



**Ecotourism Development in Lao PDR:
A Case Study of Khammouane Province**

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

Prince of Songkla University

2010

Thesis Title Ecotourism Development in Lao PDR: A Case Study of Khammouane Province

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ชื่อวิทยานิพนธ์ การพัฒนาการท่องเที่ยวเชิงนิเวศในสาธารณรัฐประชาธิปไตยประชาชนลาว
กรณีศึกษาจังหวัด คำม่วน

ผู้เขียน นางสาว พรหมณี สุขธรรมวงศ์

สาขาวิชา การจัดการการบริการ และ การท่องเที่ยว (หลักสูตรนานาชาติ)

ปีการศึกษา 2553

บทคัดย่อ

จังหวัดคำม่วน ตั้งอยู่ตอนกลางของสาธารณรัฐประชาธิปไตยประชาชนลาว เป็นจุดหมายปลายทางการท่องเที่ยวที่ได้รับความนิยมแห่งหนึ่งของประเทศ จังหวัดคำม่วน มีความอุดมสมบูรณ์ทางด้านชีวภาพ ทรัพยากรธรรมชาติ และ วัฒนธรรม ซึ่งมีเอกลักษณ์เฉพาะในเรื่องการต้อนรับ และ อธิยาศัยอันอบอุ่นมาแต่โบราณ นอกจากนี้การท่องเที่ยวเชิงนิเวศถือเป็นจุดเด่นของจังหวัดที่ดึงดูดนักท่องเที่ยวจำนวนมากในแต่ละปี และ สร้างรายได้ให้แก่จังหวัดเพิ่มมากขึ้น

วัตถุประสงค์ของการวิจัยประกอบด้วย 1) เพื่อสำรวจการพัฒนาการท่องเที่ยวเชิงนิเวศในจังหวัดคำม่วน 2) เพื่อประเมินความคิดเห็นของชุมชนที่มีต่อการท่องเที่ยวเชิงนิเวศในจังหวัดคำม่วน 3) เพื่อสำรวจความสนใจของนักท่องเที่ยวที่มีต่อการท่องเที่ยวเชิงนิเวศในจังหวัดคำม่วน และ 4) เพื่อเสนอแนะแนวทางการพัฒนาการท่องเที่ยวเชิงนิเวศในจังหวัดคำม่วน สาธารณรัฐประชาธิปไตยประชาชนลาว

ข้อมูลที่ใช้ในการวิจัยในครั้งนี้ได้เก็บรวบรวมโดยใช้แบบสอบถามกับชุมชนท้องถิ่นที่อาศัยอยู่ใน 4 หมู่บ้านของจังหวัดคำม่วน จำนวน 265 ครัวเรือน และนักท่องเที่ยวชาวต่างชาติที่เดินทางมาท่องเที่ยวในจังหวัดคำม่วน จำนวน 400 คน นอกจากนี้ใช้การสัมภาษณ์กับข้าราชการในพื้นที่และผู้ประกอบการด้านการท่องเที่ยวในท้องถิ่นของจังหวัดคำม่วน ในช่วงระยะเวลาเดือนธันวาคม พ.ศ. 2552 ถึงวันที่ 1 มกราคม พ.ศ.2553 การศึกษานี้วิเคราะห์ข้อมูลโดยใช้โปรแกรมสถิติสำเร็จรูปทางคอมพิวเตอร์ SPSS เพื่อหาค่าความแปรปรวนทางเดียว (One-way ANOVA), การทดสอบรายคู่ Post Hoc test, การทดสอบกลุ่มตัวอย่างแบบอิสระ (Independent Sample t-test), การถดถอยเชิงเส้น (Linear Regression) และการทดสอบไค-สแควร์ (Chi-square tests)

ผลการศึกษาชี้ให้เห็นว่าประชาชนท้องถิ่นมีการศึกษาไม่สูงนัก และ มากกว่าร้อยละ 50 มีอาชีพเป็นชาวนา ประชาชนท้องถิ่นส่วนใหญ่มีรายได้เสริมจากการมีส่วนร่วมในการจัดการกิจกรรมต่างๆของการท่องเที่ยวเชิงนิเวศ โดยที่ประชาชนท้องถิ่นมีความต้องการที่จะมีส่วนร่วมในการท่องเที่ยวเชิงนิเวศมากขึ้น และ ได้รับประโยชน์จากกิจกรรมดังกล่าวเพื่อลดปัญหาความยากจนและมีชีวิตความเป็นอยู่ที่ดีขึ้น ประชาชนท้องถิ่นเห็นด้วยว่าการท่องเที่ยวเชิงนิเวศก่อให้เกิดความ

ตระหนักในการรักษา และ อนุรักษ์สิ่งแวดล้อมและระบบนิเวศมากยิ่งขึ้น นอกจากนี้นักท่องเที่ยวต่างชาตียังได้แสดงความคิดเห็นที่หลากหลายต่อการท่องเที่ยวเชิงนิเวศในชุมชน โดยเห็นตรงกันว่า การท่องเที่ยวเชิงนิเวศในชุมชนท้องถิ่นโดยภาพรวมมีการบริหารจัดการที่ดี ประชาชนท้องถิ่นสามารถเข้ามามีส่วนร่วมในกิจกรรมการท่องเที่ยวเชิงนิเวศ และได้รับผลประโยชน์จากการเข้าร่วมกิจกรรม ซึ่งถือเป็นแนวคิดที่ดีในการลดปัญหาความยากจนของประชาชนท้องถิ่นและอนุรักษ์ระบบนิเวศ นักท่องเที่ยวมีความพึงพอใจต่อสภาพสิ่งแวดล้อมและต้องการที่จะกลับมาเที่ยวอีกครั้งในฐานะนักท่องเที่ยวเชิงนิเวศ นักท่องเที่ยวชอบความมีมิตรไมตรีและอัธยาศัยที่ดี พิธีกรรม และการร้องเพลงแบบพื้นบ้านของผู้คนในท้องถิ่น การเดินป่า การขี่จักรยานภูเขา บ้านพักโฮมสเตย์ และการเยี่ยมชมสถานที่ท่องเที่ยวทางธรรมชาติต่างๆ

ผลจากการสัมภาษณ์เจ้าหน้าที่ของรัฐบาลในระดับท้องถิ่นและส่วนกลางรวมทั้งผู้ประกอบการด้านการท่องเที่ยวในท้องถิ่นพบว่า การท่องเที่ยวเชิงนิเวศมีบทบาทสำคัญในจังหวัดคำม่วน และมีความเป็นไปได้ที่จะพัฒนาผลิตภัณฑ์การท่องเที่ยวแบบอื่นๆเพิ่มมากขึ้น การท่องเที่ยวเชิงนิเวศเป็นที่มาของรายได้ที่สำคัญมากแหล่งหนึ่งของจังหวัดและเศรษฐกิจในชุมชน ซึ่งรายได้เหล่านั้นมาจากผลิตภัณฑ์การท่องเที่ยว การบริการและห่วงโซ่อุปทาน นอกจากนี้การท่องเที่ยวเชิงนิเวศช่วยให้ประชาชนท้องถิ่นมีความภาคภูมิใจในวัฒนธรรมของตน และมีความตระหนักถึงการปกป้องดูแลสิ่งแวดล้อมในชุมชน

การศึกษาครั้งนี้ได้เสนอแนวทางการปรับปรุงและพัฒนาการท่องเที่ยวเชิงนิเวศเพื่อให้สามารถตอบสนองอุปสงค์ด้านการท่องเที่ยว พัฒนาความเป็นอยู่ของชุมชนท้องถิ่นและลดผลกระทบด้านลบอันเนื่องมาจากการท่องเที่ยว โดยมีประเด็นสำคัญในการพิจารณา กล่าวคือ การพัฒนาระบบสาธารณสุขโลก เช่น ถนน ระบบน้ำประปา และการขนส่ง การพัฒนาทรัพยากรมนุษย์ โดยมุ่งเน้นการฝึกอบรมให้แก่ชุมชนและภาคธุรกิจท้องถิ่นทั้งในระยะสั้นและระยะยาว การส่งเสริมการตลาดควรมีการประชาสัมพันธ์สถานที่ที่น่าสนใจต่างๆ ในรูปของแผ่นพับ นิตยสาร และแผ่นป้ายโฆษณา รวมถึงการสร้างความตระหนักแก่ชุมชนท้องถิ่นและภาคธุรกิจในท้องถิ่นเกี่ยวกับสิ่งแวดล้อม เพื่อให้บรรลุสิ่งที่กล่าวมาข้างต้น เจ้าหน้าที่รัฐบาลส่วนกลางและท้องถิ่นควรเป็นหน่วยงานหลักในการหาแนวทางที่มีประสิทธิภาพมาใช้ในการแก้ไขปัญหาที่เกิดจากการพัฒนาการท่องเที่ยวเชิงนิเวศและภาคีผู้มีส่วนได้ส่วนเสียจากการท่องเที่ยวทุกฝ่ายควรร่วมมือกันในการพัฒนาการท่องเที่ยวเชิงนิเวศ รวมทั้งการรักษาสิ่งแวดล้อมต่อไป

คำสำคัญ: การท่องเที่ยวเชิงนิเวศ, การพัฒนาการท่องเที่ยวเชิงนิเวศ, การมีส่วนร่วมของชุมชน, จังหวัด คำม่วน, สาธารณประชาธิปไตยประชาชนลาว

Thesis Title	Ecotourism Development in Lao PDR : A Case Study of Khammouane Province
Author	Miss. Phonemany Soukhathammavong
Major Program	Hospitality and Tourism Management (International Program)
Academic Year	2010

ABSTRACT

Khammouane province is located in the central part of Lao PDR and is a popular tourist destination in the country. The province is rich in bio-diversity, natural and cultural resources, and also has an old and unique character with a reputation for warm hospitality. In addition, ecotourism is one of the highlights in the province, as it attracts more tourists each year, generating more revenue to the province.

The objectives of the research were: (1) To explore ecotourism development in Khammouane province, (2) To assess the communities' opinion in ecotourism development in Khammouane province, (3) To survey tourists' interest in ecotourism in Khammouane province, and (4) To propose guidelines for ecotourism development in Khammouane province, Lao PDR.

The data were collected from (A) local community totally 265 sets of questionnaires that were administered in four villages within Khammouane province; from (B) international tourists, 400 sets of questionnaires from tourists who visited Khammouane province. In addition, ten interviews were conducted with (C) central and local government officials and eight interviews were conducted with (D) local tourism businesses during the period of 1 December, 2009 to 1 January, 2010. SPSS program was used to analyze local community attitude towards the ecotourism development, and tourists' interest in ecotourism in Khammouane province. In addition, One-way ANOVA, Post hoc, Independent Sample t-test, Regression, and Chi-square tests were used for the data analysis.

The findings indicated that local communities do not have high education levels, and more than half of local communities are farmers. However, the majority of local people have secondary sources of their total income by involving themselves in a variety of ecotourism activities. They wish to be involved more in ecotourism activities and get benefits to reduce

poverty, and also improve their living condition. Local people agreed that ecotourism encourages them to have more awareness on protecting and preserving the environment and ecosystem. In addition, international tourists also showed variety of views on ecotourism in the local communities, and agreed that; overall, ecotourism management in the local communities is well organized. Local people can become involved in ecotourism activities and also get benefits from it, and this makes it an attractive concept that can help local people reduce poverty and preserve the ecology. Tourists are quite happy with the environment and would like to repeat their visits again as ecotourists. They like the friendliness and hospitality of people, the welcoming ceremony, rituals and traditional singing of local people in the villages, and they enjoy trekking, mountain biking, homestay, and visiting the natural attractions.

The interviews with the central and local government officials, and local tourism businesses provided some clear and important insight in the present situation of ecotourism in Khammouane province. They describe that ecotourism has been playing a vital role for Khammouane province and there are positive outlooks for developing tourism products in the province. Ecotourism is viewed as a very important source of revenue for the province and the local economy that can bring income from tourism products, services, and supply chains. In addition, ecotourism helps to enhance local communities' pride in their culture, and their awareness of the protection of the environment in the communities.

The study proposes some measures for improving and developing ecotourism in order to meet tourism demand while improving the well being of local communities and minimizing possible negative impacts. Important areas of consideration are: (1) infrastructure (roads, water supply, and transportations) should be improved, (2) human resource should be developed both through short - and long-term training for local businesses and local people, (3) marketing and promotion should promote variety of interesting places in brochures, magazines, and posters, and (4) awareness of the local people and local businesses on concerning the environment should be raised. To achieve these issues, central and local authorities are the key factors for seeking effective ways to solve these problems. All stakeholders should collaborate to develop ecotourism and continue to protect and preserve the environment.

Key Words: Ecotourism, Development, Community Participation, Khammouane Province, Lao PDR

ACKNOWLEDGEMENTS

The study of “Ecotourism Development in Lao PDR: A Case Study of the Khammouane Province” as an ecotourism development for thesis was quite a challenge, given the broad nature of the study area. To bring this task to fruition, many have supported me in my endeavor, and their cooperation is greatly appreciated.

I would like to express my sincere appreciation to my advisor Dr. Ilian Assenov, who has both assisted and guided me to complete my thesis by giving his valuable contributions to improve the quality of my study from the very start, and also Dr. Aree Tirasatayapitak, my co-advisor who always offered aid and useful advice. My sincere thanks are due to Ms. Nattaya Nulong and Ms. Wanthida Kamlai, the coordinator of the MBA (International Program), and Ms. Nantikorn Thaicharoen, coordinator of International Affairs Center, Prince of Songkla University for giving her kind support to the study. My special thanks is also due to the Thailand International Cooperation and Development Agency (TICA) for their valuable support by offering this scholarship program to study at this university by representing Laos PDR, and also by assisting me when I had a difficult situation.

I extend my gratitude to the Chairman, Vice Chairman, Director, Deputy Director, and all the staff from Lao National Tourism Administration, and also Deputy Director Mr. Panya Chanthalath and Head of Marketing and Promotion Division Mr. Somkiat Phineth from the Provincial Tourism Department for their kind cooperation during the data collection period and offering useful information regarding ecotourism in Khammouane province.

Finally, I am extremely thankful for my mother who encouraged me to pursue my studies, my brothers, sisters, my relatives, my friends both Thais and foreigners for their wonderful support and encourage for me during study period. For all those whose names are not listed here, I would like to express my sincere heartfelt thanks for your valuable assistance.

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LIST OF ABBEVIATION AND SYMBOLS

Symbol

ADB	Asian Development Bank
ASEAN	Association of Southeast Asian Nations
CBET	Community-Based Ecotourism
DED	German Development Service
EU	European Union
GMS	Greater Mekong Subregion
GoL	Lao Government
GTZ	German Development Agency
IUCN	International Union for Conservation of Nature
JICA	Japan International Cooperation Agency
KHM	Khammouane Province
Lao PDR	Lao People Democratic Republic
LNTA	Lao National Tourism Administration
NBT	Nature-Based Tourism
NNT NPA	NaKai Nam Theun National Protected Areas
NPA	National Protected Areas
NZAID	New Zealand Agency for International Development
PTD	Provincial Tourism Department
SNV	Netherlands Development Organization
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
WTO	World Tourism Organization

CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

Today, tourism is the world's largest industry. Changing the outlook of many regions in the world, facilitating knowledge, sharing and setting a vast number of modern day nomads on course, tourism has become the leading industry in services, and for many countries it has seized a decisive part in the overall export and foreign currency receipts. In this respect, tourism improves a country's balance payment. On the whole, tourism produces both direct and indirect effects on economic development, as well raising the income of people that are part of the tourism process (Simic, 2003). At present, many countries have paid special attention to the development and promotion of tourism as it is a key sector for socio-economic development (LTS, 2006-2020).

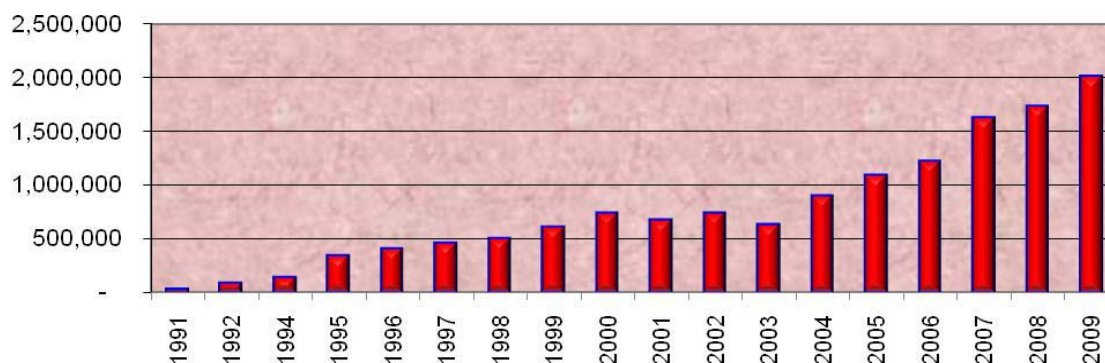
The Peoples' Democratic Republic of Laos is located in the heart of the Indochina Peninsula in Southeast Asia, sharing borders with China to the North 416 kilometers, Myanmar to the Northwest 236 kilometers, Thailand to the West 1,835 kilometers, Cambodia to the South 492 kilometers, and Vietnam to the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

Laos' tourism industry is the fastest growing tourism destination, and it has played an important role in developing the socio-economy of the country in recent years. The Lao People's Revolutionary Party and government have implemented policies on developing cultural, natural and historical tourism sites. The Lao National Tourism Administration (LNTA) has also cooperated with tourism-related sectors and local authorities to research, plan, and develop national tourism site projects in order to prioritize the significance of each site aiming at developing, protecting and investing in these sites. The

purposes of such efforts are to strengthen and develop tourism to become an industrial sector that generates foreign exchange revenue for the country, provide more employment; promote the cultural conservation and preserve the nation's positive norms and customs. This leads to continued protection of abundant natural resources, and the promotion of sector products in order to contribute to the poverty reduction of all ethnic groups. This approach is the ground strategy for international integration. The strategy is also fundamental in formulating the plan and method to create medium and long-term development and promotion of tourism in the macro tourism management, tourism development administration, tourism business and activities management, advertisement promotion and tourism marketing, human resource development, international cooperation, cooperation with line sectors, etc. The objective is also to raise awareness about the significance of, and the benefits gained from tourism of the line sectors, local authorities, entrepreneur, villages and communities (LTS, 2006-2020).

In general, the number of tourist arrivals to Laos increased constantly from 1991-2009 with an average growth rate of 20.53%. However, as can be seen from Figure 1.1 the number of visitor arrivals decreased slightly from 737,208 in 2000 to 673,823 in 2001, and declined from 735,662 in 2002 to 636,361 in 2003. The main factors which influenced the decrease were the terrorist attacks on September 11, 2001 in the United States and the spread of the SARS epidemic in Asia in the first quarter of 2003. Nevertheless, tourism recovered again from 2004 to 2008. In addition, the number of tourist arrivals to Laos continued increasing in 2009 which, for the first time, reached over 2,000,000 tourist arrivals, generating a total of revenue of 268 million US dollars, in spite of the situations of political instability in some countries in the region, and the world economic turmoil that affected the whole region. The projection for 2015 will be about 3 million and 367 thousand tourists with expected revenue of 392 million USD (SRTL, 2009).

Figure 1.1 The Number of Tourist Arrivals from 1991 to 2009



Source: SRTL (2009:11)

As a relatively labor-intensive activity, tourism has the potential to create jobs in both urban and rural areas. Tourism provides a rationale for conserving natural and cultural heritage and can make a significant contribution towards poverty alleviation. However, if visitor numbers and impacts are not carefully managed tourists can irreversibly damage the communities and environments that they have come to see and lead to increasing levels of poverty. Government should concern on developing tourism in the sustainability way (NTDS, 2005-2015). As Brundland report (1987) believes that people can build a future that is more prosperous, more just, and more secure. The report is not a prediction or ever increasing environmental decay, poverty, and hardship in an ever more polluted world among ever decreasing resources. We see instead the possibility for a new era of economic growth, one that must be based on policies that sustain and expand the environmental resource base. And we believe such growth to be absolutely essential to relieve the great poverty that is deepening in much of the developing world.

Poverty alleviation is a central policy of the Lao Government which has developed policies to free the country from the status of least-developed country by 2020. The 7th Party Congress, held in March 2001, defined guidelines for poverty eradication and sustainable growth. These guidelines support a balance between economic growth, cultural and environmental conservation, equitable distribution of economic wealth, sound macroeconomic management and governance, international cooperation and recognition of national security and stability (NTDS, 2005-2015).

Tourism is a significant global industry. There were almost 715 million international tourist arrivals worldwide in 2002, a dramatic increase from approximately 20 million in 1950. The World Tourism Organization forecasts that the number of international arrivals worldwide will increase to nearly 1.6 billion by 2020. With only around 3.5 per cent of the world's population presently taking an international holiday or a trip, there is good growth potential, especially from the expanding middle classes of Asia. Laos is ideally positioned to take advantage of these global trends (NTDS, 2005-2015).

With a reputation for warm hospitality, and with a number of internationally supported ecotourism projects already underway, Laos is preparing to position itself as a world-class ecotourism destination. Since 1990, when the Lao PDR first opened its borders for tourism, the industry has grown to become the nation's number one source of foreign exchange earnings. With travel and tourism across South-East Asia now growing at an extraordinary level, Lao ecotourism at present offers huge potential to create employment and achieve the national development objective for poverty alleviation, economic growth and conservation of the nation's unique natural and cultural resources (NESAP, 2005-2010).

Based on the geographical locations, natural abundance, historical and cultural aspects, Laos retains its old, unique character that attracts more tourists in rural remote areas; especially those located in the protected forest, caves, rivers, well-known tourism sites and ethnic villages. For instance, the Nam Ha project in protected Luang Nam Tha province has proved that ecotourism is a positive and feasible project. Each year, about 2000 tourists come to the area which, in turn, provides direct and indirect benefits to local villagers. The project also creates jobs for a number of people in the rural remote areas. Likewise, it helps to conserve nature, reduce slash and burn practices, promote village production, and preserve traditional customs of the ethnic people. In 2001, the project was awarded by UNDP New York as a model plan to contribute to the reduction of poverty, and in 2002, the British Airway also awarded the program. At present, the lesson from the model project in Luangnamtha has already been applied by 8 other provinces such as: 1)Phongsaly, 2)Luangprabang, 3)Xiengkhuang, 4)Vientiane, 5)Bolikhamxay, 6)Khammouane, 7)Savannakhet and 8)Champasack. The project drew much attraction of tourists and, more importantly, the International organizations (SNV, WB, DED, IUCN, WWF, JICA,

ADB, NZAID, Luxembourg, GTZ, UNESCO, and EU) continue to support such efforts (LTS, 2006-2020).

Due to its geographical location, Khammouane province (KHM) has a natural abundance: dyes, textiles, traditional dance, historical and also cultural aspects. Khammouane province reflects an old and unique character that attracts more tourists in rural or remote areas; particularly drawing them to those living by the protected area, caves, rivers, famous tourism sites and ethnic villages. The province is located in central Laos bordering Bolikhamxay and Savannakhet provinces, and it covers about 16,000 square kilometers, with a population of approximately 330,000 that is mostly engaged in agriculture. The Mekong River Valley in the west is framed by the Annamite Mountain Range (Phou Luang) which separates Khammouane province from Vietnam to the east. In addition, fertile land there is well suited to plantations of rice, cabbage, sugar cane, bananas, etc. A total population is made up of low-land and up-land Lao groups: Phuan, Tahoy, Kri, Katang etc. There are 9 Districts: 1)Mahaxay, 2)Nongbok, 3)Hinboun, 4)Nhommalath, 5)Bualapha, 6)Nakai, 7)Xebangfay, 8)Xaybouathong, and 9)Thakhaek is the provincial capital, with 803 villages and 61,505 households situated across the Mekong from Nakorn Phanom in Thailand. It also contains many well preserved French colonial architectural structures similar to those found in Vientiane Capital. Khammouane province also contains 123 recently discovered antique Buddha images. In total, the province counts 95 registered natural tourist sites, 25 cultural sites and 3 historic sites (GMS, 2009-2014).

Furthermore, Khammouane province is one of the most popular tourism destinations in Lao PDR. Compared to Luangnamtha, Luangprabang and Champasack provinces, it has many interesting and wonderful tourist attractions; for instance National protected areas, rare wildlife, old Thakhaek town, Sikhottabong stupa, Kam Paeng Yak (The Great wall), Buddha cave (Tham Pha Fa cave), the most spectacular Kong Lor cave, waterfalls, Khoun Kong Leng Lake and community-based ecotourism is also popular for both tourists and ecotourists. The number of tourist arrivals to Khammouane province continued increasing every year, in 2008 reached over 177,000 tourist arrivals (LNTA, 2008).

Even though Khammouane province has huge potential to develop its tourism industry, the province is still facing challenges due to impacts from tourism; for example: the development of facilities, services and the minimization of negative impacts. In addition, human resources and working system development are all issues remaining for the Khammouane province that need to be improved in the near future in order to meet tourism demands. Therefore, this research aims at investigating the reason behind this development. It also identifies guidelines for the local community in ecotourism development, and examines needed stakeholder contributions. Finally, it recommends measures to related stakeholders and the overall effort required developing ecotourism in Khammouane province. Thus, this study tries to fill the gap of research for ecotourism development in Khammouane province, Lao PDR.

1.2 Literature Review

This research will be useful for the appropriate destinations to implement available contemporary literatures in order to provide ecotourism development and to study ecotourism management in Khammouane province, Lao PDR. Ecotourism development in Khammouane province is the most useful and valuable form of tourism. The expectation is to study literature reviews in the areas of ecotourism development, community participation in tourism, impacts from ecotourism and information about Khammouane province that are the most commonly explored. Various modes of inquiries are used to identify ecotourism development.

Literature Review is as follows:

1.2.1 Sustainable Tourism Development

1.2.1.1 Concept of Sustainable Tourism

1.2.1.2 Sustainable Tourism

1.2.2 Ecotourism Development

1.2.2.1 Concept of Ecotourism Development

1.2.2.2 Alternative Tourism and Ecotourism

1.2.2.3 Culture Tourism and Ecotourism

1.2.2.4 Nature-Based Tourism (NBT) and Ecotourism

1.2.2.5 Adventure Tourism and Ecotourism

1.2.2.6 Ecotourism Impacts (Economic, Environmental, and Socio- Cultural)

1.2.2.7 Ecotourism and Poverty Alleviation

1.2.3 Market Characteristics of Ecotourists and Ecotourism Trends

1.2.3.1 World Ecotourism Trends

1.2.3.2 Size of the Ecotourism Market

1.2.3.3 Market Characteristics of Ecotourists and Trip Characteristics

1.2.4 Community and Ecotourism

1.2.4.1 Community Ecotourism

1.2.4.2 Community Participation in Ecotourism

1.2.4.3 Community-Based Ecotourism (CBET)

1.2.4.4 Community Motivation for Ecotourism Development

1.2.5 Tourism Master Plan and Policies of Lao PDR

1.2.6 Guiding Principles of Ecotourism in Lao PDR

1.2.7 Ecotourism in Khammouane Province

1.2.7.1 Ecotourism Development in Khammouane Province

1.2.7.2 The National Protected Area in Khammouane Province

1.2.7.3 The Kong Lor Cave in Hinboun District, Khammouane Province

1.2.1 Sustainable Tourism Development

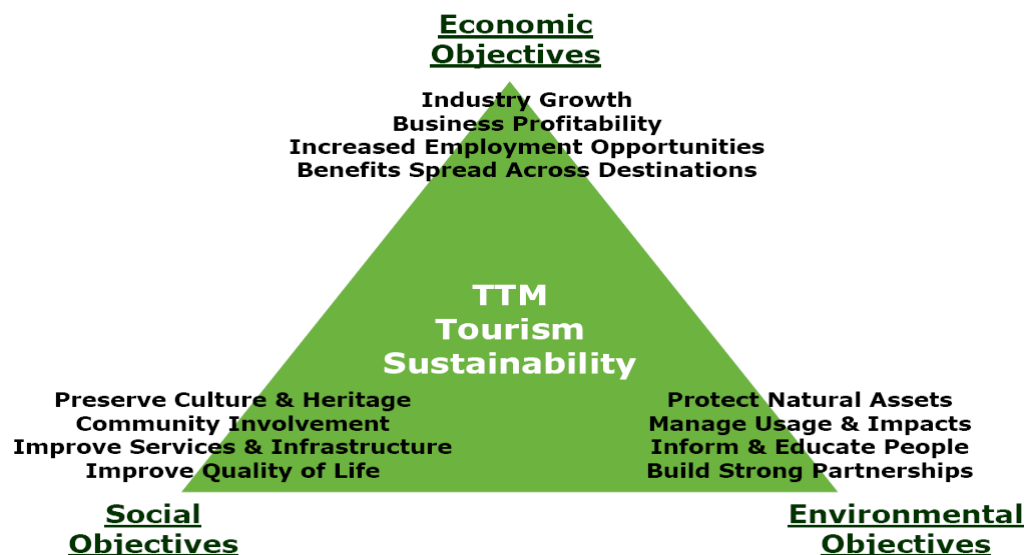
1.2.1.1 Concept of Sustainable Tourism Development

Several concepts of sustainable tourism development have been in broad and narrow interpretation. The broad definition establishes the clear link between tourism and the social system. The narrow definition is basically limited to the tourism system and is less related to the surrounding social system. The following quotation demonstrates the relatively narrow interpretation of sustainable tourism development. In the case of the tourism industry, sustainable development has a fairly specific meaning, with the industry's challenge being to develop tourism's capacity and the quality of its products without adversely affecting the physical and human environment that sustains and nurtures them. The following points are emphasized in a broad prescriptive in the interpretation of sustainable tourism development (Aronsson, 2000).

- Tourism development may be put into place if it does not damage the environment and ecological tranquility.
- Sustainable tourism development largely consists of small-scale development and is based on the local community.
- Sustainable tourism development takes its point of departure in those who benefit from tourism. The aim is not to exploit the local residents.
- Sustainable tourism development places the emphasis on cultural sustainability, e.g. the destination is developed in such a way that the feel of the place is retained in its architecture and cultural heritage.

The adoption of these principles of sustainable development to tourism has been rapid and pervasive, although implementation of the practice has been quite limited (Butler, 1998). Where it has been adopted in the tourism industry, the term “sustainable tourism development” has become widely accepted as a signifier that tourism is developed and operated in such a manner as to follow the triple-bottom-line approach (Swarbrooke, 1999). “Triple bottom line” (TBL) is a holistic concept of sustainability where “environmental”, “social” and “economic” considerations are identified and considered concurrently in decision making. In terms of tourism, it is envisaged that triple bottom line sustainable tourism development can lead to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (see Figure 1.2). That is, sustainable tourism is about ensuring that environmental, social, and economic objectives each be given balanced consideration in the management of your business. It is important, to recognize that short and long term economic benefits can be achieved through adoption of positive social and environmental measures (Elkington, 1998).

Figure 1.2 Triple-bottom-line for Sustainable Tourism



Source: Elkington (1998:1)

Essentially, this is all about managing tourism so as to gain as many of the benefits, whilst eliminating or appropriately managing any negative impacts. The Climate Change and Tourism Conference held in Davos in 2007 recommended the urgent adoption of policies to reflect a “quadruple bottom line” of environmental, social, economic and climate change. This material, however, considers climate change as an environmental issue to be considered in the triple bottom line balance.

According to this line of thought, the conventional focus of tourism development on the demands of the market should be replaced by an emphasis on the needs of the destination communities. The focus of sustainable tourism development strategies should be on equity, lessening consumption, increasing efficiency and preservation of the health and resilience of the human, social, natural and built environment (Jurowski and Liburd, 2001; Wight, 2001). However, this change of focus from the market to the destination community does not result in lesser economic gains for tourism businesses. Higher profits can be realized through sound, sustainable business practices that reduce costs and increase revenues. For example, the use of renewable resources not only saves the accommodation money unit, but also allows it to achieve good public relations with a market that is increasingly concerned about environmental issues,

and, consequently, increase customer loyalty (Urry, 1996). Thus, to achieve economic, social and environmental gains, tourism developers must communicate and apply the sustainable values through policies and procedures.

1.2.1.2 Sustainable Tourism

Since the term sustainable tourism had been put to formal use, Clarke (1997) has noted that there have been shifts in positions regarding the relationship between the concept itself, and the tourism industry. Clarke wrote that four positions of understanding exist. The first of the four positions holds sustainable tourism in a dichotomous position to mass tourism, whereby sustainable tourism consists of small-scale tourism and mass tourism operated on a large, unsustainable scale. Twining-Ward (1999) argued that, although being seen as an alternative, sustainable tourism in this form also opens up some areas to tourism and its associated impacts. The second position proposed by Clarke (1997) emerged in the 1990s and advocated that a continuum of tourism existed between sustainable tourism and mass tourism. With this position, the defining of attribute of sustainable tourism was based on its scale, and the notion remained that sustainable tourism was a “possession” which could be defined by scale. This second position was replaced by a third idea that mass tourism could be made more sustainable and the idea of sustainability was a goal for attainment, rather than a possession applicable only to small-scale tourism. As a result, the currently established knowledge became the focus, codes of practice and guidelines were introduced, and governments and consumers encouraged more sustainable practices. The fourth position centered on convergence. This is the latest understanding of sustainable tourism, whereby sustainable tourism is considered to be a goal that is applicable to all tourism ventures, regardless of scale. This position recognizes that a precise definition of sustainable tourism is less important than the journey towards it. The differences in these attitudes towards sustainable tourism are also evident in the way in which they are defined.

Some advocates of sustainable tourism tend to define it as a parochial, sectoral term, emphasizing growth in order for viability to be maintained. It has been argued that, although the concept may have areas of mutual concern with sustainable development, it has its own specific tourism- a centric agenda (Butler, 1993; Hunter, 1995; Wall, 1997). Consequently, these authors prefer to use the term “sustainable development” in the context of tourism, rather than

sustainable tourism, in order to prevent the narrow assumption implied in the term sustainable tourism. In contrast to parochial definitions, many authors have tended to define sustainable tourism in broader terms, transferring the principles of sustainable development into the context of tourism needs (Bramwell & Lane, 1993; Ding & Pigram, 1995; Hunter 1997; Muller, 1994; Sadler, 1993). Hunter (1997) elaborates that sustainable tourism should consider all factors while recognizing competing aspects. In reality, trade-off decisions taken on a day to day basis will almost certainly produce priorities which emerge to skew the destination area based tourism/environment system in favor of certain aspects.

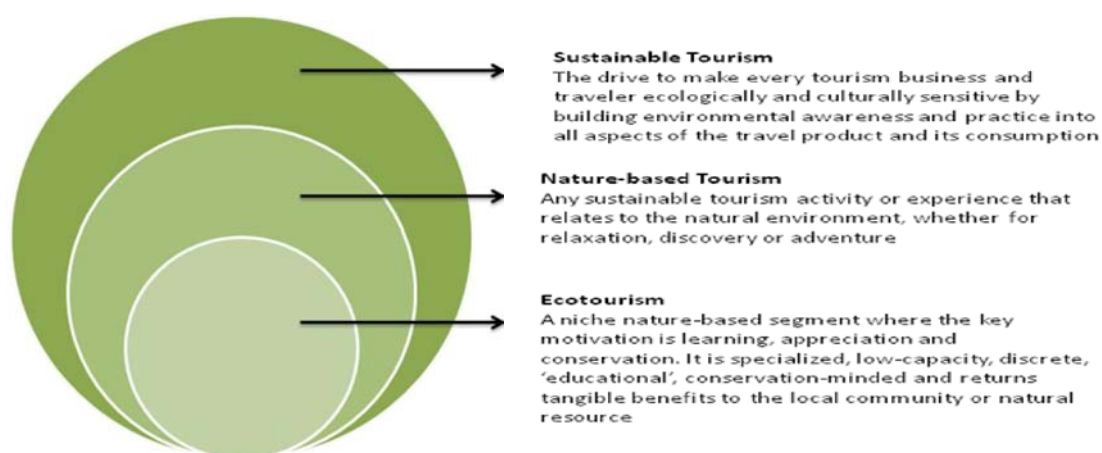
Hunter (1997) has suggested a spectrum of four sustainable tourism approaches, based loosely on interpretations of sustainable development. This adaptive approach has been advocated by several other authors whose definitions range from being weak (emphasizing satisfaction of tourists) to strong (whereby tourism may only be allowed to operate at a small scale) (Carlsen, 1997; Coccossis, 1996). Interestingly, some organizations such as the WTO taskforce have chosen not to define sustainable tourism. They argue that it is a site-specific or destination-specific concept and therefore should be defined on a case-by-case basis (Manning, 1999).

In addition, sustainable tourism may be regarded most basically as an application of the sustainable development idea to the tourism sector. A major reason for its world-wide use is that it attempts to conserve resources in order to maintain their long-term viability. Essentially, sustainable tourism involves the minimization of the negative impacts and the maximization of positive impacts. While sustainable tourism may therefore be regarded as a form of sustainable development as well as a vehicle for achieving the latter (Weaver, 2006).

However, it can be argued that the destination is the most important element for the tourism systems' motivation for reorganization, visitation, delivery of visitor experiences, contributions to a positive tourism experience, and giving a boost to the growth of demand for tourism. Yet, maintaining such system functions with respect to the changing nature of the tourism consumer means that destinations are under pressure to be both competitive and sustainable. For this to be realized, effective management and planning of tourism destinations is critical- especially if

tourism is to become a mature and acceptable sector. Furthermore, it is essential for the maintenance of a profitable and sustainable tourism sector at any particular destination. In this respect, concern for sustainability is central to the management of both markets and the destination (Figure 1.3), (Cooper, 2002).

Figure 1.3 Defining Sustainable, Nature-based and Ecotourism



Source: Cooper (2002:3)

1.2.2 Ecotourism Development

1.2.2.1 Concept of Ecotourism Development

Dithya (2001) mentioned that the term “ecotourism” first appeared in the 1970’s; a decade that saw the rise of global environment movement for sustainable development and socially responsible forms of tourism. It initially grew from scattered experiments and without a name, in response to deepening concerns about the negative effects of conventional tourism. A portion of the traveling public was becoming increasingly turned off by packaged cruises, overcrowded campsites and high-rise hotels, and thus began seeking less crowded and more unspoiled natural areas. Increasing numbers of nature lovers began seeking serenity and pristine beauty overseas. Gradually these different interests began to coalesce into a new concept that was labeled as “ecotourism”. The practice of ecotourism is a subset of nature-based tourism that occurs in a natural setting and involves education and interpretation of the natural environment and is managed to be ecologically sustainable. It also ensures that the local community gets the

appropriate return from the industry. Being an ecologically sustainable venture, it should provide visitor satisfaction, local benefits and be appropriate to its environmental and cultural setting. “Appropriate”, in this, sense is being compatible in style, size and type of operation with the scale and character of the landscape. Ecotourism operations should be reduced to a minimum and if possible avoid their impacts on the area visited. Furthermore, they must contribute to the conservation of natural areas and the sustainable development of adjacent areas and communities, and should generate further environmental and conservation awareness among resident populations and visitors.

Dithya (2001) also mentioned that the “awareness” promoted in ecotourism typically includes the following: wildlife viewing, adventure, nature, culture, learning etc. It is a subset of sustainable tourism and the way in which one practices ecotourism. In other words, Ecotourism adheres to a set of principles that help to sustain the environment and its communities, maintain cultures, and educate stakeholders. Ecotourism occupies a specialist niche within tourism, as it includes forms of tourism that are consistent with natural, social, cultural and community values and that promote cultural and environmental interaction in authentic natural settings. While nature tourism and adventure tourism focus on what the tourist is seeking or doing, ecotourism focuses on the impact of this travel on the traveler, the environment and the people in the host country while positing that this impact must be positive. As such ecotourism is closely linked to the concept of sustainable development. Rather than simply being a niche about the market within tourism or a subset of nature tourism, properly understood ecotourism is a set of principles and practices for how the public should travel and for how the travel industry should operate.

Although the origins of the practice of ecotourism are not certain, one of the first sources to have contributed to the discourse appears to be Hetzer (1965), who identified four pillars or principles of responsible tourism. These four pillars are: minimizing environmental impacts, respecting host cultures, maximizing benefits to local people, and maximizing tourist satisfaction (Blamey, 2001). In 1978, Kenton Miller also wrote about similar principles associated with ecotourism when he researched national park planning in Latin America. Although Miller referred to the concept as “eco-development” he clearly described the basic theoretical concept of

ecotourism by describing the need for park development to integrate social, economic, and environmental considerations in order to meet the needs of both humans and the environment. Kenton's concepts of "eco-development" also became part of the debate on sustainable development (Honey, 1999). Some experts suggest that there were two major components that contributed to the emergence of ecotourism. First, ecotourism is linked to the environmental movement of the 1970's and 1980's. Second, there was a great dissatisfaction with mass tourism due to over development, environmental pollution, and the invasion of culturally insensitive and economically disruptive foreigners (Honey, 1999; Orams, 1995). This combination of an increase in environmental awareness and the emerging dissatisfaction with mass tourism led to an increased demand for ecotourism (Blamey, 2001). Currently there is no clear-cut consensus on the definition of ecotourism. The meaning and the use of the term are plagued by disagreements, confusion, and propaganda (Weaver, 1999). Many argue that the lack of a clear definition and the vagaries and ambiguities that surround the term ecotourism make it almost meaningless (Weaver, 2001). According to tour operator Kurt Kutay, "Ecotourism is now used indiscriminately to describe anything related to nature or unrelated to conventional tourism" (Honey, 1999). Others argue that there are different types of ecotourism, such as "hard" vs. "soft", "deep" vs. "shallow", or "active" versus "passive" ecotourism (Stem, Lassole, Lee, and Deshler, 2003; Orams, 1995). Therefore, it can be argued that because there are different types of ecotourism, it cannot be grouped into one categorical definition. Even though ecotourism lacks a concrete definition, there are many well recognized definitions that have formed a clear picture of its core principles.

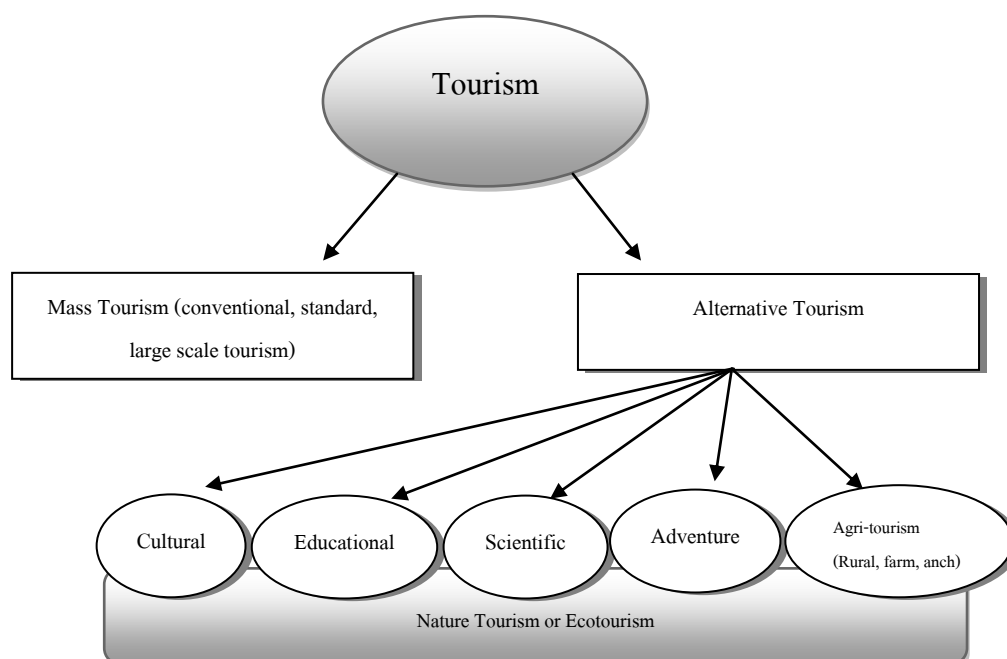
While there are a variety of definitions, each with a unique perspective, there is considerable consensus that ecotourism must be beneficial to local communities and have a positive effect on protecting the environment. Ecotourism is still in its infancy as a global phenomena, but as David Weaver points out, "some degree of consensus or cohesion may be emerging: indicators, perhaps, that ecotourism is moving towards a higher level of maturity" (Weaver, 2001). As the term ecotourism has evolved, definitions have become more precise, with stronger ties to principles of sustainable development (Blamey, 2001). Ecotourism's perceived potential as an effective tool for sustainable development is the main reason why developing countries are now embracing it and including it in their economic development and conservation strategies (Stem et al., 2003). At present, tourism via the concept of ecotourism is viewed perhaps

more than any other global industry as a tool for both conservation and local community development.

1.2.2.2 Alternative Tourism and Ecotourism

Alternative tourism emerged in the early 1980s. The term was conceived to encompass products and activities that were thought to be more appropriate than those of conventional mass tourism. Alternative tourism may therefore be regarded as an early form of engagement with the idea of sustainability. Alternative tourism existed long before the term itself was coined. The word “alternative” logically implies “opposite”. “Alternative tourism”, then, is contrary to that which is seen as negative or detrimental for conventional tourism: it is characteristic by its attempt at minimizing the perceived negative environmental and socio-culture impacts of people at leisure in the promotion of radically different approaches to conventional tourism. Therefore, the terminology of alternative and mass tourism is mutually interdependent, each relying on a series of value laden judgments that themselves structure the definitional content of the terms. In this way the concept of alternative tourism can itself be as broad and vague as its diametrical opposite with many divergent leisure types being classified as alternative tourism, including adventure holidays or hiking holidays (see Figure 1.4), (Weaver, 2006).

Figure 1.4 Alternative Tourism and Ecotourism



Source: Wearing (2009:4)

The aspects of alternative tourism are included here to comprehensibly provide the conceptual ideas and specific practices of this form of tourism that is in opposition to “mass tourism”. Thus, in its general sense, alternative tourism can be broadly defined as a form of tourism that sets out to be consistent with natural, social, and community values and which allows both hosts and guests to enjoy positive and worthwhile interaction and shared experiences. Against the broad characteristics stated above, we can see ecotourism as a form of alternative tourism. In its simplest terms, ecotourism can be generally described as a low key, minimal impact, interpretative tourism where conservation, understanding, and appreciation of the environment and culture visited are sought. Thus it is a specialized form of tourism, involving travel to natural areas, or areas where human presence is minimal. It involves meeting the needs to satisfy the environment, social, cultural education and awareness in the natural areas (Wearing, 2009).

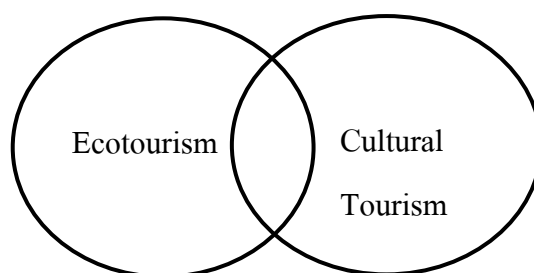
1.2.2.3 Culture Tourism and Ecotourism

Today, culture tourism has become omnipresent and in the eyes of many, it also has become omnipotent. It is the holy grail of quality tourism that cares for the culture it utilizes while also culturing the consumer. Cultural tourism has therefore been embraced globally by local, national and transnational bodies. UNESCO promotes cultural tourism as a means of preserving world heritage, the European Commission support cultural tourism as a major industry, and the newly emerging nation-state of Africa and Central Europe see it as a support for identity. In many parts of the world it has become a vital means of economic support for traditional activities and local creativity. Cultural tourism is arguably a “good” form of tourism for the destination, which avoids many of the pitfalls of conventional tourism while offering added traditional benefits in the form of high-spending tourists who are keen to support culture. Cultural tourism is also available as a development option to all destinations, as all places contain a form of culture. As the demand for culture grows in society, there is also growing pressure on the public sector to support more and more cultural facilities. Tourism becomes one means of finding external sources of income to achieve this (Greg, 2007).

Ecotourism contains a cultural component in its attraction base, but is seldom equated with cultural tourism. This is because cultural tourism products should place their primary emphasis on the cultural component, whereas this element is secondary in ecotourism. Recognizing this secondary cultural aspect and situation in which there is a boundary between the

cultural and natural environment is hazy, as the relation between ecotourism and cultural tourism can be depicted as two overlapping circles (Figure 1.5). The broken lines indicate that the designation is often a matter of degree that cannot easily be determined (Weaver, 2001).

Figure 1.5 Ecotourism and Cultural Tourism



Source: Weaver (2001:17)

1.2.2.4 Nature-Based Tourism (NBT) and Ecotourism

“Nature-based tourism” is one of the fastest growing sectors within the tourism industry. Nature-based tourism is any type of tourism that relies on attractions directly related to the natural environment. Thus, ecotourism is a subset of nature-based tourism, allowing for the supplementary portion of ecotourism which focuses on the cultural attributes of a destination. Other categories of nature-based tourism include 3S tourism (Sea, sun and sand), adventure tourism, captive tourism, extractive tourism and some types of health tourism. Unlike ecotourism none of these is constrained by the requirement to have a learning component or to have appearance of sustainability, although those are desirable characteristics (Weaver, 2001).

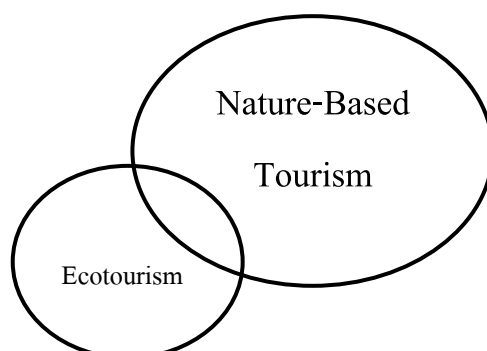
Pickering and Weaver (2003) mentioned that nature-based tourism is a guide to protect indigenous wildlife populations while simultaneously producing economic and socio-cultural benefits for local communities that would otherwise continue to degrade their surroundings while failing to move beyond a marginal subsistence-based economy. Profit-motivated efforts such as these are often looked upon with suspicion by social scientists, and they seem to be both increasingly viable and vital in destination where the financially contained public sector cannot by itself maintain a protected area system that effectively preserves the integrity of native ecosystems (see Figure 1.6).

In addition, Blamey (2001) mentioned that the most obvious characteristic of ecotourism is that it is nature based. He defines nature-based tourism as tourism “primarily concerned with the direct enjoyment of some relatively undisturbed phenomenon of nature”. A variety of motivations of nature-based tourism have been suggested, including desire to get back in touch with nature, a desire to escape the pressure of everyday life, to see wildlife before it is too late, and experiencing some specific activity such as Trekking, bird watching, canyoning, white water rafting, kayaking.

There appears to be consensus in the literature on tourism that the demand for opportunities to interact with nature has been increasing rapidly. This general interest in nature and experiences based upon natural attractions is reflected in an increasing demand and value being placed on relatively undisturbed natural environments, and in particular, wild animals. Tourism of this type has been applauded by many as a suitable savior for threatened wildlife populations. Thus, it is widely viewed as “ecotourism”. However, many authors point out that those significant negative environmental impacts can result from nature-based tourism and question whether nature-based tourism is automatically “ecotourism” (Orams, 1995).

An additional issue to consider is the now commonplace inclusion of a socio-cultural component within the discussion of ecotourism. Wallace and Pierce (1996) argue that ecotourism is travel that is based not only on nature, but also on the people (caretakers) who live nearby, their need, their culture, and their relationships to the land. This inclusion of the human component within ecotourism is a significant extension of the concept, as it considers the range of humans and human behaviors being included in the “natural environment”.

Figure 1.6 Nature-Based Tourism and Ecotourism



Source: Weaver (2001:16)

1.2.2.5 Adventure Tourism and Ecotourism

Just like the term “nature-based tourism”, “adventure tourism” has sometimes been used interchangeably with ecotourism. The Canadian Tourism Commission, for example, have included “nature observation” and “wildlife viewing” under the adventure tourism umbrella. However, more commonly, adventure tourism is differentiated by its emphasis on three factors:

- ☒ An element of *risk* in the tourism experience,
- ☒ Higher levels of *physical exertion* by the participant and
- ☒ The need for specialized *skills* to facilitate successful participation.

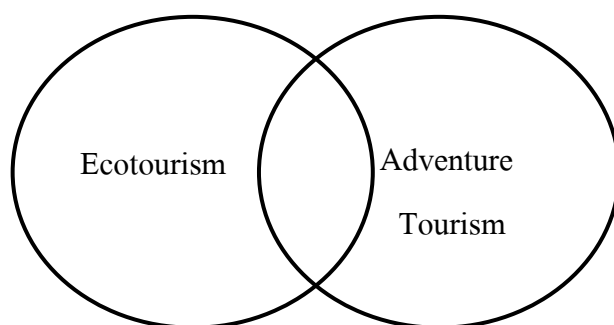
Although there is a tendency in literature to associate adventure tourism with the natural setting, this form of tourism also has a connection with non-nature-based venues. The demonstration by tourist activities involves interaction with remote cultures, or with situations involving conflict.

On the nature side, activities typically associated with adventure tourism include white-water rafting, wilderness hiking, sky-diving, sea-kayaking, caving, orienteering, mountain climbing, diving and hang-gliding. Aside from the characteristics listed above, the essential factor that tends to place such activities within adventure tourism and not ecotourism is the nature of interaction with surroundings and the natural environment. Whereas ecotourism places the stress on an educative or appreciative interaction with that environment or some element thereof, adventure tourists are primarily interested in accessing settings that facilitate the desired level of risk and physical exertion. In this view, steep mountain slopes, wilderness settings and white-water rapids are valued primarily for the personal thrills and challenges that they offer, not for their scientific interest or associated species of wildlife.

However, there are of course many situations where the “adventure tourist” is equally interested in the above qualities. Similarly, there are many “ecotourists” who are willing to incur an element of risk in order to access and experience a particular natural attraction. Examples include the wilderness hiker who seeks to find some undisturbed habitat, or the birdwatcher who takes the physical risks in order to observe a rare bird of prey in its high mountain habitat. Accordingly, the relationship between ecotourism and adventure tourism is one

of the partial overlaps predicted in Figure 1.7. The reason for providing only a limited scope for overlap is due to the probability that only the “harder” and more dedicated forms of ecotourism will exist, which account for only a very small proportion of all ecotourism activities (Weaver, 2001).

Figure 1.7 Adventure Tourism and Ecotourism



Source: Weaver (2001:18)

1.2.2.6 Ecotourism Impacts (Economic, Environmental, and Socio-Cultural)

Both the positive and negative impacts of ecotourism on its host countries have been increasing in significance. Numerous examples exist of repaid economic growth emerging directly from a tourist destination. In this case, the tourist destination, by developing itself, becomes a generator of growth for the whole economy. The development of a tourist resort is based on an appropriate tourism policy, as well as on the way of managing tourism processes. The basic impact may be looked upon through a number of economic functions of ecotourism: Formation of tourism enterprises, construction of tourism infrastructure development of supportive activities and increase employment levels. In a societal context, tourism should achieve positive impacts through the appraisal for an existing culture characteristic of a tourist destination, as well as the enrichment of its social profile. Apart from positive political and environmental impacts of ecotourism on the destination, there are also a number of negative ones. One of them occurs when ecotourism substitutes an industry that could be more efficient to the inhabitants than ecotourism. This is in pure economic terms.

Negative impacts on the societal and environment sphere, on the other hand, can be far more significant. Ecotourism sometimes shifts local interest away from the authentic and traditional way of life and traditional values. Rapid growth of tourism introduces modernity to the traditional cultural environment; especially since most of tourism migration includes flows of tourists from wealthier and more modern countries to the less developed ones. This results in a destination's loss of cultural identity that, prior to the rapid development of ecotourism, had been a competitive advantage. Similarly, natural heritage and environment are often deprived by the rapid growth of tourism, as unsustainable construction of accommodation facilities, transport and tourism infrastructure, together with the uncontrolled tourist flows disturbs the natural balance, alters the landscape, generates waste, and pollutes air, water and soil (Simic, 2003).

Despite its possible negative effects, we can gather that ecotourism development in Khammouane province still can bring many opportunities and benefits (Table 1.1), but local communities still need to be aware of ecotourism development strategies. If the ecotourism benefits were recognized from the beginning of an ecotourism plan, the strength and opportunity issues could be integrated into the plan. Ecotourism must be planned, developed, and managed carefully with the consideration to benefits of local communities surrounding the Khammouane province to minimize negative impacts.

Table 1.1 Parameters for Ecotourism Development

Analysis Parameters	Goals	Examples of Impact Assessment Indicators
Economic	Economic Well-being	<ul style="list-style-type: none"> ■ Income and employment generation ■ Economic growth ■ Cooperation/networks and partnership initiatives
Environmental	Ecological Balance	<ul style="list-style-type: none"> ■ Maintenance of physical/built environment ■ Conservation of natural environment ■ Environmental pollution ■ Agricultural/biological productivity
Socio-cultural	Sense of Community and Security	<ul style="list-style-type: none"> ■ Cultural identify and diversity ■ Cooperation, communication networks ■ Social justice and welfare ■ Community health ■ Political influences/relationships

Source: Theerapapisit (2005:141)

Economic Impacts

For many decision-makers, economic factors are more influential than environmental factors in deciding how a particular natural resource should be used. Therefore, the environment benefits of ecotourism often eventuate as a desirable side effect after economic benefits, such as the actual amount of revenue and jobs generated, have first been demonstrated. The direct and indirect economic costs and benefits that are discussed in the following subsections are outlined in Table 1.2.

Table 1.2 Potential Economic Benefits and Costs of Ecotourism

Direct Benefits	Direct Costs
<ul style="list-style-type: none"> ▪ Generates revenue and employment 	<ul style="list-style-type: none"> ▪ Start-up expenses (acquisition of land, establishment of protected areas, superstructure, and infrastructure)
<ul style="list-style-type: none"> ▪ Provides economic opportunities for peripheral regions 	<ul style="list-style-type: none"> ▪ On-going expenses (maintenance of infrastructure, promotion, and wages)
Indirect Benefits	Indirect Costs
<ul style="list-style-type: none"> ▪ High multiplier effect and indirect revenue and employment 	<ul style="list-style-type: none"> ▪ Revenue uncertainties
<ul style="list-style-type: none"> ▪ Stimulation of mass tourism 	<ul style="list-style-type: none"> ▪ Revenue leakage due to imports and non-local participation
<ul style="list-style-type: none"> ▪ Support culture and heritage tourism 	<ul style="list-style-type: none"> ▪ Opportunity costs
<ul style="list-style-type: none"> ▪ Areas protected for ecotourism provide economic benefits 	<ul style="list-style-type: none"> ▪ Damage to crops by wildlife

Source: Weave (2001:114)

Environmental Impacts

As suggested earlier, the boundary between environmental, economic and socio-cultural impacts is often ill-defined. Yet, these discrete categories are useful for facilitating discussion as long as important linkages are acknowledged. “Environmental” refers to the natural (as opposed to cultural) milieu and is addressed first because of ecotourism’s identity as a primarily nature-based activity. The direct and indirect environmental benefits and costs are outlined in Table 1.3. As with the three categories, perception of “cost” and “benefits” as well as “direct” and “indirect” are also subjective and often overlapping.

Table 1.3 Potential Environmental Benefits and Costs of Ecotourism

Direct Benefits	Direct Costs
<ul style="list-style-type: none"> ▪ Incentive to protect natural environments 	<ul style="list-style-type: none"> ▪ Impacts of permanent environmental restructuring and generation of waste residuals
<ul style="list-style-type: none"> ▪ Incentive to rehabilitate modified environments 	<ul style="list-style-type: none"> ▪ Impacts of tourist activities (wildlife, observation, hiking, introduction of exotic species)
<ul style="list-style-type: none"> ▪ Provide funds to manage and expand protected areas 	
<ul style="list-style-type: none"> ▪ Ecotourists assist with habitat maintenance and enhancement 	
<ul style="list-style-type: none"> ▪ Ecotourists serve as environmental watchdogs 	
Indirect Benefits	Indirect Costs
<ul style="list-style-type: none"> ▪ Exposure to ecotourism fosters environmentalism 	<ul style="list-style-type: none"> ▪ Effects of induced environmental restructuring
<ul style="list-style-type: none"> ▪ Areas protected for ecotourism provide environmental benefit 	<ul style="list-style-type: none"> ▪ Exposure to less benign forms of tourism
	<ul style="list-style-type: none"> ▪ Problems associated with the economic valuation of nature

Source: Weaver (2001:99)

Socio-Cultural Impacts

A holistic perspective on ecotourism must advocate socio-cultural as well as environmental sustainability. This can be argued on a purely ethical basis, but also on the more pragmatic assumption that satisfied local communities provide the support for ecotourism that allows environmental benefits to be realized as well. Equally pragmatic is visitor satisfaction (i.e. market sustainability), since this is strongly related to the sustainability of the ecotourism sector itself. The direct and indirect socio-cultural impacts of ecotourism discussed in this section are outlined in Table 1.4

Table 1.4 Potential Socio-Cultural Benefits and Costs of Ecotourism

Direct Benefits	Direct Costs
<ul style="list-style-type: none"> ▪ Fosters community stability and well-being through economic benefits and local participation 	<ul style="list-style-type: none"> ▪ Cultural and social intrusion
<ul style="list-style-type: none"> ▪ Aesthetic and spiritual and enjoyment for residents and tourists 	<ul style="list-style-type: none"> ▪ Imposes an elite alien value system
<ul style="list-style-type: none"> ▪ Accessible to a broad spectrum of the population 	<ul style="list-style-type: none"> ▪ Erosion of local control (foreign experts, in-migration of job seeker)
	<ul style="list-style-type: none"> ▪ Local inequalities and internecine disputes
	Indirect Costs
	<ul style="list-style-type: none"> ▪ Potential for local resentment or antagonism
	<ul style="list-style-type: none"> ▪ Tourist opposition to aspects of local culture and lifestyle (i.e. hunting, slash/burn agriculture)

Source: Weaver (2001:120)

1.2.2.7 Ecotourism and Poverty Alleviation

Ecotourism has several advantages, but one that is particularly outstanding is the positive economic effects that ecotourism can bring to the poor nations by working to eliminate poverty. Ecotourism is able to create opportunities and benefits to local communities. Ecotourism cannot automatically eliminate poverty on its own. There should be tourist policies as well as development strategies in which eliminating poverty is the primary objective. The strategies must be coordinated with the general policies of tourist development such that there is good cooperation between all stakeholders. Only in that way can tourism be an efficient means of eliminating poverty via a Tourism and Poverty Alleviation Plan (WTO, 2002).

The economic development is an important, but not a sufficient condition for poverty reduction. Poverty reduction involves growth with a substantial reorientation that favors the poor. It includes changes in institutions, laws, regulations and practices that now help create and perpetuate poverty. It includes targeted interventions to enable poor people to better incorporate into the economic processes and take advantage of opportunities to improve their

economic and social well being. It means ending harassment of the poor, and eliminating restrictions on how they make their livelihoods. This particularly applies to the tourism sector. Interventions must be made to help poor people become part of the processes that drive the industry (Dain and Wolfgang, 2008).

The nature of the Lao tourism industry, which focuses on nature and culture-related activities, has strong implications for using tourism as a tool for poverty alleviation. Tourism is providing widespread economic benefits and jobs in both rural and urban areas. Many visitors come to purchase handicrafts and local products, creating both markets and demand for value-added indigenous products. Because tourists exhibit a high level of interest in participating in nature and culture based ecotourism activities that involve ethnic minorities and rural populations as service providers, tourism's financial benefits are beginning to be spread to some of the most remote communities. The Lao PDR is well-positioned to become a top ecotourism destination in Asia. However, the current lack of human resources, both in the public and private sectors, prohibits the tourism industry from reaching its full potential. In terms of using tourism as a tool for poverty alleviation, a tremendous opportunity exists, however, because of the lack of know-how regarding the development and operation of tourism activities that create jobs and markets for the rural poor. Specifically in terms of ecotourism activities, the tourism industry remains challenged to reach its full potential (LTS, 2006-2020).

1.2.3 Market Characteristics of Ecotourists and Ecotourism Trends

1.2.3.1 World Ecotourism Trends

Ecotourism has been considered the fastest growing area of tourism in the world for many years. Until recently ecotourism was considered a niche market. The WTO expects ecotourism along with culture tourism and adventure tourism to be the hottest tourism trends for the 21st century (WTO, 1998).

One trend fuelling this growth is the increasing propensity of travelers to take what they perceive as a life-enriching vacation that involves education, the outdoor and nature. The desire to learn and experience nature is influenced by changing attitudes to the environment which is based on the recognition of interrelationships among species and ecosystems, the

development of environmental education in primary and secondary schools, and the emergence of environment mass media.

Such enthused mindsets are also dependent on the age of the populations in those countries where the international market demand for ecotourism is centered: North America, Northern Europe and to lesser extent, Japan. As people age they are attracted less to active, dangerous outdoor recreational activities, and more to appreciative and less strenuous activities. This change in demographic is creating more demand for both ecotourism trips and related to soft adventure and culture trips. Mature Americans at the age 55+ account for 21% of the total US population, and by the year 2015 this is expected to rise to 25%. This rapid growth of mature travelers, combined with their financial ability and availability of leisure time, make them an excellent potential market. This trend is also evident in Canada, the EU and Japan.

Such growth estimates of ecotourism vary considerably 7-30%, even within one organization. In October 1997, the World Tourism Organization (WTO News, 1997) presented information to indicate that ecotourism “now accounts for between 10 and 15 percent of world tourism”, but by December, they had revised their estimates upward to 20%, under the title Ecotourism, Now One-Fifth of Market (WTO News, 1998). To add a level of complexity, rates of growth vary by destination, and even by region. For example, estimates for Australia vary 5 to 10% of domestic nature-based tourism experiences, but have a higher percentage in some locations, such as the wet tropics. Additionally, growth varies by country of the regions, and may depend on the activity. For example, in Australia, outback safari tour averages annual growth rates of 47% for Germans, 21% for Swiss and 44% for other Europeans, but only 5% for Scandinavians.

Many estimates are probably too high, being based on an overly liberal definition of the soft ecotourists. Suffice to say that demand is strong and growing. However, it is also changing, depending and broadening. Future data that is specific to ecotourism and nature-based tourism is clearly required before its size, significance and growth can be estimated accurately (Weaver, 2001).

The ecotourism market has been partially based on the research and studies on flora, fauna, habitats, species, bio-diversities, ecosystems and socio-culture related. These factors are becoming more and more popular, and now they contribute to around 10% of the total ecotourism market. The growth rate in this particular segment is higher than the overall ecotourism market growth. 95% of the research ecotourists sampled were students in full-time higher education. The majority of the research ecotourists 63% were female, whilst most students (75%) were studying for a degree in the natural sciences, with the remainder enrolled in environmental courses such as geography or environmental management. The most popular statements as a whole related to the benefits of ecotourism, which were expressed with reference to the environment and host community (Weiler & Richins, 1995).

1.2.3.2 Size of the Ecotourism Market

The World Tourism Organization estimates that approximately 500 million tourist trips are made worldwide each year (WTO 1994). The World Travel and Tourism Council (WTTC) 1995 states that travel and tourism was the world's largest industry producing output in 1995, worth US\$ 3.4 trillion, which accounts for 11.4 percent of world GDP, 11.4 percent of investments, and created 212 million jobs worldwide.

In the ecotourism world, it appears that the market actually selects ecotours for social and environmental responsibility, which may be about 10% of the total ecotourism market. WTO (1998) stated that ecotourism and all nature-related forms of tourism account for approximately 20 % of total international travel. Ecotourism, although growing by 20 to 30 percent a year, still represents less than one-tenth of the total tourism industry.

Though we know it is small, we have no definitive statistical data on the overall size of the ecotourism market. However, various estimates and studies pointing to the source of the ecotourism market demand and of the larger nature tourism market all indicate that the market is large and growing. For example, in 1992 Fillion estimated that 40 to 60% of all international tourists were nature tourists and 20 to 40% were wildlife-related tourists. More recently, in 1997 the World Tourism Organization estimated that ecotourism and all nature-related forms of

tourism at that time accounted for 20% of all international travel, and that ecotourism is now worth \$ 20 billion a year (WTO, 1998).

In terms of the demand for ecotourism experiences in Canada, the recently released Environment Canada study “The Importance of Nature to Canadians” reported that 20 million Canadians 15 years of age and over spent \$ 11 billion on nature-related, activity in Canada in 1996. This included \$ 6 billion for nature travel-related items, \$ 3 billion for equipment and \$ 2 billion for other items needed to pursue nature-related activities (Environment Canada, 1999). These statistics indicate that the North American ecotourism market is very large. Unfortunately, there are no studies providing information on the size of the European ecotourism market, either as a whole or on an individual country basis (WLEDC, 2001).

1.2.3.3 Market Characteristics of Ecotourists and Trip Characteristics

Market Characteristics of Ecotourists

Ecotourists are not a homogeneous market segment. However, the profiles and other correlating research indicate that some broad generalization can be made about the market characteristics of ecotourists. Weaver had researched and written about characteristics of ecotourists as follows:

- ∕ **Age:** Ecotourists are more likely to be baby boomers, but they are also from the other age groups.
- ∕ **Gender:** The split between male and female ecotourists is relatively even.
- ∕ **Income:** Ecotourists tend to have a higher level of income than mainstream travelers.
- ∕ **Household:** In terms of household composition, ecotourists tend to live as couples or in families.
- ∕ **Education:** Ecotourists are generally highly educated, with a high proportion being college/university graduates.

☒ **Occupation:** The studies that have collected information on occupations have all found that a high percentage of ecotourists are managers or professionals.

☒ **Memberships:** Many ecotourists are supporters of nature-based organizations.

☒ **Publication:** Ecotourists tend to be consumers of outdoor and nature-oriented publication.

The investigation on ecotourism about the activities that interested ecotourists from European and Asian in Canada is shown in the Table below, which indicates the percentage of market characteristics of ecotourists (Table 1.5).

Table 1.5 Principal Activity of Interest in Canada

Market	Principal Activity of Interest in Canada	
American	☒ Sea kayaking (37%) ☒ Nature observation (36%) ☒ Whale watching (30%) ☒ Scuba diving (29%) ☒ Other wildlife viewing (24%)	☒ Bird watching (19%) ☒ Canoeing (14%) ☒ Rock and ice climbing (13%) ☒ Hiking (12%)
Germans	☒ Canoeing (31%) and trail riding ☒ Other wildlife viewing (11%)	☒ Scenery, national park, forests & wildlife ☒ Nature observation (6%)
French	☒ Culture and nature (65%)	☒ Bird watching (35%)
British (UK)	☒ Canoeing, Wildlife safari (68%)	☒
Japanese	☒ Nature observation, soft adventure/ ecotourism location “abundant in nature” ☒ Natural attraction (96%)	☒ Mountainous area (88%) ☒ Seeing wildlife (83%) ☒ National park (88%)
Canadian	☒ Bird watching (10%) ☒ Sea kayaking and canoeing (10%)	☒ Natural attractions (80%)
British Columbia	☒ Hiking (39%) ☒ Sea kayaking (17%)	☒ Nature observation (14%) ☒ Whale watching (15%)

Source: Weaver (2001:50)

Trip Characteristics

William Lake Economic Development Commission (2001) discussed the following trip characteristics as follows:

- Trip Length:** Trip lengths vary due to factors such as destination, activities, and ecotourism experiences, but overall ecotourism trips seem to be longer than non-ecotourism trips.
- Time of Year:** Ecotourists travelling to Canadian ecotourism destinations tend to travel during the summer months, with fairly strong interest in the shoulder season and some interest in winter travel.
- Expenditures:** Ecotourists tend to spend more than the average traveler, and spend a considerable amount on non-consumptive travel related expenses, such as equipment, dues, magazines and donations. They are prepared to spend money for quality vacations, but demand quality service.
- Sources of Information:** Ecotourists show a high reliance on the recommendations of others (word of mouth or friend/family), and various forms of printed material are also indications that personal experience from past trips plays an important role in the travel decision. In addition, the internet is becoming increasingly important in planning ecotourism trips.
- Trip Booking:** Many ecotourists are confident enough about travelling to make their own trip arrangements.
- Seasons Selection:** Ecotourism travelers prefer to travel in the winter season, and strong shoulder season. However, experienced ecotourists, who tend to be more frequent travelers, are more interested in all seasons.

1.2.4 Community and Ecotourism

1.2.4.1 Community Ecotourism Development

The development of ecotourism within the community should concern itself prior with the host community. They should take the major role in the development. (Suansri, 2003) mentioned that community-based ecotourism was a type of ecotourism in which the host community is empowered to make decisions and manage the program. In this way, the communities were the owners of the program, and have a say over the way ecotourism was managed with the purpose of encouraging sustainability of the environment and society and enabling learning among visitors to the community. As a result, the models of host community-controlled, community-based ecotourism were proposed.

1.2.4.2 Community Participation in Ecotourism

The concept of “community participation” is regarded as a tool to assist in ecotourism and local economic development in rural communities. Other concepts, such as “public participation” and “civil participation” are interchangeably used to refer to community participation. However, it can be argued that the concept may not only be limited to actively taking part in the event, but also to the effect that people have been consulted on the event beforehand, and therefore consultation is an important characteristic of community participation. This may not necessarily mean active participation; it may simply mean that the community might have been informed of the process. While the concept is arguably the best in achieving successful development objectives, there is often a missing link in its implementation process, and thus a failure to achieve the expected objective. Therefore, it has been argued that community participation cannot occur fully because of the misunderstanding among the role players as to how it should be facilitated and monitored by the government to the contextualization of the concept of community participation in ecotourism (Brebbia and Pineda, 2006)

Derek and Greg (2000) mentioned a number of additional issues regarding community participation in which there is not space to explore the terms in details:

€ The equality of representation from businesses and communities.

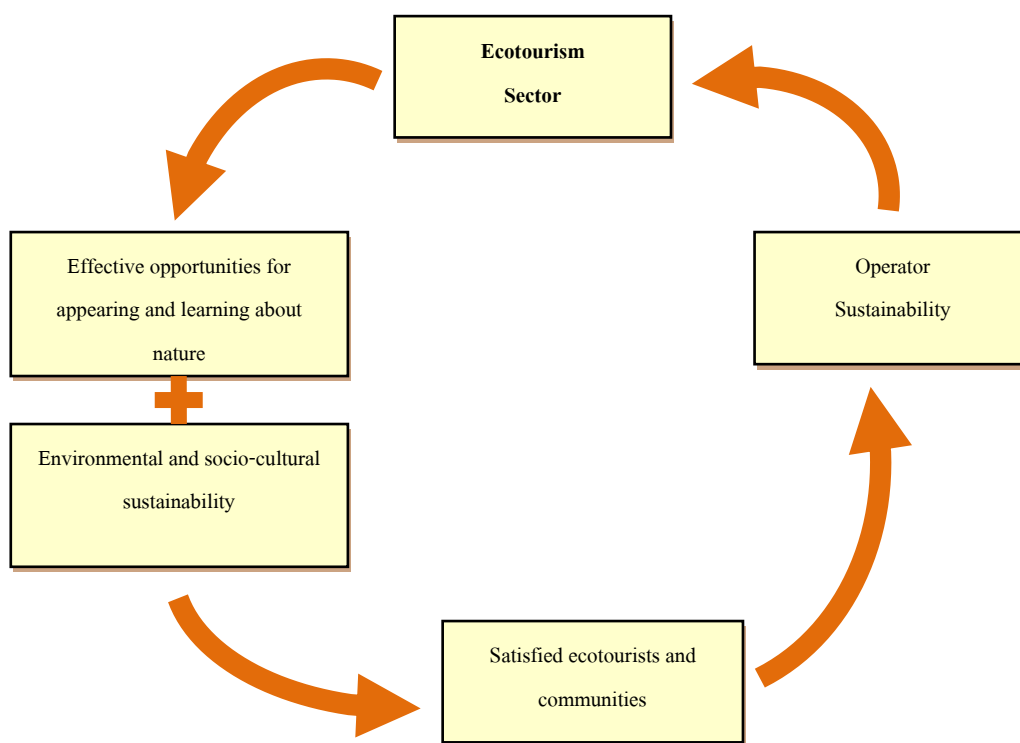
- ☒ The mixture of the views within the community about the local environment and tourism.
- ☒ The question of whether encouragement of participation by the community is simply tokenistic or even a way of placating local people.
- ☒ The development and empowerment of the community as a major objective of a partnership in itself, as Hughes states, “If tourism strategies are to be sustainable. They must be developed, not simply in conjunction with the public, or through public participation, but as forms of community development”.

1.2.4.3 Community-Based Ecotourism (CBET)

Community-based ecotourism is a growing phenomenon throughout the world. The CBET would be considered as a privately offered set of hospitality services and features extended to visitors by individuals, families or a local community. CBET’s primary objective is to establish direct personal, cultural exchange between the host and guest in a balanced manner that creates understanding, unity and equality for those who involved in the tourism planning activity. The CBET concept implies that the community has substantial control and involvement in the ecotourism project, and that the majority of benefits remain in the community (Wesche and Drumm, 1999). Three main types of CBET enterprises have been identified. The purest model suggests that the community owns and manages the enterprise. All community members are employed by the project using a rotation system, and profits are allocated to community projects. The second type of CBET enterprise involves family or group initiatives within communities. This is based on voluntary participation. The third type of CBET is a joint venture between a community or family and an outside business partner. Certainly all efforts should be made to maximize benefits to local communities, but it is not realistic to expect that all communities will be able to own and manage their own businesses. Understanding the decision-making process of a community is highly important. Many local communities do not have a top-down decision-making structure but may instead decide by consensus. This can be very slow and painstaking. It must also be understood that if the community is not involved in the initial decisions for the

project, such as the needs and priorities of the project, the scope and the objectives, they will likely have less of a feeling of a stake in its success (Fergus, 2008), (see Figure 1.8).

Figure 1.8 The Optimal Ecotourism Cycle



Source: Weaver (2001:25)

1.2.4.4 Community Motivation for Ecotourism Development

Definition of Motivation

The term “motivation” refers to what makes people tick: the needs, desires, fears and aspirations within people that make them behave as they do. Motivation is key as it influences productivity, but fueling it is no easy task, as people respond in different ways to their jobs and have different needs. It could be said that motivation is the set of practices that could take a person to their goal (Macmillan, 2006).

Motivation is the energizer that makes people take action; it is the “why” of human behavior. In the workplace, motivation goes hand in hand with productivity. Highly motivated people usually work hard and do superior work. Poorly motivated people do what is

necessary to get by without any hassles from the leader, even though they may be capable of doing more and better work. Unmotivated usually do marginal and substandard work and often take up a good deal of the leader's time (Walker and Miller, 2007).

In the area of tourism, the motivational factor is also of major importance for the tourism industry from planning, marketing and a visitor management perspective. Motivations for tourist travels are, likewise, associated with the needs of the individual. Reasons for taking a trip may be fairly broad, whereas motivational information is more helpful in differentiating ecotourists. Eagle (1992) examined types of motivation for group tour ecotourists, including attractions (related to desire features/attractions of the destinations) and social factors (related to opinion on personal goals and interaction with others). The motivations are significantly more important to group ecotourists. According to several sources, motivations that differentiate ecotourists from more mass travelers, thus offer different insights into what motivates people to travel and not travel include:

- Un-crowded location
- Remote, wilderness area
- Learning about wildlife and nature
- Learning about natives and culture
- Community benefits
- Viewing plants and animals
- Physical challenge

Table 1.6 Motivations of Group Tour Ecotourists

Significant Motivations
▪ Wilderness and undisturbed nature
▪ Lakes and streams
▪ Being physically active
▪ Mountains
▪ National or provincial parks
▪ Experiencing new lifestyles
▪ Rural areas
▪ Oceanside
▪ Meet people with similar interests

Source: Eagle (1992:53)

Model of Motivation

There were different theories related to motivation, those were Maslow's Hierarchy of needs, Herzberg's motivation-hygiene theory and Charles Handy's motivation calculus.

Maslow's Hierarchy of Needs

This content approach to motivation focused on the assumption that individuals were motivated by the desire to fulfill inner needs. Maslow had assigned the five levels of hierarchy consisting of the most basic need coming first and the most sophisticated being the last, as following:

Level 1: Physiological Needs: The most basic human needs. They include food, water and comfort.

Level 2: Safety Needs: They were the desires for security and stability, to feel safe from harm.

Level 3: Social Needs: They were the desires for relationship. They include friendship and belonging.

Level 4: Esteem Needs: They were the desires for self-respect and to be respected or recognized.

Level 5: Self-Actualization Needs: They were the desires for self-fulfillment and realization of the individual's full potential.

As basic or lower-level needs were satisfied, higher-level needs were in requirement. A satisfied need was not a motivator, but the need that had not been satisfied was most powerful one (see Figure 1.9).

Figure 1.9 Relating Maslow's Hierarchy of Needs to a Work Setting



Source: Walker and Miller (2007:182)

Herzberg's Motivation-Hygiene Theory

The work of another psychologist, Frederick Herzberg, explained why human relations methods failed to motivate performance and identified factors that truly motivate. Herzberg (2005) found that factors associated with the job environment as follows:

1) Dissatisfaction: A factor in a job environment that produces dissatisfaction, usually reducing motivation.

2) Hygiene/Maintenance factors: Factors in the job environment that produce job satisfaction or dissatisfaction, but do not motivate performance.

3) Motivator: Anything that triggers a person's inner motivation to perform. In Herzberg's theory, motivators are factors within a job that provide satisfaction and that motivate a person to superior effort and performance.

Charles Handy's Motivation Calculus

This theory was an extension of Maslow's Hierarchy of needs. It stated external reference points that the original Hierarchy of Needs model did not. Handy's motivation Calculus attempted to provide for variations in people's situations further than the Hierarchy of Needs model. Handy (1993) had stated his motivation calculus as follow:

1) Needs: There were Maslow factors, personally characteristics, current work environment, outside pressures and influences.

2) Results: We must be able to measure the effect of what our additional efforts, resulting from motivation, will produce.

3) Effectiveness: We decide whether the results we have achieved meet the needs that we feel.

Communities Motivation

The research on ecotourism involvement and participation in community-based ecotourism uses the concept of motivation in explaining community participation. Actually, the community involvement and participation is closely tied to motivation or benefits. If the local community cannot see the real benefits from their participation, the opportunities to create the participation were meaningless. Therefore, to motivate and create the participation, the benefits from participation must be arise. As well as community participation in ecotourism development, the tourism benefits could be one of the motivations that influence the community participation (Kayat, 2002).

1.2.5 Tourism Master Plan and Policies of Lao PDR

Tourism strategy is a master plan document to define policy, guidelines and overall goals of the development and promotion of tourism which will be in line with the party congress resolution, national socio-economic plan and strategy in order to strengthen and develop tourism to become an industrial sector that generates foreign exchange revenue for the country; provides more employment; promotes the cultural conservation and preserves the nations desirable norms and customs; including the norm of protecting the abundant natural resources, and promoting sectoral products in order to contribute to poverty reduction of all ethnic groups. This strategy is the ground strategy for international integration. The strategy is also fundamental for formulating the plan and action plan for short and medium term for development and promotion of tourism in the macro tourism management, tourism development planning, tourism business and activities

management, advertisement promotion and tourism marketing, human resource development, international cooperation, and cooperation with line sectors (LTS, 2006-2020).

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

The Main Roles and Responsibilities of the LNTA are as follows:

- 1) Develop National Tourism Strategy for Lao Peoples' Democratic Republic.
- 2) Set up policy, law, degrees, rules and regulations on tourism and hotel management.
- 3) Undertake marketing activities in order to promote tourism in Lao PDR.
- 4) Encourage human resource development for tourism and strengthen capacity building.
- 5) Use and monitor the Tourism Development and Promotion Fund.
- 6) Give permission to establish tourism business, warn, fine, and cancel the operations of tour operators, hotels, guesthouses, restaurants and resources that violate the law.
- 7) Coordinate and collaborate with related agencies and local authorities to develop and upgrade tourist attractions, to promote Lao culture and traditions as well as to conserve and preserve the heritage and the use of local products in order to improve the standard of living of local communities.
- 8) Guide, monitor and coordinate with the Lao Association of Travel Agents, Lao Hotel and Restaurant Association and Tourism Marketing Promotion Board.

9) Cooperate with sub-regional and international tourism organizations as well as international organizations related to tourism.

10) Manage, control and monitor the implementation of tourism plans.

11) Promulgate regulation on tourism and hotel management.

The Main Policies are as follows:

1) Implement the open-door policy on the foreign cooperation on economics and culture with foreign nations.

2) Promote the tourism and ecotourism industry intending to improve the quality of local life and to promote the integration of local products.

3) Promote the arts, cultures, and traditions of Laos, and preserve the ancient archeological and historical monuments aiming at motivating foreigners to visit Laos.

4) Provide new occupations and create opportunities for the ethnic people to gain better incomes.

5) Enhance friendship and good cooperation with all nations according to the government policies on tourism as specified.

1.2.6 Guiding Principles of Ecotourism in Lao PDR

The Lao PDR the Lao National Tourism Administration (LNTA), in consultation with a number of stakeholders, has developed the following guiding principles to guide, direct and promote Lao ecotourism (NESAP, 2005-2010).

☒ Minimize negative impacts on Lao nature and culture.

☒ Increase awareness among all stakeholders as to the importance of ethnic diversity and biodiversity conservation in the Lao PDR.

☒ Promote responsible business practices, which work cooperatively with local authorities and people to support poverty alleviation and deliver conservation benefits.

- ☒ Provide a source of income to sustain, conserve and manage the Lao protected area network and cultural heritage sites.
- ☒ Emphasis the need for tourism zoning and visitor management plans for sites that will be developed as eco-destinations.
- ☒ Use environmental and social base-line data, as well as long-term monitoring programs, to assess and minimize negative impacts.
- ☒ Maximize the economic benefit for the Lao national economy especially local businesses and people living in and around the protected area network.
- ☒ Ensure that tourism development does not exceed the social and environmental limits of acceptable change as determined by researchers in cooperation with local residents.
- ☒ Promote local styles of architecture and infrastructure that are developed in harmony with the Lao culture and environment, that use local materials, minimize energy consumption and conserve local plants and wildlife.

1.2.7 Ecotourism in Khammouane Province

1.2.7.1 Ecotourism Development in Khammouane Province

Ecotourism is the fastest growing segment of the far-reaching global travel and tourism industry that accounts at about 10% of the world's entire economic output and employs close to 300 million people. In the Lao People's Democratic Republic (Lao PDR), tourism centered primarily on the country's natural and cultural attractions directly employs over 18,000 individuals, and consistently ranks as one of the country's top foreign exchange earners. Following ten years of annual arrival growth that averaged 27% visitation topped 1.7 million and generated US\$ 275 million in 2008. Lao National Tourism Administration is developing community-based ecotourism products in Luang Namtha, Phongsaly, Luangprabang, Xiengkhuang, Vientiane, Bolikhamxay, Khammouane, Savannakhet and Champasack provinces. This project is fostering collaborative links with partners in Vietnam and Cambodia, promoting

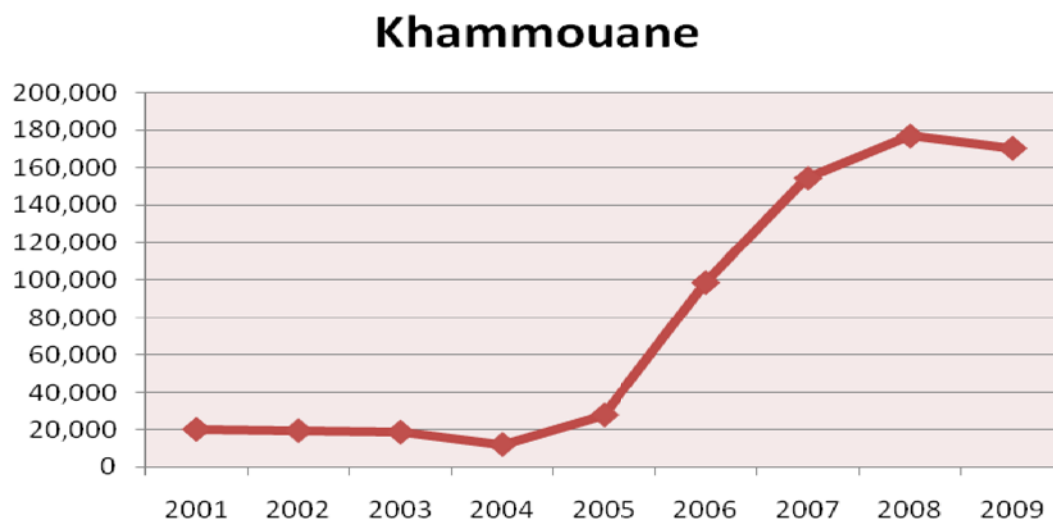
culture and environment protection, constructing tourism related infrastructure, strengthening local stakeholders' management capability and the role of women and ethnic minorities in the tourism industry and intensifying public and private sector efforts at marketing and promoting Lao ecotourism products. Ecotourism is actively promoted in Lao National Protected Areas because of its ability to generate income and employment for poorer segments of society, raising income and awareness for cultural and natural heritage protection. Provincial tourism strategies in Khammouane province is centered on developing ecotourism-related products and services, and the province is also experiencing robust tourism growth in line with spectacular national trends. Here some of the most successful locally managed tourism ventures are small and community-based ecotourism programs in the Phou Hinboun, Nakai Nam Theun, Hin Namno National Protected Areas. However, tourism activity in this province is mainly confined to the Kong Lor Cave in Hinboun District. The goal of ecotourism development in the province is to promote biodiversity conservation and alleviate poverty among people living in and around the National Protected Area in the local community as well as Khammouane province (Steven, 2009). In Table 1.7 is shown the number of tourist arrivals by provinces.

Table 1.7 Visitors (Foreigner and Domestic Tourists) by Province from 2001 to 2009

Province	2001	2002	2003	2004	2005	2006	2007	2008	2009
Vientiane	429,420	506,677	437,059	544,253	653,212	729,272	869,642	878,507	807,445
Capital									
Champasak	55,142	45,635	65,827	63,963	99,044	113,684	165,750	220,214	278,054
Khammouane	20,317	19,596	18,782	12,260	28,000	98,906	154,525	177,097	170,579
Bokeo	42,561	65,045	45,469	79,006	89,027	82,512	112,157	145,567	140,414
Luang	41,704	19,319	29,720	41,658	49,258	47,788	88,427	197,202	244,614
Namtha									
Savannakhet	113,287	98,962	64,050	118,821	192,560	192,385	430,604	474,826	791,924
Luang	51,207	65,872	99,150	105,513	133,569	151,703	186,819	344,029	237,683
Prabang									
Bolikhambay	23,900	30,758	34,418	55,087	63,579	71,394	69,773	84,401	140,736
Xieng	35,744	16,223	5,062	15,015	24,174	19,585	25,531	22,729	21,346
Khouang									
Saravanh	NA	4,823	5,800	6,400	8,000	10,000	10,500	26,802	28,142
Oudomxay	18,654	36,000	23,911	54,695	54,721	43,400	76,970	101,761	107,419
Huaphanh	398	2,819	2,204	588	3,175	3,760	7,247	8,848	15,098
Xayabouly	9,014	10,840	6,728	16,005	15,914	14,266	19,751	23,043	23,061
Vientiane	NA	30,480	47,899	82,521	92,657	142,442	230,548	268,891	290,015
Province									
Phongsaly	NA	8,500	5,732	6,543	9,452	10,240	22,850	41,738	36,752
Attapeu	NA	6,831	9,149	9,668	13,740	14,841	16,176	27,728	32,718
Sekong	NA	574	2,242	4,232	6,526	7,111	12,962	13,125	32,718

Source: SRTL (2009:15)

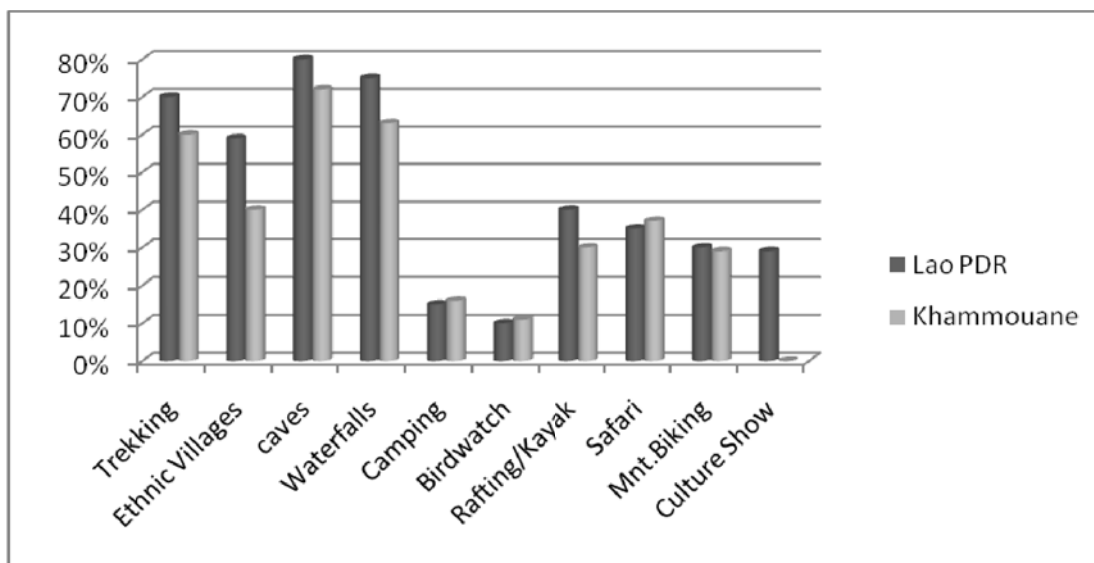
Figure 1.10 Number of Visitors (Foreigner and Domestic Tourists) in Khammouane Province from 2001 to 2009



Source: SRTL (2009:15)

In addition, a variety of tourism activities in this province are also popular for tourists such as: trekking, ethnic villages, caves, waterfalls, camping, bird watching, rafting/kayaking, safari, mountain biking and culture shows. Figure 1.10 shows the percentage of main activities, in contrast with tourism activities in Lao PDR and Khammouane province.

Figure 1.11 The Percentage of Tourism Activities in Lao PDR and Khammouane Province



Source: KHM (2004:1)

1.2.7.2 The National Protected Areas in Khammouane Province

The National Protected Area has been quite dynamic in its legal and political environment that underpins ecotourism in Lao PDR, thanks to UNESCO's launch of the country's first officially sanctioned ecotourism initiative nearly 10 years ago. At present, the Lao Government (GoL) strongly supports ecotourism in a wide range of strategy and policy documents, embracing the development of ecotourism-related products and services as one way to help achieve national development and conservation goals. Khammouane Provincial Tourism Department has drafted strategy for sustainable community-based tourism development around National Protected Areas.

The dominant forest types in Khammouane province are semi-evergreen, with stands of mixed evergreen and deciduous as well. Most of the forests growing around the limestone mountain are semi-evergreen, with unusual stunted vegetation on rocky outcrops and cliff faces. Also are the vast stands of mixed evergreen and pine forests on the Nakai Plateau. Khammouane province's total land area of 16,135 square kilometers, 6,295 (39%) belongs to three interconnected National Protected Areas (NPA): the Nakai Nam Theun, Phou Hin Boun and Hin Namno. The details are as follows:

1) The Nakai-Nam Theun National Protected Area (NNT NPA) has 353,200 hectare which is located in south-central Lao PDR bordering VietNam. It incorporates portions of Bolikhamxay and Khammouane provinces and forms part of the wider Nam Theun 2 Watershed that also includes the Phou Hin Poun and Hin Nam No corridors. The Nakai-Nam Theun NPA and its adjoining corridors rise from 550 to 2,200 m asl (meter above sea level), covering over 400,000 hectare of the “Northern Annamites Ecoregion” which is rated among the world’s most threatened eco-regions. In addition to being Lao PDR’s largest and most important protected area. The NNT NPA is also considered as one of Southeast Asia’s most significant landscapes for biologically conservation because of the presence of recently discovered large mammals such as Saola and Giant Muntjac, as well as rich endemic bird, fish, reptile and amphibian fauna. At least nine species of primate live in NNT NPA’s extensive dense semi-evergreen, evergreen broadleaf and pine forests. There are significant populations of Asian elephants present in the NPA that have moved into the area abutting the northern rim of Nam Theun 2 reservoir following inundation of the Nakai Plateau. Though the most certainly decreasing in abundance from hunting pressure.

2) The Hin Namno NPA has 895 Square Kilometers, it is considered one of the important biological areas and here there have been discoveries of many mammals: Douc and Francois’s langur, giant muntjac, fruit bat, harlequin bat, great evening bat, wreathed and great hornbills and the sooty babbler and evergreen, mixed deciduous, dipterocap forest. Hin Namno is an area where the central Indochina limestone escarpments and many caves, including a 5 kilometers cave along the Xe Bangfai River.

3) The Phou Hin Poun NPA (150,000 hectare) is the most accessible of the three NPA’s with easy access from Thakhaek town or from Ban Na Hin on Route 8. Here was discovered Francois’ langur sub-species called laotum, assamese macaques and gibbons, Asian elephant, gaur, tiger, serow, 43 species of bat, sooty babbler and limestone leaf warbler and semi-evergreen, mixed deciduous, bamboo and dipterocap forest covering predominately limestone karst ranges with steep slopes, cliffs, bluffs and cave to 1,500 meters. Flat bottomed enclosed valleys ranging from a few hundred hectares to 40 square kilometers. Many of rivers

flow through underground caves. The largest is 7.5 kilometers between Konglor and Natan village on the Hinboun River and is navigable by boat (NBCA, 1993).

1.2.7.3 The Kong Lor Cave in Khammouane Province

The most extensive limestone cave systems in Asia can be found in Laos. The Konglor Cave is situated next to the Kong Lor village, 43 kilometers from route 8A that links Khammouane's Hinboun District to the Na Phao border checkpoint with Vietnam to the East and the Mekong River Valley to the West. There is an underground river (Hinboun river) flowing through the 7.5 kilometers, which is up to 90 meters wide and 100 meters high cave and that is passable by boat year round and rides through the cave to Natan village; the main attraction for visiting tourists. The cave itself and limestone massif it traverses are part of the Phou Hinboun National Protected Area. For most of its length the river fills the entire width of the passageway except for a large white sandy beach located about halfway through the cave. The dry season is the best time to see the cave's feature as you can get out on boat and walk on the beach to enjoy the "beauty in the dark". For more information about legend of the Kong Lor Cave see Appendix I (KHM, 2006).

1.3 Objectives of the Study

The aim of this research is to do an in-depth study about ecotourism development in Khammouane province, Lao PDR. Thus, the major objectives of the study are:

- 1) To explore ecotourism development in Khammouane province.
- 2) To assess communities' opinion on ecotourism development of Khammouane province.
- 3) To survey tourists' interest in ecotourism in Khammouane province.
- 4) To propose guidelines for ecotourism development in Khammouane province.

1.4 Significance of the Study

This research is deemed significant in contributing towards achieving the following purposes:

1) The proposed guidelines of ecotourism development are able to enhance the effectiveness of the ecotourism development. It makes an attempt to examine the existing situation of ecotourism development in Khammouane province. It will be useful if this research could be get insight towards the stakeholder's involvement in Khammouane province. It is very important to know the existing management of the location that it can help to get ideas, suggestions and recommendations from the involvement of all stakeholders in ecotourism development.

2) The research is expected to contribute to understanding about the policies of the government of Lao PDR as well as Lao National Tourism Administration in focusing towards all stakeholders involved in ecotourism development in Khammouane province. The government will play the very significant role for ecotourism development in a sustainable way. Such a role will be important in adopting the participatory management as outcome of this research. This is envisaged to provide adequate justification towards local community's participation in wise use of natural and cultural resources.

3) This study seeks the possibility of gaining more sustainable benefits through ecotourism, in filling the research gap in ecotourism studies to some extent. In the light of sustainable tourism development and ecotourism development as tools for sustainability in the destination, this study attempts to provide an assessment to face future development in the ecotourism. This study will also help to enhance knowledge among and within stakeholders of ecotourism sector in Khammouane province. It shows the value of working together and the necessity for ecotourism development as a means of conservation of natural and cultural resources. It highlights how mutual understanding and collaboration can help to overcome ecotourism development in Khammouane province.

In addition, the information and the results gained from this research can be utilized as a source for further research or for any academic purposes by researchers or interested persons and organizations.

1.5 Scope of the Study

1.5.1 Scope of Time

The scope the study period is limited to the period from October, 2009 to July, 2010. Distribution of questionnaires and in-depth interviews was carried out to collect necessary primary data during December, 2009 and January, 2010 among selected ecotourism stakeholders in Vientiane Capital and Khammouane province, Lao PDR.

1.5.2 Scope of Area

This research is specified to enhance ecotourism development in Khammouane province. This study has researched from four stakeholders of sample respondents namely 1) Local communities (four communes in Khammouane province) 2) International tourists (who visited province) 3) Central and Local government officials (from Lao National Tourism Administration and Provincial Tourism Department) and 4) Local Tourism business (Hotels and travel tour agents). The research was carried out in Khammouane province, Lao PDR.

1.5.3 Scope of Demographics

1) Local people who live and work at Khammouane province and are at least 18 years old. Local people's opinion on participation for ecotourism development and their ecotourism benefits incentive are studied from the people's perspective.

2) International tourists who visited Khammouane province and are at least 18 years old. Their interest and suggestions on ecotourism are studied.

1.6 Definition of Key Terms of the Study

The definition of ecotourism has been stated in many different ways, and the researcher chose the definition as follows:

1) Ecotourism: is defined as “Tourism activity in rural and protected areas that minimizes negative impacts and is directed towards the conservation of natural and cultural resources, rural socioeconomic development and visitor understanding of, and appreciation for, the places they are visiting”.

2) Ecotourist: is a tourist who participate in ecotourism activities. Ecotourists are segmented into hard and soft ideal types and are found mainly in more developed regions such as North American, Western Europe, Australia and New Zealand.

3) Ecotour: is defined as a small-group tour in naturally or culturally significant area that is designed to teach the visitors about local environment and culture, has slow negative impacts, raises funds for heritage management and generates socio-economic benefits for local people.

4) Eco-lodge: is defined as a small hotel or guesthouse (with a maximum of 20 rooms) that incorporates local architectural, cultural and natural characteristics, promotes environmental conservation and produces social and economic benefits for local communities.

5) Community-Based Ecotourism: is defined as ecotourism in the area where the local people participate and get involved in all processes of ecotourism development in an operation, while the ecotourism expenditures are distributed within destination.

6) Sustainable Tourism Development: is defined as the development of tourism for creating optimal use of environmental resources, while respecting the socio-cultural authenticity of host community and providing economic benefits to all stakeholders.

7) Community Participation: is defined as the local residents’ involvement and cooperation in the participation of activities for sustainable tourism development. Participation

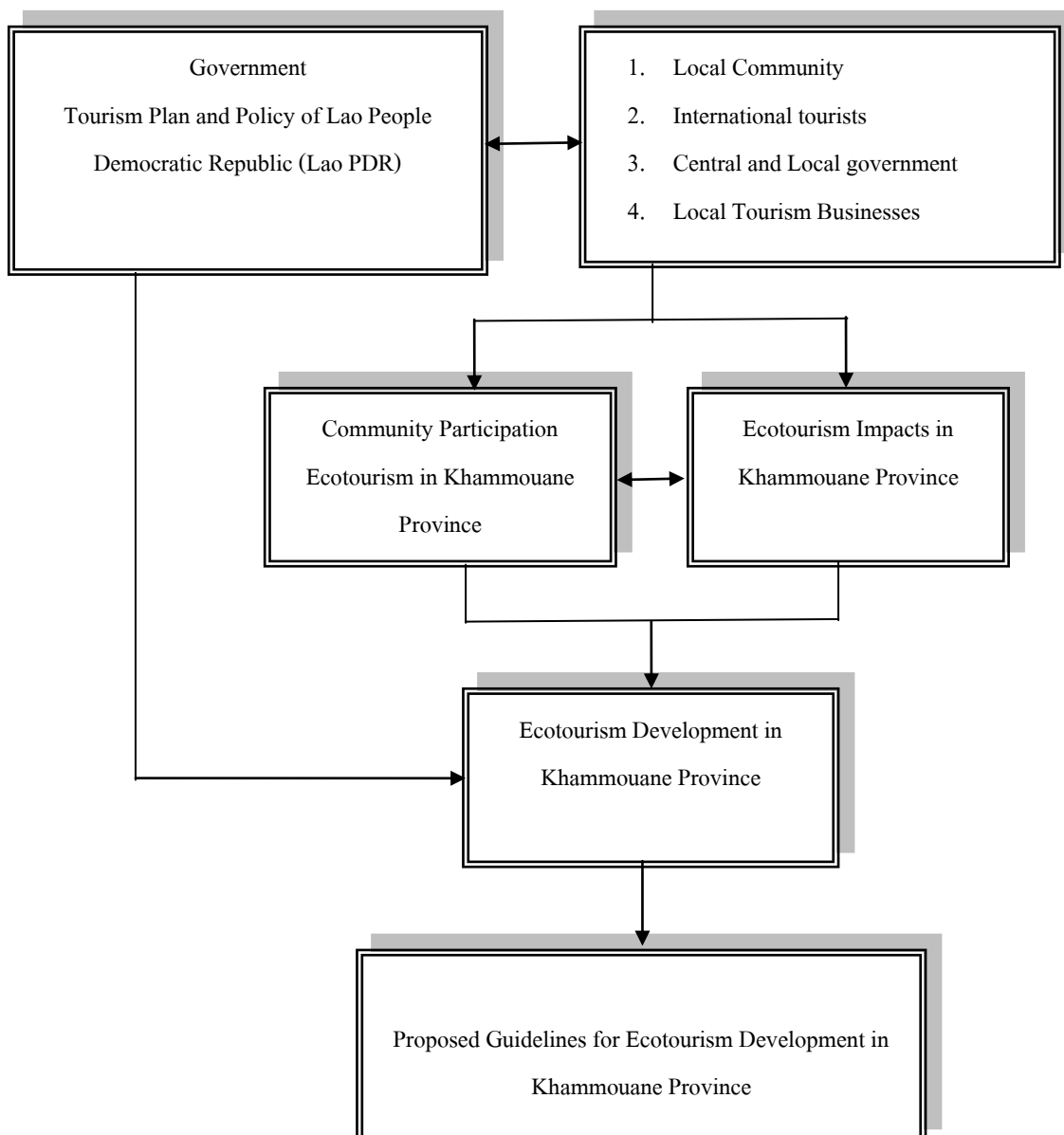
activities are planning, decision-making, implementation, problem solving, evaluation and benefits gaining of the local people.

8) Sustainable Development: is maintaining a delicate balance between the human need to improve lifestyles and feeling of well-being on one hand, and preserving natural resources and ecosystems, on which we and future generations depend.

9) Eco-development: refers to development at regional and local levels, consistent with the potentials of the area involved, with attention given to the adequate and rational use of natural resources, technological styles and organizational forms that respect the natural ecosystems and local social and cultural patterns. The term is also used to describe an integrated approach to environment and development.

1.7 Conceptual Framework

Figure 1.12 Conceptual Framework



CHAPTER 2

METHODOLOGY

This chapter discusses the methodology used in the research. It starts by discussing the approach of the study. Methods that were used for data collection are discussed in detail. Both secondary and primary data were gathered during the period from December 2009 - July 2010. Interviews were used to gather data with their views, opinion, and comments by face to face interaction with central and local government officials, local tourism businesses, and personal experiences. The questionnaires for the community and tourists were used as primary sources of data. In addition, documents were included from different sources and from different organizations, for instance: journals, books, articles, and publications of various sectors, and websites used for collecting secondary data.

This research was dedicated to the overview of ecotourism development in Khammouane province, and their existing development and management systems. This section reviews the steps of survey research, target population, and target samples with importance placed on data collection during the survey period from December 2009 to January 2010. The methods of analysis were done with SPSS program, SWOT analysis and explanations. The section ends with estimated results that were believed to be significant in providing feedback.

2.1 Population of the Research

The research aims to examine ecotourism development in Khammouane province, while exploring the four stakeholders: 1) Local community, 2) International tourists, 3) Central and local government officials, and 4) Local tourism businesses in Khammouane province, Lao PDR.

The questionnaires were administered in proportion to the households (local community) according to sample size and international tourists. The questionnaires administered (refer to Appendices: A and B) were meant for receiving quantitative information for the study.

This research was meant to focus on interviews for ecotourism development in Khammouane province, Lao PDR. However, many other related sectors also provided their

support and ideas from various sections; namely the Lao National Tourism Administration (in Vientiane Capital) and Provincial Tourism Department and local tourism businesses (local travel agencies and local hotels) that are related to the tourism sector in Khammouane province which were interviewed (refer to Appendices: C and D)

Table 2.1 The Description of Respondent Groups

Respondents	Description
1. Local community in the Khammouane province	Local people who are at least 18 years old and live in surrounding selected villages, especially those involved in ecotourism in Khammouane province
2. International Tourists	Visiting tourists and any of those involved in joint ecotourism in Khammouane province and those who are at least 18 years old
3. Central and local government in Vientiane Capital and Khammouane province	Chairman, voice chairman, directors, deputy directors and some staff who are in fields related to ecotourism development with at least 5 years experience with the Lao National Tourism Administration and Provincial Tourism Department
4. Local tourism businesses	Managers, directors and experienced staff from local travel agencies and local hotels in Khammouane province

2.2 Research Methods - Designs and Instruments

Due to multi face stakeholders and their differences in characteristics, the complexity of the research becomes evident. When some stakeholders have similar characteristics, but different types of sub groups, e.g. central and local government officials and local tourism businesses, the research method gets further compounded. The population size of different stakeholders was varied from one to the other. The number of organizations is neither comparable to tourist samples nor with the local community sample. Therefore, the researcher had to seek for different sampling and data collection methods for each sample. Questionnaires were designed with consideration for the nature of different stakeholders. Taking into account the diversity and different nature of the survey sample, the researcher decided to employ the mixed method in order

to collect a sufficient level of effective data for the research. Accordingly, the research was conducted with the mixed method to collect both quantitative and qualitative data.

Survey Instrument Design

The research survey instrument design was adapted from the previous research. It was described in Table 2.2 as follows:

Table 2.2 Survey Instrument Design from Previous Research

Authors	Description
P.U. Ratnayake, 2007	Topic: "Challenge to Ecotourism Development in Sri Lanka: An Assessment" there are five stakeholders, the author designed questionnaire for international tourists and local community (quantitative data), tourism Service providers, resources managing organizations, and scholar (qualitative data) which it focused on challenge to ecotourism development in Sri Lanka and also included economic, environmental and socio-cultural impacts
Bed Prasad Kharel, 2007	Topic: "Sustainable Tourism Management at Lumbini Heritage Site in Nepal: A proposed Model" there are three stakeholders, the author designed questionnaire for local community (quantitative data) and local tourism businesses and government officials (qualitative data) which it related to sustainable tourism management
Surarak Wichupankul, 2006	Topic: "Community Participation for Sustainable Tourism Development at Koh Yao Noi, Changwat Phang Nga" the author designed questionnaire for local community (quantitative data) which it focused on Sustainable Tourism Development and community participation

2.2.1 Local Community

2.2.1.1 Questionnaire Design and Pilot Survey

The questionnaire was administered by hand and used for the investigation of ecotourism development and communities' opinion for ecotourism development in Khammouane province. The local community questionnaires were translated into a local language version (Lao language) and it was checked by two Lao senior persons to compare between Lao and English language in order to ensure the meaning of the questionnaires. In addition, researcher also tested the survey instrument by using a pilot sample of five local residents in Khammouane province to make sure that questions were understandable for local residents. The questions were comprised of three parts as follows:

Part 1: Demographic Characteristics

In this part there were a total of nine questions related to the demographic, the demographic characteristics, and some personal information of the respondents. It contained the questions of gender, age, marital status, religion, education level, occupation, secondary source of income, total income is tourism-related, and household monthly income.

Part 2: Community's Opinion on the Ecotourism Development at the Khammouane Province

There were four main questions related to ecotourism development, and they were asked for opinion about ecotourism's benefits and effects. The questions are meant to discover their motivations based on ecotourism benefits and the development of ecotourism in each community; the topics of such questions are covered with main topics namely: 1) Community and Ecotourism in Khammouane province, 2) Social and Cultural aspect of ecotourism, 3) Economic impacts of ecotourism, and 4) Environmental aspect of ecotourism. There were also some questions about local residents' opinion and participation in ecotourism management, decision-making, problem solving, implementing and benefits sharing. There are 5 components in each main issue and each uses an "Interval Scale" in the range of 1-5 in order to examine their opinion. It was ranged from the most positive to the most negative response. Number 5 is defined as the highest level of agreement to the statement and 1 means strongly disagreed with the statement.

Part 3: General Information Questions and Suggestions in Ecotourism Development in Khammouane Province

Both the opened and closed questions were related to general knowledge about ecotourism management, the participation in ecotourism activities, and the development in Khammouane province. The questions are: yes, no, and don't know. The last question asked for suggestions and recommendations related to the ways that enable persuasion or encouragement for local residents to participate in ecotourism management and development in Khammouane province. For details refer to the questionnaires (Appendix: A).

2.2.1.2 Population, Sample Size, and Method

The convenience sampling method was applied to have responses and data from closely tied local communities in Khammouane province along with other targeted people. Those selected numbers of respondents were chosen by convenience households. And they were selected surrounding communities and service provider representatives that were related to the tourism field were the samples for this study.

The main target population for this research was the local community (four communes), namely 1) Kong Lor, 2) Na Tan 3) Phon Tong, and 4) Na Kang Xang villages within Khammouane province. They were selected according to availability and work related to ecotourism activities during that period. To get sample sizes from the communities' households, Taro Yamane's (Yamane, 1973) formula was taken into consideration. Confidence of level 95% and 5% sampling error is considered. This formula was used for getting the samples from local communities, but not for the selection of respondents for the interviews.

$$\text{Formula} \quad n | \frac{N}{(12 Ne^2)}$$

Where, n = sample size or respondents for this research

N = households

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

Or 5% precision level, is assume)

$$n | \frac{789}{(12 \cdot 789(0.05)^2)}$$

$$\mathbf{n = 265.433}$$

The result of applying the Yamane formula was a sample size of 265.433 respondents. Nevertheless, the researcher decided to adjust downwards to 265 respondents as a sample size from 789 households within four villages of Khammouane province. The researcher endeavored to get a proportional sampling of each village. It was calculated into a percentage in order to get a sample size for each village (Table 2.3). Therefore, a sample size for each village is shown as follows:

Table 2.3 Calculation of Sample Size in Each Village

Name of Commune	Number of Households	% of Households	Sample Size	Adjusted Sample Size
1. Kong lor	201	25.48	67.5 1	67
2. Na Tan	175	22.18	58.78	59
3. Phon Tong	187	23.70	62.81	63
4. Na Kang Xang	226	28.64	75.91	76
Total	789	100	265	265

Source: DoS (2008:15)

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

2.2.2 International Tourists

2.2.2.1 Questionnaire Design and Pilot Survey

International tourists were the primarily important respondents, and therefore it had been decided to use the convenience sampling method of distributing questionnaires. Considering the respondent time factor and type of information required for the survey, a structured questionnaire was designed with four parts in order to group the data analysis. In addition, researcher was conducted pilot survey to test the questions that it was understandable by tourists or not. The four parts are as follows:

Part 1: Demographic Characteristics

In this part there were a total seven questions related to the demographic, the demographic characteristics, and some personal information about the respondents. It was combined with the questions of gender, age, marital status, religion, education level, occupation, and nationality/country of origin.

Part 2: International Tourists' Preferences, Activities, and Expense in the Khammouane Province

There were six questions related to the preferences, activities and expenses, and also of the interesting places to visit in Khammouane province. The questions were meant to discover their preferences, activities, and expenses for their ecotourism trip in the local communities of Khammouane province. The questions were multiple choices, and were meant to gather interest.

Part 3: Ecotourism Resources and Tourists' Interest.

There were eleven questions, and most of the questions asked about ecotourism resources in the province, tourists' interest in ecotourism and also local community participation in ecotourism. The questions were meant to uncover their views on ecotourism in the community and resources and environment. There were 5 components in each main issue, and they used the "Interval Scale" in the range of 1-5 in order to examine their interest level. It was ranged from the most positive to the most negative response; 5 defined the as high level of agreed to the statement and 1 means strongly disagreed with the statement.

Part 4: International Tourists' Opinion and Suggestions

In this part, there were five questions that had asked about their general opinion and suggestions that related to ecotourism development. The questions included what did tourists like the most, what did tourists like the least, what kinds of resources are available in the province, what should Khammouane improve upon to attract tourists and other suggestions and recommendations.

2.2.2.2 Population, Sample Size, and Method

Due to Khammouane province being small and without an airport, tourists mostly come to the province by crossing other nearby provinces; for example, the international checkpoint of the province, the checkpoint from Savannaket (Laos)- Mokdahan (Thailand), the International airport in the Champasak province and the Vientiane Capital (Wattai International Airport and Friendship Bridge). According to the time, the survey was critically important as the sample used the conveniences sampling method technique to distribute the questionnaires to tourists at the bus stations, distribute them in the central part of the town (hotels and restaurants), send the questionnaires to the tour companies to distribute to eco-tour groups, and send the questionnaires to information centers around Khammouane province.

International tourists visited Khammouane province were the main population. The sample size was calculated using Taro Yamane formula (1973)'s the same formula as the calculation of local community found the size of sample group from the tourist population, at the confidence level of 95%, 0.05 population variables, and the formulary are as follows:

$$\text{Formula} \quad n | \frac{N}{(12 Ne^2)}$$

Where, n = sample size or respondents for this research

N = a population size

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

Or 5% precision level, is assume)

$$n | \frac{177,097}{(12 177,097(0.05)^2)}$$

$$\mathbf{n = 399.10 \approx 400}$$

Thus, the researcher decided to use 400 as a sample size by calculating from the number of tourist arrivals by province in 2008 as being 117,097 tourists.

2.2.3 Central and Local Government Officials

The key informants were the chairman, voice chairman, directors or deputy directors of departments and divisions both in the Lao National Tourism Administration (Vientiane Capital) and the Provincial Tourism Department in Khammouane province. In addition, the staffs that have five years working experiences related to ecotourism development were also interviewed. The sample populations were 10 interviewees. The interview used the purposive and snowball method with face to face interviews to get their opinion and suggestions on ecotourism development and management, community participation and also opportunities and threats of ecotourism in Khammouane province (there were ten questions).

2.2.4 Local Tourism Businesses

The key informants were selected from one or two representatives of the firms who were the most involved in the businesses by their personal experience or position. For example: managers, directors and experienced staff from local travel agencies and local hotels in Khammouane province. The sample populations were 8 interviewees. The interview used the purposive and snowball method with face to face interviews to get their opinion and suggestions on ecotourism development and management, community participation and also opportunities and threats of ecotourism in Khammouane province (there are ten questions).

2.2.5 Sample Size and Sampling Method - Summary

The collection of quantitative and qualitative data takes different approaches in the survey, depending on the characteristics of each group of research. A summary of each step of the research method given is shown in Table 2.4.

Table 2.4 Stakeholders, Population, Sample Selection, Methods, and Sample Size

Stakeholders Content	1. Local Community	2. International Tourists	3. Central and Local Government officials	4. Local Tourism Businesses
Population	Four villages in Khammouane province 1. Kong Lor 2. NaTan 3. Phon Tong 4. Na Kang Xang	All international tourists	The Lao National Tourism Administration and Provincial Tourism Department	Local travel agencies and local hotels in Khammouane province
Sampling Method	Convenience sampling method	Convenience sampling method	Purposive & Snowball Method	Purposive & Snowball Method
Focal Point	People from selected areas	International tourists visited Khammouane province	Chairman, directors, deputy directors and experience staff	Managers, directors and experience staff
Population size	789	177,097	10	8
Sample Size	265	399	10	8
Data Collected	265	400	10	8
Data Collection Method	Structured questionnaires	Structured questionnaires	Interviews	Interviews

2.3 Data Collection Method

2.3.1 Primary Data

The related primary data of the study obtained during the month of December through specific surveys conducted for each stakeholder is mentioned above.

To ensure the reliability of the data, pilot surveys were carried out by the researcher through specific questionnaires and interviews for each of the stakeholder categories, and proper surveys were conducted based on the observations of the above pilot surveys.

2.3.2 Secondary Data

The relevant concepts, ideas, theories, and researches were taken from different sources. These included articles, journals, and tourism research studies from the University's library, websites, and also the general information about ecotourism from Lao National Tourism Administration, information from Provincial Tourism Department (Khammouane) and Department of Statistics.

2.4 Data Analysis Methods

Throughout the study, related primary data was obtained from the field of the surveys and the quantitative data was analyzed by Statistical Package for Social Science (SPSS) by applying various statistical tests. Content analysis was applied by the grouping and summarizing of respective qualitative data with manual tabulations. Finally, SWOT analysis was applied with the discussions of the overall comparative assessment.

In the process of statistical analysis of the quantitative data, a t-test (Analysis of ANOVA) was carried out as a statistical tool which checks the level of significance of the survey findings to establish their reliability.

The SPSS software was used to analyze the level of local community and tourists' thinking towards ecotourism development. This study is used to assess the level of their opinion in all sets of questionnaires. The meaning of each assessment level was ranged for an interval width of 0.80. All assessment ranging scales were analyzed by descriptive statistics, including frequency, percent, and mean. The analysis of mean was based on the interval width calculated as follows:

$$\begin{aligned}
 \text{The interval width} &= (\text{Maximum} - \text{Minimum}) / n \\
 &= (5-1)/5 \\
 &= 0.8
 \end{aligned}$$

Assessed levels	Score of Answer	Meaning Determined with Scores
5	4.21 - 5.00	Strongly Agree
4	3.41 - 4.20	Agree
3	2.61 - 3.40	Neither agree nor disagree
2	1.81 - 2.60	Disagree
1	1.00 - 1.80	Strongly Disagree

2.4.1 SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)

Based on preliminary assessment, the study analysis was with regards to the destination's internal factors, in comparison to external factors used with SWOT analysis in their discussions. To any industry, the capacity to face external forces was important for facing its administrators. The SWOT was used for comparative analysis to understand and propose the recommendations of the study to the stakeholders and ecotourism sector in Khammouane province. Finally, in view of the challenges faced by the administrators of ecotourism, these strategic actions were proposed to stakeholders.

CHAPTER 3

RESULTS

This chapter objective is to analyse both quantitative and qualitative data collected through a survey for the study. The data divides into four samples of stakeholders considered for the research. The quantitative data has been gathered from the local community and international tourists for identifying local communities' opinion and tourists' views on ecotourism development in Khammouane province. In support of the second and third objectives of this research, the qualitative data is combined with the findings of the study from central and local government officials and local tourism businesses. SWOT analysis is used to better understand the findings and to make recommendations in the next chapter for the ecotourism sector in Khammouane province.

The study uses four sample groups to investigate ecotourism development in Khammouane province, discover both communities' opinion and tourists' interest in ecotourism development and finally propose guidelines for ecotourism development in Khammouane province. The four groups are:

- A) Local Community
- B) International Tourists
- C) Central and Local Government Officials
- D) Local Tourism Businesses

3.1 Local Community (A)

3.1.1 Demographic Characteristics

The demographic characteristics of respondents were analyzed individually into frequency and percentage. These related to gender, age, marital status, region, education levels, occupation, secondary source of income, total tourism-related income, and household monthly income. The demographic characteristics of respondents are shown in Table 3.1 and can be described as follows:

Gender

Most of respondents in the local community were males with a percentage of 52.5% or 139 people, and the rest of the participants (47.5% or 126 people) were females. The result has shown that males participated in the survey more than females.

Age

Data on age was collected with 4 class intervals as given in Table 3.1. According to the survey, the highest percentages were people between the ages of 18-30 years (43.4%), and those between 31-45 years (29.1%). The smallest group was people more than 60 years (5.3%) while people 46-60 years old made up 22.3% of the sample.

Marital status

In this category, the majority of respondents were married couples at 73.6% of 265 respondents, while 21.1% were single people, or 56 respondents. In addition, there were a few people divorced (3.0%, 8 people) and widowed (2.3%, 6 people).

Religion

The majority of respondents were Buddhist (97.7%) at a total of 265 respondents, and Christian persons comprised (2.3%, 6 people). It has shown that very few people in the Christian religion group live in the villages in Khammouane province.

Education level

The main respondents have a primary school level which was (39.6%, 105 people), followed by (27.2%, 72 people) who have a secondary education level. There were (15.8%, 42 people) who have a high school education level and (16.6%, 44 people) who have a diploma education level, and less than 1% who graduated with master degree. It has shown that people in the local community of the Khammouane do not have a high education level.

Occupation

Details on occupations of the local community are given in Table 3.1, which is useful to understand their primary occupation. The data has shown that (60.4%, 160 people) in the sample were farmers, followed by 20.4 and 8.7 percents of people who were students and drivers (transportation business). And there were 6.8% of respondents who work for the government or are

self-employed. In addition, 3.4% of respondents were employed via private companies, or were housewives. The unemployed/retired category is less than 1%.

Table 3.1 Demographic Characteristics of Local Community

Variable	Personal Characteristics	Frequency	Percentage
Gender	Male	139	52.5
	Female	126	47.5
	Total	265	100
Age	18-30 Years	111	41.9
	31-45 Years	80	30.2
	46-60 Years	62	23.4
	> 60 Years	12	4.5
	Total	265	100
Marital Status	Married	195	73.6
	Single	56	21.1
	Divorced	8	3.0
	Widowed	6	2.3
	Total	265	100
Religion	Buddhist	259	97.7
	Christian	6	2.3
	Total	265	100
Education	Primary school	105	39.6
	Secondary school	72	27.2
	Diploma	44	16.6
	High school	42	15.8
	Master degree	2	0.8
	Bachelor degree	0	0
	Total	265	100

Table 3.1 Demographic Characteristics of Local Community (Continued)

Variable	Personal Characteristics	Frequency	Percentage
Occupation	Farmer	160	60.4
	Student	54	20.4
	Transportation business (driver)	23	8.7
	Employed-government	12	4.5
	Others	16	6.1
	Total	265	100

Secondary source of income

The study further investigated whether respondents have a secondary income, and if it was tourism related (see Table 3.2). Over 74% of the community has a secondary means of income while 14.3% of the local community in the sample did not have a secondary means of income, and 11.7% have non-tourism related secondary incomes. It means that most of the local community can earn more money as a part of their total income.

How much total income is tourism related

About 11.3% (30) of the local community has all income that is related to tourism (those people are some subsistence farmers, drivers who have their own vehicle they can service for both local people and tourists, and housewives who can cook for tourists). About 21.1% (56) has a small part of income from tourism, and 25.3% (67) has no income from tourism. On the other hand, 42.3% (112) of the local community has half of their income related to tourism. The data has shown that most local people were farmers, and they can earn more income by getting involved in the tourism industry.

Household monthly income

Level of income of the local community is one of the indications to assess their living standard. About (26.8%, 71) earn income Kip 300,000, or less than (approx. US\$ 35), and (53.6%, 142) gain monthly incomes between Kip 300,001 to 500,000 (approx. US\$ 35 - 58.8). In the category of Kip 500,001 to 1,000,000 (approx. US\$ 58.8 - 117.6) was 13.2% (35). The highest income group was only 6.4% (17) of the local community who earn more than

1,000,001 Kip (approx. US\$ 117.6 or more). This finding indicates that the majority of the respondents were among the lower income gaining population in village areas. However, the local community said that the tourism industry helps them to have more income than the past.

Table 3.2 Communities' Sources and Levels of Income

Variable	Personal Characteristic	Frequency	Percentage
Secondary source of income	Have tourism related	196	74.0
	Do not have	38	14.3
	Have non-tourism related	31	11.7
	Total	265	100
Tourism related income	Half of total income	112	42.3
	None	67	25.3
	Small part	56	21.1
	All income	30	11.3
	Total	265	100
Household monthly income	300,001 - 500,000 kip	142	53.6
	300,000 or less kip	71	26.8
	500,000 - 1,000,000 kip	35	13.2
	1,000,000 or more kip	17	6.4
	Total	265	100

3.1.2 Communities' Opinion on Ecotourism Development

Community and Ecotourism in Khammouane Province

About 94% of the local community is happy to learn more (mean = 4.52) and willing to work for ecotourism (mean = 4.47). Local people think positive about ecotourism as a good concept and trust (Table 3.3) that it would help to develop and conserve the environment in a sustainable way in their area. Based on the result of the data, the participation of the local community in tourism planning activities is not very high (mean = 2.95); only 61.9% of local people become deeply involved in tourism, for example: head of village, head of ecotourism group, head of boating group, head of cooking group, head of guiding group, head of handicraft group and some experienced persons that can participate in tourism planning activities. However,

they have ability to make decisions about ecotourism management (mean = 3.10) in their village (but under the suitability and control of the Tourism Provincial Office or LNTA). In addition, the local community (65.6%) agreed that they gain benefits from tourism (mean = 3.77).

Socio-Cultural Aspect of Ecotourism

According to the response, local community (75%) agreed that at the present, most of the local people have more awareness of culture (mean = 3.97), and the uniqueness of the products and lifestyle resulting from tourism (mean = 4.34). After local people have been participating in the tourism sector, the villages have better understood that it is important to motivate adults and children to learn more English (mean = 3.69) for communicating with tourists (about 47.5 % agreed, 45.6 % neither agree nor disagree and only a few respondents disagreed 6.8 %). In addition, local people agreed (95% of respondents) that ecotourism not only develops their community, but also improves public facilities in their community (mean = 4.09). On the contrary, from the past to the present, the facilities (road, well, electricity etc.) and living standard have been continuing to develop step by step, but there are many access roads, water supplies, transportations and professional training that are still needed. 86.7 % of respondents disagreed that they have had serious problems like drugs, crime, alcohol, etc. happening in the village because of tourism (mean = 1.62).

Economic Impacts of Ecotourism

Tourism is one of the industrial sectors that helps local people create new jobs, businesses, raise prices of products, and help local economic growth (mean = 4.14) step by step (90% of respondents agreed on this opinion). Local people (39.7%) agreed that the outsiders get more benefits from tourist attractions in the local community because tour companies earn money from serving tourists (mean = 2.28).

Environment Aspect of Ecotourism

Most of the local people agreed (91.3%) that ecotourism helps to conserve their forest, wildlife and ecosystem better after the community becomes a tourist destination (mean = 4.16). In addition, 75.5% of local people disagreed that ecotourism degrades the local natural environment (mean = 1.95); local people said that it needs to promote local people and tourists to become aware of the waste in order to protect environment.

Table 3.3 Communities' Feeling and Opinion on Ecotourism

Factors	Strongly disagree (%)	Disagree (%)	Neither agree nor disagree (%)	Agree (%)	Strongly agree (%)	Mean	SD
Community and Ecotourism in Khammouane Province							
You would like to learn more about Ecotourism	-	-	5.3	36.6	58.1	4.52	0.59
You would like to work for ecotourism	-	-	6.8	38.5	54.7	4.47	0.62
Ecotourism is good for your community	-	-	3.8	45.7	50.6	4.46	0.57
The community gains the benefits through ecotourism participations	-	4.2	30.2	49.8	15.8	3.77	0.75
The community participates in decision-making of ecotourism	2.3	24.5	38.5	30.2	4.5	3.10	0.90
The community participates in the tourism planning activities	3.8	34.3	29.8	26.8	5.7	2.95	0.98
Socio-Cultural Aspect of Ecotourism							
Ecotourism enhances community pride in the uniqueness of the products and lifestyles resulting from tourism	-	-	9.8	45.7	44.5	4.34	0.65
Ecotourism helps to improves your community	-	-	4.9	58.5	36.6	4.31	0.56
Ecotourism improves public facilities in your community for the better	-	2.3	17.4	48.7	31.7	4.09	0.75
Ecotourism helps in the preservation and promotion of society and culture in KHM	-	2.6	24.2	46.4	26.8	3.97	0.78
You and your children are motivated by tourism to learn foreign languages, including English	0.4	6.4	45.7	18.9	28.7	3.69	0.97
Ecotourism causes social problems (drug, crime, alcohol, etc.)	55.1	31.7	10.2	1.9	1.1	1.62	0.83

Table 3.3 Communities' Feeling and Opinion on Ecotourism (Continued)

Factors	Strongly disagree (%)	Disagree (%)	Neither agree nor disagree (%)	Agree (%)	Strongly agree (%)	Mean	SD
Economic Impacts of Ecotourism							
Ecotourism creates new jobs for the local community	-	-	11.3	63.0	25.7	4.14	0.59
Ecotourism raises prices for products of the community	-	-	13.6	58.9	27.5	4.13	0.62
Ecotourism creates economic growth for the local economy in Khammouane province	-	-	19.6	55.8	24.5	4.04	0.66
Ecotourism provides more businesses for the local community	-	3.4	16.2	61.1	19.2	3.96	0.70
Most of ecotourism's benefits go to outsiders	28.7	31.7	26.4	9.1	4.2	2.28	1.10
Environment Aspect of Ecotourism							
With ecotourism our natural environment will be protected better	-	-	3.8	65.3	30.9	4.27	0.52
Ecotourism helps to conserve our forest, wildlife and ecosystems	-	-	8.7	66.4	24.9	4.16	0.55
Ecotourism protects the air, water, ancient and landscape views from pollution to the local environment	-	4.5	7.2	63.4	24.9	4.08	0.70
Ecotourism degrades the local natural environment	37.0	38.5	18.9	3.0	2.6	1.95	0.95

3.1.3 General Information Questions

About 75.1% of the local people are involved in ecotourism activities, of which were related to homestay, boating, guiding, cooking, handicraft and others. The highest percentages of guiding and homestay activities were 74% and 65.7% while the categories of handicraft and others were 44.5% and 37.4%. In addition, local people had offered tourism training programs by LNTA's staff before they conducted the management of ecotourism in their village (see Table 3.4) and more professional training is still needed.

Table 3.4 Community Participation in Ecotourism

Factors	Yes	
	F	%
Do you or your family get benefits from being involved in ecotourism activities?	199	75.1
How do you or your family get benefits from ecotourism activities? (% of those who answered "Yes" to the previous question)		
Homestay	176	65.7
Boating	139	52.5
Guiding	196	74.0
Cooking	157	59.2
Handicraft	118	44.5
Other	99	37.4
Were you or your family offered any tourism program related training? (cooking, guiding, languages and hospitality)	120	54.7

Note: the sum of percentage exceeds 100 as multiple answers were allowed.

Although the local community was involved in ecotourism, 96.2% of respondents agreed that they want to get more involved in ecotourism activities and they are also happy when tourists visit their village (98.1%), (see Table 3.5).

Table 3.5 Communities' Feeling on Ecotourism

Factors	No (%)	Yes (%)	Not sure (%)
Do you want to get more involved in ecotourism activities?	3.8	96.2	-
Do you want more tourists in your local community?	0.8	98.1	1.1

According to what the local villages reported, the surrounding villages and other villages or districts still have wonderful natural resources that haven't been explored yet (88.6 % of respondents said "Yes") for example: caves, waterfalls and historical attractions (see Table 3.6). On the other hand, if those resources were explored, it would be good opportunities to the village. Furthermore, local communities also specify the important tourist attractions in Khammouane province have for ecotourism development; 86.4% of respondents had specified and 13.6% did not specify. The important sites were ranked as follows:

1. Buddha cave (Tham Pa Fa)
2. Sikhottabong stupa
3. Kong Lor cave
4. Khoun Kong Leng Lake
5. Nam Sa Nam waterfall
6. Tha Falang

Table 3.6 Communities' Opinion on Ecotourism

Factors	No (%)	Yes (%)	Don't know (%)
Are there any important places surrounding your community which you want to protect?	3.8	88.6	7.5
Do you know about ecotourism development in other places in Khammouane province?	18.1	81.9	-
Please specify the important tourist attractions Khammouane province has for ecotourism development.	13.6	86.4	-

3.1.4 Statistical Comparisons of Key Opinion Indicators between Genders

The comparison of mean scores among respondents identified opinion of local communities in four villages in Khammouane province on ecotourism development by gender. The collected data were analyzed by using independent samples t-test to indicate the significant differences between genders and key indicators of the study.

Both male and female respondents would like to learn more (mean = 4.61) and to work in the ecotourism field (mean = 4.55). Also males and females agreed that “Ecotourism is good for their community” (mean = 4.51) and “Community gains the benefits through ecotourism participation” (mean = 3.87). While male respondents participate in the tourism planning activities (mean = 3.09), female respondents showed the mean only (mean = 2.80) in participating in the tourism planning activities. As a result in Table 3.7, respondents agreed that ecotourism not only improves (mean = 4.30) and creates new jobs (mean = 4.10) for the community, but also creates economic growth (mean = 4.06) for the local economy in the villages of Khammouane province. In addition, males and females responded that ecotourism neither causes social problems (mean = 1.66) nor degrades the local natural environment (mean = 1.96).

As Table 3.7 has shown, the gender of respondents indicated statistically significant differences between the males and females in the sample, and the mean scores of male respondents had the highest positive thinking and more participation in ecotourism activities while females were more concerned about the negative impacts of tourism and participated in tourism planning less than males.

Table 3.7 Statistical Comparisons of Key Opinion Indicators between Genders

Factors	Mean		t-test	
	Male	Female	t-value	p-value
Community and Ecotourism in Khammouane Province				
You would like to learn more about ecotourism	4.61	4.42	2.598	0.010*
You would like to work in the ecotourism field	4.55	4.39	2.050	0.041*
Ecotourism is good for your community	4.51	4.41	1.503	0.134
The community participates in the tourism planning activities	3.09	2.80	2.425	0.016*
The community participates in decision-making of ecotourism management	3.15	3.03	1.078	0.282
The community gains the benefit through ecotourism participations	3.87	3.66	2.197	0.029*
Socio-Cultural Aspect of Ecotourism				
Ecotourism helps in the preservation and promotion of society and culture in Khammouane province	3.89	4.06	-1.782	0.076
You and your children are motivated by tourism to learn foreign languages, including English	3.68	3.69	-0.124	0.901
Ecotourism enhances community pride in the uniqueness of the products and lifestyles resulting from tourism	4.23	4.46	-2.921	0.004*
Ecotourism causes social problems (drug, crime, alcohol, etc)	1.66	1.57	0.807	0.421
Ecotourism helps to improves your community	4.30	4.33	-0.450	0.653
Ecotourism improves public facilities in your community for the better	4.10	4.08	0.221	0.825
Economic Impacts of Ecotourism				
Ecotourism provides more businesses for the local community	4.00	4.91	1.097	0.274
Ecotourism creates new jobs for the local community	4.10	4.19	-1.234	0.218
Ecotourism raises prices for products of the community	4.13	4.14	-0.080	0.936
Ecotourism creates economic growth for the local economy in Khammouane province	4.06	4.03	0.403	0.687
Most of ecotourism's benefits go to outsiders	2.30	2.26	0.297	0.767

Table 3.7 Statistical Comparisons of Key Opinion Indicators between Genders (Continued)

Factors	Mean		t-test	
	Male	Female	t-value	p-value
Environment Aspect of Ecotourism				
Ecotourism degrades the local natural environment	1.96	1.95	0.099	0.922
Ecotourism helps to conserve our forest, wildlife and ecosystems	4.01	3.90	1.099	0.273
With ecotourism our natural environment will be protected better	4.02	4.09	-0.645	0.520
Ecotourism protects the air, water, ancient and landscape views from pollution to the local environment	4.07	4.10	-0.360	0.719

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

1: t-value = Independent sample t-test (computed) value

2: p-value = Level of statistical significance (2 tailed)

3: The “**bold**” number shows the highest mean value for each indicator among the groups

3.1.5 Statistical Comparisons of Key Opinion Indicators among Age Groups

The comparison of mean scores among respondents between different age groups were analyzed to identify the opinion on ecotourism by using One-Way ANOVA test to indicate the significance and mean between age groups and key indicators.

As the ANOVA test has showed, the respondents’ four age groups from (18-30) to over 60 years old have thought that “Ecotourism is good for their community” (mean = 4.51). The respondent’s aged between 31-45 years old have more participation in ecotourism planning and decision-making of ecotourism management (mean = 3.25), while people over 60 years old have fewer participated in those activities (mean = 2.67). However, people between 18-30 years old agreed that “Ecotourism helps in the preservation and promotion of society and culture in Khammouane province” (mean = 4.20) and also all age groups agreed that “Ecotourism enhances community pride in the uniqueness of the products and lifestyles resulting from tourism” (mean = 4.56). From the past to the present people between 18-30 years old strongly agreed that “Ecotourism creates economic growth for the local economy in Khammouane

province” (mean = 4.28). In addition, people over 60 years old agreed that “Ecotourism helps to improve your community” (mean = 4.50).

In the Table 3.8 has shown the mean of all age groups; people between 18-30 and 31-45 years old better understand and are interested in ecotourism activities than people between 46-60 and over 60 years old. But, people between 46-60 and over 60 years old showed an opinion that “ecotourism helps to conserve forest, wildlife and ecosystem and protect natural environment” in their villages.

Table 3.8 Statistical Comparisons of Key Opinion Indicators among Age Groups

Indicators	Age Group (Mean)				ANOVA	
	18-30	31-45	46-60	> 60	F-value	p-value
Community and Ecotourism in Khammouane Province						
You would like to learn more about ecotourism	4.51	4.56	4.53	4.42	0.249	0.862
You would like to work in the ecotourism field	4.43	4.61	4.40	4.42	1.799	0.148
Ecotourism is good for your community	4.72	4.44	4.13	4.08	19.989	0.000*
The community participates in the tourism planning activities	2.80	3.25	2.90	2.67	3.784	0.011*
The community participates in decision-making of ecotourism management	3.08	3.23	3.05	2.75	1.204	0.309
The community gains the benefit through ecotourism participations	3.69	3.86	3.79	3.83	0.807	0.491
Socio-Cultural Aspect of Ecotourism						
Ecotourism helps in the preservation and promotion of society and culture in Khammouane province	4.20	3.86	3.85	3.25	8.021	0.000*
You and your children are motivated by tourism to learn foreign languages, including English	3.91	3.56	3.50	3.50	3.396	0.018*
Ecotourism enhances community pride in the uniqueness of the products and lifestyles resulting from tourism	4.56	4.28	4.08	4.25	8.425	0.000*
Ecotourism causes in social problems (drug, crime, alcohol, etc.)	1.76	1.59	1.52	1.17	2.602	0.052*
Ecotourism helps to improves your community	4.43	4.25	4.16	4.50	4.090	0.007*
Ecotourism improves public facilities in your community for the better	4.13	4.06	4.11	4.00	0.183	0.908

Table 3.8 Statistical Comparisons of Key Opinion Indicators among Age Groups (Continued)

Indicators	Age Group (Mean)				ANOVA	
	18-30	31-45	46-60	> 60	F-value	p-value
Economic Impacts of Ecotourism						
Ecotourism provides more businesses for the local community	4.22	3.76	3.74	4.08	10.145	0.000*
Ecotourism creates new jobs for the local community	4.29	4.08	4.00	4.00	4.163	0.007*
Ecotourism raises prices for products of the community	4.25	4.16	3.92	4.08	3.938	0.009*
Ecotourism creates economic growth for the local economy in KHM	4.28	3.95	3.77	4.00	9.432	0.000*
Most of ecotourism's benefits go to outsiders	2.95	1.83	1.66	2.33	34.551	0.000*
Environment Aspect of Ecotourism						
Ecotourism degrades the local natural environment	2.28	1.71	1.73	1.83	7.737	0.000*
Ecotourism helps to conserve our forest, wildlife and ecosystems	4.12	3.70	4.03	3.92	4.475	0.004*
With ecotourism our natural environment will be protected better	4.28	3.91	3.81	4.33	6.012	0.001*
Ecotourism protects the air, water, ancient and landscape views from pollution to the local environment	4.28	3.93	3.94	4.17	5.435	0.001*

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

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

2: p-value = Level of statistically significant

3: The “**bold**” number showed the highest mean value for each indicator among the groups

Comparisons between the respondents' age and their opinion on ecotourism development in Khammouane province

As the results of LSD post hoc test in table 3.9 show that there were significant differences on “Ecotourism is good for their community” (18-30 years, 31-45 years, and 46-60 years). Respondents between the age of 18 - 30 and 31 - 45 years have shown a significant difference in “Ecotourism helps in the preservation and promotion of society and culture in Khammouane province”, “Ecotourism helps to improve your community”, and also “Ecotourism creates economic growth for the local economy in Khammouane province”. In addition, Respondents' between the age of 31 - 45 and 46-60 years have shown a significant difference in “The community participates in the tourism planning activities”, and “Ecotourism raises prices for products of the community”. People between 18 - 30 and 31 - 45 years have higher positive thinking on ecotourism than people between 46-60 and over 60 years.

Table 3.9 Variations in Local Communities' Opinion on Ecotourism by Age

Indicators	Age Group (Mean)				ANOVA	
	18-30	31-45	46-60	> 60	F-value	p-value
Ecotourism is good for your community	4.72 a	4.44 b	4.13 c	4.08 c	19.989	0.000*
The community participates in the tourism planning activities	2.80 b	3.25 a	2.90 b	2.67 ab	3.784	0.011*
Ecotourism helps in the preservation and promotion of society & culture in KHM	4.20 a	3.86 b	3.85 b	3.25 c	8.021	0.000*
You and your children are motivated by tourism to learn foreign languages	3.91 a	3.56 b	3.50 b	3.50 ab	3.396	0.018*
Ecotourism enhances community pride in the uniqueness of the products & lifestyles	4.56 a	4.28 b	4.08 b	4.25 ab	8.425	0.000*
Ecotourism causes social problems (drug, crime, alcohol, etc.)	1.76 a	1.59 ab	1.52 ab	1.17 b	2.602	0.052*
Ecotourism helps to improves your community	4.43 a	4.25 b	4.16 b	4.50 ab	4.090	0.007*
Ecotourism provides more businesses for the local community	4.22 a	3.76 b	3.74 b	4.08 ab	10.145	0.000*
Ecotourism creates new jobs for the local community	4.29 a	4.08 b	4.00 b	4.00 ab	4.163	0.007*
Ecotourism raises prices for products of the community	4.25 a	4.16 a	3.92 b	4.08 ab	3.938	0.009*
Ecotourism creates economic growth for the local economy in KHM	4.28 a	3.95 b	3.77 b	4.00 ab	9.432	0.000*
Most of ecotourism's benefits go to outsiders	2.95 a	1.83 bc	1.66 b	2.33 c	34.551	0.000*
Ecotourism degrades the local natural environment	2.28 a	1.71 b	1.73 b	1.83 ab	7.737	0.000*
Ecotourism helps to conserve our forest, wildlife and ecosystems	4.12 a	3.70 b	4.03 ac	3.92 ab	4.475	0.004*
[With ecotourism our natural environment will be protected better	4.28 a	3.91 bc	3.81 c	4.33 ab	6.012	0.001*

Table 3.9 Variations in Local Communities' Opinion on Ecotourism by Age (Continued)

Indicators	Age Group (Mean)				ANOVA	
	18-30	31-45	46-60	> 60	F-value	p-value
Ecotourism protects the air, water, ancient and landscape views from pollution	4.28 a	3.93 b	3.94 b	4.17 ab	5.435	0.001*

* Means with the same letter are not significant at $p = 0.05$ according to post hoc LSD test. In order of "a" to "c" indicates: highest mean to lowest mean.

3.1.6 Statistical Comparisons of Key Opinion Indicators among Respondents with Different Tourism-Related Income

The comparison of mean scores among respondents who have incomes that are related to tourism were to identify the opinion on ecotourism by using One-Way ANOVA test to indicate the significance and mean of those who have income related to tourism and key indicators.

As the result has showed, local communities who have all and half income related to tourism strongly agreed that "The community gains the benefit through ecotourism participations" (mean = 4.09) while local communities who have no income related to tourism more concerning preservation and promotion of society and culture in the province (mean = 4.27). Also, people who have all or no tourism related income were concerned on "You and your children are motivated by tourism to learn foreign languages, including English" (mean = 3.97). In addition, all tourism related income groups showed the opinion that "Ecotourism improves public facilities in your community for the better" (mean = 4.21) and people who have no tourism related income agreed that "Ecotourism provides more businesses for the local community" (mean = 4.03). People who have a small part and no income believed that "some of ecotourism's benefits go to outsiders" (mean = 2.93).

Table 3.10 shows the mean of all tourism related income groups. Local communities who have all and half income have thought that ecotourism is playing an important role in the province and ecotourism not only improves infrastructures, but also upgrades local communities' living standard. Whereas local people who have small part and no tourism related income showed the opinion on conserving the natural environment, forest, wildlife and ecosystem and improving the education level.

Table 3.10 Statistical Comparisons of Key Opinion Indicators among Tourism Related Income

Indicators	Tourism related income groups (Mean)				ANOVA	
	All income	Half income	Small part income	None	F-value	p-value
You would like to learn more about ecotourism	4.57	4.61	4.45	4.45	1.458	0.226
You would like to work in the ecotourism field	4.47	4.62	4.38	4.34	3.499	0.016*
Ecotourism is good for your community	4.50	4.41	4.34	4.66	3.926	0.009*
The community participates in the tourism planning activities	3.17	2.97	3.07	2.73	1.896	0.131
The community participates in decision-making of ecotourism management	3.10	3.21	3.11	2.93	1.356	0.257
The community gains the benefit through ecotourism participations	4.07	4.09	3.79	3.10	35.021	0.000*
Ecotourism helps in the preservation and promotion of society and culture in Khammouane province	3.80	3.97	3.71	4.27	5.999	0.001*
You and your children are motivated by tourism to learn foreign languages, including English	3.97	3.55	3.61	3.87	2.459	0.063
Ecotourism enhances community pride in the uniqueness of the products and lifestyles resulting from tourism	4.37	4.17	4.32	4.66	8.523	0.000*
Ecotourism causes in social problems (drug, crime, alcohol, etc.)	1.50	1.72	1.55	1.57	0.993	0.396
Ecotourism helps to improves your community	4.27	4.29	4.38	4.34	0.441	0.724
Ecotourism improves public facilities in your community for the better	4.03	4.12	4.21	4.00	0.907	0.438
Ecotourism provides more businesses for the local community	3.93	3.93	3.96	4.03	0.309	0.819

Table 3.10 Statistical Comparisons of Key Opinion Indicators among Tourism Related Income
(Continued)

Indicators	Tourism related income groups (Mean)				ANOVA	
	All income	Half income	Small part income	None	F-value	p-value
Ecotourism creates new jobs for the local community	4.10	4.17	4.13	4.13	0.149	0.930
Ecotourism raises prices for products of the community	4.17	4.16	4.18	4.06	0.493	0.688
Ecotourism creates economic growth for the local economy in KHM	3.87	3.97	3.89	4.39	8.818	0.000*
Most of ecotourism's benefits go to outsiders	2.13	1.95	2.27	2.93	12.802	0.000*
Ecotourism degrades the local natural environment	2.07	1.91	1.82	2.10	1.121	0.341
Ecotourism helps to conserve our forest, wildlife and ecosystems	3.73	3.96	3.96	4.07	1.232	0.299
With ecotourism our natural environment will be protected better	3.93	3.91	4.30	4.16	3.434	0.018*
Ecotourism protects the air, water, ancient and landscape views from pollution to the local environment	4.13	3.96	4.11	4.25	2.484	0.061

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

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

2: p-value = Level of statistically significant

3: The “**bold**” number shows the highest mean value for each indicator among the groups

Comparisons between the respondents' age and their opinion on ecotourism development in Khammouane province

As the Table 3.11 shows, the respondents who have half of their income or a small part income from tourism show significant differences on “You would like to work in the ecotourism field” and “With ecotourism our natural environment will be protected better”, while

the respondents who have half, small, or none tourism related income show significant differences on “The community gains the benefit through ecotourism participations” and “Ecotourism helps in the preservation and promotion of society and culture in Khammouane province”. In addition, all of the categories (all, half, small part and no tourism related income) showed significant differences in “Ecotourism is good for your community” and the highest positive opinion is the no tourism related income group.

Table 3.11 Variations in Local Communities’ Opinion on Ecotourism by Tourism Related Income

Indicators	Tourism related income groups (Mean)				ANOVA	
	All income	Half income	Small part income	None	F-value	p-value
You would like to work in the ecotourism field	4.47 abc	4.62 a	4.38 b	4.34 bc	3.499	0.016*
Ecotourism is good for your community	4.50 ab	4.41 b	4.34 b	4.66 a	3.926	0.009*
The community gains the benefit through ecotourism participations	4.07 ab	4.09 a	3.79 b	3.10 c	35.021	0.000*
Ecotourism helps in the preservation and promotion of society and culture in Khammouane province	3.80 abc	3.97 b	3.71 c	4.27 a	5.999	0.001*
Ecotourism enhances community pride in the uniqueness of the products and lifestyles resulting from tourism	4.37 b	4.17 b	4.32 b	4.66 a	8.523	0.000*
Ecotourism creates economic growth for the local economy in KHM	3.87 b	3.97 b	3.89 b	4.39 a	8.818	0.000*
Most of ecotourism’s benefits go to outsiders	2.13 b	1.95 b	2.27 b	2.93 a	12.802	0.000*
With ecotourism our natural environment will be protected better	3.93 b	3.91 b	4.30 a	4.16 ab	3.434	0.018*

* Means with the same letter are not significantly different at $p = 0.05$ according to post hoc LSD test. In order of “a” to “c” indicates: highest mean to lowest mean.

3.1.7 Statistical Comparisons of Key Opinion Indicators among Education Levels

As results suggest from Table 3.12, the comparison of mean scores among respondents' education levels were to identify the opinion on ecotourism development by using the One-Way ANOVA test to indicate the significant differences and mean respondents' education levels and key indicators.

Most of the education levels are focused on learning more (mean = 4.69) and working in the ecotourism field (mean = 4.61) because ecotourism is good for their community (mean = 4.80). The respondents who have high school and diploma education showed the opinion that "Ecotourism helps in the preservation and promotion of society and culture in Khammouane province" and "You and your children are motivated by tourism to learn foreign languages, including English", while all education levels agreed that "Ecotourism enhances community pride in the uniqueness of the products and lifestyles resulting from tourism", and also "Ecotourism helps to improve your community". In addition, all of the education levels disagreed with "Ecotourism degrades the local natural environment" (mean = 2.19) and "Ecotourism causes social problems" (mean = 1.90).

All education levels have positive thoughts on ecotourism because ecotourism not only improves communities and conserves natural environment, but also creates jobs in order to reduce poverty in the communities.

Table 3.12 Statistical Comparisons of Key Opinion Indicators among Education Levels

Indicators	Education (Mean)				ANOVA	
	Primary school	Secondary school	High school	Diploma	F-value	p-value
You would like to learn more about ecotourism	4.46	4.69	4.48	4.48	1.958	0.101
You would like to work in the ecotourism field	4.47	4.61	4.43	4.36	1.580	0.180
Ecotourism is good for your community	4.35	4.28	4.74	4.80	10.333	0.000*
The community participates in the tourism planning activities	2.97	3.07	2.60	3.07	1.810	0.127
The community participates in decision-making of ecotourism management	3.14	3.25	2.81	3.09	2.449	0.047*
The community gains the benefit through ecotourism participations	3.83	4.13	3.43	3.41	9.933	0.000*
Ecotourism helps in the preservation and promotion of society and culture in KHM	3.87	3.72	4.05	4.57	9.909	0.000*
You and your children are motivated by tourism to learn foreign languages	3.56	3.43	4.00	4.11	5.285	0.000*
Ecotourism enhances community pride in the uniqueness of the products and lifestyles resulting from tourism	4.10	4.28	4.62	4.82	14.223	0.000*
Ecotourism causes in social problems (drug, crime, alcohol, etc.)	1.54	1.64	1.90	1.55	1.859	0.118
Ecotourism helps to improves your community	4.27	4.25	4.40	4.45	1.444	0.220
Ecotourism improves public facilities in your community for the better	4.07	4.13	4.14	4.07	0.260	0.904
Ecotourism provides more businesses for the local community	3.86	3.85	4.17	4.20	3.406	0.010*
Ecotourism creates new jobs for the local community	4.06	4.15	4.21	4.25	1.255	0.288

Table 3.12 Statistical Comparisons of Key Opinion Indicators among Education Levels

(Continued)

Indicators	Education (Mean)				ANOVA	
	Primary school	Secondary school	High school	Diploma	F-value	p-value
Ecotourism raises prices for products of the community	4.08	4.24	4.29	4.02	2.206	0.069
Ecotourism creates economic growth for the local economy in KHM	3.90	3.96	4.29	4.32	5.007	0.001*
Most of ecotourism's benefits go to outsiders	2.03	1.79	2.81	3.20	19.347	0.000*
Ecotourism degrades the local natural environment	1.99	1.72	2.19	2.05	1.853	0.119
Ecotourism helps to conserve our forest, wildlife and ecosystems	3.90	3.96	4.10	4.02	1.183	0.319
With ecotourism our natural environment will be protected better	4.13	3.96	4.00	4.11	0.565	0.688
Ecotourism protects the air, water, ancient and landscape views from pollution to the local environment	4.04	4.03	4.29	4.11	1.115	0.350

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

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

2: p-value = Level of statistically significant

3: The “**bold**” number showed the highest mean value for each indicator among the groups

Comparisons between the respondents' age and their opinion on ecotourism development in Khammouane province

All of categories (primary, secondary, high schools and diploma) strongly agreed that ecotourism is good for their community and it is a good chance for them to have more businesses that relate to tourism and also create economic growth for their community. Respondents with higher education (High school and diploma) have more positive thinking on tourism, and motivate themselves and their children to learn more about foreign languages; especially English. However, respondents with lower education (primary and secondary schools)

think about gaining benefits through ecotourism participations. However, all education levels show significant differences in “ecotourism helps in the preservation and promotion of society and culture in Khammouane province”.

Table 3.13 Variations in Local Communities’ Opinion on Ecotourism by Education Levels

Indicators	Education (Mean)				ANOVA	
	Primary school	Secondary school	High school	Diploma	F-value	p-value
Ecotourism is good for your community	4.35 a	4.28 a	4.74 b	4.80 b	10.333	0.000*
The community participates in decision-making of ecotourism management	3.14 a	3.25 a	2.81 b	3.09 ab	2.449	0.047*
The community gains the benefit through ecotourism participations	3.83 b	4.13 a	3.43 c	3.41 c	9.933	0.000*
Ecotourism helps in the preservation and promotion of society and culture in KHM	3.87 bc	3.72 c	4.05 b	4.57 a	9.909	0.000*
You and your children are motivated by tourism to learn foreign languages	3.56 b	3.43 b	4.00 a	4.11 a	5.285	0.000*
Ecotourism enhances community pride in the uniqueness of the products and lifestyles resulting from tourism	4.10 b	4.28 b	4.62 a	4.82 a	14.223	0.000*
Ecotourism provides more businesses for the local community	3.86 b	3.85 b	4.17 a	4.20 a	3.406	0.010*
Ecotourism creates economic growth for the local economy in KHM	3.90 b	3.96 b	4.29 a	4.32 a	5.007	0.001*
Most of ecotourism’s benefits go to outsiders	2.03 b	1.79 b	2.81 a	3.20 a	19.347	0.000*

* Means with the same letter are not significant at $p = 0.05$ according to post hoc LSD test. In order of “a” to “c”

indicates: highest mean to lowest mean.

3.1.8 Multiple Regression Analysis of Local Communities' Opinion on "Ecotourism is Good for Community"

A linear regression was conducted in order to determine the factors' views on "Ecotourism is good for community". As shown in Table 3.14, gender, age, education levels, tourism related income, and household monthly income were statistically significant, and helped explain 20 percent of the variations on "Ecotourism is good for community" (Adjusted R-square = 0.202). It was found that males have higher positive views on "ecotourism is good for their community" than females while the age groups (younger ages) show more significant differences than the older ages, and the higher education shows more significant differences than lower education.

The other independent variables in the regression - "Income is tourism related", "Household monthly income", "You and your family get benefits from being involved in ecotourism activities", and "Were you or your family offered any tourism program related training (cooking, guiding, hospitality)" were found to be statistically insignificant. All the coefficients were with the predicted signs, except *Education levels* (however, this variable was found to be significant).

Table 3.14 Variables Determining "Ecotourism is Good for Community" (Linear Regression)

Variable	B	Std. Error	t-stat.	p-value
(Constant)	4.885	0.246	19.881	0.000*
Gender	-0.158	0.064	-2.458	0.015*
Age	-0.239	0.040	-6.025	0.000*
Education levels	0.069	0.026	2.620	0.009*
Income is tourism related	-0.020	0.035	-0.574	0.566
Household monthly income	0.032	0.041	0.791	0.429
You and your family get benefits from being involved in ecotourism activities.	0.081	0.075	1.093	0.275
Were you or your family offered any tourism program related training (cooking, guiding, hospitality).	-0.025	0.065	-0.378	0.706

Note: Adjusted R-square = 0.202

3.1.9 The Results of Multiple Chi-square Analysis of Gender Differences in Ecotourism Participation

Chi-square tests were performed to test for the participation of the local community by gender on “Do you or your family get benefits from being involved in ecotourism activities”, “Were you or your family offered any tourism program related training”, “Do you want to get more involved in ecotourism activities”, “Do you want more tourists in your local community”, and “Do you know about ecotourism development in other places in Khammouane province” (see table 3.15). The results show that there were no statistically significant differences in “Do you or your family get benefits from being involved in ecotourism activities”, “Do you want to get more involved in ecotourism activities”, “Do you want more tourists in your local community”, and “Do you know about ecotourism development in other places in Khammouane province” of gender. However, “Were you or your family offered any tourism program related training” was found to have statistically significant differences among gender (males participated more in ecotourism activities than females).

Table 3.15 Chi-square for Participating in Ecotourism by Gender

Factors	Gender				Chi-square test		
	Male		Female		d.f.	Chi-square	p-value
	F	%	F	%			
Do you or your family get benefits from being involved in ecotourism activities?	104	52	95	48	1	0.012	0.914
Were you or your family offered any tourism program related training?	89	62	56	38	1	10.231	0.001*
Do you want to get more involved in ecotourism activities?	134	53	121	47	1	0.025	0.874
Do you want more tourists in your local community?	137	53	123	47	2	0.451	0.798
Do you know about ecotourism development in other places in Khammouane province?	126	54	109	46	1	0.484	0.487

Note: Total number of respondents = 265

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

The results in table 3.16 show that there were statistically significant differences among age groups on “Do you or your family get benefits from being involved in ecotourism activities”, and “Do you know about ecotourism development in other places in Khammouane province”. In addition, “Were you or your family offered any tourism program related training”, “Do you want to get more involved in ecotourism activities”, “Do you want more tourists in your local community”, and “Do you know about ecotourism development in other places in Khammouane province” were found to have no statistically significant differences among age groups (younger respondents “18-30 and 31-45 years” participated more in ecotourism activities than older respondents “46-60 and over 60 years”).

Table 3.16 Chi-square for Participating in Ecotourism between Different Age Groups

Factors	Age groups								Chi-square test		
	18-30		31-45		46-60		> 60		d.f.	Chi-square	p-value
	F	%	F	%	F	%	F	%			
Do you or your family get benefits from being involved in ecotourism activities?	74	37	66	33	49	25	10	5	7.511	3	0.057*
Were you or your family offered any tourism program related training?	52	36	50	34	37	26	6	4	5.454	3	0.141
Do you want to get more involved in ecotourism activities?	107	42	77	30	59	23	12	5	0.673	3	0.879
Do you want more tourists in your local community?	109	42	77	30	62	24	12	5	5.968	6	0.427
Do you know about ecotourism development in other places in Khammouane province?	90	38	75	32	60	26	10	4	25.224	3	0.000*

Note: Total number of respondents = 265

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

3.2 International Tourists (B)

3.2.1 Demographic Characteristics

The demographic characteristics of International tourists were analyzed individually into frequency and percentage. Table 3.17 includes gender, age, marital status, region, education level, occupation and nationality. The demographic characteristics of respondents can be described as follows:

The majority of respondents was tourists from Europe (64%, 256) and followed by North America (14.5%, 58) while 11% (44) were tourists from Australia and 4.25% (17) from Asia. More than half of respondents were males (51.5%, 206) and females were 48.5% (194). The highest age group was people between 18-30 years (42.8%, 171) and people between 31-45 years were 32.3% (129). About 15% (60) and 10% (40) were of the age between 46-60 and > 60 years.

About 53.8% (215) of respondents were married couples while 40% (160) were single, 5.3% (21) and 1% (4) were divorced and widowed. In addition, the category of religion at 58.5% (234) was Christian people and 35% (140) were other religions. It has shown that few people were Buddhist (6.5%, 26) because most of the respondents came from Europe and America. In terms of the educational background of respondents, 47% (188) and 25.5% (102) of tourists held a Bachelors and Master degree while 19% (76) had a diploma and high school or less. About 17.8% (71) of respondents were employed by private companies and 16.5% (66) were government-employed. While 15.5% (62) and 15% (60) were professionals and students, the percentages of self-employed and unemployed/retired were 13.8% (55) and 12% (48). The other categories were 9.5% (38).

Table 3.17 Demographic Characteristics of International Tourists

Variable	Personal Characteristics	Frequency	Percentage
Gender	Male	206	51.5
	Female	194	48.5
	Total	400	100
Age	18-30 Years	171	42.8
	31-45 Years	129	32.3
	46-60 Years	60	15.0
	> 60 Years	40	10.0
	Total	400	100
Marital Status	Married/Living with partner	215	53.8
	Single	160	40.0
	Divorced	21	5.3
	Widowed	4	1.0
	Total	400	100
Religion	Christian	234	58.5
	Buddhist	26	6.5
	Other	140	35.0
	Total	400	100
Education	Bachelors degree	188	47.0
	Master degree	102	25.5
	Diploma	64	16.0
	Ph.D.	34	8.5
	High school or less	12	3.0
	Total	400	100
Occupation	Employed- private business	71	17.8
	Employed-government	66	16.5
	Professional	62	15.5
	Student	60	15.0
	Self-employed	55	13.8
	Unemployed/retired	48	12.0
	Other	38	9.5
	Total	400	100

Table 3.17 Demographic Characteristics of International Tourists (Continued)

Variable	Personal Characteristics	Frequency	Percentage
Nationality/country of origin	<i>Europe</i>	256	64
	France	52	13.0
	Germany	46	11.5
	UK	41	10.3
	Holland	26	6.5
	Austria	20	5.0
	Spain	18	4.5
	Finland	15	3.8
	Belgium	14	3.5
	Italy	13	3.3
	Switzerland	11	2.8
	Others	25	6.25
	<i>North America</i>	58	14.5
	Canada	30	7.5
	USA	28	7.0
	<i>Australia</i>	44	11
	Australia	41	10.3
	New Zealand	3	0.8
	<i>Asia</i>	17	4.25
	Israel	13	3.25
Others	4	1.0	
	Total	400	100

3.2.2 Tourists' Preferences, Activities, and Expense

Most of the respondents agreed that natural resources 79.3% (317) and ecotourism 55.8% (223) motivated them to visit KHM while 52.3% (209) and 20.8% (83) were cultural & heritage and wildlife. Some tourists said that they came to visit their friends (3%, 12) and others were 1.5% (6). The highest percentages of respondents about source of knowledge were from guidebooks 59.3% (237) and 29.5% (118) from friends, while 27% (108) and 12.5% (50) accessed websites and advertisements.

The information tourists seek before arrival to Khammouane are the popular attractions that tourists like to see. First, Buddha cave (Tham Pa Fa) 67.5% (270), second Kong Lor cave 58.5% (234), third Khoun Kong Leng lake 51% (204), fourth other (Nam sanam waterfall, Tha Falang, Nang Aen cave and Great wall) 32.3% (129), and finally Mouang waterfall 20.3% (81). In addition, the tourists also engaged in trekking activities (75.5%, 302), caves (61.8%, 247), mountain biking (21.8%, 81), and camping (8.3%, 33).

Based on tourists' opinion on available resources in KHM, most of them favored adventure (70%, 280), nature related (61%, 244), culture (47%, 188) and other activities (5.8%, 23). The highest length of stay was 1-4 days (80.8%, 323) while 5-8 days were 17% (68). The number of tourists who stayed longer (between 9-12 days) was (2.3%, 9). According to the length of stay, most of tourists (72%, 288) spent less than US\$ 200; next category was US\$ 201-400 with 17.3% (69). And about 10.8% (43) spent US\$ 401-600.

Table 3.18 Tourist Preferences, Activities, and Expense

Factors	Number	Percentage
What was your motivation for visiting Khammouane province		
Nature	317	79.3
Ecotourism	223	55.8
Culture & Heritage	209	52.3
Wildlife	83	20.8
Visiting friends	12	3.0
Others	6	1.5

Table 3.18 Tourist Preferences, Activities, and Expense (Continued)

Factors	Number	Percentage
What was your source of knowledge on ecotourism in KHM		
Guide books	237	59.3
Friends	118	29.5
Websites	108	27.0
Advertisement	50	12.5
Others	25	6.3
How many tourist attractions did you visit		
Buddha cave (Tham Pa Fa)	270	67.5
Kong Lor Cave	234	58.5
Khoun Kong Leng lake	204	51.0
Sikhottabong stupa	92	23.0
Mouang waterfall	81	20.3
Others	129	32.3
What other activities were you engaged in		
Trekking	302	75.5
Caves	247	61.8
Mountain biking	87	21.8
Rafting/kayaking	59	14.8
Camping	33	8.3
Others	44	11.0
What kind of resources available in Khammouane province		
Adventure	280	70.0
Nature related	244	61.0
Culture & Heritage	188	47.0
others	23	5.8
No. of nights spent in Khammouane province		
1-4	323	80.8
5-8	68	17.0
9-12	9	2.3

Table 3.18 Tourist Preferences, Activities, and Expense (Continued)

Factors	Number	Percentage
How much did you spend on your trip to Khammouane province		
Less than US\$ 200	288	72.0
201-400	69	17.3
401-600	43	10.8
Total	400	100

Note: the sum of percentage exceeds 100 as multiple answers were allowed.

3.2.3 Ecotourism Resources and Tourists' Interest

Based on responses from the questionnaires, about 78.3% of tourists agreed that KHM has natural sites (mean = 4.19) and they also agreed (76.8%) that ecotourism is a good option in KHM (mean = 4.11) while 59.8% of tourists are quite happy with environment (mean = 3.82). On the other hand, 38.8% neither agree nor disagree and 11% disagreed that the community get benefits from ecotourism (mean = 3.57) and 48.5% of tourists disagreed with “there are enough activities to experiences” (mean = 3.52); 56.5% and 58.1% disagreed with “Quality of services is good” (mean = 3.37) and “Ecotourism management in KHM is good overall” (mean = 3.36).

Table 3.19 Ecotourism Resources and Tourists' Interest

Indicators	Strongly disagree (%)	Disagree (%)	Neither agree nor disagree (%)	Agree (%)	Strongly agree (%)	Mean	SD
Khammouane has natural sites	-	-	21.8	37.8	40.5	4.19	0.76
Ecotourism is a good option in KHM	-	-	23.3	43.0	33.8	4.11	0.74
I'd like to visit in KHM again as an ecotourists	-	0.5	25.5	42.8	31.3	4.05	0.76
Tourist sites are interesting	-	1.8	30.0	37.3	31.0	3.98	0.82
I am happy environmental conservation	-	2.8	37.5	34.5	25.3	3.82	0.84
Accessing this province is convenient	-	-	44.8	34.5	20.8	3.76	0.77
Community participate in Ecotourism	-	9.5	36.5	34.8	19.3	3.64	0.89
Community gets benefits from Ecotourism	-	11.0	38.8	32.3	18.0	3.57	0.90
There are enough activities to experiences	-	20.0	28.5	31.3	20.3	3.52	1.02
Quality of services is good	-	20.5	36.0	29.3	14.3	3.37	0.96
Ecotourism management in Khammouane is good overall	0.8	14.8	43.3	30.8	10.5	3.36	0.88

3.2.4 Tourists' Impressions and Suggestions

This section shows tourist's positive or negative impressions, as well as their suggestions on ecotourism development during their trip in Khammouane province by following questions:

1. What did you like the most about your visit to Khammouane province?

One tourist from Australia said that "I like hospitality, the welcoming ceremony, ritual party and the singing local people in the villages".

A tourist from USA said that "The friendliness of the Lao people in everywhere I met case of motorbike rental, good roads, no hassle and sightseeing nature, culture which are unique of this place".

A tourist from Spain said that "I like caves, mountains, blue lagoon, children and their SABAIDEE". "SABAIDEE" means "Hello".

Another tourist from Canada said that “The view on the Mekong river, the beautiful mountains on the other side of the road and very friendly of people”.

One more tourist from Austria said that “I have good time here, nice guides, good food and nice villages”.

A tourist from France said that “I enjoy trekking, mountain biking, homestay, visiting the natural attraction like Kong Lor cave and French building in the town”.

2. What did you like the least about your visit to the Khammouane province?

A tourist from Germany commented that “The services in some hotel in Thakeak Town are not good enough, accommodations and information is not enough”.

One tourist from Australia commented that “High cost of the Tuk Tuk, difficult to find attraction, tours companies are limited and accommodations”.

A tourist from Canada commented that “The cleanliness like garbages along the roads, the services in some guesthouse and hard to find tourist office”.

On more tourist from Italy commented that “Some access road to attraction are not good enough, information and advertisement not enough as well”.

3. What should Khammouane province improve upon to attract more tourists in the future?

As the results of the summarizing of tourists commented, all tourists have different opinion that Khammouane province should “Construct better roads, more advertisement of attractions”, “Develop Thakeak Town to be relaxing and nice place for tourists”, “Continue to keep natural areas as it is, do not put up too many tourists and oriented building, etc.”, “More tourism activities like trekking choices, make a boat along Mekong river to other provinces etc.”, “Look at the mistake like that other countries have made, the best thing to do is fight to preserve nature and culture”, “More bicycling tour would give eco-friendly way to see the attractions in the villages”, “Develop accommodations (hotels, guesthouses), tour operators, services, cleanliness and encourage local people to learn more English” in order to improve Khammouane province upon to attract more tourists to visit in the future.

4. Do you have any other suggestions and recommendations to develop ecotourism in the province?

Tourists also suggested and recommended that the province should improve and develop something such as: “Very good so far-keep going with the ecotourism approach working with the villages and keeping the size of small tourist groups, but avoid large tours & big hotels in the countryside”, “Develop trekking tours that can be done by tourist alone-good paths, good signs and explanations on the way”, “Publish good map of region and have more motorbikes/bicycles of rent that tourists can discover province by themselves”, “Watch carefully to protect the environment; do not allow a million hotels to come”, and “Keep your traditions alive it is your differences that attract people”.

3.3 Interviews with the Central and Local Government Officials (C)

Interviews were the main qualitative method of data collection. Interviews were conducted with senior officials (both centre and local officials; particularly who have experiences in the relevant field), and the questions were asked relating to ecotourism development in Khammouane province as the following questions:

1. What is ecotourism development, according your views?

The interviewees show their views that the development of ecotourism is to protect and conserve biodiversity and environment to be sustainable tourism development in Khammouane province. Furthermore, local communities (in the remote areas) should participate in ecotourism development as well; particularly in the areas that have tourism potential in both tourism products and supply chains so that local communities can gain benefits from being involved in ecotourism activities in order to improve local economy and increase in environmental awareness.

2. How important is the ecotourism industry towards Khammouane province from your viewpoint?

The interviewees agreed that ecotourism is playing a vital role towards Khammouane province because there are positive outlooks for developing tourism products in the province. Ecotourism was viewed with such importance that it is one of the main sources of

revenue for the province and local economy that can bring income from tourism products, services and supply chains. In addition, ecotourism helps to enhance the local communities' pride in their culture and awareness of the protection of the environment in the communities. Furthermore, they also reported that ecotourism increases the status of Khammouane province.

3. What are the opportunities and threats to ecotourism development in Khammouane province?

Khammouane province is located in the central part of Lao PDR. Khammouane is the way that passes from south to north, and also has abundant cultural and natural resources. However, the province is still facing challenges due to opportunities and threats as follows:

Opportunities:

- Potential in ecotourism (abundance of nature and unique supply chains).
- Existing market demand for ecotourism activities still high.
- Other international organizations are underway to support ecotourism in the province.
- Protection and conservation of biodiversity and culture heritage and develop local economy.

Threats:

- High costs of transportation threaten the feasibility of the product; if roads are not maintained, costs will make it prohibitively expensive.
- Mass tourism to tourist sites could make the areas less attractive.
- Infrastructures are still poor and could not meet tourism demands.
- Human resources need to improve and upgrade.

4. What do you think about local community participate in ecotourism development in Khammouane province?

Most interviewees show their views that local community participation is the most necessary for developing ecotourism because ecotourism helps to improve communities and create new jobs for local communities. The government also promotes responsible business

practices which work cooperatively with local authorities and local people to support poverty alleviation and deliver conservation benefits. In addition, ecotourism promotes local style of architecture, preserves existing traditions and resources, and protects and conserves ecosystems and the environment.

One interviewee said that “We could not develop ecotourism without participation of local communities”.

5. What are the methods or strategies to develop ecotourism, according to your ideas?

The strategies to develop ecotourism is the participation of many concerned sectors (lead by LNTA), and is based on local communities participation in the development. This is due to ecotourism’s focus not only on protecting and conserving the environment, but also helping local communities to gain benefits from being involved in ecotourism activities, which is a government priority for alleviating poverty in the local communities. Therefore, the strategies to develop and improve ecotourism should implement as follows:

- Making plan.
- Creation and enforcement of rules or regulations.
- Tourism products development.
- Education training.
- Infrastructures development.
- Market promotion.
- Investment promotion.

All of the above should be monitored and evaluated, and all stakeholders should cooperate and work closely in order to achieve the objectives.

6. What are the most important problems for developing ecotourism in Khammouane province that need to be improved immediately?

Though Khammouane province has many interesting sites to visit, the province could not meet tourism demands due to its need to improve some important problems in order to better develop ecotourism step by step as follows:

- Infrastructure (roads, accommodations, restaurants, tour operators, transportations etc.).
- Facilities.
- More promotions and information.
- Improve quality of services.
- Increase awareness of the cleanliness around the province.
- Human resources development.

7. What would you do to solve these problems if you were an ecotourism planning officer?

Government should support roads to access tourist attractions while also encouraging private sectors to invest in Khammouane province (with limits); for example, building guesthouses, hotels, restaurants and tours companies. In addition, organizing the training programs for both local officials and local communities related to tourism topics (hospitality, management, services etc.) is also necessary to best serve the visitors. Lastly, there should be a higher concentration on tourism promotion. Before this can be done, it is necessary to create understanding and awareness among local people in regards to ecotourism development.

8. What do you think the private sectors should focus on within ecotourism development?

Private sectors should cooperate with government sectors on five main points in order to develop and improve the tourism industry in Khammouane province to better meet the following needs:

- Improve tourism products to be sustainable tourism and more attractive.
- Human resources development.
- Standard of services in (hotels, tour companies and restaurants).
- Concerning of the environment and helping local communities work closely with all the stakeholders.

9. Do you have plans to develop ecotourism facilities in Khammouane province?

Lao government is constructing a bridge connecting Nakorn Panom (Thailand) and Khammouane (Laos) that is estimated to be completed in the year 2012. In addition, Lao National Tourism Administration (LNTA) has planned to increase eco-lodging in the villages within the province and improve existing roads, and construct new access roads to tourism sites. Furthermore, the government also has policies to boost domestic and overseas investors to invest in tourism businesses in the province.

10. Do you have any other suggestions and recommendations?

Every concerned sector should gather to continue to protect and preserve the environment and find the best way to minimize negative impacts from tourism. In addition, the priority is to improve human resources development for both officials and local communities in order to upgrade the level of education for managing and developing ecotourism. Marketing and promotion is one of the most important roles to promote the unique image of the province. At the same time, all of these should be monitored and evaluated closely.

3.4 Interviews with the Local Tourism Businesses (D)

Interviews were the main qualitative method of data collection. Interviews were conducted with directors (tour operators and hotels); particularly those who have experience in the relevant field. The questions were asked in regards to ecotourism development in Khammouane province as the following questions:

1. What do you know about ecotourism development in Khammouane province?

Khammouane is a province well-known for ecotourism, for which there is an abundance of nature, historical, and cultural aspects which ecotourism helps to protect and preserve biodiversity and environment of Khammouane province. It gives local communities the chance to get involved in ecotourism activities, and also provides direct and indirect benefits to local villagers, which is one way to improve socio-economic in each village surrounding Khammouane province.

2. What are the opportunities and threats to ecotourism development in Khammouane province?

Khammouane province is located in the central part of Lao PDR. Based on its natural abundance, ecotourism is a good option for Khammouane province, so the opportunities to develop ecotourism seem potent. Yet, there are still affects from threats, and the following shows the opportunities and threats to develop ecotourism in the province:

Opportunities:

- Potential in ecotourism (abundant of nature and unique supply chains).
- Existing market demand for ecotourism activities still high.
- Other international organizations are underway support ecotourism in the province.
- Protect and conserve biodiversity and culture heritage and develop local economy.

Threats:

- High costs of transportation threaten the feasibility of the product; if roads are not maintained, cost will make it prohibitively expensive.
- Mass tourism to tourist sites could make the areas less attractive.
- Infrastructures are still poor could not meet tourism demands.
- Human resources need to improve and upgrade.

3. What are the problems for developing ecotourism in this province?

The main problems in Khammouane province that need to improve soon are as follows:

Infrastructure: at present, roads, accommodations, restaurants, tour operators, transportations etc. are not enough for serving visitors and the quality of existing facilities need to improve.

Information and promotions: because tourists complained that they could not find more information about attractions, the promotion also important for promoting the province to attract people to visit the province (in central and provinces).

Quality of services: in some hotels and restaurants need training for their staff (hospitality and how to treat guests etc.) and for tour operators also need to retrain their staff especially English language for communicating and explaining to tourists correctly.

Awareness of the cleanliness in the province: it is to encourage local people to be concerned about littering in order to protect the environment and keep the city clean and orderly (build positive image).

4. What do you think about local community participation in ecotourism development and how can it further improve?

The participation of local communities is the main factor for developing ecotourism because it provides direct and indirect benefits to local villagers, creates jobs for a number of people in rural remote areas, and also helps to conserve the nature, reduce slash and burn practices, promote village productions, and help to preserve good customs of ethnic people. Ecotourism not only contributes to socio-economic development but also helps poverty reduction for poor people of all ethnic groups.

5. What are your suggestions to develop Khammouane province that can improve your business?

The uniqueness of tourist sites, namely cultural, heritage and nature, should be developed more and all the facilities (roads, accommodations, transportations, restaurants etc.) need to develop as well. In addition, the services are also important due to tourism: all can generate financial resources, and local communities must participate in ecotourism development. At the same time, the preservation and protection of environment should be prioritized in order to reach sustainable tourism development.

6. Please briefly explain the plans and policies of private businesses at the Khammouane province for developing ecotourism?

The interviewees said that “we have launched the businesses by following in line with governments’ master plans and policies”. Tourism entrepreneurs have planned to extend the businesses in the province; namely hotels, travel agencies, restaurants and resorts, and to hire local people as staff, and also focus more on creating advertisement and promotions. In addition, private businesses are willing to support government’s projects for developing tourism in the

province, and work closely with government sectors, and all stakeholders. Those interviewees believe that it will help to improve and develop socio-economic growth in the province as well as local communities' living standard.

7. What is the role and responsibility of private businesses for the local community in tourism business?

Private businesses have to support local communities by using their services; for example home-stay, local guides, transport services (Tuk-Tuk, boat etc.), handicrafts, foods and beverages etc. in order to help them get more benefits from being involved in ecotourism activities and also increase awareness in preserving the environment.

8. What are the supporting businesses and what are their problems for implementing ecotourism management in Khammouane province?

The main supporters for businesses are the suitable location and available existing resources in the province that attract many tourists. Thus, tourism businesses can earn money from them. However, ecotourism management by local people under the guidance of the Provincial Tourism Office is quite well organized, but some village access roads are not convenient enough, and local people still have limited of knowledge and creation (should have more training in a variety of methods), and accommodations could not meet the demand of tourists.

9. Which factors should the government focus on the most in the development of ecotourism in Lao PDR or Khammouane province?

The factors that the government should focus on the most in order to develop ecotourism in the province are as follows:

- Infrastructure (it is the most important thing that need to improve and develop now due to supply tourism demands).
- Promotion (update websites, brochures, signs, traditional festivals etc.).
- Extend information centre (for giving information to tourists).
- More training for both local officials and local people (hospitality, marketing, services, English etc.).

- Encourage local people manage and concern about cleanliness surrounding the province.

10. Do you have any other suggestions and recommendations?

Central and local authorities are the key factors both for raising the awareness on ecotourism development, and infrastructure development. Management and development must support the corporation, participation of all levels and sectors concerned including communities and other associations to secure safety, create quality of services; set up reasonable fees; promote domestic goods production; produce souvenirs; and promote fairs and traditional festivals to boost tourism and ecotourism in the province.

CHAPTER 4

SUMMARY

This chapter entails a summary of the essential findings of the study. Both quantitative data were collected from the local community and international tourists, and qualitative data from central and local government officials and local tourism businesses aim to evaluate ecotourism development, to access local communities' opinion regarding ecotourism development, and tourists' interest in ecotourism at Khammouane province. The knowledge levels of the locals and existing status of basic infrastructures at the sites, the surrounding communities, and tourists' interest were examined. Suggestions collected and SWOT was analyzed to propose guidelines for ecotourism development in Khammouane province.

The ecotourism concept was always considered to be a kind of the development activities. The aim was to maintain ecotourism benefits in the economy, socio-culture and environment, as well as to minimize the adverse ecotourism effects. Participation from local people was the key tool for sustaining those benefits and maximizing the utilization of the resources needed to follow the tourists' recommendations about the existing issues in Khammouane province. The objectives of this study were to explore ecotourism development, to assess communities' opinion on ecotourism development, to survey tourists' interest in ecotourism, and finally, to propose guidelines for ecotourism development in Khammouane province.

4.1 Summary of the Main Findings

4.1.1 Local Community

The study's findings show that most respondents do not have a high education level in the community; about 39.6% have primary education level, 27.2% have secondary education level, and their primary occupation are farmers (60.4%). Some families can earn more income from involved in ecotourism activities (all income from tourism 11.3%, half income 42.3%, small part of income 21.1% and none income from tourism 25.3%), and the living standard in local communities is still poor. In Laos the number of the poverty households is quite high; particularly people who are living in the rural areas; Khammouane province has a total of 658 villages, and

out of this, 185 villages are the poorest villages (DoS, 2008). Due to the tourism industry being one of the government's priorities; the purpose is to reduce poverty in the rural areas by entitling the local community with the responsibility to participate in ecotourism activities (services, souvenirs, attractions management) in order to help improve local communities' living condition and also preserve the environment.

Community and Ecotourism in Khammouane Province

The situation in selected villages (four villages): most of the villagers are happy to get involved in the ecotourism sector, and they have a trust and positive thinking on ecotourism as a good concept to maintain sustainability to the environment in their area. Yet, the participation of the local community in tourism planning activities is not very high. However, Lao National Tourism Administration (LNTA) and Provincial Tourism Department (PTD) who have been organising ecotourism project in Khammouane province for more than five years empower local communities to make decisions about ecotourism management in their villages after two organisations help them to set up the management system.

Socio-Cultural Aspect of Ecotourism

After the villages gets involved and knows more about ecotourism, most of the local community have more awareness and see the clear picture on the importance of culture, uniqueness of the products and lifestyle resulting from tourism. They reported that ecotourism not only develops their community, but also improves public facilities in the community. On the contrary, from the past to the present, the facilities (roads, water supply, electricity etc.) and living standards have been continuing to develop step by step, but there are many access roads, water supplies, transportations and professional training that are still needed. Some serious problems like drugs, crime and alcohol that come from tourists never happened in the villages. In addition, local people also reported that ecotourism motivated them to study foreign languages (English) particularly young people in their village interested in it.

Economic Impacts of Ecotourism

Ecotourism is one of the industrial sectors that provide new jobs, more businesses (selling souvenirs, homestay, boating, guiding etc.), raise prices of products for local community,

and bring more benefits in general. Until now, the local economy has been continuing its growth a little bit year by year which is evident in Khammouane province's revenue from tourism US\$ 926,875 in December 2009 (KHM, 2009). However, the local community reported that the outsiders get more benefits from tourist attractions in the local community because tour companies earn money from serving tourists as well.

Environment Aspect of Ecotourism

While the villages have been participating in the ecotourism sector, Lao National Tourism Administration (LNTA) and Provincial Tourism Department (PTD) promoted and made understanding and awareness among the local community as to the “why” and “how” for preserving forest, wildlife and ecosystems in their villages. In addition, two organizations have been seeking the best way to minimize negative impacts from tourism to ensure sustainable tourism development.

4.1.2 International tourists

Lao PDR has seventeen provinces, and each province has a different interesting place to visit, but mostly the Khammouane province (KHM) has attracted tourists by its natural resources and ecotourism activities. According to the result from the survey, most of the tourists prefer to see the natural environment, and show interest in ecotourism in the local community of Khammouane because this province is suitable for doing adventure activities such as trekking, caves, mountain biking and rafting/kayaking (popular for tourists). Most of the draws for tourist in Khammouane province are natural attractions, namely Kong Lor cave, Khoun Kong Leng lake, Nam Sa Nam waterfall and Tha Falang. The highest length of stay was 1-4 days, and their expense was less than US\$ 200 (72% of tourists). In addition, a reputation for warm hospitality, friendliness and uniqueness of Khammouane is the general impression received by tourists.

In addition, tourists have thought that local communities should participate and get more benefits from ecotourism activities so that ecotourism could help to reduce poverty in the local community, and that the government should be concerned about protecting environment avoid mass tourism which will be affected negative impacts to nature and local community. Tourists also recommended that the government should raise awareness and educate about tourism and the environment to local people in order to make understanding with regard to

tourism in a sustainable way. Although Khammouane province has potential and an abundance of attractive resources, the province still is faced with many issues to meet tourism demands and develop ecotourism as follows:

- ⊘ Infrastructure
- ⊘ Standards of accommodation and services are poor quality
- ⊘ High cost of the tuk-tuk
- ⊘ Cleanliness likes garbage
- ⊘ Information and advertisement not enough
- ⊘ Not enough ecotourism activities

These issues need quick attention by central and local authorizes to minimize their short and long term impacts and in order to improve Khammouane province to attract more tourists to visit in the future. The findings of the survey with tourists are very important for ecotourism development in the province. They are quite happy and interested in the resources base, but not with facilities, cleanliness, and their living standards. Their willingness to return to the province again as ecotourists shows positive growing interest on the resources.

4.1.3 Central and Local Government Officials Interviews

Central and local government officials have given some clear and important insight in the present situation of ecotourism in Khammouane province. They view that ecotourism is playing a vital role towards Khammouane province because there are positive outlooks for developing tourism products in the province, and ecotourism is viewed with such importance that it is one of the main sources of revenue for the province and local economy from tourism products, services, and supply chains. Ecotourism helps to enhance local communities' pride in their culture and awareness of the protection of the environment in the communities. Furthermore, government officials also reported that ecotourism increases the status of Khammouane province.

In addition, most interviewees' views express that local community participation is the most necessary factor for developing ecotourism because participation will lead to the improvement of communities and create new jobs as well. The government also promotes responsible business practices while it works cooperatively with local authorities and local people to support poverty alleviation and deliver conservation benefits. Furthermore, ecotourism

promotes local styles of architecture, proud existing traditions and resources, and protects and conserves ecosystems and the environment.

Khammouane province is located in the central part of Lao PDR. Khammouane province passes from south to north, and has an abundance of cultural and natural resources. However, the province is still facing challenges to supply tourism demand as follows:

- ☒ Infrastructure (roads, accommodations, restaurants, tour operators, transportations etc.)
- ☒ More promotions and information
- ☒ Improve quality of services
- ☒ Increase awareness of the cleanliness around the province
- ☒ Human resources development

At present, the government is constructing a bridge between Nakorn Panom (Thailand) and Khammouane (Laos) that is estimated to be completed in the year 2012. In addition, Lao National Tourism Administration (LNTA) has planned to increase eco-lodge in the villages within the province and improve existing roads and construct new access roads to tourism sites. Furthermore, the government has policies to boost domestic and overseas investors to invest in tourism businesses in the towns of the province.

The strategies to develop ecotourism is trying to be developed by many concerned sectors (lead by LNTA) and is based on local communities' participation in the development, because ecotourism not only focuses on protecting and conserving the environment, but also on helping local communities gain benefits from being involved in ecotourism activities, which is a government priority for alleviating poverty in the local communities.

Furthermore, every concerned sector (all stakeholders) should gather to continue to protect and preserve the environment and find the best way to minimize negative impacts from tourism. In addition, the primary need is to improve human resource development for both officials and local communities in order to upgrade the level of education for managing and developing ecotourism in the future.

4.1.4 Local Tourism Businesses Interviews

The interviewees from tour operations and hotels gave various opinion. They view that Khammouane is a province well-known for ecotourism, and there is natural abundance, historical and cultural aspects available. Ecotourism helps to protect and preserve biodiversity and the environment of Khammouane province by giving to local communities involved in ecotourism activities. Ecotourism provides direct and indirect benefits to local villagers, creates jobs for a number of people in rural areas, conserves nature, reduces slash and burn practices, promotes village productions, and helps to preserve traditional customs of ethnic people. Ecotourism not only contributes to socio-economic development, but also helps the poverty reduction of poor people of all ethnic groups surrounding Khammouane province.

The main supporters for business are location and available existing resources in the province that attract many tourists, so tourism businesses can earn money from them. However, ecotourism management by local people under guidance of Provincial Tourism Department is quite well organized, but in some villages, access to roads leading to attractions are not convenient and local people still have limited of knowledge of their creation (they should have more training in a variety of methods), and accommodations still could not meet the demand of tourists. The main problems in Khammouane province that need to improve soon are as follows:

Infrastructure: at present, roads, accommodations, restaurants, tour operators, transportations etc. are good not enough for serving visitors and the quality of existing facilities need to improve; particularly access roads to tourist attractions.

Information and promotions: sometimes tourists complained that they could not find more information about attractions, thus the promotion is also important for encouraging visitors to the province.

Quality of services: some hotels and restaurants need training for their staff (hospitality and how to treat guests, etc.) and tour operators also need to retrain their staff; especially regarding use of the English language for communicating and explaining to tourists properly.

Awareness of the cleanliness in the province: the province should encourage local people to be concerned about throwing garbage along the roads in order to protect the environment and keep the city clean and nice.

The interviewees also added, “We have launched the businesses by following in line with governments’ master plans and policies”. Tourism entrepreneurs have planned to extend the businesses in the province; namely at hotels, travel agencies, restaurants and resorts. They plan to hire local people as staff, and also focus more on creating advertisements and promotions. In addition, private businesses are willing to support government’s projects for developing tourism in the province, and work closely with government sectors, and all stakeholders. Those interviewees believe that it will help to improve and develop socio-economic growth in the province as well as local communities’ living standard.

In addition, central and local authorities are the key factors both for raising the awareness on ecotourism development and infrastructure development. Management and development must support the corporation with participation of all levels and sectors concerned, including communities and other associations, to secure the safety, up the quality of services; establish reasonable fees; promote domestic goods production; produce souvenirs; promote fairs and traditional festivals to boost tourism and ecotourism in the province.

4.2 Discussion

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

4.2.1 Objective 1: To Explore Ecotourism Development in Khammouane Province

Tourism sectors in Lao PDR are growing rapidly, and the number of tourist arrivals keeps on increasing. In 1991, the number of international tourists increased to 37 thousand persons, and the revenue generated was 2 million and 250 thousand USD. In the year 2000, the number of international tourists increased to 737 thousand persons, and the revenue generated was 113 million USD. In 2008, the number of tourists was one million and 736

thousand, and the revenue generated was 275 million USD. The number of tourist arrivals to Laos continued increasing in 2009 which reached, for the first time, over 2,000,000 tourist arrivals, generating a total of revenue of 268 million US dollars, despite the instability of the political situation in some countries in the region, and the world economic turmoil that affected the whole region. The projection for 2015 will be about 3 million and 367 thousand tourists, with an expected revenue of 392 million USD (SRTL, 2009).

In 1999 the Lao National Tourism Administration (LNTA), with assistance from UNESCO and the New Zealand government, launched a tourism project in the Nam Ha National Protected Area (NPA) in Luang Nam Tha province. This highly successful initiative introduced the concept of ecotourism to the Lao PDR and in doing so received significant international acclaim and a UNDP award in recognition of its contribution towards poverty alleviation. Lao ecotourism offers huge potential to create employment and help achieve the national development objectives for poverty alleviation, economic growth and conservation of the nation's unique wealth of natural and cultural resources. Up to the present, Luang Nam Tha province has proved that ecotourism is one of the successful ecotourism projects. The lesson from the model project in Luang Nam Tha has already been applied by 8 other provinces, such as: 1)Phongsaly, 2)Luangprabang, 3)Xiengkhuang, 4)Vientiane, 5)Bolikhamsay, 6)Khammouane, 7)Savannakhet and 8)Champasack. The project drew a lot of attraction by tourists, and more importantly, the International organizations (SNV, WB, DED, IUCN, WWF, JICA, ADB, NZAID, Luxembourg, GTZ, UNESCO, and EU) continue to support such efforts (LTS, 2006-2020).

The mission of Provincial Tourism Department (PTD) is to implement Lao National Tourism Administration (LNTA) policies in Khammouane province for cooperation with concerned sectors, to create, implement tourism development strategies, and to promote tourism in the province. The ecotourism sector is one of the highlights in the province due to the rich nature and culture which it has launched from 2003 until present. The numbers of tourist arrivals keep increasing in each year; infrastructure and facilities are constructed in a basic level to serve tourists, and access of roads to the province and tourist sites are quite convenient. In addition, local communities have participated in development and management of ecotourism in

villages that have tourism potential, both in tourism products and value chains, in order to make a network system between village to village, and to distribute benefits to each village.

The current situation in the province: there are several issues in the development and management because the province does not have sufficient funding to develop tourism facilities, and lacks sufficient staff and capable local people. This is the main issue for managing and developing tourism in the province. The following paragraphs describe the problems detail in each point that shows the urgent issues that need quick concentration by all stakeholders.

The participation of the local community is the most important factor to support ecotourism development and management in Khammouane province as well as in the community areas. Local communities should participate more in ecotourism development and management to stimulate local communities to preserve their cultural identity and maintain the ecosystem; they have to pay more attention to their community to preserve nature, environment, and cleanliness around their community areas by themselves so that they could get benefits from being involved in various ecotourism activities. Currently, there are not sufficient local community involvement programs being conducted in Khammouane province.

One of the important issues is to control management, such as around the town and community areas which do not have quality of the management and control systems for transportation. One example is controlling the high cost of the tuk-tuk which will be affect tourists and the development of tourism. The full range of guest services, namely accommodation (guesthouses and hotels), restaurants, rest room facilities, standard of services, cleanliness and site tours, training and licensing guides, provisions of travel information and interpretation, information signs, admission kiosks, and sales outlets for film, postcards, stamps and souvenirs; these issues should be concentrated on and controlled closely by the Lao National Tourism Administration (LNTA) and Provincial Tourism Department (PTD) in order to develop tourism effectively.

At present, the infrastructure in Khammouane province is not efficient enough to meet tourism demands. For example, access to roads to the province is quite convenient, but the access roads to some attractions are not comfortable enough, and the poor roads can cause tourists difficulties in their travels. In addition, transportation cannot serve and reach directly to tourist

attractions in some sites, and transportation like bus and tuk-tuk are still not enough, and some are low quality.

In regards to accommodations in Khammouane province, it still doesn't meet appropriate quality standards. In some guesthouses and hotels, the staff is lacking of services skills and sanitation; for example how to welcome and take care of guests. These issues should be concentrated on by concerned sectors; namely hotel association, PTD and LNTA to set up and improve the standard of those guesthouses and hotels.

Human resource is one of the most significant issues to develop tourism as well as ecotourism. Local government officials and local tourism businesses do not have adequate training in tourism, and many are new to the sector. So, organizing training programs for the short and long terms are very important in order to upgrade their knowledge and skill to develop and manage tourism. Furthermore, some communities lack sufficient understanding about tourism and its benefits. They should raise awareness and understanding on ecotourism. All stakeholders should be trained in a variety of topics that relate to tourism development and management.

Khammouane is a province that has plentiful tourist sites to visit, but the promotion and information are still weak. Tourism information centers and tour companies could not supply brochures and useful maps to tourists, and information is hard to find. The direct signs to attractions are not clear, quite old and it is difficult to go to the sites. Furthermore the websites that promote the province are not updated and do not show a variety of information and activities that affect tourists. The government and private sector should find the budgets and invest in the marketing and promotion to expand the market and promote the beauty and images of the province which is a way to attract more and more tourists.

The researcher felt that the province still has several remaining issues that need to be improved and developed so that it can help to develop the tourism industry in the province as well as the communities. Furthermore, all stakeholders do not cooperate well and work closely in some cases. In some guesthouses and hotels, employers are careless about training their staff; particularly in hospitality, cleanliness and services which might affect tourism and ecotourism

development as well. All issues that are mentioned above should receive special concentration, monitoring, evaluation. These issues are addressed in section 4.3.

4.2.2 Objective 2: To Assess Communities' Opinion on Ecotourism Development of Khammouane Province

According to the result from the survey, the research received many differences of opinion, most of the local communities have eagerness to work for ecotourism; they think of ecotourism as a good concept and that it would help development, and can bring more income to their communities, and also conserve and protect the environment in the sustainable way within their communities. Ecotourism creates awareness concerning the environment and ecosystem to local people, and they can see the clear picture of benefits by getting involved in ecotourism activities. However, the participation of the local communities in tourism planning activities is not very high due to their limited knowledge of tourism, and only head of Provincial Tourism Department, Head of District Tourism Office and Head of the villages that can get more involved in tourism planning activities. On the other hand, Lao National Tourism Administration empowers local people on making decision about ecotourism management in their local communities.

At present, the communities have been developed in many points such as infrastructure (roads, water supplies, electricity, and sanitation) better than before, and local people understand more about ecotourism, and know the value and uniqueness of their products and lifestyle. Some local people said that when the tourists visit their villages, they feel excited, and those tourists can make their villages more lively while improving their living condition and communities. Other local residents said that ecotourism motivates them, and their children would like to learn more foreign languages; especially English. It is necessary for local guides to communicate with tourists, but local communities still lack the needed schools and training programs. Thus, at this point, Lao National Tourism Administration and Provincial Tourism Department should be concentrated on organizing training programs to improve their English skill and related topics to tourism, which will be proposed in the last objective of the research. In addition, many residents reported that ecotourism changed their living style. In the past, they did not know about tourism's benefits; local people cut the trees and hunted wildlife because they

misunderstand and lacked knowledge of tourism. However, until now local people have stopped cutting trees and hunting wildlife to sustain tourism and environment.

As a state of Kayat (2002) mentioned that community involvement and participation is related to motivation and benefits. If the local community cannot see the real benefits from their participation, the opportunities to create the participation were meaningless. Therefore, to motivate and create the participation, the benefit from participation must be exhibited. Just as it is in community participation in ecotourism development, the tourism benefit could be one of the motivations that influence the community participation.

As results show from the survey from four selected villages, local people (60.4 percent) are farmers (with a primary income from doing farming like planting rice, vegetables, and keeping small animal farms). However, local people who have participated in ecotourism activities until now total about 74 percent of local people that have secondary sources of income that are related to tourism such as: local people service homestay 65.7 percent, about 52.5 percent service boating particularly in Kong Lor and Na Kang Xang villages, about 74 percent service local guiding, about 59.2 percent are cooker (housewives), and local people in Natan and Na Kang Xang villages made and sell handicrafts (variety of textiles, souvenirs made of woods). These activities create positive impacts to local people, not only helping them to have more benefits, but also enhancing value of their goods and community.

Some local people said that outsiders gain more benefits from tourism than local people; for example guides from private companies are good in using English and holding groups tours, and so they earn more money than local guides. In this case, for protecting outsiders gain more benefits than local people, government, Lao National Tourism Administration, and Provincial Tourism Department should be monitored and avoided investors to build guesthouses and hotels in local community to ensure that benefits go to local community.

However, local people are ready for participating via the development of participatory tourism development mechanisms, so that ecotourism can be promoted in the communities as well as the province. Local people wish to become more involved in ecotourism activities and get benefits to reduce poverty and also improve their living conditions. They are very hopeful that they can enjoy various benefits from ecotourism activities.

Most of the local residents are willing to participate in ecotourism, which indicates a bright future for the province. Interestingly, when the research examiner met them, they shared their feelings openly. Some participants believed that, after this study, they will receive tourism support or help, and this shows their positive thinking on ecotourism. They want to request the government and others to help them economically and develop their community. Thus it would be a welcomed project to conduct various income generating programs integrated with ecotourism for them. During the field work in the communities, the researcher felt that locals are encouraged toward ecotourism activities for developing ecotourism in their communities. In addition, the researcher feels that mass tourism might negatively affect the local community and degrade the environment, such as by changing local behaviors to become more selfish, thinking only about the benefits of tourism. This leads to problems, such as increased crime in the local community. Thus this factor should be taken into consideration by Lao National Tourism Administration and Provincial Tourism Department in order to minimize negative impacts from tourism.

4.2.3 Objective 3: To Survey Tourists' Interest in Ecotourism in the Khammouane Province

As a previous research statement suggested, attractive destinations are not the most important vehicle for launching ecotourism development, but also other components are important. The motivations are of great importance to group ecotourists. According to several sources, motivations differentiate ecotourists from the mass of travelers, and thus offers different insights into what motivates people to travel and not travel (Eagle, 1992) including: non crowded locations, remote locations, wilderness areas, learning about wildlife and nature, learning about natives and culture, community benefits, viewing plants and animals, and physical challenges.

According to the project consultant of Lao National Tourism Administration, most of the tourists who visited Laos (around 50% of tourist arrivals) are ecotourists, because Laos rich of nature (Steven, 2009). They like to travel to Luang Nam Tha, Luang Pra Bang, Champasak, and Vientiane provinces. Khammouane province is also one of these destinations with desirable characteristics. As results from the survey suggest, most tourists reported that nature, ecotourism and culture & heritage motivated them to visit the province where they can engage in adventurous “soft” and “hard” activities; namely trekking, caves, mountain biking/cycling, rafting/kayaking

and camping. According to the result, it has showed that tourists prefer to engage trekking activities (75.5% of 400 tourists from the results Table 3.18) in the three National Protect Areas (Nakai Nam Theun, Phou Hin Boun and Hin Nam No), and also visit many Caves (Kong Lor, Nang Aen, Tham Pa FA) there are many kinds of trekking such as: 1 day, 2 days or 3 days trips. Some trek through local villages and some stay in local villages for 2 or 3 days. The lengths of their stay in Khammouane province are 1-4 days and 5-8 days, and the money they spend on their trips are less than US\$ 200 and US\$ 201-400.

The tourist sites that are considered to be interesting to visit are namely the Buddha cave (Tham Pa Fa) is a historical site not far from the town. Kong Lor cave is the highlight of the province, there is an underground river (Hin Boun river) flowing through the 7.5 km, which is a 90 meters wide and 100 meters high cave that can be traveled through by boat year round, and which rides through the cave from Kong Lor to Natan villages. Another primary reason why tourists visit the province is Khoun Kong Leng lake, which is the river known for its crystal clear water. From the edges of the lake you can see large fish in the depths below. Lastly, Nam Sa Nam, Mouang and Khoun Keo waterfalls are quite popular for visitors.

In addition, tourists also show their views on ecotourism in the local communities, which state that ecotourism management in the local communities is quite well organized because local people can easily become involved in ecotourism activities and also get benefits from it, which is becoming a well known concept that can help local people reduce poverty and preserve the ecology. Tourists are quite happy with the environment and would like to repeat their visit again as ecotourists. They like the friendliness of the Lao people everywhere they meet particularly in hospitality, the welcoming ceremony, ritual party and traditional singing of local people in the villages. They also enjoy trekking, mountain biking, homestay, visiting the natural attractions like Kong Lor cave and the French building in the town. However, tourists mentioned some minor issues, like that there were not enough activities to experience, the quality of services in some guesthouses and hotels are not good enough, accessibility to some attractions is not comfortable, the roads in some areas are not clean and have garbage, and sometimes communication between tourists and local people is quite difficult.

All tourists have difference suggestions and recommendations for improving the province and resolving some issues; namely construct better roads, more advertisement of attractions, developing Thakeak Town to be a relaxing and suitable place for tourists. They also wish to continue to keep natural areas as they are, not putting up too many tourist-oriented buildings, etc., but also want to create more tourism activities like trekking choices, taking a boat along Mekong River to other provinces etc.

Looking at the mistakes that other countries have made, the best thing to do is to fight to preserve nature and culture. Increase bicycling tours would give an eco-friendly way to see the attractions in the villages. Furthermore, it would develop accommodations (hotels, guesthouses), tour operators, services, cleanliness, and encourage local people to learn more English in order to improve Khammouane province to attract more tourists to visit in the future.

4.2.4 SWOT Analysis

The analysis of qualitative data was collected from interviews with central and local government officials and local tourism businesses and study of quantitative data about local community and international tourists around Khammouane province on ecotourism development and its existing circumstance of ecotourism development, communities' opinion and tourists' interests. The researcher found strengths, weaknesses, opportunities, and threats from SWOT ecotourism development in Khammouane province. The Lao PDR could be mentioned as follows:

Strengths

The strengths of ecotourism development in Khammouane province are shown in the policy supported by Lao government as well as Lao National Tourism Administration. In addition, there are international organizations supporting core funds for ecotourism development and sustainable tourism development in eight provinces of Lao PDR. The two organizations, ADB and NZAID, are the main supporters for sustainable tourism development and ecotourism development, whereas Luxembourg government lends support in constructing training centers meant to train the trainers. Khammouane province is one within eight provinces that has a huge potential to develop its tourism industry because it's a province of rich of nature (95 sites), culture (25 sites) and historical (3 sites) resources. The province has a

peaceful, stable political situation, easily accessible roads, a pleasant climate, and scenery accompanied by friendliness of the people and special traditional ways of life; these are factors that attract tourists to visit the province.

Weaknesses

Khammouane province still has some weaknesses that need to be improved upon immediately; for example, human resources and training programs are an important issue that needs attention to manage and develop the tourism sector. Not only improving the capacity of the local staff and local tourism business, but also the local community. Furthermore, the quality of goods, services, and cleanliness (garbage management systems) are still poor, and this causes negative impacts to tourism and degrades the environment. Infrastructure is not well developed such as: water supply, public toilets, accommodations, parking, and transportation. Lastly, the information and marketing also need to be improved.

Opportunities

The opportunity for developing ecotourism is the greatest existing market demand for ecotourism activities, and is still increasing. Laos is on the way passing by three countries: Thailand-Laos-Vietnam. Thus, the opportunities to have more tourists are still high, and also the businesses sector is still keeping an eye on investments in the town of Khammouane province in the near future. In addition, local people also have a chance to start small businesses and earn additional income to alleviate poverty, and upgrade their living conditions. Furthermore, the province has the opportunity to protect and sustain the richness of biodiversity and promote the participation of local people in biodiversity protection in order to enhance awareness on nature conservation in the local community.

Threats

At present, high costs of transportation threaten the feasibility of the products; if roads are not maintained (infrastructures are still poor could not meet tourism demands), cost will make it prohibitively expensive. Competition on the tourism market is high, as each country has used high technology and upgraded its standards and quality services. On the other hand, they lower the costs to attract more tourists to their own countries. Furthermore, rich people from outside the community prefer to buy and rent the lands for creating their business

which might affect the local community directly. There are threats of quality standards, and also challenges to generate income for the local community. Mass tourism to tourist sites could make the areas less attractive and also promote unwanted deviant culture including drug use, and women and child prostitution. One more threat is that entrepreneurs are undertaking tourism businesses and local people are faced with insufficient funds, lack of experience, and limited professional skills to meet tourism demand in the future.

Table 4.1 Summary of SWOT Analysis for Ecotourism Development in Khammouane

Strengths	Weaknesses
☒ Government and international organizations supported core fund for ecotourism (ADB, NZAID, and Luxembourg)	☒ Poor human resources development
☒ Government policy supports ecotourism development	☒ Limited tourism management capacity
☒ The area has an ecological potential to increase the destinations and experiences for worldwide tourism	☒ Poor quality of goods and services
☒ Province has safety favorable investment policies	☒ Poor environmental protection
☒ Abundant of nature, culture and historic resources and wonderful tourist attractions	☒ Lack of infrastructures to support ecotourism process, including necessary tourism facilities
☒ Access road to the province are convenient	☒ Lack of collaboration in image branding, marketing and promotion
☒ Peaceful, stable political situation, pleasant climate, and scenery	☒ Inadequate budget for developing tourism
☒ Friendly people with special traditional ways of life	☒ Lack of trained guides, transportation and hospitality workers

Table 4.1 Summary of SWOT Analysis for Ecotourism Development in Khammouane
(Continued)

Opportunities	Threats
<ul style="list-style-type: none"> ☒ Existing market demand for ecotourism activities still high and increasing 	<ul style="list-style-type: none"> ☒ High costs of transportation threaten the feasibility of the products; if roads are not maintained, cost will make it prohibitively expensive
<ul style="list-style-type: none"> ☒ Way pass by three countries Thailand-Laos-Vietnam 	<ul style="list-style-type: none"> ☒ Mass tourism to tourist sites could make the areas less attractive
<ul style="list-style-type: none"> ☒ Businesses sector still keeping an eye on investment in the town 	<ul style="list-style-type: none"> ☒ Infrastructure are still poor could not meet increasing tourism demands
<ul style="list-style-type: none"> ☒ Make ecotourism as conservation tool to protect sensitive habitats and ecosystem and for wellbeing of local community 	<ul style="list-style-type: none"> ☒ Human resources need to improve and upgrade, and Limited professional skills in tourism
<ul style="list-style-type: none"> ☒ Opportunity to help alleviate poverty and employment 	<ul style="list-style-type: none"> ☒ Outsiders buying land from community
<ul style="list-style-type: none"> ☒ Culture exchange and learning opportunities for tourists and local people 	<ul style="list-style-type: none"> ☒ Challenges to generate income for locals
<ul style="list-style-type: none"> ☒ To improve awareness on nature conservation in the local and culture level 	<ul style="list-style-type: none"> ☒ Competition on tourism market are high
<ul style="list-style-type: none"> ☒ Promoting the participation of local people in biodiversity protection 	<ul style="list-style-type: none"> ☒ External shocks (oil prices, political instability in neighboring countries, etc.)
<ul style="list-style-type: none"> ☒ Protecting and sustaining the rich biodiversity 	<ul style="list-style-type: none"> ☒ The restriction and cessation of unwanted exotic culture including drug, women and child, prostitution are still needed particular attention

4.3 Proposed Guidelines for Ecotourism Development in Khammouane Province

Lao PDR is richly endowed with a variety of ecotourism assets that include a network of 20 national protected areas covering over 13% of the country, vast forests and mountainous areas, a traditional of warmth of hospitality, two UNESCO World Heritage Sites a 49 officially recognized ethnic groups that possess a wealth of indigenous knowledge. In recognition of ecotourism's potential to generate income, employment and support for poverty alleviation for rural inhabitants, raise funds for protected areas management and educate domestic and international visitors about the significance of the country's natural and cultural heritage, the government of Lao PDR (GoL) has embraced ecotourism in its current National Tourism Strategy (2006-2015) and is actively encouraging the development of ecotourism-related activities. The research findings are obtained from the local community, tourists, and from interviews of central and local government officials and local tourism businesses in Khammouane province in order to determine the current situation and to understand the problems in developing ecotourism aspects to the economy, social and culture and the environment.

In order to develop ecotourism effectively in Khammouane province, private sector should work closely with central and local government officials in every sector that is related to tourism and ecotourism development. They should have frequent meetings to report on the ecotourism situation and its impacts, and collaborate in seeking the best resolution to solve problems that are resulting from tourism. Furthermore they should focus in developing ecotourism in the local communities, because the purpose of the ecotourism sector is in fact to develop local communities and protect and preserve the environment. This study indicated that the majority of local community groups are the main factor in developing and managing the tourism sector and it can take various forms depending on the tourism resources and social circumstances such as rural tourism, cultural tourism, ecotourism, etc. These forms of tourism are all expanding as tourist markets become specialized and more tourists wish to have contact with local culture and the natural environment. In this research, guidelines are proposed for ecotourism development in Khammouane province as well as local communities after exploration of the existing ecotourism development, assessments of the communities' opinion on ecotourism development and surveys on tourists' interest in ecotourism were conducted. The presentation of

culture and environment could educate and stimulate an increase of awareness in the community. For sustainability and for promotion of the best practices, periodic monitoring of all process internally is necessary. In ecotourism, monitor visitors and host community experiences through internal as well as external review missions can be conducted. Therefore, the guideline to develop ecotourism in Khammouane province can be developed from the study as follows:

Infrastructure Development

Infrastructures in Khammouane province are still poor in many points, particularly in the local communities. Central and local governments and concerned sectors should play a vital role in developing local infrastructures; namely access to roads, transportation, water supplies, eco-lodges, and energy systems.

1. Provincial Public Work and Transportation Department should find the budgets for improving the existing access to roads, and then construct new access roads to tourist sites for more comfort to both tourists and local communities, because access to roads to the villages and tourist sites are quite difficult. For example, in the dry season there is a lot of dirt, and during rainy season the car wheels can get stuck in the mud. The access to the road to “Buddha Cave” in Na Kang Xang, Phon Tong, and Na Tan village is an example. In these three villages lie interesting tourist sites, but there is a need to have better roads to serve tourists and local people in the villages. Accessibility is one of the significant problems because it motivates tourists to travel to the sites and villages.

2. Provincial Public Work and Transportation Department should focus on water supplies in local communities because they are necessary for the local villagers and also the visitors for ensuring hygiene. The budget should be supported by the government to help, for example, Kon Lor, NaTan, Na Kang Xang, and Phon Tong- all of which are lacking water supply.

3. Provincial Public Work and Transportation Department should seek the best way to expand shuttle buses or tuk-tuks to work around important places in Khammouane province, but the costs should be controlled for ensuring equality of prices. The government should motivate investors or travel agencies to invest more in transportation (shuttle buses) in the province.

4. Lao National Tourism Administration (LNTA) and Provincial Tourism Department should focus to improve existing eco-lodges and construct new eco-lodges in the

local communities, because in some local communities they lack eco-lodges to serve tourists, and the existing ones are quite old. In this case the budget should be supported by LNTA. Local villagers reported that in their village (Phon Tong village), they lack eco-lodges to serve the tourists in the case of large groups of ecotourists.

5. Some villages of Khammouane province lack electricity entirely, and some have too little, which makes it very difficult for living in the local villages. This point should be focused on by the Electricity du Laos and concerned sectors. The budget should be supported by government or sought for supporting funds from international organizations to improve Laos in this matter.

6. Provincial Tourism Department and Heads of the villages should focus on making plans to manage dumping sites, public toilets, and waste treatment facilities in tourism sites in order to ensure hygiene and minimize negative impacts from tourism in local villages.

Marketing and Promotions

The target tourism markets in the future will still be from regional countries, which mean tourists from neighboring countries and ASEAN member countries. Long distance tourists from European countries include France, England, German, and USA, and Canada; and from pacific countries include Australia, New Zealand, and Taiwan. These tourists need to be attracted to Laos to cover higher rate. Tourism advertisement and promotion efforts shall have to achieve the following key areas:

1. Produce printing and advertising materials: this program is necessary as printing and advertising materials are the key means and tools for advertisements to make both domestic and international tourists know about tourism sites and products available in the province. Therefore, it is necessary to implement the following tasks:

Develop instruction manuals for producing printing and advertising materials as references for tourism offices in printing and producing advertising materials in a standardized way, with a consensus on a single brand.

Support units in the tourism industry to produce their own advertising materials to contribute to the tourism advertisement.

Continue to cooperate with individuals and companies within and outside the province to print advertising materials to promote tourism and ecotourism in the province.

2. Implementation and extension of tourism information center: provision of site information to tourism is necessary, as they will know as many sites as possible which will help to attract them to prolong their stay. To achieve this effort it is necessary to emphasize continuing to improve tourism information centers at the province, and Vientiane Capital tourism offices in order to improve the tourism information center and promote more tourism markets in the province.

3. Advertise tourism and ecotourism through media and tourism trade fair : advertisement of tourism and ecotourism through media and various activities in the forms of advertisement in the province and capital where tourism can operate at all times with unlimited scopes. The actual tasks that are needed to implement is highlighted as follows:

Province should join with LNTA to add more tourist attractions of the province in the magazines and newspapers, agencies, national television and radio stations to broadcast the performance of tourism sectors; and develop and broadcast tourism documentary films for Lao people as it is a way to prevent the leakage of foreign currencies.

Advertisement through domestic newspapers, magazines, television, and internet (websites) are necessary, as it will help to attract more foreign tourists.

Cooperation with businesses involved in the tourism industry within and announces more transit routes and new tourism sites.

4. Promotion of ecotourism activities: ecotourism activities like trekking, mountain biking, rafting, camping etc. should be promoted to attract more tourists. Tour companies shall have to include ecotourism activities in their travel brochures. In addition, tourism campaign “Laos Simple Beautiful” together with activities and traditional festival should be promoted for tourism and ecotourism.

Human resources development

1. Staffs in the tourism sector still have limited knowledge. The immediate need in the tourism sector in the province shall be the development the staff, ranging from technician to managers, to be knowledgeable in technical skills.

2. The other factors that hinder tourism development are the lack of qualified educational institutions and professional training centers on tourism. In the report on tourism training that Lao National Tourism Administration (LNTA) undertook the survey in collaboration

with SNV (Netherlands Development Organization) 2003, it mentioned gaps between needs and capacity to supply skilled labor to the tourism industry, and the most significant gap is the lack of vocational training on tourism in the university and higher vocational institutions. The existing training course that Lao National Tourism Administration could provide is just the basic training. Again, trainers are not qualified, training aids are not updated. Therefore, capacity development and national curriculum are the real needs of tourism industry in the country as well as the province so as to be modern, sustainable, competitive, and integrated in the international region.

3. Priority should be given to training for local people and ecotourism organizers in local villages of the province, and needs to monitor service delivery and product quality to ensure expectations of visitors are met. Local authorities and the private sector could do it jointly. The topics should be covered in tourism filed and budgets might be supported by Lao National Tourism Administration (LNTA). The trainers are provided by LNTA's staff and from training centers in LNTA. After training, they should be monitored and evaluated to ensure positive results while trying to minimize weaknesses.

Enhancing Products Quality

1. National and regional industry standards and certification programs should be launched by the government. This could help to maintain the quality of tourism products and help to promote local products such as handicrafts and tourism products.

2. In order to improve the quality of life of local people, legal provisions should be amended in the favor of locals so that they will get regular economic gains from tourism.

3. Solve the lack of facilities in the villages like home stay, eco-lodge, and toilets to fulfill the gap of facilities in the local community.

4. Public transportation services should make regular and reliable with the involvement of local people in this field.

5. In order to maintain peace and cleanliness for visitors as well as to preserve wildlife inside the master plan area, engine vehicles should be prohibited to enter inside certain areas. Provincial Tourism Department should manage a parking system and needs to urgently blacktop the muddy road inside the province.

Education and Awareness

1. Knowledge and information about ecotourism are necessary to motivate local people for preserving the original traditions, styles of tourism products, and the natural environment. Lao National Tourism Administration and local government sector might provide this assistance for the community.

2. Local communities should be educated about how to protect and preserve the natural environment in Khammouane province for ecotourism development. Lao National Tourism Administration and Provincial Tourism Department should instigate to give these opportunities to the community. When organizing training programs for the local community, they should add more topics related to awareness on protecting and preserving the environment.

3. Women and disadvantaged groups should be empowered by awareness, and should be provided with equitable distribution of educational advantages. Local communities should be educated on “Gender equality” via training programs. Lao National Tourism Administration and Provincial Tourism Department have the main responsibility to make it possible.

4. Regular meetings and interaction activities with local people are suitable for exchanging ideas, feedback, and experiences to support the ecotourism process in their community. Provincial Tourism Department should manage and monitor it with the help of local tourism business.

5. Environmental awareness programs can produce dual benefits; it can reduce leakage by encouraging the use of local products and services, and reduce waste, garbage, and environmental degradation. Government, local government and Provincial Tourism Department should pay attention to make mechanism for programs and implementation.

6. Regulations of conduct for the province could help to improve the quality of residence, travel, entertainment that provides knowledge, skills, education and awareness. It could be developed with the participation of related stakeholders.

Use and Promote Domestic Products

In order to prevent the leakage of revenue generated from tourism out of the country, promotion and support to tourism sectors such as: hotels, guesthouses, and restaurants; the use of domestic products mainly the agricultural products, local souvenirs and products for food processing, interior decoration for hotels, guesthouses and restaurants is needed to achieve these objectives. Collaboration with industrial and agricultural trade sectors should also be considered. Encouraging business sectors to produce standardized and quality goods; promote tourism business sectors to use domestic products more and more as to support, promote local economy; maintain foreign exchange in Lao PDR by setting a slogan called “Laos made, Laos use, Laos developed”.

Carrying Capacity

Shang (2008) previous research demonstrated that carrying capacity refers that in a certain period of time, within a certain region, under the conditions of not exceeding the limits of the ecotourism system, the supply capacity of various ecotourism resources, the support capacity for society and economy of the tourism places, and the satiable number of tourists to meet certain requirements, it is basic conditions for carrying capacity of ecotourism system. Carrying capacity of ecotourism resources is an appropriate capacity, not the biggest capacity. The main affecting factors are: the abundance of resources in ecotourism system, people's demand for resources (quantity and quality) and the mode of use.

The main elements to constitute the carrying capacity of ecotourism environment include the tour environment, living environment, tourism sites and the carrying capacity of natural environment pollutant; and carrying capacity of ecotourism environment places extra emphasis on various tourism resources space and researches on hardware resources like infrastructure. Ecotourism involves the interests of many groups; the most fundamental two groups are local residents and visiting tourists. The analysis of carrying people involves only local residents' psychological capacity and tourists' psychological capacity. Psychological capacity of residents in ecotourism regions meets the two effects, tourism substitution and tourism income.

In the case of ecotourism in Khammouane province should ensure the carrying capacity like balance between (1) income and (2) environmental preservation. Local communities need more tourists and income, at the same time they have to concern about preserving environmental. The issues are addressed as follows:

1. In order to gain more income from tourism, province should have strategies to attract tourists to spend more and extend the length of stay. Province should promote local people practice to create handicrafts, souvenirs and food because many tourists are interested in local cuisine and Khammouane is renowned for its country and national dishes along with its presentation and service, gives excellent opportunities to showcase another aspect of Khammouane culture to visitors, and also province should create more interesting activities like adventure “soft” and “hard” activities for example: boating along rivers or Mekong river, promote more trekking, caving, mountain biking/cycling, camping, rafting/kayaking etc., and organize events and traditional festivals to boost tourism.

2. The strategies to preserve the environment are to avoid mass tourism to tourist sites because it could make the areas less attractive and have the negative impacts. Province should have limitation of number of tourists (in case too crowded) in order to protect environment and minimize negative impacts. Provincial Tourism Department should raise awareness and make understanding of concerning and preserving the environment to be sustainable tourism (not for short term, but long term sustainability) to local communities.

Cooperation among Stakeholders

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

1. All stakeholders have an important role to play. It is particularly important to engage in business, and to ensure that initiatives are commercially realistic and integrated into mainstream operations.

2. Local authorities should formulate a cooperation strategy in the airline sector to fulfill the gap in the lacking development of air services as well as a shortage of air

seats. There should be an enabling the private sector to promote foreign and regional investments in airlines and encouraging entrepreneurs in facilitating regional airline operations with safety and standards precautions.

3. Working together should be an agreed upon strategy in the creation of a vision and strategies for the development of ecotourism products for sustainability.

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

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

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

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

8. Respective authorities should take initiatives to designate specific respective responsibilities involved in implementation by the various agencies and levels of government, private sector, and local communities. For some programs, especially ecotourism programs, Lao National Tourism Administration can perform an important role.

4.4 Limitations and Suggestions for Further Research

4.4.1 Limitations

1. Under the collection of information with regards to the local community, the selection of places to collect the data from most of local people are from farmer areas. Due to the limitation of time during data collection, and the fact that it was during these month that local people are working in the fields, it was quite difficult to conduct the survey in the local community.

2. According to the limitation of time, the survey was critically important as the sample used the conveniences method technique to distribute the questionnaires to tourists at international

check points, bus stations, the central part of the town (hotels and restaurants), the tour companies distributed to eco-tour groups, and information centers around Khammouane province during December 2009 in order to collect needed data to reach the goal.

3. Conducting interviews for the business sector is quite difficult as making an appointment for an interview is sometimes not possible, because businesses sectors are busy during the high season (December). The researcher was able to interview only 8 interviewees due to limited time and availability.

4. The limitation of research has been conducted on the attitudes, beliefs and perceptions of the professionals driving the ecotourism industry. Thus, integration of land management and ecotourism planning in nature-based environments is the important issue of the future.

4.4.2 Suggestions for Further Research

This research focused on the current situation on ecotourism development in order to investigate the government measures, to study the influence of stakeholders, to see the problems behind the development, examine community participation and finally propose guidelines for ecotourism development in Khammouane province, Lao PDR. However, ecotourism development in the province may not only need the community participation, but also the collaboration of all stakeholders to work closely to ensure sustainability.

1. The study recommends that research studies should be carried out periodically in order to develop ecotourism at Khammouane province by the respective government authorities, and with the assistance of all other stakeholders in the industry.

2. The study focuses on ways and means as well as limits (carrying capacity) of using fragile ecosystems which has rich biodiversity resource bases such as forest, river etc., are future necessities.

3. Lao National Tourism administration should be updated in international knowledge on ecotourism resource bases to ecotourists and on the ecotourism industry to other stakeholders because it is necessary to base it on research as a part of the development process to this knowledge base sub-sector on tourism.

4. There should be further study about how to minimize and solve negative impacts that can come from tourism in the future.

4.5 Contributions of the Research

1. The motivation of this research was not purely academic; it aims to provide a broader range of practical measures for successful development of ecotourism in Lao PDR.

2. The recommendations could be used as a base for future action plans for ecotourism development.

3. Stakeholders (particularly central and local government officials, and local tourism businesses) felt that general information knowledge on the ecotourism sector in Khammouane province is lacking. This research is expected to fill this gap to a certain extent by bringing existing external knowledge into the local environment with the study.

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APPENDICES



Appendix A

No.....

Questionnaire for Local Community

Ecotourism Development in Lao PDR: A Case Study of Khammouane Province

Dear Community Member,

The purpose of this questionnaire is to collect data and information for research towards the Master of Business Administration in Hospitality and Tourism Management (International Programme) at Prince of Songkla University, Phuket Campus, Thailand. Please answer the following questions honestly. All individual information will be kept confidential. The data collected will be used for academic purposes only.

Phonemany Soukhathamavong
Researcher

Part 1: Personal Demographic Characteristics (please tick):

Name of the village:

- | | |
|--|--|
| <p>1. Gender: <input type="checkbox"/> a. Male</p> <p>2. Age:</p> <p style="padding-left: 40px;"><input type="checkbox"/> a. 18- 30 years old</p> <p style="padding-left: 40px;"><input type="checkbox"/> c. 46- 60 years old</p> <p>3. Marital status:</p> <p style="padding-left: 40px;"><input type="checkbox"/> a. Single</p> <p style="padding-left: 40px;"><input type="checkbox"/> c. Widowed</p> <p>4. Religion:</p> <p style="padding-left: 40px;"><input type="checkbox"/> a. Buddhist</p> <p style="padding-left: 40px;"><input type="checkbox"/> c. Christian</p> <p>5. Education levels:</p> <p style="padding-left: 40px;"><input type="checkbox"/> a. Primary school</p> <p style="padding-left: 40px;"><input type="checkbox"/> c. High school</p> <p style="padding-left: 40px;"><input type="checkbox"/> e. Bachelors Degree</p> <p>6. Occupation: Your primary occupation is</p> <p style="padding-left: 40px;"><input type="checkbox"/> a. Employed-government</p> | <p><input type="checkbox"/> b. Female</p> <p style="padding-left: 40px;"><input type="checkbox"/> b. 31-45 years old</p> <p style="padding-left: 40px;"><input type="checkbox"/> d. > 60 years old</p> <p style="padding-left: 40px;"><input type="checkbox"/> b. Married</p> <p style="padding-left: 40px;"><input type="checkbox"/> d. Divorced</p> <p style="padding-left: 40px;"><input type="checkbox"/> b. Muslim</p> <p style="padding-left: 40px;"><input type="checkbox"/> d. Other (Please specify).....</p> <p style="padding-left: 40px;"><input type="checkbox"/> b. Secondary school</p> <p style="padding-left: 40px;"><input type="checkbox"/> d. Diploma</p> <p style="padding-left: 40px;"><input type="checkbox"/> f. Masters Degree</p> <p style="padding-left: 40px;"><input type="checkbox"/> b. Professional (e.g teacher)</p> |
|--|--|

- c. Student

 d. Transportation business (driver)
 e. Farmer

 f. Unemployed/Retired
 g. Self-employed

 h. Housewife
 i. Employed-private company

 j. Other (Please specify).....

7. Secondary source of income (Occupation)

- a. Do not have
 b. Have tourism related
 c. Have non-tourism related

8. How much of your total income is tourism related?

- a. All of my income
 b. About half income
 c. Small part of income
 d. None

9. Household monthly income: (In currency Kip)

- a. Kip 300,000 or less

 b. Kip 300,001- 500,000
 c. Kip 500,001- 1,000,000

 d. Kip 1,000,001 or more

Part 2: The following is in regards to your opinion of “Ecotourism Development” Please respond to the following by ticking

(5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree and 1 = Strongly Disagree)

N	Indicators	Agree ←→ Disagree				
		Assessment Level				
I	Community and Ecotourism in Khammouane province					
	10. You would like to learn more about ecotourism	5	4	3	2	1
	11. You would like to work in the ecotourism field	5	4	3	2	1
	12. Ecotourism is good for your community	5	4	3	2	1
	13. The community participates in the tourism planning activities	5	4	3	2	1
	14. The community participates in decision-making of ecotourism management	5	4	3	2	1
	15. The community gains the benefit through ecotourism participations	5	4	3	2	1
II	Socio-Cultural Aspect of Ecotourism					
	16. Ecotourism helps in the preservation and promotion of society and culture in Khammouane province	5	4	3	2	1
	17. You and your children are motivated by tourism to learn foreign languages, including English	5	4	3	2	1
	18. Ecotourism enhances community pride in the uniqueness of the	5	4	3	2	1

	products and lifestyles resulting from tourism					
	19. Ecotourism causes social problems (drug, crime, alcohol, etc.)	5	4	3	2	1
	20. Ecotourism helps to improves your community	5	4	3	2	1
	21. Ecotourism improves public facilities in your community for the better	5	4	3	2	1
III	Economic Impacts of Ecotourism					
	22. Ecotourism provides more businesses for the local community	5	4	3	2	1
	23. Ecotourism creates new jobs for the local community	5	4	3	2	1
	24. Ecotourism raises prices for products of the community	5	4	3	2	1
	25. Ecotourism creates economic growth for the local economy in Khammouane province	5	4	3	2	1
	26. Most of ecotourism's benefits go to outsiders	5	4	3	2	1
IV	Environmental Aspect of Ecotourism					
	27. Ecotourism degrades the local natural environment	5	4	3	2	1
	28. Ecotourism helps to conserve our forest, wildlife and ecosystems	5	4	3	2	1
	29. With ecotourism our natural environment will be protected better	5	4	3	2	1
	30. Ecotourism protects the air, water, ancient and landscape views from pollution to the local environment	5	4	3	2	1

Part 3: These are some general informative questions and suggestions please respond to the following questions by ticking in the box.

31. Do you or your family get benefits from being involved in ecotourism activities?

- a. No b. Yes

32. How do you or your family get benefits from ecotourism activities?

- a. Homestay b. Boating
 c. Guiding d. Cooking
 e. Handicraft f. Other (Please specify)

33. Were you or your family offered any tourism program related training? (Cooking, guiding, languages and hospitality)

- a. No b. Yes

34. Are there any important places surrounding your community which you want to protect?

- a. No b. Yes c. Don't know

c. If yes (Please specify).....

35. Do you want to get more involved in ecotourism activities?

a. No b. Yes

36. Do you want more tourists in your local community?

a. No b. Yes c. Not sure

37. Do you know about ecotourism development in other places in Khammouane province?

a. No b. Yes

38. Please specify the important tourist attractions Khammouane province has for ecotourism development.

1....., 2....., 3.....,
4....., 5....., 6.....

39. How you think that the government could do more to support ecotourism development in your village?

.....
.....
.....

40. What are your suggestions and recommendations regarding ecotourism development in Khammouane province, Lao PDR?

.....
.....
.....

Thank you for your kind cooperation!



Appendix B

No.....

Questionnaire for Tourists

Ecotourism Development in Lao PDR: A Case Study of Khammouane Province

Dear Tourists,

This questionnaire is to collect data and information for research towards the Master of Business Administration in Hospitality and Tourism Management (International Programme) at Prince of Songkla University, Phuket Campus, Thailand. Please answer the following questions honestly. All individual information will be kept confidential and used for academic purpose only. The objective is to study “Ecotourism Development in Khammouane Province, Lao PDR”.

Phonemany Soukhathammavong

Researcher

Part 1: Personal demographic Characteristics (please tick

1. Gender: a. Male b. Female

2. Age: a. 18- 30 years old b. 31-45 years old
 c. 46- 60 years old d. > 60 years old

3. Marital status:
 a. Single b. Married/Living with partner
 c. Widowed d. Divorced

4. Religion: a. Buddhist b. Christian
 c. Muslim d. Other (Please specify).....

5. Education level: a. High school or less b. Diploma
 c. Bachelors Degree d. Masters degree
 e. Ph.D.

6. Occupation: a. Employed-government b. Professional (e.g lawyer)
 c. Student d. Employed-private business
 e. Unemployed/Retired f. Self-employed
 g. Other (Please specify).....

7. Nationality/Country of origin:

Part 2: Tourist preferences, activities and expense in Khammouane province. Please respond to the following questions by ticking in the box.

8. What was your motivation for visiting Khammouane province?

- a. Culture & Heritage b. Nature
 c. Wildlife d. Ecotourism
 e. Visiting friends f. Other (Please specify).....

9. What was your source of knowledge on ecotourism in Khammouane province?

- a. Advertisements b. Friends c. Websites d. Guide book d. Other.....

10. How many tourist attractions did you visit?

- a. Kong Lor Cave b. Sikhottabong stupa
 c. Buddha cave (Tham Pa Fa) d. Khoun Kongleng lake
 e. Mouang waterfall f. Other (Please specify).....

11. What other activities were you engaged in?

- a. Trekking b. Camping
 c. Mountain biking d. Raft/kayak
 e. Caves f. Other (Please specify).....

11. No. of night spent in Khammouane province:night.

12. How much did you spend on your trip to Khammouane province?

- a. Less than US\$200 b. US\$201-400 c. US\$ 401-600

Part 3: Ecotourism resource and tourists' interest by Ticking in the box

(5 = Strongly Agree, 4 = Agree, 3 = Neither Agree nor Disagree, 2 = Disagree and 1 = Strongly Disagree)

N	Indicators	Agree \longleftrightarrow Disagree				
		Assessment Level				
13	Khammouane province has many natural sites to see	5	4	3	2	1
14	Ecotourism management in Khammouane province is good overall	5	4	3	2	1
15	Local community participates in ecotourism	5	4	3	2	1
16	Local community get benefits from ecotourism	5	4	3	2	1
17	Quality of services is good	5	4	3	2	1
18	Tourist attractions in Khammouane province are interesting	5	4	3	2	1
19	Accessing this province is convenient	5	4	3	2	1

20	There are enough activities to experience	5	4	3	2	1
21	Ecotourism is a good option in Khammouane province	5	4	3	2	1
22	I am happy with environmental conservation	5	4	3	2	1
23	I would like to visit Khammouane province again as an ecotourist	5	4	3	2	1

Part 4: Opinion and Suggestions

24. What did you like the most about your visit to Khammouane province?

.....

.....

.....

25. What did you like the least about your visit to Khammouane province?

.....

.....

.....

26. In your opinion, what kinds of resources are available in Khammouane province for developing Tourism?

- a. Culture & Heritage related
- b. Nature related
- c. Adventure
- d. Other (Please specify).....

Please explain, how it can help to develop tourism in Khammouane province?

.....

.....

27. What should Khammouane province improve upon to attract more tourists in the future?

.....

.....

.....

28. Do you have any other suggestions and recommendations to develop ecotourism in the province?

.....

.....

.....

Thank you for your kind cooperation!



Appendix C

No.....

Interview with the Government Officials

Ecotourism Development in Lao PDR: A Case Study of Khammouane Province

Dear Government Official,

This interview is meant for collecting data and information for research towards the Master of Business Administration in Hospitality and Tourism Management (International Programme) at Prince of Songkla University, Phuket Campus, Thailand. Please answer the following questions honestly. All individual information will be kept confidential and the data collected will be used for academic purposes only. The objective is to study “Ecotourism Development in Khammouane Province, Lao PDR”.

Phonemany Soukhathammavong

Researcher

Questions:

1. What is ecotourism development, according your view?
2. How important is the ecotourism industry towards Khammouane Province from your viewpoint?
3. What are the opportunities and threats to ecotourism development in Khammouane province?
4. How do you think about local community participation in ecotourism development in Khammouane province?
5. What are the methods or strategies to develop ecotourism, according to your ideas?
6. What are the most important problems for developing ecotourism in Khammouane province that need to be improved immediately?
7. What would you do to solve these problems if you were an ecotourism planning officer?
8. What do you think the private sectors should focus on within ecotourism development?
9. Do you have plans to develop ecotourism facilities in Khammouane province?
10. Do you have any other suggestions and recommendations?

Thank you for your kind cooperation!



No.....

Appendix D

Interview with the Local Tourism Businesses

Ecotourism Development in Lao PDR: A Case Study of Khammouane Province

Dear Local Tourism Business,

This interview is to collect data and information for research towards the Master of Business Administration in Hospitality and Tourism Management (International Programme) at Prince of Songkla University, Phuket Campus, Thailand. Please answer the following questions honestly. All individual information will be kept confidential and the data collected will be used for academic purposes only. The objective is to study “Ecotourism Development in Khammouane the Province, Lao PDR”.

Phonemany Soukhathamavong
Researcher

Questions:

1. What do you know about ecotourism development in Khammouane province?
2. What are the opportunities and threats to ecotourism development in Khammouane province?
3. What are the problems for developing ecotourism in this province?
4. What do you think about local community participation in ecotourism development and how can it further improve?
5. What are your suggestions to develop Khammouane province that can improve your business?
6. Please briefly explain the plans and policies of private businesses at Khammouane province for developing ecotourism?
7. What is the role and responsibility of private business for the local community in tourism business?
8. What are the supporting businesses and what are their problems for implementing ecotourism management in Khammouane province?
9. Which factors should the government focus on the most in the development of ecotourism in Lao PDR or Khammouane province?
10. Do you have any other suggestions and recommendations?

Thank you for your kind cooperation!

Appendix E

ສາທາລະນະລັດ ປະຊາທິປະໄຕ ປະຊາຊົນລາວ
ສັນຕິພາບ ເອກະລາດ ປະຊາທິປະໄຕ ເອກະພາບ ວັດທະນາຖາວອນ
===000===

ເລກທີ.....

ສະບາຍດີ

ຫົວຂໍ້ເລື່ອງ: ການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມໃນປະເທດລາວ: ກໍລະນີ
ສຶກສາຢູ່ແຂວງຄຳມ່ວນ

ແບບສອບຖາມສະບັບນີ້ເປັນສ່ວນໜຶ່ງຂອງການເກັບກຳຂໍ້ມູນເພື່ອການຄົ້ນຄວ້າວິໄຈບົດວິທະຍານິພົນ
ຫລັກສູດປະລິນຍາໂທພາກວິຊາການບໍລິຫານການທ່ອງທ່ຽວ ແລະ ການຕ້ອນຮັບທີ່ດີຂອງມະຫາວິທະຍາໄລສົງ
ຂານະຂະລິນ, ວິທະຍາເຂດພູເກັດ, ປະເທດໄທ. ກະລຸນາຕອບຄຳຖາມ ດັ່ງລຸ່ມນີ້ດ້ວຍຄວາມຈິງໃຈ, ຂໍ້ມູນທັງ
ໝົດຈະຖືກເກັບມ້ຽນເປັນຄວາມລັບ ແລະໃຊ້ເຂົ້າໃນການຄົ້ນຄວ້າວິໄຈໃນຄັ້ງນີ້ເທົ່ານັ້ນ. ຈຸດປະສົງໃນການຄົ້ນ
ຄວ້າຄັ້ງນີ້ແມ່ນເພື່ອການສຶກສາກ່ຽວກັບການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມຢູ່
ແຂວງຄຳມ່ວນ.

ພອນມະນີ ສຸຂະທຳມະວົງ
ຜູ້ຄົ້ນຄວ້າວິໄຈ

ແບບສອບຖາມ:

ພາກທີ I: ກະລຸນາໃສ່ເຄື່ອງໝາຍ ໃນຊ່ອງວ່າງຫລັງຂໍ້ຄວາມທີ່ທ່ານເລືອກ

ຊື່ບ້ານ:

- 1. ເພດ ກ. ຊາຍ ຂ. ຍິງ
- 2. ອາຍຸ ກ. 18 ຫາ 30 ປີ ຂ. 31 ຫາ 45 ປີ
 ຄ. 46 ຫາ 60 ປີ ງ. ຫລາຍກວ່າ 61 ປີ
- 3. ສະຖານະພາບ ກ. ໂສດ ຂ. ແຕ່ງງານ
 ຄ. ໝ້າຍ ງ. ປະຮ້າງ
- 4. ສາສະໜາ ກ. ພຸດ ຂ. ມຸດສະລິມ
 ຄ. ຄິດ ງ.ອື່ນໆ (ກະລຸນາລະບຸ).....
- 5. ວຸດທິການສຶກສາ ກ. ຊັ້ນປະຖົມ ຂ. ຊັ້ນມັດທະຍົມຕົ້ນ
 ຄ. ຊັ້ນມັດທະຍົມປາຍ ງ. ຊັ້ນປະລິນຍາຕີ
 ຈ. ຊັ້ນປະລິນຍາໂທ ຫລື ສູງກວ່າ ສ. ອື່ນໆ(ກະລຸນາລະບຸ).....
- 6. ອາຊີບພື້ນຖານຂອງທ່ານແມ່ນ....
 ກ່ຽວພັນກັບການທ່ອງທ່ຽວ ບໍ່ກ່ຽວພັນກັບການທ່ອງທ່ຽວ

- ກ. ພະນັກງານລັດຖະກອນ
- ຂ. ຊ່ວຍຊານ (ຕົວຢ່າງ: ຄູ່.....)
- ຄ. ນັກສຶກສາ
- ງ. ທຸລະກິດຂົນສົ່ງ
- ຈ. ຊາວນາ
- ສ. ບໍານານ
- ຊ. ທຸລະກິດສ່ວນຕົວ
- ດ. ແມ່ເຮືອນ
- ຕ. ລູກຈ້າງ
- ບ. ອື່ນໆ(ກະລຸນາລະບຸ).....

7. ລາຍໄດ້ສໍາຮອງຂອງທ່ານໄດ້ມາຈາກ

- ກ. ບໍ່ຮູ້
- ຂ. ພົວພັນກັບການທ່ອງທ່ຽວ
- ຄ. ບໍ່ພົວພັນກັບການທ່ອງທ່ຽວ

8. ລາຍໄດ້ທີ່ໄດ້ຈາກການທ່ອງທ່ຽວຫລາຍປານໃດ

- ກ. ທັງໝົດຂອງລາຍໄດ້
- ຂ. ປະມານເຄິ່ງໜຶ່ງຂອງລາຍໄດ້
- ຄ. ໄດ້ໜ້ອຍໜຶ່ງຂອງລາຍໄດ້
- ງ. ບໍ່ມີເລີຍ

9. ລາຍໄດ້ຕໍ່ເດືອນຂອງທ່ານ

- ກ. ໜ້ອຍກວ່າ 300,000 ກີບ
- ຂ. 300,001 ຫາ 500,000 ກີບ
- ຄ. 500,001 ຫາ 1,000,000 ກີບ
- ງ. ຫລາຍກວ່າ 1,000,001 ກີບ

ພາກທີII: ຄໍາຖາມຕໍ່ໄປນີ້ແມ່ນຂໍ້ຄິດເຫັນຂອງທ່ານ ກະລຸນາໃສ່ເຄື່ອງໝາຍ ໃນຊ່ອງວ່າງຫລັງຂໍ້ຄວາມຕາມທີ່ທ່ານ ເລືອກຕາມລໍາດັບຄວາມຄິດເຫັນ

(5 ໝາຍເຖິງຫລາຍທີ່ສຸດ, 4 ໝາຍເຖິງຫລາຍ, 3 ໝາຍເຖິງປານກາງ, 2 ໝາຍເຖິງໜ້ອຍ, 1 ໝາຍເຖິງທີ່ສຸດ)

N	ເນື້ອໃນແບບສອບຖາມ	ຫລາຍທີ່ສຸດ ແລະ ໜ້ອຍທີ່ສຸດ				
		ລະດັບຄວາມສໍາຄັນ				
I	ຊຸມຊົນຂອງທ້ອງຖິ່ນ ແລະ ການທ່ອງທ່ຽວແບບອະນຸລັກຢູ່ແຂວງຄໍາມ່ວນ					
	ທ່ານຢາກຮຽນຮູ້ກ່ຽວກັບການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມບໍ່	5	4	3	2	1
	ທ່ານ ຢາກເຮັດວຽກກ່ຽວກັບການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມບໍ່	5	4	3	2	1
	ການທ່ອງທ່ຽວມີຜົນດີຕໍ່ປະຊາຊົນບໍ່	5	4	3	2	1
	ທ່ານ ມີສ່ວນຮ່ວມໃນການວາງແຜນການກິດຈະກຳການທ່ອງທ່ຽວບໍ່	5	4	3	2	1
	ທ່ານ ມີສ່ວນຮ່ວມໃນການຕັດສິນແກ້ໄຂບັນຫາໃນການບໍລິຫານທ່ອງທ່ຽວບໍ່	5	4	3	2	1
	ທ່ານ ໄດ້ຮັບຜົນປະໂຫຍດຈາກການເຂົ້າຮ່ວມກິດຈະກຳການທ່ອງທ່ຽວບໍ່	5	4	3	2	1
II	ຜົນກະທົບທາງດ້ານສັງຄົມ ແລະ ວັດທະນະທຳ					
	ການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມຊ່ວຍປົກປັກຮັກສາແລະ ສົ່ງເສີມວັດທະນະທຳ ແລະ ສັງຄົມຢູ່ແຂວງຄໍາມ່ວນບໍ່	5	4	3	2	1
	ທ່ານ ແລະ ລູກຂອງທ່ານ ໄດ້ຖືກສົ່ງເສີມໃຫ້ຮຽນພາສາຕ່າງປະເທດ (ພາສາອັງກິດ)ບໍ່	5	4	3	2	1
	ການທ່ອງທ່ຽວແບບອະນຸລັກເຮັດໃຫ້ປະຊາຊົນມີຄວາມພູມໃຈໃນຄວາມເປັນເອກະລັກ ແລະ ວິຖີຊີວິດບໍ່	5	4	3	2	1
	ການທ່ອງທ່ຽວນໍາບັນຫາເຂົ້າສູ່ສັງຄົມ(ຢາເສບຕິດ, ອາດຊະຍາກຳ, ສິ່ງມືນເມົາ)ບໍ່	5	4	3	2	1
	ການທ່ອງທ່ຽວແບບອະນຸລັກໄດ້ຊ່ວຍປັບປຸງ ໝູ່ບ້ານຂອງທ່ານບໍ່	5	4	3	2	1

	ການທ່ອງທ່ຽວແບບອະນຸລັກໄດ້ຊ່ວຍປັບປຸງສິ່ງອຳນວຍຄວາມສະດວກໃນໝູ່ບ້ານຂອງທ່ານໃຫ້ດີຂຶ້ນກວ່າເກົ່າບໍ່	5	4	3	2	1
III	ຜົນກະທົບທາງດ້ານເສດຖະກິດ					
	ການທ່ອງທ່ຽວແບບອະນຸລັກຊ່ວຍສ້າງທຸລະກິດໃຫ້ແກ່ປະຊາຊົນບໍ່	5	4	3	2	1
	ການທ່ອງທ່ຽວແບບອະນຸລັກຊ່ວຍສ້າງອາຊີບໃໝ່ໃຫ້ແກ່ປະຊາຊົນບໍ່	5	4	3	2	1
	ການທ່ອງທ່ຽວແບບອະນຸລັກໄດ້ຍົກລະດັບຖານະຂອງປະຊາຊົນໃຫ້ດີຂຶ້ນບໍ່	5	4	3	2	1
	ການທ່ອງທ່ຽວແບບອະນຸລັກຊ່ວຍເຮັດໃຫ້ເສດຖະກິດມີການຂະຫຍາຍຕົວໄວ້ບໍ່	5	4	3	2	1
	ຜົນປະໂຫຍດຈາກການທ່ອງທ່ຽວແບບອະນຸລັກສ່ວນຫລາຍເຂົ້າຫາພາກສ່ວນທຸລະກິດບໍ່	5	4	3	2	1
IV	ຜົນກະທົບທາງດ້ານສະພາບແວດລ້ອມ					
	ການທ່ອງທ່ຽວແບບອະນຸລັກເຮັດໃຫ້ດ້ານທຳມະຊາດ ແລະ ສິ່ງແວດລ້ອມເຊື່ອມໂຊມລົງບໍ່	5	4	3	2	1
	ການທ່ອງທ່ຽວແບບອະນຸລັກຊ່ວຍປົກປັກຮັກສາປ່າໄມ້, ສັດປ່າ & ລະບົບນິເວດວິທະຍາບໍ່	5	4	3	2	1
	ຍ້ອນມີການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມທຳມະຊາດໄດ້ຮັບການປົກປັກຮັກສາດີຂຶ້ນບໍ່	5	4	3	2	1
	ການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມຊ່ວຍປົກປັກຮັກສາອາກາດ, ນ້ຳ ແລະ ທິວທັດທຳມະຊາດຂອງໝູ່ບ້ານບໍ່	5	4	3	2	1

ພາກທີ III: ຄຳຖາມທົ່ວໄປກະລຸນາໃຊ້ເຄື່ອງໝາຍ ໃນຊ່ອງວ່າງຂໍ້ຄວາມ.

- ທ່ານ ຫລື ຄອບຄົວຂອງທ່ານ ໄດ້ຮັບຜົນປະໂຫຍດຈາກການມີສ່ວນຮ່ວມໃນການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມບໍ່?
 - ກ. ບໍ່ ຂ. ມີ
- ທ່ານ ແລະ ຄອບຄົວຂອງທ່ານໄດ້ຮັບຜົນປະໂຫຍດແນວໃດແດ່ຈາກການເຂົ້າຮ່ວມໃນກິດຈະກຳການທ່ອງທ່ຽວແບບອະນຸລັກ?
 - ກ. ໂຮມສະເຕ ຂ. ຂັບເຮືອ ຄ. ຜູ້ນຳທ່ຽວ
 - ງ. ແມ່ຄົວ ຈ. ເຮັດເຄື່ອງຫັດຖະກຳ ສ. ອື່ນໆ(ກະລຸນາລະບຸ)....
- ທ່ານ ຫລື ຄອບຄົວຂອງທ່ານ ໄດ້ຮັບການຝຶກອົບຮົມບໍ່? (ການປຸງແຕ່ງອາຫານ, ນຳທ່ຽວ, ພາສາຕ່າງປະເທດ ແລະ ການຕ້ອນຮັບ)?
 - ກ. ບໍ່ເຄີຍ ຂ. ເຄີຍ
- ມີສະຖານທີ່ທີ່ສຳຄັນອ້ອມແອມໝູ່ບ້ານຂອງທ່ານບໍ່ທີ່ທ່ານຢາກຈະປົກປັກຮັກສາ?
 - ກ. ມີ ຂ. ບໍ່ມີ ຄ. ບໍ່ຮູ້ ງ. ຖ້າມີ (ກະລຸນາລະບຸ).....
- ທ່ານ ຢາກມີສ່ວນຮ່ວມໃນກິດຈະກຳການທ່ອງທ່ຽວແບບອະນຸລັກຫລາຍກວ່ານີ້ບໍ່?
 - ກ. ຢາກ ຂ. ບໍ່ຢາກ
- ທ່ານ ຕ້ອງການຢາກໃຫ້ມີນັກທ່ອງທ່ຽວເຂົ້າມາທ່ຽວຢູ່ໃນຊຸມຊົນຂອງທ່ານຫລາຍຂຶ້ນບໍ່?
 - ກ. ບໍ່ ຂ. ມາຫລາຍຂຶ້ນ ຄ. ບໍ່ຮູ້

7. ທ່ານ ຮູ້ຈັກການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມຢູ່ໝູ່ບ້ານອື່ນໆໃນແຂວງຄຳມ່ວນບໍ່?

- ກ. ບໍ່ຮູ້
- ຂ. ຮູ້

8. ກະລຸນາລະບຸມາເບິ່ງວ່າທ່ານ ຮູ້ຈັກສະຖານທີ່ທ່ອງທ່ຽວທີ່ສຳຄັນ ມີຫຍັງແດ່?

1....., 2....., 3.....,
 4....., 5....., 6.....

9. ທ່ານ ຄິດວ່າລັດຖະບານ ຄວນສຸມໃສ່ຈຸດໃດແດ່ເພື່ອຊ່ວຍຊຸກຍູ້ການພັດທະນາການທ່ອງທ່ຽວແບບ ອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ ໃນໝູ່ບ້ານຂອງທ່ານ?

.....

10. ຂໍ້ຄິດເຫັນ ແລະ ຄຳແນະນຳເພີ່ມເຕີມຂອງທ່ານກ່ຽວກັບການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ

.....

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Appendix F

ສາທາລະນະລັດ ປະຊາທິປະໄຕ ປະຊາຊົນລາວ
ສັນຕິພາບ ເອກະລາດ ປະຊາທິປະໄຕ ເອກະພາບ ວັດທະນາຖາວອນ
===000===

ສະບາຍດີ

ແບບສຳພາດສຳລັບພະນັກງານ-ລັດຖະກອນ

ຫົວຂໍ້ເລື່ອງ: ການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມໃນປະເທດລາວ: ກໍລະນີ ສຶກສາຢູ່ແຂວງຄຳມ່ວນ

ແບບສອບຖາມສະບັບນີ້ເປັນສ່ວນໜຶ່ງຂອງການເກັບກຳຂໍ້ມູນເພື່ອການຄົ້ນຄວ້າວິໄຈບົດວິທະຍານິພົນ ຫລັກສູດປະລິນຍາໂທພາກວິຊາການບໍລິຫານການທ່ອງທ່ຽວ ແລະ ການຕ້ອນຮັບທີ່ດີຂອງມະຫາວິທະຍາໄລສົງ ຂານະຂະລິນ, ວິທະຍາເຂດພູເກັດ, ປະເທດໄທ. ກະລຸນາຕອບຄຳຖາມ ດັ່ງລຸ່ມນີ້ດ້ວຍຄວາມຈິງໃຈ, ຂໍ້ມູນທັງ ພົດຈະຖືກເກັບມ້ຽນເປັນຄວາມລັບ ແລະ ໃຊ້ເຂົ້າໃນການຄົ້ນຄວ້າວິໄຈໃນຄັ້ງນີ້ເທົ່ານັ້ນ. ຈຸດປະສົງໃນການຄົ້ນ ຄວ້າຄັ້ງນີ້ແມ່ນເພື່ອການສຶກສາກ່ຽວກັບການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມຢູ່ ແຂວງຄຳມ່ວນ.

ພອນມະນີ ສຸຂະທຳມະວົງ
ຜູ້ຄົ້ນຄວ້າວິໄຈ

ຄຳຖາມສຳພາດ:

1. ການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມແມ່ນການພັດທະນາແນວໃດ?(ອີງຕາມ ຫັດສະນະຂອງທ່ານ)
2. ທ່ານ ຄິດວ່າ, ການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມມີຄວາມຄຳຄັນແນວໃດຕໍ່ແຂວງ ຄຳມ່ວນ?
3. ໂອກາດ ແລະ ສິ່ງທີ່ທ້າທ້າຍຕໍ່ການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ ຢູ່ແຂວງ ຄຳມ່ວນ ມີຫຍັງແດ່?
4. ທ່ານ ຄິດວ່າແນວໃດກ່ຽວກັບປະຊາຊົນມີສ່ວນຮ່ວມໃນການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກ ຢູ່ແຂວງ ຄຳມ່ວນ?
5. ທ່ານ ມີແຜນຍຸດທະສາດ ຫລື ວິທີການແນວໃດແດ່ທີ່ສາມາດຊ່ວຍໃນການພັດທະນາການທ່ອງທ່ຽວແບບອະ ນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ (ອີງຕາມຄວາມຄິດເຫັນຂອງທ່ານ)?
6. ທ່ານ ຄິດວ່າ ບັນຫາທີ່ສຳຄັນທີ່ສຸດທີ່ຄວນຈະແກ້ໄຂສຳລັບການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະ ຊາຊົນມີສ່ວນຮ່ວມໃນແຂວງ ຄຳມ່ວນ ມີຫຍັງແດ່?
7. ຖ້າຫາກວ່າ ທ່ານເປັນພະນັກງານຜູ້ວາງແຜນການການທ່ອງທ່ຽວອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມທ່ານ ຈະແກ້ ໄຂບັນຫາແນວໃດ? (ຕໍ່ຈາກຂໍ້ 6)

- 8. ທ່ານ ຄິດວ່າ ພາກສ່ວນທຸລະກິດຄວນສຸມໃສ່ຈຸດໃດແດ່ເພື່ອເປັນການຊ່ວຍໃນການພັດທະນາການ ທ່ອງທ່ຽວ ແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ?
- 9. ອົງການທ່ອງທ່ຽວແຫ່ງຊາດລາວ ມີແຜນການແນວໃດແດ່ ເພື່ອພັດທະນາສິ່ງອໍານວຍຄວາມສະດວກ ຢູ່ແຂວງຄຳມ່ວນ?
- 10. ຂໍ້ຄິດເຫັນ ແລະ ຄຳແນະນຳເພີ່ມເຕີມຂອງທ່ານ

☺ ຂໍຂອບໃຈທ່ານ ທີ່ໃຫ້ຄວາມຮ່ວມມືເປັນຢ່າງດີ ☺

Appendix G

ສາທາລະນະລັດ ປະຊາທິປະໄຕ ປະຊາຊົນລາວ
ສັນຕິພາບ ເອກະລາດ ປະຊາທິປະໄຕ ເອກະພາບ ວັດທະນາຖາວອນ
===000===

**ສະບາຍດີ
ແບບສຳພາດສຳລັບພາກສ່ວນທຸລະກິດ**

ຫົວຂໍ້ເລື່ອງ: ການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມໃນປະເທດລາວ: ກໍລະນີ ສຶກສາຢູ່ແຂວງຄຳມ່ວນ

ແບບສອບຖາມສະບັບນີ້ເປັນສ່ວນໜຶ່ງຂອງການເກັບກຳຂໍ້ມູນເພື່ອການຄົ້ນຄວ້າວິໄຈບົດວິທະຍານິພົນ ຫລັກສູດປະລິນຍາໂທພາກວິຊາການບໍລິຫານການທ່ອງທ່ຽວ ແລະ ການຕ້ອນຮັບທີ່ດີຂອງມະຫາວິທະຍາໄລສົງ ຂານະຂະລິນ, ວິທະຍາເຂດພູເກັດ, ປະເທດໄທ. ກະລຸນາຕອບຄຳຖາມ ດັ່ງລຸ່ມນີ້ດ້ວຍຄວາມຈິງໃຈ, ຂໍ້ມູນທັງ ໝົດຈະຖືກເກັບມ້ຽນເປັນຄວາມລັບ ແລະໃຊ້ເຂົ້າໃນການຄົ້ນຄວ້າວິໄຈໃນຄັ້ງນີ້ເທົ່ານັ້ນ. ຈຸດປະສົງໃນການຄົ້ນ ຄວ້າຄັ້ງນີ້ແມ່ນເພື່ອການສຶກສາກ່ຽວກັບການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມຢູ່ ແຂວງຄຳມ່ວນ.

ພອນມະນີ ສຸຂະທຳມະວົງ
ຜູ້ຄົ້ນຄວ້າວິໄຈ

ຄຳຖາມສຳພາດ:

- 1. ທ່ານ ຮູ້ຫຍັງແດ່ກ່ຽວກັບການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ ຢູ່ແຂວງຄຳມ່ວນ?
- 2. ໂອກາດ ແລະ ສິ່ງທີ່ທ້າທ້າຍຕໍ່ການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ ແຂວງຄຳ ມ່ວນ ມີຫຍັງແດ່?
- 3. ທ່ານ ຄິດວ່າແມ່ນຫຍັງທີ່ເປັນບັນຫາທີ່ຄວນແກ້ໄຂເພື່ອການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນ ມີສ່ວນຮ່ວມ ຢູ່ແຂວງຄຳມ່ວນ?
- 4. ທ່ານ ຄິດແນວໃດ ກ່ຽວກັບປະຊາຊົນມີສ່ວນຮ່ວມໃນການພັດທະນາການທ່ອງທ່ຽວແບບອະນຸລັກ ແລະ ເຮັດ ແນວໃດ ເພື່ອໃຫ້ປະຊາຊົນມີສ່ວນຮ່ວມຫລາຍຂຶ້ນກວ່າເກົ່າ?
- 5. ທ່ານ ມີຂໍ້ແນະນຳຫຍັງ ເພື່ອຊ່ວຍພັດທະນາການທ່ອງທ່ຽວຢູ່ແຂວງ ຄຳມ່ວນ ເຊິ່ງຈະສົ່ງຜົນເຮັດໃຫ້ທຸລະກິດ ຂອງທ່ານດີຂຶ້ນກວ່າເກົ່າ?
- 6. ກະລຸນາອະທິບາຍໂດຍຫຍໍ້ ກ່ຽວກັບແຜນການ ແລະ ນະໂຍບາຍຂອງທຸລະກິດຂອງທ່ານ ໃນການພັດທະ ນາການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ ຢູ່ແຂວງ ຄຳມ່ວນ?
- 7. ພາກສ່ວນທຸລະກິດມີບົດບາດ ແລະ ໜ້າທີ່ຮັບຜິດຊອບແນວໃດແດ່ຕໍ່ທຸລະກິດຂອງຊຸມຊົນທ້ອງຖິ່ນ?

8. ແມ່ນຫຍັງທີ່ຊ່ວຍສະໜັບສະໜູນທຸລະກິດຂອງທ່ານ ແລະ ແມ່ນຫຍັງທີ່ເປັນບັນຫາໃນການ ພັດທະນາການ ການທ່ອງທ່ຽວແບບອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ ຢູ່ແຂວງ ຄຳມ່ວນ?
9. ມີັດໃຈອັນໃດແດ່ທີ່ລັດຖະບານຄວນເອົາໃຈໃສ່ເປັນພິເສດເພື່ອຊ່ວຍໃນການພັດທະນາການທ່ອງທ່ຽວແບບ ອະນຸລັກປະຊາຊົນມີສ່ວນຮ່ວມ ຢູ່ປະເທດລາວ ກໍຄືແຂວງ ຄຳມ່ວນ
10. ຂໍຄິດເຫັນ ແລະ ຄຳແນະນຳເພີ່ມເຕີມຂອງທ່ານ

☺ ຂໍຂອບໃຈທ່ານ ທີ່ໃຫ້ຄວາມຮ່ວມມືເປັນຢ່າງດີ ☺

Appendix H

List of Interviews Respondents from Lao National Tourism

Administration (LNTA), Provincial Tourism Department (PTD), and Tourism Businesses

No.	Name	Position	Organisation
1	Mr. Soukaseum Bodhisane	Vice Chairman	LNTA
2	Mr. Bounphone SoulinThone	General Director of General Administrative Department	LNTA
3	Mr. Bounma Phetsavong	Deputy Director of Tourism and Hotel Management Department	LNTA
4	Mr. Sounh Manivong	Director of Planning and Cooperation Department	LNTA
5	Mr. Thavipheth Oula	Deputy Director of Planning and Cooperation Department	LNTA
6	Mrs. Phengchanh Phengmuang	Deputy Director of Planning and Cooperation Department	LNTA
7	Mrs. Sengsoda Vanhthanouvong	Head of Promotion Division, Tourism Marketing and Promotion Department	LNTA
8	Mr. Somxay Siphaseuth	Staff of Planning and Cooperation Department	LNTA
9	Mr. Panya Chanthalath	Deputy Director of Provincial Tourism Department	PTD

10	Mr. Somkiat Phineth	Head of Marketing and Promotion Division	PTD
11	Mr. Vilay Saiyasane	Manager	Caravan Tour Company

No.	Name	Position	Organisation
12	Mr. Aloun Sengphachanh	Guide	Caravan Tour Company
13	Representative	Guide	Caravan Tour Company
14	Mrs. Vilaphanh Sengkeo	Manager	SV Tour Company
15	Miss. Sixay Boualapha	Guide	SV Tour Company
16	Representative	Guide	SV Tour Company
17	Mr. Vithanom Khamla	General Manager	Riveria Hotel
18	Representative	Staff of Marketing Division	Mekong Hotel

Appendix I

General Information of Culture, Religion, and Resources in Khammouane Province

Art and Culture

One of the trademarks of Laos is the diversity of its people and cultures. There are a number of traditional arts and crafts that represent their way of life. Lao has a rich cultural heritage with religious art and architecture forming the cornerstone of artistic traditions. There exists across the country a plethora of distinctive monuments and architectural styles. One of the most famous structures is the Thatluang, the great Sacred Stupa, in Vientiane. Its dome-like stupa and four-cornered superstructure is the model for similar monuments across Laos. Stupas serve to commemorate the life of the Buddha and many stupas are said to house sacred Buddha relics (parts of Buddha body). Generally, Hinayana Buddhists cremate the dead body and then place the bones in the Stupa, which are set around the grounds of temples, or Wats. Different styles of architecture are evident in the numerous buddhist Wats. Three architectural styles can be distinguished, corresponding to the geographical location of the temples and monasteries. Wats built in Vientiane are large rectangular structures constructed of brick and covered with stucco and high-peaked roofs. In Luangprabang the roofs sweep very low and, unlike in Vientiane, almost reach the ground. These two styles are different from the Wats of Xiengkhouang where the temple roofs are not tiered. Lao religious images and art is also distinctive and sets Laos apart from its neighbors. The calling for rain posture of Buddha images in Lao, for example, which depicts the Buddha standing with his hands held rigidly at his side, fingers pointing to the ground, cannot be found in other Southeast Asian Buddhist art traditions. Religious influences are also pervasive in classical Lao literature, especially in the Phalak, Phalam, the Lao version of India's epic Ramayana. Projects are underway to preserve classic Lao religious scripts, which were

transcribed onto palm leaf manuscripts hundreds of years ago and stored in Wats. Another excellent example of the richness of Lao culture is in its folk music, which is extremely popular with the people throughout the whole country. The principle instrument is the Khaen; a wind instrument, which comprises a double row of bamboo-like reeds, fitted in a hardwood sound box. The khaen is often accompanied by a bowed string instrument or Saw. The national folk dance is the Lamvong, a circle dance in which people dance circles around each other so that ultimately there are three circles: a circle danced by the individual, another one by the couple, and a third one danced by the whole party. Design and construction all rights reserved.

Religion

Buddhism first appeared in Laos during the eighth century A.D., as shown by both the Buddha image and the stone inscription found at Ban Talat near Vientiane, now exhibited at Hor Pra keo Museum. After the foundation of the unified Kingdom of Lane Xang, King Fa Ngum (14th Century) declared Buddhism as the state religion and urged the people to abandon Animism or other beliefs such as the Cult of Spirits. His policy meant to develop the Lao culture based on a common faith: Theravada Buddhism.

Today, Theravada Buddhism is the professed religion of about 90% of Lao people. Buddhism is an inherent feature of daily life and casts a strong influence on Lao society. Lao woman can be seen each morning giving alms to monks, earning merit to lessen the number of their rebirths. It is expected that every Lao man will become a monk for at least a short time in his life. Traditionally, men spent three months during the rainy season in a Wat (Buddhist temple). Today, however; most men curtail their stay to one or two weeks.

Legend of Konglor Cave

Village elders say that there once lived two orphaned sisters in Hongsa (which is currently in Sayabouli province in northern Laos). The sister was called Nang Tor and the younger Nang Tone. They both had a paddy field on the bank of a lake that they inherited from their parents. While they were tending the rice on their field, they saw a rainbow coming from the sky to drink water in the lake. The sister knew when the rainbow came to drink water at the lake it

used the golden bowl to scoop the water. So they rushed to the lake and scared the rainbow, which quickly escaped and left the golden bowl behind. The sister took the bowl for themselves. After that, the people of Hongsa began to experience misfortune and disturbances. They consulted the fortune teller to identify the cause of their misfortune, who told them that the two sisters had angered the spirits by take the golden bowl away from the rainbow. Henceforth, the villagers took the golden bowl from the sisters and made an image of the Buddha from the golden in order to appease the spirits and bring happiness back to the village. But happiness was not returned and their misfortune continued with more sickness and disturbances.

The villagers then banished the sisters together with Buddha image from the village. the two sisters made a raft and floated down the Mekong River. They floated for many days before drifting into Hinboun River. They ten paddled up the Hinboun River using one of the raft's bamboo logs. Finally they came to rest on the riverbank, landing under the shades of a Somhong tree near a village named after the tree. They stayed in the village, built a house and found work. One day they met two brothers, Thao Kern and his younger brother Thao Kaen, who were travelling from Khakert in the east on well used trade route at that time. It was a match and the two couples immediately married. After marrying to the two sisters. the brothers learned about the golden Buddha that the sisters carried with them and decided to melt it down and cast (Lor) it into a drum (Kong). Thereafter, the village became well known because of the drum and was renamed Kong-lor (or Konglo) after the drum cast from gold. At that time a war with Siam was brewing, and they hid the golden drum under the water in the river beside the temple so that the invading soldiers could not take it as booty. Ever since then the drum has never been seen again. Visitors to Konglor village can still see the foundation of the temple on the river bank.

Interestingly enough, villagers say that there is a second reason why Konglor became know by this name. It follows that an army (Kong Thap) came to wait (Lor Tha) and fight near the cliffs in the vicinity of the village. Since then the meaning of Konglor also came to mean "Army Waiting" (Kong Thap Lor Tha shortened to Kong-lor).

Buddha Cave (Tham Pha Fa Cave)

Tham Pa Fa Cave, located near Na Khang Xang Village in Thakhaek District, recently

came into the news following the discovery of 229 Buddha statues in a previously unexplored cave. In April 2004, a local villager by the name of Mr. Boun Nong entered the small cave opening 15m from ground level. He had noticed bats entering the cave and decided to climb a vine to investigate, with the intention of collecting bats (a local delicacy). Passing through the small cave entrance he looked down into the cavern below and to his amazement saw a large Buddha statue. Proceeding down into the cave he realized that there were over 200 Buddha statues ranging in size from 15cm to over 1m tall. For one week he did not tell anyone in the village, as he did not believe what he had seen and thought that it might just be his imagination, but finally returned with a group of nine villagers to reinvestigate. Word about the new discovery soon spread, and the cave has become one of Khammouane's most visited attractions. The villagers have since organized themselves to guard the cave and its sacred Buddha statues 24 hours a day.

The Buddha images are a collection from the Sikhottabong and the Lane Xang eras, with some thought to be of Khmer and Vietnamese origin. Together with the images, palm leaf manuscripts written in ancient Lao script, Lane Xang-style dharma, Lanna-style dharma, Pali dharma and ancient Khmer scripts are also present. It is unknown how these treasures came to be in the cave. The cave is named after the lake located at the foot of the cliff, Nong Pa Fa (meaning "Lake of Soft-shelled Turtle). The limestone formations within the cave are quite spectacular and add to the natural beauty of the cave. There is a small entrance fee for visitors. Please also note that in this cave photography is prohibited. (Photographs in this publication were obtained by special permission). Close to the cave are stalls selling snacks, drinks, seasonal fruits and incense produced in the village.

Flora and Fauna

Laos has one of the most pristine natural landscapes in Southeast Asia. An estimated half of its woodlands consist of primary forest, in particular the tropical rainforest. Unlike the vegetation that grows in the climate of Europe and the United States, tropical rainforest is composed of three vegetative layers. The top layer features single-trunked, high-reaching trees called dipterocarps. The middle canopy consists of hardwood such as teak. Beneath, small trees, grass and sometimes bamboo can be found.

In addition to its fascinating vegetation, Laos plays host to a diverse animal kingdom. Several exotic mammals are endemic such as leopard cats, Javan mongoose, goat antelopes as well as rare species of gibbons and linger, Malayan sun bear, Asiatic black bear and gaur. The discovery of the Saola Ox, a breed of deer-antelope, in Vietnam a few years ago caused a great sensation. This extremely rare animal inhabits the Eastern border regions of Laos. It is thought that these remote areas probably still hide other unknown species.

In Southern Laos, near Khong Island, Irrawaddy dolphins inhabit the Mekong River. While many species of wildlife are shy and can rarely be seen, spectators will generally be able to spot the dolphins in Springtime when the water level of the Mekong is lowest. Laos is also rich in resident and migrating birds. One of the more notable ones is the rare Green Peafowl. Lao religious images and art is also distinctive and sets Laos apart from its neighbours. The “Calling for Rain” posture of Buddha images in Laos, for example, which depicts the Buddha standing with his hands held rigidly at his side, fingers pointing to the ground, cannot be found in other Southeast Asian Buddhist art traditions. Religious influences are also pervasive in classical Lao literature, especially in the Pha Lak, Pha Lam, the Lao version of India’s epic Ramayana.

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VITAE

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Educational Attainment

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Scholarship Awards during Enrolment

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List of Publication and Proceeding

Phonemany Soukhathammavong and Ilian Assenov (2010). *Ecotourism Impacts and Community Involvement: The Case Study of Khammouane Province, Lao PDR*. The 8th Asia Pacific CHRIE Conference, August 12th -14th, 2010, Phuket, Thailand.