptance as a desirable objective of tourism development policy and practice. It is supported by PATA (1992) stated that the tourism industry must be profitable and environmentally sustainable if it is to provide long-term benefits, but this will not be achieved without a new and different approach to industry planning and development.

Sustainable tourism is a “kinder and gentler” form of tourism development that stresses forms that are sensitive to environmental impact, give rise to harmonious relationships between hosts and tourists, and follow a long-term timeframe in consideration of economic consequences as mentioned later on (Bramwell and Lane, 1993). Moreover, sustainable tourism ought to be seen as an attempt to reconcile conflicting sets of values with regard to the environment (Hall, 1998). Moreover, Bramwell and Lane (1993) supported that sustainable tourism is a positive approach intended to reduce the tensions and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holidaymakers.

According to Saarinen (2001), sustainable tourism is more a point of view than a precise operational definition. Nevertheless, Saarinen goes on to define sustainable tourism as tourism that results in developments capable of sustaining the environmental quality of destinations, the quality of tourist experiences, and the social and cultural systems of local people. Similarly, Fennell (2003) mentioned that sustainable tourism development is seen as a guide to the management of all

resources in a way that it can fulfill economic, social and needs while maintaining cultural identity, ecological process, biological diversity and life support systems.

Local community is therefore important to realize in planning and organizing the sustainable tourism, especially tourism destination in order to get highest benefit while reducing negative tourism impacts.

## Sustainable Tourism Development

Sustainable development is a concept of balancing different human needs i.e. while striving for progress in one area of endeavor, humans should not create problems (externalities) in other areas now or for future generations. The reasons for implementing sustainable development are derived from its promise to minimize or prevent problems, obtain solutions to multiply problems through effective target and on our need to overcome the predicted inability to survive unless change occurs. Sustainable development relies on collaboration, community involvement, shared responsibility and integration of activities (WTO, 2004b). Moreover, 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 (WTO, 2004b).

With sustainable tourism development, the concept can be summarized as the 4 following points. The **first point** is tourism development may take place if it does not damage the environment and ecology; **the second point** is sustainable tourism development largely consists of small-scale development and is based on the local community; **the third point**, sustainable tourism development takes its point of departure in who benefits from tourism and not to exploit the local residents; **the last point** is sustainable tourism development which emphasizes on cultural sustainability that is retained in its architecture and cultural heritage (Lars, 2000).

The increasing number of abuse created to the tourism resources especially at the tourist attractions, mostly in natural attractions; make the rising in the awareness of sustainable tourism development concept. Nowadays, the development in every aspect is more often mentioned on sustainable development than the past. This is the result of the United Nations Conference on Environment and Development

(UNCED), the Earth Summit, on 14 June 1992. The Agenda 21(See Appendix E) for travel and tourism is adopted in this Earth Summit. Agenda 21 is a comprehensive program of action on major environmental and development issues at the global level as well as being the blueprint for securing the sustainable future of the earth.

There are four fundamental principles for the World Conservation Strategy that came out from the World Commission on Environment and Development (See Appendix C). The first principle is ecological sustainability in which the development must be compatible with the maintenance of ecological processes, biological diversity and biological resources; the second principle is economic sustainability that is economically efficient and equitable development within and between generations; thirdly, social sustainability that is the development must be designed to increase people's control over their lives, maintain and strengthen community identity; the last one is cultural sustainability, the development must be compatible with the culture and the values of the people affected by it (Sofield, 2003).

### **Guidelines and Principles for Sustainable Tourism**

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. WTO (2004a) purposed that sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

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, 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.

United Nation (2003) presented a list of guidelines, techniques and principles which are important for national governments, destinations and organizations who wish to be guided by the ethics of sustainable and responsible tourism. These guidelines and principles (See Appendix D) which includes:

- **Participation:** Residents of a community must maintain control of tourism development by being involved in setting a community tourism vision, identifying the resources to be maintained and enhanced, and developing goals and strategies for tourism development and management. Residents must participate in the implementation of strategies and the operation of the tourism infrastructure, services and facilities.
- **Stakeholder Involvement:** Tourism initiatives should be developed with the help of board-based community input. Participants could include local NGOs groups and institutions, volunteer service groups, the poor, women, municipal governments and their economic development departments, tourism associations, visitor bureaus, town business associations, regional representatives of provincial tourism development and any other

party which might be involved in or impacted by tourism.

- **Local Ownership:** Tourism development must provide quality employment for community residents. The provision of fulfilling jobs has to be seen as an integral part of any tourism development at the local level. Part of the process of ensuring quality employment is to strongly ensure that the tourism infrastructure is developed and managed by local people. Experience has demonstrated that the provision of education and training for local residents and access to finance for local businesses and entrepreneurs are central to this type of policy.
- **Establishing Local Business Linkages:** Linkages must be established among local businesses in the tourism industry in order to ensure tourism expenditures staying within the destination rather than leaking out to purchase imported goods and services for tourists. Local involvement in tourism facilitated the development of linkages among the service and goods providers within the tourism destination.
- **Sustainability of the Resource Base:** Sustainable tourism development has to provide for intergenerational equity. Equitable distribution of costs and benefits of tourism development must take place among present and future generations. To be fair to future generations of tourists and the travel industry, society should strive to leave a resource base no less than the one inherited. Sustainable tourism development must, therefore, avoid resource allocation actions that are irreversible.

- **Community Goals:** Harmony is required between the needs of a visitor, the place and the community. This is facilitated by broad community support with a proper balance between economic, social, cultural, human objectives, and recognition of the importance of cooperation between government, host communities, the tourism industry and non-profit organizations involved in community development and environmental protection.
- **Cooperation:** Cooperation between local attractions, businesses and tourism operators is essential. It can be directly affected by the performance of quality of another. Models of partnerships must be explored in the areas of planning, management, marketing and funding for tourism ventures.
- **Carrying Capacity:** There is a definite need for the impact assessment of tourism development proposals to distinguish between plans which encourage mass versus quality tourism. The capacity of sites must be considered, including physical, natural, social and cultural limits. Development should be compatible with local and environmental limits, and operations should be evaluated regularly and adjusted as required.
- **Monitoring and Evaluation:** Guidelines have to be established for tourism operations, including requirements for impact assessment. There should be codes of practice established for tourism at the national, regional and local levels. There is also a need to develop indicators and threshold limits for measuring the impacts and success of local tourism ventures. Protection and monitoring strategies are essential if communities are to



protect the resources that form the basis of their tourism product to protect the environment (the tourism resource base) on which it depends.

- **Accountability:** The management and use of public goods such as water, air and common lands should ensure accountability on behalf of users to ensure these resources are not abused.
- **Training:** sustainable tourism development requires the establishment of education and training programs to improve public understanding and enhance business, vocational and professional skills especially for the poor and women. Training should include courses in tourism, hotel management, creation and operation of small businesses and other relevant topics.
- **Positioning:** Sustainable tourism development involves promoting appropriate uses and activities to reduce poverty and draw from and reinforce landscape character, sense of place, community identity and site opportunities. These activities and uses should aim to provide a quality tourism experience that satisfies visitors while adhering to other principles of sustainable tourism.

Therefore, sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

### **1.2.1.2 Theories and Ideas related to Sustainable Tourism**

#### **Philosophy of Sufficiency Economy and Self Reliance**

The concept of sustainable development is related to His Majesty the King's philosophy of "Sufficiency Economy" Economic development must be done step by step. It should begin with strengthening of our economic foundation, by assuring that the majority of our population has enough to live on".

His Majesty the King (King Bhumibol Adulyadej, Royal Speech 1974, p.12) has reminded Thai people through his royal remarks on many occasions of a step-by-step and balanced approach to development, and indeed it can serve as guidance for the country's economic and social developments.

The Public Relation Department (2004) gives a definition of "*Sufficiency*" means having enough to live on, moderation, reasonableness, and immunity. His Majesty the King elaborated on the meaning of "self-sufficiency" that it means having enough to live on and to live for.

The Public Relations Department (2004) explains the concept of a sufficiency economy as stressing an appropriate conduct and way of life, while incorporating moderation, due consideration in all modes of conduct, and the need for sufficient protection from internal and external shocks. It requires the application of accurate knowledge, care and giving, mutual assistance, and collaboration.

A sufficiency economy in this context would be an economy fundamentally conditioned by basic need, not greed, and restrained by a conscious effort to cut consumption. This is probably acceptable as far as it does not reject any gaining in welfare and well-being due to greater consumption (Krongkaew, 2003).

### **Middle Path**

Hall (2006) stated that religion and spirituality are still among the most common motivations for travel. Many

major tourism destinations have developed largely as a result of their connections to sacred people, places and events. Providing a comprehensive assessment of the primary issues and concepts related to this intersection of tourism and religion. This revealing book gives a balanced discussion of both the theoretical and applied subjects that destination planners, religious organizations, scholars, and tourism service providers must deal with on a daily basis.

Moreover, Wasi (1999) argues that self-reliance is being able to stand on one's own feet, with sustainable development deriving from one's own initiative. "Sufficiency Economy" is a philosophy that stresses the middle path as the overriding principle for appropriate conduct by the populace at all levels.

Sangthong (1998) indicated that the concept of "The Middle Way" to environmental management by training human life on three core aspects:

1. Training and development of an environmental ethics/morals.
2. Training and development of environmental conscience.
3. Training and development of environmental wisdom and understanding, as well as insight into the realities of the environment.

There are five methods of environmental management in Buddhism:

1. Accept the realities of nature and implement its rules as basis and goal for environmental management.
2. Try to unite human development and environmental management through a holistic approach by considering all factors of management as inter-related.
3. Try to free human life from any forms of defilement, such as ignorance, desire and attachment and take measures in promoting the environment by practicing Buddha's teachings in both, discipline and doctrine.
4. An environmental management system based on three steps:
  - a. Learn about environmental management problems.
  - b. Develop an environmental management system.
  - c. Find means to control and check environmental management.
5. Environmental management by entering the monk-hood and leading a life according to its rules to find harmony with nature.

There are three measures to be taken regarding environmental management:

1. Develop wisdom and understanding for the truth; ruling the relationship between man and environment.
2. Cultivate an environmental conscience and mind.
3. Cultivate ethics/morals concerning the environment.

According to Buddhism, both humanity and the environment are by nature set into a finely tuned balance (Sangthong, 1998). Therefore, a sufficiency economy is the idea of depending on oneself without disturbing others. People rely on themselves instead of asking for things or waiting to be helped by others.

### **1.2.1.3 Tourism Impacts**

Tourism establishment and activities can create both benefits and costs to the communities. The costs and benefits of tourism will occur in each destination and can change over time, depending on the tourism activities in a destination (United Nations, 2003). The costs and benefits of tourism will be divided into economic, social, cultural and physical environment issues.

#### **Positive and Negative Impacts of Tourism**

##### **Economic Benefits**

- Tourism generates local employment, directly in the tourism sector and in support and resource management sectors.
- Tourism stimulates profitable domestic industries, hotels and other lodging facilities, restaurants and food services, transportation systems, handicrafts and guide services.
- Tourism generates foreign exchange for the country and injects capital and new money into the local economy.
- Tourism helps to diversify the local economy.
- Improved road systems and infrastructure that contributes to the entire destination can be justified and supported by the benefits from tourism development.

- Often the jobs created through tourism can be low-paying and unskilled but they constitute an important step for the poor to improve their economic condition.
- Increased tax revenues from tourism.

### **Economic Costs**

- Higher demand created by tourism activity may increase the price of land, housing and a range of commodities necessary for daily life.
- Demands on health service provision and police services can be increased during the tourist seasons at the expense of the local tax base.

### **Physical Environmental Benefits**

- Parks and nature preserves may be created and ecological preservation supported as a necessity for nature based tourism.
- Improved waste management can be achieved.
- Increased awareness and concern for the environment can result from nature-based tourism activities and development.

### **Physical Environmental Costs**

- Negative changes in the physical integrity of the area.
- Rapid development, over development and overcrowding can forever change the physical environment and ecosystem of an area.
- Degradation of parks, preserves and other attractions such as beaches may occur through over use and poor management.

### **Social Benefits**

- The quality of life of a community can be enhanced by economic diversification through tourism.
- Recreational and cultural facilities created for tourism can be used by local communities as well as domestic/international visitors.
- Public spaces may be developed and enhanced through tourism activity.
- Tourism enhances local community esteem and provides an opportunity for greater understanding and communication among people of diverse backgrounds.

### **Social Costs**

- Rapid tourism growth can result in the inability of local amenities and institutions to meet service demands.
- Without proper planning and management, litter, vandalism and crime often accompany tourism development.
- Tourism can bring overcrowding and traffic congestion.
- Visitors bring with them material wealth and apparent freedom. Young members of the host community are particularly susceptible to the economic expectations. These tourists can result in complete disruption of traditional community ways of life.
- The community structure may change, e.g. community bonds, demographics and institutions.
- The authenticity of the social and cultural environment can be changed to meet tourism demands.

### **Cultural Benefits**

- Tourism can enhance local cultural awareness.

- Tourism can generate revenue to help paying for the preservation of archaeological sites, historic buildings and districts.
- Despite criticism about the alteration of cultures to unacceptable levels, the sharing of cultural knowledge and experience can be beneficial for hosts and guests of tourism destinations and can result in the revival of local traditions and crafts.

### **Cultural Costs**

- Youth in the community begin to emulate the speech and attire of tourists.
- Historic sites can be damaged through tourism development and pressures.
- There can be long-term damage to cultural traditions and the erosion of cultural values, resulting in cultural change beyond a level which is acceptable to the host destination.

In this research, the researcher used the tourism benefits as the local residents' expected benefits from participating in sustainable tourism development. If the tourism benefits are recognized from the beginning of a tourism plan, the strengths and opportunities' issues can be developed into the plan. The tourism must be planned, developed and managed carefully with the consideration to give benefits of local communities. Inskip (1998) suggested some important potential tourism benefits for local communities include the following:

1. Tourism can provide employment for young people, women and local ethnic groups. The supplying sectors such as agriculture, fisheries, crafts and manufacturing in communities are also supported by tourism demand. These jobs may



reduce the out-migration of young people to seek employment elsewhere.

2. Tourism development provide opportunities for local capital investment, jobs, income, profits made from the enterprises and, developing sense of entrepreneurship which is newly promoted in the area.
3. The increasing income generated by the new jobs and enterprises in tourism helps improving the local living standard especially the profits from the locally owned and managed enterprises will remain in the area.
4. Tourism generates local tax revenue that can be used to develop and improve community facilities, services and infrastructure such as libraries, schools, hospitals, parks, and roads.
5. Tourism related skills and technologies are educated to employees and also enhance local human resource development. Some of these skills and technologies may transfer to other economic activities.
6. Tourism development requires adequate infrastructure to be developed such as roads, waste management, water supply, electric power and telecommunications. Tourism development helps paying for the cost of infrastructure improvement and development. Therefore, the local communities will receive the benefits.
7. Tourism provides new market to local products such as agricultural and fisheries items, arts and handicrafts and also stimulating other local economic sectors.
8. Tourism stimulates development of new and improved retail, recreation and cultural facilities such as specially shops, parks and recreation,

cultural centers and theater performances which local residents and visitors or tourists can use. Tourism often helps paying for cultural facilities which local communities alone could not afford.

9. The overall environmental quality of the communities may be improved to serve the tourists as a result of their preference to visit attractive, clean and non-polluted places. Land use and transportation patterns may also be improved because of the redevelopment of some places or tourism attractions.

10. Tourism can provide the justification and help paying for conservation of local nature areas, archaeological and historical sites, arts, crafts and certain cultural traditions because these features are also the attractions for tourists. They must be maintained and to ensure the successful and sustainable tourism.
11. Tourism encourages a greater environmental awareness and a sense of cultural identity to residents. They will develop a sense of pride in their heritage when they realize that the tourists appreciate the local environmental, historical and cultural heritage. Moreover, tourism may stimulate revitalization of certain aspects of the cultural heritage that are being lost by the force of modern development.

Inskeep (1998) had further suggested the general approaches for bringing tourism benefits to local communities include the following:

1. Give the priority to employment in the tourism establishments for local residents. This will usually require special training programs for local people such as foreign language training. Some communities may require basic education to be qualified in the industry.
2. Assist local entrepreneurs to establish small-scale tourism enterprises by technical assistance and small business loans. The monitoring and ongoing assistance is also necessary after the tourism enterprises are started.
3. Improve basic infrastructure as part of the development program for tourism development. Those are the developments of roads, water

supply, electric power and waste management for the communities.

4. Apply techniques for some of the revenue from tourism to be used for improving general community facilities and services. For example, the fees to parks and historic sites can be used for improving medical clinics and schools.
5. Organize the craftsmen to produce and sell local crafts to tourists. This may require special training and development of sales outlets.
6. Encourage local communities to organize traditional performances for tourists and still maintaining the authenticity of the performances.
7. If the local economy is based on agriculture or fishery, develop a program to use these products in tourism enterprises without taking away the communities' food supply will benefit society in general. The marketing and improving of the local products' quality may in need in order to ensure a steady and reliable supply.
8. Encourage the tourism enterprises to use local products in the construction and furnishings of the tourist's facilities, but without creating any environmental negative impacts.
9. Organize some community-based tourism projects such as village tourism and ecotourism which are concerning to community involvement.

Therefore, tourism can bring both positive and negative impact for the community it goes to. The positive impact can bring better life for local people in the community. On the other hand, the negative impact brings unprofitable results to people.

## **1.2.2 Community Participation in Tourism**

### **1.2.2.1 Definitions and Concept**

Participation has defined in several forms, several patterns, several methods and several characteristics. However, academics defined the term of participation as following;

Tosun (2000) defines participation as the means by which citizens can induce significant social reform, which enables them to share the benefits of the affluent society. And also refers that community participation is a form of voluntary action in which individual confront opportunities and responsibilities of citizenship. The opportunities for such participation include joining in the process of self-governance, responding to authoritative decisions that impact on one's life, and working co-operatively with others on issues of mutual concern.

In conclusion, community participation is a process by which people are enabled to become actively and genuinely involved in defining the issue of concern to them, in making decisions about factors that affect their lives, in formulating and implementing policies, in planning, developing, and taking action to achieve change.

### **1.2.2.2 Types and Levels of Community Participation**

Arnstein (1969) created a ladder of citizen participation with eight levels. The bottom two rungs of the ladder (manipulation and therapy) are outlined as non-participation levels, which have been contrived by some to substitute for genuine participation. The objective here is not to enable people to participate in the planning process but to enable those in power to educate the participants. The third and fourth levels (informing and consultation) move into the area of tokenism where participants have the opportunity to speak but they have the lack of power to ensure that their message will be heeded. The fifth level is placation, which is a higher level to tokenism but the power still belongs in the hands of the elite. The final three levels of the ladder have increasing levels of citizen control. The sixth level of partnership allows citizens to negotiate and engage in trade-offs with those in power. In the seventh level of delegate power and the eight level of citizen control, citizens have the majority of the decision-making with full managerial control.

In another context, Pretty (1994) developed a typology of how people participation in development programs. Participation ranges from passive participation where people are told what development project is proceeding to self-mobilization where people take initiatives that are independent of external institutions. Pretty (1994) argued that if development is to be sustainable, then his fifth level of functional participation has to

be achieved to involve local people forming their own groups to meet predetermined objectives related to the development project.

**Table 1.2** Typology of Participation

<b>Typology</b>	<b>Characteristics of Each Type</b>
1. Passive Participation	People participate by being told what is going to happen or has already happened. It is a unilateral announcement by an administration or project management without listening to people' responses. The information being shared belongs only to external professionals.
2. Participation in Information Giving	People participate by answering questions posed by extractive researchers using questionnaire surveys or similar approaches. People do not have the opportunity to influence proceedings, as the findings of the research are neither shared nor checked for accuracy.
3. Participation by Consultation	People participate by being consulted, and external people listen to views. These external professionals define both problems and solutions, and may modify these in the light of people' responses. Such a consultative process does not concede any share in decision-making, and professionals are under no obligation to take on board people' views.
4. Participation for Material Incentives	People participate by providing resources, for example labor, in return for food, cash or other material incentives. Much on-farm research falls into this category, as farmers provide the fields but are not involved in the experimentation of the process of learning. It is very common to see this called participation; People have no stake in prolonging activities when the incentives end.



5. Functional Participation	People participate by forming groups to meet predetermined objectives related to the project, which can involve the development or promotion of externally initiated social organization. Such involvement does not tend to be at early stages of project cycles or planning, but rather after major decisions have been made. These institutions tend to be dependent on external initiators and facilitators, but may become self-dependent.
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**Table 1.2 (Continued)**

<b>Typology</b>	<b>Characteristics of Each Type</b>
6. Interactive Participation	People participate in joint analysis, which leads to action plans and formation of new local institutions or the strengthening of existing ones. It tends to involve interdisciplinary methodologies that seek multiple perspectives and make use of systematic and structured learning processes. These groups take control over local decisions, and so people have a stake in maintaining structures or practices.
7. Self-Mobilisation	People participate by taking initiatives independently of external institutions to change systems. They develop contacts with external institutions for resources and technical advice they need, but retain control over how resources are used. Such self-initiated mobilization and collective action may or may not challenge existing inequitable distribution of wealth and power.

**Source:** Pretty et al. (1994)

Spontaneous participation in Tosun's model (1999) represents an ideal mode of community participation. This ideal

type provides full managerial responsibility and authority to host community. Induced community participation in tourism development, the host community is allowed to hear and be heard. They have a voice in the tourism development process, but they do not have power to insure that their views will be taken into account by other powerful interested groups such as government bodies, multinational companies, international tour operators, etc. It is top-down, passive and indirect. Host communities may participate in implementation and sharing benefits of tourism, but not in the decision making process.

Coercive participation is manipulated and contrived as a substitute for genuine participation. The real objective is not to enable people to participate in the tourism development process, but to enable power holders to educate of cure host communities to turn away potential and actual threats to future of tourism development. Some decisions may be taken to meet basic needs of host communities by consulting local leaders so as to reduce socio-political risks for tourists and tourism development.

Although it seems that tourism development is to take place based upon host communities' priorities, it is heavily skewed towards the fostering and development of tourism. It would primarily be concerned with meeting the needs and desires of decision makers, tourism operators and tourists (Tosun, 2006).

### **1.2.2.3 Community Participation in Tourism**

United Nation (2003) guided that the principles of sustainable tourism include: participation which residents of a community must maintain control of tourism development by being involved in setting a community tourism vision, identifying the resources to be maintained and enhanced, and developing goals and strategies for tourism development and management. Residents must participate in the implementation

of strategies and the operation of the tourism infrastructure, services and facilities.

Drumm (1998) quoted in Singh et al. (2003) outlines a number of options for communities wanting to become involved in tourism development. They include:

1. Renting land to an operator to develop while simply monitoring impacts.
2. Working as occasional part-time or full-time staff members for outside operators.
3. Providing services such as food preparation, guiding, transport or accommodation to operators.
4. Forming joint ventures with outside operators with a division of labor, which allows the community to provide most services, while the operator takes care of marketing.
5. Operating fully independent community tourism program.

Donnges (2003) quoted that the relationship between tourism and community can be considered using a model identifying four different stakeholder groups concerned tourism within any local:

1. Government authorities, who are responsible for the planning, resource managing, and maintenance of basic municipal infrastructure.
2. The local business community, who derives an income from the operation of commercial enterprises.
3. The local community, who shares their area with each other and with the visitors.
4. The visitors, who makes tourism viable.

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/or corrective measures whenever necessary. Therefore all of tourism stakeholders need to be determined in order to develop sustainable tourism (WTO, 2004b).

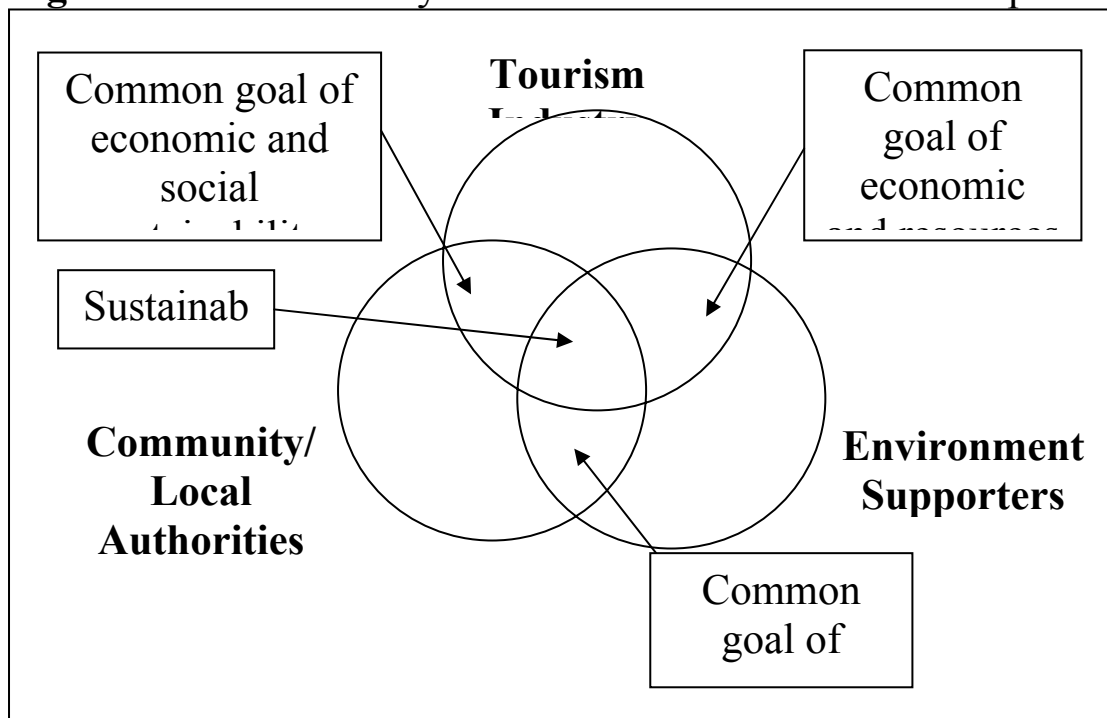
The key to sustainable tourism development is to educate communities so that they understand the negative impacts of mass tourism and the limit to ecosystem carrying capacity, and to develop diversified tourist products that can minimize the negative impact of mass tourism. There are other ways to share their culture, such as through books and other media. Communities, with the support of the government, should establish restrictions on large investments from outside and ensure that economic benefits are retained among the villages concerned (Wen, 2001).

#### **1.2.2.4 Tourism Stakeholders**

Freeman (1984) who introduced the concept to strategic management defined “stakeholder” in a management and organizational context to include any individual or group who can affect the firm's performance or who is affected by the achievement of the organization's objectives.

Tourism is a fragmented industry with many parts and varied activities. Therefore, there are many stakeholders in tourism industry. The tourism industry creates business opportunities, jobs, income and foreign exchange by providing an array of tourism services. These services include transportation, accommodation, food and drinks, and travel. The second partner, environment, are the basis for natural, cultural and built (manmade) resources that the industry is dependent upon to attract tourists. These stakeholders focus their efforts on balancing the type and extent of tourism activity against the capacity of the resources available. Finally, community is another participant for sustainable tourism decision making. The community group is comprised of residents, local government, local business organizations, and other local institutions and associations (WTO, 1993). Each stakeholder group can get together in order to set different goals in sustaining tourism development (see figure 1.1).

**Figure 1.1** Sustainability Goals of Main Stakeholder Group



**Sources:** Adapted from WTO (1993)

### **1.2.3 Local Administration Organization (LAO)**

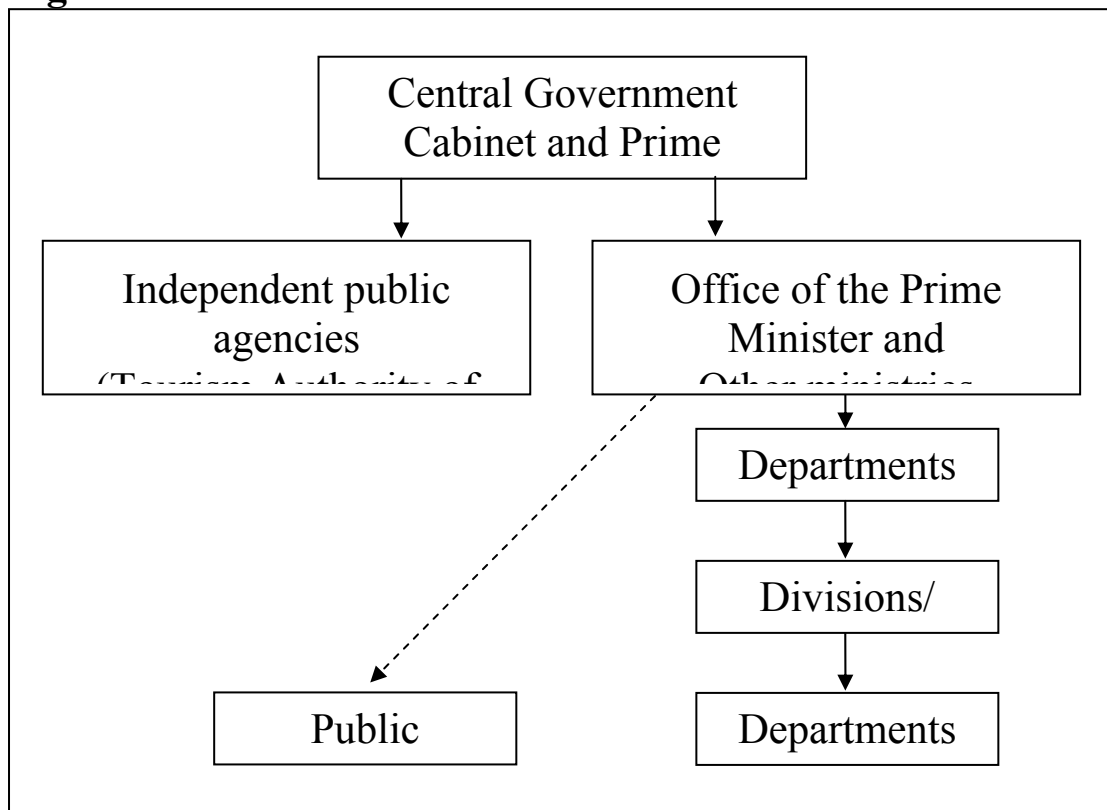
#### **1.2.3.1 Thailand Public Administration Structure**

The structure of government under the constitutional monarchy of Thailand is the parliamentary government, which is similar to that of the United Kingdom (Department of Local Administration, Ministry of Interior, 2004). Government in Thailand is highly centralized. Halligan (1995) referred that the public Administration structure of Thailand is structured into 3 basic levels which are 1) the central administration 2) the provincial administration and 3) local administration. The details of each are explained as following:

##### **1. Central Administration**

The central administration falls under the basic concept of centralization (Department of Local Administration, Ministry of Interior, 1994). In structure terms, the administration is composed of ministries and independent government agencies. The head of the government is the prime minister, who is appointed by The King on the advice of the national assembly. The prime minister's essential function is to preside over cabinet and coordinate government policy. The structure of Thailand's Central Administration is presented in figure 1.2 below;

**Figure 1.2** The structure of Thailand's Central Administration



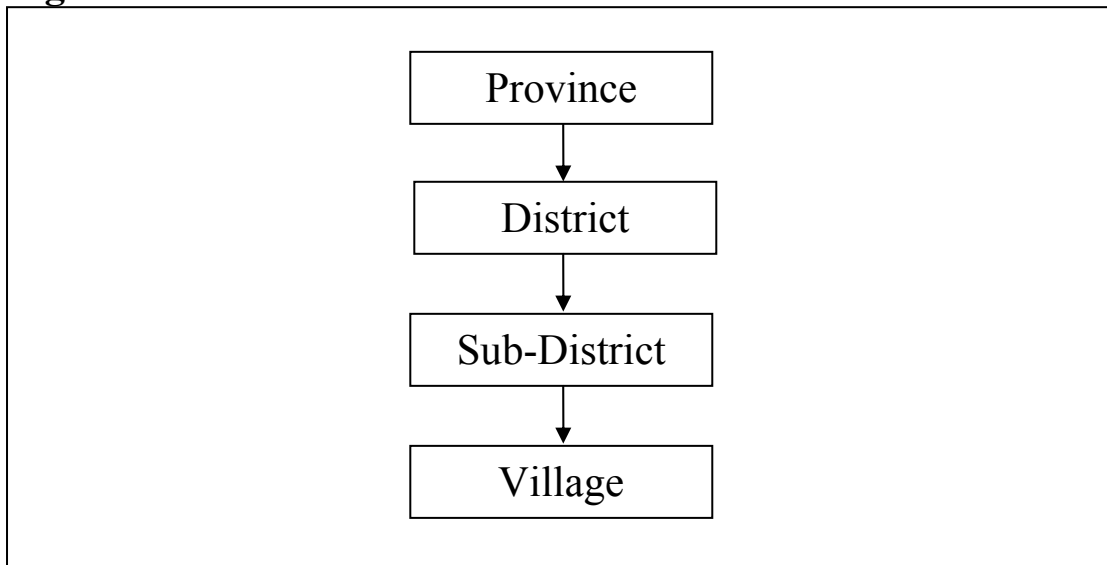
**Source:** Department of Local Administration, Ministry of Interior, Thailand (1994)

## 2. Provincial Administration

Provincial administration in Thailand is a branch of central administration. Haas (1997) cited that central government divides and delegates some of its power and authority in decision making to its representatives from various departments and ministries who work at provincial level.



**Figure 1.3** The Structure of Provincial Administration



**Source:** Department of Local Administration, Ministry of Interior, Thailand (1994)

### 3. Local Administration

Halligan (1994) quoted that local administration in Thailand consists of special local government units with semi-autonomous power. All of these bodies must either report to central government as chairpersons or in other significant roles. There are two types of local administration organization in Thailand; the general type, and the special type (Department of Local Administration, 1994).

#### (1) General Types of Local Administration

- **Municipality** is one pattern of local self-government in Thailand. They are divided according to the density of their population and revenue into three categories; the city municipality, the town municipality, and the sub-district municipality.
- **Provincial Administration Organization (PAO)** was established in each province of Thailand. The government has a policy to establish local administration units and to

promote the political participation of the Thai people.

- **Tambon Administration Organization (TAO)** is ideally established to give more opportunity to people in practicing political participation. It is under control and supervision of the district.

**(2) Special Types of Local Administration**

- **The Bangkok Metropolitan Administration (BMA)** comprises of the legislative and executive bodies. It is the legislative unit.
- **The city of Pattaya** was converted to a special area administration due to the massive expansion of tourist activity in the area.

**1.2.3.2 Tambon Administration Organization (TAO)**

**Background in Thailand**

In Thailand, 4 forms of local governments exist. They are Tambon (sub-district) Administration Organizations, Municipalities, Provincial Administration Organizations and Special Administration City. Patpul (2002) summarized that the central administration services are reduced in size. And the local administration government units absorb and assume those decentralizations from the central administration organization; following by the universal principles for local governments.

The key elements of the decentralization cover the following points;

1. The transfer of some operations of the central administration organization to the local administration governments.
2. Increase of the earmarked budget to be allocated by at least 20% for 1997 and not less than 35% for 2006. (Before the decentralization, the local

administration units received only 9% of the total earmarked budget).

3. Personnel from the central administration organization will be transferred to the relevant local government units.
4. The relevant laws and acts will accordingly amend to facilitate the decentralization.

The act on the decentralization has mandated the formation of the Decentralization Commission which is to be a tri-partite organization comprising local representatives, government agencies and resource persons. Each group should have 12 members. And that means they will be 36 persons altogether. The commission is to draft plans for the decentralization, the allocation of the earmarked budget to the local administration units, the appropriate process for transferring the relevant personnel to the local administration units and the effective implementation process to supervise all the related operations towards their destination (Patpul, 2002).

### **Structure and Responsibilities**

The Thai Government Policy of Decentralization under the Tambon Council and Tambon Administration Organization in an effort to improve decentralized governance and to introduce participatory planning and decision making at local level. The Tambon Administration offices are expected to increase the capacity of many sub districts (Tambon) to generate income by giving job creation, to promote the effective use of local resources, to create opportunities for the local communities to participate in solving typical local problems, with initiatives taken by and for the people. This is all in order to improve the quality of life at local level (International Labor Organization, 2004).

A Tambon is the smallest unit of local governance in Thailand. Tambon are sub-divided into 5 classes (see table 1.3).

**Table 1.3** TAO Classifications

<b>Class</b>	<b>Number of TAOs</b>	<b>Income</b>
I	78 (1%)	>20 million Baht
II	65 (1%)	12-20 million Baht
III	68 (1%)	6-12 million Baht
IV	298 (1%)	3-6 million Baht

V	5,788 (90%)	<3 million Baht
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**Source:** International Labor Organization (2004)

Generally, half of the income is available for development and maintenance of infrastructure (roads, water, etc.) within the Tambon. However, the TAO budgets will become increasingly important for public investment because they are expected to expand in combination with more Administration responsibilities in the future. The current responsibilities of the Tambon Administration Organizations are given below.

- Development planning with the public in local affairs
- Providing public utilities by arranging construction and maintenance of roads, walkways, water transportation facilities, marketplaces, parks, recreation facilities, water supply, sanitation, ports and docks, drainage systems and other local infrastructure assets.
- Foster economic development through income and employment generation, local trade and investment, tourism, education, art and cultural development.
- Foster social welfare and quality of life through amongst other family health care and medical services, and opportunities for children, woman, elderly, and disadvantaged.
- Promotion of democracy, liberty and civil rights amongst other public safety, law and etc.
- Foster sustainable livelihood through community sanitation, waste management, natural resource management and environmental preservation.

Krueathep (2004) mentioned on his study that the Constitution of 1997 and the Decentralization Plan and Process Act of 1999 (See Appendix B), several tasks and responsibilities are mandated to local government. In the subordinate law, the Decentralization Plan and Process Act lay down that the Municipality, TAO, and Pattaya City shall perform the following tasks:

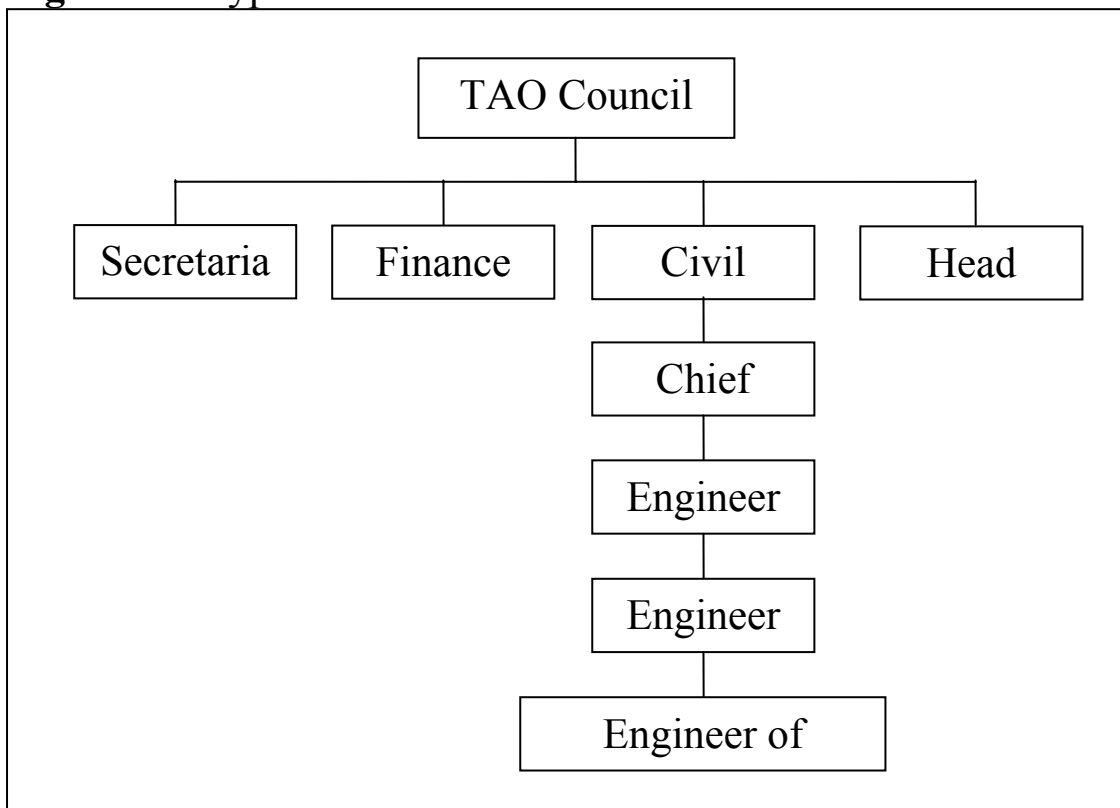
Local and community planning and development:

1. Promotion of local economic development, investment, employment, trade, and tourism.
2. Local public services provision; including local roads, walkways, public transportation system and traffic light engineering, public markets, ports and docks, waste treatment, water drainage system, public utilities, parks and recreation, garbage collection, pet controls, slaughtering, public safety, natural resource and environmental protection, disaster control, sanitation and cremation services.
3. Social welfare services provision; including education, social welfare for children and for the elderly and disabilities, primary health care and medical services, housing and restoration, arts and cultures.
4. Promotion of democratic values, civil rights, public participation, laws and order, and conflict resolution.

### **The Tambon Administration Organization (TAO) and Planning**

The TAO councils make decisions, set priorities and give approvals, while the TAO officials prepare the plans. The engineers and technical information as a basis for good planning and thus must be able to obtain data necessary for the planning process. In order to provide the councils with sound technical information for public facilities, such as schools, healthcares centers, religious centers, TAO centers, bus-stops, solid waste dumps, sports grounds, parks, etc. The structure of TAO shows in figure 1.4 as follow;



**Figure 1.4** Typical Tambon Administration Structure

**Source:** International Labor Organization (2004)

Suwanmala (2002) stated that the development plan of the local government of Thailand, including TAO, follows the central government policy guidelines in defining its strategic plan, five years plan and annual plan. The strategic plan states in details, the means of achieving the vision and mission whereas the 5 years development plan serves as a general framework within which the annual budgetary plan is prepared. Generally, TAO personnel plan their expenditures based on their expected revenues from four main sources: taxes, reality, the value of collected tax is overestimated and the transfer of supported revenue from the central government is greatly delayed. This result is an ineffective budgeting plan with uncertain expenditures.

Top-down planning of a budget allocation process in rural infrastructure projects without the involvement of beneficiary communities and parties has often proven to be

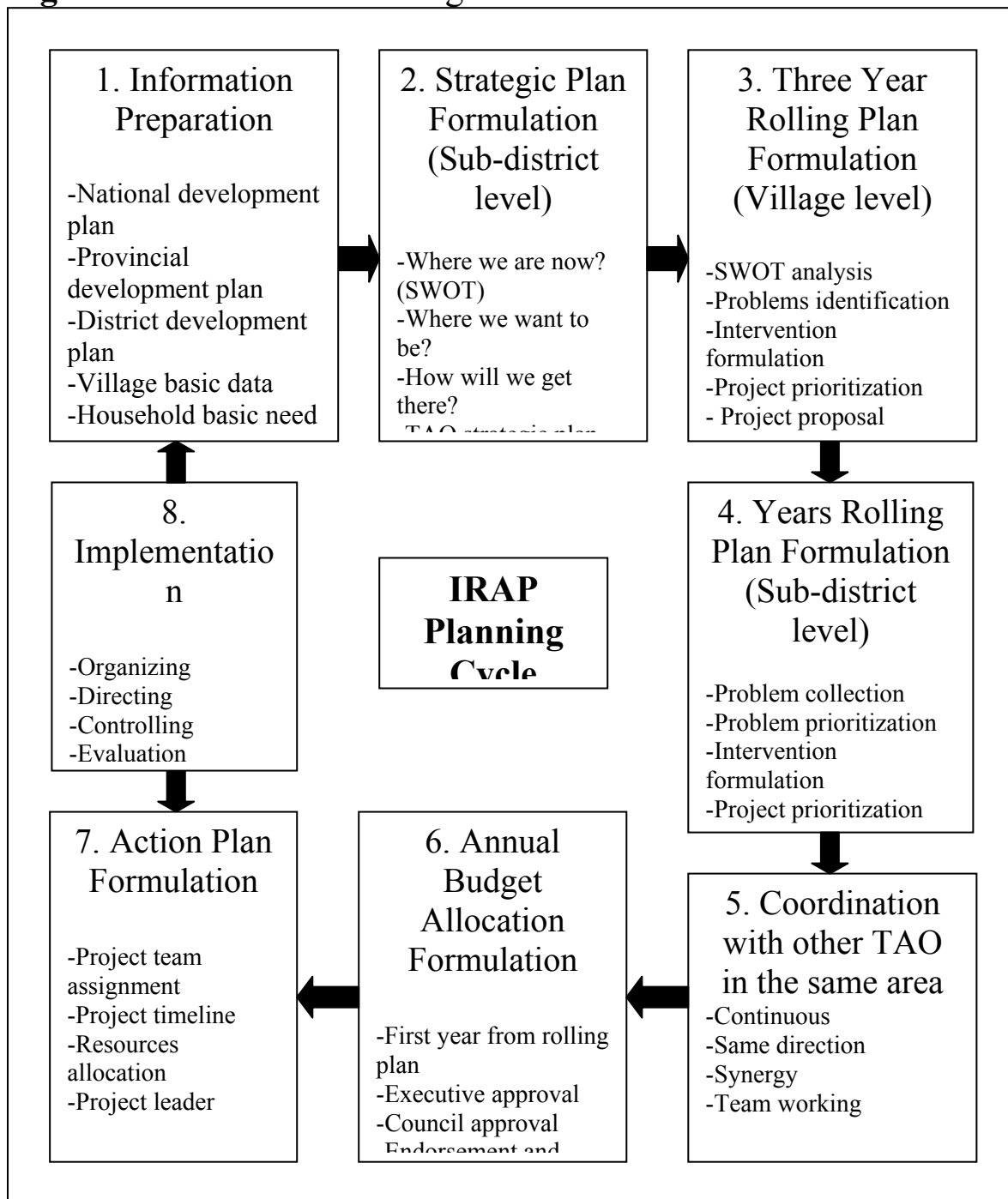
ineffective and an unnecessary waste of resources (Donnges, 2003).

The planning and management of infrastructure such as rural roads, water supply, waste disposal, waste water treatment, storm drainage system, etc are the responsibilities of the TAO. TAO technical officers must not only assist and run operation, maintenance of all these assets is what needed to be done as well.

TAO planning should involve all stakeholders, the TAO council, the communities (Mooban) and the TAO officers. This is best done by applying a participatory approach, involving all stakeholders in the processes of identification, prioritization, planning, implementation, monitoring and evaluation of infrastructure. All stakeholders in the planning process will facilitate access to most of the needed data, will create a sense of local ownership of the assets and generate a greater community feeling and awareness of the living environment.

Refer to figure 1.5, it consists of eight steps in the TAO planning cycle. The eight steps are information preparation, intervention formulation (village level), intervention formulation (sub-district level), and project proposal, developing a plan proposal (draft), public hearing, decision-making, and implementation (International Labour Organization, 2000). Please see below figure 1.5;

**Figure 1.5** The IRAP Planning Process in the TAO of Thailand



**Source:** International Labour Organization (2000)

Moreover, each Tambon is required to develop a 3YLDP. A 3YLDP is a local economic and social development plan which is in the consonance with a development strategic plan. It is composed of a detailed plan of establishing the development project per annual budget. It is continuous and progressive throughout 3 years. The revision is required annually. The concept of the development plan covers many ways of development.

Each development strategy includes at least one project or activity in order to achieve the objectives and goals for each development strategy. Furthermore, the 3YLDP is closely related to the annual budget. A Tambon implements it as the instrument for setting annual expenditure. The project needs to set the budget carefully, and will get through the process of community collaboration as well. The benefits of the plan are to help the TCAO to make decisions to establish the process method for local management resources (Tambon Chalong Administration Organization, 2006).

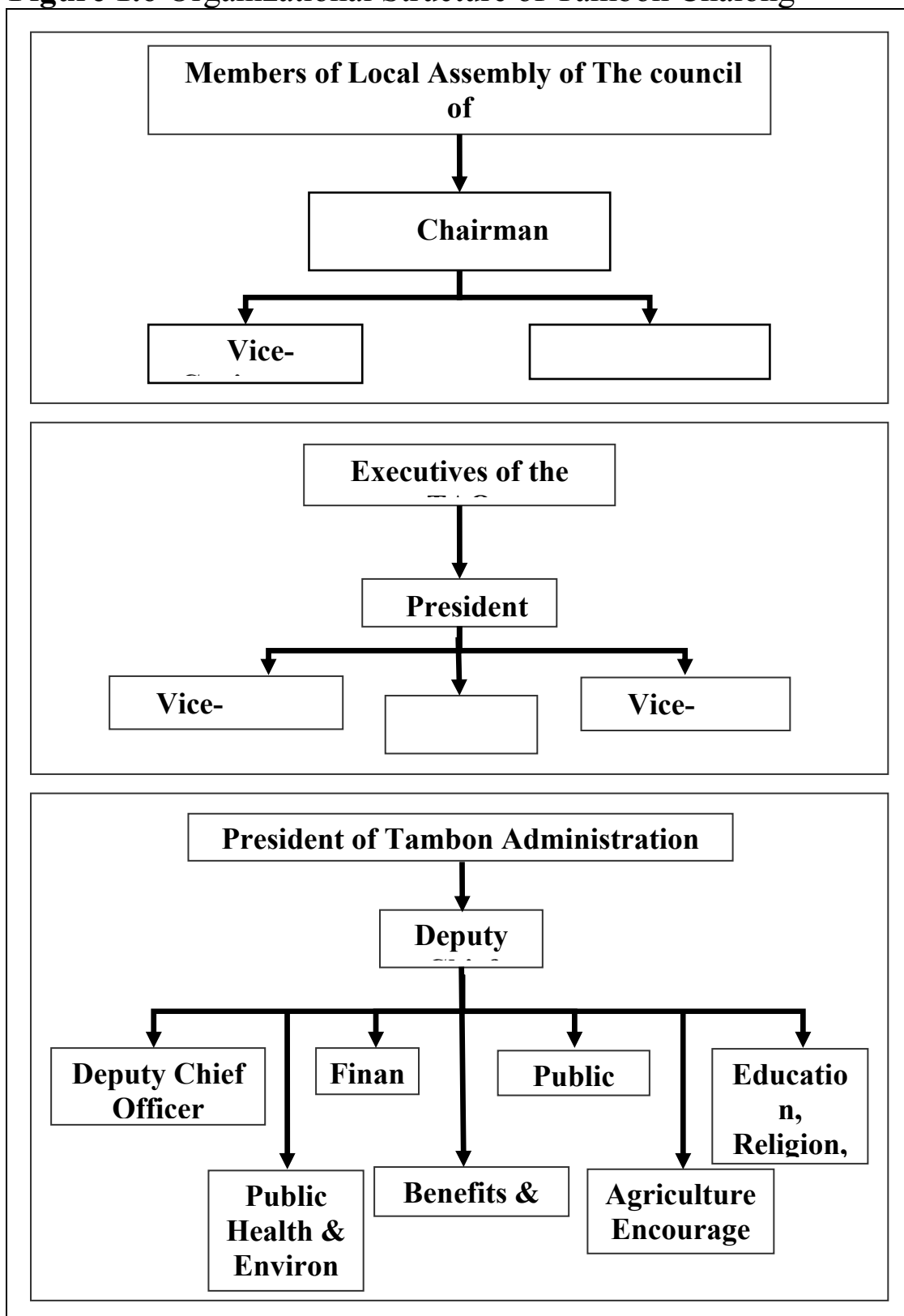
### **1.2.3.3 Tambon Chalong Administration Organization**

Tambon Chalong Administration Organization (TCAO) is located at Amphur Muang, Changwat Phuket. It is the local authority to take care of the local residents, which is decentralized the authority from the center government. With all basic information, it is explained more details in Appendix A.

#### **Organization Structure**

There are 68 members of Local Assembly of The council of Tambon Chalong Administration Organization. The Figure 1.6 shows Tambon Chalong Organization Chart.

**Figure 1.6** Organizational Structure of Tambon Chalong



Source: Tambon Chalong (2006)

## **Vision**

Tambon Chalong is environmentally conscious, great for tourist and a good place to visit with its friendly people and the use of advanced technology for your security.

## **Mission**

1. Improvement of Tambon Chalong's infrastructure in order to serve future area's growth and local economy system.
2. Improvement of land's layout of the area in order to support/ direct ways to develop area in order to further avoid some obstacles or argument that may arise.
3. Improvement and support to enhance quality of local residents e.g. strong and healthy community or etc.
4. Improvement and implementation of quality management towards the area, aiming it to be transparent with involvement of related parties (included local residents) for any planning or decision making.
5. Improvement of ways to enhance local area's management effectively and sustainable.
6. Improvement of information technology to be used in Tambon Chalong and way to manage and support advanced technology effectively.
7. Enhancement and improvement of social safety and security for all related parties.

## **Goals**

1. To improve and develop all infrastructure
2. To develop the education
3. Quality of life and potential to self-supportive
4. Good Administration; by involving local participation
5. To develop Sustainable tourism
6. To encourage the realization on environment
7. To equalize the opportunities to everyone in Tambon
8. Life and property security of local people and tourists

### **Years Local Development Plan of Tambon Chalong (2006-2008)**

Strategy 1: Development in aspect of standard infrastructure

- To construct and maintain streets, bridges, pathways, and drainage
- To improve traffic system
- To improve water resources

Strategy 2: Development in aspect of quality of life

- To improve the standard of education
- To prevent and enhance the local's health
- To promote the social safety and security
- To promote the local's activities and recreation
- To promote and preserve the culture and local festival
- To develop the politic and governance administration



Strategy 3: Development in aspect of economic and tourism

- To enhance tourism promotion
- To create more employment of society
- To provide security of life and property to local resident and tourists.

Strategy 4: Development in aspect of preserves the natural resources and environment

- To support and protect natural environment and resources
- To recover the damaged environmental zones
- To create the realization and appreciation

Strategy 5: Development in aspect of information technology

- To provide the information technology education for officers
- To support information at Tambon Chalong

### **3 Years Local Development Plan (3YLDP)**

These 3YLDP is a method of transforming developing strategy into practices. A concept beneath this strategy is simply saying “under one developing strategy, there shall be more than one project to achieve a goal of sustainable tourism requirement”. This said project shall be something to lead to objectives, goals sustainably with most transparent manner and vision.

3YLDP is somehow related to annual expense budget which is local administration develops and applies an annual year budget through this plan. Projects/ activities from 3 years developing plan will be used as a part of annual year

budget as it will be a more careful project for all and it believes to include participation of local residents for this process done.

### **Objectives of 3YLDP**

1. To be in a collaboration with developing strategy plan
2. To present guidance to local development with clear objectives and strong effort to achieve
3. To present project/ activities concerned in local area development throughout these 3 years
4. To present collaboration between strategy plan and annual expense budget of the area

### **Processes of 3YLDP**

There are divided into 7 steps as below;

- Step 1: Planning Arrangement
- Step 2: Strategy Screen and Guidance of Development Plan
- Step 3: Data Collection and Analysis
- Step 4: Objectives Setting of Guidance of Development Plan
- Step 5: Details of Project Implementation Process and Developing Activities
- Step 6: Draft of 3YLDP Implementation
- Step 7: 3YLDP Approval and Announcement

### **Advantages of 3YLDP**

3 years developing plan shall be a tool for local administration organization to consider the linkage between any particular projects. This will benefit the organization in terms of a more effective and wise way when being in charge and use of environment or natural resources and etc. of local community at its best practices.

### **Tambon Chalong Administration Organization (TCAO) 3YLDP (2006-2008)**

According to the above strategies, TCAO has improved their implementation action and budget allocation as presented in table 1.4.

**Table 1.4** Strategies and budget allocation by TCAO in 3 years local development plan (2006-2008)

<b>Development Strategies</b>	<b>Year 2006 (Baht) (%)</b>	<b>Year 2007 (Baht) (%)</b>	<b>Year 2008 (Baht) (%)</b>
<b>1.Standard Infrastructure Development</b>	<b>103,460,000</b>	<b>55,180,000</b>	<b>101,080,000</b>
1.1 Roads, bridges, footpath, and canal	70,710,000	53,360,000	99,630,000
1.2 Traffic system and public electricity	2,700,000	1,500,000	1,450,000
1.3 Water supply	30,050,000	320,000	-
<b>2.Social Development</b>	<b>43,756,000</b>	<b>8,770,000</b>	<b>16,770,000</b>
2.1 Educational standard	10,400,000	2,100,000	14,600,000
2.2 Health quality	4,240,000	2,640,000	640,000
2.3 Social welfare	1,106,000	1,056,000	11,056,000
2.4 Sport and recreation	2,710,000	710,000	710,000
2.5 Local culture and custom	1,260,000	1,260,000	1,260,000
2.6 Local political	24,040,000	1,004,000	1,004,000
<b>3. Economic and Tourism Development</b>	<b>60,120,000</b>	<b>28,200,000</b>	<b>2,830,000</b>
3.1 Tourism development	48,050,000	26,550,000	1,550,000
3.2 Occupation support	1,210,000	1,110,000	1,100,000
3.3 Social safety and security	10,860,000	540,000	180,000

**Table 1.4 (Continued)**

<b>Development Strategies</b>	<b>Year 2006 (Baht) (%)</b>	<b>Year 2007 (Baht) (%)</b>	<b>Year 2008 (Baht) (%)</b>
<b>4. Natural resources and environment development</b>	<b>970,000</b>	<b>950,000</b>	<b>600,000</b>
4.1 Natural resources protection	180,000	160,000	110,000
4.2 Improve the damaged environment zone	140,000	140,000	40,000
4.3 Social understanding about environment conservation	650,000	650,000	450,000
<b>5. Information technology development</b>	<b>850,000</b>	<b>750,000</b>	<b>750,000</b>
5.1 Add IT knowledge to local people	300,000	300,000	300,000
5.2 Provide news and information to local people	200,000	100,000	100,000
5.3 Provide IT equipments to local organizations	350,000	350,000	350,000
<b>Total</b>	<b>209,156,000</b>	<b>93,850,000</b>	<b>122,030,000</b>

**Source:** Tambon Chalong (2006)

The summary of the 3YLDP for all 3 years (2006-2008) was shown in Table and Chart forms (Table 1.5), as follows;

**Table 1.5** The summarize of the 3YLDP for all 3 years (2006-2008)

<b>Strategy issue</b>	<b>Budget</b>	<b>%</b>
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	<b>(Baht)</b>	
1. Infrastructure Development	259,720,000	61.11
2. Social Development	69,296,000	16.30
3. Economic and Tourism Development	91,150,000	21.45
4. Natural Resources and Environment Development	2,520,000	0.59
5. Information Technology Development	2,350,000	0.55
<b>Total</b>	<b>425,036,000</b>	<b>100.00</b>

**Source:** Tambon Chalong (2006)

### 1.2.4 Related Research

The concept of sustainable tourism has become the focus of increasing attention amongst tourism theorists and practitioners alike and has achieved wide-spread acceptance as a desirable objective of tourism development policy and practice (Shapley 2000:1).

Inskeep (1994) stated that sustainable development is emphasizing community-based tourism. This approach of tourism focuses on community involvement in the planning and development process. Maximizing benefits to local residents typically results in tourism being better accepted by them and their actively supporting conservation of local resources (Tosun & Timorthy, 2003). The important issue of sustainable development needs to encourage participation of all stakeholders and all members of society (Simmon, 1994).

To involve local in participation in decision making, participation in implementation, participation in benefits and participation in evaluation are the main issue for participation process (Cohen and Uphoff, 1977).

Taweekul (2001) stated that there are 5 levels or forms of community participation divided by the nature in

participation of development activity. Those are the participation in setting community's demand, problems solving, project creating and planning, implementation in development activities, and evaluating.

As same as argument form (Tosun and Timothy, 2003), if there were the arguments for community participation presenting positively, it notes the validity and practicality of these arguments may not be possible in some developing countries and small regions. It is because of their existence of various operational, structural and cultural limitations.

The proper guideline for participation in tourism management is to set up standard and evolution indicators at community and environmental levels in order to have clear system and standard of management, duty and compensation as well as examining and sustaining the tourism in the community (Intayon, 2000).

The four major areas of problems that put into guidelines for people, who are going to conduct a community-based tourism business, were physical conditions of the area, community-based management of home stay business, participation pattern of management and marketing (Techa Erawan, 2001).

The evaluation of the actual implementation of a community tourism development process should determine a community three or five years after the original process was completed. Also, determining how much has been accomplished, what changes in the power structure have occurred and what influence has been employed by community representatives in the decision-making process (Joppe, 1996).

For developing the successful community participation, participation in the development process in rural

regions will require two main things, the first thing is the sufficiently educated, in tourism development benefits and negative impacts, for host community and the last one is ability to make fully informed decisions (Musselwhite,1997).

There are many researches study about local participation at TAO level.

Wichupanku (2005) studied about The Community Participation Model for Sustainable Tourism Development at Yao Noi Island, Changwat Phang Nga. From a study of the potential levels of community participation in sustainable tourism development at Yao Noi Island, it was found that 57.33% or 172 respondents of local authorities, homestay owners and tourism service providers had “High” potential participation. The rest, 128 local residents or 42.67% had “Moderate” potential participation. The respondents wanted to participate in benefits gaining, implementation and decision-making in “High” potential participation and wanted to participate in planning, problem solving and evaluation in “Moderate” potential participation. The respondents’ appropriate time participated in sustainable tourism development was “Whenever Necessary”. Their social status was related to the potential level of participation. Older residents tended to have less potential participation than younger residents. The respondents who obtained the educational level in “Bachelor degree or higher” were presented the highest potential participation level among others. All groups of respondents ranged the “High” important level among motivations. The respondents selected the environmental benefits as the most important motivation which influenced the participation in sustainable tourism development then, followed with the economic, the socio-culture, and information gathering respectively. The tourism service providers had the highest mean scores, followed by local authorities, homestay owners



and local residents. Their age, educational level and social status tended to affect their important level of motivation.

Boonfang (2008) studied about Community Participation in Tourism Destination Development: The Case of Pattaya Noi, Sirindhorn District, Ubon Ratchathani Province. She found that the respondents participated in the “moderate participative level” towards tourism destination development. For each participative issue, the respondents participated in the issues of: “operation”, “decision-making”, “monitoring and evaluation” (Mean = 2.72), “problem identification”, and “planning” respectively. Their gender, length of residency, occupation, personal monthly income, and age tended to have an effect on their participative levels at the 0.05 significance levels. In the future, the respondents planned to have participation in “high planned level”. For each participative issue, the respondents planned to participate in the issues of: “decision-making”, “monitoring and evaluation”, “problem identification”, “planning”, and “operation” respectively. Their age, personal monthly income, and educational levels tended to have an effect on their planned levels at the 0.05 significance levels. The attitude of the community towards tourism development showed, the respondents agreed that tourism development brought benefits to the community in the “high agreement level”. The residents agreed in the “high agreement level” that tourism development brought “environmental benefits” to the community, “economic benefits”, and “socio-cultural benefits” respectively. In terms of the key factors influencing community participation, the results indicated that the respondents rated the “high importance level”. The factors “governmental support” influenced community in the “high importance level”. The factors “information gathering” influenced community in the “high importance level”.

One more research by Bunna (2007) was Sustainable Tourism Development at Local Administration Organization: The case study of Tambon Maikhao, Amphur Thalang, Changwat Phuket. found that the this Plan was classified into seven strategic plans, which were infrastructure, enhancement of quality of life, cultural and local wisdom, education, natural resources and environment, economy and tourism, and information technology. The benefits from these strategic plans were rated by local residents at “Average” level. Most local residents were satisfied with Quality of Life Development at “More” level. They were indifferent to the Strategy of Community Strengthening and Self-sufficiency Development. The level of local participation in Tourism Development was at “More” in Gaining Income or Salary from Tourism Industries and was at “Average” in Encroachment of Tourism Natural or Deforestation of Tourism Natural Resources. It was found that most locals (67.9%) never received any tourism development information feedback whatsoever. The breakdown of this figure is that 77.6 % never received this information from training and 71.8% never received same from Maikhao LAO’s officer. This finding makes it clear that Maikhao LAO’s problem is that local people do not have adequate access to Tourism Development information.

According to the accessibility of information of tourism development to local people, we found that most of respondents never receive tourism development information 67.90% never received sustainable tourism information 77.60 % from training and never received sustainable tourism information 71.80% from Maikhao LAO’s officer. That’s show about Maikhao LAO’s problem in accessibility of information of tourism development to local people. To propose a guideline for sustainable tourism development at Maikhao LAO suggested local sustainability that is designed to benefit local communities and generate/retain income in those communities; ensure an equitable distribution of financial benefits throughout the entire

supply chain and provide financial incentives for local businesses to enter tourism (WTO,2004). And trust and reliability among participants is the key to success in involving the local residents in the development process. This is to ensure that the benefits include income generation, the enhancement of the local residents' quality of life and economic returns that can be used in maintaining and managing the sustainable tourism development.

Furthermore, the local community would participate in supervising the tourism development of the area and ensuring that it is appropriate. "Participatory approaches have much to offer the policy-making process. They are a way to give people a voice, enabling them to express and analyze their problems and priorities" (Chambers 1997).

The 4 recommended aspects to be the reasons for the increasing of ecotourism benefits at local level are as follow;

- The first aspect was the administration must consider benefits to the local community
- The second aspect was the expert in tourism management is important and some managers must come from local villages.
- The third aspect was property rights arrangements might be responsible for the biggest differences between patterns in China's community participation and Western models because there are some limitations in the incentive for them to participate in the decision-making process.
- The last aspect was efficiency. Efficiency is more important than fairness at the beginning of tourism development (Li, 2006).

Therefore, from the 3YLDP, in order to achieve sustainable tourism development raise up a question either local resident participate in receiving benefits? The researcher will figure out the answer from the following objectives of the study.

### **1.3 Objectives of the Study**

The major objectives of this research are summarized as following:

1. To investigate local residents' opinions for general tourism development at Tambon Chalong.
2. To investigate the participation level of local residents tourism planning and management with Tambon Chalong Administration Organization.
3. To propose guidelines for developing local participation for sustainable tourism development at Tambon Chalong Administration Organization.

### **1.4 Significance of the Study**

The researcher has studied on “proposed guidelines for improving local participation of local residents on sustainable tourism: The case of Tambon Chalong, Amphur Muang, Changwat Phuket.” The researcher focused on the current problem of local participation and wants to propose the proper guideline to help Tambon Chalong Administration Organization to develop the local participation. It is to get involved or participation of local residents in all plans, which benefits to them directly. Therefore, the recommendation of the study will be one of interesting solution to get new ways of management in the future.

### **1.5 Definition of Key Terms**

#### **1.5.1 Sustainability**

Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development,

and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

### **1.5.2 Sufficiency Economy**

It is defined as a philosophy that stresses the middle path as an overriding principle for appropriate conduct by the populace at all levels. His Majesty the King elaborated on the meaning of “self-sufficiency” that means having enough to live on and to live for.

### **1.5.3 Community Participation in Tourism**

Community participation is a process by which people are enabled to become actively and genuinely involved in defining the issue of concern to them, in making decisions about factors that affect their lives, in formulating and implementing policies, in planning, developing, and taking action to achieve change.

### **1.5.4 Tourism Stakeholders**

The groups of the people are from the related organization to tourism in the specific area. Those groups can be local residents, private sector, local authority and etc.

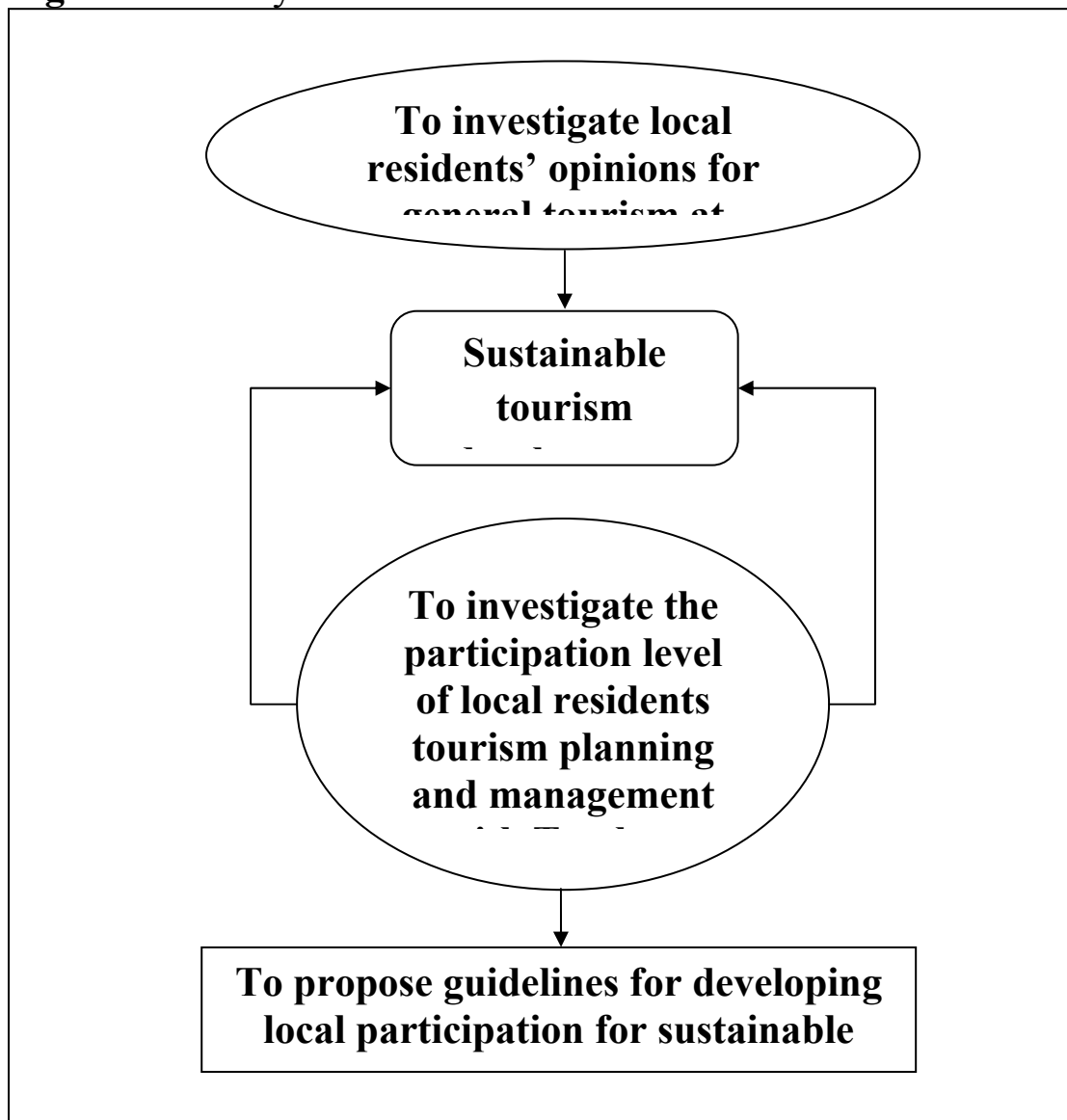
### **1.5.5 Local Administration Organization**

It is ideally established to give more opportunity to people in practicing political participation. It is under control and supervision of the district.

## **1.6 Study Framework**

The study framework is designed after the researcher reviewed the related literatures, theories, previous studies, and the 3YLDP of Tambon Chalong. The researcher has set a framework of study as shown in Figure 1.7.

**Figure 1.7** Study Framework



**Note:** This study framework adopted 3YLDP of Tambon Chalong Administration Organization as a guideline of study



## **CHAPTER 2 METHODOLOGY**

This chapter provides a methodology of this research. And the research methodology which has been used in this thesis is the survey method by collecting data with documents analysis provided. The objectives of this study are (1) to investigate local residents' opinions for general tourism development at Tambon Chalong, (2) to investigate the participation level of local residents tourism planning and management with TCAO, and (3) to propose guidelines for developing local participation for sustainable tourism development at Tambon Chalong Administration Organization (TCAO).

In this chapter, the researcher presented the results as follows;

- Method
  - 2.1 Population, Sampling Group, and Sampling
    - 2.1.1 Population
    - 2.1.2 Sampling Size and Method
  - 2.2 Research Tools and Designs
    - 2.2.1 Research Tools
    - 2.2.2 Survey Design
    - 2.2.3 Research Instruments
  - 2.3 Data Collection
    - 2.3.1 Primary Data
    - 2.3.2 Secondary Data
  - 2.4 Data Analysis

## 2.1 Population, Sampling Group, and Sampling Method

### 2.1.1 Population

The researcher had decided to use 2 groups of population, which were local residents, and the officers at TCAO due to their familiarization towards the research. There are 8,491 local residents in 10 villages at Tambon Chalong, and 68 officers (22 managerial officers, and 46 general officers) at TCAO (TCAO Book, 2006), as shown in Table 2.1

**Table 2.1** The population of Tambon Chalong

<b>Population</b>	<b>Total (People)</b>
<b>Quantitative research: Local Residents</b>	<b>8,491</b>
Village No. 1 (Ban Kaonoi Village)	1,165
Village No. 2 (Ban Bonsaun Village)	465
Village No. 3 (Ban Palai Village)	157
Village No. 4 (Ban Nayai Village)	637
Village No. 5 (Ban Nakok Village)	685
Village No. 6 (Ban Chalong Village)	402
Village No. 7 (Ban Watmai Village)	1,162
Village No. 8 (Bangsai Village)	1,394
Village No. 9 (Ban Kogtanod Village)	1,165
Village No. 10 (Ban Yodsane Village)	1,259
<b>Qualitative research: TCAO</b>	<b>68</b>
The Management Officer	22
General Officer	46

**Source:** The record of number of local residents was in September 2006.

## 2.1.2 Sampling Size and Method

### Quantitative research

The sample size of local residents in this study was calculated by using Taro Yamane (1996) with the confidence level of 95%. This was applied to get the sample size for local residents.

The formula are;

$$n = \frac{N}{1+Ne^2}$$

- n = Number of sample size
- N = A number of Population
- e = 0.05 (Confidence level of 95%)

Then,

$$\begin{aligned} n &= 8,491 / [1+ 8,491 (0.05)^2] \\ n &= 8,491 / 22.22 \\ n &= 382.13 \\ n &\approx 382 \end{aligned}$$

So, the sample size is 382 local residents. As the study was collected during the working hour, so it was difficult to do a research by specifically selecting the one by name in each household. Therefore the incidental method was selected in selecting samples from pool of respondents.

### Qualitative research

For officer at TCAO, the sample size will be from the purposed sampling method. The researcher had considered the positions related to tourism planning and management, and also the officers must work in the position that related to tourism at Tambon Chalong, and had worked in TCAO at least 2 years. Therefore, the researcher selected 1 president of TCAO, 1 vice-

president of TCAO, and 1 officer from general officers, who worked in the public health and environment bureau.

The sample sizes and methods of local residents and officers at TCAO are shown in Table 2.2.

**Table 2.2** The sample sizes and methods

<b>Samples</b>	<b>Total (People)</b>	<b>Sample Size (People)</b>	<b>Sampling Method</b>
<b>Quantitative research: Local Residents</b>	<b>8,491</b>	<b>382</b>	<b>Incidental</b>
Village No. 1 (BanKaonoi Village)	1,165	52	
Village No. 2 (Banbonsaun Village)	465	21	
Village No. 3 (Banpalai Village)	157	7	
Village No. 4 (Bannayai Village)	637	29	
Village No. 5 (Bannakok Village)	685	31	
Village No. 6 (Banchalong Village)	402	18	
Village No. 7 (Banwatmai Village)	1,162	52	
Village No. 8 (Bangsai Village)	1,394	63	
Village No. 9 (BanKogtanod Village)	1,165	52	
Village No. 10 (BanYod Sane Village)	1,259	57	
<b>Quantitative research: TCAO</b>	<b>68</b>	<b>3</b>	<b>Purposive</b>
The Management Officer	22	1	
General Officer	46	2	

**Source:** The record of number of local residents was in September 2006.

## **2.2 Research Tools and Designs**

The researcher focused on both quantitative and qualitative methods to aim for the findings of this research. The questionnaire forms were created and distributed to get data from local residents of Tambon Chalong. The interview forms were also created to collect different source of information from selected officers at TCAO to reflect other points of views towards the study. However, the purpose of this study is to learn the tourism situation of Tambon Chalong. The data collections were conducted during June 2006 to July 2006.

### **2.2.1 Research Tools**

The research tool for collecting quantitative data from local residents was the questionnaire form. The researcher conducted 382 questionnaires at Tambon Chalong. Nevertheless, the researcher used the interview form to collect the quantitative data from 3 officers at TCAO. The selected officers were a president of TCAO, a vice-president of TCAO, and an officer from general officers, who worked in the public health and environment bureau.

### **2.2.2 Survey Design**

The researcher designed this study to be in a quantitative and qualitative research. The quantitative data were collected from 382 local residents from Tambon Chalong (See Appendix F and G), Amphur Muang, Changwat Phuket. With qualitative data, it was collected from 3 officers at TCAO by using the interview question form (See Appendix H and I). Moreover, the researcher had studied the primary data, which is the 3YLDP of Tambon Chalong.

### **2.2.3 Research Instrument**

Research instrument which is used in this study were 382 questionnaires. To avoid the error numbers of collected questionnaires, the researcher needed to distribute additional 57 sets or 15% of total sample size of questionnaires. Therefore, 439 sets of questionnaires were needed to be distributed to the area. Moreover, one more research instrument was used. It was 3 interview forms, which were applied with officers at TCAO.

The researcher had described research instruments as follows;

#### **Quantitative research: Questionnaire Structure**

##### **Part 1: Demographic characteristics of respondents**

There were 9 check-list questions in this part, which studied about the personal information of respondents. The personal information included village name, gender, marital status, age, education level, career, monthly income, length of residency, and Tambon Chalong's responsibility and its involved position at Tambon Chalong, Amphur Muang, Changwat Phuket.

##### **Part 2: The opinions of local residents for tourism development at**

###### **Tambon Chalong**

There were 4 sub-parts, which were designed into 20 questions for rating scale questions, 1 question for check-list question, and 2 questions for open-end questions.

- For the first part (rating scale question), there were 21 questions, included dimensions of economy, socio-culture, and environment.

- For the second part (check-list questions), 1 question was created in order to find out the travelling demand of local residents at Tambon Chalong in the future.
- Finally, it was an open-end question, which was designed in giving suggestion for tourism development at Tambon Chalong.



**Part 3: The opinions of local residents on 3YLDP of TCAO (2006-2008)**

There were 10 questions, which were designed as rating scale questions. The researcher aims to study the opinions of local residents for 3YLDP of TCAO (2006-2008). The researcher had provided the brief details of 3YLDP for the respondents to have some ideas for answering the questions. And the questions were about benefit gaining and negative impacts from the plan.

**Part 4: The participation of local residents on 3YLDP of TCAO**

There were three separated parts as following subgroup.

- For first part, there were 9 questions in this topic. The questions were designed into check-list questions. It was about (1) opportunity to participate in planning process, (2) opportunity to know the plan, (3) opportunity to share opinion, (4) opportunity to report the results of the plan, (5) opportunity to investigate the plan, (6) opportunity to check the timing of the plan, (7) opportunity to know the results of the plan and the solution brought to the community, (8) opportunity to gain benefit from the plan, and (9) the frequency of participation in 3YLDP planning and management processes.
- Second part was asking for participation of respondent in 3YLDR.
- Finally, it was an open-end question, which was designed to give further suggestion for improving local residents' participation in 3YLDP with TCAO.

### **Part 5: The participation level of local residents tourism planning and management with TCAO**

There were 3 sub-parts, which were designed into 10 questions categorized into rating scale questions, 1 question for check-list question, and 2 questions for open-end questions.

- For the first part (rating scale question), the researcher created 5 questions, which was about (1) opportunity to participate in proposing the opinions, (2) opportunity to make decision on wisely use of natural resources, (3) opportunity to plan the tourism development at Tambon Chalong, (4) opportunity to operate the plan, and (5) opportunity to control/follow up/and evaluate the plan.
- For the second part (check-list questions), the researcher had created 1 question in order to find out the frequency of local residents participation in tourism planning and management in Tambon Chalong.
- To the last, open-end question had been designed in order to give suggestion for improving local residents' participation in tourism development with TCAO.

### **Qualitative research: Interview Questions**

The interview questions included 5 opened questions, which aim to focus on the opinion of officers about tourism at Tambon Chalong, and participation in the planning. Questions were following;

1. What do you think about tourism at Tambon Chalong?
2. Do you know what the sustainable tourism is?

3. Have you established the tourism plan for Tambon Chalong?
4. Do you involve local residents in the planning and management process? If yes, what are the obstacles for getting involved from local residents in those processes?
5. How do you provide TCAO information or news to local residents?

## **2.3 Data Collection**

The researcher collected data from 2 main sources, which were primary data and secondary data as follows;

### **2.3.1 Primary Data**

The primary data was in form of questionnaires which included open-end questions as a part of interview section. The respondents of questionnaires were local people, who had lived in Tambon Chalong, Amphur Muang, Changwat Phuket. The local residents were requested to answer questions in the questionnaires, by using personal experience.

### **2.3.2 Secondary Data**

The information gathered from related idea, research and theories that were in scope of this study. The researcher can compile secondary data from journal, textbook, newspaper, internet and any document that is in a scope of this study such as the 3YLDP (2006-2008).

## **2.4 Data Analysis**

### **Quantitative research**

The SPSS software for Window (Version 11.5) was used to analyze the data from the questionnaires. The statistics used for decoding the data were frequencies, percentages, mean, and standard deviation. However, the researcher designed different analysis in each part of questionnaires, which were described as follows;

### **Part 1: Demographic characteristics of respondents**

Village name, gender, marital status, age, education level, career, monthly income, length of residency, and Tambon Chalong responsibility involved position at Tambon Chalong, Amphur Muang, Changwat Phuket were analyzed by frequency and percentage.

### **Part 2: The opinions of local residents for 3YLDP of TCAO (2006-2008)**

The researcher used frequency and percentage means, standard deviation, and Likert's scale. 5 interval scales were calculated by using Likert's scale as follows;

$$\begin{aligned} \text{The interval width} &= [\text{Max}-\text{Min}]/n \\ &= [5-1]/5 \\ &= 0.8 \end{aligned}$$

Therefore, the mean scores were;

<b>Interval Scale</b>	<b>Mean Scores</b>	<b>Meaning</b>
1	Score 1.00-1.80	Absolutely Disagree Level
2	Score 1.81-2.60	Disagree Level
3	Score 2.61-3.40	Average Level
4	Score 3.41-4.20	Agree Level
5	Score 4.21-5.00	Absolutely Agree Level

### **Part 3: The participation level of local residents in 3 years local development planning and management**

The statistics used in this part were frequency and percentage.

**Part 4: The participation level of local residents in  
Tambon Chalong tourism planning and  
management**

The statistics used in this part were frequency and percentage, means, and standard deviation. The 5 interval scales (Likert's scale) were applied in this part as same as in Part 2. The content analysis was used to conclude the data of open-end questions.

### **Part 5: The opinions of local residents for Tambon Chalong tourism**

The statistics used in this part were frequency and percentage, means, and standard deviation. The 5 interval scales (Likert's scale) were applied in this part as same as Part 2 and Part 4. The content analysis was used to conclude the data of open-end questions.

#### **Qualitative research**

The in-dept content analysis was used to summarize the data from interview. Thus, the researcher used content analysis for the interview questions for officers at TCAO.

## CHAPTER 3 RESULTS

The research of “Proposed Guideline for Improving Local Residents’ Participation on Sustainable Tourism Development: The Case of Tambon Chalong, Amphur Muang, Changwat Phuket” was aimed (1) to investigate local residents’ opinions for general tourism development at Tambon Chalong, (2) to investigate the participation level of local residents tourism planning and management with TCAO, and (3) to propose guidelines for developing local participation for sustainable tourism development at Tambon Chalong Administration Organization (TCAO).

The results of the study were shown as follows;

- A. The questionnaires findings are explained as follows;**
- 3.1 Demographic characteristics of respondents
  - 3.2 The opinions of local residents for 3YLDP of TCAO (2006-2008)
  - 3.3 The participation of local residents in 3 years local development planning and management
  - 3.4 The participation level of local residents in Tambon Chalong tourism planning and management
  - 3.5 The opinions of local residents for Tambon Chalong tourism
    - 3.5.1 Economic aspect
    - 3.5.2 Socio-Cultural aspect
    - 3.5.3 Environment aspect
- B. The Interview Questions’ Findings for TCAO officer**





## **A. Questionnaires Findings**

### **3.1 Demographic Characteristics of Respondents**

The demographic characteristics of respondents were analyzed by frequency and percentage as indicated in Table 3.1, which can be explained below. Demographic characteristics of respondents were surveyed into village name, gender, marital status, age, education level, career, monthly income, length of residency, and Tambon Chalong responsibility involved position at Tambon Chalong, Amphur Muang, Changwat Phuket.

#### **Village**

The numbers of respondent were from the sample size as explained in chapter two. Majority of the respondents were from village Moo 8 (16.49%), followed by M00 10 (14.92%), while there was same number of respondent at Moo1, Moo 7 and Moo 9 (13.61%). The smallest group of respondent was Moo 3 at 7 people or 1.83%.

#### **Gender**

The genders of respondents were 229 into females (59.95%), and followed by 153 into males (40.05%). Females were more to be at home and be contacted during period of questionnaires distributed, while male were out to work.

#### **Age**

The major ages of respondents were in the age of 21-30 years old (164 or 42.93%), followed by the age of 31-40 years old (133 or 34.82%), 41-50 years old (52 or 13.61%). Moreover, less than 20 years old (21 or 5.50%), and followed by the age of 51-60 years old (10 or 2.62%), and the smallest figures of age are from 60 years old (2 or 0.52%).

#### **Marital status**

The major type of marital status of respondents were most fallen into single (186 or 48.69%), married (178 or 46.59%), and divorced or widowed (18 or 4.72%).

### **Education**

The major education levels of respondents were most fallen into Diploma (118 or 30.89%), followed by Bachelor Degree (115 or 30.10%), High School (111 or 29.06%), Primary school (22 or 5.76%), and Higher than Bachelor degree (16 or 4.19%). This reflected the norm of residents towards needs of education requirement.

### **Occupations**

The major occupation of respondents were full-time employee (209 or 54.71%), followed by self-employment (115 or 30.10%), government employee (22 or 5.76%), student (18 or 4.71%), housewife (9 or 2.36%), trade (4 or 1.05%), and retired or others (4 or 1.05%), and agriculture (1 or 0.26%).

### **Personal Monthly Income**

The major monthly income range of respondents were 5,001-10,000 Baht (165 or 43.19%), followed by 10,001-20,000 Baht (88 or 23.04%), over 30,000 Baht (49 or 12.83%), less than 5,000 Baht (37 or 9.69%), 21,001-30,000 Baht (28 or 7.33%), and no income (15 or 3.93%). This is a reasonable linkage towards the majority of occupation as figure of major income gained within the area ran the first one in conjunction with major occupation of respondents as being full time employee.

### **Length of Residency**

The majority of the respondents for whom being residents at Tambon Chalong, were 1-10 years (227 or 70.68%), followed by 11-20 years (55 or 14.40%), 21-30 years (26 or 6.81%), 31-40 years (19 or 4.97%), 41-50 years (9 or 2.36%) and 51-60 (3 or 0.79%). This is to describe that most of the respondents are outsiders coming to live the lives in Tambon Chalong. As Phuket is a rapid growth province with a lot of investment and profits gained by people around, therefore it is

attractive to others to be re-located in Phuket.

### **Responsibility in community**

The respondents responded that they did not have any responsible position in the community (355 or 92.93%). There were only 27 respondents (7.07%), who were somehow responsible in the community. It was likely to be concluded that, Tambon Chalong still lacks of power to involve residents to participate and be a part of being in charge of their own community.

**Table 3.1** Personal characteristics of respondents

<b>Personal characteristics</b>	<b>Number</b>	<b>Percentage (%)</b>
<b>Moo or Village</b>		
Moo 1	52	13.61
Moo 2	21	5.50
Moo 3	7	1.83
Moo 4	29	7.59
Moo 5	31	8.12
Moo 6	18	4.71
Moo 7	52	13.61
Moo 8	63	16.49
Moo 9	52	13.61
Moo10	57	14.92
<b>Total</b>	<b>382</b>	<b>100.00</b>
<b>Gender</b>		
Male	153	40.05
Female	229	59.95
<b>Total</b>	<b>382</b>	<b>100.00</b>

**Table 3.1 (Continued)**

<b>Personal characteristics</b>	<b>Number</b>	<b>Percentage (%)</b>
<b>Age</b>		
< 20 years	21	5.50
21-30 years	164	42.93
31-40 years	133	34.82
41-50 years	52	13.61
51-60 years	10	2.62
60 years	2	0.52
<b>Total</b>	<b>382</b>	<b>100.00</b>
<b>Marital status</b>		
Single	186	48.69
Married	178	46.59
Divorced/Windowed	18	4.72
<b>Total</b>	<b>382</b>	<b>100.00</b>
<b>Education Level</b>		
Primary school	22	5.76
High school	111	29.06
Diploma	118	30.89
Bachelor degree	115	30.10
Higher than graduate degree	16	4.19
<b>Total</b>	<b>382</b>	<b>100.00</b>

<b>Occupation</b>		
Agriculture	1	0.26
Self-employed	115	30.10
Full-time employee	209	54.71
Housewife	9	2.36
Government employee	22	5.76
Student	18	4.71
Trade	4	1.05
Retired/others	4	1.05
<b>Total</b>	<b>382</b>	<b>100.00</b>

**Table 3.1 (Continued)**

<b>Personal characteristics</b>	<b>Number</b>	<b>Percentage (%)</b>
<b>Average income</b>		
No income	15	3.93
< 5,000	37	9.69
5,001-10,000	165	43.19
10,001-20,000	88	23.04
20,001-30,000	28	7.33
> 30,001	49	12.83
<b>Total</b>	<b>382</b>	<b>100.00</b>
<b>Length of residency</b>		
1-10 years	270	70.68
11-20 years	55	14.40
21-30 years	26	6.81
31-40 years	19	4.97
41-50 years	9	2.36
51-60 years	3	0.79
<b>Total</b>	<b>382</b>	<b>100.00</b>
<b>Responsibility in community</b>		
Yes	27	7.07
No	355	92.93
<b>Total</b>	<b>382</b>	<b>100.00</b>



### 3.2 The opinions of local residents for 3YLDP of TCAO (2006-2008)

The researcher found that local residents' opinions for 3YLDP of TCAO were at "indifferent level" (3.18).

The local residents rated the projects beneficial to community at "Agree level". But, they were rated "indifferent level" for projects which are directly beneficial to you (3.37), projects create jobs for Chalong residents receive (3.39), projects give knowledge to youth (3.39), projects raise price for goods (3.30), projects bothering community's life (2.88), projects have negative impact to environment (3.40), and projects help stimulating local culture and job opportunity (3.27) as shown in Table 3.2

The interval scales used in this finding were divided as follows:

Mean Score	Measurement Level
Score 1.00-1.80	Absolutely disagree level
Score 1.81-2.60	Disagree level
Score 2.61-3.40	Indifferent level
Score 3.41-4.20	Agree level
Score 4.21-5.00	Absolutely agree level

**Table 3.2** The opinions of local residents for 3YLDP of TCAO (2006-2008)

No.	Opinions of Local Residents	Mean	STD.	Result Level
1	These projects are beneficial to Chalong community.	3.82	0.794	Agree
2	These projects help stimulating local culture and job opportunity.	3.40	0.808	Indifferent
3	These projects create jobs for Chalong residents.	3.39	0.822	Indifferent

4	These projects give knowledge to local youth.	3.39	0.808	Indifferent
5	These projects are directly beneficial to you.	3.37	0.792	Indifferent
6	These projects raise price for goods.	3.30	0.875	Indifferent

**Table 3.2 (Continued)**

No.	Opinions of Local Residents	Mean	STD.	Result Level
7	These projects use natural resources needed by local residents.	3.27	0.782	Indifferent
8	Overall, these projects benefit to Chalong community.	3.18	0.742	Indifferent
9	These projects have negative impact to environment.	3.02	0.931	Indifferent
10	These projects bother community's life.	2.88	0.827	Indifferent

### **3.3 The participation of local residents in 3 years local development planning and management with TCAO**

The researcher has investigated the opportunity TCAO offers to local residents in terms of “Yes” and “No”. The participations of local residents in 3 years local development planning and management with TCAO were “TCAO brings the results to solve the problem in the community” by 59.42%, and “TCAO brings the results to be the benefit for community” at 72.51%.

However, majority that feels there is no participation in “TCAO gives opportunity to participate in planning process” is at 80.89%. This is to follow by “TCAO promotes the planning

details” at 73.82%. “TCAO opens for opinion sharing” at 84.55%, “TCAO reports the results of the managing” at 84.55%, “TCAO allows you to check the managing process” at 88.22%, and “TCAO has good timing for the plan” at 71.47%.

Therefore, due to the results, local residents have very less participation in 3 years local development planning and management with TCAO (Table 3.3).

**Table 3.3** The participation of local residents in 3 years local development planning and management with TCAO

Participation Level	YES		NO		Total	
	N	%	N	%	N	%
TCAO gives opportunity to participate in planning process.	73	19.11	309	80.89	382	100.00
TCAO promotes the planning details.	100	26.18	282	73.82	382	100.00
TCAO opens for opinion sharing.	59	15.45	323	84.55	382	100.00
TCAO reports the results of the managing.	73	19.11	309	80.89	382	100.00
TCAO allows you to check the managing process.	45	11.78	337	88.22	382	100.00
TCAO has good timing for the plan.	109	28.53	273	71.47	382	100.00
TCAO brings the results to solve the problem in the community.	227	59.42	155	40.58	382	100.00
TCAO brings the results to be the benefit for community.	277	72.51	105	27.49	382	100.00

The researcher found out that local residents' opinion who have never participated in 3 years local development planning and management with TCAO at 50.00%, followed by an opinion on "sometimes" have been participated at 39.01%, "often" have been participated at 6.02%, and "always" have participated in this 3 years plan at 4.97%, as shown in Table 3.4.

**Table 3.4** The frequency of local residents' participation in 3YLDP

The frequency of participation	Results	
	N	%
Never	191	50.00
Sometimes	149	39.01
Often	23	6.02
Always	19	4.97
<b>Total</b>	<b>382</b>	<b>100.00</b>

From the interview findings, local residents suggested the ways to improve the community participation in 3YLDP at Tambon Chalong, Amphur Muang, Changwat Phuket as shown in Table 3.5. Local residents suggested that 17.54% the communication channel at Tambon Chalong was not enough. 16.49% of respondents wanted to get more information board in each village, which local residents were easy for them to reach the information. For this point, the respondents expected to participate in the plan shown by a result of 14.40%, but they did not get any news from TCAO. Reason was because the communication channel was not efficient and adequate. On the other hand, local residents were busy with their careers each day (shown by result of 12.30%) therefore they have no time to participate in the plan by themselves. However, they expected to get the summary of the meeting and updated plan.

**Table 3.5** The suggestions of local residents for improving the community participation in 3YLDP at Tambon Chalong, Amphur Muang, Changwat Phuket

Suggestions	N	Percent ages
The communication channel was not adequate.	67	17.54
They wanted information center/board in each village.	63	16.49
They expected to participate in the plan, but they did not get any news from TCAO.	55	14.40

They thought they were busy everyday with their job and had no time to join the plan. But, they want to get updated information about the plan.	47	12.30
They wanted TCAO to arrange more community meeting.	38	9.95
They thought some officers at TCAO may not have enough knowledge on developing the community.	27	7.07
They wanted to be invited officially in 3YLDP.	26	6.81
There were some local people whom are not interested to join the process because they did not see the benefits they would get.	23	6.02
There were only some groups of people who benefited directly from some projects. So, they are not often involved by TCAO.	21	5.50
They wanted to be a part of the planning and management process.	15	3.93
<b>Total</b>	<b>382</b>	<b>100.00</b>

### **3.4 The opinions of local residents for tourism development at Tambon Chalong**

#### **3.4.1 Economic Aspect**

As a result in below Table 3.6, the findings shown that 4.23 of local residents rated “Absolutely Agree Level” for the point that tourism stimulates the pride of local people. 4.17 also rated “Agree Level” for tourism benefits to the community, the respondents gave suggestions that they received benefits directly from the tourism at Tambon Chalong by 3.71, while 4.01 believes that tourism generates the career to the community. Tourism is believed to bring new activities and opportunity to community, which can become the new source of income by 3.86. And tourism is believed to effect to the higher price of the products and services in community at 3.94. Tourism promotion

can bring the new development of infrastructure in community at a result of 3.93. And it is believed to bring the new image to community by 3.78. Therefore, the overall result was rated at “Agree Level” at 4.14, as shown in Table 3.6.

**Table 3.6** The opinions of local residents for Tambon Chalong tourism (Economic Aspect)

<b>Economy</b>	<b>Mean</b>	<b>STD.</b>	<b>Result Level</b>
Tourism stimulates the pride of local people.	4.23	5.349	Absolutely agree
Tourism benefits to the community.	4.17	0.762	Agree
Tourism generates the career opportunity to the community.	4.01	0.843	Agree
Tourism effects to the higher price of the products and services in community.	3.94	0.915	Agree
Tourism promotion can bring the new development of infrastructure in community.	3.93	0.833	Agree
Tourism brings new activities and opportunity to community, which can become the new source of income.	3.86	0.778	Agree
Tourism brings the new image of community.	3.78	0.870	Agree
The respondents are benefited directly from the tourism at Tambon Chalong.	3.71	0.891	Agree
<b>Overall Result</b>	<b>4.14</b>	<b>0.745</b>	<b>Agree</b>

### **3.4.2 Socio-Cultural Aspect**

The results shown that local residents rated “Agree Level” for tourism to bring the ownership feeling in community by 3.50, tourism brings the uniqueness to community by 3.44.

Tourism brings the conservation of local tradition and culture at 3.61, when 3.55 reflects that tourism brings the crime to community.

Tourism changes the behavior of some groups of people by 3.56 which are believed to be negatively influenced on local folks. 3.56 have given opinions that tourism brings the changing in some traditions when 3.56 shared that tourism stimulates the good host to community. And 4.23 think that tourism stimulates the pride of local people.

In contrast, they also rated “Indifferent Level” for the point that tourism brings negative impacts to community by 3.33. Therefore, the overall result was rated at “Agree Level” (3.58), as shown in Table 3.7 below;

**Table 3.7** The opinions of local residents for Tambon Chalong tourism

(Socio-Cultural Aspect)

Socio Cultural	Mean	STD.	Result Level
Tourism brings the conservation of local tradition and culture.	3.61	0.93 2	Agree
Tourism stimulates on being a good host to community.	3.56	0.89 6	Agree
Tourism changes the behavior of some groups of people.	3.56	0.93 6	Agree
Tourism brings the changes in some traditions.	3.56	0.97 4	Agree
Tourism brings the crime to community.	3.55	0.96 2	Agree
Tourism brings the ownership feeling in community.	3.50	0.79 9	Agree
Tourism brings the uniqueness to community.	3.44	0.78 2	Agree
Tourism brings negative impacts to community.	3.33	0.96 4	Indifferent



<b>Overall result</b>	<b>3.58</b>	<b><math>\frac{0.92}{5}</math></b>	<b>Agree</b>
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### 3.4.3 Environmental Aspect

The researcher found that overall opinion of local residents for Tambon Chalong tourism (environmental aspect) was rated at “Agree Level” by 3.60, as shown in Table 3.8. Local residents has rated “Agree Level” for tourism to bring negative impacts to environment at 3.58, tourism causes pollutions at 3.76, unclean water in community is resulted by 3.70, and 3.44 believes that tourism utilizes the natural resources in community.

**Table 3.8** The opinions of local residents for Tambon Chalong tourism  
(Environmental Aspect)

<b>Environment</b>	<b>Mean</b>	<b>STD.</b>	<b>Result Level</b>
Tourism causes pollutions.	3.76	0.95 2	Agree
Tourism causes the unclean water in community.	3.70	0.86 6	Agree
Tourism brings negative impacts to environment.	3.58	0.97 2	Agree
Tourism utilizes the natural resources in community.	3.44	0.93 1	Agree
<b>Overall result</b>	<b>3.60</b>	<b>0.70 4</b>	<b>Agree</b>

For overall opinions of local residents for Tambon Chalong tourism indicated in Table 3.9, the researcher found that they rated their opinions in “Satisfy” level by 167 respondents or 43.72%. 149 of local residents (39.00%) rated in “Good Level”, followed by excellent level from 31 respondents or 8.11%. Graded in “Poor Level” by 26 respondents or 6.81% and last but not least, 9 of the respondents or 2.36% had voted their opinions into “Absolutely Unsatisfied Level”.

**Table 3.9** The opinions of local residents for Tambon Chalong tourism for the overall results of economic, socio-cultural and environmental aspects

Level of attitude	Excellent	Good	Satisfied or Average	Poor	Absolutely Unsatisfied	Total
Number	31	149	167	26	9	382
Percentage (%)	8.11	39.00	43.72	6.81	2.36	100

N= 382, Mean = 3.47, STD. = 0.792

However, the researcher also found that local residents had demanded for the “Higher Level” for tourism at Tambon Chalong (191 or 50.00%) as shown in table 3.10. This meant that they wanted to see more tourist activities and visitors in their area. Moreover, 24.61% of them rated “High Level” for tourism, 21.20% of them rated at “Fair level”, 2.36% of respondents rated regarding this opinion at “Low Level” when 1.83% of them rated “Lower level” which shall be described further that they do not want to see any more tourist activities and visitors.

**Table 3.10** The overall demand for tourism at Tambon Chalong

Level of attitude	Higher	High	Neutral / Fair	Low	Lower	Total
Number	191	94	81	9	7	382
Percentage (%)	50.00	24.61	21.20	2.36	1.83	100.0

N= 382, Mean = 4.18, STD. = 0.973

### 3.5 The participation level of local residents in tourism planning and management

The researcher found that the participation level of local residents in tourism planning and management were rated at “indifferent level” with 3.23. The findings shown that local residents rated all variables in Table 3.11 at “indifferent level” which includes “the projects are involved by local residents participation in opinion sharing on the current tourism problem” by 3.31, “the projects involved local residents’ participation in decision making for tourism resource utilizing” by 3.15, when at 3.20 of respondents shared that “the projects involve local residents’ participation in tourism planning”. “The projects involve local residents’ participation in implementing the tourism plan” at 3.24, and “the projects involve local residents’ participation in evaluating the results of the projects” with result of 3.15.

The interval scales used in this finding were divided as follows:

Mean Score	Measurement Level
Score 1.00-1.80	Absolutely disagree level
Score 1.81-2.60	Disagree level
Score 2.61-3.40	Indifferent level
Score 3.41-4.20	Agree level
Score 4.21-5.00	Absolutely agree level

**Table 3.11** The participation level of local residents in Tambon Chalong tourism planning and management

Participation	Me	STD.	Result
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	<b>an</b>		<b>Level</b>
The projects involve local residents' participation in opinion sharing on the current tourism problem.	3.3 1	0.79 1	Indiffere nt
The projects involve local residents' participation in implementing the tourism plan.	3.2 4	0.80 1	Indiffere nt
The projects involve local residents' participation in tourism planning.	3.2 0	0.86 1	Indiffere nt
The projects involve local residents' participation in decision making for tourism resource utilizing.	3.1 5	0.78 4	Indiffere nt
The projects involve local residents' participation in evaluating the results of the projects.	3.1 5	0.97 6	Indiffere nt
<b>Total</b>	<b>3.2 3</b>	<b>0.79 5</b>	<b>Indiffer ent</b>

From the interview findings, local residents suggested the ways to improve the community participation in tourism development at Tambon Chalong, Amphur Muang, Changwat Phuket as shown in Table 3.12. Local residents suggested that TCAO should give information to local residents and explain what benefits they would get (31.28%). It will help to encourage people to participate in the planning process. 18.01% of local residents disliked tourism at Tambon Chalong because they thought it brought the pollutions, crime, and other problems to the community. 15.10% of respondents do not have knowledge regarding tourism therefore they suggested that TCAO should provide more information about tourism in Tambon Chalong by installing more communication tools, such as information board, community radio, leaflets, or magazine to update tourism information by 12.47%.

**Table 3.12** The suggestions of local residents for improving the community participation about tourism at Tambon Chalong, Amphur Muang, Changwat Phuket

<b>Suggestions</b>	<b>N</b>	<b>Percentages (%)</b>
To involve people in the tourism plan, TCAO should explain them what benefits they will get in order to get their attentions to develop tourism at Tambon Chalong.	<b>119</b>	31.28
Some people thought that they disliked tourism because it brought the pollutions, crime, and improper behavior of local residents.	<b>69</b>	18.01
They did not have knowledge about tourism.	<b>58</b>	15.10
TCAO should improve the communication channel at Tambon	<b>48</b>	12.47

Chalong.		
They wanted to be trained about tourism activities in order to generate more income for the family.	<b>33</b>	8.70
They wanted to get information about current tourism at Tambon Chalong.	<b>27</b>	7.17

**Table 3.12** (Continued)

<b>Suggestions</b>	<b>N</b>	<b>Percentages (%)</b>
They wanted TCAO to clarify the participation process; some of processes were not available for local residents. They thought there are some personal benefits behind, which they could not be a part of it.	<b>26</b>	6.95
They wanted TCAO to encourage some local residents to realize about tourism impacts.	<b>3</b>	0.32

## **B. Interviewing Findings**

The interview was aimed to focus on the opinion of officers about tourism at Tambon Chalong, and participation in the planning. Five questions were following;

1. What do you think about tourism at Tambon Chalong?
2. Do you know what the sustainable tourism is?
3. Have you established the tourism plan for Tambon Chalong?
4. Do you involve local residents in the planning and management process? If yes, what are the obstacles for getting involved from local residents in those processes?
5. How do you provide TCAO information or news to local residents?

Summary of the interview questions and its results from TCAO officers were shown as follows;



### **(1) What do you think about tourism at Tambon Chalong?**

All of three interviewees gave the answer quite the same that they think tourism give various benefit to Tambon Chalong. They said that Tambon Chalong is one of very beautiful tourist destinations. Many tourists visited Tambon Chalong, especially at tourist destination, such as beaches, pier, Phuket zoo and etc. Tourist enjoyed life in the community as local people provided them good products and services, such as good quality of seafood restaurants, beaches, and different kinds of leisure activities (Shooting, ATV, Water sport, and etc.).

There are more positions created form tourism. Therefore Chalong local residents changed from their original occupations to work in hospitality and tourism industry. Moreover there was increasingly movement of people from outside area to work at Tambon Chalong. Therefore there are more jobs generated to support the growth of tourism industry.

They mentioned that because of relocation of people to work at Tambon Chalong made some area over capacity. There were slums of workers which bring some social problems to the community.

### **(2) Do you know what the sustainable tourism is?**

All of three respondents were never received any training course about sustainable tourism. Two among three of respondents have heard the word “sustainable tourism” from public sources especially television program and newspaper. However, all of them used to get sustainable tourism information from government.

The respondents knew that the general concept of sustainable tourism is about a tourism that provides benefit in long terms to community. In their points of view, it must be a

tourism that will continue long lasting benefits with encouraging a lot of tourists to the area.

The result showed that they did not really know or understand exactly what sustainable tourism is and how it will affect their life quality directly. They understand that sustainable tourism is the way to encourage tourists to visit and spend money. This implied that they focus on amount of revenue generated from tourism only, while there is less caring about negative impacts.

### **(3) Have you established the tourism plan for Tambon Chalong?**

TCAO officers explained that TCAO did not have the specific tourism plan at Tambon Chalong. They will develop the tourism plan through 3YLDP. There was a strategy called development strategy of economy and tourism in 3YLDP. The strategy was about tourism development, career training, and security for local residents and tourist. They normally will develop the community to be a good place to visit. They believe there would be more tourists to visit Tambon Chalong if the tourism facilities are ready to serve.

### **(4) Do you involve local residents in the planning and management process? If yes, what are the obstacles for getting involved from local residents in those processes?**

Their answers were “YES”. They invited interested local residents to join those processes. There will have the community meeting to listen to the opinions of local residents about each issue. But, the obstacles for getting involved from local residents in the processes were

1. Local residents were busy, and they focused more on their career,

2. Local residents were not interested to join the process as they thought that it was the responsibility of the village leader,
3. Some people did not realize the importance of the participation.

**(5) How do you provide TCAO information or news to local residents?**

Normally, TCAO will give information about meeting, and events at TCAO office. Local people can read the information and take the leaflet and brochures. Also, the village leader will announce local residents at their village to know about the news or incoming events.

## **CHAPTER 4 SUMMARY**

This chapter provides summary of this study. The researcher had distributed 382 questionnaires to local residents at Tambon Chalong. Both of primary and secondary data were collected by the researcher. After data collection, the data was analyzed by using the SPSS Software Version 11.5 (for Window). The statistics used in this study were the frequencies, percentages, means, and standard deviation. Therefore, the researcher has focused for quantitative research for the study.

### **4.1 Conclusion**

#### **Questionnaires Findings**

The sample sizes of the research were 382 local residents in Tambon Chalong, Amphur Muang, Changwat Phuket. The conclusions of the data were shown as follows;

##### **4.1.1 The demographic characteristics of the respondents**

The majority of the respondents was female (59.95%) more than male with age of 21-30 years old as a majority (42.93%). The major education level of the respondents was diploma (30.89%), and major occupation was employee (54.71%). The respondents' monthly income was between 5,001 - 10,000 baht (43.19%). Moreover, 70.68% of respondents have lived for 1- 10 years in Tambon Chalong.

Therefore from this result, it reflects the nature of major demographic being involved in the research of Tambon Chalong that most of the respondents are the outsiders coming

to live in Phuket to have a career and form new family in Tambon Chalong.

### **4.1.2 The opinion of local residents for 3YLDP at Tambon Chalong**

For the overall result, local residents' opinion for 3YLDP of TCAO was at "indifferent level" (3.18).

The local residents rated the projects benefit to community at "Agree level". But, they rated "indifferent level" for projects which create negative impact to environment (3.40); projects created jobs for Chalong residents (3.39), projects gave knowledge to youth (3.39), and directly benefited local residents (3.37). These projects raised price for goods (3.30), and helped stimulating local culture and job opportunity (3.27). Moreover, projects bother community's life (2.88).

### **4.1.3 The participation of local residents for 3YLDP with TCAO**

For the participation level of local residents in 3YLDP with TCAO, the findings shown local residents had participated in "TCAO has brought the results to solve the problem in the community" (59.42%). Nevertheless, "TCAO has brought the results to be beneficial for community" by (72.51%). On the other hand, 80.89% had shared to have no participation in "TCAO has given opportunity to participate in planning process". "TCAO promotes the planning details" by a vote of 73.82% when 84.55% "TCAO has opened for opinion sharing".

"TCAO reports the results of the management" by 80.89%. By 88.22% of respondents has agreed on "TCAO allows you to check the managing process", and 71.47% has good timing for the plan". Therefore, local residents have less participation in 3YLDP with Tambon Chalong TCAO.

Nevertheless, local residents have never participated in 3YLDP with TCAO (50.00%), followed by sometimes

participated at 39.01%, often participated at 6.02%, and always participated at only 4.97%.

From the interview findings, local residents suggested the ways to improve the community participation in 3YLDP at Tambon Chalong, Amphur Muang, Changwat Phuket. Local residents suggested that the communication channel at Tambon Chalong was not enough (17.54%). They wanted to get more information board in each village (16.49%), which will be easy for local residents to reach the information. For this point, they themselves expected to participate in the plan (14.40%), but they did not get any news from TCAO. It was because the communication channel was not enough. On another hand, local residents were busy with their career each day (12.30%), so they have no time to participate the plan by themselves. They expected to get the summary of the meeting and updated plan.

#### **4.1.4 The opinion of local residents for tourism in Tambon Chalong**

##### **Economic Aspect**

Local residents rated “Absolutely Agree Level” for “tourism stimulates the proud of local people” (4.23). They also rated “Agree Level” for “tourism benefits to the community” (4.17), “the respondents benefit directly from the tourism at Tambon Chalong” (3.71), “tourism generates the career to the community” (4.01), “tourism brings new activities and opportunity to community, which can become the new source of income” (3.86), “tourism effects to the higher price of the products and services in community” (3.94), “tourism promotion can bring the new development of infrastructure in community” (3.93), and “tourism brings the new image of community” (3.78). Therefore, the overall result was rated at “Agree Level” (4.14).

##### **Socio-Cultural Aspect**

Local residents rated “Agree Level” for “tourism which brings the ownership feeling in community” (3.50), “tourism brings the unique to community” received 3.44 when “tourism brings the conservation of local tradition and culture” is at 3.61.

3.55 of survey indicated that “tourism brings the crime to community”, when 3.56 thought that “tourism changes the behavior of some groups of people”, “tourism brings the changes in some traditions” by 3.56, and 3.56 of survey results in “tourism stimulates the good host to community”. “Tourism stimulates the pride of local people” at 4.23. In contrast, they rated “Indifferent Level” for “Tourism which brings negative impacts to community” by 3.33. Therefore, the overall result was rated at “Agee Level” at 3.58 as shown in Table 3.7.



To conclude, there are various perceptions of socio-cultural aspect created by tourism as rated by local residents, some are positively generated benefits to community, when some believe it creates negative impacts to local folks or tradition as well as bringing in crimes.

### **Environmental Aspect**

Local residents has rated “Agree Level” for “tourism brings negative impacts to environment” (3.58), 3.76 has brought in a cause of pollutions, when 3.70 refers to “tourism causes the unclean water in community” and it utilizes the natural resources in community at 3.44. However, the overall opinion of local residents for Tambon Chalong tourism (environmental aspect) was rated at “Agree Level” by 3.60.

Moreover, the overall opinions of local residents for Tambon Chalong tourism were rated at “satisfied” with the current tourism at Tambon Chalong by 167 respondents or 43.72%. 149 of local residents (39.00%) rated “Good Level”, followed by those who rated in excellent level at 31 or 8.11%, poor (26 or 6.81%) and absolutely unsatisfied at only 9 respondents or 2.36% towards the issue of environmental aspect. Therefore, it still reflects that tourism in Tambon Chalong is not so severed destroy in terms of environmental aspect as rated by local residents who are habited in the area.

However, local residents had demanded for the “Higher Level” for tourism at Tambon Chalong (191 or 50.00%) as indicated in table 3.10. This meant that local residents wanted to see more tourist activities and visitors in their area. Moreover, 24.61% of them rated “High Level” for tourism, 21.20% of them rated at “Fair level”, 2.36% of them rated at “Low Level” for tourism, and at only 1.83% have rated “Lower level” for tourism. This results that local residents still have interest in seeing more of the tourist activities and visitors as they believe it helps generating revenue to the community.

#### **4.1.5 The participation of local residents for tourism planning and management in Tambon Chalong**

Local residents had rated 3.31 to “indifferent level” for “the projects involved local residents’ participation in opinion sharing on the current tourism problem”. “The projects involved local residents” participation in decision making for tourism resource utilizing by 3.15, while 3.20 rated onto the topic of “the projects involved local residents’ participation in tourism planning”. Topic of “The projects involved local residents’ participation in implementing the tourism plan” had received 3.24 for this rating, and “the projects involved local residents’ participation in evaluating the results of the projects” is at 3.15. Therefore, the participation level of local residents in tourism planning and management were rated generally at “indifferent level” by a result of 3.23.

From the interview findings, local residents suggested the ways to improve the community participation in tourism at Tambon Chalong, Amphur Muang, Changwat Phuket. They suggested that TCAO should give more information to local residents and explain what benefits they would get in order to attract the crowd first. This is believed to help in encouraging people to participate in the planning process.

However, some local residents disliked tourism at Tambon Chalong because they thought it brought negative impacts e.g. pollutions, crime, and other related problems to the tradition/ old folk of community. They also suggested that TCAO should provide more information about tourism in Tambon Chalong by installing more communication tools, such as information board, community radio, leaflets, or magazine to update tourism information.

#### **Interviews Findings**

The sample size of this research was at 3 (officers) of TCAO. There were 4 interview questions to explore the opinions of TCAO towards sustainable tourism. Moreover the question will also investigate whether the TCAO representative has understood and developed tourism in a sustainable manner. The results are shown as follows;

### **(1) The opinions for tourism at Tambon Chalong**

This question was asked in order to inquire personal opinions of respondents about general impacts of tourism growth at Tambon Chalong. All three representatives agreed that tourism leads to so many changes to community.

They expressed that Tambon Chalong is not the beach front area which somehow is not attractive to leisure tourists. However, there is a hub port to islands which consider its advantage that draw the crowds in. Private sectors took this opportunity to invest man-made tourist attractions such as safari camps, zoo, and different kinds of leisure activities (shooting, ATV, water sport, and etc.). One outstanding change at Tambon Chalong was its extreme increase in cost of land.

The respondents said that tourism creates jobs opportunity to local people. However, the problem had also been found also. There was an over capacity problem occurred in some areas. There were people from other provinces come to work in the area without registration. Some crowded areas were slum with low quality of life.

In summary, TCAO officers think that tourism continued growing rapidly in the area even there is no beach side attraction. In general, there were positive impacts in term of economical situations. There were an increase of investment, employment, and, value of land sold. However only one negative point mentioned was its issue of over capacity in some slum areas. This was because of the relocation of people to work in Tambon Chalong.

## **(2) The knowledge about sustainable tourism**

All of three respondents were never received any training course about sustainable tourism. The respondents knew that the general concept of sustainable tourism is about a tourism that provides benefit in long terms to community. In their points of view, it must be a tourism that will continue long lasting benefits with encouraging a lot of tourists to the area.

The result showed that they did not really know or understand exactly what sustainable tourism is and how it will affect their life quality directly. They understand that sustainable tourism is the way to encourage tourists to visit and spend money. This implied that they focus on amount of revenue generated from tourism only, while there is less caring about negative impacts.

## **(3) The existing tourism plan at Tambon Chalong**

TCAO officers explained that TCAO did not have the specific tourism plan at Tambon Chalong. They will develop the tourism through 3YLDP. There was a strategy that is called development strategy of economy and tourism in 3YLDP. The strategy was about tourism development, career training, safety and security for local residents and tourists. It is indicated to normally develop the community to always be a good place to visit. They believed there would have attracted more tourists to Tambon Chalong if the tourism facilities were ready to serve.

From the answer, it showed that the tourism plan was developed with objecting to generate revenue to the community. They plan to develop Tambon Chalong to be the venue for high-end visitors. There is a mega project to develop Chalong pier to be yacht marina. They have plans to invest local infrastructures such as footpath, electricity system, water supply system, etc. This can see that the local development plan of Tambon Chalong did not mention about environment impacts.

This became a weakness of the plan because the projects might affect the environment and quality of life of local residents.

**(4) The participation of local residents in the planning and management process, and the obstacles for getting involvement from local residents**

The respondents' answers towards said survey were "YES". They invited interested local residents to join in those processes. There will be the community meeting to listen to the opinions of local residents regarding each issue. However, there are obstacles for having local residents' involvement in the processes which are (1) local residents were busy, and they focused more on their career, (2) local residents were not interested to join the process as they thought that it was only the responsibility of the village leader, (3) Some people did not realize the importance of the participation.

It was interesting to note that there were not enough information providing to local residents. Normally, TCAO will give information about meeting, and events at TCAO office. Local people can read the information and take the leaflet and brochures. This was the weak point because the news was not distributed to all around the areas. TCAO realized to this problem also, so they ask for the village leader to announce at their village for their local residents to know about the updated news or incoming events. Nevertheless, the local residents did not really pay attention to the news.

It is quite obvious to say that local residents do not know/understand exactly of pros and cons of sustainable tourism development in Tambon Chalong, therefore they are not interested in being a part of it.

One more case is concerning to non-registration manpower that they are not permanent residents. Thus, TCAO have to monitor feedback received in order to avoid wrong plan developing.

## 4.2 Discussion

From the study of the 3YLDP of TCAO towards sustainable tourism development, the following objectives were identified:

**Objective 1: To investigate local residents' opinions for tourism development at Tambon Chalong**

The sustainable tourism comprises of 3 aspects, which are economic, socio-culture, and environmental (WTO, 2004). Therefore, the researcher had investigated local residents' opinions for sustainable tourism at Tambon Chalong by categorizing into 3 aspects.

**Economy aspect**

Local residents rated “Absolutely Agree Level” for “tourism stimulates the pride of local people” (4.23). It was because they can earn more income from famous tourism destination at Tambon Chalong, and they were proud to be a part of the major tourist destination of Changwat Phuket. United Nations (2003) had confirmed that sustainable tourism development must provide quality employment for community residents.

Moreover, local residents agreed that “tourism gives benefits to the community” (4.17), “the respondents are benefited directly from the tourism at Tambon Chalong” (3.71). “Tourism generates the career to the community” (4.01), and it brings new activities and opportunity to community, which can become the new source of income at (3.86). “Tourism effects to the higher price of the products and services in community” is ranked as 3.94, and by 3.93 has rated that tourism promotion can bring the new development of infrastructure in community. And “tourism brings the new image of community” is at 3.78. It was because they can see the new development and civilization in

terms of materials/building or etc inside Tambon Chalong in the past until now. Tourism brings a lot of tourists to the community and they can generate the income from offering the product and services to the tourists e.g. souvenirs, food and beverage offered, or the tourism activities services available. For this point, Inskip (1998) stated that tourism provides employment, and tourism development helps paying for the cost of infrastructure improvement and development.

### **Socio-cultural aspect**

Local residents agreed that “tourism brings the ownership feeling in community” (3.50), “tourism brings the unique to community” (3.44), “tourism brings the conservation of local tradition and culture” (3.61), “tourism brings the crime to community” (3.55), “tourism changes the behavior of some groups of people” (3.56), “tourism brings the changes in some traditions” (3.56), “tourism stimulates the good host to community” (3.56).

It was because local residents still conserved their tradition and culture. When tourism came to the community, local residents can promote their unique traditions and festival to the tourist. In this points, Inskip (1998) stated that tourism can provide the justification and help paying for conservation of local nature areas, archaeological and historical sites, arts, crafts and certain cultural traditions because these features are also the attractions for tourists. In contrast, they rated “Indifferent Level” for “Tourism brings negative impacts to community” (3.33). It was due to when tourism helped local residents generating more income; it brings the crime to the community as well. But, they were unsure whether they should agree or disagree for having tourism in the community. This point should be considered by TCAO.

### **Environment aspect**

Local residents agreed on “tourism brings negative impacts to environment” (3.58), “tourism causes pollutions” (3.76), “tourism causes the unclean water in community” (3.70), and “tourism utilizes the natural resources in community” (3.44).

It was because local residents faced with the problem from the tourism. They saw more pollution, land usage for tourism business, or unclean canal in the community and etc. These points were the negative aspects created by tourism. For this point, United Nations (2003) supported that improved waste



management must be achieved. It was found that Tambon Chalong had failed to reach one of the sustainable tourism factors, which meant Tambon Chalong tourism was yet to be managed in a sustainable direction.

However, local residents are still satisfied with the current tourism at Tambon Chalong as they gained obvious benefits. Nevertheless, they wanted much more tourism at Tambon Chalong. For this point, some negative impacts of tourism at Tambon Chalong must be re considered and solved effectively.

**Objective 2: To investigate the participation level  
of local residents for  
tourism planning and management**

The discussion was separated to two parts as following;

**Participation in tourism planning and management**

Local residents rated “indifferent level” for “the projects that involved local residents’ participation in opinion sharing on the current tourism problem” (3.31), “the projects involved local residents’ participation in decision making for tourism resources utilizing” (3.15), “the projects involved local residents’ participation in tourism planning” (3.20), “the projects involved local residents’ participation in implementing the tourism plan” (3.24), and “the projects involved local residents’ participation in evaluating the results of the projects” (3.15).

Due to results above; it is because local residents were unsure whether they will gain benefit from the plans, and neither their opinions were really included in analyzing tourism plan. For this point, community participation was to empower host communities in a gradual process to take control over tourism development in particular and other local matters in general. This can be achieved by participation of local communities in the decision making process of tourism development and in the benefits of tourism (Tosun, 2005). If local residents were still unclear about their participation involvement, it was the problem to be realized by TCAO.

Moreover, local residents suggested the ways to improve the community participation in tourism at Tambon Chalong, Amphur Muang, Changwat Phuket. Local residents suggested that TCAO should give information to local residents and explain what benefits they will get. It will help to encourage

people to participate in the planning process. It was because some local residents disliked tourism at Tambon Chalong and they thought it brought the pollutions, crime, and other problems to the community. For this point, Tosun & Timorthy (2003) stated that maximizing benefits to local residents typically results in tourism being better accepted by themselves and their active supporting conservation of local resources.

Local residents also suggested that TCAO should provide more information about tourism in Tambon Chalong by installing more communication distribution tools, such as information board, community radio, leaflets, or magazine to update tourism information.

### **Participation in 3YLDP**

Local residents had participated in “TCAO brings the results to solve the problem in the community” (59.42%), and “TCAO brings the results to be the benefit for community” (72.51%). It was because local residents believed that they will benefit from those plans. Therefore, they will pay more attentions to this process.

On the other hand, they had no participation in “TCAO giving opportunity to participate in planning process” (80.89%), “TCAO promotes the planning details” (73.82%), “TCAO opens for opinion sharing” (84.55%), “TCAO reports the results of the managing” (80.89%), “TCAO allows you to check the managing process” (88.22%), and “TCAO has good timing for the plan” (71.47%). It was because they did not get enough information from TCAO. They thought that it would be the responsibility of the leader of village to participate in those processes. Also, they thought there was no strong public relation (promoting) from TCAO to invite them to join some official activities. For this point, local residents expect to have interactive participation (Pretty, 1994) that people participate in joint analysis, which leads to action plans and formation of new local institutions or the strengthening of existing ones. It tends to involve interdisciplinary methodologies that seek multiple perspectives and make use of systematic and structured learning processes. These groups take control over local decisions, and so people have a stake in maintaining structures or practices.

Therefore, there were only 50% of local residents who participated in 3YLDP. The TCAO should consider on the percentages of the participants. Therefore, local residents

suggested that communication channel at Tambon Chalong was not enough (17.54%), and it should be variety for local residents. It was because the existing communication channel such as community radio was not enough to distribute information to people. Some people had to work in different timing. The hard copy can be the information for them to update information. They wanted to get more information board in each village (16.49%), in which local residents could reach the information easier. For this point, they expected to participate in the plan (14.40%), but they did not get any news from TCAO. It was because the communication channel was not enough. On the other hand, local residents were busy with their careers each day (12.30%), so they have no time to participate the plan by themselves. They expected to get the summary of the meeting and updated plan.

**Objective 3: To propose the guidelines for developing local participation for sustainable tourism development at TCAO**

The guidelines for developing local participation for sustainable tourism development at TCAO were guided as follows;

With sustainable tourism's overview at Tambon Chalong; 3 major aspects were economic, socio-cultural, and environmental. Local residents were proud of their tourism destination and benefits generated from tourism directly as well as career generating to community, as well as bringing good image of Tambon Chalong.

Negatively, tourism was believed to bring negative impacts to community e.g. a cause the high price of products and services. They were happy that tourism brought the ownership and unique feelings to the community. But, it cannot

be denied that tourism also brought crime and unexpected behavior or change to community. Moreover, they were unhappy with pollutions which were brought by tourism.

The overall results were tourism at Tambon Chalong was not sustained. For these points, TCAO should focus more on environmental development, and social security for local people. The most important was to educate people regarding tourism or needed information to local residents in order to be their basic information to participate in the community meeting in the future. Arnstein (1969) supported that creating a ladder of citizen participation to enable those in power to educate of cure the participants.

With the participation of local residents at 3YLDP, local residents had participated only in some planning processes, especially the process that they expected to be benefited, which were process of bringing result to community. Therefore, 50% of them had never participated in the plan. It was because the communication channel was not enough and there were errors sometimes. Thus, TCAO should pay more attentions on how to distribute the updated information to local residents, which will benefit for sharing opinion in community meeting in the future.

With participation of local residents in tourism at TCAO, the local residents responded the same results that they were unsure whether their opinions were included to analyze the plan. Therefore, they feel indifferent with all processes, as WTO (2004) stated that achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. TCAO should explain and encourage them for what benefits residents and the community will get, which will bring out their willing to join the team. In this point, Tosun & Timorthy (2003) stated that maximizing benefits to local residents typically results in tourism being better accepted by them and their active support conservation of local resources.

The researcher found that the local authority of Tambon Chalong needed to get more involvement of local residents at Tambon Chalong in tourism planning and management in order to reach the sustainable tourism development in Tambon Chalong. Due to WTO (1997), there was a reference regarding “The successful implementation of Agenda 21 requires firm commitment and concerted action within which political, social and economic commitments are made by all parties and at all levels of society-essentially a ‘global partnership’ to be effective, it must be accompanied by new levels of cooperation and increased awareness of environment and development problems within all sectors of government and society”. The findings showed that most of local residents demanded more tourism at Tambon Chalong, which TCAO should take their opinions and demand to consider in sustainable tourism development at Tambon Chalong.

With developing local participation in sustainable tourism development at TCAO, the local authority must encourage the local residents on the benefits they will get, especially in economic, socio-cultural, and natural aspects. In this points, Sitikarn (2007) supported that the economic benefits among the locals is an essential issue that needs to be in consideration as it is important to recognize that when communities are earning from their natural resources in order to gain income through the initiative to improve the quality of life of its members. It is assumed that when residents receive benefits, they are more likely to support conservation as well as promotion of cooperation among the members. These could be a path to sustainability.

### **4.3 Recommendations**

The target of this research was to propose guidelines for developing local participation for sustainable tourism development at Tambon Chalong. After monitoring the participation level, the results showed that Tambon Chalong local residents have low involvement in 3YLDP. Only the committees of Tambon Chalong Administration Organization including villages head have participated in planning process. However, most of the respondents were not involved.

Another investigation found from this study was the weakness of 3YLDP of TCAO. It is said to lack of local residents' opinions to sustainability development. The development plan was developed by the administration organization without proper listen to the community stakeholders.

Therefore, the most important guideline to solve the current problem is to increase community involvement and awareness towards TCAO development plan. The guidelines were proposed base on the findings and local participation theory in the sustainability study. WTO (2004) had stated that building awareness of sustainable tourism practice needs a strategic approach for achieving a participation and long-term attitudinal change. The information which is able to quantify such change, and it is the key for effective community involvement in tourism planning process.

The guideline to increase local participation awareness and how to effectively develop the TCAO plan to support sustainable tourism are following;

#### **Monitoring the 3YLDP**

TCAO should reconsider about the planning process that they should get more involvement of local residents in the plan. They should prepare the information for local residents before calling them to join the meeting in order to give them the



ideas. Moreover, they should explain clearly what kind of benefit the community will obtain from the community in order to encourage and their willing to participate in the tourism planning and managing processes.

With incoming tourism and the high demand of tourism from local residents, TCAO should prepare the tourism facilities and training courses for local residents to be ready for serving the tourists in the future. Therefore, TCAO should focus more on developing infrastructure, and training courses. Also, they should establish the tourism plan or projects separately, which mentions several tourism destinations that should be improved, how to, and by who. Doing survey, or getting involved of local residents at Tambon Chalong, can be an effective way to get the ideas for developing community.

The next recommendation will be discussed how TCAO can get more local participation.

### **Providing information about sustainable tourism to local community**

People will be more likely to try to gain access if they are aware of information relating to sustainable tourism practice or a specific management model. Because of TCAO officers were not clearly understood about sustainable tourism, so the first practice is ensuring that the TCAO officers have correct understanding in sustainable tourism. TCAO should seek additional course for the representatives who will take care of tourism development plan.

Then, the representatives have to push information about sustainable tourism to the local people. With regarding to the results from local participation of local people that they have not understand well about sustainable tourism, so sample of information to be provided to them are following;

- Idea and concept of sustainable: this should be clarified what is the sustainable tourism. This information should be considered in order to

ensure that local people understand and able to participate more in tourism development projects.

- Tourism impacts: TCAO have to explain local resident that there are both side impacts from tourism. Therefore if there are not well-development the tourism, Tambon Chalong can not get the benefit from tourism in long term period. TCAO have to guide local residents what should be the best practice for sustainability to Tambon Chalong in order to minimize negative impacts and maximize the positive impacts.
- Local participation: TCAO should pay attention in participation of local residents. TCAO should inform local people about important of participating in almost process of tourism development plan. If the local people realize in the benefit they will have from joining in tourism development project, they will pay more attention and give well cooperation to TACO's projects.

The information should not be too informative which may too difficult to understand. They have to show pros and cons of sustainable tourism by linking to the way of life of local people. Basically, people will pay attention to what they are interested in, so the easier accesses to gain information have to be considered people' interest in the process. Moreover, the information for local people must be presented in a form and language that is easily to understand.

In addition, TCAO should improve the communication channel to distribute information to local residents in all villages effectively. It is very important to give information to local residents. The communication channels can be ranged from information boards in each village, to an installation of community radio, or establishment of any interesting magazine for them.

### **Building awareness to sustainable tourism**

TCAO needs to find a partnership program that local people can join. If local people feel that they are a part of community, they tend to give more cooperation in TCAO project. One simple suggestion to create awareness is setting sustainable camp for students at Tambon Chalong. Student is the first group of people that is easy to create ownership and they may distribute what they learn to other people in the community. Words of mouth strategy shall occur here in this process.

One more sample is proposing some intense people, who can inspire the others and support the awareness building process as well as cooperating with tourism stakeholder groups in the community in order to pro-actively sustain the management process.

### **Updating the sustainability progression**

The action or responsibility is essential to create the awareness and desire in sustaining the tourism asset, community and environmental resource. The responsibility leads greater understanding and action. These lead to a number of indicators to measure the level of access, impact and engagement.

Besides, providing information to the community, but the TCAO has to update the progress of all projects to the community as well. The situation updated should be provided base on the real situation even the project is failed of success.

If the projects succeed, the local residents can be proud in what they have done. Moreover, they will continue supporting sustainability. On the other hand, if the projects fail, TCAO can take this opportunity to motivate people to improve the situation.

### **TCAO can create a tourism committee**

There are various business sectors in Tambon Chalong, but all of them can make a difference by acting

together as one entity. The public sector can be best practice in an environmental management manner by consulting with the tourism sector to identify best practices and opportunities. Also, by pinpointing barriers to management sustainable tourism including personal, socio cultural, economic and structural hindrances are needed.

In order to succeed, a positive response must come from both the public and private sectors to the area of the sustainability imperative. TCAO's role should emphasize any and all elements of sustainability. At the same time, private sector's role should mirror the strengths of government policies supporting sustainability. Sustainability environment will be poor if all private sectors run their business without caring of government policies.

Therefore, TCAO should have a tourism committee which consists of TCAO representatives and representatives from private sectors. This suggestion could help all Tambon Chalong's tourism stakeholders to pool ideas and resources to manage sustainability. In the process, not only discussing on sustainable tourism practices, but also expanding beyond marketing or business partnership. The members of tourism committee can get benefit from talking to a wide group of agencies at one time.

Up to this point, interest has existed in sustainable tourism from multiple agencies, and TCAO can take the committee's interest into consideration to develop local development plan. This is the way to allow tourism stakeholders to manage the fairness in planning.

#### **4.4 Limitations and Suggestions for Further Study**

The limitations of the study are the study was conducted in 6 months of time within Tambon Chalong, Amphur Muang, Changwat Phuket only. The tourism stakeholder referred in this research was local residents and TCAO officers. The suggestion for the further study is; to study on how to involve participations of all tourism stakeholders in sustainable tourism at Tambon Chalong, especially private sector, and local administration organization.

Moreover the data collecting was use convenience method due to limited of time on that period, therefore the results found that most of respondents were female. This might one reason of result that the respondents have low level of local participate with TCAO. Therefore researcher would suggest for further study to fix or specify who should be the representative of each household. This could reduce the gap of result that can be occurred in the research.

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## **APPENDICES**

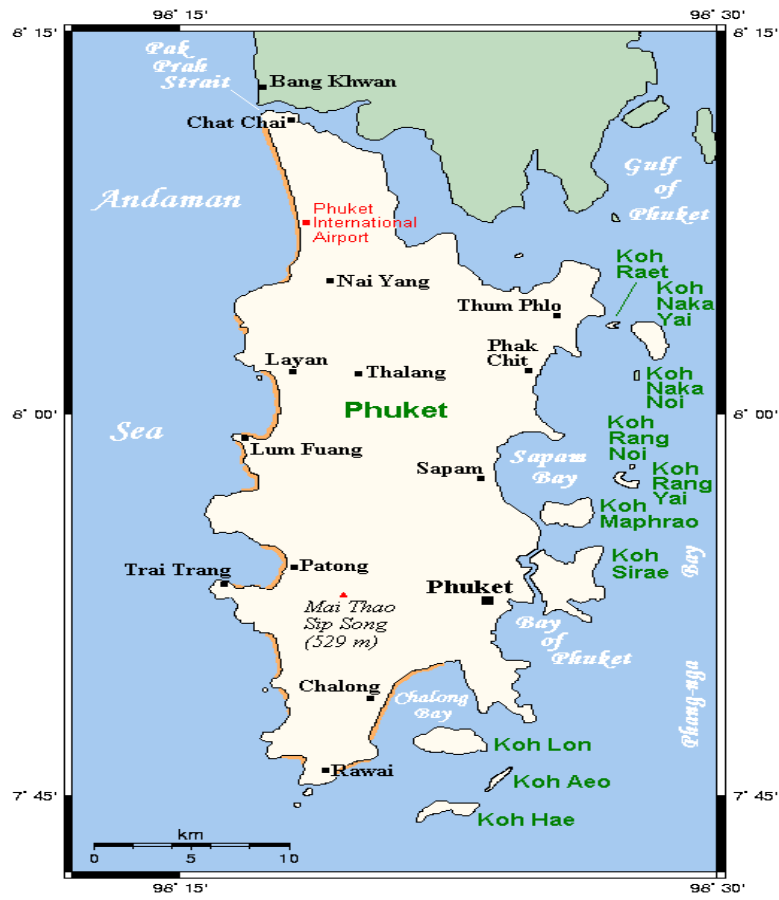
## **APPENDIX A**

### **General Information of Tambon Chalong and Information of Tambon Chalong Administration Organization**

#### **1. Tambon Chalong's General Information**

##### **1.1 Location and Boundaries**

Tambon Chalong located on the South East coast of Phuket. Tambon Chalong Administration Organization has the total area under responsibility of 34 square kilometers or approximately 21,293 rai. It can be estimated at around 70% of land areas, 27.6% of mountainous areas and around 1.6 % of water areas. In the north of Tambon Chalong, the border is close to Tambon Wichit, And in the South, it is close to Tambon Rawai, in the West, it is connected to Tambon Karon and in the East part, it is also close to Tambon Wichit. All the pictures of location and boundaries of Tambon Chalong shows by map as below:



## 1.2 Population and Territory

Tambon Chalong is consisting of 10 villages. According to year 2005, 14,361 people were counted in Tambon Chalong and 6,926 of whom were female and 7,435 male as indicated in table below:

	Village	Population			Numbers of household
		Male	Female	Total	
1	Baan Kaonoi	835	953	1,788	1,165
2	Baan Bonsaun	422	462	884	465
3	Baan Palai	205	207	412	157
4	Baan Nayai	608	618	1,226	637
5	Baan Nakok	800	816	1,616	685
6	Baan Chalong	449	492	941	402
7	Baan Watmai	872	1,063	1,935	1,162
8	Baan Gsai	842	882	1,724	1,394
9	Baan Kogtanod	1,206	1,275	2,481	1,165
10	Baan Yod Sane	1,119	1,206	2,325	1,259
	<b>Total</b>	<b>7,358</b>	<b>7,974</b>	<b>15,332</b>	<b>8,491</b>

## 2. Basic Infrastructure

### 2.1 Transportation

The transportation of Tambon Chalong is available in two ways channels, those are land transportation and water transportation. The two main roads for land transportation are the East Chaofa and the West Chaofa road. Private sectors provide taxi services for local people and visitors. The road ways are principally made of asphalt or concrete, all of road ways connected with each village.

In addition, boats service is available at Chalong pier for island hoppers to visit further islands in Tambon Chalong.

## **2.2 Electricity**

Tambon Chalong's electricity is generated from Ratchaprapa dam, Suratthani Province and total electricity consumption is available for every household.

## **3. Economic**

### **3.1 Occupation**

The majority of local people which is 50% of population are found to be working in commercial sector, followed by service sector (40%) and agriculture which remains at 10%. Agriculture found in the area is rubbers, coconuts, pineapples and prawn farming.

### **3.2 Commerce and Service**

- There are 2 sources of gas station and natural gas
- There is only 1 source of local administration organization appointment market
- There are 400 sources of small-size shops
- There are 2 sources of commercial bank
- There are 3 sources of small hotels
- There is no industrial enterprise in Tambon Chalong

## **4. Social**

### **4.1 Religion Organization**

The majority of religion of population in Tambon Chalong is Buddhism. There are 4 temples and 1 abbey. However, there is one religious festival called "Chalong Temple Festival" which is known as the most important festival in Phuket which attracts a huge crowd each year.

## 4.2 Education

Schooling system in Tambon Chalong is provided for local residents by having 3 of the primary schools in area.

Education Type	Number of Education
Education under schooling system - Primary School	3

## 4.3 Public Health

There is 1 health centre, 4 pharmacists, 2 clinics and 98% of toilet usage and possess in the area to facilitate needs to residents and tourists.

## 4.4 Security service

There is 1 police station for local security

## 5. Tourist Attractions

Tambon Chalong contains the number of tourist attractions. The beach of Chalong is not as beautiful as other beaches around. Nevertheless, there are man-made tourist attractions that could attract visitors to Tambon Chalong as well.

There are two forms of tourist attraction operation; (1) manage by government and (2) manage by private sectors.

### 5.1 Tourist attractions operated by government sector “Chalong Temple” (Wat Chalong):

It is located three kilometers before the Chalong junction on the left side of the road (please find attached small map for further clarification). Wat Chalong is the most important Buddhist temple of the island. Chalong Temple is also known as Wat Chalong which is the largest and most ornate Buddhist monastery in Phuket. This temple comes with its own unique history and is considered to invoke much wealth and luck into everyday’s lives of the locals.

Considered one of the most popular historical sites of Thailand, the Chalong temple is the largest and the most beautifully created Buddhist monastery of Phuket. The temple is connected with three respected monks of Luang Poh Cham; who were famous herbal doctors and setters of bones who helped the people of Phuket during the 1876 rebellion.

Although the Chalong temple is not the epitome of great architecture, it is an appealing sight with its three connected roofs and the golden chofahs that gleam against the rays of the sun. The entrance of the temple is flanked by two stone elephants and the several statues inside are covered with flakes of gold leaf.

Opposite the temple's Viharan is a beautiful teakwood building that holds statues of monks and relics along with personal belongings like their robes. The grand pagoda located in Chalong Temple is a must visit while as it is said to contain a sliver of Lord Buddha's bone. The pagoda is also painstakingly detailed with exquisite wall paintings re-telling the life story of Lord Buddha. It also features various images of Lord Buddha. Also visit the home of Luang Poh Cham, the famous abbot of this monastery who fought long and hard against Chinese invasion is another must do. Within the model house you can also find human-sized wax models of other famous monks like Luang Poh Gleum, Luang Poh Cham, Luang Poh Chuang, and Luang Pu Thuad.

### **Mudong Canel:**

Mudong Canel or to be called Klong Mudong in Thai is located around Chalong Pier. It is where people can see boat anchorage and it is the island's largest bay. Ao Chalong has a long, flat shallow, muddy bottom. At ebb tide, water recedes as much as one kilometer. Chalong Bay is an outstanding part of an outstanding tropical island of Phuket. Many small islands float around the bay bounded by Phromthep Cape on the West and Phanwa Cape on the East. These peninsulas provide the bay

protection for safe boating, and a calm harbour for all kinds of sea-going vessels. This serene bay creates the natural beauty so essential to an enjoyable cruising experience.

### **Chalong Pier:**

The modern 720 meters pier occupies centre stage close to Chalong circle which makes it an easy and comfortable drive from any of the West coast accommodation as well as developing East coast facilities. The Chalong bay area was chosen ahead of all the other bay locations on and around Phuket for the excellent pier development that exists today and considered as a hub to all island hoppers to catch a boat/speedboat for island surveys. Other sites have some of the bay's features and benefits but only Chalong Bay offers them all in one place. Therefore, the government decided to open up the beauty and wonder of this tropical paradise and make it available to all visitors who want to experience more than roads and pollution when trying to enjoy the recreation.

## **5.2 Tourist attractions operated by government sector**

Lists of tourist attractions are following;

### **Phuket Zoo:**

Phuket Zoo is situated on South of Phuket town, Soi Phalai, on the East side of Phuket island. Here you can see a large collection of animals and reptiles, such as 60 kinds of birds, over 100 kinds of butterflies, crocodiles, tigers and lovely rabbits and a lot more. Open daily 8:30am - 6:00pm.

### **Siam Safari:**

Siam Safari has operated nature tours and jungle safaris since 1989. It all started with a Land Rover and small cafe the hills above Phuket Island. Currently they have over 150 employees and 40 elephants. Even though the company is



expanding, they are still true to the goal of preserving Thai nature and culture for future generations. Staff there tries to make tours both fun and educational. Their devotion to nature-based tourism has been recognized by British Airways and PATA, who awarded Siam Safari the “Tourism For Tomorrow Award” (1997) and Gold Environment Award (1999) respectively. They have also received Tourism Authority of Thailand's “Best Tour Program Award” as proof of the quality of our educational tours. In 2003, Siam Safari received a certificate from the Thai Royal Government Livestock Department. “Standard Elephant Camps in Thailand” is another certificate that guarantees that Siam Safari's elephants are in good health and are well taken good care of.

**Island Safari:**

They have been offering top quality award winning adventure and elephant trekking tour since 1993. With over 15 years experience running professional canoeing & trekking tours, and also winning “the award tropical adventure in south Thailand”.

The programs are mainly running canoeing & trekking tours. Not only Chalong Office, but there are sales offices and companies located on the island of Phuket, Phang-Nga and Koh Samui.

**Monkey School:**

Trained monkeys performance are in various offers e.g. collecting coconuts, playing basketball, counting and doing exercises. Show times are 11:00 hrs. , 14:00 hrs. and 16:00 hrs.

## APPENDIX B

### CONSTITUTION OF THE KINGDOM OF THAILAND (1991)

#### The Law for Local Administration Organization

**Section 196:** The administration of local government created as local administration organization shall be in accordance with the principle of self administration according to the will of the local people as the law provided.

Local administration organization under paragraph one shall be independence in determination of local administration policy and shall be independence in local taxation and monetary as the law provided.

The overlook of the local administration organization shall be done only when necessary to protect the interest of local people or interest of the country as a whole.

**Section 197:** Any locality having the qualification to govern itself as the law provide shall have the right of self governing.

**Section 198:** Members of a local assembly shall be basically elected. Members shall be appointed only in case of necessity in accordance with the provision of law, and whose number must be less than the number of elected members.

The election of members of a local assembly shall be by direct suffrage and secret ballot. The candidate for local assembly must at lease have the qualification under Section 111 (1) and (2) also.

The principles and methods of election under this Section shall be in accordance with the law on such matter.

A local administrative committee or local administrator shall be basically elected. A local administrative committee or local administrator shall be appointed only in case

of necessity as provided by the law. The principles and methods of election under this Section shall be in accordance with the law on such matter.

## APPENDIX C

### **Directive Principles of Fundamental State Policies, Thailand**

**Section 76:** The State shall promote and encourage public participation in laying down policies, making decision on political issues, preparing economic, social and political development plans, and inspecting the exercise of State power at all levels.

**Section 77:** The State shall prepare a political development plan, moral and ethical standard of holders of political positions, Government officials, officials and other employees of the State in order to prevent corruption and create efficiency of the performance of duties.

**Section 78:** The State shall decentralize powers to localities for the purpose of independence and self-determination of local affairs, develop local economics, public utilities and facilities systems and information infrastructure in the locality thoroughly and equally throughout the country as well as develop into a large-sized local government organization a province ready for such purpose, having regard to the will of the people in that province.

**Section 79:** The State shall promote and encourage public participation in the preservation, maintenance and balanced exploitation of natural resources and biological diversity and in the promotion, maintenance and protection of the quality of the environment in accordance with the persistent development principle as well as the control and elimination of pollution affecting public health, sanitary conditions, welfare and quality of life.

**Section 80:** The State shall protect and develop children and the youth, promote the equality between women and men, and create, reinforce and develop family integrity and the strength of communities. The State shall provide aids to the elderly, the indigent, the disabled or handicapped and the underprivileged for their good quality of life and ability to depend on themselves.

**Section 81:** The State shall provide and promote the private sector to provide education to achieve knowledge alongside morality, provide law relating to national education, improve education in harmony with economic and social change, create and strengthen knowledge and instill right awareness with regard to politics and a democratic regime of government with the King as Head of the State, support researches in various sciences, accelerate the development of science and technology for national development, develop the teaching profession, and promote local knowledge and national arts and culture.

**Section 82:** The State shall thoroughly provide and promote standard and efficient public health service.

**Section 83:** The State shall implement fair distribution of incomes.

**Section 84:** The State shall organize the appropriate system of the holding and use of land, provide sufficient water resources for farmers and protect the interests of farmers in the production and marketing of agricultural products to achieve maximum benefits, and promote the assembling of farmers with a view to laying down agricultural plans and protecting their mutual interests.

**Section 85:** The State shall promote, encourage and protect the co-operatives system.

**Section 86:** The State shall promote people of working age to obtain employment, protect labors, especially child and woman labors, and provide for the system of labors relations, social security and fair wages.

**Section 87:** The State shall encourage a free economic system through market force, ensure and supervise fair competition, protect consumers, and prevent direct and indirect monopolies, repeal and refrain from enacting laws and regulations controlling businesses which do not correspond with the economic necessity, and shall not engage in an enterprise in competition with the private sector unless it is necessary for the purpose of maintaining the security of the State, preserving the common interest, or providing public utilities.

**Section 88:** The provisions of this chapter are intended to serve as directive principles for legislating and determining policies for the administration of the State affairs. In stating its policies to the National Assembly under section 211, the Council of Ministers which will assume the administration of the State affairs shall clearly state to the National Assembly the activities intended to be carried out for the administration of the State affairs in implementation of the directive principles of fundamental State policies provided in this Chapter and shall prepare and submit to the National Assembly an annual report on the result of the implementation, including problems and obstacles encountered.

**Section 89:** For the purpose of the implementation of this Chapter, the State shall establish the National Economic and Social Council to be charged with the duty to give advice and recommendations to the Council of Ministers on economic and social problems. A national economic and social development plan and other plans as provided by law shall obtain opinions of the National Economic and Social Council before they can be adopted and published. The composition, source, powers and

duties and the operation of the National Economic and Social Council shall be in accordance with the provision of law.



## **APPENDIX D**

### **Tourism Industry Code of Practice (TICP) by South Pacific Tourism Organization (SPTO, 2005)**

#### **1. Definition of SPTO Tourism Industry Code of Practice**

A tourism industry code of practice is a voluntary list of recommendations covering social, environmental, cultural, ethical and quality aspects of tourism business. The purpose of the Code is to enhance awareness of key issues facing the development of tourism in the South Pacific and inspire appropriate action and commitment to positive change.

#### **2. The Elements of Tourism Industry Code of Practice**

The Code consists of nine key areas to address including service, training, business practice, facilities, safety, cleanliness, community, environmental management and implementation. Under each key area a list of expectations is provided which managers may tick-off as they are accomplished.

#### **3. The Users of Tourism Industry Code of Practice**

The code is designed to be applicable to most tourism operations: accommodation providers, ecotourism providers, tour operators and travel agents, food and beverage providers. Over time more specific codes can be developed for each of these sectors. Anyone can copy or use the Code as long as it is not changed in any way with out prior agreement of SPTO and appropriate acknowledgement is provided.

#### **4. The Compliance of Tourism Industry Code of Practice**

The code is designed to be applicable to most tourism operations; accommodation providers, ecotourism providers, tour operators and travel agents, food and beverage providers. Over time more specific codes can be developed for each of these sectors. Anyone can copy or use the Code as long as it is not changed in any way with out prior agreement of SPTO and appropriate acknowledgement is provided.

## **5. Types and Details of Tourism Industry Code of Practice**

### **5.1 Service Quality**

- Guests' expectations and satisfaction is monitored on a regular basis.
- All customers and staff are treated with respect, courtesy and consideration.
- Procedures for the prompt handling of complaints are established and maintained.

### **5.2 Staff Training**

- Staff members are trained in personal hygiene and appearance as well in the skills required for work areas.
- Staff members are trained in the environmental and cultural policies of the business.
- Staff members are trained in the skills required to communicate effectively and courteously with guests.
- Staff members are trained in basic first aid skills.

### **5.3 Business Practice**

- The business complies with all local laws and regulations.
- The management cooperates with national, regional and local organizations and associations where these exist.
- Marketing is accurate and truthful to the nature, price and quality of the services provided.

### **5.4 Facilities and Maintenance**

- Management conducts weekly, maintenance, inspections and repairs are promptly undertaken.

- Special services and facilities are provided for people with disabilities.
- Guests are warned about hazardous areas such as pools, slippery surfaces and any machinery.

### **5.5 Safety and Security**

- The management has an emergency plan and is aware of local environmental hazards.
- Emergency procedures are clearly posted.
- Equipment for dealing with emergencies is available and regularly maintained.
- Guest room doors, windows and bag storage are secured against intrusion.

### **5.6 Cleanliness and Hygiene**

- Food preparation and storage areas are regularly inspected and found hygienic.
- All buildings and facilities are clean, tidy and well ventilated.
- The grounds and surrounding areas are tidy and free from rubbish.
- Clean drinking water is readily available; reserve water is stored in case of an emergency

### **5.7 Culture and Community**

- Close contact is maintained between the management and the local community.
- Local labor, goods and services are used where possible.
- The management provides visitors with information on local customs and dress codes.
- Steps are taken to contribute to the protection and enhancement of local cultural heritage

### **5.8 Environmental Management**

- Buildings and construction are planned and managed to minimize any adverse impact on the environment.
- Systems and technologies are used to increase the efficiency of water and electricity and fuel usage.

- Waste is reduced, reused and recycled where possible
- Hazardous substances are disposed of according to local environmental regulations.
- Sewage systems are located at a safe distance from water sources, regularly inspected and maintained to prevent pollution.
- The management promotes, enhances and contributes to the conservation of local ecosystems.

### **5.9 Implementation of the Code**

- Managers monitor the business's performance against elements of the code on a regular and ongoing basis.
- Managers have an incentive plan in place to reward staff for assisting the business to comply with this code.

## APPENDIX E

### **Agenda 21 by United Nations Department of Economic and Social Affairs (last updated was on January 12, 2000)**

#### **1. Definition:**

Agenda 21 is a comprehensive plan of action to be taken globally, nationally and locally by organizations of the United Nations System, governments, and major groups in every area in which human impacts on the environment.

#### **2. Principles of Agenda 21:**

*Principle 1:* Human beings are at the centre of concerns for sustainable development. They are entitled to a healthy and productive life in harmony with nature.

*Principle 2:* States have, in accordance with the Charter of the United Nations and the principles of international law, the sovereign right to exploit their own resources pursuant to their own environmental and developmental policies, and the responsibility to ensure that activities within their jurisdiction or control do not cause damage to the environment of other States or of areas beyond the limits of national jurisdiction.

*Principle 3:* The right to development must be fulfilled so as to equitably meet developmental and environmental needs of present and future generations.

*Principle 4:* In order to achieve sustainable development, environmental protection shall constitute an integral part of the development process and cannot be considered in isolation from it.

***Principle 5:*** All States and all people shall cooperate in the essential task of eradicating poverty as an indispensable requirement for sustainable development, in order to decrease the disparities in standards of living and better meet the needs of the majority of the people of the world.



***Principle 6:*** The special situation and needs of developing countries, particularly the least developed and those most environmentally vulnerable, shall be given special priority. International actions in the field of environment and development should also address the interests and needs of all countries.

***Principle 7:*** States shall cooperate in a spirit of global partnership to conserve, protect and restore the health and integrity of the Earth's ecosystem. In view of the different contributions to global environmental degradation, States have common but differentiated responsibilities. The developed countries acknowledge the responsibility that they bear in the international pursuit of sustainable development in view of the pressures their societies place on the global environment and of the technologies and financial resources they command.

***Principle 8:*** To achieve sustainable development and a higher quality of life for all people, States should reduce and eliminate unsustainable patterns of production and consumption and promote appropriate demographic policies.

***Principle 9:*** States should cooperate to strengthen endogenous capacity-building for sustainable development by improving scientific understanding through exchanges of scientific and technological knowledge, and by enhancing the development, adaptation, diffusion and transfer of technologies, including new and innovative technologies.

***Principle 10:*** Environmental issues are best handled with the participation of all concerned citizens, at the relevant level. At the national level, each individual shall have appropriate access to information concerning the environment that is held by public authorities, including information on hazardous materials and activities in their communities, and the

opportunity to participate in decision-making processes. States shall facilitate and encourage public awareness and participation by making information widely available. Effective access to judicial and administrative proceedings, including redress and remedy, shall be provided.

***Principle 11:*** States shall enact effective environmental legislation. Environmental standards, management objectives and priorities should reflect the environmental and developmental context to which they apply. Standards applied by some countries may be inappropriate and of unwarranted economic and social cost to other countries, in particular developing countries.

***Principle 12:*** States should cooperate to promote a supportive and open international economic system that would lead to economic growth and sustainable development in all countries, to better address the problems of environmental degradation. Trade policy measures for environmental purposes should not constitute a means of arbitrary or unjustifiable discrimination or a disguised restriction on international trade. Unilateral actions to deal with environmental challenges outside the jurisdiction of the importing country should be avoided. Environmental measures addressing trans-boundary or global environmental problems should, as far as possible, be based on an international consensus.

***Principle 13:*** States shall develop national law regarding liability and compensation for the victims of pollution and other environmental damage. States shall also cooperate in an expeditious and more determined manner to develop further international law regarding liability and compensation for adverse effects of environmental damage caused by activities within their jurisdiction or control to areas beyond their jurisdiction.

***Principle 14:*** States should effectively cooperate to discourage or prevent the relocation and transfer to other States of any activities and substances that cause severe environmental degradation or are found to be harmful to human health.

***Principle 15:*** In order to protect the environment, the precautionary approach shall be widely applied by States according to their capabilities. Where there are threats of serious or irreversible damage, lack of full scientific certainty shall not be used as a reason for postponing cost-effective measures to prevent environmental degradation.

***Principle 16:*** National authorities should endeavor to promote the internalization of environmental costs and the use of economic instruments, taking into account the approach that the polluter should, in principle, bear the cost of pollution, with due regard to the public interest and without distorting international trade and investment.

***Principle 17:*** Environmental impact assessment, as a national instrument, shall be undertaken for proposed activities that are likely to have a significant adverse impact on the environment and are subject to a decision of a competent national authority.

***Principle 18:*** States shall immediately notify other States of any natural disasters or other emergencies that are likely to produce sudden harmful effects on the environment of those States. Every effort shall be made by the international community to help States so afflicted.

***Principle 19:*** States shall provide prior and timely notification and relevant information to potentially affected States on activities that may have a significant adverse trans-boundary environmental effect and shall consult with those States at an early stage and in good faith.

***Principle 20:*** Women have a vital role in environmental management and development. Their full participation is therefore essential to achieve sustainable development.

***Principle 21:*** The creativity, ideals and courage of the youth of the world should be mobilized to forge a global partnership in order to achieve sustainable development and ensure a better future for all.

***Principle 22:*** Indigenous people and their communities and other local communities have a vital role in environmental management and development because of their knowledge and traditional practices. States should recognize and duly support their identity, culture and interests and enable their effective participation in the achievement of sustainable development.

***Principle 23:*** The environment and natural resources of people under oppression, domination and occupation shall be protected.

***Principle 24:*** Warfare is inherently destructive of sustainable development. States shall therefore respect international law providing protection for the environment in times of armed conflict and cooperate in its further development, as necessary.

***Principle 25:*** Peace, development and environmental protection are interdependent and indivisible.

***Principle 26:*** States shall resolve all their environmental disputes peacefully and by appropriate means in accordance with the Charter of the United Nations.

***Principle 27:*** States and people shall cooperate in good faith and in a spirit of partnership in the fulfillment of the principles embodied in this Declaration and in the further development of international law in the field of sustainable development.

## APPENDIX F

### Questionnaires for Local Resident at Tambon Chalong (Thai Version)

แบบสอบถาม

ชุดที่ _____
พื้นที่เก็บข้อมูล _____
วันที่ (____/____/2549)

เรื่อง แนวทางข้อเสนอสำหรับการมีส่วนร่วมของประชาชน ในเรื่องการพัฒนาการท่องเที่ยวแบบ  
ยั่งยืน กรณีศึกษาตำบลคลอง อำเภอมือง จังหวัดภูเก็ต

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของโครงการศึกษาวิจัยสำหรับงานวิทยานิพนธ์  
ของนักศึกษาหลักสูตรปริญญาโทบริหารธุรกิจ สาขาการจัดการบริการและการท่องเที่ยว คณะ  
อุตสาหกรรมบริการ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต โดยมีวัตถุประสงค์เพื่อศึกษา  
เรื่อง “แนวทางข้อเสนอสำหรับการมีส่วนร่วมของประชาชน ในเรื่องการพัฒนาการท่องเที่ยวแบบ  
ยั่งยืน กรณีศึกษาตำบลคลอง อำเภอมือง จังหวัดภูเก็ต” ผลการวิจัยครั้งนี้จะทำให้ทราบถึง  
แนวทางในด้านการพัฒนาการท่องเที่ยวแบบยั่งยืนในตำบลคลอง การวางแผนและการจัดการการ  
ท่องเที่ยวแบบยั่งยืนที่เหมาะสมกับตำบลคลองซึ่งคาดว่าจะประโยชน์อย่างยิ่งต่อประชาชนและ  
ชุมชนในท้องถิ่น หน่วยงานราชการ และผู้ที่ให้ความสนใจทั่วไป อีกทั้งการวิจัยในครั้งนี้เป็น  
การศึกษาเพื่อทางวิชาการเท่านั้น ซึ่งผลการศึกษาจะไม่ส่งผลกระทบต่อผู้ให้ข้อมูลหรือผู้ที่ถูกกล่าว  
อ้างถึง ผู้วิจัยจะเก็บข้อมูลที่ได้รับจากท่านไว้เป็นความลับ โดยจะนำมาทำสรุปผลการวิจัยเป็น  
ภาพรวมเท่านั้น

ดังนั้น คำตอบของท่านมีคุณค่าอย่างยิ่งต่องานวิจัย ข้อมูลที่ตรงกับความเป็นจริง  
และสมบูรณ์จะช่วยให้การวิจัยดำเนินไปด้วยความถูกต้อง ผู้วิจัยจึงใคร่ขอความอนุเคราะห์จาก  
ท่าน โปรดตอบแบบสอบถามตามความคิดเห็นของท่านอย่างรอบคอบให้ครบทุกข้อ ผู้วิจัย  
ขอขอบคุณที่ท่านสละเวลาอันมีค่าในความร่วมมือไว้ ณ โอกาสนี้

วราภรณ์ ชุตรี  
ผู้วิจัย



**หมายเหตุ :**

แบบสอบถามฉบับนี้ประกอบด้วย 6 ส่วน มีจำนวน 8 หน้า ดังต่อไปนี้

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ส่วนที่ 2: ข้อมูลเบื้องต้นของแผนพัฒนาท้องถิ่น 3 ปี (2549-2551) ของตำบลคลอง

ส่วนที่ 3: ข้อมูลเกี่ยวกับทัศนคติ ของประชาชนในท้องถิ่นต่อการวางแผนพัฒนาท้องถิ่น 3 ปี (2549-2551) ของตำบลคลอง

ส่วนที่ 4: ข้อมูลเกี่ยวกับการมีส่วนร่วมของประชาชนในการวางแผนพัฒนาท้องถิ่น 3 ปี (2549-2551) ของตำบลคลอง

ส่วนที่ 5: ข้อมูลเกี่ยวกับการมีส่วนร่วมของประชาชนในการวางแผนและการจัดการการ  
ท่องเที่ยวของตำบลคลอง

ส่วนที่ 6: ทัศนคติของประชาชนต่อการท่องเที่ยวในตำบลคลองในแต่ละด้าน

**คำชี้แจง:** กรุณาทำเครื่องหมาย ✕ ในช่องหน้าข้อความที่ตรงกับตัวของท่านมากที่สุด

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. หมู่บ้านที่...

- |                              |                              |                              |                              |                               |
|------------------------------|------------------------------|------------------------------|------------------------------|-------------------------------|
| <input type="checkbox"/> ม.1 | <input type="checkbox"/> ม.2 | <input type="checkbox"/> ม.3 | <input type="checkbox"/> ม.4 | <input type="checkbox"/> ม.5  |
| <input type="checkbox"/> ม.6 | <input type="checkbox"/> ม.7 | <input type="checkbox"/> ม.8 | <input type="checkbox"/> ม.9 | <input type="checkbox"/> ม.10 |

2. เพศ

- 1) ชาย       2) หญิง

3. สถานภาพสมรส

- 1) โสด       2) สมรส       3) หย่าร้าง/หม้าย

4. อายุ (ปี)

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> 1) ต่ำกว่า 20 | <input type="checkbox"/> 2) 20-30     |
| <input type="checkbox"/> 3) 31-40      | <input type="checkbox"/> 4) 41-50     |
| <input type="checkbox"/> 5) 51-60      | <input type="checkbox"/> 6) 60 ขึ้นไป |



**คำชี้แจง:** กรุณาพิจารณาข้อมูลต่อไปนี้

**ส่วนที่ 2:** ข้อมูลเบื้องต้นของแผนพัฒนาท้องถิ่น 3 ปี (2549-2551) ของตำบลคลอง

เนื่องด้วยองค์การบริหารส่วนตำบลคลองได้พัฒนาแผนพัฒนาท้องถิ่น 3 ปี (2549-2551) ของตำบลคลอง ซึ่งได้กำหนดโครงการต่างๆเพื่อพัฒนาชุมชนคลองไว้ตามตารางด้านล่าง ผู้วิจัยได้สรุปโครงการการพัฒนาท้องถิ่นในแต่ละด้านพร้อมงบประมาณจัดตั้งบางโครงการ ทั้งนี้เพื่อประกอบการพิจารณาในการให้ความเห็นของท่านในแบบสอบถามส่วนที่ 3 ส่วนที่4และส่วนที่ 5 ในหน้าถัดไป

กลยุทธ์พัฒนาท้องถิ่น	งบประมาณ (บาท)
<b>ด้านการพัฒนาโครงสร้างพื้นฐาน</b>	
1. โครงการปรับปรุงวงเวียนห้าแยก เพื่อปรับสภาพภูมิทัศน์ให้สวยงาม	180,000
2. โครงการขุดลอกคลอง-คูระบายน้ำ เพื่อป้องกันปัญหาน้ำท่วม	4,540,000
3. ขยายเขตไฟฟ้าสาธารณะ ซ่อมแซมโคมไฟ และซ่อมแซมป้ายจราจร ปี เพื่อเพิ่มและสร้างความปลอดภัยในชีวิตและทรัพย์สินของ ประชาชน	5,650,000
4. โครงการก่อสร้างผนังกันดิน เพื่อป้องกันการพังทลายหน้าวัดสถิต วนาราม	2,000,000
5. โครงการก่อสร้างถนนคสล.พร้อมคูระบายน้ำ เพื่อให้ประชาชนและ นักท่องเที่ยวได้รับความสะดวกสบายในการสัญจร	209,720,000
6. โครงการปรับปรุงขุมประปา เพื่อปรับปรุงคุณภาพน้ำให้สะอาดและ เพียงพอแก่ความต้องการของประชาชน และนักท่องเที่ยว	30,000,000
<b>ด้านการพัฒนาคน สังคม และส่งเสริมคุณภาพชีวิต</b>	
1. โครงการจัดเข้าค่ายเยาวชน ภาษาอังกฤษ	600,000
2. โครงการสนับสนุนปรับปรุงคุณภาพการให้บริการและสถานที่ของ สถานีอนามัยตำบลคลอง	4,000,000
3. โครงการจัดงานบวชนครภาคฤดูร้อน	1,600,000
4. โครงการจัดหาสนามกีฬาและสวนสุขภาพ	2,000,000
5. โครงการปรับปรุงตลาดเกษตรกร	600,000

กลยุทธ์พัฒนาท้องถิ่น	งบประมาณ (บาท)
<b>ด้านการพัฒนาคน สังคม และส่งเสริมคุณภาพชีวิต</b>	
6. พันหมอกควันกำจัดยุงและรณรงค์ป้องกันควบคุมโรคไข้เลือดออก	600,000
7. โครงการสนับสนุนการจัดงานประเพณีลอยกระทงประจำปี	1,200,000
8. โครงการจัดงานวันผู้สูงอายุ	600,000
9. โครงการพัฒนาศูนย์พัฒนาเด็กเล็กบ้านฉลอง	600,000
10. โครงการสนับสนุนและส่งเสริมการแข่งขันกีฬาตำบลฉลอง	1,200,000
<b>ด้านเศรษฐกิจและการท่องเที่ยว</b>	
1. โครงการส่งเสริมสนับสนุนการบริหารจัดการศูนย์ควบคุมท่าเรือ ภูเก็ตให้มีประสิทธิภาพ และประชาชนได้รับความสะดวกรวดเร็ว	1,000,000
2. โครงการจัดอบรมมัคคุเทศก์อาสาสมัคร เพื่อนักท่องเที่ยวนานาชาติ	90,000
3. โครงการจัดงานเทศกาลอาหารทะเลและพืชผลการเกษตร	1,500,000
4. โครงการสนับสนุนเงินลงทุนแก่กลุ่มอาชีพ หมู่บ้านละ 100,000 บาท	3,000,000
5. โครงการจัดอบรมให้ความรู้กับประชาชนเกี่ยวกับภัยพิบัติธรรมชาติ	150,000
6. โครงการจัดตั้งศูนย์อพยพภัยพิบัติธรรมชาติ 1 แห่ง	10,000,000
7. โครงการจัดอบรมส่งเสริมนวดแผนไทยโบราณ	90,000
8. โครงการฝึกอบรมอาชีพหลักสูตรระยะสั้นและระยะยาว	150,000
9. โครงการจัดอบรมอาชีพเสริมแก่ประชาชน : ผักสวนครัวในกระถาง	90,000
10.โครงการจัดหาอุปกรณ์ผจญเพลิง	600,000
11.โครงการจัดซื้อกระจกโค้ง และติดตั้งป้ายจราจร เพื่อลดอุบัติเหตุ	460,000
<b>ด้านทรัพยากรธรรมชาติและสิ่งแวดล้อม</b>	
1. โครงการถนนสวย เพื่อปรับปรุงทัศนียภาพให้สวยงาม และสร้าง ความประทับใจแก่นักท่องเที่ยว	300,000
2. โครงการจัดหาถังขยะรองรับขยะมูลฝอย	1,200,000

กลยุทธ์พัฒนาท้องถิ่น	งบประมาณ (บาท)
<b>ด้านทรัพยากรธรรมชาติและสิ่งแวดล้อม</b>	
3. โครงการจัดเข้าค่ายเยาวชนอนุรักษ์และทัศนศึกษาด้านสิ่งแวดล้อม	400,000
4. โครงการเก็บขยะสองข้างทางถนนสายหลัก เพื่อความสะอาด และเป็นระเบียบเรียบร้อย	60,000
5. โครงการปลูกป่าชายเลนคลองมุดง เพื่อรักษาทรัพยากรธรรมชาติและสิ่งแวดล้อม	60,000
<b>ด้านพัฒนาเทคโนโลยีและสารสนเทศ</b>	
1. โครงการจัดให้มีศูนย์ข้อมูลระดับตำบล	100,000
2. โครงการจัดอบรมให้ความรู้ด้านอินเทอร์เน็ต	60,000
3. โครงการจัดอบรมหลักสูตรการใช้คอมพิวเตอร์เบื้องต้นแก่เยาวชน	90,000

**คำชี้แจง:** กรุณาทำเครื่องหมาย ✕ ในช่องหลังข้อความที่ตรงกับความคิดเห็นของท่านมากที่สุด

**ส่วนที่ 3:** ข้อมูลเกี่ยวกับทัศนคติของประชาชนในท้องถิ่นต่อโครงการในแผนพัฒนาท้องถิ่น

3

ปี (2549-2551) ของตำบลฉลอง

จากตารางสรุปแผนพัฒนาท้องถิ่นในส่วนที่ 2(ตารางข้างต้น) ท่านมีความคิดเห็นอย่างไร

รายการ	ระดับผลการวัด				
	เห็นด้วยอย่างถึง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
	5	4	3	2	1
1. โครงการดังกล่าวมีประโยชน์ต่อชุมชนฉลอง	5	4	3	2	1
2. โครงการดังกล่าวได้ให้ประโยชน์แก่ท่านโดยตรง	5	4	3	2	1
3. โครงการดังกล่าวช่วยสร้างการจ้างงานให้แก่	5	4	3	2	1

ประชาชน					
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รายการ	ระดับผลการวัด				
	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
	5	4	3	2	1
4.โครงการดังกล่าวช่วยส่งเสริมความรู้ความสามารถของเยาวชน	5	4	3	2	1
5.โครงการดังกล่าวช่วยเพิ่มมูลค่าสินค้าในชุมชน	5	4	3	2	1
6.โครงการดังกล่าวรบกวนกิจกรรมของท้องถิ่น	5	4	3	2	1
7.โครงการดังกล่าวมีผลเสียต่อสิ่งแวดล้อม	5	4	3	2	1
8.โครงการดังกล่าวช่วยกระตุ้นวัฒนธรรมและอาชีพท้องถิ่น	5	4	3	2	1
9.โครงการดังกล่าวใช้ประโยชน์จากทรัพยากรธรรมชาติท้องถิ่น	5	4	3	2	1
10. โดยรวมแล้ว โครงการดังกล่าวมีประโยชน์ต่อชุมชนฉลอง	5	4	3	2	1

**ตอนที่ 4: การมีส่วนร่วมของประชาชนในการวางแผนพัฒนาท้องถิ่น 3 ปี (2549-2551)**

**ของตำบลคลอง**

รายการ	มี	ไม่มี
1. มีการเปิดโอกาสให้ท่านเข้ามามีส่วนร่วมในการวางแผนฯ	<input type="checkbox"/>	<input type="checkbox"/>
2. มีการประชาสัมพันธ์ให้ท่านรับรู้ข้อมูลของแผนฯ	<input type="checkbox"/>	<input type="checkbox"/>
3. มีการเปิดโอกาสให้ท่านแสดงความคิดเห็น หรือเสนอความคิดเห็นอย่างเต็มที่ในการจัดทำแผนฯ	<input type="checkbox"/>	<input type="checkbox"/>
4. มีการรายงานผลการดำเนินงานของแผนฯ ให้ท่านทราบ	<input type="checkbox"/>	<input type="checkbox"/>
5. มีการเปิดโอกาสให้ท่านตรวจสอบการดำเนินแผนฯ	<input type="checkbox"/>	<input type="checkbox"/>
6. การดำเนินงานของแผนฯ เป็นไปตามระยะเวลาที่กำหนด	<input type="checkbox"/>	<input type="checkbox"/>
7. ผลการดำเนินการของแผนฯ นำไปสู่การแก้ปัญหาของประชาชนในท้องถิ่น	<input type="checkbox"/>	<input type="checkbox"/>
8. การดำเนินของแผนฯ ก่อให้เกิดประโยชน์แก่ประชาชนในท้องถิ่น	<input type="checkbox"/>	<input type="checkbox"/>

4.2 โดยภาพรวม ท่านมีส่วนร่วมในการวางแผนพัฒนาท้องถิ่น 3 ปี (2549-2551) ของตำบลคลอง ในระดับใด

1) ไม่เคยร่วมเลย     2) บางครั้ง     3) ปานกลาง     4) บ่อยครั้ง     5) ทุกครั้ง

4.3 ข้อเสนอแนะของประชาชนสำหรับปรับปรุงการมีส่วนร่วมในชุมชน ในด้านการท่องเที่ยวในตำบลคลอง อำเภอเมือง จังหวัดภูเก็ต

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**ส่วนที่ 5: ข้อมูลเกี่ยวกับการมีส่วนร่วมของประชาชนในการวางแผนและการจัดการการ**

**ท่องเที่ยวของตำบลคลอง**

**จากตารางสรุปแผนพัฒนาท้องถิ่น 3 ปี (2549-2551) ในส่วนที่ 2 (หน้า 3-4) ท่านมี  
ความคิดเห็นอย่างไรกับการวางแผนและการจัดการการท่องเที่ยวของตำบลคลอง**

รายการ	ระดับผลการวัด				
	เห็นด้วยอย่าง ยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
	5	4	3	2	1
1. โครงการดังกล่าวเปิดโอกาสให้ชุมชนท้องถิ่นมีส่วนร่วมในการเสนอปัญหาที่เกิดขึ้นจากการท่องเที่ยวและเสนอสาเหตุของปัญหาที่เกิดขึ้น	5	4	3	2	1
2. โครงการดังกล่าวชุมชนให้ชุมชนท้องถิ่นมีส่วนร่วมในการตัดสินใจใช้ทรัพยากรท่องเที่ยวที่อยู่ในชุมชนท้องถิ่นให้เกิดประโยชน์ต่อการท่องเที่ยวและชุมชนท้องถิ่นมากที่สุด เช่น สนับสนุนการใช้วัสดุที่หาได้ในท้องถิ่นในการก่อสร้าง	5	4	3	2	1
3. โครงการดังกล่าวให้ชุมชนท้องถิ่นมีส่วนร่วมในการวางแผนพัฒนาการท่องเที่ยว เช่น กำหนดนโยบายวัตถุประสงค์ เป้าหมาย และวิธีการพัฒนาการท่องเที่ยว	5	4	3	2	1
4. โครงการดังกล่าวให้ชุมชนในท้องถิ่นมีส่วนร่วมในการปฏิบัติตามแผนหรือโครงการพัฒนาการท่องเที่ยว	5	4	3	2	1
5. โครงการดังกล่าวให้ชุมชนในท้องถิ่นมีส่วนร่วมในการควบคุม ติดตาม ประเมินผลโครงการพัฒนาที่เข้าร่วมจัดทำขึ้น	5	4	3	2	1

5.2 โดยภาพรวม ท่านมีส่วนร่วมในการวางแผนและการจัดการการท่องเที่ยวของตำบลลงในระดับใด

1) ไม่เคยร่วมเลย 2) บางครั้ง 3) ปานกลาง 4) บ่อยครั้ง 5) ทุกครั้ง

5.3 ข้อเสนอแนะของประชาชนสำหรับปรับปรุงการมีส่วนร่วมในชุมชน ในด้านการท่องเที่ยวในตำบลลอง อำเภอเมือง จังหวัดภูเก็ต

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**ส่วนที่ 6: ทำศนคติของประชาชนต่อการท่องเที่ยวในตำบลลองในแต่ละด้าน**

รายการ	ระดับผลการวัด				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
	5	4	3	2	1
<b>ทัศนคติของประชาชนต่อการท่องเที่ยวในตำบลลองด้านเศรษฐกิจ</b>					
1. การท่องเที่ยวให้ผลดีแก่ชุมชนลอง	5	4	3	2	1
2. ท่านได้รับประโยชน์โดยตรงจากการที่มีนักท่องเที่ยวเข้ามาเที่ยวในตำบลลอง	5	4	3	2	1
3. การท่องเที่ยวทำให้ประชาชนในท้องถิ่นมีงานทำมากขึ้น	5	4	3	2	1
4. การท่องเที่ยวทำให้ประชาชนในท้องถิ่นมีโอกาสหารายได้จากกิจกรรมที่เกี่ยวข้อง เช่น สินค้าหัตถกรรมพื้นเมือง	5	4	3	2	1

รายการ	ระดับผลการวัด				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
	5	4	3	2	1
5. การท่องเที่ยวทำให้ราคาสินค้าและบริการในชุมชนสูงขึ้น เช่น ขายสินค้าได้ในราคาสูงขึ้น ค่าเช่าบ้านสูงขึ้น ที่ดินราคาแพงขึ้น	5	4	3	2	1
6. การส่งเสริมการท่องเที่ยวทำให้เกิดการสร้างสาธารณะประโยชน์มากขึ้น เช่น ถนน ไฟฟ้า ประปา โทรศัพท์ และสิ่งอำนวยความสะดวกต่าง ๆ	5	4	3	2	1
7. การท่องเที่ยวทำให้ประชาชนรู้สึกภาคภูมิใจในตัวชุมชนเอง	5	4	3	2	1
8. การท่องเที่ยวช่วยสร้างภาพพจน์ที่ดีให้แก่ชุมชนและช่วยดึงดูดการลงทุนของกลุ่มธุรกิจมากขึ้น	5	4	3	2	1

รายการ	ระดับผลการวัด				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
	5	4	3	2	1
<b>ทัศนคติของประชาชนต่อการท่องเที่ยวในตำบล คลองด่านสังคมและวัฒนธรรม</b>					
1. การท่องเที่ยวรบกวนชีวิตความเป็นอยู่ของประชาชน เช่น เสียงดัง รถติด	5	4	3	2	1
2. การท่องเที่ยวทำให้ท่านผูกพันต่อท้องถิ่น	5	4	3	2	1
3. การท่องเที่ยวทำให้ชุมชนของท่านมีความเข้มแข็งในการดำรงรักษาเอกลักษณ์เฉพาะตนไว้อันเป็นแบบอย่างต่อชุมชนอื่น	5	4	3	2	1

รายการ	ระดับผลการวัด				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
	5	4	3	2	1
<b>ทัศนคติของประชาชนต่อการท่องเที่ยวใน ตำบลคลองด่านสังคมและวัฒนธรรม</b>					
4. การท่องเที่ยวทำให้ชุมชนของท่านสืบสาน วัฒนธรรม และประเพณีท้องถิ่น เช่น งาน ประเพณีวัดคลอง	5	4	3	2	1
5. การท่องเที่ยวก่อให้เกิดอาชญากรรมมากขึ้น	5	4	3	2	1
6. การท่องเที่ยวก่อให้เกิดการเปลี่ยนแปลง พฤติกรรมของบุคคลบางกลุ่มไปในทางลบ เช่น เกิดการดื่มสุรามากขึ้น เกิดการสูบบุหรี่ มากขึ้น	5	4	3	2	1
7. การท่องเที่ยวทำให้ประเพณีและวัฒนธรรม เปลี่ยนไป เกิดการฝ่าฝืนประเพณี และซึม ซับวัฒนธรรมใหม่ๆ	5	4	3	2	1
8. การท่องเที่ยว ทำให้เกิดการตื่นตัวในการ เป็นเจ้าของที่ดี	5	4	3	2	1

รายการ	ระดับผลการวัด				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
	5	4	3	2	1
<b>ทัศนคติของประชาชนต่อการท่องเที่ยวใน ตำบลคลองด่านสิ่งแวดล้อม</b>					
1. การท่องเที่ยวส่งผลเสียต่อสภาพแหล่ง ท่องเที่ยว เสี่ยงต่อการเสื่อมสภาพ	5	4	3	2	1
2. การท่องเที่ยวส่งผลเสียต่อสิ่งแวดล้อม เช่น การเพิ่มขึ้นของขยะกระจาย ทั่วบริเวณแหล่งท่องเที่ยว หรือน้ำมัน เชื้อเพลิงจากยานพาหนะรั่วไหลในน้ำ	5	4	3	2	1
3. การท่องเที่ยวส่งผลต่อความสะอาดของ สถานที่ท่องเที่ยว และชุมชน	5	4	3	2	1
4. การท่องเที่ยวใช้ประโยชน์จาก ทรัพยากรธรรมชาติของท้องถิ่น เช่น น้ำ	5	4	3	2	1
5. โดยภาพรวม การท่องเที่ยวในชุมชนของ ท่าน	5	4	3	2	1

6.2 ท่านมีความต้องการให้มีการท่องเที่ยวในตำบลคลองด่านมากขึ้นหรือน้อยลงในอนาคต

- 1) น้อยลง     
 2) น้อย     
 3) ปกติ     
 4) มาก     
 5) มาก  
 ขึ้น

**APPENDIX G**  
**Questionnaires for Local Residents at Tambon**  
**Chalong (English Version)**

**QUESTIONNAIRES**

Set No. _____
Area _____
DMY (____/____/2549)

**Title:** Proposed Guidelines for Improving Local Residents' Participation on Sustainable Tourism Development: The Case of Tambon Chalong, Amphur Muang, Changwat Phuket

This interview form is one part of research project as a partial fulfillment of the requirement for the degree of master of business administration in hospitality and tourism management (International Program), Prince of Songkla University, Phuket Campus. The objectives are (1) to investigate local residents' opinions for general tourism at Tambon Chalong, (2) to investigate the participation level of local residents towards tourism planning and management with Tambon Chalong Local Administration Organization, and (3) to propose guidelines for developing local participation for sustainable tourism development at TCAO.

The result of the study will provide the proper guideline for improving local residents' participation on sustainable tourism development: The Case of Tambon Chalong, Amphur Muang, Changwat Phuket. Furthermore, the result will give benefit to public, official unit, and general interests. This study is for the academic purpose only, which has no impacts to the respondents or the persons who was mentioned to. All details from the respondents will be kept confidentially, which is used to analyze as the general picture only.

Thus, all of your responds are worth to this study. Please fill the complete and true information in order to generate the most effective results. The researcher would like to thank

you for all your kindness to answer all questions as provided in this questionnaire.

Varaporn

Choosri

Researcher

**Remark:**

The questionnaires comprised with 5 parts, as follows

Part 1: Demographic characteristics of respondents

Part 2: The opinions of local residents for Tambon Chalong tourism

Part 3: The opinions of local residents on 3 years local development plan of

Tambon Chalong Administration Organization (2006-2008)

Part 4: The participation level of local residents on 3 year local development plan

of Tambon Chalong Administration Organization

Part 5: The participation level of local residents tourism planning and management

with Tambon Chalong Administration Organization

**Notice: Please mark ✓ in the box that matches to your opinion**

**Section: General information of respondent**

## 1. Village

- |                                 |                                |                                |
|---------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> Moo 1  | <input type="checkbox"/> Moo 2 | <input type="checkbox"/> Moo 3 |
| <input type="checkbox"/> Moo 4  | <input type="checkbox"/> Moo 5 | <input type="checkbox"/> Moo 6 |
| <input type="checkbox"/> Moo 7  | <input type="checkbox"/> Moo 8 | <input type="checkbox"/> Moo 9 |
| <input type="checkbox"/> Moo 10 |                                |                                |

## 2. Gender

- 1) Male       2) Female

## 3. Marital Status

- 1) Single       2) Married  
 3) Divorce/Widow

## 4. Age

- 1) Lower than 20       2) 20-30



3) 31-40 5) 51-60 4) 41-50 6) 61 or more

## 5. Education Level

- 1) Primary School
- 2) Secondary or High School
- 3) Diploma
- 4) Bachelor
- 5) Higher than Bachelor

## 6. Career

- 1) Agriculture
- 2) Business Owner
- 3) Retired Officer
- 4) Private Sector Officer
- 5) Housewife
- 6) Labor
- 7) Government Officer
- 8) Student
- 9) Other (.....)

## 7. Monthly Income

- 1) No Income
- 2) Lower than 5,000
- 3) 5,001-10,000
- 4) 10,001-20,000
- 5) 20,001-30,000
- 6) 30,001 or more

## 8. Lengths of Residency are ..... years

**Notice: Please consider the following information****Section 1: Brief information of 3 years Tambon Chalong local development plan (2006-2008)**

According to 3 years Tambon Chalong local development plan (2006-2008), the researcher concluded the development projects and budgets in the following table in order to take in consideration of responding questions in the next page.

<b>Local Development Strategy</b>	<b>Budget (Baht)</b>
<b>Infrastructure Aspect</b>	
1. Project of renovating the 5 junctions of Chalong	180,000
2. Project of cleaning canal to avoid flooding	4,540,000
3. Project of expanding the public electricity, and fixing the public lights for community security	5,650,000
4. Project of sand wall construction in front of Lattivanaram Temple	2,000,000
5. Project of road constructions for convenience of tourist and local residents	209,720,000
6. Project of water utility improvement to make cleaning water for tourist and local residents	30,000,000
<b>Quality of Life Aspect</b>	
1. Project of English camp for child	600,000
2. Project of service improvement of health center	4,000,000
3. Project of summer ordaining	1,600,000

4. Project of sport stadium construction	2,000,000
5. Project of agriculture market construction	600,000

<b>Local Development Strategy</b>	<b>Budget (Baht)</b>
<b>Quality of Life Aspect</b>	
6. Project of hemorrhagic fever protection	600,000
7. Project of Loy Kratong festival	1,200,000
8. Project of senior day	600,000
9. Project of child development center	600,000
10. Project of sport competition	1,200,000
<b>Economy and Tourism Aspect</b>	
1. Project of pier controlling	1,000,000
2. Project of tour guide volunteer	90,000
3. Project of seafood and agriculture festival	1,500,000
4. Project of village fund to support career group – 100,000/ each village	3,000,000
5. Project of disaster information	150,000
6. Project of disaster safe center	10,000,000
7. Project of Thai massage training	90,000
8. Project of short and long term career training course	150,000
9. Project of supported career training to local residents	90,000
10. Project of fireman equipment	600,000
11. Project of road equipment	460,000
<b>Nature Resource and Environment Aspect</b>	
1. Project of beautiful road	300,000
2. Project of garbage management	1,200,000

<b>Local Development Strategy</b>	<b>Budget (Baht)</b>
<b>Nature Resource and Environment Aspect</b>	
3. Project of youth camp for preserving environment	400,000
4. Project of garbage cleaning	60,000
5. Project of Mudong mangrove forest	60,000
<b>Technology Aspect</b>	
1. Project of information center	100,000
2. Project of internet training	60,000
3. Project of basic computer training	90,000

**Notice:** Please mark ✕ on the number that matches your opinion.

**Part 3:** The opinions of local residents on 3 years local development plan of Tambon  
Chalong administration organization (2006-2008)

**Due to the information in section one, what do you think?**

Items	Measurement				
	Absolutely Agree	Agree	Neutral	Disagree	Absolutely
	5	4	3	2	1
1. These projects give benefit to Chalong community	5	4	3	2	1
2. These projects are directly benefited to you	5	4	3	2	1
3. These projects create jobs for Chalong residents	5	4	3	2	1
4. These projects give knowledge to youth	5	4	3	2	1
5. These projects raise price for goods	5	4	3	2	1
6. These projects bother community's life	5	4	3	2	1
7. These projects have negative impact to environment	5	4	3	2	1
8. These projects help stimulating local culture and job opportunity	5	4	3	2	1

9. These projects use natural resources needed by local residents	5	4	3	2	1
10. Overall, these projects benefit to Chalong community	5	4	3	2	1

**Notice: Please mark \* on the number that matches your opinion.**

**Part 4: The opinions of local residents on 3 years local development plan of Tambon**

**Chalong administration organization (2006-2008)**

Items	Participatio	
	Yes	No
1. TCAO gives opportunity to participate in planning process	<input type="checkbox"/>	<input type="checkbox"/>
2. TCAO promotes the planning details	<input type="checkbox"/>	<input type="checkbox"/>
3. TCAO opens for opinion sharing	<input type="checkbox"/>	<input type="checkbox"/>
4. TCAO reports the results of the managing	<input type="checkbox"/>	<input type="checkbox"/>
5. TCAO allows you to check the managing process	<input type="checkbox"/>	<input type="checkbox"/>
6. TCAO has good timing for the plan	<input type="checkbox"/>	<input type="checkbox"/>
7. TCAO brings the results to solve the problem in the community	<input type="checkbox"/>	<input type="checkbox"/>
8. TCAO brings the results to be the benefit for community	<input type="checkbox"/>	<input type="checkbox"/>

4.2 How often do you participate in 3 years local development plan?

- 1) Never                      2) Sometimes                      3) Often  
4) Always



4.3 The suggestions of local residents for improving the community participation in 3YLDP at Tambon Chalong, Amphur Muang, Changwat Phuket

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**Notice : Please mark ✕ on the number that matches your opinion.**

**Part 5: The opinions of local residents on tourism planning and management with Tambon Chalong administration organization (2006-2008)**

According to 3 years local development plan (2006-2008), how do you rate each issue?

Items	Measurement				
	Absolutely Agree	Agree	Neutral	Disagree	Absolutely Disagree
	5	4	3	2	1
1. The projects involve local residents' participation in opinion sharing on the current tourism problem.	5	4	3	2	1
2. The projects involve local residents' participation in decision making for tourism resource utilizing.	5	4	3	2	1
3. The projects involve local residents' participation in tourism planning.	5	4	3	2	1
4. The projects involve local residents' participation in implementing the tourism plan.	5	4	3	2	1
5. The projects involve local residents' participation in evaluating the results of the projects.	5	4	3	2	1

5.2 How often do you participate in 3 years local development plan?

- 1) Never       2) Sometimes       3) Often        
4) Always

5.3 The suggestions of local residents for improving the community participation in 3YLDP at Tambon Chalong, Amphur Muang, Changwat Phuket

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**Notice:** Please mark \* on the number that best matches your opinion.

**Part 5:** The opinions of local residents on tourism at Tambon Chalong

Items	Measurement				
	Absolutel y Agree	Agree	Neutral	Disagree	Absolutel y Disagree
	5	4	3	2	1
<b>Economy</b>					
1. Tourism gives benefits to the community.	5	4	3	2	1
2. The respondents benefit directly from the tourism at Tambon Chalong.	5	4	3	2	1
3. Tourism generates the career to the community.	5	4	3	2	1
4. Tourism brings new activities and opportunities to community, which can become the new source of income.	5	4	3	2	1
5. Tourism effects to the higher price of the products and services in community.	5	4	3	2	1
6. Tourism promotion can bring the new development of infrastructure in community.	5	4	3	2	1
7. Tourism stimulates the pride of local people.	5	4	3	2	1
8. Tourism brings the new	5	4	3	2	1

image to community.					
<b>Overall Opinion</b>	5	4	3	2	1

Items	Measurement				
	Absolute ly Agree	Agree	Neutral	Disagree	Absolute ly Disagree
	5	4	3	2	1
<b>Socio Cultural</b>					
1. Tourism brings negative impacts to community	5	4	3	2	1
2. Tourism brings the ownership feeling to community	5	4	3	2	1
3. Tourism brings the uniqueness to community	5	4	3	2	1
4. Tourism brings the conservation of local tradition and culture	5	4	3	2	1
5. Tourism brings the crime to community	5	4	3	2	1
6. Tourism changes the behavior of some groups of people	5	4	3	2	1
7. Tourism brings the changing in some traditions	5	4	3	2	1
8. Tourism stimulates the good host to community	5	4	3	2	1
<b>Overall opinions</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>

Items	Measurement				
	Absolute ly Agree	Agree	Neutral	Disagree	Absolute ly Disagree
	5	4	3	2	1
<b>Environment</b>					
1. Tourism brings negative impacts to environment	5	4	3	2	1
2. Tourism causes pollutions	5	4	3	2	1
3. Tourism causes the unclean water in community	5	4	3	2	1
4. Tourism utilizes the natural resources in community	5	4	3	2	1
<b>Overall opinions</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>

6.2 How much do you want tourism in Tambon Chalong?

1) Lower      2) Low      3) Medium      4) High

5) Higher

## APPENDIX H

### Interview Form for TCAO Officers (Thai Version)

#### แบบสัมภาษณ์

เรื่อง แนวทางข้อเสนอสำหรับการมีส่วนร่วมของประชาชน ในเรื่องการพัฒนาการท่องเที่ยวแบบยั่งยืน กรณีศึกษาตำบลคลอง อำเภอเมือง จังหวัดภูเก็ต

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของโครงการศึกษาวิจัยสำหรับงานวิทยานิพนธ์ของนักศึกษาหลักสูตรปริญญาโทบริหารธุรกิจ สาขาการจัดการบริการและการท่องเที่ยว คณะอุตสาหกรรมบริการ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต โดยมีวัตถุประสงค์เพื่อศึกษาเรื่อง “แนวทางข้อเสนอสำหรับการมีส่วนร่วมของประชาชน ในเรื่องการพัฒนาการท่องเที่ยวแบบยั่งยืน กรณีศึกษาตำบลคลอง อำเภอเมือง จังหวัดภูเก็ต ” ผลการวิจัยครั้งนี้จะทำให้ทราบถึงแนวทางในด้านการพัฒนาการท่องเที่ยวแบบยั่งยืนในตำบลคลอง การวางแผนและการจัดการการท่องเที่ยวแบบยั่งยืนที่เหมาะสมกับตำบลคลองซึ่งคาดว่าจะประโยชน์อย่างยิ่งต่อประชาชนและชุมชนในท้องถิ่น หน่วยงานราชการ และผู้ที่ให้ความสนใจทั่วไป อีกทั้งการวิจัยในครั้งนี้เป็นการศึกษาเพื่อทางวิชาการเท่านั้น ซึ่งผลการศึกษาจะไม่ส่งผลกระทบต่อผู้ให้ข้อมูลหรือผู้ที่ถูกกล่าวอ้างถึง ผู้วิจัยจะเก็บข้อมูลที่ได้รับจากท่านไว้เป็นความลับ โดยจะนำมาทำสรุปผลการวิจัยเป็นภาพรวมเท่านั้น

วราภรณ์ ชูศรี  
ผู้วิจัย



วัน เดือน ปี: .....

ผู้ให้สัมภาษณ์:

ชื่อและนามสกุล:.....

ตำแหน่ง: .....หน่วยงาน.....

### คำถามสำหรับการสัมภาษณ์

- (1) ท่านมีความคิดเห็นอย่างไรเกี่ยวกับการท่องเที่ยวในตำบลลอง
- (2) ท่านมีความเข้าใจเกี่ยวกับการท่องเที่ยวแบบยั่งยืนหรือไม่
- (3) ท่านได้จัดทำแผนการท่องเที่ยวสำหรับตำบลลองหรือไม่
- (4) ท่านได้ให้โอกาสกับประชาชนในการมีส่วนร่วมในการวางแผนและการจัดการหรือไม่  
และ อะไรคืออุปสรรคในการให้ประชาชนมีส่วนร่วมในขบวนการดังกล่าว
- (5) ท่านได้ให้ข้อมูลข่าวสารกับประชาชนบ้างหรือไม่ อย่างไร

## **APPENDIX I**

### **Interview Form for TCAO Officers (English Version)**

#### **Interview Form**

**Title:** Proposed Guidelines for Improving Local Residents' Participation on Sustainable Tourism Development: The Case of Tambon Chalong, Amphur Muang, Changwat Phuket

This interview form is one part of research project as a partial fulfillment of the requirement for the degree of master of business administration in hospitality and tourism management (International Program), Prince of Songkla University, Phuket Campus. The title of the researcher was "Proposed Guidelines for Improving Local Residents' Participation on Sustainable Tourism Development: The Case of Tambon Chalong, Amphur Muang, Changwat Phuket". The objectives are (1) to investigate local residents' opinions for general tourism at Tambon Chalong, (2) to investigate the participation level of local residents tourism planning and management with Tambon Chalong Local Administration Organization, and (3) to propose guidelines for developing local participation for sustainable tourism development at Tambon Chalong TCAO.

The result of the study will provide the proper guideline for improving local residents' participation on sustainable tourism development: The Case of Tambon Chalong, Amphur Muang, Changwat Phuket. Furthermore, the result will benefit to publics, official unit, and general interests. This study is for the academic purpose only, which has no any impacts to the respondent or the person who was mentioned to. All information from the respondent will be kept confidentially, which is used to analyze as the general picture only.

Varaporn Choosri

Researcher

**Day/Month/Year:** .....

**Respondent: Name and Surname:**.....

**Job Title:** .....

**Responsible Unit:**.....

**Interview Question For TCAO Officers**

(1) What do you think about tourism at Tambon Chalong?

(2) Do you know what exactly sustainable tourism is?

(3) Have you established the tourism plan for Tambon Chalong?

(4) Do you get involvement from local residents in the planning and management process?

If yes, what are the obstacles for getting involved local residents in those processes?

(5) How do you provide TCAO information or news to local residents?

## APPENDIX J

### Photographs of Tambon Chalong Communities



**President of Tambon Chalong Administration Organization**





### Big Buddha Temple





### Chalong Pier



### Chalong Temples



## VITAE

**Name** Miss Varaporn Choosri

**Student ID** 48A2029

### **Educational Attainment**

<b>Degree</b>	<b>Name of Institution</b>	<b>Year of Graduation</b>
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### **List of Publication and Proceeding**

Choosri, V., & Manat Chaisawat. *Sustainable Tourism Planning and Management at Local Administration Organization: The Case of Tambon Chalong, Amphur Muang, Changwat Phuket*. The Fifth Asia Pacific Forum for Graduate Student Research in Tourism September 20-22, 2006, Bangkok, Thailand.