



**Community-Based Tourism Development at the East Coast of  
Phuket Island (Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw,  
and Tambon Rasada)**

**Bandit Santikul**

**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**      Community-Based Tourism Development at the East coast of Phuket Island  
(Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada)

**Author**              Mr. Bandit Santikul

**Major Program**   Hospitality and Tourism Management (International Program)

---

**Major Advisor**

.....  
( Asst. Prof. Manat Chaisawat )

**Examining Committee:**

.....Chairperson  
( Assoc. Prof. Dr. Kulvara Suwanpimon )

**Co-advisor**

.....  
( Dr. Kullada Phetvaroon )

.....Committee  
( Prof. John Westlake )

.....Committee  
( Asst. Prof. Manat Chaisawat )

.....Committee  
( Dr. Kullada Phetvaroon )

The Graduate School, Prince of Songkla University, has approved this thesis as partial fulfillment of the requirements for the Master of Business Administration Degree in Hospitality and Tourism Management (International Program)

.....  
( Prof. Dr. Amornrat Phongdara )  
Dean of Graduate School

ชื่อวิทยานิพนธ์	การพัฒนาการท่องเที่ยวชุมชน ชายฝั่งทะเลตะวันออกเกาะภูเก็ต (ตำบลไม้ขาว ตำบลป่าคลอก ตำบลเกาะแก้ว และตำบลรัชฎา)
ชื่อผู้เขียน	นายบัณฑิต สันติกุล
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2553

### บทคัดย่อ

การท่องเที่ยวชุมชน (CBT) เป็นวิธีการการพัฒนาการท่องเที่ยวรูปแบบหนึ่งที่ส่งเสริมผู้ที่อยู่ในชุมชนให้มีส่วนร่วมและได้รับผลประโยชน์ในหนทางที่ยั่งยืน วัตถุประสงค์ของการศึกษา คือ (1) เพื่อสำรวจสถานการณ์ปัจจุบันของการท่องเที่ยว (2) เพื่อวิเคราะห์ผลกระทบของการพัฒนาการท่องเที่ยว (3) เพื่อวิเคราะห์ถึงศักยภาพของการพัฒนาการท่องเที่ยวชุมชน และ (4) เพื่อพัฒนากลยุทธ์และแนวทางทั่วไปสำหรับการพัฒนาการท่องเที่ยวชุมชนใน 4 ตำบลชายฝั่งทะเลตะวันออกของภูเก็ต (ตำบลไม้ขาว ตำบลป่าคลอก ตำบลเกาะแก้วและตำบลรัชฎา)

สถานที่ศึกษาเป็นชายฝั่งตะวันออกของเกาะภูเก็ตในที่ตั้งซึ่งมีผลกระทบด้านลบจากการพัฒนาการท่องเที่ยวเริ่มปรากฏเห็น การศึกษาใช้วิธีการศึกษาแบบผสม ประกอบด้วยการวิจัยเชิงปริมาณและการสัมภาษณ์แบบเจาะลึก ได้จัดส่งแบบสอบถามแบบมีโครงสร้างจำนวน 398 ชุดไปยังผู้อยู่อาศัยในครัวเรือนใน 4 ตำบลเป้าหมาย จากจำนวนประชากรทั้งหมด 65,446 คน การวิจัยเชิงคุณภาพใช้วิธีการสัมภาษณ์แบบเจาะลึกกับเจ้าหน้าที่ของรัฐในองค์การบริหารส่วนตำบล (อบต.)

ผลการศึกษาชี้ให้เห็นว่าแผนพัฒนา 3 ปีขององค์การบริหารส่วนตำบลทั้ง 4 แห่งดังกล่าวได้มีการวางแผนเพื่อการพัฒนาที่ยั่งยืนและการพัฒนาการท่องเที่ยวชุมชน องค์การบริหารส่วนตำบลแต่ละแห่งมียุทธศาสตร์การพัฒนาประกอบด้วย (1) การคุ้มครองธรรมชาติและสิ่งแวดล้อม (2) การศึกษา (3) เทคโนโลยีสารสนเทศ (4) เศรษฐกิจ ศาสนาและวัฒนธรรม (5) คุณภาพชีวิต (6) ภูมิปัญญาท้องถิ่น และ (7) การสร้างความเข้มแข็งชุมชนและการพึ่งตนเอง

ผลกระทบของแผนพัฒนา 3 ปีต่อเศรษฐกิจ สิ่งแวดล้อม สังคม และวัฒนธรรมได้รับการประเมินจากชุมชนที่อยู่อาศัยใน 4 ตำบล ผลการประเมินอยู่ระหว่างระดับที่ไม่มีความแตกต่างและระดับเห็นด้วย ความเห็นของผู้อยู่อาศัยในตำบลรัชฎามีความเห็นที่แตกต่างจากตำบลอื่นอย่างมีนัยสำคัญทางสถิติ

ในรูปของความเกี่ยวข้องของผู้อยู่อาศัยในชุมชนต่อแผนพัฒนา 3 ปีในฝั่งตะวันออกของภูเก็ตพบว่าส่วนมากแล้วเห็นด้วยในผลกระทบทางบวกต่อชุมชนท้องถิ่น ผู้อยู่อาศัยในตำบลรัชฎา

เห็นด้วยอย่างยิ่งกับผลประโยชน์ของโครงการพัฒนาต่อผู้อยู่อาศัยและมีความแตกต่างอย่างสำคัญกับตำบลอื่นอย่างมีนัยสำคัญทางสถิติ ผู้อยู่อาศัยในตำบลไม้ขาวและตำบลป่าคลอกมีความเห็น ที่ไม่มีความแตกต่าง ต่อข้อความ “ผู้อยู่อาศัยสามารถตรวจสอบงานและปฏิเสศโครงการ” ตรงกันข้ามกับ ผู้อยู่อาศัยในตำบลเกาะแก้วและตำบลรัชฎาที่ให้ความเห็นกับข้อความดังกล่าวใน “ระดับเห็นด้วย” ตำบลเกาะแก้วอยู่ในเขตเมืองเช่นกัน

ข้อเสนอแนะสำหรับยุทธศาสตร์และแนวทางการพัฒนาสำหรับการพัฒนาการท่องเที่ยวชุมชนในเขตชายฝั่งตะวันออกของเกาะภูเก็ตประกอบด้วย (1) องค์การบริหารส่วนตำบลใน 4 ตำบล ควรรวมกิจกรรมการพัฒนาการท่องเที่ยวในชุมชนให้มาอยู่ในการควบคุมดูแลของหน่วยงานเดียว และให้การดูแลและสนับสนุนภายใต้ปรัชญาเศรษฐกิจพอเพียง (2) มีการลงทุนเพิ่มขึ้นในการศึกษา และการฝึกอบรมให้กับผู้อยู่อาศัยในชุมชนในเรื่องผลกระทบทางลบและทางบวกต่อชุมชนและท้องถิ่น ทักษะภาคติดต่อสื่อสาร (3) พัฒนากลุ่มธุรกิจที่สัมพันธ์กับการท่องเที่ยว ผลิตภัณฑ์ท้องถิ่น ภูมิปัญญาท้องถิ่นเพื่อการสร้างงานและรายได้ภายในชุมชน

**คำสำคัญ** การท่องเที่ยวชุมชน (CBT) องค์การบริหารส่วนท้องถิ่น แผนพัฒนา 3 ปี ชายฝั่งตะวันออกเกาะภูเก็ต ประเทศไทย

<b>Thesis Title</b>	Community-Based Tourism Development at the East coast of Phuket Island (Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw and Tambon Rasada)
<b>Author</b>	Mr. Bandit Santikul
<b>Major Program</b>	Hospitality and Tourism Management (International Program)
<b>Academic Year</b>	2010

### **ABSTRACT**

Community-based tourism (CBT) is one effective approach of a tourism development in encouraging local residents to participate and share the benefits in a sustainable way. The objectives of this study were (1) To explore the current tourism situation, (2) To analyze the impacts of tourism development, (3) To investigate the potentials of developing a community-based tourism development, and (4) To develop a generic strategy and guidelines for the community-based tourism development of 4 Tambons in the east coast of Phuket: Tambon Maikhao, Tambon Paklok, Tambon Kokeaw and Tambon Rasada.

The site of the study is in the east coast of Phuket Island where the negative impacts from tourism development started. Mixed research methodologies were adopted which include quantitative research by questionnaire and in-depth interview. Structured questionnaires were sent to 398 households of local residents from the total population of 65,446 in 4 focused Tambons. The qualitative research was conducted by using in-depth interviews with government officers of the Tambon Local Administration Organization (TLAO).

The results of the study indicated that the 3 year-local development plans (3LDP) of those 4 Tambons have been planned with the aim to create both a sustainable tourism development and a community-based tourism development. Each Local Administration Organization (LAO) has 7 development strategies namely: (1) natural and environmental conservation, (2) education, (3) information technology, (4) economy, religions and culture, (5) quality of life, (6) local wisdom, and (7) community strengthening and self-reliance.

The impacts of the 3 year-Local Development Plans (3LDPs) on economics, environment, social, and culture were rated by local residents in 4 Tambons between “indifferent

level” to “agree level”. Residents’ opinions in Tambon Rasada were statistically and significantly different from other Tambons.

In terms of the involvement of local residents regarding to the 3LDPs of 4 Tambons in the east coast of Phuket, it is found that mostly they agreed with the positive impacts on local communities. Residents from Tambon Rasada “absolutely agree” with the development projects’ which are of benefit to residents, this significantly varies from other Tambon residents. The residents from Tambon Maikhao and Tambon Paklok are at “indifferent level” regarding to “The residents were able to monitor and reject the projects” as opposed to Tambon Kohkeaw’s and Tambon Rasada’s residents who rated this statement at “agree level”. Tambon Rasada is adjacent to Tambon Kohkeaw that is an urban area.

The generic development strategies and guidelines are proposed for developing Community-Based Tourism Development at the East coast of Phuket Island such as (1) the LAO of these 4 Tambons should integrate tourism development activities in one unit to take care of and support tourism in the community under the philosophy of sufficiency economy, (2) invest more in the areas of education and training local residents in the area of positive and negative impacts of tourism development on local people and community, communication skill (3) develop local business clusters for those who are related to tourism activities, local products, local wisdom for job creation and revenue generating within the community.

**Key Words:** Community-Based Tourism (CBT), Local Administration Organization (LAO),  
The 3 year-local development plans (3LDPs), East Coast of Phuket Island,  
Thailand

## **ACKNOWLEDGEMENTS**

There are many contributions to this thesis: Community Based Tourism Development at The East Coast of Phuket Island (Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada). First of all, I truly appreciate the assistance and recommendations of my advisor, Assoc. Prof. Manat Chaisawat; in further, Dr. Kullada Phetvaroon, Dr. Naree Weerakit, and Dr. Ilian Assenov who have given me support and helpful ideas. Also, I would like to thank all teachers for educating and giving me all accumulative knowledge and experiences. I am very thankful to Ms. Watcharee Chamnina, Ms. Nattaya Nulong, Ms. Sikarin Jencharoenwog and all my friends for the excellent guidance.

I would like to express my gratefulness to all authorities and officers of the Local Administration Organization in 4 Tambons (Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada) for excellent co-operations. I would like to offer many thanks to the local resident households in these 4 Tambons for their warm hospitality and useful information.

In particular, I am grateful to Prince of Songkla University, Phuket Campus for excellent opportunity and valuable support in enabling me to complete the study of Community Based Tourism Development at The East Coast of Phuket Island (Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada).

Finally, I am deeply grateful to my beloved parents and my family for their encouragement, support, and trust in me.

Bandit Santikul

## CONTENTS

	<b>Page</b>
หน้าอำนวยการ	ii
บทคัดย่อภาษาไทย	iii
ABSTRACT	v
ACKNOWLEDGEMENTS	vii
Contents	viii
List of Tables	xii
List of Figures	xix
List of Abbreviations and Symbols	xx
<b>Chapter</b>	
<b>1. Introduction</b>	<b>1</b>
1.1 Statement of the Problem	1
1.2 Related Literature	4
1.2.1 Sustainable Development	4
1.2.2 Sustainable Tourism Development	7
1.2.2.1 Values for satisfaction	9
1.2.2.2 Economic-social yield benefits	10
1.2.2.3 Tourism standard and safety	11
1.2.2.4 Public-private collaboration and commitment	11
1.2.3 Sustainable Tourism-Eliminating Poverty (ST-EP)	11
1.2.4 Community-Based Tourism (CBT)	16
1.2.5 Sufficiency Economy	17
1.2.6 Tourism impact on local communities	21
1.2.7 Local Administration Organization (LAO) and Community Development Plan	25
1.2.8 Local communities on the east coast of Phuket Island	32
1.2.8.1 Tambon Maikhao (TMLAO)	32
1.2.8.2 Tambon Paklok (TPLAO)	38
1.2.8.3 Tambon Kohkeaw (TKLAO)	44



## CONTENTS (CONTINUED)

	<b>Page</b>
1.2.8.4 Tambon Rasada (TRLAO)	49
1.2.9 Best practice of Community-Based Tourism	55
1.2.9.1 Interesting for home stay	59
1.2.9.2 Historic Background/Outstanding characteristics	61
1.2.9.3 Activity	61
1.2.10 Previous studies	62
1.2.10.1 Tambon Cherngtalay	62
1.2.10.2 Tambon Sakoo	63
1.2.10.3 Tambon Maikhao	65
1.3 Objectives	67
1.4 Limitations of the Study	67
1.4.1 Scope of area	67
1.4.2 Scope of demography	67
1.4.3 Scope of time	68
<b>2. Methodology</b>	<b>69</b>
2.1 Population	69
2.2 Sample size	69
2.3 Data Collection	70
2.3.1 Primary Data	70
2.3.2 Secondary Data	70
2.4 Research design	71
2.5 Research instrument	71
2.5.1 Quantitative questionnaire for local residents	71
2.5.2 Qualitative Research Structured interview form	73
2.6 Data Analysis	74

## CONTENTS (CONTINUED)

	<b>Page</b>
<b>3. Results</b>	75
3.1 Demographic Characteristics of the Respondents	76
3.2 Statistical Comparisons of benefits by local residents indicators among “4 Tambons” of the respondents	78
3.3 Statistical Comparisons of Participation by local residents indicators among “4 Tambons” of the respondents	86
3.4 Statistical Comparisons of Economic Impacts by local residents indicators among “4 Tambons” of the respondents	93
3.5 Statistical Comparisons of Environment Impacts by local residents indicators among “4 Tambons” of the respondents	103
3.6 Statistical Comparisons of Social Impacts by local residents indicators among “4 Tambons” of the respondents	113
3.7 Statistical Comparisons of Culture Impacts by local residents indicators among “4 Tambons” of the respondents	124
3.8 Statistical Comparisons of the locals’ attitude toward community based tourism by local residents indicators among “4 Tambons” of the respondents	135
In-depth interviews	
<b>4. Summary</b>	154
4.1 Conclusions	154
4.1.1 The study sites approaches	154
4.1.2 Primary data	155
4.1.2.1 General information of local resident households	155
4.1.2.2 General information of officers at TPLAO	155
4.1.3 The 3-year Local Development Plan (3LDP)	156
4.1.4 Statistical Comparisons of benefits, impacts, and participation by local resident respondents among “4 Tambons”.	156
4.1.5 Statistical Comparisons of Participation/Involvement by local residents in the development plan among “4 Tambons”	157

## CONTENTS (CONTINUED)

	<b>Page</b>
4.1.6 Statistical Comparisons of Economic Impacts by local resident respondents among “4 Tambons”	158
4.1.7 Statistical comparisons of environment impacts by local resident respondents among “4 Tambons”	161
4.1.8 Statistical comparisons of social impacts by local resident respondents among “4 Tambons.	164
4.1.9 Statistical comparisons of culture impacts by local’s respondents among 4 Tambons.	167
4.1.10 Statistical Comparisons of the locals’ attitude toward community-based tourism by local’s respondents among “4 Tambons”	170
4.1.11 In-depth interviews	172
4.2 Discussion	173
4.2.1. Explore the current tourism situation	173
4.2.2 Analyzing the impact of tourism development	176
4.2.3 Investigating the potentials of developing community-based tourism development	177
4.2.4 Recommendations for developing a generic strategy and guideline	179
4.3 Limitations and Suggestions for Further Study	183
<b>BIBLIOGRAPHY</b>	184
<b>Appendices</b>	189
Appendix A: Questionnaires (English version)	189
Appendix B: Questionnaires (Thai version)	200
Appendix C: Interview (English version)	212
Appendix D: Interview (Thai version)	215
<b>Vitae</b>	219

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
1.1 Tourism Arrivals in Thailand during 1998-2007	2
1.2 Visitors to Phuket during 2004-2007	3
1.3 Revenue (Million Baht)	3
1.4 The Boundary of Tambon Maikhao	32
1.5 Tambon Maikhao Population and Households	34
1.6 TMLAO Financial Statistical Data	37
1.7 The Boundary of Tambon Paklok	39
1.8 Population of Tambon Paklok	39
1.9 Tambon Paklok Local Residents Households	40
1.10 The Boundary of Tambon Kohkeaw	44
1.11 Tambon Kohkeaw Population and Households	44
1.12 The Boundary of Tambon Rasada	49
1.13 Tambon Rasada Population and Households	53
1.14 Koh Yao Noi Population and Households	56
2.1 Calculation of Sample Size in Each Tambon	70
3.1 Demographic characteristics of the respondents	76
3.2 Descriptive statistics of benefits by local in Tambon Maikhao	79
3.3 Descriptive statistics of benefits by local in Tambon Paklok	80
3.4 Descriptive statistics of benefits by local in Tambon Kohkaew	81
3.5 Descriptive statistics of benefits by local in Tambon Rasada	82
3.6 The benefit received by locals in local administration development plan	83
3.7 Multiple Comparisons between 4 Tambons toward “the projects benefit to respondent” (Indicator No.1)	84
3.8 Multiple Comparisons between 4 Tambons toward “the projects benefit to community” (Indicator No.2)	84
3.9 Multiple Comparisons between 4 Tambons toward “the projects create job opportunities to local communities” (Indicator No.3)	85

## LIST OF TABLES (CONTINUED)

<b>Table</b>		<b>Page</b>
3.10	Multiple Comparisons between 4 Tambons toward “The respondent was able to monitor and reject the projects” (Indicator No.9)	85
3.11	Descriptive statistics of Local Participation in local tourism site planning: Tambon Maikhao	87
3.12	Descriptive statistics of Local Participation in local tourism site planning: Tambon Paklok	88
3.13	Descriptive statistics of Local Participation in local tourism site planning: Tambon Kohkeaw	89
3.14	Descriptive statistics of Local Participation in local tourism site planning: Tambon Rasada	90
3.15	Participation in local tourism site planning	91
3.16	Multiple Comparisons between 4 Tambons toward “zoning the natural area specifically for tourism” (Indicator No.1)	92
3.17	Multiple Comparisons between 4 Tambons toward “setting group or club to look after tourism captivities” (Indicator No.2)	92
3.18	Multiple Comparisons between 4 Tambons toward “cooperate to look after the public area and mangrove area” (Indicator No.10)	93
3.19	Descriptive statistics of Economic Impacts by local residents in Tambon Maikhao	94
3.20	Descriptive statistics of Economic Impacts in Tambon Paklok	95
3.21	Descriptive statistics of Economic Impacts by local residents in Tambon Kohkeaw	96
3.22	Descriptive statistics of Economic Impacts by local residents in Tambon Rasada	97
3.23	Economic Impacts	98
3.24	Multiple Comparisons between 4 Tambons toward “impact of tourism is significantly for locals income” (Indicator No.1)	99

## LIST OF TABLES (CONTINUED)

<b>Table</b>	<b>Page</b>
3.25 Multiple Comparisons between 4 Tambons toward “local administration promote an occupation for community” (Indicator No.3)	99
3.26 Multiple Comparisons between 4 Tambons toward “hotels and foreign companies promote way of life for community” (Indicator No.4)	100
3.27 Multiple Comparisons between 4 Tambons toward “hotels and foreign companies increase land to invest” (Indicator No.5)	100
3.28 Multiple Comparisons between 4 Tambons toward “improve education for tourism business” (Indicator No.6)	101
3.29 Multiple Comparisons between 4 Tambons toward “locals sale land for investor” (Indicator No.7)	101
3.30 Multiple Comparisons between 4 Tambons toward “promote locals' goods to market” (Indicator No.8)	102
3.31 Multiple Comparisons between 4 Tambons toward “administration supports agriculture and fishery” (Indicator No.9)	102
3.32 Multiple Comparisons between 4 Tambons toward “hotels and investors support budget for community's activities” (Indicator No.10)	103
3.33 Descriptive statistics of Environment Impacts by local residents in Tambon Maikhao	104
3.34 Descriptive statistics of Environment Impacts by local residents in Tambon Paklok	105
3.35 Descriptive statistics of Environment Impacts by local residents in Tambon Kohkeaw	106
3.36 Descriptive statistics of Environment Impacts by local residents in Tambon Rasada	107
3.37 Environment Impacts	108
3.38 Multiple Comparisons between 4 Tambons toward “the realize in environment value of the local community” (Indicator No.1)	109

## LIST OF TABLES (CONTINUED)

<b>Table</b>	<b>Page</b>
3.39 Multiple Comparisons between 4 Tambons toward “to help to conserve environment of local community” (Indicator No.2)	109
3.40 Multiple Comparisons between 4 Tambons toward “to benefit in developing and modifying environment of local community” (Indicator No.4)	110
3.41 Multiple Comparisons between 4 Tambons toward “to benefit in searching the way to conserve and the problem of environment” (Indicator No.5)	110
3.42 Multiple Comparisons between 4 Tambons toward “to make the natural resources destroyed” (Indicator No.6)	111
3.43 Multiple Comparisons between 4 Tambons toward “to make the problems of water and wastewater to local community” (Indicator No.7)	111
3.44 Multiple Comparisons between 4 Tambons toward “to make pollution in local community” (Indicator No.8)	112
3.45 Multiple Comparisons between 4 Tambons toward “to make the biological resources destroyed” (Indicator No.9)	113
3.46 Multiple Comparisons between 4 Tambons toward “to destroy the viewpoint of local community” (Indicator No.10)	113
3.47 Descriptive statistics of Social Impacts in Tambon Maikhao	114
3.48 Descriptive statistics of Social Impacts in Tambon Paklok	115
3.49 Descriptive statistics of Social Impacts in Tambon Kohkeaw	116
3.50 Descriptive statistics of Social Impacts by local residents in Tambon Rasada	117
3.51 Social Impacts	118
3.52 Multiple Comparisons between 4 Tambons toward “ to create the civilization to local community” (Indicator No.1)	119
3.53 Multiple Comparisons between 4 Tambons toward “to be a standard of costs of life to local community” (Indicator No.2)	119
3.54 Multiple Comparisons between 4 Tambons toward “to benefit for changing family structure of local community” (Indicator No.3)	120

## LIST OF TABLES (CONTINUED)

<b>Table</b>	<b>Page</b>
3.55 Multiple Comparisons between 4 Tambons toward “to benefit for education to local community” (Indicator No.4)	120
3.56 Multiple Comparisons between 4 Tambons toward “to benefit for safety and security in local community” (Indicator No.5)	121
3.57 Multiple Comparisons between 4 Tambons toward “ to be the problem of changing way of life” (Indicator No.6)	121
3.58 Multiple Comparisons between 4 Tambons toward “leak of relationship between people in family” (Indicator No.7)	122
3.59 Multiple Comparisons between 4 Tambons toward “to make people from out of community move in to the community” (Indicator No.8)	122
3.60 Multiple Comparisons between 4 Tambons toward “to be prostitute in local community” (Indicator No.9)	123
3.61 Multiple Comparisons between 4 Tambons toward “to make local disadvantage the tourists” (Indicator No.10)	123
3.62 Descriptive statistics of Culture Impacts by local residents in Tambon Maikhao	125
3.63 Descriptive statistics of Culture Impacts by local residents in Tambon Paklok	126
3.64 Descriptive statistics of Culture Impacts in Tambon Kohkeaw	127
3.65 Descriptive statistics of Culture Impacts by local residents in Tambon Rasada	128
3.66 Culture Impacts	129
3.67 Multiple Comparisons between 4 Tambons toward “To attract to tourists in cultural uniqueness” (Indicator No.1)	130
3.68 Multiple Comparisons between 4 Tambons toward “To make conservation, protection and be proud in local culture and tradition” (Indicator No.3)	130
3.69 Multiple Comparisons between 4 Tambons toward “To exchange culture between tourists and locals” (Indicator No.4)	131
3.70 Multiple Comparisons between 4 Tambons toward “To encourage the local products” (Indicator No.5)	131



## LIST OF TABLES (CONTINUED)

<b>Table</b>	<b>Page</b>
3.71 Multiple Comparisons between 4 Tambons toward “To be conflicts in culture between tourists and locals” (Indicator No.6)	132
3.72 Multiple Comparisons between 4 Tambons toward “To be problem in changing of way of life in culture” (Indicator No.7)	132
3.73 Multiple Comparisons between 4 Tambons toward “To change in cultural pattern rapidly” (Indicator No.8)	133
3.74 Multiple Comparisons between 4 Tambons toward “To reduce the value of handcrafts of local community” (Indicator No.9)	133
3.75 Multiple Comparisons between 4 Tambons toward “to destroy the viewpoint of local community” (Indicator No.10)	134
3.76 Descriptive statistics of the locals’ attitude toward community based tourism by local residents in Tambon Maikhao	136
3.77 Descriptive statistics of the locals’ attitude toward community based tourism by local residents in Tambon Paklok	137
3.78 Descriptive statistics of the locals’ attitude toward community based tourism by local residents in Tambon Kohkeaw	138
3.79 Descriptive statistics of the locals’ attitude toward community based tourism by local residents in Tambon Rasada	139
3.80 The locals’ attitude toward community based tourism	140
3.81 Multiple Comparisons between 4 Tambons toward “Tourism is good for community” (Indicator No.1)	141
3.82 Multiple Comparisons between 4 Tambons toward “Respondent personally benefits from tourism industry” (Indicator No.2)	142
3.83 Multiple Comparisons between 4 Tambons toward “Tourism create jobs for local residents” (Indicator No.3)	142
3.84 Multiple Comparisons between 4 Tambons toward “Tourism disrupts local activities” (Indicator No.5)	142

### LIST OF TABLES (CONTINUED)

<b>Table</b>		<b>Page</b>
3.85	Multiple Comparisons between 4 Tambons toward “Tourism leads to alertness of the host community” (Indicator No.7)	143
3.86	Multiple Comparisons between 4 Tambons toward “Tourism generates the proud of local community” (Indicator No.10)	143
3.87	Multiple Comparisons between 4 Tambons toward “Tourism helps stimulating local culture and handicrafts” (Indicator No.11)	144
3.88	Multiple Comparisons between 4 Tambons toward “Tourism generates good image and attract the investors” (Indicator No.13)	144
3.89	Interview	145

## LIST OF FIGURES

<b>Figure</b>		<b>Page</b>
1.1	Scheme of sustainable development at the confluence of three constituent parts	6
1.2	Strategic framework of sustainable tourism development Plan	10
1.3	ST~EP Framework	13
1.4	Sufficiency Economy Philosophical Framework	19
1.5	Map of Yao Noi Island	56

## **LIST OF ABBREVIATIONS AND SYMBOLS**

<b>LAO</b>	Local Administration Organization
<b>LRHs</b>	Local Resident Households
<b>PAO</b>	Provincial Administrative Organization
<b>PPAO</b>	Phuket Provincial Administration Organization
<b>TAO</b>	Tambon Administration Organization
<b>TMLAO</b>	Tambon Maikaow Local Administration Organization
<b>TPLAO</b>	Tambon Paklok Local Administration Organization
<b>TKLAO</b>	Tambon Kohkeaw Local Administration Organization
<b>TRLAO</b>	Tambon Rasada Local Administration Organization
<b>TCLAO</b>	Tambon Cherngtalay Local Administration Organization
<b>TSAO</b>	Tambon Sakoo Administration Organization
<b>3LDP</b>	The 3-year Local Development Plan

## CHAPTER 1

### INTRODUCTION

#### 1.1 Statement of the Problem

In the last century, tourism has become very important in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations. From 1950 to 2005, international tourism arrivals expanded at an annual rate of 6.5%, growing from 25 million to 806 million travelers. The income generated by these arrivals grew at an even stronger rate reaching 11.2% during the same period, outgrowing the world economy, reaching around 680 billion US\$ in 2005. Worldwide arrivals reached 842 million in 2006, representing a 4.6% year on year growth. United Nations World Tourism Organization (UNWTO) forecasts that in 2020, international tourists will increase to 1,600 million tourists. In 2007, there were over 903 million international tourist arrivals, with a growth of 6.6% as compared to 2006. International tourist receipts were 856 billion US\$ in 2007. Despite the uncertainties in the global economy, arrivals grew at around 5% during the first four months of 2008, almost a similar growth rate to the same period in 2007 (UNWTO, 2008).

There are unusually susceptible to damage and become progressively weaker demand in the developed countries limited the expansion of international trade in 2007. Consequently, world merchandise exports grew in real terms by only 6%, compared with 8.5% in 2006. There was lower import growth than 2006 in North America, Europe, Japan and the net oil-importing developing countries in Asia. This downward trend outweighed the higher import growth in Central and South America, the Commonwealth of Independent States, Africa and the Middle East. It is estimated that the developing countries collectively accounted for more than half of the increase in world merchandise imports in 2007. The slowdown in economic activity in developed countries was the major factor in the reduced expansion of global trade in 2007. Assuming global GDP growth of between 2.5% and 3% in 2008, global merchandise trade could slow down to about 4.5 % or about 1 percentage point less than in 2007. This pessimistic outlook is based primarily on adverse developments in the financial markets, the dramatic downturn in the US

property market, the decline in inter-bank lending and the dwindling capitalization of major stock markets (UNWTO, 2008).

Turmoil on financial markets not only affects US demand growth but also leads to lower economic growth for Japan and Western Europe. As world trade responds strongly to variations in global economic activity, a stronger than projected deceleration in world economic growth could cut trade growth much more sharply, to significantly less than 4.5% (UNWTO, 2008).

In relation to the tsunami disaster of December 2004, disturbances centered around three southern provinces of Thailand which consist of Phuket, Phang-Nga and Krabi which mainly generate income from the tourism industry of Thailand. In addition, inputs are impacted from world economics like oil price, financial crisis in the USA, and economic cycles. Although facing these problems, Thailand's tourism industry has continued growing and generating more income as indicated in Table 1.1.

Table 1.1 Tourism Arrivals in Thailand during 1998-2007

Year	International						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1998	7.76	7.53	8.4	3,712.93	1.12	242,177	9.7
1999	8.58	10.5	7.96	3,704.54	-0.23	253,018	4.48
2000	9.51	10.82	7.77	3,861.19	4.23	285,272	12.75
2001	10.06	5.82	7.93	3,748.00	-2.93	299,047	4.83
2002	10.8	7.33	7.98	3,753.74	0.15	323,484	8.17
2003	10	-7.36	8.19	3,774.50	0.55	309,269	-4.39
2004	11.65	16.46	8.13	4,057.85	7.51	384,360	24.28
2005	11.52	-1.51	8.2	3,890.13	-4.13	367,380	-4.42
2006	13.82	20.01	8.62	4,048.22	4.06	482,319	31.29
2007	14.46	4.65	9.19	4,120.95	1.8	547,782	13.57

Source : Tourism Authority of Thailand (2008:1)

Phuket, located approximately 862 kilometres south of Bangkok, is the largest island of Thailand. It is a famous international tourism destination. In 2007, the number of tourists visiting Phuket equalled 5.006 million which is an increase from 4.499 million in 2006. The 2007 revenue from the tourism industry increased from 77.595 billion baht in 2006 to 94.239 billion baht or at 11.25%. The number of passengers who travelled through Phuket International Airport totalled 5.681 million in 2007 with an increased rate of 21.07% as compared with 2006 (Table 1.2 and 1.3)

Table 1.2 Visitors to Phuket during 2004-2007

	2004	2005	2006	2007
<b>Total number of visitors</b>	4,793,252	2,510,276	4,499,324	5,005,653
<b>Thai</b>	1,295,653	1,188,621	1,616,545	1,722,243
<b>Foreigners</b>	3,497,599	1,321,655	2,882,779	3,283,410

Source : TAT, Southern Office; Region 4.Statistics of Tourism in Phuket. (2007:1)

Table 1.3 Revenue (Million Baht)

	2004	2005	2006	2007
<b>Total number of visitors</b>	85,670.63	28,181.46	77,595.88	94,239.52
<b>Thai</b>	13,488.26	9,108.23	12,444.87	13,567.65
Foreigners	72,182.37	19,073.23	65,151.01	80,671.87

Source : TAT, Southern Office; Region 4.Statistics of Tourism in Phuket. (2007:1)

Phuket has an area of approximately 270 square kilometers or 339,687 million Rais (1 Rai = 1,600 square meter). Of the total area it is divided into agriculture area (55.11%), forest area (18.76%), construction and building area (14.51%), watershed area (0.22%) and others (11.40%). The 55.11% of agricultural land is mostly on the east coast of the island. This area is able to produce agricultural and fishing products to feed local communities on the island as well as providing income for local resident's livelihoods. On the west coast of Phuket, there are several sandy beaches and is precious and popular as a tourist destination and also a place for sea turtles laying eggs.

Recently, in the provinces of Thailand that have had the most tourism, especially Phuket, there has been a rapid growth in development of resorts and the extensive development of properties, such as real estate and condominiums. The rising standards of hotel accommodation, the newly built airports and other transportation stations make the location easily accessible in contrast to sustainable growth of communities based tourism. The real estate development that supports the tourism industry has moved their target areas of investment from the west coast to the east coast where high-end tourist accommodation and marine activities are located (e.g. the Royal Phuket Marina). This type of real estate business has both positive and negative impacts on the property market and local communities. Consequently, the negative impacts from these developments on local communities are obvious. The coastal land, mangrove forests and agricultural land is being encroached upon, deteriorated and destroyed. The socio-economic patterns of local residents have also changed rapidly from the traditional community's way of life to a free market economy which depends on hospitality and tourism related businesses.

In Thailand, by law, local communities are taken care of by the smallest unit of government based administration: Tambon (sub-district) Local Administration Organization (TLAO). The administrators of the TLAO are elected by eligible local residents. The elected administrators have to follow the government policy of sustainable development and the philosophy of sufficiency economy. Although in reality, the implementations of development strategies normally are not consistent with the intended development objectives of community development. On the east coast of Phuket Island there are four Tambons: Tambon Maikhao, Tambon Paklok, Tambon Kokeaw and Tambon Rasada.

## **1.2 Related Literature**

### **1.2.1 Sustainable development**

Sustainable development is a new term that grew out of the conservation and environmental movement of the 1970's. While the conservationists and environmentalists asked questions about preserving the Earth's resources, the topic of sustainable development included questions about how human decisions affect the Earth's environment. The first definition of sustainable development was reported in 1987 by the World Commission on Environment and Development (WCED). The WCED defined sustainable development as "development that meets



the needs of the present without compromising the ability of future generation to meet their own needs” (WCED 1987, p.43). Sustainable development remains centered on concern for the long-term health and integrity of the global environment in its widest, holistic sense; meeting present and future needs; and improving the quality of life for current and future generations.

Farsari and Prastacos (2000) explained that sustainable tourism indicators are a tool which could be used for sustainable tourism development. Resulting from the expansion of the notion of sustainability and the need to implement it in practice, indicators are being developed for evaluating choices which are being made during the developmental process and impacts made upon the natural and socio-economic environment. They provide a framework for evaluating existing situations, as well as, future developmental activities in the field of tourist services production.

The World Tourism Organization (2003) defines sustainable tourism as tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

The World Tourism Organization (2004) has defined sustainable tourism as sustainable tourism development guidelines and management practices that are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development.

The World Tourism Organization (2004) defines tourism indicators that are information sets which are formally selected to be used on a regular basis to measure changes that are of importance for tourism development and management. The usage of indicators can lead to actions to anticipate and prevent undesirable or unsustainable situations at destinations.

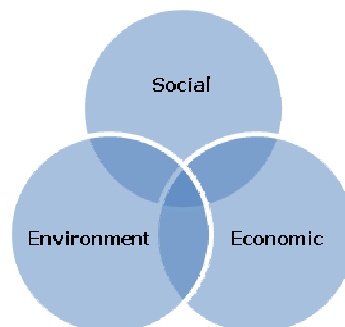
The DestiNet website, who is a United States Partnership for Sustainable Development (2006), also agrees with the World Tourism Organization that sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources

in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

The World Tourism Organization (2004) has set the goals of sustainable tourism as follows:

1. To develop greater awareness and understanding of the significant contributions that tourism can make to the environment and the economy
2. To promote equity in development
3. To improve the quality of life of the host community
4. To provide a high quality of experience for the visitor
5. To maintain the quality of the environment on which the foregoing objectives depend

Figure 1.1 Scheme of sustainable development at the confluence of three constituent parts



Source: Finding a balance among three elements. (Klongkumnuankarn, 2005:1)

The sustainable tourism development plan has been conducted under the scope of balancing the three core elements which are economy, environment, and society. Typically, emphasizing just only one or two arms is not enough to fuel the tourism sector in reaching sustainability. Once the number of tourists returning to the country increases and the inbound revenue increases, the environment is likely to be ruined; this impacts the industry in the long-term as is non-sustainable of raw materials to the tourism sector. Similarly, the greater amount of international revenue that flows into the country, it is likely that the beautiful culture and traditions will disappear, therefore this also destroys the tourism industry. Therefore, the government's policies need to be balanced amongst these three elements. In other words, the

government and the involving parties should observe the impacts on environment and society alongside the impact on economic growth. Apart from that, natural resource management and development are cited as other crucial keys of the plan which may result in the efficient use of the natural resources (the environment, human resources, government, and private investment).

### **1.2.2 Sustainable Tourism Development**

The World Tourism Organization (WTO, 2004) defined that “sustainable tourism development guideline and management” practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustained principles refer to the environmental, economic, and socio-culture aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. First, make optimal use of the environment. Second, respect the socio-culture authenticity of host communities and finally, provide socio-economic benefits to all stakeholders.

The requirement of sustainable tourism (WTO, 2004)

1. Sustainable tourism should make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Sustainable tourism should respect the socio-cultural authenticity of host communities, conserve their established and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Sustainable tourism should ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.
4. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

5. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Some of the most important principles of sustainable tourism development (WTO, 2004) include:

1. Tourism should be initiated with the help of broad based community inputs and the community should maintain control of tourism development.

2. Tourism should provide quality employment to its community residents and a linkage between the local businesses and tourism should be established.

3. A code of practice should be established for tourism at all levels - national, regional, and local - based on internationally accepted standards. Guidelines for tourism operations, impact assessment, monitoring of cumulative impacts, and limits to acceptable change should be established.

4. Education and training programs to improve and manage heritage and natural resources should be established.

Furthermore, the guides for action in sustainable tourism development (WTO, 2004) are the following:

- (1) Make prudent use of the earth's resources
- (2) Alleviate poverty and reduce gender inequalities
- (3) Enhance the quality of life
- (4) Preserve biodiversity and life support systems for all natural habitats
- (5) Preserve indigenous knowledge and ways of life based on respect for different traditions
- (6) Encourage bottom-up responsibility for participation and enhanced capabilities for local level decision making

In addition, there are Sustainable Tourism Development concepts that apply from the definition of sustainable tourism development above. Therefore, the Sustainable Tourism Development concept has many factors.

National Geographic (2005) describes “What is sustainable tourism?” by dividing it into 8 factors as follow;

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

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

3) It benefits residents. Travel businesses do their best to employ and train local residents, buy supplies, and use local service.

4) It conserves resources. Environmental travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary night-time lighting.

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

6) It does not abuse its product. Stakeholders anticipate development pressures and apply limits and management techniques to prevent the “loved to death” syndrome. Businesses must cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.

7) It strives for quality, not quantity. Communities measure tourism success not by sheer numbers of visitors, but by length of stay, money spent, and quality of experience.

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

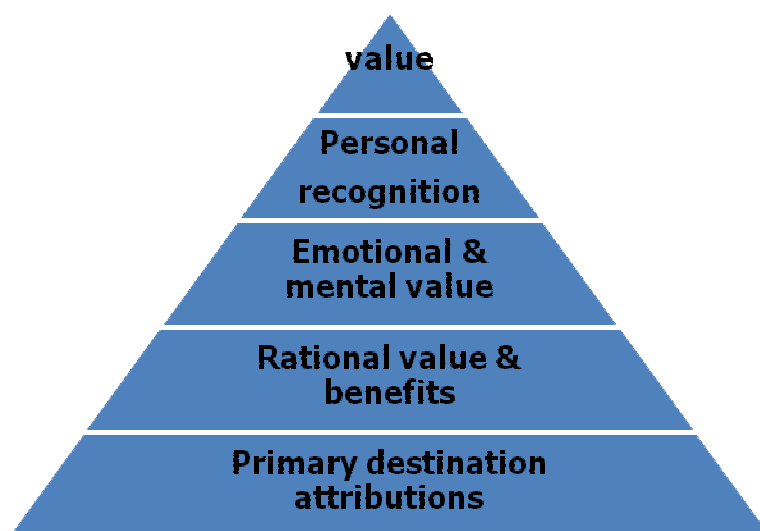
A Sustainable tourism development plan consists of four main elements which are as follows:

#### **1.2.2.1 Values for satisfaction**

To create value for satisfaction, it can be initiated by creating the feeling of value for money towards tourist, which could be done by focusing on how to produce value added

to the tourism's products and services rather than adopting the pricing strategy. The targets of the value added formation can be classified into 5 levels;

Figure 1.2 Strategic framework of sustainable tourism development plan



Source: Values for satisfaction (Klongkumnuankarn, 2005:2)

- Primary destination attributions
- Rational value & benefits
- Emotional & mental value
- Personal recognition
- Brand value regarding the concept of T-H-A- I-N-E-S-S

The concept of T-H-A-I-N-E-S-S stands for Trust, Hospitality, Authenticity, Innovation, Naturalness, Easily Accessible, Standard Safety & Security, and Satisfaction. The concept should be applied to tourism's products in order to create a unique quality and raise the satisfaction of customers. Eventually it is expected to generate good word of mouth to attract more tourists to travel in Thailand.

#### **1.2.2.2 Economic-social yield benefits**

Tourism is a sector closely related to economic growth and the social environment; therefore, setting the effective sustainable tourism development plan require the government to consider the benefits from economic impact alongside the social benefits in order

to improve the living condition of residents effectively. The benefits surveillance should include resource utilization, tourism expenditure, repeating visits and traveling with minimizing cost.

#### **1.2.2.3 Tourism standard & safety**

The priority of implementation is very crucial it should follow the process of planning to assessment. This will help every partner to understand clearly in the same direction that they intend to construct the standardization for setting up the strategy in the future.

#### **1.2.2.4 Public-private collaboration and commitment**

A good sustainable tourism development plan should take the benefits of involved parties into account and is also required to be the collaboration of multi-level cooperation amidst Inter-ministry, Inter-cluster, government & private organizations, and so forth.

### **1.2.3 Sustainable Tourism-Eliminating Poverty (ST-EP)**

The United Nations Poverty identified poverty as one of the biggest global challenges and set forth as one of its Millennium Development Goals to eradicate extreme poverty by 2015. The World Tourism Organization (WTO) has responded to this challenge and opportunity by launching the ST-EP initiative, which was announced at the World Summit on Sustainable Development in Johannesburg in 2002.

Entitled ST-EP (Sustainable Tourism Eliminating Poverty), the initiative focuses on enhancing the Organization's longstanding work to encourage sustainable tourism social, economic and ecological with activities and jobs to people living on less than a dollar a day (about ST-EP, 2008). Following the launch of ST-EP, activities concentrated primarily on fundraising and raising awareness of the initiative. As a result of the initial fundraising process, a number of important donors and development organizations offered their financial support to the ST-EP program with significant contributions. UNWTO and the ST-EP Foundation have put in place a framework for poverty alleviation through tourism, which extends to a wide range of activities, including: the 7 mechanisms. In order to deliver practical benefits to the poor, a clear understanding is required of the ways to effectively channel visitor spending and associated investment into improved income and quality of life for people in poverty so as to ensure that all possibilities are considered and used effectively. The ST-EP programme presented 7 different mechanisms through which the poor can benefit directly or indirectly from tourism. These

mechanisms have become an important philosophy of the ST-EP initiative and have been widely disseminated and incorporated in ST-EP projects, studies, seminars, training and related conferences. An overview of each mechanism is set out below:

- Employment of the poor in tourism enterprises
- Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor
- Direct sales of goods and services to visitors by the poor (informal economy)
- Establishment and running of tourism enterprises by the poor – e.g. micro, small and medium sized enterprises (MSMEs.)
- Tax or levy on tourism income or profits with proceeds benefiting the poor
- Voluntary giving/support by tourism enterprises and tourists
- Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors

The concept of a program to link the longstanding WTO pursuit of sustainable tourism with the global leadership initiative of Poverty Alleviation emerged in the run-up to the August 2002 World Summit on Sustainable Development (WSSD) in Johannesburg. The WTO Secretary General mandated his Special Advisor, Trade in Tourism Services, to create a broad strategy for WTO, embracing ongoing program work on ‘Sustainability: Trade and Poverty’ – subsequently termed ‘Liberalization with a Human Face’. ST-EP was conceived as a model implementation initiative to capture the spirit and the attention of the Johannesburg Assembly, as well as provide a leadership program for the sector (Lipmann, personal correspondence, 2002). A key element was the linking of WTO with the United Nations Conference on Trade and Development (UNCTAD), the technical agency which specializes in channeling assistance to the Least Developed Countries (LDCs). The partnership with UNCTAD is designed to deliver a tripartite framework consisting of the following:

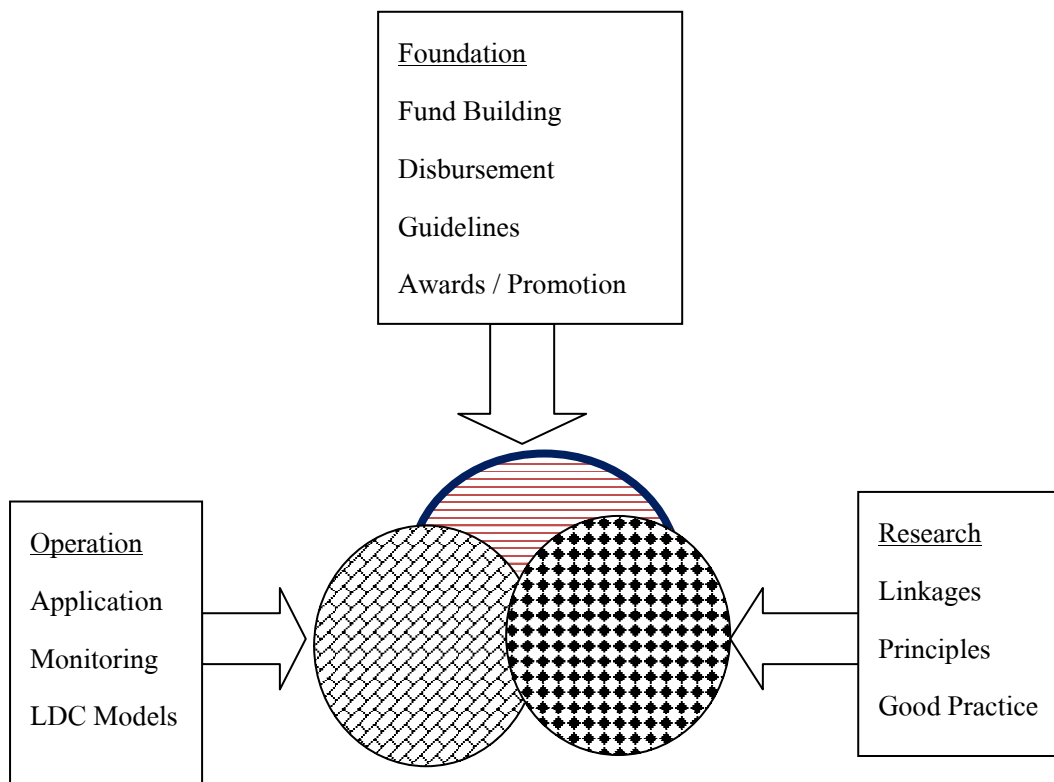
1. A Foundation to raise funds from new sources
2. A Research Network to link sustainable tourism with poverty elimination



3. An Operational Mechanism to seed fund model projects (Report to WTO 15th Global Conference, Beijing, 2003).

The role of the world tourism organization (WTO) and UNCTAD is to sponsor and promote ST~EP

Figure 1.3 ST~EP Framework



Source: Sustainable tourism - eliminating poverty: an overview, T.Sofield (2004:17)

The ST~EP was launched by the WTO with UNCTAD at the Johannesburg World Summit and is a manifestation of the UN Millennium Development Goal to halve extreme poverty by 2015 and also contribute to the WTO's Global Code of Ethics. The WTO Global Code of Ethics was developed with the input of members and associates of the WTO. It was, 'Developed after extensive research and several years of consultation it reflects general declarations of the UN system on society, interdependence, social inclusion and human rights, as well as the mandate given to the World Tourism Organization (WTO) by the UN Commission on Sustainable Development to lead the sector's sustainable development crusade. It sets out broad principles for responsive and responsible development of sustainable tourism' (Frangialli 1999). With reference to the ST-EP, the ten Articles of the Code of Ethics incorporate 48 clauses which

provide the underpinning of the principles to guide the way in which research into ST~EP and operations of sustainable tourism may constitute the access point for alleviating poverty. The ten articles cover the following broad topics:

- Tourism's contribution to mutual understanding and respect between peoples and societies
- Tourism as a vehicle for individual and collective fulfillment
- Tourism, a factor of sustainable development
- Tourism, a user of the cultural heritage of mankind and contributor to its enhancement
- Tourism, a beneficial activity for host countries and communities
- Obligations of stakeholders in tourism development
- Right to tourism
- Liberty of tourist movements
- Rights of the workers and entrepreneurs in the tourism industry
- Implementation of the principles of the Global Code of Ethics for Tourism.

The ST~EP Foundation is designed to achieve *inter alia* the following objectives:

- To support research and tourism projects that meet ethical standards, in accordance with the UN Millennium Development Goals and the WTO Global Code of Ethics and which link sustainable tourism with poverty elimination
- To inform public opinion on the importance of sustainable tourism projects in developing countries generally and the world's poorest countries specifically
- To analyze sustainable tourism needs and opportunities in countries with developing economies, that might be addressed to accomplish the Foundation's aims
- To co-operate with other international organizations working towards similar goals

- To publish a Progress Report, to be presented at an annual ST-EP Forum organized by WTO with UNCTAD
- To host an annual Global Leader's Lecture on ST-EP and the Millennium Development Goals, in conjunction with a related Awards Ceremony (Sofield, 2004)

### **UN Conference on Trade and Development (UNCTAD)**

UNCTAD moved into a new phase in support of tourism with the Third United Nations Conference on the Least Developed Countries held in Las Palmas, Canary Islands, Spain, 26-29 March 2001, the theme of which was 'Tourism and Development in the Least Developed Countries.' UNCTAD concluded at the conference that tourism had a 'catalytic impact on the economic development and efficiency' of the LDCs (UNCTAD 2001). This conference resulted in UNCTAD seeking a partnership with WTO to pursue its tourism-specific objectives, and the outcome, as delineated above, was the ST-EP initiative launched at the WSSD in Johannesburg. Since 1971, the Least Developed Countries (LDCs) have been officially designated by the United Nations as a category of countries suffering from structural handicaps in their socio-economic development and regarded by the international community as deserving special treatment in support of their efforts to overcome these handicaps. The list of LDCs is reviewed by the Economic and Social Council of the United Nations every three years. In the last triennial review (2000), the criteria used were as follows:

- A low national income (measured through the gross domestic product per capita, with a \$900 ceiling for newly admitted countries)
- A low level of human capital development (measured through a composite index based on health, nutrition and education indicators)
- A high degree of economic vulnerability (measured through a composite index based on indicators of economic instability, insufficient diversification, and the handicap of smallness) (Sofield, 2004).

#### **1.2.4 Community-Based Tourism (CBT)**

Conservation International (2008) defines community based tourism as tourism in which local residents (often rural, poor, and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole. Community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources.

The Thailand community based tourism institute (2008) defines CBT as the tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life. CBT programs are developed based around special elements of local lifestyle, culture, people and nature that community level.

At present, the development of Thailand concentrates on the importance of “Sufficiency Economy”, which emphasizes the balanced development of human, social, economic, and environmental resources. The Thai people are encouraged to build up inner strength or moral values as a shield to sustain the challenges of the outside world. Community-based tourism is one option for Phuket’s tourism development. Community-based tourism is socially sustainable tourism which is initiated and almost always operated exclusively by local residents. Shared leadership emphasizing community well-being over individual profits balances power within communities, and responsible stewardship of the land (Community-based tourism, 2008).

#### **How have local communities benefited from CBT?**

- New skills to help local residents adapt in a rapidly changing world, where they are increasingly vulnerable: participating in CBT, and the various tasks which are involved

has helped community members to develop analysis, planning, consensus, communication, presentation, accounting, management, monitoring, green product development;

- Increased community cooperation and participation, including new roles and an improved voice for disadvantaged minority people including the local youth, women, and elderly.

- Supported traditional practices; and created a new social space for cultural expression, and cross-cultural exchange which has boosted the self-confidence of local people;

- Improved sustainable natural resource management including new areas of mangrove and highland forest, increased biodiversity and more food for local people.

- Community Funds: built into CBT pricing have provided funds for a variety of community and environmental projects, e.g.: reforestation, youth camp, advocacy;

- Additional income: community based tourism has contributed up to a 10% increase in the yearly income of participating community members.

### **1.2.5 Sufficiency Economy**

As stated by His Majesty King Bhumibol Adulyadej, “Economic development must be pursued sequentially step by step. It should begin with the strengthening of our economic foundation, by assuring that the majority of our population has enough to live on. ... Once reasonable progress has been achieved, we should then embark on the next steps, by pursuing more advanced levels of economic development. Here, if one focuses only on rapid economic expansion without making sure that such plan is appropriate for our people and the *conditions of our country*, it will inevitably result in various imbalances and eventually end up as failure or crisis as found in other countries.” (Royal Speech, 1974).

His Majesty bestowed the philosophy of the Sufficiency Economy to the nation on December 4, 1997 in his royal speech given on the occasion of his birthday. It was five months after the floating of the baht and at the time when the country was almost lost in the economic crisis.

To create an economic development strategy, that is uniquely Thai, it is necessary to understand the special relationship between the people of Thailand and their monarch, His Majesty King Bhumibol Adulyadej. Through his thinking, he has laid the foundation for and inspired his country's development strategy. Since the beginning of his reign, His Majesty has continually worked to enhance the livelihood of the poor. Royally-initiated activities include rural economic development projects, protection of critical natural resources, and resolution of urban problems such as water treatment and traffic. Thailand's Sufficiency Economy Philosophy stems from remarks made by His Majesty King Bhumibol Adulyadej throughout his 58 years of the throne (NESDB, 2004a). In particular, after the Asian economic crisis of 1997 when numerous business organizations in Thailand went bankrupt, His Majesty reiterated the philosophy as the way to recovery that would lead to a more resilient and sustainable economy (NESDB, 2004b).

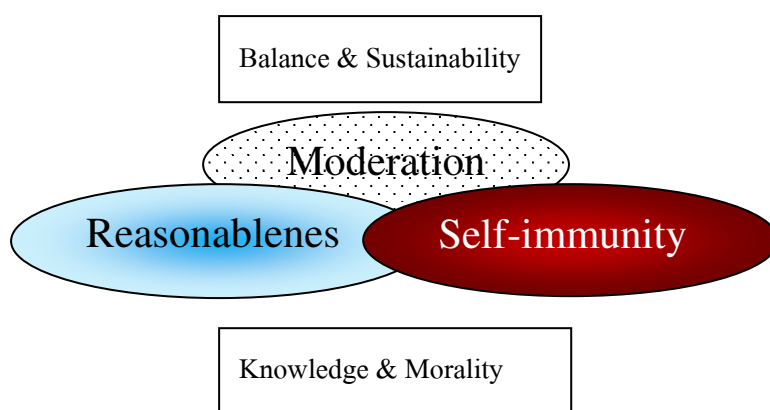
In the midst of the economic crisis, in December 1997 and again in 1998, His Majesty King Bhumibol Adulyadej reemphasized a concept he has propounded since the 1970s: the philosophy of the "sufficiency Economy" and urged all Thais to practice it to the greatest extent possible. Sufficiency economy sets out to shield the Thai people and nation from adverse internal and external shocks by acknowledging the interdependency among people all levels. Sufficiency Economy advocates taking the middle path in life as the optimal route for personal conduct at all levels: individuals, families, and communities. It counsels moderation, self-reliance, honesty and integrity, while exercising knowledge with prudence. During his Royal Speech on December 4, 1998, His Majesty stated, "If one is moderate in one's desires, one will have less craving. If one has less craving, one will take less advantage of others. If all nations hold this concept of moderation, without being extreme or insatiable in one's desire, the world will be a happier place."

In 2001, the Sufficiency Economy Working Group (SEWG) was informally set up jointly between the National Economic and Social Development Board (NESDB) and the Crown Property Bureau to further interpretation of the Philosophy of Sufficiency Economy for application to the development process in Thailand, such as the current 9<sup>th</sup> National Economic and Social Development Plan.

Medhi Krongkaew (2003), professor of economics at the school of Development Economics, National Institute of Development Administration (NIDA), comments:

It is possible to see the Sufficiency Economy as consisting of two frameworks. One is the inevitability of facing the globalized world in which economic efficiency and competition are the rules of the game; the other is the need for economic security and the capacity to protect oneself from external shock and instability. Thinking within the first framework-the basic tenet of mainstream economics we must realize the opportunity costs involved in every decision we make. We gain from specialization and division of labor because the opportunity costs of doing everything by ourselves is much higher. The laws of comparative advantage and gains from trade are at work in today's world. But it would be foolish to pursue all-out specialization without basic security, especially in food, shelter, and clothing. This is where the framework of the new Sufficiency Economy comes in. This concerns the basic capacity of the people of a country to look after themselves. The optimization principle applies when we seek to answer the question: How much of our time and energy should be devoted to the first and second frameworks, respectively? In other words, how much resources should be allocated to producing for trade based on the comparative advantage principle, and how much for basic security? The best mix between the two allocations would represent the optimal state of affairs, both in mainstream and Sufficiency Economics.

Figure 1.4 Sufficiency Economy Philosophical Framework



Source: Development of the *Sufficiency Economy* Philosophy in the Thai, S.Kantabutra. (2006:5)

The Sufficiency Economy Philosophy framework (see Figure 1.4) comprises of three components and two underlying conditions (Piboolsravut, 2004). First, Sufficiency entails three components: Moderation, reasonableness, and requirement for a Self immunity system, i.e. the ability to cope with shock from internal and external changes. Second, two underlying conditions necessary to achieve Sufficiency are knowledge and Morality. “Sufficiency Economy” requires breadth and thoroughness in planning, carefulness in applying knowledge, and the implementation of those plans. As for the Moral/Ethical condition, “Sufficiency Economy” enforces the conditions that people are to possess—honesty and integrity—while conducting their lives with perseverance, harmlessness and generosity. The Sufficiency Economy Philosophy serves as a guide for the way of living/behaving for people of all levels, and is scalable with universal domain applicability, including business organizations (Piboolsravut, 2004).

His Majesty’s wisdom has earned not only respect and admiration within Thailand, but also throughout the international community, where the philosophy of Sufficiency Economy has been recognized as an effective approach towards sustainable development. In recent years, many developing countries have sent delegations to study His Majesty’s royal projects on alternative development to see first-hand how the philosophy can apply.

The Economic Sufficiency Philosophy is different from the New Agricultural Theory but they support each other in terms of concept and practice. This philosophy is a principle of the New Theory practices, and is a guide to economical and proper living based on the sustainable way that Thai people lived in the past.

Basically, its concept is to live a moderate self-dependable life without greed and over-exploitation of, for example, natural resources. A more advanced approach includes assistance exchange and co-operation that benefit the public and sustainable development. Three main features of the Economic Sufficiency are moderation, reasonable actions, and mental strength, and two conditions are knowledge and morality.

The New Agricultural Theory is a guideline for farmers to sustainably use natural resources especially soil and water. It guides the farmers, who own small plots of land to achieve the highest benefit with sustainable agricultural practices. Although they may not be able to earn much, they are able to live without insufficiency. A plot of land can be divided into several parts



for different agricultural activities. For example, the farmer can plant fruit and vegetables as well as feed chicken and pigs, and fish. (Economic Sufficiency, 2008)

### **1.2.6 Tourism impact on local communities**

The studies of tourism impact on 4 local communities, especially in the areas which are located in similar geographical areas and landscape. The major income of the people of the community comes from the local resources from that community. Some sub-districts have the strength of their communities in order to develop and preserve the environment. For example Tambon Paklok, which was able to preserve great numbers of mangrove forest to maintain the richness of natural resources sustained by the union of the communities in development, preservation and growth of the forest. To enhance the remaining forests complete with providing the knowledge in every field that is able to support the communities, socially, economically and the environment. For the other sub-districts such as Tambon Kohkeaw, which is an area and community in the pattern of an urban area, also Tambon Rasada, which is located in an urban area. There are some areas that are attached with the east bank of Phuket, there are some areas which still have the mangrove forests, and the communities there are also earning their living from fishing. With regards to the geography and landscape of the 4 sub-districts, which are similar, there is a need to study the impact in several fields of the 4 sub-district as follows;

#### **A. Economic Impacts**

The economic issues affecting the community are in terms of careers and income. The 4 Tambons are located throughout the east coast of Phuket, the areas consist of rich mangrove forests, and even some areas have been changed by the investment of investors who converted the area for construction of marinas. However, the original communities still earn their living by fishing and working in rubber plantations which are the main occupations from the past to the present. Therefore, the study of the economical impacts of these sub-districts must emphasize on how to make the communities a better place to live without selling their remaining ancestral land, because if everyone sells all their land to the capitalists, their lineages will not have their ancestral land, and the occupations that used to make their income, way of life, and several local traditions will be terminated as well. Especially, if the investment in coastal developments destroys the value of highly sensitive environments such as mangrove forests which are comparative to food sources for the community as well as being a local livelihood.

Based on those reason that we have mentioned, the agreement within the community during this present time is to make the community sustainable. This agreement will affect the future income of the economy of the community.

The researcher has studied the good way of life for living in the communities for publication, completed with the provision of guidelines for occupational development and the sustainability of the communities in the continuous direction of living in the communities where the income is not affected by the global economy.

### **B. Environment Impacts**

The changes of the economy and several impacts which have occurred are able to directly affect the environment without being avoided, because of the changes in economic circumstances which has affected the communities with the problem of a higher cost of living. The traditional methods of earning their income are unable to meet their needs due to the higher of living cost and changes in occupation. The destruction of natural borders such as the trespassing on the mangrove forests for converting to tiger prawn farm. Likewise, in the past the trespassing on the mangrove forest for construction of marinas and real estate at present has had an impact of the local community. The interests of investors are just to satisfy their needs, taking all the benefits from the area, and leaving the ruins of the environment including harmful pollution for the communities to restore to its previous state that can take many years and utilizes precious resources. By the same reasons, the studies will have emphasized on sustainable development for preservation of a good environment. With an emphasis on the participation of the local communities and the investors who also have a vested interest in the area to focus on preservation. The occupation should generate income for the communities without destroying the environment and manage the resources used in order to gain good quality with high benefits.

#### Positive Impacts (Jittangwattana, 1999)

- 1) To realize the environment value of the local community.
- 2) To help to conserve the environment of the local community.
- 3) To help to resuscitate and contribute environment value in local community.
- 4) To benefit in developing and modifying the environment of the local community.

- 5) To benefit in searching for ways to conserve resources and address the problems of environment.

Negative Impacts (Jittangwattana, 1999)

- 1) To make the natural resources destroyed.
- 2) To make the problems of water and wastewater to local community.
- 3) To make the biological resources destroyed.
- 4) To make pollution in local community.
- 5) To make land subsided.
- 6) To destroy the viewpoint of local community.

**C. Socio-cultural Impacts**

The socio-cultural impacts have been affected by economical impacts and environmental impacts. The relationship is unable to be separated such as one part of the Rasada Sub-district (Sire Island) that has a variety of communities who stay together as an original community (such as the Morgan villagers) who has the characteristics of communal living and earning their living by fishing. There is a Boat Floating Festival which is the origins of their communality which has been passed through the generations to the present day. As a result changes which are caused by the economical situation have an effect on their income. Other factors include being taken advantage of by the middleman who always force the price of seafood down, supporting the consumption of resources without considering the natural balance, destroying the environment and affected the habitat of the aquatic animals hence decreasing the main source of income for the community. Therefore, when the resources have decreased, the community must emigrate to find out a new food source. The releasing of the place of origin has an effect that changes the society; the remains of the culture will also collapse. With regards to the negative impacts as mentioned, there are also positives of socio-cultural impacts which are able to separate as follows;

**D. Social Impacts**

Positive Impact (Jittangwattana, 1999)

- 1) To benefit for changing the old pattern of local community job
- 2) To create the civilization to local community
- 3) To be a standard of costs of life to local community

- 4) To benefit for changing family structure of local community
- 5) To improve locals and tourist understanding and relationship
- 6) To make local community harmonious or unity
- 7) To perfect local people move out the community
- 8) To benefit for education to local community
- 9) To benefit for safety and security in local community

Negative Impacts (Jittangwattana, 1999)

- 1) To be the problem of a changing way of life
- 2) Lack of relationship between people in family
- 3) To create unfairness in the local community
- 4) To change the good personality and behaviors of some local people
- 5) To be prostitute in local community
- 6) To make people from out of the community move in to the community
- 7) To make local disadvantage to the tourists
- 8) To be crime in local community
- 9) To be conflicts between locals and tourists

**E. Culture Impacts**

Positive Impacts (Jittangwattana, 1999)

- 1) To attract tourists in cultural uniqueness
- 2) To make tourists understand about local culture
- 3) To help to resuscitate and descend the cultural heritages for the next generation
- 4) To make love, conservation, protection and be proud in local culture and tradition
- 5) To exchange cultures between tourists and locals
- 6) To coordinate in conserving the local culture
- 7) To encourage the making of local products

Negative Impacts (Jittangwattana, 1999)

- 1) To have conflicts in culture between tourists and locals.

- 2) To be a problem in changing of way of life in culture.
- 3) To change in cultural pattern rapidly.
- 4) To reduce the value of culture.
- 5) To reduce the value of handcrafts of local community.
- 6) To destroy culture, art and antique heritage of local community.

### **1.2.7 Local Administration Organization (LAO) and Community Development Plan**

#### **Thai Public Administration**

Until 1991, the National Public Administration Act was promulgated to provide three basic levels of public administration in Thailand: central, provincial, and local administration.

#### **Central Administration**

The central administration falls under the basic concept of centralization and consists of 15 ministries. Various departments, offices, bureaus, divisions and subdivisions are established in each ministry.

#### **Provincial Administration**

This form of administration comes under the concept of concentration, which means that the central government delegates some of its power and authority to its officers who work in provinces and districts. These officers are from various ministries and departments and carry out their work according to laws and regulations assigned by the central government. At present, the provincial administration consists of 75 provinces (excluding Bangkok), 795 districts, 81 minor districts, 7,255 sub-districts or Tambons and 70,865 villages (data who?in February 2001).

#### **Local Administration**

Local Administration in Thailand is based upon the concept of decentralization, which allows local people to participate in local affairs under concerned laws and regulations. At present, there are 2 types of local administrative organization in Thailand. The general type, which exists in every province, is composed of: 1) the Provincial Administration Organization, which covers all areas in the province, 2) Municipalities, urban areas with a crowded population and level development; and 3) Sub-district Administration Organization

whose jurisdiction is over the area of a particular sub-district outside the boundaries of municipalities. The special type consists of two forms of local government: 1) Bangkok Metropolitan Administration; and 2) the City of Pattaya (UN, 2003).

Choowong (1996) explains that LAO is the local administration organization which gets authority from central government to manage the social development in a specific area. This is to encourage local people to have the authority to share perspectives in social development as they are local people and know well what they want. As the process of social development is complex, the central government decentralizes authority to local people by established LAO. LAO are composed of the Changwat administration organization, municipal government (city, town, and sub-district municipalities), sanitary district, and the TAO.

### **History of Provincial Administrative Organization (PAO)**

The Provincial Administrative Organization (PAO)'s system had firstly risen in 1933 by the act of the organized municipality. The status of each city council, in that moment, was the organization which acted as the people's representatives and gave committees advices. It still is not being a corporate organization or departed from region administrative organization yet.

In 1938, city council had enacted which aimed to separate city council laws from region administrative laws but almost essential parts weren't changed to its status at any rate. City council was still being a counselor only for provincial committees.

In 1952, the Thai government declared Act of Administrative Organization of the State. It indicated that the provincial governor has the right to rule officers, bureau, and ministry in control. This regulation turned city council into provincial governor's counselor but the role of city council as provincial committees' counselor; gave advices and administrated the provincial's process of working, it didn't really work well. Then the role of city council was adapted which aimed to increase both efficiency and effectiveness in terms of letting people to participate in self administrative.

Afterwards, the revolutionary council law (issue 218) was declared in 29 September 1972, which related to organize the Administrative Organization of the State; city council had changed its role into Provincial Administrative Organization (PAO) which would fully have more responsibility. (PPAO, 2008)

After the act of PAO in 1997 was approved by the parliament, it was announced in The Royal Government Gazette Issue 114 Part 62 dated 31st October 2008, which started enforcement on the 1st November 1997. This act mentioned the administration of PAO which is the unit of a local administration rather than provincial administration. After considering the main reason of using the act from the act's details and the minutes of extraordinary committees, the committee discussed the purpose of the legislation which is;

- To manage administrative system in terms of land management and duplicate income
- To adapt as the evolution flow of the local administration system
- To devolve center and region administration to local administration
- To reduce the administrative from central part

### **Phuket Provincial Administration Organization (PPAO) 3 Years**

#### **Development Plan (2009-2011)**

After Mr. Phaiboon Upatising had been appointed as The President of Phuket Provincial Administration Organization (PPAO), he announced intensive practical policies to The President of House of Phuket Provincial Administration Organization in order to support and enhance Phuket's sustainable development and growth continually. All policies are from the answers of Phuketians' questions, of course, he proposed his party's policies to the community. Gradually the Phuketians opened their arms accepted his reliability and allowed him to process all PPAO missions.

1. Managerial, Political, and Administrative Policies
2. Economic and Tourism Policies
3. Education Policies
4. Public Health Policies
5. Quality of Living Policies
6. Infrastructure Policies
7. Natural Resources and Environmental Policies Information  
Technology (IT) Policies (PPAO, 2009)

#### **Phuket's Strategy Development Plan**

1. World class tourist destination

- To develop and restore natural resources and local culture. To improve basic infrastructure to meet international standard.

- To raise standard of service quality and tourism related businesses to meet international standard.

- To promote and support marketing of Phuket as tourist destination both domestically and internationally.

## 2. High quality of life with unique local custom and cultural identity

- To create opportunities, to raise income and to reduce expenditure.
- To protect citizen from social inequality.
- To strengthen communities by improving family values and communities involvement.

- To conserve unique local custom and cultural identify by improving education.

## 3. Sustainable development

- To improve the responsible use of natural resources by involvement local community in conserving, protecting the Ecosystem.

- To improve water sources management.

- To improve Phuket as one of the best communities to live and visit.

## 4. High quality administrative systems

- To improve transparency, readiness, efficiency, effectiveness, accuracy and equality of public services systems.

- To improve effectiveness and efficiency of public services by using information technology.

### Local Administrators' Development Policy

1. Job creation opportunities

2. Information technology systems

3. Basic local community services

4. Natural resources and environmental management

5. Health care



6. Educational opportunities
7. Continuation of local art, custom, culture, wisdom and heritage
8. Tourism
9. Public services (PPAO,2009)

The Tambon (sub-district) Administrative Organization (TAO) has been established under the decentralization policy of the government and the new Thai constitution of B.E.2540. Therefore, the TAO is considered as a small local government unit, which is close to the local people (Narumol Thapthim, 2008).

According to the act on legislation on planning and procedure setting for local administrative organizations B.E.2542 (B.C.1999), section 2 article 16, the TAO is assigned the duty of administrative management for public services for the benefit of the local people within their area of responsibility. Most of the detailed of responsibilities relate to providing basic necessary infrastructure and development activities related to economics, health and social security and the living conditions of the local people. However, there is one role out of the 31 assigned roles, in which the TAO also has a duty on the management, maintenance and utilization of forests, land and other natural resources and the environment that support and encourage the TAO to manage the coastal fishery resources.

Kampong (2004) also explains that the TAO is counted as the closest LAO to local residents. It takes responsibility to assist and serve the community in its own area instead of central government and is fast and convenient. For example, it provides water for utilizing and drinking, maintains the water supply and road ways, keeps the areas clean, encourages local residents to use local intelligence, and offers many public places for the community. Moreover, it assists to ensure the quality of life of people, maintain and protect the arts, ways of life, and cultures as well. The LAOs are the local administration organizations that are decentralized to maintain and protect local resources and rights such as natural resources, public health, public utilities. They are assigned to develop the area, serve the citizens and solve the problems of a specific area. The TAO is one of the LAO and the closest government sector to local people.

Election Commission of Thailand states that the duties of the TAO are to serve the public in the village and Tambon (ETC, 2004). For example;

- It provides water for utilizing and drinking.
- It maintains the water supply and road ways.
- It keeps the areas clean.
- It encourages local residents to use local intelligence.
- It offers many public places for community.
- It has to ensure the quality of life of people, maintain and protect the arts, ways of life, and cultures as well.

There are 2 parties of representatives in the TAO, these are;

1) The local assembly member in the council of the TAO elected by local people directly. They work for 4 years per election. The numbers of the local assembly members in the council of the TAO will not be equal for each the TAO. It is up to the number of villages in the Tambon (ETC, 2004);

- The TAO, which has a single village, will be able to have 6 local assembly members.
- The TAO, which has only 2 villages, will be able to have 3 local assembly members per village.
- The TAO, which has more than 2 villages, will be able to have 2 local assembly members per village.

The duties of the local assembly members of the TAO are listed as follows:

- To establish the regulations for the TAO, this is called “Provision of the TAO” such as wastewater management, and the utilization of the village water supply.
- To examine and control the management of the TAO through a management team such as president and vice-president, especially in financial management, and budget requests.
- To construct a Tambon 3LDP, this is from the requirements of local people, such as providing the education scholarships and money for old people.

- To establish an annual expenditure budget, keeping tax from local people, that includes both direct taxes (such as poster tax, local maintenance tax, household tax, land tax), and indirect taxes (such as value added tax, money from taxes will be utilized in the local development)

2) The president of the TAO is elected directly by local people. There is only one president per TAO. The president has the authority to delegate 2 vice-presidents, who are not the local assembly members, to assist in management. The vice-presidents will work for 4 years per an election. The Duties of the President of the TAO are as follows (ETC, 2004):

- To manage the activities of the TAO in order to follow the provisions of the TAO and Tambon 3LDP.
- To establish the Tambon 3LDP and the annual expenditure budget in order to present to the council of the TAO.
- To report performance results and financial concerns to the council of the TAO.

To elect the *president of the TAO*, local people can elect only one president per Tambon. To elect *the local assembly members*, local people can only elect the number of local assembly members, which is up to the establishment of each area as follows (ETC, 2004);

1. The TAO, which has a single village, will be able to have 6 local assembly members.
2. The TAO, which has only 2 villages, will be able to have 3 local assembly members per village.
3. The TAO, which has more than 2 villages, will be able to have 2 local assembly members per village.

## 1.2.8 Local communities on the east coast of Phuket Island

### 1.2.8.1 Tambon Maikhao (TMLAO)

Puttaporn Bunna (2009) explains that community is tourism community abounding with many tourism resources. Majority of the income is generated from tourism and plantations. Nowadays, modern technology has been increasingly introduced to the community, then, plantations become less important. Many plantation areas are deserted and people turn to trade and service based businesses. City area has been extended and infrastructure problems follow such as troubled water, pollutions.

Also, local cultures and traditions are risky to be dominated by foreign influence. After all, it will affect quality of life of local people. 13<sup>th</sup> April is marked as turtle releasing day when people get together on Nai-Yang Beach to release turtles into the sea. In this event, there are also other festive activities.

TMLAO is located approximately 25 kilometers away from the Amphur Thalang or the north part of Phuket province with the area of 29 square kilometers. The boundary of Tambon Maikhao is clarified in the following:

Table 1.4 The boundary of Tambon Maikhao

Direction	The Boundary
Northern	Close Tambon Khok kloi
Southern	Close Tambon hlor young
Eastern	Close Tambon Tepkasattree
Western	Close Andaman Sea

Source: Tambon Maikhao 3 year local development plan (3LDP) (2009:5)

### Landscape

Tambon Maikhao stretches along the coast, parallel with the beach and transportation routes. Tambon Maikhao has a large extension of lowland as there are only a few steep mountains away from the coastline. Therefore, some vast areas are available for development of the city. Since Tambon Maikhao has only little leveled areas, it is likely that Tambon Maikhao tends to encounter natural disaster such as floods and landslide. Majority of the land in Tambon Maikhao is suitable for plantations such as rice and rubber trees. The area of Tambon Maikhao slopes to the Andaman Sea.

### **Area Connections**

It is abundant in natural resources possessing beautiful beaches, and is easily accessed as it is connected by Highway no. 402. Currently, several projects have started to make routes connecting beach tourist sites which are Maikhao Beach, Nai Yang Beach, tourist sites in Cheungtalay, Kamala and Patong.

### **Ground Water**

Ground water rock is found in Tambon Maikhao and water can be produced at the depth of 2-4 meters with a capacity of 5-10 sq.m./hr. Water is in good condition with a TDS (Total Dissolved Solids) of less than 500mg/liter except the northern area of the community where water contains TDS of 1500mg/liter. Mountain rocks creating water can be found in almost every Tambon in Thalang District both in beach areas and mangroves giving fresh water at the depth of 15-25m., 2-10 sq.m/ hr, with the capacity of 10-20 sq.m/hr.

### **Electricity system**

The electricity service in the Phuket province is managed by the Provincial Electricity Authority, Phuket's source of electricity is water power production from the Dust Light Dam in Surat Thani province. According to amputated 115 distributor tall kilogram volt systems service the electric current to people, industry and business in Phuket and Phang-nga province.

### **Water supply**

Water in Tambon Maikhao is supplied by local waterworks unit, Maikhao Monastery, established in 1995 with a capacity of 12 cubic meters per hour supplying approximately 100 households.

### **Drainage and Water treatment**

Its combined drain system has been used to drain rainwater and waste water before releasing into natural waters without treatment.

### **Refuse Collection**

Quantity of refuse per day is about 9 metric tons. The collected refuse is incinerated in the Phuket municipality incinerator. Incinerator fee is 200 Baht/ton. In average, 1800 will be paid for refuse incineration.

## Socio-Cultural

### Population and Households

4,191 households with 11,958 people (Male 6,031, Female 5,927) in 7 villages at Tambon Maikhao Local Administration Organization.

### Religion

In Tambon Maikhao, there are both Muslim and Buddhist residents. However, Muslims are the majority of people in the community, especially in Moo 2. There are 6 mosques and 2 temples scattered around the community in Tambon Maikhao.

Table 1.5 Tambon Maikhao Population and Households

Village number & name (MOO)	Population & Households			
	Male	Female	Total	Household(s)
Moo.1 Makprok village	1,164	1,151	2,315	894
Moo.2 Koan village	1,135	1,152	2,287	618
Moo.3 Suanmapraw village	750	740	1,490	441
Moo.4 Maikhao village	1,145	1,098	2,243	823
Moo.5 Thachatchai village	1,134	1,120	2,254	790
Moo.6 Bordhai village	344	292	636	414
Moo.7 Hyid village	359	374	733	221
<b>Total</b>	<b>6,031</b>	<b>5,927</b>	<b>11,958</b>	<b>4,191</b>

Source: Tambon Maikhao 3 year local development plan (3LDP) (2009:6)

### Tambon Maikhao Local Communities

Detail descriptions of each of subdivision:

#### 1. Ban Makprok

Rubber plantation and fishery area, there are 894 household with a total population of 2,315. Majority of the people are Muslim.

#### 2. Ban Ko Koan

Rubber plantation, livestock, and fishery area, there are 618 household with a total population of 2,287. Majority of the people are Muslim. Yacht Heaven Marina is located here.

#### 3. Ban Suanmapraw

The east coast with mangrove forest is a location of original settlement (Morgan), LAO, Tambon Maikhao, immigration office. Majority of the people earn their living from rubber plantation, coconut orchard, livestock and fishery. There are 441 households with a total population of 1,490. The west coast with a large white water pond is a home of many kinds of birds. There is a beautiful beach located at Sala Phuket Hotel and Meridian Hotel.

#### 4. Ban Maikhao

The west coast locates Maikhao beach, the beautiful beach connected to Nai Yang beach. The area is developed to be a tourist spot with five-star hotels and resorts and the water park by international investors. The locals earn their living by operating a rubber plantation, a coconut orchard and fishery. It used to be the location of many tiger shrimp nurseries. There are 823 households with a total population of 2,243.

#### 5. Ban Thachatchai

The northern part of Phuket located Sarasin Bridge, connects Phuket and Phang-nga. There is Sraykaew beach connected to Maikhao beach. Sirinat National Park has one of the best mangrove forest and sea pine forest. There are 790 households with the total population of 2,254.

#### 6. Ban Bordhai

It is located near the Phuket International Airport, with 414 households and a total population of 636.

#### 7. Ban Hyid

Rubber plantation and fishery there are beaches on the east. There are 221 households with a total population of 733.

### **Community groups**

- The Ark Shell Farm Group
- The Souvenir Shop Group
- The\_Near-shore Fish Farm - Ban Bang Duk
- The Near-shore Fishery - Ban Mak Pruk
- The mixed agricultural, Ban Bang Duk
- The\_Saving for local fisherman - Ban Lam Lar
- The State\_Enterprises Community Ruk Batik

- The Phabaibua Artificial Flower Group
- The State Enterprises Community Ban Kor Ain Minda Development
- The Handmade Curry Paste Group
- The Rubber Plantation Group
- The Sai Yai Ruk Rice Farmer Group
- The Local Breed Chicken Group
- The Embroidery and Bead Handbag Group
- The Plant and Vegetable, Ban Yid
- The Career Group, Ban Saun Ma Praw

## **Environment**

### Forest

Maipok and Maikaew Forest is located in Tambon Maikhao, Thalang District covering approximately 4,444 rais of land according to the national registration no. 1097 dated February 27, 2528 B.E.

Klong Tha-Maprao Forest is located in Tambon Maikhao and Tambon Thepkasattri, Thalang District covering 1750 rais of land according to the national registration no. 185 dated August 26, 2506 B.E.

Klong U-Tapao Forest is located in Tambon Maikhao, Thalang District covering 1556.25 rais of land according to the national registration no. 206 dated February, 1507 B.E.

Sirinart National Park, or so called “Nai Yang Beach National Park”, is located in Tambon Maikhao, Tambon Sakhu and Tambon Cheungtalay covering 90 Sq.Kms. of land. It is listed 31<sup>st</sup> national park of Thailand.

The park covers 76% of water and 24% of land. Thus, there is not much variety of wildlife. There are only 3 kinds of forest here: beach forest, mangrove forest and tropical rain forest.

## **Tambon Maikhao Local Administration Organization (TMLAO) The 3 year development plan (3LDP)**

### **Vision**



“Mai Khao - a wonderful tourism area, fertilized natural resources, beautiful sea, clear sky, white dazzling beach, healthy life quality, strong community, and moral principles respectfulness”

### **Missions**

1. Sustainable management, protection, and natural and environmental resources conservation and reservation.
2. Cleanness and neatness monitoring in the district.
3. Educational, religious and wonderful local cultural promotion.
4. Sports and recreations in quality promotion.
5. Up-scale life quality development for local residents and social welfare management for unprivileged children, ladies and senior citizens.
6. Basic infrastructure improvement and development in the standardization.
7. Local resident’s occupation supporting and promotion.
8. Local wisdom and traditional arts promotion.
9. Local authorities and residents collaboration supporting and promotion relating to sustainable development.

### **Objectives**

1. Fertilized and sustainable natural resources
2. Beautiful town with wonderful environment
3. Moral philosophy and ethics to residents, and local cultural reservation
4. Healthy residents
5. Good quality of life, and security and safety of life and properties
6. Enough of standard basic infrastructure system
7. Job opportunities and more income for every resident
8. Strengthened and self-sufficiency community
9. Moral philosophy management and administration

LAO of public financial statistical data, budgeting year (2006-2008)

Table 1.6 Financial statistical data

Items / Budgeting years	2006	2007	2008
Estimated expenses	38,713,891	48,884,527	79,936,908
Estimated revenues	38,905,500	48,945,500	80,163,200

Source: Tambon Maikhao 3 year local development plan (3LDP). (2009:13)

### **Strategic development plan of TMLAO**

The importance of the strategic development plan is an enhanced tool for district administration organization making careful consideration of the harmonized vision, missions, objectives, strategies and goal. The Plan is allowed the effective and qualitative approaches for local development plan and administrative resources management to the local community as follows:

1. Development for natural resources and environment conservation  
158,340,000 baht.
2. Development for education 52,790,000 baht.
3. Development for economy and tourism 3,300,000 baht.
4. Development for local tradition and culture 24,420,000 baht.
5. Development for quality of life 101,316,000 baht.
6. Development for local wisdom 600,000 baht.
7. Development for strengthened community and self-reliance 9,783,000  
baht.

#### **1.2.8.2 Tambon Paklok (TPLAO)**

TPLAO is located approximately 10 kilometers away from the Heroine's Monument of Phuket province. Tambon Paklok is located at the northeast of Phuket province with the area of 23,650 rais. There are 12,499 local residents, 9 villages, and 4,902 Local resident households (LRHs) in the area. Most of local residents work in agriculture as Para rubber planters, coconut planters, fruit planters, fishermen, or are general labors and traders. 80% of them are Muslims and 20% for Buddhist. The boundary of TPLAO is clarified in the following:

Table 1.7 The boundary of Tambon Paklok

<b>Direction</b>	<b>The Boundary</b>
Northern	Close Tambon Tepasattree
Southern	Close Andaman Sea
Eastern	Close Andaman Sea
Western	Close Tambon Srisoontorn and Tepkasattree

Source: Tambon Paklok 3 year local development plan (3LDP) 2009-2011(p.5)

#### Population and Households

4,902 households with 12,499 people (Male 6,178, Female 6,321) in 9 villages at Tambon Paklok Local Administration Organization (Table 1.8, Table 1.9)

Table 1.8 Population of Tambon Paklok

<b>Village</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
Moo.1 Pakcheed village	677	736	1,403
Moo.2 Paklok village	948	896	1,844
Moo.3 Bangrong village	1,008	1,074	2,082
Moo.4 Para village	1,027	1,040	2,067
Moo.5 Koh Naka village	115	102	217
Moo.6 Aow Por village	577	577	1,154
Moo.7 Yamu village	390	380	770
Moo.8 Bangla village	1,010	1,114	2,124
Moo.9 Aow Kung village	426	402	828
<b>Total</b>	<b>6,178</b>	<b>6,321</b>	<b>12,499</b>

Source: Tambon Paklok 3 year local development plan (3LDP). (2009:7)

Table 1.9 Tambon Paklok local residents Households

Village number & name ( MOO )	Household(s)			
	2005	2006	2007	2008
Moo.1 Pakcheed village	394	593	617	646
Moo.2 Paklok village	539	644	695	738
Moo.3 Bangrong village	522	613	668	760
Moo.4 Para village	485	565	595	638
Moo.5 Koh Naka village	43	55	57	58
Moo.6 Aow Por village	328	411	466	503
Moo.7 Yamu village	186	211	305	330
Moo.8 Bangla village	477	909	991	1,051
Moo.9 Aow Kung village	155	159	174	178
<b>Total</b>	<b>3,129</b>	<b>4,160</b>	<b>4,568</b>	<b>4,902</b>

Source: Tambon Paklok 3 year local development plan (3LDP). (2009:6)

### Tambon Paklok Local Communities

Detail descriptions of each of subdivision:

#### 1. Ban Pakcheed

Agricultural and fishery area with mangrove forest, Muslim and Buddhists live peacefully in this community. There are real estate development projects.

#### 2. Ban Paklok

LAO Tambon Paklok is located here. An agricultural location, such as rubber plantation, fruit orchard, rice paddy, and fishery are main jobs in this community. The neighborhood watch is strong on a near-shore invasion and a mangrove forest invasion. The community set up the system and ways to live sustainably in the good natural environment, and cooperated with the local government section.

#### 3. Ban Bangrong

Connected to Ban Paklok, there is a big mosque for this Muslim community. There is an important harbor, used for transporting tourists and food and materials from Phuket to Koh Yao Noi, Koh Yao Yai and Koh Naka (located the Six Senses Hotel).

#### 4. Ban Para

The Muslim community has a modest living, works in an agricultural and fishery. There are golf courses and real estate development projects serving the need of tourists and workers.

#### 5. Ban Koh Naka

Ban Koh Naka has 2 islands that have hilly landscapes. There are bays and capes throughout the island. The local residents work in a rubber plantation, a coconut orchard, a near-shore fishery, in pearl cultivation and net-pen fish farming. They supply seafood to five-star hotels and resorts such as the Six Senses Hotel.

#### 6. Ban Aow Por

There is a harbor for a travel agency with day trip programs such as canoeing. It is well known to tourists who like the eco-tourism at the small islands nearby. The local residents have small boats for rent to the travel agency. The harbor is supported by the government and has a systematic management to provide services for tourists. There is also a privately owned marina section that provides for a high standard hotel for tourists. Other than working for private sectors, the local resident's works on a rubber plantation, vegetable planting, shrimp farming and an near-shore fishery. The local residents still sustain their agricultural and fishery careers together with tourism.

#### 7. Ban Yamu

The community has earned their living by working in agriculture and fishery for the last 2-3 years. There is a real estate development project for the cape Yamu area as the location desirable as is beautiful in the morning and evening. In the other area of this village, the local residents work on a rubber plantation and in agriculture.

#### 8. Ban Bangla

It is the gate to Tambon Paklok. The local residents earn their living by working in agriculture, on a rubber plantation and the near-shore fishery. There is a mangrove forest along the east coast.

#### 9. Ban Aow kung

There is a small Muslim community that works in agriculture in the morning and in fisheries in the evening. They live a very simple life. Located in close proximity is the Hilti medical equipment factory and a range of 3-5 star hotels.

Tambon Paklok has many natural resources such as Bangpae and Para waterfalls, Prateaw National park, and its local beaches. It is also well known for the Aow Por pier and Bangrong pier which serves much of the tourism traveling to the nearby island (Tambon Paklok, 2009).

### **Tambon Paklok Local Administration Organization (TPLAO) The 3 year development plan (3LDP)**

#### **Vision**

The fertilization of Natural Resources producing a nice environment, a strong community with high local collaboration, sustaining moral principles, rich in Education and a good quality of life under the philosophy of sufficiency economics (Tambon Paklok, 2009).

#### **Missions**

1. Protect and take care of natural resources and environment.
2. Support a local education, religion, tradition and culture.
3. Develop a better quality of life in the local community.
4. Develop a basic infrastructure project for every community.
5. Support local intelligence.
6. Support local involvement.
7. Manage wastewater and refuse.
8. Encourage the development of children, juveniles, old people, and the handicapped.
9. Develop and encourage careers for residents.

#### **The objectives of Tambon Paklok development**

1. To fertilize natural resources and protect the environment.
2. To support local education, sustain traditions and culture.
3. To provide a good quality of life.
4. To utilize local intelligence wisely.
5. To create a strong community and encourage people to rely on themselves.

#### **Development strategy of the 3LDP (2009-2011)**

1. Strategy: Development to preserve the natural resources and environment
  - To create realization and appreciation.

- To manage the refuse.
  - To recover coastal resources.
  - To manage the wastewater system.
  - To increase the effectiveness and capability of organizational management.
2. Strategy: Development of education
- To increase communication channels to provide information.
  - To support education.
  - To provide education for pre-school children.
3. Strategy: Development of encouragement of local traditions and culture
- To encourage local residents to preserve local culture and traditions.
  - To restore original existing local traditions and culture.
  - To support local traditions and culture.
  - To encourage the activities of religions.
4. Strategy: Development of improving quality of life
- To encourage good health in residents.
  - To encourage the development to children, juveniles, old people, and the handicapped.
  - To provide public health and information.
  - To provide public utilities and other related infrastructure.
  - To provide security of life and property.
  - To encourage people to keep away from drugs.
5. Strategy: Development of economy
- To develop and encourage careers for local residents.
  - To develop project standards for the One Tambon One Product (OTOP) initiative.
6. Strategy: Development of encouraging local intelligence
- To increase the utilization of local intelligence.
7. Strategy: Development of a strong community able to rely on themselves

- To encourage knowledge in the community.
- To create a network in the community.
- To support a budget for the creation of a strong community.

### 1.2.8.3 Tambon Kohkeaw (TKLAO)

**Tambon Kohkeaw** is located at the Eastern part of Amphur Muang, Phuket, Thailand. It has a combined area of 30,000 Rai or 48 square kilometers. The boundary of Tambon Kohkeaw is clarified in the following;

Table 1.10 The boundary of Tambon Kohkeaw

Direction	The Boundary
Northern	Close to Tambon Srisoontorn
Southern	Close to Tambon Rasada
Eastern	Adjacent to the Andaman Sea
Western	Close to Kathu

Source: Tambon Kohkeaw 3 year local development plan (3LDP). (2009:5)

Table 1.11 Tambon Kohkeaw Population and households

Village number & name ( Moo )	Population & Households			
	Male	Female	Total	Household(s)
Moo.1 Ban Sapum	554	609	1,163	768
Moo.2 Ban Bangkoo	697	852	1,549	1,425
Moo.3 Ban Bangneaw	853	850	1,703	580
Moo.4 Ban Kohkeaw	858	908	1,766	1,056
Moo.5 Ban Huawkuan	1,054	1,121	2,175	991
Moo.6 Ban Koh Mapraw	344	350	694	218
Moo.7 Ban Leam Hin	426	429	855	469
<b>Total</b>	<b>4,786</b>	<b>5,119</b>	<b>9,905</b>	<b>5,507</b>

Source: Tambon Kohkeaw 3 year local development plan (3LDP) (2009:6)

### Tambon Kohkeaw Local Communities

A detail description of each of the subdivision:

#### 1. Ban Sapum



Ban Sapum is a suburban society, located on Tapkrasatri Road which is used as the main road into Phuket town. It was Phuket's economic route until the Bypass Road was built. The area has small businesses on both sides of the road.

#### 2. Ban Bangkoo

Ban Bangkoo is located north of Ban Sapum and it used to be a tin mine. Now there is a marina which has lead to more housing, restaurants, stores and also an international school that serves foreigners and tourists. The mangrove forest was destroyed because the local residents sold their land to an investor, without guidance or protection from the local government.

#### 3. Ban Bangneaw

Ban Bangneaw is an exclave from Ban Sapum, the local residents earns their living from fishing since the area is connected to the seaboard. In recent years most of the local residents work for hire.

#### 4. Ban Kohkeaw

Ban Kohkaew is a suburban area located to the north of Ban Bangkoo, on the right side of Tapkrasatry Road. It is one of the Muslim communities on the island, with residents coming from elsewhere in Phuket. The local resident's works for hire and in fishery since the area connects to the seaboard.

#### 5. Ban Huakuan

Ban Huakuan is located to the north of Ban Bangkoo, on the left side of Tapkrasatry Road. The local earns their livelihood from agriculture and a rubber plantation, since it is not connected to the seaboard. The mangrove forest was intruded upon and destroyed by both local residents and an investor.

#### 6. Ban Koh Mapraw

Ban Koh Mapraw is a beautiful island with many rubber plantations and the local residents mainly earn their living from fishery. The government used to encourage the local residents to try other careers such as net-pen fish farming, net pen shell farming, agro-tourism and eco- tourism by providing financial support however it did not succeed because of the local resident's lack of a determination.

## 7. Ban Leam Hin

Ban Laem Hin is another Muslim community. The local residents work in fisheries, a rubber plantation and work for hire. There is a harbor for tourists to visit other islands.

### **Tambon Kohkeaw Local Administration Organization (TKLAO) The 3 year development plan (3LDP)**

#### **Vision**

Develop a strong community, support education and religions. Develop quality of life, preserve local knowledge, and preserve natural resources and the environment in order to become an international town.

#### **Mission**

1. Support local residents involvement
2. Support local education, religions, traditions and culture
3. Develop a better quality of life in local community
4. Support local knowledge
5. Protect and take care of natural resources and the environment
6. Develop a basic infrastructure project for every community

#### **The Goals of Local Development**

1. A strong community with local residence involvement
2. Everyone has an equal opportunity to education, can follow their religions practices and can be involved in the local community's tradition and culture
3. Everyone has a better quality of life
4. Protect local knowledge
5. Take care of natural resources and the environment to for a better future
6. The basic infrastructure as of an international standard

#### **Strategies of the Tambon Kohkaew Local Development Plan**

1. A social and economic strategy
2. An educational, religious and cultural strategy
3. A basic infrastructure strategy

4. A natural resources and environmental strategy

5. An administrative strategy

### **A Social and Economic Strategy**

Purpose: Everyone has a better quality of life

Goal: By 2011, at least 90% of the people in the Tambon have a better quality of life.

Directions:

- Support the development of children, juveniles, the elderly and special needs residents
- Improve resident's quality of life
- Protect and take care of public places from fire, accidents and disasters
- Support a sufficiency economy model to make a community stronger
- Solve drug problems and protect the community from drug use

### **An Educational, Religious and Cultural Strategy**

Purpose: For every child to have the best quality of education. For everyone to have good Thai ethics and to preserve local traditions and culture

Goal: By 2011, to achieve at least 90% of children and people in the Tambon having a better quality of education and involvement in the community's traditions and culture.

Directions:

1. Support educational projects
2. Support religious, tradition and culture initiatives

### **A Basic Infrastructure Strategy**

Purpose: To provide everyone with a good basic infrastructure

Goal: By 2011, for at least 90% of people in the Tambon to have a better basic infrastructure

Directions:

1. Develop new infrastructure and maintenance of the existing infrastructure

2. Development and maintenance of the water distribution system
3. Maintenance of the public electricity services

### **A Natural Resources and Environmental Strategy**

Purpose: To protect and maintain natural resources and for the environment to be in good condition

Goal: By 2011, at least 90% of the natural resources and environment will be in its best condition

Directions:

1. Protect and maintain natural resources and the environment
2. Repair and restore natural resources and the environment
3. Manage refuse collection
4. Create an awareness of natural resources and environment conservation

### **An Administrative Strategy**

Purpose: To improve the administrative system

Goal: By 2011, to increase consumer satisfaction by at least 90%

Directions:

1. Improve facilities
2. Improve service personal efficiency and effectiveness (TKLAO, 2009-2011)

#### 1.2.8.4 Tambon Rasada (TRLAO)

Tambon Rasada is located in the South-Eastern part of Amphur Muang, Phuket, Thailand. It consists of an area of 23,994 Rai or 38 square kilometers. The boundary of Tambon Rasada is clarified in the following;

Table 1.12 The boundary of Tambon Rasada

Direction	The Boundary
Northern	Close to Tambon Kohkeaw
Southern	Close to Phuket municipality
Eastern	Adjacent to Andaman Sea
Western	Close to Tambon Vishit

Source: Tambon Rasada 3 year local development plan (3LDP) 2008-2010(p.4)

Tambon Rasada is one of eight Tambons (sub-district) in Amphor Muang (Muang District) of Phuket. Until 1940, it was called Tambon Son-Nai, in memory of Praya Ratsa-da-nu-pradit Mahi-sorn-bhuk-dee (Cor-Sim-Bee Na-Ranong), the governor of the Phuket Region.

In 1956, by the Royal Internal Affair Ministry's decree 222/2499, Tambon Rasada was promoted to one of the fourth Tambon Administrative Organizations (TAO). However, in 1976 by the Coup d' tat's decree 316/2515, the Tambon Rasada TOA was dissolved and re-established as a Tambon council the same as other parts of the country.

On March 2<sup>nd</sup> 1994, by the Royal Decree governing the changing of Tambon councils into Tambon Administrative Organizations, Tambon Rasada again became a TAO, the first Tambon councils to become one of the nineteen TAOs in Phuket.

#### Geographical Description:

Tambon Ratsada consists of 60 percents rolling plains and 40 percents mountainous terrain. Rolling plains make up most of the northern part of the Tambon. It consists of four subdivisions: Number 2 - Ban Bang Chee Lao, Number 3 - Ban Ku Ku, Number 5 - Ban Toong Ka Pa Neng Tak, and Number 6 - Ban Luck Kong Si. In the south-eastern part of the Tambon, coastal shores and mangrove forests dominate the landscape. The south-east consists of the three subdivisions: Number 1 - Ban Koh Si Rae, Number 4 - Lam Took Kae, and Number 7 - Ban Ta Ruer Mai.

## **Tambon Rasada Local Administration Organization (TRLAO) The 3 year development plan (3LDP)**

### **Vision**

Tambon Rasada achieves high quality for its citizens. Improves and develops sustainable environmental tourism, art and culture, a center of information technology, education, local knowledge and high quality products. In addition, create strong community based organization and effective public work programs.

### **Strategy Development Plan**

#### **1. Infrastructure**

- To construct and maintain roads, bridges, side walk and sewer systems.
- To develop and improve electrical, water works and water source.
- To construct dams and reservoirs, to clear silt from various canals and water ways.
- To develop and improve telecommunication and information systems.

#### **2. Economic**

- To create jobs for citizens of the Tambon.
- To develop and promote tourism in the area.

#### **3. Social**

- To improve health care systems.
- To improve education standards.
- To improve and promote recreational activities.
- To improve and promote social benefits and welfare.
- To improve community strength.

#### **4. Environment**

- To promote awareness of environmental conservation and management.
- To improve management and disposal of refuse.

- To improve Landscape.

#### 5. Administrative

- To improve civil servant personnel through training.
- To improve facilities and equipment.
- To improve emergency rescue and response.
- To promote cooperation between TAO and its citizens.

### **Phuket's Local Administration Organization Development Strategies**

#### 1. Education

- To raise overall students' achievement levels.
- To provide continued support of learning in the areas that will result in improving the quality of life of citizens.
- To improve bilingual education in schools.
- To improve education standards (Internationalization of education standard).
- To improve primary education readiness.

#### 2. Economy and Tourism

- To promote Phuket as a world class tourist destination.
- To push through city planning agenda with co-operation from communities.
- To ensure a pleasant experience for visitors to Phuket.
- To involve host communities in natural resources conservation efforts.
- To preserve, conserve and restore Phuket's local identities, custom and cultures as well as important historical sites.
- To develop and improve sustainable tourism industry.
- To promote and support Sustainable Economy.

#### 3. Quality of life

- To improve law education to citizens.
- To provide support to the handicapped, the elderly and to youths.

- To protect citizens from crime.
- To promote and support physical activities and sports.
- To promote health improvement and to prevent illness and epidemics.
- To conserve local customs and culture.
- To instill appreciation of local customs, culture and local knowledge.
- To promote religions.
- To support community strength.

#### 4. Infrastructure

- To construct, improve and repair roads, drainage systems, bridges and docks.
- To develop public transportation systems.
- To develop sufficient basic infrastructure.
- To develop flood prevention systems.
- To explore and develop underground water sources.

#### 5. Information Technology

- To establish center for information exchange between local administrative organizations.
- To support the establishment of an Information Center for Economic and Social development.
- To promote and support the use of information technology in order to improve quality of life and education systems.
- To train information technology skills to civil servant personnel.

#### 6. Natural Resources and Environments

- To promote the conservation and protection of water resources.
- To promote and support the protection and treatment of environmental pollution.
- To support and restore natural resources that has deteriorated due to pollution or over use.



- To instill environmental conservation conscious and awareness.
- To dispose of refuse.

#### 7. Politics and Administration

- To educate citizens of their rights and duties as guarantee by the constitutions.
- To improve the quality of services to citizens.
- To involve citizens in development planning and civil management.
- To improve facilities.
- To improve civil servant personnel.(TRLAO, 2008-2010)

Table 1.13 Tambon Rasada Population and households

Village number & name ( Moo )	Population & Households			
	Male	Female	Total	Household(s)
Moo.1 Ban Koh Si Rae	1,462	1,458	2,920	1,504
Moo.2 Ban Bang Chee Lao	1,231	1,340	2,571	1,393
Moo.3 Ban Ku Ku	3,676	3,915	7,591	3,756
Moo.4 Ban Lam Took Kae	677	666	1,343	190
Moo.5 Ban Toong Ka Pa Neng Tak	2,934	3,369	6,303	5,219
Moo.6 Ban Luck Kong Si	1,430	1,503	2,933	1,385
Moo.7 Ban Ta Ruer mai	3,538	3,673	7,211	2,916
<b>Total</b>	14,948	15,924	30,872	16,583

Source: Tambon Rasada 3 year local development plan (3LDP) (2008:11)

### **Tambon Rasada Local Communities**

Detail descriptions of each of subdivision:

#### 1. Ban Koh Si Rae

Ban Koh Si Rae is a small island consisting of a hilly landscape, coastal and Tajejan canals. North and east of the island face Phuket Sea. There are many bays and capes throughout the island namely; Lam Ngarr, Plearm Suk Beach, Koh Si Rae beach and Pae Ong beach. In the south, Ban Koh Si Rae borders Subdivision number 4 - Ban Lam Tuk Kae. On the west side, Tajejan canal, Lad Mai canal and Kung Chid canal mark the border of the island.

#### 2. Ban Bang Chee Lao

Located on the hill side, Ban Bang Chee Lao borders Ban Lam Hin in the north. In the east, Phuket Sea marks its border. In addition, there is also a mangrove forest of Bang Chee Lao canal, Tajejan canal on this side of the subdivision. There are others canals such as BangYen canal, Ku Ku canal, Kok Chang canal and Doun canal. In the west, Tapkrasatri Road, Phuket's main road, marks the border of the subdivision.

#### 3. Ban Ku Ku

This village locates to the low plain area with some hill side. In the north, this subdivision borders Ban Bang Chee Lao. In the east, it borders Phuket sea coast, Lad Kao canal, Lad Mai canal. In addition, there is a mangrove forest and public coastal area on the side of the subdivision. In the south, Municipality of Phuket and To Sae Forest Hill marks the border. Ban Ku Ku is also the location of Tambon Rasada Administration Organization head quarters.

#### 4. Ban Lam Took Kae

This village is on a cape with a hill at the end. The north side connects with Moo 1 of Ban Koh Si Rae. Most villagers are Thai Mai (Chao Lae or sea people as it is known) who are fisherman. This is the smallest village of Tambon Rasada.

#### 5. Ban Toong Ka Pa Neng Tak

The area consists of hills and a plain. The north side connects with Tambon Koh Kaew. It has Interstate 402 (By-pass road) as the main road. The east side connects with Ban Luck Kong Si. There is water supply for people in down town Phuket and suburban areas. The south side of Ban Toong Ka Pa Neng Tak connects with the Panthurat Mountain.

#### 6. Ban Luck Kong Si

The village is in a plain area with some hillsides similar to Ban Toong Ka Pa Neng Tak. Tambon Kor Kaew marks the northern border of this subdivision. The eastern border is marked by Tapkrasatri Road also known as National Road Way number 402. In the south, the border is marked by Phuket Municipal district and the Sam Kong canal. Finally in the west, it borders subdivision number 5 Ban Toong Ka Pa Neng Tak.

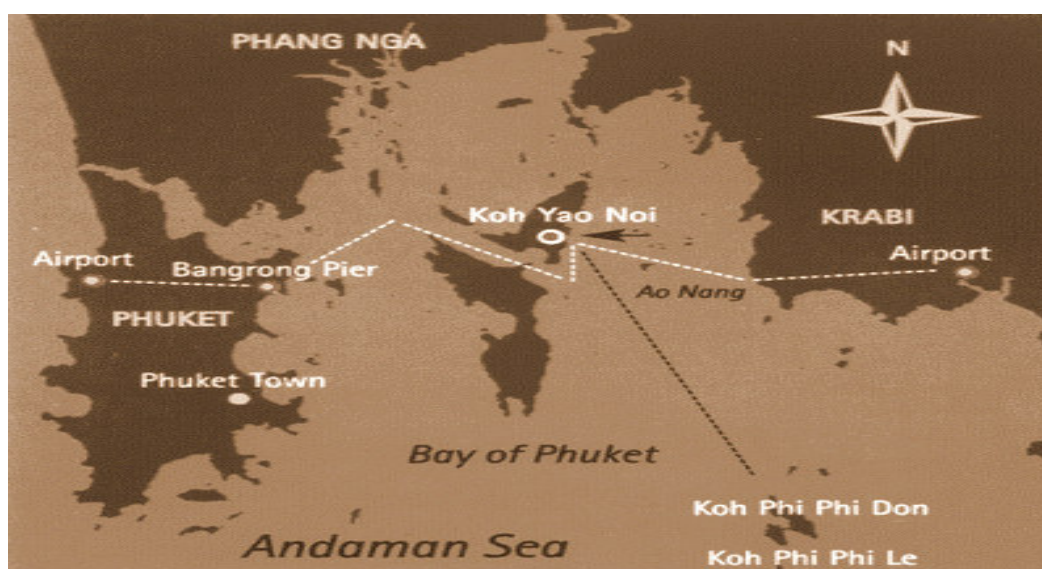
#### 7. Ban Ta Ruer mai

The area is mostly low plain area of mangrove forests. Ta Jean canal, one of the most significant canals of the province, passes through this subdivision. Its north and south borders faces Phuket Sea. In the east, the Ta Jean canal and the Wat Mai canal mark the border. The western edge of the subdivision is marked by Phuket Municipal district and Ban Ku Ku subdivision

### **1.2.9 Best practice of Community-Based Tourism**

Yao Noi Island or Koh Yao Noi are one of tourism destinations that attract visitors. It is because the island is located in the heart of Phang-Nga Bay and surrounded by Phuket, Phang-Nga and Krabi, these are tourism generating provinces. In addition, not only the natural environment but also the local culture is one of the tourist attractions that draw the attention of visitors to observe and learn the unique culture. Yao Noi Island is very famous for ecotourism. Ecotourism under the management of local people achieved Tourism Awards from Tourism Authority of Thailand in 2002 and 2004. Moreover, they receive an international award, the Destination Stewardship Award, from National Geographic Traveler Magazine in 2002.

Figure 1.5 Map of Yao Noi Island



Source: <http://www.koyao.com/map.htm>

### Administration

The Koh Yao District Office was established and located in Koh Yao Noi. There are 2 administrative areas, Koh Yao Sub-District Municipality and Koh Yao Noi Sub-District Administration Organization. There is one municipality, and 7 villages that are governed by the Koh Yao Noi Sub-District Administration Organization with their population as follows:

Table 1.14 Koh Yao Noi Population and households

Administrative Area	Households	Male	Female	Total Population
Yao Island Municipality	221	350	320	670
Ta-Kai Village (1)	75	143	134	277
Yai Village (2)	167	228	232	460
Nam Cheud Village (3)	204	392	357	749
Ta-Khao Village (4)	141	237	237	474
Rim Ta Lay Village (5)	304	456	422	878
Lam Yang Village (6)	200	349	358	707
An Pao Village (7)	95	188	182	370
<b>Total</b>	<b>1,407</b>	<b>2,343</b>	<b>2,242</b>	<b>4,585</b>

Source: Surarak Wichupankul:(2005:142)

### **Occupation**

The occupation of the majority of the local people is in fisheries and agriculture, and the rest are hired workers and commercial personnel. Fisheries account for 570 households and agriculture covers 13,323 Rais (Including paddy fields, coconut, para rubber, and cashew nut plantations).

### **Education and Religion Organization**

There are 3 primary schools, a secondary school, 6 local libraries, a nursery, an Islamic school, and a temple.

### **Local Government Services**

There are health services in a hospital, a private clinic and 2 drugstores. There is one police station and one fire station for the local resident's security. There is one truck for refuse disposal.

### **Natural Resources**

There are 13,550 Rais of National forest, 1,300 Rais of mangrove, 1,400 Rais of coral reef, 1,360 Square Kilometers of Sea grass, and 24 sub-Islands.

### **Transportation to Yao Noi Island**

There are large and small long-tail boats to serve people who travel to the island every day. From Phuket, transfer from Bang Rong Pier to Ma Noh Pier in Yao Noi Island takes an hour and the fare is 80 Baht. From Krabi, transfer from Ta Len Pier to Ma Noh Pier, Ta Khao Pier and Chong Lad takes an hour and the fare is 80 Baht from Phang-Nga. Transfer from Phang-Nga Custom Department to Sukha Pier takes an hour and a half. It is only once a day and the fare is 100 Baht.

### **Tourist Attractions**

**Ta Khao Beach:** A small bay in Ta-Khao Village. When there is an ebb tide, the tourists can walk to the small island that is near the bay. There are wild orchids, wild plants and beautiful beaches.

**Pa Sai Beach:** Located in the East of Yao Island District Office. The distant is around 7 Kilometers. There are white sandy beaches and the in the scenery of the small islands

Krabi can be observed. The tourists are able to swim and stay overnight at nearby accommodation.

**Kian Bay:** It is surrounded by the cliffs located in the North of Yao Noi island. The tourists can travel to the bay by boat. There is a big tree that takes around 20 people to encircle around the tree. There are virgin forests and rare plants that exist in the bay.

**Ku Du Island:** It is not far from Kian Bay. There are small bays and sandy beaches for swimming. There is a small nail-shaped rock that is similar to that of James Bond Island, in Phang-Nga, at the bay.

**Boy Yai Island:** It is located to the West of Yao Noi Island. There are gibbons released by the wildlife rescue foundation into the forest. In the forest is where the project to create the environmental education center will be on the Island. Moreover, in Yao Noi Island there are 2 famous tourist attractions. These are the following;

**Pond in the sea:** It is amazing that there is a fresh water pond in the area of mangrove forest being so close to the sea. There is not any salted water from the sea in the pond. The local people believe that it is the magic well and that this water can cure some sicknesses.

**Coral field:** When there is an ebb tide, the tourists can see the coral field without diving only needing to sight-see as they walk through the sea to see the coral. There are some rare coral at Yao Noi Island Coral Field. There are other nearby attractions as follows:

- **Phang-Nga Bay National Park:** There are famous tourist attractions such as Pan Yi, James Bond and Hong Island. The tourists can travel to Panak and Hong Island by Kayak.
- **Pa Koh Island:** It belongs to Krabi Province, located in the East of Yao Noi Island. Accessible by travelling using charter boats and it is also not far from Yao Noi Island. There are sub-small islands such as Hong, Lao La Ding, Pi Lae and Pak Bia Island to visit.

### **Accommodation**

The accommodation services in Yao Noi Island a variety of choices. There are resorts, hotels, bungalows, and home stays.

### **1.2.9.1 Interest in home stays**

#### **Village Tourism**

The WTO (2002) described the systematic approaches to organizing village tourism with community participation in types of action are as the followings:

1) The villages should have convenient and safe accessibility by road, trail or boat. The villages should have traditional layouts and building styles and improved village appearances if necessary. If some types of traditional agricultural, fishing techniques practiced, traditional performances and craft production are available, they could be organized, and then these will make tourism more interesting to tourists.

2) The villages should receive a specified fee for each visit. The fees will go into a village improvement fund that might be used for village improvements such as water supply, school, medical clinic, roads, and for a student scholarship fund.

3) The villagers could be encouraged to produce craft items for sale to tourists. The small craft market should be set up so the tourists could compare items and prices or sold individually to tourists. An ordinary lunch of local cuisine could be served to tourists and the cost added to the fee paid to the village.

4) The tourism officials and village chiefs or elders should have meetings and discuss together, on how to prepare the village for the visits including how to organize tourist visits in the best practice.

5) The tourism office should monitor how the village programs are proceeding to ensure that no problems arise. If there were problems, the office could help to resolve the problems and judge between the village and tour operator.

6) A special structure or building could be developed near the village entrance for orientation of the tourists before they walk around the village. The same structure could be used for a small craft market and refreshment stand, and or serving lunch. A clean and sanitary toilet facility should be provided for tourists' use.

7) The qualified tour guide has to plan the escort of group tours or individual visits so the village knows the visit was planned. Village visits should be arranged on a rotation basis, if there were several villages selected for tourists visit in the area. Therefore, the tourism benefits are equally shared. Too many visits to one or a few villages could disturb the village life so that some villages might want visits only on certain days of the week.

8) The tourists should be well informed about the custom life styles of the villagers, and about good local manner and how to show respect to local customs before entering the village. They could be educated by tour guides or a brochure about the village.

9) The tourists will be informed that they should not make any payments directly to the villages, except for purchasing local craft products, and the villagers educated not to ask for money or other presents.

10) Additional villages could be added to the program as tourism expands and accessibility was improved in the area.

### **Ecotourism**

Boo (1990) quoted in Wearing and Neil (2000) had suggested the ecotourism travel essentials and is summarized as the followings:

1) Ecotourism encouraged community, environmental, and tourism representatives to work together under the common goal.

2) The success for ecotourism depended on the conservation of nature and everyone should be involved in maintaining natural resources.

3) Ecotourism sites needed financial support for protection and maintenance. It could be generated directly from entry fees and sale of products.

4) Eco-tourists were a valuable audience for environmental education. They could enhance their appreciation of the area through information provided such as brochures, exhibits, and guides.

5) Ecotourism will contribute to rural development when local residents are involved in the planning process.

6) Opportunities were creating for new relationships between conservationist and tour operators. When more tourists come, tour operators have the opportunity



to become more actively involved with the conservation of these areas through education for their customers and donations to ecotourism attractions.

Many concepts of ecotourism were put in combination to the community involvement and ecotourism was seen as the suitable tourism form that could be developed in the rural community. A form of ecotourism was that, where the local community has, significant control over and involvement in, its development and management and a major proportion of the benefits remain within the community- and it was in the international concerns that ecotourism should be genuinely community-based (WWF International, 2001).

In the Yao Noi community, Home stay that was similar to village tourism and ecotourism were popular and managed by the host community. Village tourism was often combined with ecotourism if there were existing villages near to or in the ecotourism area that would allow tourists to both experience the natural environment and local cultural patterns of the villages (WTO, 2002). At Koh Yao Noi, Home stay and ecotourism were combined together as well. However, sustainable tourism development with the participation from the local residents was needed for every community.

#### **1.2.9.2 Historic Background/Outstanding characteristics**

The Koh Yao Noi Community Eco-Tourism Club was founded in 1994 due to the marine resources being destroyed by illegal fishing. A group of villagers joined together to preserve the marine life and revive the local wisdom of fishery. This action attracted tourists so the club got together to set up a home stay for tourists to gain experience from community activities and bring extra income to the villagers.

#### **1.2.9.3 Activity (Homestaythai, 2008)**

- Understanding the lifestyle as well as culture and nature of the area.
- Explore caves, mangrove forests, enjoy the sea and beaches. View rice farming and gardening.
- Outdoor activities at the sea.
- Re-forestation activities.

- View cultural shows.
- Canoeing through the mangrove forests.
- Fish catching with the villagers
- Demonstration on rubber tree tapping.
- Diving to see coral.
- Road tour around the island.

### **1.2.10 Previous studies**

#### **1.2.10.1 Tambon Cherngtalay**

Guidelines of Community Participation for Sustainable Tourism Development: The Case Study of Tambon Cherngtalay, Amphur Thalang, Changwat Phuket (Ratcharak, 2007).

The objectives of this study were (1) to analyze planning and management of Tambon Cherngtalay Local Administration Organization (CTLAO) on the “Three Year Development Plan” (2006-2008). (2) To evaluate the important level of community participation in planning and management. (3) To evaluate the important level of benefits received from the development plan to the local community. (4) To create indicators for sustainable tourism development for CTLAO.

The target population of this study was local authorities and local residents in Tambon Cherngtalay LAO. 399 sets of questionnaires from the total population of 9,274 were distributed to respondents who were above 20 years old. In-depth interviews with 10 executives selected from the total of 14 executives of Tambon Cherngtalay LAO.

The results of the study on ‘Planning and management of sustainable tourism’ at Tambon Cherngtalay LAO for the “Three Year Development Plan” (2006-2008) showed that the budget was allocated to investment and operation activities. However, about 50% of the budget was spent on construction work.

Participation activities were comprised of 5 stages: planning, decision making, problem solving, implementation and evaluation. The opinion of local residents in the level of participation in the activities for ‘Planning and management of sustainable tourism’ in Tambon Cherngtalay were found to be less than average, except for participation in the

implementation activities which were at an “Average level”. Most activities in planning and management were at a low level, those could be attributed to most of local residents having a low education level. Therefore, they had not enough opportunity to participate. It must be local residents who thought that this level of education was adequate to their occupation (agriculture and fishery). The study found that the distribution of benefits to local residents from seven strategies in the three year development plan, infrastructure, enhancement of the quality of life, cultural and local wisdom, education, natural resources and environmental, economy and tourism, and information technology development strategies were at an “Average level”. Hence, the development strategies were not covering the requirements of local residents. The opinion of “Average level” mostly reflected that of the Thai culture as they don’t want to express their opinion directly to what they do not agree. We can assume that sustainable development was not achieved because the development plan or project did not meet the overall needs of local residents. The acceptance level of the benefits should be at least at “More Level”. Thus it suggests that the development plans are acceptable.

Therefore, the study concluded that the three year development plan of Tambon Cherngtalay LAO did not achieved sustainable tourism development in the opinions of local residents.

Recommendations from this study are Tambon Cherngtalay LAO (CTLAO) should empower their local residents to play a more active role in the process of planning and management of LAO development plans to increase the local residents’ ability to get a fair share of benefits from tourism. Meanwhile, CTLAO should allocate more of the budget for education development, emphasizing on education efficiency more than hardware or construction development. Furthermore, CTLAO should collaborate with the hospitality industry to train students and local residents to fulfill the needs of the hospitality industry skill requirement. Since Tambon Cherngtalay LAO did not succeed in planning and management for sustainable tourism development, the CTLAO should adopt His Majesty the King Bhumibol Adulyadej concept of “Sufficiency Economy” to the LAO development plan because his tenets of sufficiency economy are the same as sustainable development. Furthermore, it is better to use our own ideology to equalize and strengthen the community’s sustainability (Ratcharak, 2007).

### **1.2.10.2 Tambon Sakoo**

The Implication of Local Development Plan for Tourism Destination Development: The Case of Tambon Sakoo, Amphur Thalang, Changwat Phuket (Chuthong, 2007).

The objectives of the study were to 1) study the local development plan of Tambon Sakoo Administration Organization (TSAO) in term of tourism destination development, 2) study local satisfaction and participation towards local development which was initiated from development strategies of Tambon Sakoo Administration Organization, 3) study the implication of the local development plan for tourism destination development in Tambon Sakoo, Amphur Thalang, Changwat Phuket. The research considered the use of qualitative and quantitative methodology. The secondary data used in this research were the analysis of the three year development plan (2005, 2006-2008) and the development strategy plan of TSAO. The qualitative methodology was applied to interviews the staff in the TSAO, the staff of Sirinath National park, the village chief, Tambon chiefs, and local residents. Quantitative methodology was conducted by using 315 questionnaires distributed in equal proportions to local residents in each village.

The study found that the majority of budget weighting in the development strategy plan of TSAO were the ‘infrastructure and public utility development’ at 42% of total budget in 2005 to 2008. Next was ‘the natural resources and environmental development’ at 22% of the total budget in 2005 to 2008, followed by ‘the economy and tourism development’ at 21% of the total budget in 2005 to 2008. These strategies represented the three main development strategies that TSAO considered to be the first priority and the solution to local problems. Based on the study, the highest satisfaction levels concerning benefit from development strategies for local people was ‘education and learning development’ which was assessed to be at a ‘satisfied’ level, followed by ‘infrastructure and public utility development’ and ‘the promotion of well being of local people, socio-cultures, traditions, and local knowledge’ which were both assessed to be at a ‘fair’ level. On the other hand, the satisfaction level of respondents in participation in development planning and implementation was low. The lowest satisfaction levels were ‘the evaluation and monitoring of TSAO projects’, followed by ‘proposing suggestions about issues that were of concern to TSAO’ and ‘suggestions and

directions proposed to TSAO that were visibly implemented' respectively. Research also suggested that respondents from Moo 3 had a greater level of satisfaction with local development than those of the other areas, whilst respondents from Moo 5 had the lowest satisfaction level in local development compared to those of the other areas, especially local participation in development planning and implementation.

The three year development plan of TSAO could be interpreted as the 'integrated tourism development plan of the tambon', because tourism destination needs to be developed holistically, not only just in the area of tourism. The recommendations from the study are: TSAO needs to have more individual tourism plans /projects to develop tourist destinations in the tambon, not focusing only on the infrastructures. Further, TSAO should offer more financial support in the development of 'education and local learning, including that of tourism-related knowledge, and community strengthening so as to empower local people in self-development. Local people will then find solutions to help solve local problems, which in turn will lead to network assistance within the community. Authorities together with community leaders should be more attentive and listen to local people. This will reduce inequality in social status, and hopefully persuade local people to participate in local development issues and tourism destination development issues (Chuthong, 2007).

### **1.2.10.3 Tambon Maikhao**

Sustainable Tourism Development: The case study of Tambon Maikhao, Amphur Thalang, Changwat Phuket (Bunna, 2009).

The objectives of this study were (1) to study the 3 year local development plan whether it has been developed in a sustainability way, (2) to investigate local residents' benefit gaining from the 3 year local development plan, (3) to investigate local residents' participation levels in local development projects related to sustainable tourism support, (4) to investigate the accessibility of tourism information to local residents in Tambon Maikhao, and (5) to propose a guideline for sustainable tourism development at Tambon Maikhao Local Administration Organization (LAO).

The target populations of this study were local residents in Tambon Maikhao. 387 sets of questionnaires were distributed to the respondents who were at least 18

years old. The results of the study of Sustainable Tourism Development in Tambon Maikhao LAO on the “Three Year Development Plan” (2006-2008) showed that a greater portion of the budget was allocated to the development strategy for Quality of Life (65.71% of budget), and was quite high as compared to development strategy for strengthened community and self-reliance (0.64% of budget).

From the study, the researcher found that the plan was classified into seven strategic plans, which were (1) development for natural resources and environment conservation, (2) development for education, (3) development for local tradition and local culture, (4) development for quality of life, (5) development for economy and tourism, (6) development for local wisdom, and (7) development for a strengthened community and self-reliance.

From the overall findings, the benefits gained from these strategic plans to local residents were rated at an “average level”. Most local residents were satisfied with Quality of Life Development (3.43) that was at a “high level”. Although, the development strategy for strengthened community and self-reliance was rated at “average level” with the lowest mean (3.21).

The participation level of local residents, in local development projects that related to sustainable tourism support, was rated at “high level”. Income generated from the tourism industry was rated at “average level” with the highest mean (3.58), and being a watcher and informing the officers who are in charge for preventing trespasser to the area were rated at “average level” with the lowest mean (3.21).

According to the accessibility of tourism information at Tambon Maikhao to local people, the researcher found that 67.90% of local residents have never received sustainable tourism information. Nevertheless, 77.60% of local residents have never received the training on sustainable tourism information from related tourism organizations. Also, 71.80% of local residents have never received sustainable tourism information from Tambon Maikhao LAO.

Therefore, the researcher concluded that the Three Year Development plan of Tambon Maikhao LAO did not achieve sustainable tourism development. This was based on findings and studies of local residents.

The recommendations for sustainable tourism development at Tambon Maikhao, Amphur Thalang, Changwat Phuket were the LAO should allocate specific budgets for developing sustainable tourism and assign a team to handle tourism planning at Tambon Maikhao. Also, the LAO should get involved the key stakeholders in planning and management in order to get an effective plan for tourism development. With tourism information, the communication channel should be established in several ways. The most important is to focus on strengthening communities to follow the philosophy of His Majesty the King of Thailand (Bunna, 2009).

### **1.3 Objectives**

1.3.1 To explore the current tourism situation in Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada.

1.3.2 Analyzing the impacts of tourism development on the east coast of Phuket Island at Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada.

1.3.3 Investigating the potentials of developing community-based tourism development at Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada.

1.3.4 Developing a generic strategy and guidelines for community-based tourism development at Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada.

### **1.4 Limitation of the Study**

#### **1.4.1 Scope of area:**

This research covered four communities located on the east coast of Phuket Island at Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada.

#### **1.4.2 Scope of demography:**

Interviews: Local authorities who live or work in four communities on the east coast of Phuket Island at Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada.

Questionnaires: Local residents who live or work in four communities on the east coast of Phuket Island at Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada.

**1.4.3 Scope of time:**

This research was conducted from December 2008 to December 2009.



## CHAPTER 2

### METHODOLOGY

This study applied a mixed approach of quantitative and qualitative research. Therefore, the study could be interpreted both ways in number, figure charts and in depth of feelings, emotions, and meanings of respondents. This chapter is comprised of 6 parts.

- 1) Population
- 2) Sample size
- 3) Data collection
- 4) Research design
- 5) Research instrument
- 6) Data analysis

#### 2.1 Population

The targeted population of this study is a finite population on the east coast of Phuket Island (Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada) which can be classified into 2 groups of population as shown in table 2.1.

- 1) Local residents in 4 Tambons
- 2) Representatives of LAO in 4 Tambons

#### 2.2 Sample size

Samples will be selected at random using the “Snowball Sampling Method” for sampling group of villagers as they are all residents of each Tambon and they could tell the researcher who could be the next respondent.

Sample size was obtained from Yamane formula (1973) as follows:

$$n = \frac{N}{1 + N(e)^2}$$

n was Sample size

N was Population size

e was Confidence interval at 95% therefore, e = 0.05%

$$\begin{aligned} \text{Then } n &= \frac{65446}{1 + 65446(0.05)^2} \\ &= 397.57 \end{aligned}$$

To make it a whole number, the sample size was adjusted to 398 and was distributed proportionally to each Tambon.

Table 2.1 Calculation of sample size in each Tambon

<b>Tambon</b>	<b>No. of population</b>	<b>Proportion</b>	<b>Sample size</b>
1.Maikhao	11,958	18.27%	73
2.Pakhlok	12,499	19.09%	76
3.Kohkeaw	10,117	15.45%	62
4.Rasada	30,872	47.17%	187
<b>Total</b>	<b>65,446</b>	<b>100%</b>	<b>398</b>

## **2.3 Data collection**

### **2.3.1 Primary Data**

The researcher distributed 398 sets of questionnaires randomly to the prospective respondents by cluster among Tambons and judgment sampling with each Tambon. The period of data collection was between January and February 2009. The questionnaire was written in Thai for the respondents and translated into English for publication.

For qualitative research, purposeful nonrandom sampling was used with 4 informants who were the head of the local administration organizations in 4 Tambons. In addition, to understand the current tourism situation in Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada, researcher played the role of observer to investigate the tourism situations in these 4 Tambons.

### **2.3.2 Secondary Data**

This information and data was studied from related concepts, theories, and researches. As well as, information extracted from articles in the press, journal, textbook, and related research from previous studies in other Tambons. The general information and 3 year

development plan of each Tambon was received from the local administration in Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada.

## **2.4 Research design**

This study is both quantitative and qualitative research which started by reviewing related literature and collecting related information. The survey was carried out with local residents and other stakeholders in 4 Tambons estimated at 65,446 members. Then, the researcher conducted an in-depth interview with informants from the local administration organization of 4 Tambons as well as conducted the observations.

## **2.5 Research instrument**

In this study, questionnaires and interviews were designed into 2 series; one for local residents and the other for informants from the local administration organizations who were directly responsible in planning and managing of these 4 Tambons.

### **2.5.1 “Quantitative questionnaire” for local residents**

The questionnaire was designed by using closed-end questions towards sustainable tourism development. The researcher conducted “Quantitative Research” in order to evaluate the participation level of host community’s in tourism planning and management in each Tambon.

There are 4 sections in questionnaire form which are the following;

#### **Section 1: General information of respondent and brief information of the 3 year local development plan.**

This section has general information of respondents in the 4 Tambons and aims to give brief information of the 3 year local development plan of these 4 Tambons to respondents for their considerations to answer the questionnaire (Section 2 and Section 4). The information includes 7 development strategies with sub-projects in each strategy. The allocated budget is also provided for each project.

#### **Section 2: Comparisons of benefits by local resident respondents among “4 Tambons”.**

This section studies the benefits that the local residents gain from the local administration development plan such as job opportunities, employment, promoting local culture

and nature, participation in the planning process. The characteristics of this section use a rating scale with 12 items. The interval scales, criteria, and rating scales were divided as follows:

The mean scores were classified into 5 intervals, which were calculated as follows:

$$\begin{aligned} \text{The interval level} &= \frac{[Max - Min]}{n} \\ &= \frac{[5 - 1]}{5} \\ &= 0.80 \end{aligned}$$

Therefore, the mean scores will be;

Interval scale	Level of opinion	Mean Scores
1	Strongly disagree level	Score 1.00-1.80
2	Disagree level	Score 1.81-2.60
3	Neither agree nor disagree level	Score 2.61-3.40
4	Agree level	Score 3.41-4.20
5	Strongly agree level	Score 4.21-5.00

### **Section 3: Comparisons of local resident's participation and impact on tourism site development**

The aim of this section is to study the local resident's participation and impact on tourism site development especially in planning, economic impacts, environment impacts, social impacts, and culture impacts. The characteristics of this section use a rating scale with each 10 items.

The mean scores were classified into 5 intervals, which were calculated as follows:

$$\begin{aligned} \text{The interval level} &= \frac{[Max - Min]}{n} \\ &= \frac{[5 - 1]}{5} \\ &= 0.80 \end{aligned}$$

Therefore, the mean scores will be;

<b>Interval Scale</b>	<b>Level of opinion</b>	<b>Mean Scores</b>
1	Never	Score 1.00-1.80
2	Rarely	Score 1.81-2.60
3	Sometimes	Score 2.61-3.40
4	Very often	Score 3.41-4.20
5	Always	Score 4.21-5.00

#### **Section 4: Comparisons of local resident's attitude toward community based tourism**

The aim of this section is to study the local resident's attitudes towards community based tourism such as personal benefits, jobs creation, price increases for products and services, disruption to local activities, the harm to the environment, the alertness of the host community, and the negative impacts in changing behaviors of the local residents. The characteristics of this section are defined using a rating scale with each 15 items.

The mean scores were classified into 5 intervals, which were calculated as follows:

$$\begin{aligned}
 \text{The interval level} &= \frac{[Max - Min]}{n} \\
 &= \frac{[5 - 1]}{5} \\
 &= 0.80
 \end{aligned}$$

Therefore, the mean scores will be;

<b>Interval Scale</b>	<b>Level of opinion</b>	<b>Mean Scores</b>
1	Strongly disagree level	Score 1.00-1.80
2	Disagree level	Score 1.81-2.60
3	Neither agree nor disagree level	Score 2.61-3.40
4	Agree level	Score 3.41-4.20
5	Strongly agree level	Score 4.21-5.00

#### **2.5.2 "Qualitative Research" Structured interview form**

The researcher conducted "Qualitative Research" in order to assess planning and management of tourism development by the Municipality of Tambon by using open-ended questions to ask officers of the 4 Local Administration Organizations about tourism situations,

general situations at each Tambon, the process of the 3LPD, tourism indicators, the appropriate benefits of tourism for Local Resident Households (LRHs), and problems in tourism development at these 4 Tambons.

## **2.6 Data Analysis**

Data analysis proceeded after collecting the questionnaire or interview forms and checking for accurate data filling. The researcher, then, decoded the data from figure form into the software package SPSS for window version 14.0 in order to evaluate the results. The statistics used in this research are frequency, percentages, mean, standard deviation (S.D.), One-way ANOVA, and LSD analysis.

## CHAPTER 3

### RESULTS

This chapter provides a summary of this study. The researcher had distributed 398 questionnaires to LRHs at 4 Tambons (Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada) and did an in-depth interview with an officer in each Tambon. Both the primary and secondary data were collected by the researcher. After data collection, the data was analyzed by using the SPSS Software for Window Version 14.0.

The data was analyzed adapting both a quantitative and qualitative approach. The quantitative data was derived from questionnaires about the benefits received by local residents from local administration development plan, participation in local tourism site planning, economic impacts, environment impacts, social impacts, culture impacts, and the local residents' attitude toward community based tourism.

The statistics used in this study are frequencies, percentages, means, and standard deviation. The data was analyzed by using the descriptive statistics such as mean and multiple comparisons.

Qualitative data was derived from the in-depth interview forms regarding to local tourism plans, carrying capacity, tourism indicators development, and the problems of local tourism development are presented in the conclusion section.

Eight topics of analysis are as follow:

3.1 Demographic characteristics of the respondents

3.2 Statistical comparisons of benefits by local resident respondents among "4 Tambons".

3.3 Statistical comparisons of participation/involvement by local resident respondents among "4 Tambons".

3.4 Statistical comparisons of economic impacts by local resident respondents among "4 Tambons".

3.5 Statistical comparisons of environment impacts by local resident respondents among "4 Tambons".

3.6 Statistical comparisons of social impacts by local resident respondents among “4 Tambons”.

3.7 Statistical comparisons of culture impacts by local resident respondents among “4 Tambons”.

3.8 Statistical comparisons of the local residents’ attitude toward community-based tourism by local resident respondents among “4 Tambons”.

### 3.1 Demographic Characteristics of the Respondents

The demographic characteristics of respondents were analyzed by frequency and percentage as indicated in Table 3.1 Demographic characteristics of the respondents in terms of gender, marital status, age, education, religion, career, and monthly income are summarized as follow:

Table 3.1 Demographic characteristics of the respondents

Personal Characteristic		Frequency	(%)
Gender	Male	200	50.3
	Female	198	49.7
	Total	398	100
Marital status	Single	129	32.4
	Married	250	62.8
	Divorced/ widowed	19	4.8
	Total	398	100
Age	Lower than 20	5	1.3
	21-30	86	21.6
	31-40	161	40.5
	41-50	87	21.9
	51-60	56	14.1
	More than 60	3	0.8
	Total	398	100



Table 3.1 Demographic characteristics of the respondents (continued)

Personal Characteristic		Frequency	(%)
Education	Primary school	99	24.9
	High school	69	17.3
	Diploma	88	22.1
	Bachelor	113	28.4
	Master degree	13	3.3
	Other	16	4
	Total	398	100
Religion	Muslim	158	39.7
	Christian	2	0.5
	Buddhist	238	59.8
	Total	398	100
Career	General employee	135	33.9
	Private sector officer	24	6
	Business owner	102	25.6
	Government officer	41	10.3
	Agriculture	6	1.5
	Fishery	37	9.3
	Housewife / Husband	20	5
	Student	26	6.5
	Retired	1	0.3
	Other	6	1.5
	Total	398	100
Monthly income	No income	13	3.3
	Lower than 5,000	16	4
	5,001-10,000	232	58.3
	10,001 - 20,000	114	28.6
	20,001-30,000	19	4.8
	Higher than 30,000	4	1
	Total	398	100

In relation to gender, the proportion of males and females is very similar; females accounted for 49.7% and 50.3% for males. In terms of marital status, the majority of the respondents were married which accounted for 62.8%; single 32.4%, and divorced or widowed 4.8%. Most of them were in the age range of 31-40 years old (40.5%), 41-50 years old (21.9%), and 21-30 years old (21.6%). Almost one third of the respondents had a bachelor degree or above (28.4% of the respondents had a bachelor degree and 3.3% of the respondents had a master degree). 24.9% had a primary school certificate, 22.1% had a diploma and 17.3% had a high school certificate. More than half of the respondents were Buddhist (59.8%), 39.7% were Muslim and 0.5% were Christian. Their occupation were general employee (33.9%), business owner (25.6%), government office worker (10.3%), fishermen (9.3%), student (6.5%), private sector officer (6%), housewife or husband (5%), farmer or agriculture worker (1.5%), retired (0.3%), and other (1.5%). The majority of the respondents had a salary at 5,001-10,000 baht (58.3%), followed by 10,001-20,000 baht (28.6%).

### **3.2 Statistical Comparisons of benefits by local resident respondents among “4 Tambons”**

The following 12 indicators were used to measure the local community’s benefits from the local government projects:

1. The projects benefit the respondents
2. The projects benefit local communities
3. The projects create job opportunities for local communities
4. The projects promote employment and increase value added to local products
5. The projects to have an impact on the better way of life of community
6. The projects reduce the impact on the environment
7. The projects utilize local natural resources
8. The respondent was able to propose and participate in planning process
9. The respondent was able to monitor and reject the projects
10. The projects increase revenue to the LAO.
11. The projects improve security and welfare the community
12. The projects increase land price

Table 3.2. showed that the respondents in Tambon Maikhao agreed that “the projects benefit the respondents”, “the projects benefit local community”, “the projects create job opportunities for local communities”, “the projects promote employment and increase value added to local products”, “the projects have an impact on the better way of life of community”, “the projects improve the better environment impact”, “the projects utilize local natural resources”, “the respondent was able to propose and participate in planning process”, “the projects increase for revenue to LAO”, “the projects improve security and welfare in the community”, and “the projects increase more land price”. But the respondents neither agree nor disagree with “the respondent was able to monitor and reject the projects”.

Table 3.2. Descriptive statistics of benefits by local in Tambon Maikhao

Indicator	Tambon Maikhao		Meaning*
	M.V	S.D.	
1.	3.42	0.84	Agree
2.	3.83	0.79	Agree
3.	3.65	0.71	Agree
4.	3.45	0.72	Agree
5.	3.68	0.68	Agree
6.	3.45	0.85	Agree
7.	3.49	0.81	Agree
8.	3.46	0.95	Agree
9.	3.28	0.82	Neither agree nor disagree
10.	3.53	0.81	Agree
11.	3.43	0.76	Agree
12.	3.83	0.78	Agree

\* Likert scale: 5= strongly agree, 4=agree, 3= neither agree nor disagree, 2=disagree, 1=strongly disagree

Table 3.3 showed that the respondents in Tambon **Paklok** agreed that “the projects benefit the respondents”, “the projects benefit local community”, “the projects create job opportunities to local communities”, “the projects promote employment and increase value added to local products”, “the projects have an impact on the better way of life of community”, “the projects improve the better environment impact”, “the projects increase for revenue to LAO”, “the projects improve security and welfare in the community”, and “the projects increase more land price”. But the respondents neither agree nor disagree that “the projects utilize local natural resources”, “the respondent was able to propose and participate in planning process”, and “the respondent was able to monitor and reject the projects”.

Table 3.3 Descriptive statistics of benefits by local in Tambon Paklok

Indicator	Tambon Paklok		Meaning
	M.V	S.D.	
1.	3.52	0.80	Agree
2.	3.43	0.98	Agree
3.	3.52	0.90	Agree
4.	3.61	0.95	Agree
5.	3.61	1.00	Agree
6.	3.48	1.01	Agree
7.	3.40	0.89	Neither agree nor disagree
8.	3.23	1.06	Neither agree nor disagree
9.	3.28	1.05	Neither agree nor disagree
10.	3.60	1.03	Agree
11.	3.47	0.94	Agree
12.	3.48	1.08	Agree

\* Likert scale: 5= strongly agree, 4=agree, 3= neither agree nor disagree, 2=disagree, 1=strongly disagree

Table 3.4 showed that the respondents in Tambon **Kohkeaw** agreed that “the projects benefit the respondents”, “the projects benefit local community”, “the projects create job opportunities to local communities”, “the projects promote employment and increase value added to local products”, “the projects have an impact on the better way of life of community”, “the projects improve the better environment impact”, “the projects utilize local natural resources”, “the respondent was able to propose and participate in planning process”, “the respondent was able to monitor and reject the projects”, “the projects increase for revenue to LAO”, “the projects improve security and welfare in the community”, and “the projects increase more land price”.

Table 3.4 Descriptive statistics of benefits by local in Tambon Kohkeaw

Indicator	Tambon Kohkeaw		Meaning
	M.V	S.D.	
1.	3.72	0.60	Agree
2.	3.62	0.75	Agree
3.	3.55	0.61	Agree
4.	3.44	0.71	Agree
5.	3.63	0.73	Agree
6.	3.55	0.76	Agree
7.	3.54	0.67	Agree
8.	3.50	0.64	Agree
9.	3.54	0.84	Agree
10.	3.80	0.72	Agree
11.	3.60	0.61	Agree
12.	3.65	0.79	Agree

\* Likert scale: 5= strongly agree, 4=agree, 3= neither agree nor disagree, 2=disagree, 1=strongly disagree

Table 3.5 showed that the respondents in Tambon Rasada strongly agreed that “the projects benefit the respondents” and agreed that “the projects benefit local community”, “the projects create job opportunities to local communities”, “the projects promote employment and increase value added to local products”, “the projects have an impact on the better way of life of community”, “the projects improve the better environment impact”, “the projects utilize local natural resources”, “the respondent was able to propose and participate in planning process”, “the respondent was able to monitor and reject the projects”, “the projects increase for revenue to LAO”, “the projects improve security and welfare in the community”, and “the projects increase more land price”.

Table 3.5 Descriptive statistics of benefits by local in Tambon Rasada

Indicator	Tambon Rasada		Meaning
	M.V	S.D.	
1.	4.54	0.71	Strongly agree
2.	3.94	0.74	Agree
3.	3.84	0.72	Agree
4.	3.65	0.76	Agree
5.	3.73	0.80	Agree
6.	3.69	0.94	Agree
7.	3.57	0.88	Agree
8.	3.57	0.90	Agree
9.	3.66	0.93	Agree
10.	3.67	0.85	Agree
11.	3.54	0.81	Agree
12.	3.55	0.86	Agree

\* Likert scale: 5= strongly agree, 4=agree, 3= neither agree nor disagree, 2=disagree, 1=strongly disagree

Table 3.6 showed that there was significant difference at 0.05 levels among the respondents in Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw and Tambon Rasada on their perception toward the benefit of the development projects in 4 indicators (number 1, 2, 3 and 9).

Table 3.6 The benefit received by local residents in local administration development plan

No.	Group of Tambon									
	Tambon Maikhao		Tambon Paklok		Tambon Kohkeaw		Tambon Rasada		ANOVA	
	M.V	S.D.	M.V	S.D.	M.V	S.D.	M.V	S.D.	F.value	p.value
1.	3.42	0.84	3.52	0.80	3.72	0.60	4.54	0.71	61.033	.000*
2.	3.83	0.79	3.43	0.98	3.62	0.75	3.94	0.74	8.019	.000*
3.	3.65	0.71	3.52	0.90	3.55	0.61	3.84	0.72	4.446	.004*
4.	3.45	0.72	3.61	0.95	3.44	0.71	3.65	0.76	1.954	0.12
5.	3.68	0.68	3.61	1.00	3.63	0.73	3.73	0.80	0.504	0.68
6.	3.45	0.85	3.48	1.01	3.55	0.76	3.69	0.94	1.755	0.155
7.	3.49	0.81	3.40	0.89	3.54	0.67	3.57	0.88	0.741	0.528
8.	3.46	0.95	3.23	1.06	3.50	0.64	3.57	0.90	2.566	0.054
9.	3.28	0.82	3.28	1.05	3.54	0.84	3.66	0.93	4.588	.004*
10.	3.53	0.81	3.60	1.03	3.80	0.72	3.67	0.85	1.164	0.323
11.	3.43	0.76	3.47	0.94	3.60	0.61	3.54	0.81	0.62	0.598
12.	3.83	0.78	3.48	1.08	3.65	0.79	3.55	0.86	2.334	0.074

Remarks: \* Indicates statistically significant differences between Group of Tambon at  $p \leq 0.05$

From the one-way ANOVA test, it found that there was a significant difference among 4 Tambons in 4 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

Table 3.7 Multiple Comparisons between 4 Tambons toward “the projects benefit the respondents” (Indicator No.1)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.42	0.84	c
Tambon Paklok	3.52	0.80	bc
Tambon Kohkeaw	3.72	0.60	b
Tambon Rasada	4.54	0.71	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada, “b”= Tambon Kohkeaw, “c”= Tambon Maikhao.

Table 3.7 showed that the respondents in Tambon Rasada strongly agreed that the development projects benefit the residents whereas the respondents in Tambon Kohkeaw indicated higher than the respondents in Tambon Maikhao that the projects benefit them.

Table 3.8 Multiple Comparisons between 4 Tambons toward “the projects benefit local community” (Indicator No.2)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.83	0.79	a
Tambon Paklok	3.43	0.98	b
Tambon Kohkeaw	3.62	0.75	b
Tambon Rasada	3.94	0.74	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao “b”= Tambon Paklok.

Table 3.8 showed that the respondents in Tambon Rasada and Tambon Maikhao perceived that the development projects initiate by their local governor provide more benefit to their community, higher than that of the respondents in Tambon Paklok and Tambon Kohkeaw.



Table 3.9 Multiple Comparisons between 4 Tambons toward “the projects create job opportunities to local communities” (Indicator No.3)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.65	0.71	b
Tambon Paklok	3.52	0.90	b
Tambon Kohkeaw	3.55	0.61	b
Tambon Rasada	3.84	0.72	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada, “b”= Tambon Maikhao.

Table 3.9 showed that the respondents in Tambon Rasada believed that the development project initiate by their local governor create job opportunities to local communities, higher than that of the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.10 Multiple Comparisons between 4 Tambons toward “The respondent was able to monitor and reject the projects” (Indicator No.9)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.28	0.82	b
Tambon Paklok	3.28	1.05	b
Tambon Kohkeaw	3.54	0.84	ab
Tambon Rasada	3.66	0.93	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada “b”= Tambon Maikhao

Table 3.10 revealed that the respondents in Tambon Rasada perceived that their involvement level to monitor and reject the development projects were higher than the respondents in Tambon Maikhao and Tambon Paklok.

### **3.3 Statistical comparisons of participation/involvement by local's respondents among "4 Tambons".**

The following indicators were used to examine the local participation in local tourism site planning:

1. Zoning for tourism area.
2. Setting up a group or club to look after tourism activities
3. Promoting job and revenue to community
4. Setting regulations and rules to preserve community environment
5. Setting measurement to deal with the offender to community's order and regulation for  
tourism site.
6. Encroachment of the public land by community and investor
7. Encroachment and destroy mangrove area by community and investor
8. Selling land for Thai investor and foreign investor
9. Zoning land for investment and conservation area
10. Community cooperating to look after public and mangrove area.

Table 3.11 showed the perception of the respondents in Tambon Maikhao about their participation in local tourism site planning. They ‘very often’ participated in “Zoning for tourism area”, “Setting group or club to look after tourism activities”, “Promoting job and revenue to community”, “Setting regulations and rules to preserve community environment”, “Setting measurement to deal with the offender to community’s order and regulation for tourism site”, “Encroachment and destroy mangrove area by community and investor”, “Selling land for Thai investor and foreign investor”, and “Community cooperating to look after public and mangrove area. But they indicated ‘sometime’ for participation in regards to “Encroachment of the public land by community and investor” and “Zoning land for investment and conservation area”.

Table 3.11 Descriptive statistics of Local Participation in local tourism site planning: Tambon Maikhao

Indicator*	Tambon Maikhao		Meaning**
	M.V	S.D.	
1.	3.45	1.02	Very often
2.	3.47	0.86	Very often
3.	3.64	0.93	Very often
4.	3.54	1.00	Very often
5.	3.46	0.91	Very often
6.	3.32	1.14	Sometimes
7.	3.43	1.16	Very often
8.	3.78	1.03	Very often
9.	3.26	1.01	Sometimes
10.	3.54	0.86	Very often

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

Table 3.12 showed that the respondents in Tambon Paklok revealed that they ‘very often’ participated in “Zoning for tourism area”, “Promoting job and revenue to community”, “Setting the regulation and rule to preserve community environment”, and “Community cooperating to look after public and mangrove area”. However, the respondents indicated ‘sometime’ for participation in regards to “Setting group or club to look after tourism activities”, “Setting measurement to deal with the offender to community’s order and regulation for tourism site”, “Encroachment of the public land by community and investor”, “Encroachment and destroy mangrove area by community and investor”, “Selling land for Thai investor and foreign investor”, and “Zoning land for investment and conservation area”.

Table 3.12 Descriptive statistics of Local Participation in local tourism site planning: Tambon Paklok

Indicator	Tambon Paklok		Meaning
	M.V	S.D.	
1.	3.43	0.83	Very often
2.	3.39	0.83	Sometimes
3.	3.56	1.03	Very often
4.	3.60	1.12	Very often
5.	3.34	0.95	Sometimes
6.	3.22	1.06	Sometimes
7.	3.30	1.08	sometimes
8.	3.38	1.09	Sometimes
9.	3.39	1.08	Sometimes
10.	3.67	1.02	Very often

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

Table 3.13 showed that the respondents in Tambon Kohkeaw ‘very often’ participated in “Zoning for tourism area”, “Setting group or club to look after tourism activities”, “Promoting job and revenue to community”, “Encroachment of the public land by community and investor”, “Encroachment and destroy mangrove area by community and investor”, “Selling land for Thai investor and foreign investor”, “Zoning land for investment and conservation area”, and “Community cooperating to look after public and mangrove area”. But they indicated ‘sometime’ for participation in regards to “Setting regulations and rules to preserve community environment” and “Setting measurement to deal with the offender to community’s order and regulation for tourism site”.

Table 3.13 Descriptive statistics of Local Participation in local tourism site planning: Tambon Kohkeaw

Indicator	Tambon Kohkeaw		Meaning
	M.V	S.D.	
1.	3.55	0.78	Very often
2.	3.45	0.86	Very often
3.	3.57	0.90	Very often
4.	3.31	0.88	Sometimes
5.	3.32	0.88	Sometimes
6.	3.63	1.00	Very often
7.	3.63	1.00	Very often
8.	3.65	0.85	Very often
9.	3.44	0.88	Very often
10.	3.45	1.00	Very often

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

Table 3.14 showed that the respondents in Tambon Rasada ‘always’ participated in “Zoning for tourism area”. Additionally, they were ‘very often’ involved in “Setting group or club to look after tourism activities”, “Promoting job and revenue to community”, “Setting regulations and rules to preserve community environment”, “Setting measurement to deal with the offender to community’s order and regulation for tourism site”, “Encroachment of the public land by community and investor”. But they indicated ‘sometime’ for participation in regards to “Encroachment and destroy mangrove area by community and investor”, “Selling land for Thai investor and foreign investor”, “Zoning land for investment and conservation area”, and “Community cooperating to look after public and mangrove area”.

Table 3.14 Descriptive statistics of Local Participation in local tourism site planning: Tambon Rasada

Indicator	Tambon Rasada		Meaning
	M.V	S.D.	
1.	4.29	0.86	Always
2.	3.73	0.78	Very often
3.	3.56	0.86	Very often
4.	3.50	0.91	Very often
5.	3.62	0.93	Very often
6.	3.45	0.98	Very often
7.	3.28	0.98	Sometimes
8.	3.38	2.41	Sometimes
9.	3.10	1.08	Sometimes
10.	3.07	1.14	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

In order to investigate whether the differences exist among 4 Tambons, the ANOVA was calculated. The results in Table 3.15 showed that there was a significant difference at 0.05 levels in 3 indicators (number 1, 2, and 10) for the participation in local tourism site planning among Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw and Tambon Rasada.

Table 3.15 Participation in local tourism site planning

No	Group of Tambon									
	Tambon Maikhao		Tambon Paklok		Tambon Kohkeaw		Tambon Rasada		ANOVA	
	M.V	S.D.	M.V	S.D.	M.V	S.D.	M.V	S.D.	F.value	p.value
1.	3.45	1.02	3.43	0.83	3.55	0.78	4.29	0.86	28.74	.000*
2.	3.47	0.86	3.39	0.83	3.45	0.86	3.73	0.78	4.292	.005*
3.	3.64	0.93	3.56	1.03	3.57	0.90	3.56	0.86	0.144	0.934
4.	3.54	1.00	3.60	1.12	3.31	0.88	3.50	0.91	1.127	0.338
5.	3.46	0.91	3.34	0.95	3.32	0.88	3.62	0.93	2.554	0.055
6.	3.32	1.14	3.22	1.06	3.63	1.00	3.45	0.98	2.105	0.099
7.	3.43	1.16	3.30	1.08	3.63	1.00	3.28	0.98	1.97	0.118
8.	3.78	1.03	3.38	1.09	3.65	0.85	3.38	2.41	1.07	0.36
9.	3.26	1.01	3.39	1.08	3.44	0.88	3.10	1.08	2.43	0.064
10.	3.54	0.86	3.67	1.02	3.45	1.00	3.07	1.14	7.488	.000*

Remarks: \* Indicates statistically significant differences between Group of Tambon at  $p \leq 0.05$

From the one-way ANOVA test, it found that there was a significant difference among 4 Tambons in 3 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

Table 3.16 Multiple Comparisons between 4 Tambons toward “Zoning for tourism area”  
(Indicator No.1)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.45	1.02	b
Tambon Paklok	3.43	0.83	b
Tambon Kohkeaw	3.55	0.78	b
Tambon Rasada	4.29	0.86	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada “b”= Tambon Maikhao

Table 3.16 showed that the participation of the respondents in Tambon Rasada in zoning the natural area specifically for tourism was higher than the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw. In contrast, there was no significant difference between the respondents perception in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw toward this indicator.

Table 3.17 Multiple Comparisons between 4 Tambons toward “Setting group or club to look after tourism activities” (Indicator No.2)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.47	0.86	b
Tambon Paklok	3.39	0.83	b
Tambon Kohkeaw	3.45	0.86	b
Tambon Rasada	3.73	0.78	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada “b”= Tambon Maikhao

Table 3.17 showed that participation of respondents in Tambons in setting group or club to look after tourism activities and is more often in the respondents of Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.



Table 3.18 Multiple Comparisons between 4 Tambons toward “Community cooperating to look after public and mangrove area” (Indicator No.10)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.54	0.86	a
Tambon Paklok	3.67	1.02	a
Tambon Kohkeaw	3.45	1.00	a
Tambon Rasada	3.07	1.14	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao “b”= Tambon Rasada

Table 3.18 showed that the participation of the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw to look after the public area and mangrove area was higher than the respondents in Tambon Rasada. But there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

### 3.4 Statistical comparisons of economic impacts by local resident respondents among “4 Tambons”.

The following 10 indicators were used to measure the respondents’ perception on the economic impacts to their community:

1. The major income for local residents.
2. You and your family receive the benefit from tourism.
3. Local administration promotes occupation to community.
4. Hotels or foreign companies promote community’s way of life.
5. The expansion of area for hotel investment or foreign companies.
6. To promote educational system to develop manpower for tourism activity.
7. To sale the land for investors.
8. To promote local products to the markets.
9. The management of agriculture and fishery products by local administrator.
10. The financial support from tourism business and investors to local activities.

Table 3.19 showed that the respondents in Tambon Maikhao indicated ‘very often’ in 4 indicators which were “The major income for local residents”, “Local administration promotes occupation to community”, “The expansion of area for hotel investment or foreign companies”, and “To sale the land for investors”. But indicated ‘sometimes’ in 6 statements which were “You and your family receive the benefit from tourism”, “Hotels or foreign companies promote community’s way of life”, “To promote educational system to develop manpower for tourism activity”, “To promote local products to the markets”, “The management of agriculture and fishery products by local administrator”, and “The financial support from tourism business and investors to local activities”.

Table 3.19 Descriptive statistics of economic impacts by local’s respondents in Tambon Maikhao

Indicator	Tambon Maikhao		Meaning
	M.V	S.D.	
1.	3.78	0.83	Very often
2.	3.09	1.10	sometimes
3.	3.76	0.79	Very often
4.	3.32	0.88	Sometimes
5.	3.65	0.88	Very often
6.	3.24	0.93	Sometimes
7.	3.68	1.02	Very often
8.	3.34	0.83	Sometimes
9.	3.37	0.79	Sometimes
10.	3.17	0.90	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

Table 3.20 showed that the respondents in Tambon Paklok indicated ‘very often’ in 7 statements which were “The major income for local residents”, “Local administration promotes occupation to community”, “Hotels or foreign companies promote community’s way of life”, “To promote educational system to develop manpower for tourism activity”, “To promote local products to the markets”, “The management of agriculture and fishery products by local administrator”, and “The financial support from tourism business and investors to local activities”. But the respondents indicated ‘sometimes’ in 3 statements: “You and your family receive the benefit from tourism”, “The expansion of area for hotel investment or foreign companies”, and “To sale the land for investors”.

Table 3.20 Descriptive statistics of economic impacts by local’s respondents in Tambon Paklok

Indicator	Tambon Paklok		Meaning
	M.V	S.D.	
1.	3.63	0.79	Very often
2.	3.27	0.94	Sometimes
3.	3.51	0.88	Very often
4.	3.52	1.10	Very often
5.	3.38	1.10	Sometimes
6.	3.44	1.02	Very often
7.	3.30	1.14	Sometimes
8.	3.57	0.97	Very often
9.	3.71	1.01	Very often
10.	3.42	1.03	Very often

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

Table 3.21 showed that the respondents in Tambon Kohkeaw indicated ‘very often’ in 3 statements which were “Local administration promotes occupation to community”, “The expansion of area for hotel investment or foreign companies”, and “To sale the land for investors”. But the respondents indicated ‘sometimes’ in 7 statements: “The major income for local residents”, “You and your family receive the benefit from tourism”, “Hotels or foreign companies promote community’s way of life”, “To promote educational system to develop manpower for tourism activity”, “To promote local products to the markets”, “The management of agriculture and fishery products by local administrator”, and “The financial support from tourism business and investors to local activities”.

Table 3.21 Descriptive statistics of economic impacts by local’s respondents in Tambon Kohkeaw

Indicator	Tambon Kohkeaw		Meaning
	M.V	S.D.	
1.	3.39	0.86	Sometimes
2.	3.29	0.88	Sometimes
3.	3.68	0.76	Very often
4.	3.31	0.84	Sometimes
5.	3.45	0.84	Very often
6.	3.27	0.83	Sometimes
7.	3.65	0.77	Very often
8.	3.31	0.82	Sometimes
9.	3.37	0.81	Sometimes
10.	3.32	1.04	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.22 showed that the respondents in Tambon Rasada indicated ‘very often’ in 2 statements which were “The major income for local residents” and “You and your family receive the benefit from tourism”. But the respondents indicated ‘sometimes’ in 8 statements: “Local administration promotes occupation to community”, “Hotels or foreign companies promote community’s way of life”, “The expansion of area for hotel investment or foreign companies”, “To promote educational system to develop manpower for tourism activity”, “To sale the land for investors”, “To promote local products to the markets”, “The management of agriculture and fishery products by local administrator”, and “The financial support from tourism business and investors to local activities”.

Table 3.22 Descriptive statistics of economic impacts by local’s respondents in Tambon Rasada

Indicator	Tambon Rasada		Meaning
	M.V	S.D.	
1.	3.91	1.06	Very often
2.	3.41	1.03	Very often
3.	3.23	1.00	Sometimes
4.	3.03	0.96	Sometimes
5.	2.92	0.97	Sometimes
6.	2.83	1.00	Sometimes
7.	2.87	1.06	Sometimes
8.	2.61	0.93	Sometimes
9.	2.63	1.01	Sometimes
10.	2.48	1.02	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.23 showed that there were significant differences at 0.05 levels among the respondents in Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw and Tambon Rasada on their perception toward the **Economic Impacts** in 9 indicators (number 1, 3, 4, 5, 6, 7, 8, 9 and 10).

Table 3.23 Economic Impacts

No.	Group of Tambon									
	Tambon Maikhao		Tambon Paklok		Tambon Kohkeaw		Tambon Rasada		ANOVA	
	M.V	S.D.	M.V	S.D.	M.V	S.D.	M.V	S.D.	F.value	p.value
1.	3.78	0.83	3.63	0.79	3.39	0.86	3.91	1.06	5.069	.002*
2.	3.09	1.10	3.27	0.94	3.29	0.88	3.41	1.03	1.728	0.161
3.	3.76	0.79	3.51	0.88	3.68	0.76	3.23	1.00	70938	.000*
4.	3.32	0.88	3.52	1.10	3.31	0.84	3.03	0.96	5.467	.001*
5.	3.65	0.88	3.38	1.10	3.45	0.84	2.92	0.97	12.92	.000*
6.	3.24	0.93	3.44	1.02	3.27	0.83	2.83	1.00	9.121	.000*
7.	3.68	1.02	3.30	1.14	3.65	0.77	2.87	1.06	15.73	.000*
8.	3.34	0.83	3.57	0.97	3.31	0.82	2.61	0.93	27.23	.000*
9.	3.37	0.79	3.71	1.01	3.37	0.81	2.63	1.01	28.88	.000*
10.	3.17	0.90	3.42	1.03	3.32	1.04	2.48	1.02	22.95	.000*

Remarks : \* Indicates statistically significant differences between Group of Tambon at  $p \leq 0.05$

From the one-way ANOVA test, it found that there was a significant difference among 4 Tambons in 9 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

Table 3.24 Multiple Comparisons between 4 Tambons toward “The major income for local residents” (Indicator No.1)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.78	0.83	a
Tambon Paklok	3.63	0.79	ab
Tambon Kohkeaw	3.39	0.86	b
Tambon Rasada	3.91	1.06	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada, “b”= Tambon Kohkeaw

Table 3.24 revealed that the respondents in Tambon Rasada and Tambon Maikhao perceived “The major income for local residents” higher than the respondents in Tambon Kohkeaw.

Table 3.25 Multiple Comparisons between 4 Tambons toward “Local administration promotes occupation to community” (Indicator No.3)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.76	0.79	a
Tambon Paklok	3.51	0.88	a
Tambon Kohkeaw	3.68	0.76	a
Tambon Rasada	3.23	1.00	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.25 showed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “Local administration promotes occupation to community” higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.26 Multiple Comparisons between 4 Tambons toward “Hotels or foreign companies promote community’s way of life” (Indicator No.4)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.32	0.88	a
Tambon Paklok	3.52	1.10	a
Tambon Kohkeaw	3.31	0.84	a
Tambon Rasada	3.03	0.96	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.26 showed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “Hotels or foreign companies promote community’s way of life” higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.27 Multiple Comparisons between 4 Tambons toward “The expansion of area for hotel investment or foreign companies” (Indicator No.5)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.65	0.88	a
Tambon Paklok	3.38	1.10	a
Tambon Kohkeaw	3.45	0.84	a
Tambon Rasada	2.92	0.97	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.27 showed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that “The expansion of area for hotel investment or foreign companies” higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.



Table 3.28 Multiple Comparisons between 4 Tambons toward “To promote educational system to develop manpower for tourism activity” (Indicator No.6)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.24	0.93	a
Tambon Paklok	3.44	1.02	a
Tambon Kohkeaw	3.27	0.83	a
Tambon Rasada	2.83	1.00	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.28 showed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “To promote educational system to develop manpower for tourism activity” higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.29 Multiple Comparisons between 4 Tambons toward “To sale the land for investors” (Indicator No.7)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.68	1.02	a
Tambon Paklok	3.30	1.14	b
Tambon Kohkeaw	3.65	0.77	a
Tambon Rasada	2.87	1.06	c

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Paklok, “c”= Tambon Rasada

Table 3.29 showed that the respondents in Tambon Maikhao, and Tambon Kohkeaw perceived “To sale the land for investors” higher than the respondents in Tambon Paklok and Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao and Tambon Kohkeaw in their perception toward this indicator. However, Tambon Rasada perceived that local resident’s “sale land for investor” less than the respondents in other Tambons.

Table 3.30 Multiple Comparisons between 4 Tambons toward “To promote local products to the markets” (Indicator No.8)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.34	0.83	a
Tambon Paklok	3.57	0.97	a
Tambon Kohkeaw	3.31	0.82	a
Tambon Rasada	2.61	0.93	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.30 showed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “To promote local residents products to the markets” higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.31 Multiple Comparisons between 4 Tambons toward “The management of agriculture and fishery products by local administrator” (Indicator No.9)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.37	0.79	b
Tambon Paklok	3.71	1.01	a
Tambon Kohkeaw	3.37	0.81	b
Tambon Rasada	2.63	1.01	c

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Paklok “b”= Tambon Maikhao, “c”= Tambon Rasada

Table 3.31 showed that the respondents in Tambon Paklok perceived “The management of agriculture and fishery products by local administrator” higher than the respondents in Tambon Maikhao, Tambon Kohkeaw and Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao and Tambon Kohkeaw in their perception toward

this indicator. However, Tambon Rasada perceived that locals sale land for investor less than the respondents in other Tambons.

Table 3.32 Multiple Comparisons between 4 Tambons toward “The financial support from tourism business and investors to local activities” (Indicator No.10)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.17	0.90	a
Tambon Paklok	3.42	1.03	a
Tambon Kohkeaw	3.32	1.04	a
Tambon Rasada	2.48	1.02	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.32 showed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “The financial support from tourism business and investors to local activities” higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception towards this indicator.

### 3.5 Statistical comparisons of environment impacts by local resident respondents among “4 Tambons”.

The following 10 statements were used to measure the environmental impacts. The first 5 statements represent the positive impact whereas the other 5 statements represent the negative impact.

1. The awareness of the community to environmental value.
2. To conserve the community’s environment.
3. To encourage the community towards the value of reusing materials.
4. The benefit from improvement and development of community’s environment.
5. The benefit from guidelines to preserve and solving the environmental problems.
6. To damaging natural resources.
7. To create water consumption and waste water.

8. To create pollution in community.
9. To damaging natural bio-diversity.
10. The changing of community's attitude and viewpoints.

The results in Table 3.33 showed that the respondents in Tambon Maikhao perceived that the tourism planning initiated by their local authorities as 'very often' towards "awareness of the community to environmental value and conserve the community's environment". Also the plans sometimes encourage the community towards the value of reusing materials, benefit from improvement and development of community's environment, and benefit from guidelines to preserve and solving the environmental problems.

In contrast, the respondents indicated that the plans/projects 'very often' damage natural resources, create water consumption and waste water, create pollution in the community, and damage natural bio-diversity. Also the plans/projects 'sometimes' were the changing of community's attitude and viewpoints.

Table 3.33 Descriptive statistics of environment impacts by local resident respondents in Tambon Maikhao

Indicator	Tambon Maikhao		Meaning
	M.V	S.D.	
1.	3.52	0.89	Very often
2.	3.57	0.89	Very often
3.	3.21	0.97	Sometimes
4.	3.31	0.77	Sometimes
5.	3.24	0.89	Sometimes
6.	3.45	1.08	Very often
7.	3.50	1.14	Very often
8.	3.45	1.09	Very often
9.	3.42	1.07	Very often
10.	3.38	0.84	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.34 showed that the respondents in Tambon Paklok indicated that the tourism plans/projects ‘very often’ raised awareness of the community to environmental value, conserve the community’s environment, encourage the community towards the value of reusing materials, and benefit from guidelines to preserve and solving the environmental problems. They sometimes benefit from improvement and development of community’s environment.

In contrast, for a negative environmental impact, the respondents indicated that the plans/projects ‘very often’ damage natural resource, create water consumption and waste water, create pollution in community, damaging natural bio-diversity, and changing of community’s attitude and viewpoints.

Table 3.34 Descriptive statistics of environment impacts by local resident respondents in Tambon Paklok

Indicator	Tambon Paklok		Meaning
	M.V	S.D.	
1.	3.77	0.68	Very often
2.	3.55	0.83	Very often
3.	3.47	0.88	Very often
4.	3.35	0.90	Sometimes
5.	3.48	0.91	Very often
6.	3.51	0.99	Very often
7.	3.68	1.00	Very often
8.	3.53	1.08	Very often
9.	3.43	1.07	Very often
10.	3.51	1.14	Very often

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.35 showed that the positive environmental impacts, the respondents in Tambon Kohkeaw indicated that the plans/projects ‘very often’ raised awareness of the community to environmental value and conserve the community’s environment. They sometimes encourage the community towards the value of reusing materials, benefit from improvement and development of community’s environment, and benefit from guidelines to preserve and solving the environmental problems.

In contrast, the respondents in Tambon Kohkeaw indicated that the plans/projects ‘very often’ create water consumption and waste water, create pollution in community, and damaging natural bio-diversity. They indicated ‘sometimes’ there was damage to natural resources and it changed of community’s attitude and viewpoints.

Table 3.35 Descriptive statistics of Environment Impacts by local’s in Tambon Kohkeaw

Indicator	Tambon Kohkeaw		Meaning
	M.V	S.D.	
1.	3.50	0.78	Very often
2.	3.45	0.78	Very often
3.	3.29	0.88	Sometimes
4.	3.37	0.85	Sometimes
5.	3.26	0.79	Sometimes
6.	3.40	0.80	Sometimes
7.	3.60	0.75	Very often
8.	3.59	0.82	Very often
9.	3.42	0.86	Very often
10.	3.37	0.87	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.36 showed that the respondents in Tambon Rasada indicated that the plans/projects ‘very often’ raised awareness of the community to environmental value. Also they ‘sometimes’ conserve the community’s environment, encourage the community towards the value of reusing materials, benefit from improvement and development of community’s environment, and benefit from guidelines to preserve and solving the environmental problems.

However, the plans/projects ‘sometimes’ damage natural resources, create water consumption and waste water, create pollution in community, and damage natural bio-diversity. But they were ‘rarely’ changing of community’s attitude and viewpoints.

Table 3.36 Descriptive statistics of environment impacts by local’s respondents in TambonRasada

Indicator	Tambon Rasada		Meaning
	M.V	S.D.	
1.	3.84	1.07	Very often
2.	3.21	0.98	Sometimes
3.	3.19	1.03	Sometimes
4.	3.03	0.89	Sometimes
5.	2.89	1.02	Sometimes
6.	2.82	1.11	Sometimes
7.	2.78	1.10	Sometimes
8.	2.76	1.14	Sometimes
9.	2.63	1.13	Sometimes
10.	2.54	1.11	Rarely

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.37 showed that there were significant differences at 0.05 level among the respondents' perception in Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw and Tambon Rasada on the **Environment Impacts** in 9 indicators (number1, 2, 4, 5, 6, 7, 8, 9, and 10).

Table 3.37 Environment Impacts

No.	Group of Tambon									
	Tambon Maikhao		Tambon Paklok		Tambon Kohkeaw		Tambon Rasada		ANOVA	
	M.V	S.D.	M.V	S.D.	M.V	S.D.	M.V	S.D.	F.value	p.value
1.	3.52	0.89	3.77	0.68	3.50	0.78	3.84	1.07	3.349	.019*
2.	3.57	0.89	3.55	0.83	3.45	0.78	3.21	0.98	4.263	.006*
3.	3.21	0.97	3.47	0.88	3.29	0.88	3.19	1.03	1.533	0.205
4.	3.31	0.77	3.35	0.90	3.37	0.85	3.03	0.89	4.239	.006*
5.	3.24	0.89	3.48	0.91	3.26	0.79	2.89	1.02	8.091	.000*
6.	3.45	1.08	3.51	0.99	3.40	0.80	2.82	1.11	12.21	.000*
7.	3.50	1.14	3.68	1.00	3.60	0.75	2.78	1.10	20.15	.000*
8.	3.45	1.09	3.53	1.08	3.59	0.82	2.76	1.14	16.41	.000*
9.	3.42	1.07	3.43	1.07	3.42	0.86	2.63	1.13	17.89	.000*
10.	3.38	0.84	3.51	1.14	3.37	0.87	2.54	1.11	23.81	.000*

Remarks : \* Indicates statistically significant differences between Group of Tambon at  $p \leq 0.05$

From the one-way ANOVA test, it found that there was a significant difference among 4 Tambons in 4 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.



Table 3.38 Multiple Comparisons between 4 Tambons toward “The awareness of the community to environmental value” (Indicator No.1)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.52	0.89	b
Tambon Paklok	3.77	0.68	ab
Tambon Kohkeaw	3.50	0.78	b
Tambon Rasada	3.84	1.07	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada, “b”= Tambon Kohkeaw

Table 3.38 revealed that the respondents in Tambon Rasada perceived higher that the plans/projects had realized in environment value of the local community than the respondents in Tambon Maikhao and Tambon Paklok. In contrast, there was no significant difference between the respondents in Tambon Maikhao and Tambon Kohkeaw in their perception toward this indicator.

Table 3.39 Multiple Comparisons between 4 Tambons toward “To conserve the community’s environment” (Indicator No.2)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.57	0.89	a
Tambon Paklok	3.55	0.83	a
Tambon Kohkeaw	3.45	0.78	ab
Tambon Rasada	3.21	0.98	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.39 revealed that the respondents in Tambon Maikhao and Tambon Paklok perceived higher that the plans/projects help to conserve the environment of local community than the respondents in Tambon Rasada.

Table 3.40 Multiple Comparisons between 4 Tambons toward “The benefit from improvement and development of community’s environment” (Indicator No.4)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.31	0.77	a
Tambon Paklok	3.35	0.90	a
Tambon Kohkeaw	3.37	0.85	a
Tambon Rasada	0.03	0.89	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.40 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived higher that the plans/projects benefit in developing and modifying the environment of local community than the respondents in Tambon Rasada.

Table 3.41 Multiple Comparisons between 4 Tambons toward “The benefit from guidelines to preserve and solving the environmental problems” (Indicator No.5)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.24	0.89	a
Tambon Paklok	3.48	0.91	a
Tambon Kohkeaw	3.26	0.79	a
Tambon Rasada	2.89	1.02	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.41 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived higher than that the respondents in Tambon Rasada that the plans/projects benefit in searching the way to conserve and the problem of environment.

Table 3.42 Multiple Comparisons between 4 Tambons toward “To damaging natural resources”  
(Indicator No.6)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.45	1.08	a
Tambon Paklok	3.51	0.99	a
Tambon Kohkeaw	3.40	0.80	a
Tambon Rasada	2.82	1.11	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”=Tambon Rasada

Table 3.42 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived significantly higher than the respondents in Tambon Rasada that the plans/projects destroyed the natural resources.

Table 3.43 Multiple Comparisons between 4 Tambons toward “To create water consumption and waste water” (Indicator No.7)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.50	1.14	a
Tambon Paklok	3.68	1.00	a
Tambon Kohkeaw	3.60	0.75	a
Tambon Rasada	2.78	1.10	b

\*Means with the same letter are not significantly (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.43 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived much higher than the respondents in Tambon Rasada that the plans/projects make problems of water and wastewater to local community.

Table 3.44 Multiple Comparisons between 4 Tambons toward “To create pollution in community” (Indicator No.8)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.45	1.09	a
Tambon Paklok	3.53	1.08	a
Tambon Kohkeaw	3.59	0.82	a
Tambon Rasada	2.76	1.14	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.44 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived significantly higher than the respondents in Tambon Rasada that the plans/projects make pollution in local community.

Table 3.45 Multiple Comparisons between 4 Tambons toward “To damaging natural bio-diversity” (Indicator No.9)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.42	1.07	a
Tambon Paklok	3.43	1.07	a
Tambon Kohkeaw	3.42	0.86	a
Tambon Rasada	2.63	1.13	b

\*Means with the same letter are not significantly (at the 5% level), when “a”= Tambon Rasada “b”= Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw

Table 3.45 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived significantly higher than the respondents in Tambon Rasada that the plans/projects destroyed the biological resources.

Table 3.46 Multiple Comparisons between 4 Tambons toward “The changing of community’s attitude and viewpoints” (Indicator No.10)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.38	0.84	a
Tambon Paklok	3.51	1.14	a
Tambon Kohkeaw	3.37	0.87	a
Tambon Rasada	2.54	1.11	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.46 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that the plans/projects destroy the viewpoint of local community higher than the respondents in Tambon Rasada.

### 3.6 Statistical comparisons of social impacts by local resident respondents among “4 Tambons.

10 statements were created to measure the social impacts in 4 Tambons. The first 5 statements were the positive social impacts whereas the last 5 statements were the negative impacts.

1. To create community growth.
2. To create a good standard of quality of life in the community.
3. To benefit for changing family structure of local community
4. To benefit to local community education.
5. To benefit for safety and security in local community
6. To create the problem in the way of life in community.
7. Weakening the relationship of family’s members.
8. The increasing of migrants from other areas to the community.
9. Prostitute problem in the community.
10. The disadvantages of the community to tourists.

The results in Table 3.47 showed that the respondents in Tambon Maikhao indicated that the plans/projects ‘very often’ create community growth and create a good standard of quality of life in the community. Also the plans/projects sometimes benefit for changing family structure of local community, benefit to local community education, and benefit for safety and security in local community.

On the other hand, the plans/projects ‘sometimes’ create the problem in the way of life in community, weakening the relationship of family’s members, increasing of migrants from other areas to the community, prostitute problem in the community, and disadvantages of the community to tourists.

Table 3.47 Descriptive statistics of social impacts by local’s respondents in Tambon Maikhao

Indicator	Tambon Maikhao		Meaning
	M.V	S.D.	
1.	3.75	0.68	Very often
2.	3.45	0.74	Very often
3.	3.35	0.71	Sometimes
4.	3.34	0.78	Sometimes
5.	3.24	0.82	Sometimes
6.	3.34	0.74	Sometimes
7.	3.06	1.01	Sometimes
8.	3.73	1.04	Sometimes
9.	2.68	1.09	Sometimes
10.	3.06	0.88	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.48 showed that the respondents in Tambon Paklok indicated that ‘very often’ create community growth, create a good standard of quality of life in the community, benefit for changing family structure of local community, benefit to local community education, and benefit for safety and security in local community.

On the other hand, the respondents in Tambon Paklok viewed that the plans/projects ‘very often’ create the problem in the way of life in community and increasing of migrants from other areas to the community. They ‘sometimes’ were weakening the relationship of family’s members and disadvantages of the community to tourists. But they didn’t think that the plans/projects caused a prostitute problem in the community.

Table 3.48 Descriptive statistics of social impacts by local’s respondents in Tambon Paklok

Indicator	Tambon Paklok		Meaning
	M.V	S.D.	
1.	3.73	0.94	Very often
2.	3.65	0.90	Very often
3.	3.56	0.97	Very often
4.	3.53	0.91	Very often
5.	3.61	0.87	Very often
6.	3.44	0.90	Very often
7.	3.39	0.92	Sometimes
8.	3.42	0.92	Very often
9.	2.23	1.05	Rarely
10.	2.96	1.02	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.49 showed that the respondents in Tambon Kohkeaw indicated that the plans/projects ‘very often’ create community growth and create a good standard of quality of life in the community. The respondents also indicated that it ‘sometimes’ benefit for changing family structure of local community, benefit to local community education, and benefit for safety and security in local community.

In contrast, the respondents viewed the development plans/projects ‘very often’ weaken the relationship of family’s members, increasing of migrants from other areas to the community, and disadvantages of the community to tourists. But the respondents indicated that the plans/projects ‘sometimes’ create the problem in the way of life in community and prostitute problem in the community.

Table 3.49 Descriptive statistics of social impacts by local’s respondents in Tambon Kohkeaw

Indicator	Tambon Kohkeaw		Meaning
	M.V	S.D.	
1.	3.55	0.69	Very often
2.	3.49	0.67	Very often
3.	3.31	0.76	Sometimes
4.	3.26	0.75	Sometimes
5.	3.39	0.63	Sometimes
6.	3.34	0.77	Sometimes
7.	3.65	0.70	Very often
8.	3.67	0.70	Very often
9.	2.78	1.27	Sometimes
10.	3.54	0.92	Very often

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never



The results in Table 3.50 showed that the respondents in Tambon Rasada indicated that the development plans/projects ‘very often’ create community growth. In addition, the respondents indicated that it ‘sometimes’ affected to create a good standard of quality of life in the community. Also the plans/projects ‘sometimes’ benefit for changing family structure of local community, benefit to local community education, and benefit for safety and security in local community.

However, the respondents indicated that the plans/projects ‘sometimes’ create the problem in the way of life in community and weakening the relationship of family’s members. But it ‘rarely’ increased migrants from other areas to the community, prostitute problem in the community, and disadvantages of the community to tourists.

Table 3.50 Descriptive statistics of Social Impacts by local’s in Tambon Rasada

Indicator	Tambon Rasada		Meaning
	M.V	S.D.	
1.	3.92	1.06	Very often
2.	3.24	1.02	Sometimes
3.	3.05	1.02	Sometimes
4.	2.81	1.00	Sometimes
5.	2.81	0.89	Sometimes
6.	2.70	1.05	Sometimes
7.	2.65	1.03	Sometimes
8.	2.54	1.07	Rarely
9.	2.16	1.21	Rarely
10.	2.32	1.06	Rarely

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.51 showed that there were significant differences at 0.05 levels among the respondents in Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw and Tambon Rasada on their perception toward the Social Impacts in all 10 indicators.

Table 3.51 Social Impacts

No.	Group of Tambon									
	Tambon Maikhao		Tambon Paklok		Tambon Kohkeaw		Tambon Rasada		ANOVA	
	M.V	S.D.	M.V	S.D.	M.V	S.D.	M.V	S.D.	F.value	p.value
1.	3.75	0.68	3.73	0.94	3.55	0.69	3.92	1.06	2.691	.046*
2.	3.45	0.74	3.65	0.90	3.49	0.67	3.24	1.02	4.161	.006*
3.	3.35	0.71	3.56	0.97	3.31	0.76	3.05	1.02	6.017	.001*
4.	3.34	0.78	3.53	0.91	3.26	0.75	2.81	1.00	14.195	.000*
5.	3.24	0.82	3.61	0.87	3.39	0.63	2.81	0.89	19.726	.000*
6.	3.34	0.74	3.44	0.90	3.34	0.77	2.70	1.05	18.493	.000*
7.	3.06	1.01	3.39	0.92	3.65	0.70	2.65	1.03	21.33	.000*
8.	3.73	1.04	3.42	0.92	3.67	0.70	2.54	1.07	39.227	.000*
9.	2.68	1.09	2.23	1.05	2.78	1.27	2.16	1.21	6.547	.000*
10.	3.06	0.88	2.96	1.02	3.54	0.92	2.32	1.06	27.027	.000*

Remarks : \* Indicates statistically significant differences between Group of Tambon at  $p \leq 0.05$

From the one-way ANOVA test, it found that there was a significant difference among 4 Tambons in 10 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

Table 3.52 Multiple Comparisons between 4 Tambons toward “To create community growth”  
(Indicator No.1)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.75	0.68	ab
Tambon Paklok	3.73	0.94	ab
Tambon Kohkeaw	3.55	0.69	b
Tambon Rasada	3.93	1.06	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada “b”= Tambon Kohkeaw

Table 3.52 revealed that the respondents in Tambon Rasada perceived that the development plans/projects created the civilization of the local community, higher than the respondents in Tambon Kohkeaw.

Table 3.53 Multiple Comparisons between 4 Tambons toward “To create a good standard of quality of life in the community” (Indicator No.2)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.45	0.74	ab
Tambon Paklok	3.65	0.90	a
Tambon Kohkeaw	3.49	0.67	ab
Tambon Rasada	3.24	1.02	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Paklok, “b”= Tambon Rasada

Table 3.53 revealed that the respondents in Tambon Paklok perceived that the plans/projects had impacted on their standard costs of life, higher than the respondents in Tambon Rasada.

Table 3.54 Multiple Comparisons between 4 Tambons toward “To benefit for changing family structure of local community” (Indicator No.3)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.35	0.71	a
Tambon Paklok	3.56	0.97	a
Tambon Kohkeaw	3.31	0.76	ab
Tambon Rasada	3.05	1.02	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada “b”= Tambon Maikhao

Table 3.54 revealed that the respondents in Tambon Maikhao and Tambon Paklok perceived that the benefit for changing family structure of local community was higher than the respondents in Tambon Rasada.

Table 3.55 Multiple Comparisons between 4 Tambons toward “To benefit to local community education” (Indicator No.4)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.34	0.78	a
Tambon Paklok	3.53	0.91	a
Tambon Kohkeaw	3.26	0.75	a
Tambon Rasada	2.81	1.00	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.55 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that there was benefit for education to the local community higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.56 Multiple Comparisons between 4 Tambons toward “To benefit for safety and security in local community” (Indicator No.5)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.24	0.82	b
Tambon Paklok	3.61	0.87	a
Tambon Kohkeaw	3.39	0.63	ab
Tambon Rasada	2.81	0.89	c

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Paklok, “b”= Tambon Maikhao, “c”= Tambon Rasada

Table 3.56 showed that the perception of the respondents in Tambon Paklok were higher than other Tambons in benefit for safety and security in local community. In contrast, the respondents in Tambon Maikhao indicated higher than the respondents in Tambon Rasada that the benefit for safety and security in local community.

Table 3.57 Multiple Comparisons between 4 Tambons toward “To create the problem in the way of life in community” (Indicator No.6)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.34	0.74	a
Tambon Paklok	3.44	0.90	a
Tambon Kohkeaw	3.34	0.77	a
Tambon Rasada	2.70	1.05	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.57 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that the problem of changing way of life were higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.58 Multiple Comparisons between 4 Tambons toward “Weakening the relationship of family’s members” (Indicator No.7)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.06	0.01	c
Tambon Paklok	3.39	0.92	b
Tambon Kohkeaw	3.65	0.70	b
Tambon Rasada	2.65	1.03	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada, “b”= Tambon, “c” =Tambon Maikhao

Table 3.58 showed that the respondents in Tambon Rasada perceived that the lack of relationship between people in the family were higher than the respondents in other Tambons. In contrast, there was no significant difference between the respondents in Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.59 Multiple Comparisons between 4 Tambons toward “The increasing of migrants from other areas to the community” (Indicator No.8)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.73	1.04	a
Tambon Paklok	3.42	0.92	a
Tambon Kohkeaw	3.67	0.70	a
Tambon Rasada	2.54	1.07	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.59 revealed that the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that the plans/projects made people from out of the community move into the community higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.60 Multiple Comparisons between 4 Tambons toward “Prostitute problem in the community” (Indicator No.9)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	2.68	1.09	a
Tambon Paklok	2.23	1.05	b
Tambon Kohkeaw	2.78	1.27	a
Tambon Rasada	2.16	1.21	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Paklok

Table 3.60 revealed that the respondents in Tambon Maikhao and Tambon Kohkeaw perceived that their plans/projects brought prostitute in local community higher than the respondents in Tambon Paklok and Tambon Rasada.

Table 3.61 Multiple Comparisons between 4 Tambons toward “The disadvantages of the community to tourists” (Indicator No.10)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.06	0.88	b
Tambon Paklok	2.96	1.02	b
Tambon Kohkeaw	3.54	0.92	a
Tambon Rasada	2.32	1.06	c

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Kohkeaw, “b”= Tambon Maikhao, “c”= Tambon Rasada

Table 3.61 revealed that the respondents in Tambon Kohkeaw perceived that their plans/projects made local disadvantages to tourists, higher than that of the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao and Tambon Paklok in their perception towards this indicator.

### **3.7 Statistical comparisons of culture impacts by local resident respondents among 4 Tambons.**

10 indicators were created to measure the perception of the respondents on the cultural impact to their community.

1. The attraction of community cultural uniqueness to tourists.
2. Enable tourists to understand local culture
3. To encourage community to love, take pride, and preserve local culture and way of life.
4. The exchange of culture between community and tourists.
5. To promote local products.
6. The culture conflict between community and tourists.
7. The problem from the changing way of life in the community.
8. The rapidly changing of cultural pattern in the community.
9. The decreasing value of handcraft of community's products.
10. To damage culture, art and heritage materials in the community.



The results in Table 3.62 showed that the respondents in Tambon Maikhao's perception towards the development plans/projects very often' raised attraction of community cultural uniqueness to tourists and encourage community to love, pride, and preserve local culture and way of life. Also, the respondents indicated that they 'sometimes' enable tourists to understand local culture, exchange of culture between community and tourists, and promote local products.

Although they 'sometimes' made for culture conflict between community and tourists, problems from the changing way of life in the community, rapidly changing of cultural pattern in the community, decreasing value of handcraft of community's products, and damage to culture, art, and heritage materials in the community.

Table 3.62 Descriptive statistics of Culture Impacts by local's respondents in Tambon Maikhao

Indicator	Tambon Maikhao		Meaning
	M.V	S.D.	
1.	3.47	0.78	Very often
2.	3.34	0.91	Sometimes
3.	3.52	0.89	Very often
4.	3.24	1.01	Sometimes
5.	3.32	1.01	Sometimes
6.	2.84	0.89	Sometimes
7.	3.00	0.83	Sometimes
8.	3.06	0.93	Sometimes
9.	3.16	0.81	Sometimes
10.	2.98	0.99	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.63 showed that the respondents in Tambon Paklok indicated that the plans/projects ‘very often’ raised attraction of community cultural uniqueness to tourists, enable tourists to understand local culture, encourage community to love, pride, and preserve local culture and way of life, exchange of culture between community and tourists, and promote local products.

In contrast, they also ‘very often’ made for culture conflict between community and tourists, problem from the changing way of life in the community, decreasing value of handcraft of community’s products, and damage culture, art, and heritage materials in the community. Also the respondents indicated that they ‘sometimes’ experienced rapidly changing of cultural pattern in the community.

Table 3.63 Descriptive statistics of Culture Impacts by local’s respondents in Tambon Paklok

Indicator	Tambon Paklok		Meaning
	M.V	S.D.	
1.	3.64	0.74	Very often
2.	3.57	0.98	Very often
3.	3.51	0.90	Very often
4.	3.42	0.73	Very often
5.	3.43	0.94	Very often
6.	3.42	1.09	Very often
7.	3.48	0.98	Very often
8.	3.38	1.08	Sometimes
9.	3.63	0.97	Very often
10.	3.43	1.07	Very often

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.64 showed that the respondents in Tambon Kohkeaw indicated that the plans/projects 'sometimes' raised attraction of community cultural uniqueness to tourists, enable tourists to understand local culture, encourage community to love, pride, and preserve local culture and way of life, exchange of culture between community and tourists, and promote local products.

On the other hand, they 'sometimes' made for culture conflict between community and tourists, problem from the changing way of life in the community, decreasing value of handcraft of community's products, and damage culture, art, and heritage materials in the community. Also the respondents indicated that they 'very often' experienced rapidly changing of cultural pattern in the community.

Table 3.64 Descriptive statistics of Culture Impacts by local's respondents in Tambon Kohkeaw

Indicator	Tambon Kohkeaw		Meaning
	M.V	S.D.	
1.	3.26	0.98	Sometimes
2.	3.24	0.88	Sometimes
3.	3.31	0.80	Sometimes
4.	3.24	0.86	Sometimes
5.	3.22	0.84	Sometimes
6.	3.31	0.90	Sometimes
7.	3.31	0.71	Sometimes
8.	3.45	0.72	Very often
9.	3.32	0.72	Sometimes
10.	3.22	1.02	Sometimes

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.65 showed that the respondents in Tambon Rasada indicated that the plans/projects ‘very often’ raised attraction of community cultural uniqueness to tourists. They sometimes enable tourists to understand local culture, encourage community to love, pride, and preserve local culture and way of life, exchange of culture between community and tourists, and promote local products.

In contrast, they ‘sometimes’ made culture conflict between community and tourists, problem from the changing way of life in the community, and rapidly changing of cultural pattern in the community. But they were ‘rarely’ decreasing value of handcraft of community’s products, and damage culture, art, and heritage materials in the community.

Table 3.65 Descriptive statistics of Culture Impacts by local’s in Tambon Rasada

Indicator	Tambon Rasada		Meaning
	M.V	S.D.	
1.	3.87	1.09	Very often
2.	3.26	0.90	Sometimes
3.	3.10	1.02	Sometimes
4.	2.88	0.94	Sometimes
5.	2.82	0.91	Sometimes
6.	2.85	1.05	Sometimes
7.	2.68	1.07	Sometimes
8.	2.63	1.15	Sometimes
9.	2.40	1.01	Rarely
10.	2.44	1.10	Rarely

\*\*Likert scale: 5= always, 4=very often, 3=sometimes, 2=rarely, 1=never

The results in Table 3.66 showed that there were significant differences at 0.05 levels among the respondents in Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw and Tambon Rasada on their perception toward the **Culture Impacts** in 9 indicators (number 1, 3, 4, 5, 6, 7, 8, 9, and 10).

Table 3.66 Culture Impacts

No.	Group of Tambon									
	Tambon Maikhao		Tambon Paklok		Tambon Kohkeaw		Tambon Rasada		ANOVA	
	M.V	S.D.	M.V	S.D.	M.V	S.D.	M.V	S.D.	F.value	p.value
1.	3.47	0.78	3.64	0.74	3.26	0.98	3.87	1.09	7.315	.000*
2.	3.34	0.91	3.57	0.98	3.24	0.88	3.26	0.90	2.376	0.07
3.	3.52	0.89	3.51	0.90	3.31	0.80	3.10	1.02	5.313	.001*
4.	3.24	1.01	3.42	0.73	3.24	0.86	2.88	0.94	7.686	.000*
5.	3.32	1.01	3.43	0.94	3.22	0.84	2.82	0.91	10.699	.000*
6.	2.84	0.89	3.42	1.09	3.31	0.90	2.85	1.05	8.026	.000*
7.	3.00	0.83	3.48	0.98	3.31	0.71	2.68	1.07	15.322	.000*
8.	3.06	0.93	3.38	1.08	3.45	0.72	2.63	1.15	15.128	.000*
9.	3.16	0.81	3.63	0.97	3.32	0.72	2.40	1.01	39.087	.000*
10.	2.98	0.99	3.43	1.07	3.22	1.02	2.44	1.10	19.582	.000*

Remarks : \* Indicates statistically significant differences between Group of Tambon at  $p \leq 0.05$

From the one-way ANOVA test, it found that there was a significant difference among 4 Tambons in 9 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

Table 3.67 Multiple Comparisons between 4 Tambons toward “The attraction of community cultural uniqueness to tourists” (Indicator No.1)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.47	0.78	b
Tambon Paklok	3.64	0.74	ab
Tambon Kohkeaw	3.26	0.98	b
Tambon Rasada	3.87	1.09	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada, “b”= Tambon Maikhao

Table 3.67 revealed that the respondents in Tambon Rasada perceived that their development plans to attract to tourists in cultural uniqueness higher than the respondents in Tambon Maikhao and Tambon Kohkeaw.

Table 3.68 Multiple Comparisons between 4 Tambons toward “To encourage community to love, pride, and preserve local culture and way of life” (Indicator No.3)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.52	0.89	a
Tambon Paklok	3.51	0.90	a
Tambon Kohkeaw	3.31	0.80	ab
Tambon Rasada	3.10	1.02	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.68 revealed that the respondents in Tambon Maikhao and Tambon Paklok perceived that their development plans to make conservation, protection, and be proud in local culture and tradition higher than the respondents in Tambon Rasada.

Table 3.69 Multiple Comparisons between 4 Tambons toward “The exchange of culture between community and tourists” (Indicator No.4)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.24	1.01	a
Tambon Paklok	3.42	0.73	a
Tambon Kohkeaw	3.24	0.86	a
Tambon Rasada	2.88	0.94	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.69 showed that the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw perceived that their development plans to exchange culture between tourists and locals higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.70 Multiple Comparisons between 4 Tambons toward “To promote local products” (Indicator No.5)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.32	1.01	a
Tambon Paklok	3.43	0.94	a
Tambon Kohkeaw	3.22	0.84	a
Tambon Rasada	2.82	0.91	b

\*Means with the same letters are not significantly different (at the 5% level), when “a” = Tambon Maikhao, “b”= Tambon Rasada

Table 3.70 showed that the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw perceived that their development plans to encourage the local products higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.71 Multiple Comparisons between 4 Tambons toward “The culture conflict between community and tourists” (Indicator No.6)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	2.84	0.89	b
Tambon Paklok	3.42	1.09	a
Tambon Kohkeaw	3.31	0.90	a
Tambon Rasada	2.85	1.05	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Paklok, and Tambon Kohkeaw; “b”= Tambon Rasada and Tambon Maikhao

Table 3.71 showed that the respondents in Tambon Paklok and Tambon Kohkeaw perceived that their development plans made conflicts in culture between tourists and locals higher than the respondents in Tambon Rasada and Tambon Maikhao.

Table 3.72 Multiple Comparisons between 4 Tambons toward “The problem from the changing way of life in the community” (Indicator No.7)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.00	0.83	a
Tambon Paklok	3.48	0.98	a
Tambon Kohkeaw	3.31	0.71	a
Tambon Rasada	2.68	1.07	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.72 showed that the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw perceived that their development plans created a problem in changing of way of life in the culture, higher than the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.



Table 3.73 Multiple Comparisons between 4 Tambons toward “The rapidly changing of cultural pattern in the community” (Indicator No.8)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.06	0.93	b
Tambon Paklok	3.38	1.08	ab
Tambon Kohkeaw	3.45	0.72	a
Tambon Rasada	2.63	1.15	c

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Kohkeaw, “b”= Tambon Maikhao, “c”= Tambon Rasada

Table 3.73 showed that the respondents in Tambon Kohkeaw perceived that their development plans/projects change in cultural pattern rapidly, higher than the respondents in Tambon Maikhao and Tambon Rasada.

Table 3.74 Multiple Comparisons between 4 Tambons toward “The decreasing value of handcraft of community’s products” (Indicator No.9)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.16	0.81	b
Tambon Paklok	3.63	0.97	a
Tambon Kohkeaw	3.32	0.72	ab
Tambon Rasada	2.40	1.01	c

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Paklok, “b”= Tambon Maikhao, “c”= Tambon Rasada

Table 3.74 showed that the respondents in Tambon Paklok perceived that their development plans reduce the value of handcrafts of local community’ higher than the respondents in Tambon Maikhao and Tambon Rasada.

Table 3.75 Multiple Comparisons between 4 Tambons toward “To damage culture, art and heritage materials in the community” (Indicator No.10)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	2.98	0.99	b
Tambon Paklok	3.43	1.07	c
Tambon Kohkeaw	3.22	1.02	bc
Tambon Rasada	2.44	1.10	a

\*Means with the same letter are not significantly (at the 5% level), when “a” = Tambon Rasada “b” = Tambon Maikhao “c” = Tambon Paklok

Table 3.75 showed that the respondents in Tambon Rasada perceived towards ‘To damage culture, art and heritage materials in the community’ higher than the respondents in Tambon Maikhao and Tambon Paklok.

### **3.8 Statistical Comparisons of the local residents' attitude toward community-based tourism by local resident respondents among "4 Tambons".**

15 indicators were created to measure the local residents' attitude toward the community based tourism.

1. Tourism is good for community
2. Respondent personally benefits from tourism industry
3. Tourism create jobs for local residents
4. Tourism raises price for products and services
5. Tourism disrupts local activities
6. Tourism harms the environment
7. Tourism leads to alertness of the host community
8. Tourism uses natural resources needed by local residents
9. Tourism leads to development of public utilities
10. Tourism generates the proud of local community
11. Tourism helps stimulating local culture and handicrafts
12. Tourism leads to development of entertainment activity
13. Tourism generates good image and attract the investors
14. Local residents can easily access to the areas which tourist uses
15. Tourism impacts in changing behavior of local residents negatively

The results in Table 3.76 showed that the respondents in Tambon Maikhao agreed that "Tourism is good for community", "Tourism create jobs for local residents", "Tourism raises price for products and services", "Tourism leads to alertness of the host community", "Tourism uses natural resources needed by local residents", "Tourism leads to development of public utilities", "Tourism generates the proud of local community", "Tourism helps stimulating local culture and handicrafts", "Tourism leads to development of entertainment activities", and "Tourism generates good image and attract the investors". Although the respondents indicated neither agree nor disagree that "Respondent personally benefits from tourism industry", "Tourism disrupts local activities", "Tourism harms the environment", "Local residents can easily access to

the areas which tourist uses”, and “Tourism impacts in changing behavior of local residents negatively”.

Table 3.76 Descriptive statistics of the local residents’ attitude toward community based tourism by local resident respondents in Tambon Maikhao

Indicator	Tambon Maikhao		Meaning
	M.V	S.D.	
1.	4.02	0.70	Agree
2.	3.38	1.04	Neither agree nor disagree
3.	3.86	0.80	Agree
4.	3.76	0.75	Agree
5.	3.06	0.94	Neither agree nor disagree
6.	3.23	1.04	Neither agree nor disagree
7.	3.68	0.76	Agree
8.	3.53	0.74	Agree
9.	3.53	0.83	Agree
10.	3.63	0.84	Agree
11.	3.67	0.83	Agree
12.	3.54	0.76	Agree
13.	3.71	0.79	Agree
14.	3.24	1.10	Neither agree nor disagree
15.	3.01	0.96	Neither agree nor disagree

\* Likert scale: 5= strongly agree, 4=agree, 3= neither agree nor disagree, 2=disagree, 1=strongly disagree

The results in Table 3.77 showed that the respondents in Tambon Paklok agreed that “Tourism is good for community”, “Respondent personally benefits from tourism industry”, “Tourism create jobs for local residents”, “Tourism raises price for products and services”, “Tourism disrupts local activities”, “Tourism leads to alertness of the host community”, “Tourism leads to development of public utilities”, “Tourism generates the proud of local community”, “Tourism helps stimulating local culture and handicrafts”, and “Tourism leads to development of entertainment activities”. Although the respondents indicated neither agree nor disagree that “Tourism harms the environment”, “Tourism uses natural resources needed by local residents”, “Tourism generates good image and attract the investors”, “local residents can easily access to the areas which tourist uses”, and “Tourism impacts in changing behavior of local residents negatively”.

Table 3.77 Descriptive statistics of the local residents’ attitude toward community based tourism by local residents in Tambon Paklok

Indicator	Tambon Paklok		Meaning
	M.V	S.D.	
1.	3.55	0.88	Agree
2.	3.52	0.87	Agree
3.	3.60	0.85	Agree
4.	3.47	1.01	Agree
5.	3.47	0.94	Agree
6.	3.31	1.08	Neither agree nor disagree
7.	3.46	0.97	Agree
8.	3.32	1.02	Neither agree nor disagree
9.	3.50	0.95	Agree
10.	3.64	0.91	Agree
11.	3.53	0.97	Agree
12.	3.46	0.91	Agree
13.	3.38	0.96	Neither agree nor disagree
14.	3.36	1.04	Neither agree nor disagree
15.	3.40	1.08	Neither agree nor disagree

\* Likert scale: 5= strongly agree, 4=agree, 3= neither agree nor disagree, 2=disagree, 1=strongly disagree

The results in Table 3.78 showed that the respondents in Tambon Kohkeaw agreed that “Tourism is good for community”, “Tourism create jobs for local residents”, “Tourism raises price for products and services”, “Tourism leads to alertness of the host community”, “Tourism uses natural resources needed by local residents”, “Tourism leads to development of public utilities”, “Tourism generates the proud of local community”, “Tourism leads to development of entertainment activities”, and “Tourism generates good image and attract the investors”. Although the respondents indicated neither agree nor disagree that “Respondent personally benefits from tourism industry”, “Tourism disrupts local activities”, “Tourism harms the environment”, “Tourism helps stimulating local culture and handicrafts”, “local residents can easily access to the areas which tourist uses”, and “Tourism impacts in changing behavior of local residents negatively”.

Table 3.78 Descriptive statistics of the local residents’ attitude toward community based tourism by local residents in Tambon Kohkeaw

Indicator	Tambon Kohkeaw		Meaning
	M.V	S.D.	
1.	3.70	0.73	Agree
2.	3.32	0.92	Neither agree nor disagree
3.	3.49	0.74	Agree
4.	3.42	0.76	Agree
5.	3.27	0.75	Neither agree nor disagree
6.	3.37	0.91	Neither agree nor disagree
7.	3.68	0.74	Agree
8.	3.49	0.72	Agree
9.	3.60	0.69	Agree
10.	3.57	0.76	Agree
11.	3.32	0.87	Neither agree nor disagree
12.	3.44	0.84	Agree
13.	3.45	0.72	Agree
14.	3.39	0.93	Neither agree nor disagree
15.	3.37	0.89	Neither agree nor disagree

\* Likert scale: 5= strongly agree, 4=agree, 3= neither agree nor disagree, 2=disagree, 1=strongly disagree

The results in Table 3.79 showed that the respondents in Tambon Rasada strongly agree that “Tourism is good for community”. In addition, the respondents in Tambon Rasada agreed that “Respondent personally benefits from tourism industry”, “Tourism create jobs for local residents”, “Tourism raises price for products and services”, and “Tourism disrupts local activities”. Although the respondents indicated neither agree nor disagree that “Tourism harms the environment”, “Tourism leads to alertness of the host community”, “Tourism uses natural resources needed by local residents”, “Tourism leads to development of public utilities”, “Tourism generates the proud of local community”, “Tourism helps stimulating local culture and handicrafts”, “Tourism leads to development of entertainment activities”, “Tourism generates good image and attract the investors”, “local residents can easily access to the areas which tourist uses”, and “Tourism impacts in changing behavior of local residents negatively”.

Table 3.79 Descriptive statistics of the local residents’ attitude toward community based tourism by local resident respondents in Tambon Rasada

Indicator	Tambon Rasada		Meaning
	M.V	S.D.	
1.	4.60	0.65	Strongly agree
2.	3.98	0.83	Agree
3.	3.71	0.81	Agree
4.	3.56	0.87	Agree
5.	3.44	0.90	Agree
6.	3.09	1.12	Neither agree nor disagree
7.	3.22	1.02	Neither agree nor disagree
8.	3.38	0.96	Neither agree nor disagree
9.	3.29	0.99	Neither agree nor disagree
10.	3.32	0.98	Neither agree nor disagree
11.	3.25	0.88	Neither agree nor disagree
12.	3.37	0.93	Neither agree nor disagree
13.	3.25	1.01	Neither agree nor disagree
14.	3.35	1.01	Neither agree nor disagree
15.	3.21	1.01	Neither agree nor disagree

\* Likert scale: 5= strongly agree, 4=agree, 3= neither agree nor disagree, 2=disagree, 1=strongly disagree

The results in Table 3.80 showed that there were significant differences at 0.05 levels among the respondents in Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw and Tambon Rasada on their **attitude toward community based tourism by local residents** in 8 indicators (number 1, 2, 3, 5, 7, 10, 11, and 13).

Table 3.80 The local residents' attitude toward community based tourism

No.	Group of Tambon									
	Tambon Maikhao		Tambon Paklok		Tambon Kohkeaw		Tambon Rasada		ANOVA	
	M.V	S.D.	M.V	S.D.	M.V	S.D.	M.V	S.D.	F.value	p.value
1.	4.02	0.70	3.55	0.88	3.70	0.73	4.60	0.65	49.462	.000*
2.	3.38	1.04	3.52	0.87	3.32	0.92	3.98	0.83	13.66	.000*
3.	3.86	0.80	3.60	0.85	3.49	0.74	3.71	0.81	2.684	.046*
4.	3.76	0.75	3.47	1.01	3.42	0.76	3.56	0.87	2.134	0.095
5.	3.06	0.94	3.47	0.94	3.27	0.75	3.44	0.90	3.642	.013*
6.	3.23	1.04	3.31	1.08	3.37	0.91	3.09	1.12	1.457	0.226
7.	3.68	0.76	3.46	0.97	3.68	0.74	3.22	1.02	6.485	.000*
8.	3.53	0.74	3.32	1.02	3.49	0.72	3.38	0.96	0.876	0.454
9.	3.53	0.83	3.5	0.95	3.60	0.69	3.29	0.99	2.609	0.051
10.	3.63	0.84	3.64	0.91	3.57	0.76	3.32	0.98	3.472	.016*
11.	3.67	0.83	3.53	0.97	3.32	0.87	3.25	0.88	4.797	.003*
12.	3.54	0.76	3.46	0.91	3.44	0.84	3.37	0.93	0.724	0.538
13.	3.71	0.79	3.38	0.96	3.45	0.72	3.25	1.01	4.503	.004*
14.	3.24	1.10	3.36	1.04	3.39	0.93	3.35	1.01	0.285	0.836
15.	3.01	0.96	3.40	1.08	3.37	0.89	3.21	1.01	2.362	0.071

Remarks: \* Indicates statistically significant differences between Group of Tambon at  $p \leq 0.05$

From the one-way ANOVA test, it found that there was a significant difference among 4 Tambons in 8 indicators. The multiple comparisons (LSD) were conducted and the results were shown as follows.



Table 3.81 Multiple Comparisons between 4 Tambons toward “Tourism is good for community”  
(Indicator No.1)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	4.02	0.70	b
Tambon Paklok	3.55	0.88	c
Tambon Kohkeaw	3.70	0.73	c
Tambon Rasada	4.60	0.65	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”=Tambon Rasada “b”= Tambon Maikhao “c”= Tambon Paklok

Table 3.81 showed that the respondents in Tambon Rasada strongly agreed that tourism is good for the community whereas the respondents in Tambon Maikhao indicated higher than the respondents in Tambon Paklok and Tambon Kohkeaw that tourism is good for their community.

Table 3.82 Multiple Comparisons between 4 Tambons toward “Respondent personally benefits from tourism industry” (Indicator No.2)

Group of Tambon	Mean	SD	Letter*
Tambon Maikhao	3.38	1.04	b
Tambon Paklok	3.52	0.87	b
Tambon Kohkeaw	3.32	0.92	b
Tambon Rasada	3.98	0.83	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”=Tambon Rasada “b”= Tambon Maikhao

Table 3.82 showed that the respondents in Tambon Rasada believed that the local residents’ attitude towards community based tourism in respondent personally benefits from tourism industry, higher than the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

Table 3.83 Multiple Comparisons between 4 Tambons toward “Tourism create jobs for local residents” (Indicator No.3)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.86	0.80	a
Tambon Paklok	3.60	0.85	ab
Tambon Kohkeaw	3.49	0.74	b
Tambon Rasada	3.71	0.81	ab

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Kohkeaw

Table 3.83 revealed that the respondents in Tambon Maikhao perceived that tourism create jobs for local residents, higher than the respondents in Tambon Kohkeaw.

Table 3.84 Multiple Comparisons between 4 Tambons toward “Tourism disrupts local activities” (Indicator No.5)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.06	0.94	b
Tambon Paklok	3.47	0.94	a
Tambon Kohkeaw	3.27	0.75	ab
Tambon Rasada	3.44	0.90	a

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Rasada, “b”= Tambon Maikhao

Table 3.84 revealed that the respondents in Tambon Maikhao and Tambon Rasada perceived that tourism disrupts local activities, higher than the respondents in Tambon Maikhao.

Table 3.85 Multiple Comparisons between 4 Tambons toward “Tourism leads to alertness of the host community” (Indicator No.7)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.68	0.76	a
Tambon Paklok	3.46	0.97	ab
Tambon Kohkeaw	3.68	0.74	a
Tambon Rasada	3.22	1.02	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.85 revealed that the respondents in Tambon Maikhao and Tambon Kohkeaw perceived that tourism leads to alertness of the host community, higher than the respondents in Tambon Rasada.

Table 3.86 Multiple Comparisons between 4 Tambons toward “Tourism generates the proud of local community” (Indicator No.10)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.63	0.84	a
Tambon Paklok	3.64	0.91	a
Tambon Kohkeaw	3.57	0.76	ab
Tambon Rasada	3.32	0.98	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.86 revealed that the respondents in Tambon Maikhao and Tambon Paklok perceived that tourism generates the proud of local community, higher than the respondents in Tambon Rasada.

Table 3.87 Multiple Comparisons between 4 Tambons toward “Tourism helps stimulating local culture and handicrafts” (Indicator No.11)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.67	0.83	a
Tambon Paklok	3.53	0.97	ab
Tambon Kohkeaw	3.32	0.87	b
Tambon Rasada	3.25	0.88	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”= Tambon Rasada

Table 3.87 revealed that the respondents in Tambon Maikhao perceived that tourism helps stimulating local culture and handicrafts, higher than the respondents in Tambon Kohkeaw and Tambon Rasada.

Table 3.88 Multiple Comparisons between 4 Tambons toward “Tourism generates good image and attract the investors” (Indicator No.13)

<b>Group of Tambon</b>	<b>Mean</b>	<b>SD</b>	<b>Letter*</b>
Tambon Maikhao	3.71	0.79	a
Tambon Paklok	3.38	0.96	b
Tambon Kohkeaw	3.45	0.72	ab
Tambon Rasada	3.25	1.01	b

\*Means with the same letters are not significantly different (at the 5% level), when “a”= Tambon Maikhao, “b”=Tambon Rasada

Table 3.88 revealed that the respondents in Tambon Maikhao perceived that tourism generates good image and attract the investors, higher than the respondents in Tambon Paklok and Tambon Rasada.

Table 3.89 Interview

Question	Tambon Maikhao	Tambon Paklok	Tambon Kohkaew	Tambon Rasadan
<p>1. In your opinion, are there tourist attractions in this district that should be developed or not? And how?</p>	<p>It should be developed especially the Maikao beach as it is still clean and unspoiled beach.</p>	<p>It should develop a touristic area in the East of Phuket, for example, Paklok, Kohkaew, etc. All these places are potential and it creates the variance from the West. The six senses spa resort on the east provides more natural treatment services than elegant beach holiday experiences.</p>	<p>Yes, sea attraction.</p>	<p>Yes, in Si-ray area and Taejean-Bangcheelao mangrove area</p>
<p>2. Do you think that 3LDP supports sustainable tourism?</p>	<p>It supports particularly in budgeting for tourism development and strategy management</p>	<p>It does not really support because it emphasizes on the infrastructure only.</p>	<p>Yes, it should be beneficial to develop tourist attractions.</p>	<p>Yes, it can support the sustainable tourism by proposing the project of building a strong community and educate them on how to be conscious of the conservation.</p>

Table 3.89 interview (continue)

Question	Tambon Maikhao	Tambon Paklok	Tambon Kohkaew	Tambon Rasada
3. Do you position the sustainable tourism in 3LDP? What are the plans of sustainable tourism? And purpose of each plan?	Yes, it has been done in Maikao beach.	Yes, tourism has been promoted in Baan Bangrong and Ao Por pier.	Yes, home stay project at M.6 has helped to sustain tourism and benefit this community.	There are mangroves planting programs every years that cooperate with Taejean community, Kigkaew community, and mangrove conservation group.
4. Did you study and survey the priority needs of local residents in cases of tourism development prior to the 3LDP? How?	Yes	Yes	Yes, they studied the tourism development, however, the community allowed the development to be only the essential needs.	We have public forum in March of every year, same time to the organization of the 3LPD.
5. Did you study the environmental impact and provide a prevention plan for the tourism development? How?	Yes, we studied the impact of the environment.	Yes, we did. But we still have to learn more about the vision of preventing environmental damage as we do not have enough experience in this field.	Yes, we studied the impact but we still have no plan for protecting the environment.	To support the development of master planning project in Koh Si-ray by using mangrove conservation and rehabilitation in Rasada district project budget of 2009 fiscal year.

Table 3.89 interview (continue)

Question	Tambon Maikhao	Tambon Paklok	Tambon Kohkaew	Tambon Rasada
6. What is the percentage of tourism and local product revenue from total district revenue?	There are some people that still need to develop the ability to calculate.	60%	1% of total district revenue	No information
7. In your opinion, do local people participate to take care of the natural resources and the environment?	Local people have less participation and less consciousness.	Yes. Conservation tourism of Baan Bangrong, Ao Por pier.	Community has participated in defending their natural resources, for example, mangrove planting project.	This community is conscious and participate to look after their community by establishing the mangrove conservation group at M.3 Baan Ku Ku (Baan Ku ku mangrove conservation group)
8. What proportion of the district area are mangrove areas? Do you think that it is still healthy? And why?	There is 40% of mangrove area and it is still healthy.	There are 20% of mangrove area in Paklok district and 13% of it is still healthy.	There are 5% of mangrove areas in Kohkaew district but it is not in good condition due to intrusion.	10% is the mangrove area in Rasada district and 8% of it is still healthy.

Table 3.89 interview (continue)

Question	Tambon Maikhao	Tambon Paklok	Tambon Kohkaew	Tambon Rasada
<p>9. Do you think that the invasion from investors and people living in the community destroys mangrove forest, natural resources and the environment? Do you have any methods of prevention?</p>	<p>Yes, there are some invasions destroyed mangrove forest by investors and local people. For the solution, it needs a co-operation from every sector and Law enforcement has to be valid.</p>	<p>Yes, we have both the invasion destroyed mangrove forest and the prevention plan. For the solution, the department of forestry should specify the explicit boundary by barrier fencing or signage.</p>	<p>Yes, there are intrusion from investors and local people. The consequences showed that the community has to pursue a legal action.</p>	<p>There are intruders from other provinces moving to live in Kigkaew community, Honsaithong community, and Taejean community.</p>
<p>10. According to the previous question (Q9), do you have any follow-up and process to handle the intruders who destroyed mangrove forest?</p>	<p>The investigation and implementation are required due to job responsibility.</p>	<p>Yes, AOP has the natural resource department to take the responsibility. Therefore when we find an intrusion, we will send the complaint letter to the concerning department for litigation</p>	<p>Yes, the investigation occurs when receive a complaint from the local. The process is then to co-operate with relevant government departments.</p>	<p>A Lawyer is assigned to handle any litigation issue.</p>



Table 3.89 interview (continue)

Question	Tambon Maikhao	Tambon Paklok	Tambon Kohkaew	Tambon Rasada
11. Are there any impacts to local lifestyle due to the tourism investment which result to land sale? And how much of it?	Absolutely impact to local lifestyle, however, it is more positive than negative.	Absolutely impact to local lifestyle, however, the overview is in the positive way that the community needs to adapt themselves to the current situation.	Absolutely impact to local lifestyle both in positive and negative ways, for instance, creating job for local people, in contrast, making damage on natural resources.	This is an individual right to trade the land with the right document but it may lead to future impact.
12. Do you have an idea on how to maintain a community that is able to support themselves without selling land to investors? And how?	Things always change but the changes should be better than before.	Not a good idea, because we need to accept change for this current development.	Yes, building the good consciousness for the locals by providing information and allowing them to understand the effect of land trading. The community should learn from previous studies of the community's mistakes from selling land.	This is an individual right to trade the land with the right document.

Table 3.89 interview (continue)

Question	Tambon Maikhao	Tambon Paklok	Tambon Kohkaew	Tambon Rasadan
<p>13. Do you have any plan to develop tourism by community participation in the future or not? And how?</p>	<p>There are some action plans; however, not many things have been done according to the management policies.</p>	<p>Yes, I have but it is difficult to handle due to insufficient participation from the locals.</p>	<p>Yes, LAO should create a forum by appointing public sector representatives and allowing people to get involved with the development plan in order to generate more participation in the future.</p>	<p>To support the local participation with a tourism conservation activity by cooperating with Baan KuKu mangrove conservation group.</p>
<p>14. Do you think that the policy of the Executive Administration of district development plans are in line with the provincial development plans?</p>	<p>The policy of the LAO is in line with the provincial policy but it emphasizes only on the infrastructure.</p>	<p>Yes, it goes along well with the provincial plan as it needs to request for the budget from the provincial department.</p>	<p>Yes, it goes along well with the provincial development plan.</p>	<p>The LAO policy is in line with the provincial development plans.</p>

Table 3.89 interview (continue)

Question	Tambon Maikhao	Tambon Paklok	Tambon Kohkaew	Tambon Rasada
<p>15. In your opinion what are the obstacles and problems in the 3LPD and to achieve the purpose what are your recommended remedies?</p>	<p>The problem of the 3LPD is that there are too many projects and they can achieve only few of them. This is because they have many agreements with the locals but did not have enough budgets. The solution may be to stick to the main plan which is to follow-the order of priorities and proceed within the budgets.</p>	<p>The problems are still with the 3LPD due to the lack of community understanding of the planning process. They usually perceive the existing problems as future problems also, yet they do not seriously consider getting involved in the planning process.</p>	<p>There are solutions as follow:</p> <ul style="list-style-type: none"> <li>● Get people to involve as many as possible.</li> <li>● The locals can follow the evaluation.</li> <li>● Provide information.</li> </ul>	<p>There is a lack of budget from the direct supporter. The main projects mostly have the emphasis on local development, infrastructure, and flooding. For the change, it may need to cooperate with the NGO for more support.</p>
<p>16. In your community, do you have any problem with water waste and wastes (refuse)? And do you have any plans to deal with it?</p>		<p>In order to deal with water waste from local dwelling and entrepreneurs, they require an installation of the wastewater treatment tanks. However, it is unable to control all of them eventually. Regarding the wastes problem, LAO usually provides the storage waste cars for the community; however, it still shows a lack of cooperation to separate the wastes. It takes time to build a good sub consciousness.</p>	<p>In order to deal with the wastes, it requires a spread of information on how to separate wastes and prepare a waste spot in the community area.</p>	

Table 3.89 interview (continue)

Question	Tambon Maikhao	Tambon Paklok	Tambon Kohkaew	Tambon Rasada
17. In your community, do you have any trouble with drug or youth problems? What are the protections and remedies?		The Community faces drug and youth problems because there are a lot of adolescents addicted to drugs. This is a result from family problems. The solution is to provide sport activities and facilities for them.	Yes. There are three solutions to solve this problem. Firstly, it has to cooperate with relevant departments. Secondly, it has to educate the youth about the problems. And lastly, the budget from the government is needed to carry out the programmed.	
18. Do you apply the 'efficiency economy' theory to your community? If "yes", how many projects-are there?		Yes, we applied this theory with our community, for example, the community saving program and the housewife group project.	Yes, to educate the information to relevant staffs about this theory so that they can adapt the theory to their fields of work, for example, the saving project.	

Table 3.89 interview (continue)

Question	Tambon Maikhao	Tambon Paklok	Tambon Kohkaew	Tambon Rasada
<p>19. In this district, do you have any problem with consumption? What are the protections and remedies?</p>		<p>Yes, we have a problem with consumption. As a result, we have planned many projects to deal with this problem such as the project to purchase land for water supply source, the project about mountain water supply, and the project of water supply expansion program at Bangwad.</p>	<p>Yes, with regards to the 3LPD, there has been an arrangement of budget to correct this problem.</p>	
<p>20. What is the meaning of sustainable development in your view?</p>		<p>The ability to live together by supporting one another.</p>	<p>Sustainable development means the systematic development that does not harm the original traditions and culture, the natural resources and environment. In addition, it should not affect the traditional lifestyles.</p>	

## CHAPTER 4

### SUMMARY

The study of Community-Based Tourism Development at the East coast of Phuket Island, (Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada) is the subject to develop the sustainable tourism development and community-based tourism development at a local level. The results of the study can be discussed with four research objectives: 1) **Explore** the current tourism situation in Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada. 2) **Analyzing** the impacts of tourism development on the east coast of Phuket Island at Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada. 3) **Investigating** the potentials of developing community-based tourism development at Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada. 4) **Developing** a generic strategy and guidelines for community-based tourism development at Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Rasada.

The study adopted both quantitative and qualitative approaches. Means, percentage, standard deviation, frequency as well as chi-square test and ANOVA analysis were statistics used for data analysis. This chapter addresses conclusions, discussions, and recommendations.

#### 4.1 Conclusions

##### 4.1.1 The study sites approaches

###### **Tambon Maikhao**

Tambon Maikhao is located uppermost north of Phuket Province, connected to Phang-Nga Province by the Sarasin Bridge on Highway number 402. Tambon Maikhao belongs to Thalang District. It is approximately 18 kilometers from the north part of Thalang District. Tambon Maikhao stretches 29.2 sq.m. or approximately 18,250 Rais. It is surrounded by the sea in 3 sides. It resembles the cape of the Phuket Island.

### **Tambon Paklok**

Tambon Paklok is located approximately 10 kilometers away from the Heroine's Monument of Phuket province. Tambon Paklok is located in the northeast of Phuket province with an area of 23,650 rai. There are 12,499 local residents, 9 villages, and 4,902 Local resident households (LRHs) in the area. Most of local residents work in agriculture such as Para rubber planters, coconut planters, fruit planters, fishermen, or are general labors and traders. 80% of residents are Muslims and 20% for Buddhist.

### **Tambon Kohkeaw**

Tambon Kohkeaw is located at the Eastern part of Amphur Muang, Phuket, Thailand. Its combined area is 30,000 Rai or 48 square kilometers. There are 9,905 local residents, 7 villages, and 5,507 Local resident households (LRHs) in the area. Most of local residents work in agriculture such as Para rubber planters, coconut planters, fishermen, or are general labors and traders. 56% of residents are Muslims and 44% for Buddhist.

### **Tambon Rasada**

Tambon Rasada is located at the South-Eastern part of Amphur Muang, Phuket, Thailand. Its combined area is 23,994 Rai or 38 square kilometers. There are 30,872 local residents, 7 villages, and 6,583 Local resident households (LRHs) in the area. Most of local residents work as fishermen, traders and general labors.

## **4.1.2 Primary data**

### **4.1.2.1 General information of local resident households**

There were 398 respondents of LRHs at these 4 Tambons. Most of them were male (50.3%), aged 31-40 years old (40.5%), married (62.8%), Bachelor (28.4%), and earned 5,001-10,000 Baht monthly (58.3%), Buddhist (59.8%), and general employees (33.9%).

### **4.1.2.2 General information of officers at LAO**

One officer from each Tambon is directly responsible for the planning and management of the development plan.

#### **4.1.3 The 3-year Local Development Plan (3LDP)**

The results of the study indicated that the 3 year-local development plans (3LDP) of these 4 Tambons have been planned with the aim to create a sustainable tourism development and a community-based tourism development. Each Local Administration Organization (LAO) has 7 development strategies namely: (1) natural and environmental conservation, (2) education, (3) information technology, (4) economy, religions and culture, (5) quality of life, (6) local wisdom, and (7) community strengthen and self-reliance.

#### **4.1.4 Statistical Comparisons of benefits, impacts, and participation by local resident respondents among “4 Tambons”.**

It was found that the respondents in Tambon Maikhao indicated neither agree nor disagree that they were able to monitor and reject the projects, the respondents in Tambon Paklok indicated neither agree nor disagree with “the projects utilize local natural resources”, “the respondent was able to propose and participate in planning process”, and “the respondent was able to monitor and reject the projects”, although the respondents in Tambon Rasada strongly agreed with “the projects benefit the respondents”.

From the one-way ANOVA test, it was found that there was a significant difference among the 4 Tambons in 4 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

- The projects benefit the respondent

The respondents in Tambon Rasada strongly agreed that the development projects benefit the residents whereas the respondents in Tambon Kohkeaw were more agreed than that of the respondents in Tambon Maikhao that the projects benefit them.

- The projects benefit local community

The respondents in Tambon Rasada and Tambon Maikhao perceived that the development projects initiated by their local authorities provide more benefit to their community than that of the respondents in Tambon Paklok and Tambon Kohkeaw.

- The projects create job opportunities to local communities



The respondents in Tambon Rasada believed that the development project initiated by their local authorities create job opportunities to local communities than that of the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- The respondent was able to monitor and reject the projects

The respondents in Tambon Rasada perceived that their involvement level to monitor and reject the development projects were higher than that of the respondents in Tambon Maikhao and Tambon Paklok.

#### **4.1.5 Statistical Comparisons of Participation/Involvement by local residents in the development plan among “4 Tambons”.**

It was found that the respondents in Tambon Maikhao mentioned that sometimes there had been “Encroachment of the public land by community and investor” and “Zoning land for investment and conservation area”, the respondents in Tambon Paklok mentioned that sometimes there had been “Setting group or club to look after tourism activities”, “Setting the measurement to deal with the offender to community’s order and regulation”, “Attack the public land by community and investor”, “Attack and destroy mangrove area by community and investor”, “Selling land for Thai investor and foreign investor”, and “Zoning for invest area and conserve area”, the respondents in Tambon Kohkeaw mentioned that sometimes there had been “Setting the regulation and rule to preserve community environment” and “Setting the measurement to deal with the offender to community’s order and regulation”, and the respondents in Tambon Rasada always participated in “Zoning the natural area specifically for tourism”. Additionally, they mentioned that sometimes there had been “Attack and destroy mangrove area by community and investor”, “Selling land for Thai investor and foreign investor”, “Zoning for invest area and conserve area”, and “Cooperate to look after the public area and mangrove area”.

From the one-way ANOVA test, it was found that there was a significant difference among 4 Tambons in 3 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

- Zoning for tourism area

The participation of the respondents in Tambon Rasada in zoning the natural area specifically for tourism was higher than that of the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw. In contrast, there was no significant difference between the respondents' perception in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw toward this indicator.

- Setting group or club to look after tourism activities

The participation of respondents in Tambon Rasada in setting group or club to look after tourism activities is more often than that of the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- Community cooperating to look after public and mangrove area

The participation of the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw to look after the public area and mangrove area was higher than that of the respondents in Tambon Rasada. But there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

#### **4.1.6 Statistical Comparisons of Economic Impacts by local resident respondents among “4 Tambons”**

It was found that the respondents in Tambon Maikhao indicated sometimes in 6 statements which were “You and your family receive the benefit from tourism”, “Hotels or foreign companies promote community’s way of life”, “To promote educational system to develop manpower for tourism activity”, “To promote local products to the markets”, “The management of agriculture and fishery products by local administrator”, and “The financial support from tourism business and investors to local activities”. The respondents in Tambon Paklok indicated sometimes in 3 statements:

“You and your family receive the benefit from tourism”, “The expansion of area for hotel investment or foreign companies”, and “To sale the land for investors”. The respondents in Tambon Kohkeaw indicated sometimes in 7 statements: “The major income for local residents”, “You and your family receive the benefit from tourism”, “Hotels or foreign companies promote community’s way of life”, “To promote educational system to develop manpower for tourism activity”, “To promote local products to the markets”, “The management of agriculture and fishery products by local administrator”, and “The financial support from tourism business and investors to local activities”. The respondents in Tambon Rasada indicated sometimes in 8 statements: “Local administration promotes occupation to community”, “Hotels or foreign companies promote community’s way of life”, “The expansion of area for hotel investment or foreign companies”, “To promote educational system to develop manpower for tourism activity”, “To sale the land for investors”, “To promote local products to the markets”, “The management of agriculture and fishery products by local administrator”, and “The financial support from tourism business and investors to local activities”.

From the one-way ANOVA test, it found that there was a significant difference among 4 Tambons in 9 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

- The major income for local residents

The respondents in Tambon Rasada and Tambon Maikhao perceived “The major income for local residents” higher than that of the respondents in Tambon Kohkeaw.

- Local administration promotes occupation to community

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “Local administration promotes occupation to community” higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- Hotels or foreign companies promote community’s way of life

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “Hotels or foreign companies promote community’s way of life” higher than that of the

respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- The expansion of area for hotel investment or foreign companies

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that “The expansion of area for hotel investment or foreign companies” higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- To promote educational system to develop manpower for tourism activity

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “To promote educational system to develop manpower for tourism activity” higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- To sale the land for investors

The respondents in Tambon Maikhao, and Tambon Kohkeaw perceived “To sale the land for investors” higher than that of the respondents in Tambon Paklok and Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao and Tambon Kohkeaw in their perception toward this indicator. However, Tambon Rasada perceived that local residents sale land for investor less than that of the respondents in other Tambons.

- To promote local products to the markets

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “To promote local products to the markets” higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- The management of agriculture and fishery products by local administrator

The respondents in Tambon Paklok perceived “The management of agriculture and fishery products by local administrator” higher than that of the respondents in Tambon Maikhao, Tambon Kohkeaw and Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao and Tambon Kohkeaw in their perception toward this indicator. However, Tambon Rasada perceived that local residents sale land for investor less than that of the respondents in other Tambons.

- The financial support from tourism business and investors to local activities

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived “The financial support from tourism business and investors to local activities” higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

#### **4.1.7 Statistical comparisons of environment impacts by local resident respondents among “4 Tambons”.**

It was found that the respondents in Tambon Maikhao perceived that the tourism planning initiated by their local authorities very often made “awareness of the community to environmental value and conserve the community’s environment”. Also the plans sometimes encourage the community towards the value of reusing materials, benefit from improvement and development of community’s environment, and benefit from guidelines to preserve and solving the environmental problems. In contrast, the respondents indicated that the plans/projects very often damaged natural resources create water consumption and waste water, create pollution in community, and damaging natural bio-diversity. Also the plans/projects sometimes were changing of community’s attitude and viewpoints.

The respondents in Tambon Paklok indicated that the tourism plans/projects very often made awareness of the community to environmental value, conserve the community’s environment, encourage the community towards the value of reusing materials, and benefit from guidelines to preserve and solving the environmental problems. They sometimes benefit from improvement and

development of community's environment. In contrast, for a negative environmental impact, the respondents indicated that the plans/projects very often damaged natural resources, create water consumption and waste water, create pollution in community, damaging natural bio-diversity, and changing of community's attitude and viewpoints.

The respondents in Tambon Kohkeaw indicated that the plans/projects very often made awareness of the community to environmental value and conserve the community's environment. They sometimes encourage the community towards the value of reusing materials, benefit from improvement and development of community's environment, and benefit from guidelines to preserve and solving the environmental problems. In contrast, the respondents in Tambon Kohkeaw indicated that the plans/projects very often create water consumption and waste water, create pollution in community, and damaging natural bio-diversity. They sometimes damaging natural resources and changing of community's attitude and viewpoints.

The respondents in Tambon Rasada indicated that the plans/projects very often made awareness of the community to environmental value. Also they sometimes conserve the community's environment, encourage the community towards the value of reusing materials, benefit from improvement and development of community's environment, and benefit from guidelines to preserve and solving the environmental problems. However, the plans/projects sometimes damaged natural resources, creating water consumption and waste water, create pollution in community, and damaging natural bio-diversity. But they were rarely changing of community's attitude and viewpoints.

From the one-way ANOVA test, it was found that there was a significant difference among 4 Tambons in 9 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

- The awareness of the community to environmental value

The respondents in Tambon Rasada perceived higher that the plans/projects had awareness of the community to environmental value compared to that of the respondents in Tambon Maikhao and Tambon Paklok. In contrast, there was no significant difference between the respondents in Tambon Maikhao and Tambon Kohkeaw in their perception toward this indicator.

- To conserve the community's environment

The respondents in Tambon Maikhao and Tambon Paklok perceived higher that the plans/projects conserve the community's environment to that of the respondents in Tambon Rasada.

- The benefit from improvement and development of community's environment

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived higher that the plans/projects benefit from improvement and development of community's environment to that of the respondents in Tambon Rasada.

- The benefit from guidelines to preserve and solving the environmental problems

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived higher than that of the respondents in Tambon Rasada that the plans/projects benefit from guidelines to preserve and solving the environmental problems.

- To damaging natural resources

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived significantly higher to that of the respondents in Tambon Rasada that the plans/projects damaging natural resources.

- To create water consumption and waste water

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived significantly higher than that of the respondents in Tambon Rasada that the plans/projects create water consumption and waste water.

- To create pollution in community

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived significantly higher than that of the respondents in Tambon Rasada that the plans/projects create pollution in community.

- To damaging natural bio-diversity

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived significantly higher than that of the respondents in Tambon Rasada that the damaging natural bio-diversity.

- The changing of community's attitude and viewpoints

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that the plans/projects changing of community's attitude and viewpoints higher than that of the respondents in Tambon Rasada.

#### **4.1.8 Statistical comparisons of social impacts by local resident respondents among “4 Tambons.**

It was found that the respondents in Tambon Maikhao indicated that the plans/projects very often create community growth and create a good standard of quality of life in the community. Also the plans/projects sometimes benefit for changing family structure of local community, benefit to local community education, and benefit for safety and security in local community. On the other hand, the plans/projects sometimes create the problem in the way of life in community, weakening the relationship of family's members, increasing of migrants from other areas to the community, prostitute problem in the community, and disadvantages of the community to tourists.

The respondents in Tambon Paklok indicated that very often it creates community growth, creates a good standard of quality of life in the community, benefit for changing family structure of local community, benefit to local community education, and benefit for safety and security in local community. On the other hand, the respondents in Tambon Paklok viewed that the plans/projects very often create the problems in the way of life in community and an increasing of migrants from other areas to the community. They also stated that they sometimes were weakening the relationship of family's members and disadvantages of the community to tourists. But they didn't think that the plans/projects create prostitute problems in the community.

The respondents in Tambon Kohkeaw indicated that the plans/projects very often create community growth and create a good standard of quality of life in the community. The respondents also indicated that it sometimes benefit for changing family structure of local community, benefit to local community education, and benefit for safety and security in local community. In contrast, the respondents viewed the development plans/projects very often for weakening the relationship of family's members, increasing of migrants from other areas to the community, and disadvantages of



the community to tourists. But the respondents indicated that the plans/projects sometimes create problems in the way of life in community and a prostitute problem in the community.

The respondents in Tambon Rasada indicated that the development plans/projects very often create community growth. In addition, the respondents indicated that it sometimes affected to create a good standard of quality of life in the community. Also the plans/projects sometimes benefit for changing family structure of local community, benefit to local community education, and benefit for safety and security in local community. However, the respondents indicated that the plans/projects sometimes create problems in the way of life in the community and weakening the relationship of family's members. But it rarely saw the increasing of migrants from other areas to the community, prostitute problems in the community, and disadvantages of the community to tourists.

From the one-way ANOVA test, it was found that there was a significant difference among 4 Tambons in 10 indicators. The multiple comparisons (LSD) were conducted and the results were shown as follows:

- To create community growth

The respondents in Tambon Rasada perceived that the development plans/projects create community growth higher than that of the respondents in Tambon Kohkeaw.

- To create a good standard of quality of life in the community

The respondents in Tambon Paklok perceived that the plans/projects had created their good standard quality of life in the community higher than that of the respondents in Tambon Rasada.

- To benefit for changing family structure of local community

The respondents in Tambon Maikhao and Tambon Paklok perceived that the benefit for changing family structure of local community was higher than that of the respondents in Tambon Rasada.

- To benefit to local community education

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that the benefit to local community education were higher than that of the respondents in

Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- To benefit for safety and security in local community

The perception of the respondents in Tambon Paklok were higher than that of other Tambons in benefit for safety and security in local community whereas the respondents in Tambon Maikhao indicated more than that of the respondents in Tambon Rasada that the benefit for safety and security in local community.

- To create the problem in the way of life in community

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that create the problem in the way of life in community were higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- Weakening the relationship of family's members

The respondents in Tambon Rasada perceived that weakening the relationship of family's members were higher than that of the respondents in other Tambons. In contrast, there was no significant difference between the respondents in Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- The increasing of migrants from other areas to the community

The respondents in Tambon Maikhao, Tambon Paklok, and Tambon Kohkeaw perceived that the plans/projects made increasing of migrants from other areas to the community higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- Prostitute problem in the community

The respondents in Tambon Maikhao and Tambon Kohkeaw perceived that their plans/projects brought prostitute problem in the community higher than that of the respondents in Tambon Paklok and Tambon Rasada.

- The disadvantages of the community to tourists

The respondents in Tambon Kohkeaw perceived that their plans/projects made local disadvantages of the community to tourists higher than that of the respondents in Tambon Maikhao, Tambon Paklok, and Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao and Tambon Paklok in their perception toward this indicator.

#### **4.1.9 Statistical comparisons of culture impacts by local's respondents among 4**

##### **Tambons.**

It was found that the respondents in Tambon Maikhao indicated that the development plans/projects very often attraction of community cultural uniqueness to tourists and encourage community to love, pride, and preserve local culture and way of life. Also, the respondents indicated that they sometimes enable tourists to understand local culture, exchange of culture between community and tourists, and promote local products. But they sometimes culture conflict between community and tourists, problem from the changing way of life in the community, rapidly changing of cultural pattern in the community, decreasing value of handcraft of community's products, and damage culture, art, and heritage materials in the community.

The respondents in Tambon Paklok indicated that the plans/projects very often attraction of community cultural uniqueness to tourists, enable tourists to understand local culture, encourage community to love, pride, and preserve local culture and way of life, exchange of culture between community and tourists, and promote local products. In contrast, they also very often made culture conflict between community and tourists, problem from the changing way of life in the community, decreasing value of handicraft of community's products, and damage culture, art, and heritage materials in the community. Also the respondents indicated that they sometimes rapidly changing of cultural pattern in the community.

The respondents in Tambon Kohkeaw indicated that the plans/projects sometimes attraction of community cultural uniqueness to tourists, enable tourists to understand local culture, encourage community to love, pride, and preserve local culture and way of life, exchange of culture

between community and tourists, and promote local products. On the other hand, they sometimes made culture conflict between community and tourists, problem from the changing way of life in the community, decreasing value of handcraft of community's products, and damage culture, art, and heritage materials in the community. Also the respondents indicated that they very often rapidly changing of cultural pattern in the community.

The respondents in Tambon Rasada indicated that the plans/projects very often attraction of community cultural uniqueness to tourists. They sometimes enable tourists to understand local culture, encourage community to love, pride, and preserve local culture and way of life, exchange of culture between community and tourists, and promote local products. In contrast, they sometimes made culture conflict between community and tourists, problem from the changing way of life in the community, and rapidly changing of cultural pattern in the community. But they were rarely decreasing value of handcraft of community's products, and damage culture, art, and heritage materials in the community.

From one-way ANOVA test, it was found that there was a significant difference among 4 Tambons in 9 indicators. The multiple comparisons (LSD) were conducted and the results were shown as follows:

- The attraction of community cultural uniqueness to tourists

The respondents in Tambon Rasada perceived that their development plans attraction of community cultural uniqueness to tourists higher than that of the respondents in Tambon Maikhao and Tambon Kohkeaw.

- To encourage community to love, pride, and preserve local culture and way of life

The respondents in Tambon Maikhao and Tambon Paklok perceived that their development plans encourage community to love, pride, and preserve local culture and way of life higher than that of the respondents in Tambon Rasada.

- The exchange of culture between community and tourists

The respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw perceived that their development plans exchange of culture between community and tourists higher

than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- To promote local products

The respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw perceived that their development plans promote local products higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- The culture conflict between community and tourists

The respondents in Tambon Paklok and Tambon Kohkeaw perceived that their development plans made culture conflict between community and tourists higher than that of the respondents in Tambon Rasada and Tambon Maikhao.

- The problem from the changing way of life in the community

The respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw perceived that their development plans created problem from the changing way of life in the community higher than that of the respondents in Tambon Rasada. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- The rapidly changing of cultural pattern in the community

The respondents in Tambon Kohkeaw perceived that their development plans/projects rapidly changing of cultural pattern in the community higher than that of the respondents in Tambon Maikhao and Tambon Rasada.

- The decreasing value of handcraft of community's products

The respondents in Tambon Paklok perceived that their development plans decreasing value of handcraft of community's products higher than that of the respondents in Tambon Maikhao and Tambon Rasada.

- To damage culture, art and heritage materials in the community

The respondents in Tambon Rasada perceived that their development plans damage culture, art and heritage materials in the community higher than that of the respondents in Tambon Maikhao and Tambon Paklok.

**4.1.10 Statistical Comparisons of the locals' attitude toward community-based tourism by local's respondents among "4 Tambons".**

It found that the respondents in Tambon Maikhao indicated neither agree nor disagree that "Respondent personally benefits from tourism industry", "Tourism disrupts local activities", "Tourism harms the environment", "Locals can easily access to the areas which tourist uses", and "Tourism impacts in changing behavior of local negatively".

The respondents in Tambon Paklok indicated neither agree nor disagree that "Tourism harms the environment", "Tourism uses natural resources needed by locals", "Tourism generates good image and attract the investors", "locals can easily access to the areas which tourist uses", and "Tourism impacts in changing behavior of local negatively".

The respondents in Tambon Kohkeaw indicated neither agree nor disagree that "Respondent personally benefits from tourism industry", "Tourism disrupts local activities", "Tourism harms the environment", "Tourism helps stimulating local culture and handicrafts", "locals can easily access to the areas which tourist uses", and "Tourism impacts in changing behavior of local negatively".

The respondents in Tambon Rasada absolutely agree that "Tourism is good for community". Addition, the respondents in Tambon Rasada indicated neither agree nor disagree that "Tourism harms the environment", "Tourism leads to alertness of the host community", "Tourism uses natural resources needed by locals", "Tourism leads to development of public utilities", "Tourism generates the proud of local community", "Tourism helps stimulating local culture and handicrafts", "Tourism leads to development of entertainment utilities", "Tourism generates good image and attract the investors", "locals can easily access to the areas which tourist uses", and "Tourism impacts in changing behavior of local negatively"(table 3.79).

After the one-way ANOVA revealed that there was a significant difference among 4 Tambons in 8 indicators. The multiple comparisons (LSD) were conducted and the results were shown below.

- Tourism is good for community

The respondents in Tambon Rasada strongly agreed that tourism is good for community whereas the respondents in Tambon Maikhao indicated higher than that of the respondents in Tambon Paklok and Tambon Kohkeaw that tourism is good for their community.

- Respondent personally benefits from tourism industry

The respondents in Tambon Rasada believed that the locals' attitude toward community based tourism in respondent personally benefits from tourism industry higher than that of the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw. In contrast, there was no significant difference between the respondents in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw in their perception toward this indicator.

- Tourism create jobs for local residents

The respondents in Tambon Maikhao perceived that tourism create jobs for local residents higher than that of the respondents in Tambon Kohkeaw.

- Tourism disrupts local activities

The respondents in Tambon Maikhao and Tambon Rasada perceived that tourism disrupts local activities higher than that of the respondents in Tambon Maikhao.

- Tourism leads to alertness of the host community

The respondents in Tambon Maikhao and Tambon Kohkeaw perceived that tourism leads to alertness of the host community higher than that of the respondents in Tambon Rasada.

- Tourism generates the proud of local community

The respondents in Tambon Maikhao and Tambon Paklok perceived that tourism generates the proud of local community higher than that of the respondents in Tambon Rasada.

- Tourism helps stimulating local culture and handicrafts

The respondents in Tambon Maikhao perceived that tourism helps stimulating local culture and handicrafts higher than that of the respondents in Tambon Kohkeaw and Tambon Rasada.

- Tourism generates a good image and attracts the investors

The respondents in Tambon Maikhao perceived that tourism generates good image and attract the investors higher than that of the respondents in Tambon Paklok and Tambon Rasada

#### **4.1.11 In-depth interviews**

In-depth interviews with the 4 tambon leaders on possible impact and potentials of tourism development with participation by local communities show that the 4 tambons have already come up with a separate 3 years' tourism development plan. The plans look similar but differ at the budget. A survey of 4 impacts shows that all the tambon leaders have expressed similar concerns, mostly about environmental impact. They have a plan to strengthen their community and build awareness so that the locals love and care for the decreasing resources, especially mangrove forests destroyed by investors as well as the locals themselves. From the interviews, a lot of mangrove forests in the 4 tambons have been encroached and destroyed. An impact to their way of life comes from an influx of tourism-related investments – the locals sell land to investors. In spite of repeated instructions to the locals about negative consequences of land sale to investors, the locals continue to sell land as they look for conveniences and comfort in life. Consequently, a lot of land has been sold to investors, especially beautiful locations good for tourism businesses.

In terms of development plan and policy in the 4 tambons, the plans are quite complete but problems come from implementing those plans. Development is made only to solve immediate problems or something short-term rather than long-term strategies. A lot of investment is seen in building infrastructure and public utilities. This perhaps explains why budget on educational and social development is left little. Budget to materialize HM the King's sufficiency economy philosophy is also little. Lack of continuity and extensive coverage makes development unclear. The 4 tambon leaders seem to understand sustainable development but it may take time to educate and



develop the locals to keep their land. Vision of community leaders in each generation plays a key role to each tambon development.

## **4.2 Discussions**

### **4.2.1 Explore the current tourism situations**

Based on the interviews and observations from the researcher, the world economic downturn has had an impact on every region with no exception to Asia and Thailand, thus obstructing investment in every sector. Tourism is no exception as the number of tourists and travelers drops. However, the potentials of Phuket in terms of safety and traveling conveniences make little impact to Phuket. Continuous investment by Thai and foreign businessmen is being seen, especially tourism-related business and property development. Investment in tourism is seen on both coasts of Phuket Island while investment in property development is seen all over the island where it's not a coast area. Those investments have brought about huge capital to Phuket including but not limited to employment creation, construction, trading, etc. That's why Phuket is not much affected by the economic recession, especially the 4 Tambons on the eastern coast where the study was done and found that investment in tourism and other industries but related to tourism is continuously seen as follow

#### **Tambon Maikhao**

Tambon Maikhao covers the northern areas of Phuket Island with coasts on both sides. With the beautiful sea and beaches on the west, there are a lot of investments in tourism along the coast, including hotels already opened and many other projects under construction. The east is rich with forests and mangrove trees where most of the communities stand. Local people make their living in agriculture and fishery. Though a marina has been built here, it does not affect the lifestyle of the local residents. From an inspection, the researcher has found that local communities do not have much participation in tourism development as most of them are major projects, invested by foreigners. Differences between the two coasts are clearly seen.

Findings on community attitude towards tourism in Tambon Maikhao show that the locals feel positive towards tourism as it has positive effects to the community, helps to create

employment, raise the prices of local products and services and stimulate the locals who own tourist attractions to contribute to cultural and handicraft development as well as recreational sites, and promote better image and investment. They are all the pride of the community. Local people welcome tourism businesses as they will better the life of the local community.

On the other hand, the local community feels they don't benefit much from tourism as it may disturb their traditional culture or become hazardous to environment. Local people may not be allowed to get access to certain public areas which have turned to be tourist destinations. That happened in many other areas in the past, thus causing negative effects to the community.

### **Tambon Paklok**

Originally, Tambon Paklok was farmland and fishery areas. But with swift investments in tourism today, agricultural areas have been reduced and replaced with residential and tourism-related projects such as housing projects, golf courses, marinas and hotels of different sizes. Fast-growing housing projects have a direct impact on the local communities in many aspects. The fast-growing investments do not generate sustainable income to the local communities but affect the local communities' lifestyle – encroaching on coastal areas in order to acquire rights of occupation and then sell them to foreign investors. However, strengthening local communities by setting up various groups to protect their valuable resources in the long term will help conserve some of the mangrove trees there.

In terms of local attitude in Tambon Paklok, there are mixed feelings towards tourism development. Most of the locals in Tambon Paklok agree that tourism is good to the local community, creates additional employment, raise product and service prices, stimulates construction of additional infrastructure, and offers activities to promote culture and handicrafts at recreational sites. The local community is proud of those developments. On the other hand, the locals have expressed their concerns about bad effects to the community, putting the environment at risk, overconsumption of natural resources, not creating positive image to the community, involving too much profit seeking, encroaching certain areas and driving community behavioral change.

### **Tambon Kohkeaw**

Kohkeaw is the smallest among the 4 Tambons where the researcher has a study. Most of the areas are in parallel with the coast, leaving little agricultural area in this Tambon. In the past, most local people made their living through fishing. As Tambon Kohkeaw is in Muang District and adjoins Thalang District in the north, it becomes a semi-rural town. The current economic and community growth has brought about swift economic and social changes in this Tambon, thus affecting the lifestyle of the local residents.

With limited land space, the tourism growth has also been limited. The business growth goes to shops, companies or offices of foreign businessmen who have invested in certain projects in Phuket. Though there are 2 marinas in this Tambon to entertain affluent tourists, they have not created employment for the local residents to make sufficient earnings. Villagers earn only from passenger boat services taking tourists to different islands.

People in Tambon Kohkaew have similar opinions with those in Tambon Maikhao and Tambon Pakhlok. They agree that tourism will bring a lot of good things to the local community – job creation, additional value of local products and services, proper utilization of resources, construction of infrastructure to promote recreational sites and attracting additional investment. On the other hand, some people feel that tourism produces no direct benefits to them but disturbs their traditional way of life, hazardous to the environment and does not promote cultural and handicraft development. Tourism in a way hinders the locals from getting access to certain public areas that may affect investors' businesses. Tourism may change social behavior in the community as it did in other communities to the point hard to recover.

### **Tambon Rasada**

Geographically, Tambon Rasada has no coast but is densely populated as an urban community where commercial activities and residences are seen all over. Consequently, budget from the local administrative organizations (LAO) in this Tambon mostly goes to infrastructure development rather than tourism promotion or environmental conservation. Investment in tourism

comes from the private sector only. Most local communities have no participation in tourism development.

Unplanned community growth includes encroachment into public areas and few mangrove forests, turning them into residential areas, thus adversely affecting the environment in this Tambon to the level that is hard to control. That also affects the lifestyle of the local people, feeling unsafe like other Tambons. Most investments in tourism-related projects are handled by foreigners. The local communities earn revenue indirectly from tourism-related projects.

Attitude of people in Tambon Ratsada is quite different from the other 3 tambons, especially they strongly agree with the fact that tourism will produce positive effects to the community and they agree with benefits from tourism to their community, job creation, additional value to their products and services though tourism may in a way disturb community activities.

In terms of tourism hazardous to environment, resource consumption, investment in infrastructure, pride, cultural and handicraft promotion, promotion of recreational sites, strengthening positive image, investment and change of community behavior, the Ratsada community has expressed both agreeing and disagreeing, thus indicating that the community is not confident whether tourism really brings good effects to them, their community protected and their needs met.

#### **4.2.2 Analyzing the impact of tourism development**

Based on research findings on the following 4 impacts – economic impact, environmental impact, social impact and cultural impact in the 4 Tambons, the researcher wishes to analyze those impacts as follows:

##### **Economic impact**

Local Administrative Organizations and entrepreneurs in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw have promoted and supported education to local people to develop agricultural and fishery products and build up personnel to work in the tourism industry so as to cope with rapid growth of investment in hotels and foreign companies. By this way, local residents may earn additional revenue. Land in Tambon Kohkeaw and Tambon Maikhao has been sold to investors

more than that of any other Tambon. Tambon Paklok is known for its good agricultural and fishery management, thus maintaining the tradition lifestyle and least affecting by investments.

#### **Environmental impact**

The rapid community growth in those 4 Tambons has caused certain environmental problems – waste and wastewater management. And the change of local resident's attitude has caused damage to natural resources there. However, the communities in the 4 Tambons have realized those problems and tried to find a solution and environmental balance through developing, improving and recycling approaches – appreciating the value of natural resources and maximizing sustainable utilization efficiency.

#### **Social impact**

Each of the 4 Tambons features different social impact. Tambon Maikhao and Tambon Paklok have received positive effects and negative impacts. Positive effects include better quality of life, better education, safety and security while negative impacts include changing lifestyle, loosening family relationship and relocation of people from other communities. Tambon Rasada has been affected in terms of safety and security more than that of other Tambons because of more community growth. Communities in Tambon Kohkeaw agree that tourists have disadvantages to the local communities.

#### **Cultural impact**

Tambon Maikhao and Tambon Paklok take pride in their conservation of local cultures and traditions and cultural exchange between tourists and local communities, thus promoting local products in the communities. Though there are some cultural conflicts between tourists and local communities, they don't have a direct impact on the lifestyle of people in the two Tambons. Tambon Rasada attracts tourists with its cultural identities but at the same time some cultures, arts and objects d'arts have been destroyed. Tambon Kohkeaw has experienced rapid cultural changes as it is a semi-rural town.

#### **4.2.3 Investigating the potentials of developing community-based tourism development**

Community-based tourism development requires community cooperation in working out a tourism development plan and positive attitude of the communities towards tourism development. Findings from the study show the highest participation rate in allocating areas for tourism development and setting up groups/clubs to monitor tourist activities in the communities rests with Tambon Rasada. Community participation in public land and mangrove forest conservation is seen in Tambon Maikhao, Tambon Paklok and Tambon Kohkeaw more than that of Tambon Rasada. In terms of attitude towards tourism, communities in Tambon Rasada strongly agree that tourism is good to their communities and tourism brings a lot of benefits to their communities. Tambon Maikhao agrees with tourism development that generates additional income to their communities, thus bringing pride to their communities and stimulating cultural and handicraft promotion as well as creating positive image to attract even further investments in spite of the fact that certain tourism developments disturb some community activities. In summary, communities in the 4 Tambons are participative in figuring out a tourism development plan at a satisfactory level, having a positive attitude towards tourism development, good for tourism development along the east coast of Phuket Island.

Local administrative organizations at Tambon and provincial levels play a key role in tourism development – providing a budget, educating the communities to develop tourism in the same direction and issuing criteria for tourism development without negative impacts, especially applying the local lifestyle to tourism promotion. As the eastern coast of Phuket Island has no beautiful beaches like on the western coast, tourism development should be different depending on local geographical areas and community interest. People in the 4 Tambons have set up different groups to work on activities of their interest to develop products and services, for example, housewives' group, farmers' group, local fishery group, conservative tourism group. In conclusion, communities in the 4 Tambons are ready to participate in tourism development and cooperate with related organizations.

#### **4.2.4 Recommendations for developing a generic strategy and guideline**

From the findings, interviews, and observations, a generic strategy and guidelines for community-based tourism development at Tambon Maikhao, Tambon Pakhlok, Tambon Kohkeaw, and Tambon Rasada are suggested as follows.

The 3 years' Local Development Plan (3LDP) of each local administrative organization (LAO) has been developed in line with the National Economic and Social Development Plan to ensure development in the same direction and budget supported by the government to the local administrative organizations. The local administrative organizations feature 7 development strategies – natural and environmental conservation, education and information technology, economic, religions and culture, quality of life, local wisdom, community strengthening and self-reliance.

They serve as basic factors from which a fiscal budget is worked out to support the 3LDP in each LAO. Findings from the study and data analysis show LAO in the 4 Tambons along the eastern coast of Phuket Island similar and different in geographical conditions, vision from the local administrators elected for 4 year terms, community lifestyle and different income distribution, which have a direct effect on budget management in each Tambon. The researcher hereby formulates recommendations for developing a generic strategy and guideline for each Tambon as follows:

##### **Tambon Maikhao**

Geographically located in the north of Phuket Island, Tambon Maikhao features two different coasts. The western coast features beautiful sea and beaches, good for tourism development and where numerous 5-star hotels are located and many other projects invested by local and foreign businessmen are under construction. The eastern coast is rich with mangrove forests, coconut groves and para-rubber plantations, good for agriculture and fishery. The Phuket Airport, a strategic traveling facility and a modern marina stand in this Tambon. All in all, tourism may be developed along with agriculture. A budget should be correspondently developed as follows:

- To ensure sustainable tourism, a tourism promotion plan and investment plan should be worked out in order not to affect the environment such as beach encroachment, waste and wastewater management through serious legal enforcement,

- To stimulate awareness, inspection and control of investors and communities to realize the significance and maximization of resources,
- To educate people to develop local products,
- To strengthen local communities and promote community participation in tourism development.

### **Tambon Paklok**

The growth of property development businesses in the Phuket Province has brought about a lot of housing and residential projects, especially in Tambon Paklok where properties at every level have grown rapidly from the main road to Tambon Paklok to affluent housing projects along the coast. The growth of those housing and residential projects inevitably and directly affects agricultural and fishery areas and the environment. When the LAO has no proper management plan to cope with the rapid growth, the growth will have an impact in every aspect (economic, environmental, social and cultural impacts), especially the fertility of mangrove forests, which are natural resources and seafood production source in Phuket, creating a lot of revenue to the communities. The strong communities in this Tambon and their sense of belonging towards natural resources have maintained their mangrove forests to keep them safe from encroachment in spite of a few marinas there. Agricultural areas being trimmed due to encroachment of the property development business remain a problem that LAO have to tackle.

In the past, Tambon Paklok was rich with forests and mangrove trees. Villagers made their living in agriculture and fishery. But with the rapid property business growth, Tambon Paklok's administration plan cannot keep abreast with that growth. Therefore, the administrators should come up with a zoning plan to balance residences, agriculture, and fishery in order to avoid impacts of any aspects. In terms of the agricultural sector, the philosophy of sufficiency economy should be trained and implemented. Farm produce is seen as the kitchen of the Tambon. Green areas through reforestation are like lungs cleaning the air for local residents. No large factories or industrial plants should be allowed in this Tambon by introducing law and serious legal enforcement. Promoting community participation in development and cooperation with government agencies in waste and



wastewater management, provision of water sources for community consumption is a major issue that administrators at the Tambon Paklok Local Administrative Organization should immediately focus before any impacts, hard to control.

#### **Tambon Kohkeaw**

To change local resident's attitude through education to cope with economic and tourism growth is an issue of top priority for development of Tambon Kohkeaw as its social conditions differ from other Tambons. LAO administrators should focus on educating people and community awareness along with investment in infrastructure to cope with the rapid changes. As the communities do not realize the significance of limited resources that they have, lack of responsibility towards the environment and no interest in tourism development, it's hard to be successful in spite of continuous support from related organizations.

Marinas are the only tourism business available in this Tambon. The locals have little participation or enjoy little benefits from those marinas. Sustainable income generation to the communities through tourism development in Tambon Kohkeaw is significant and LAO administrators should create selling points in tourism different from other areas, for example, promoting this Tambon as a seafood center or educational center as Tambon Kohkeaw is located in the heart of Phuket Island with traveling conveniences.

#### **Tambon Rasada**

Rapid community growth in Tambon Rasada, hard to control brings about a lot of problems to Tambon Rasada – encroaching into mangrove forests to build houses, traffic congestion, drug trafficking and crime. The budget for this Tambon has been spent for solving these problems rather than tourism development. Because of its nature as an urban community, LAO administrators should focus on educating villagers how to live together in society, stimulating villagers to have a strong sense of belonging with their natural resources, stopping pollution that damages the environment. There should be a continuous campaign though it may take time and a high budget, problem solving will be good in the long term in making the society and city a pleasant place to live is seen as tourism promotion in a way.

In conclusion, this research corresponds with another research on “The Implication of Local Development Plan for Tourism Destination Development: The Case of Tambon Sakoo, Amphur Thalang, Changwat Phuket ” by Patamawadee Chuthong, on “Sustainable Tourism Development: The case study of Tambon Maikhao, Amphur Thalang, Changwat Phuket ” by Puttapon Bunna, and on “Guidelines of Community Participation for Sustainable Tourism Development: The Case Study of Tambon Chergtalay, Amphur Thalang, Changwat Phuket ” by Nattamon Ratcharak. Also in line with these studies, the current study supports that tourism development plans and projects should not focus only on infrastructure but the annual budget should be more allocated to educational development for the communities to learn more about tourism so that they may understand the concept of self reliance, thus leading to solving local problems, grouping or networking to help one another in the community. In terms of sustainable development, every Local Administrative Organization (LAO) is not successful in planning and managing for sustainable tourism development as they do not understand the concept of sufficiency economy introduced by HM the King. Lack of continuity, insufficient budget and lack of support from local community leaders are also key negative factors. Tourism businesses today are from investors without community participation. This is the reason why most communities do not receive direct benefits from tourism.

The researcher wishes to recommend LAO administrators in the 4 Tambons to have a joint economic and social administration plan with an organization responsible for budgeting for such joint projects as activities under the philosophy of sufficiency economy to certain communities as an example, additional investment in educating and training residents to develop local products and local intellectual properties in order to create additional employment and income in the communities, promoting communities to realize the significance of positive effects and negative impacts and promoting communities to develop their communication skills to cope with fast-growing tourism businesses.

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

There were some limitations in this study: (1) the area of 4 Tambons at the east coast of Phuket island were larger than 398 LRHs, who collecting data, the results of this study are only indicative and not conclusive, (2) this study used the convenience sampling method, so biases might have occurred when the questionnaires were distributed to LRHs, (3) this study collected data from December 2008 to February 2009, so the data did not represent a whole year. In order to collect data thoroughly, data collection should have been carried out all through the year.

Normally, STPM required the participation of all related tourism stakeholders, such as government, LRHs, tourism private sectors, tourists, and related units, in order to generate both benefits and satisfaction thoroughly and evenly. But, because of limitation of study time and budget, it led to unavailability of a wider study of all the tourism stakeholders in sustainable tourism. The results of the in-depth interviews with officers at these 4 Tambons might have some bias. The research can be applied to other Tambon in Thailand which have similar characteristics as these 4 Tambons.

The recommendations for future study are;

- 1) The participation of all tourism stakeholders in CBT. At the east coast of Phuket Island, including the private sector, tourists, and related government,
- 2) Management of tourism businesses at the east coast of Phuket Island.
- 3) Tourist satisfaction toward tourism at the east coast of Phuket Island, and
- 4) The expansion of CBT study to other Tambon in Thailand.

## BIBLIOGRAPHY

- Abercrombie, J. (2006). *“How Will Oil Prices Affect Your Investment Plans”* Available at [http://www.iaei.org/subscriber/magazine/06\\_a/abercrombie.html](http://www.iaei.org/subscriber/magazine/06_a/abercrombie.html)-IAEI, January/February. [Online] Retrieved 3 March 2006.
- APAT. (2002). *“Tourist Accommodation EU Eco-label Award Scheme - Final Report”*. **Italian National Agency for the Protection of the Environment and for Technical Services, European Commission October 2002**, page 44 – 60.
- Asia Web Direct. (2005). *“Hotels in Phuket by Price - Phuket Hotel Guide, Thailand.”* Available at <http://www.phuket.com/hotel/price.htm>. [Online] Retrieved 16 November 2005.
- Aung, M. and Heeler, R. (2001). “Core Competencies of Service Firms: A Framework for Strategic Decisions in International Markets” **Journal of Marketing Management**. **40(5/6) page 17.**
- Boo, E. (1990). **Ecotourism: The potentials and pitfalls**. DC: World Wide Fund for Nature.
- Chaisawat, Manat. Apithambundit, Piyanart. and Chamnina, Wacharee. (2003). **The Potential of Phuket to be Developed as a world-class Destination, Specifically on the Supply side Factors of Tourism products and its Tourism System**. Phuket : Prince of Songkla University Phuket Campus, Faculty of Service Industries.
- Chayabot, C. (1996). **Local Government of Thailand. Alumni Association of political science**. Bangkok : Chulalongkorn University.
- Community based tourism. (2008). *“Sustainable Travel international”* Available at <http://www.communitybasedtourism.com/> [Online] Retrieved 26 December 2008.

- Conservation International. (2008). *“What is community based tourism?”* Available at <http://www.responsibletravel.com/copy/Copy901197.htm> [Online]  
Retrieved 24 January 2009
- Election Commission of Thailand. (2004). **Citizens Handbook for Election**. Bangkok : N/D
- Farsari, Y., and Prastacos, P. (1999). **Sustainable Tourism Indicators for Mediterranean Established Destination**. New York : N/D.
- Frangialli, F. (1999) **Global Code of Ethics for Tourism. Message from the Secretary-General of WTO: Preparing The New Millennium**. Madrid : WTO.
- Kampong,S. (2004). *“Election Handbook for citizen”* Available at <http://www.ect.go.th> [Online]  
Retrieved 24 January 2009
- Klongkumnuankarn,R. (2005). *“The Sustainable Tourism Development of Thailand.”*  
Available at <http://www.ThailandOutlook.com> [Online] Retrieved 25 January 2009.
- Krongkaew, M. (2003). *“The Philosophy of Sufficiency Economy”*. **Kyoto Review**. (October, 2003) page 18.
- Local Administration Organization (LAO). (2002). *“The Information centre of Local Administration Organization around Thailand issue for Public Participation in planning at local level.”* Available at <http://www.tambol.com/tambol/board01.asp> [Online] Retrieved 14 January 2009.
- National Economic and Social Development Board (NESDB) 2004a. **What is Sufficiency Economy?** Bangkok : NESDB.
- , 2004b. **Q & A About Sufficiency Economy Philosophy**. Bangkok : NESDB.

PPAO, (2009). "*History of Provincial Administrative Organization (PAO)*" Available at <http://www.phuketcity.org/aboutus.htm> [Online] Retrieved 15 February 2009.

Piboolsravut, P. (2004). "*Sufficiency Economy*" **ASEAN Economic bulletin** 21(1).  
page127-134.

Sofield, Trevor (2004). Sustainable Tourism-Eliminating Poverty. Available at [http://www.crctourism.com.au/WMS/Upload/Resources/bookshop/STP\\_overview3.pdf](http://www.crctourism.com.au/WMS/Upload/Resources/bookshop/STP_overview3.pdf) [Online] Retrieved 20 December 2009.

Supiya Ngamhui. 2007. "Proposed guidelines and indicators for sustainable tourism development : The case study of Tambon Paklok, Amphur Thalang, Changwat Phuket"  
**A thesis submitte in partial fullfilment of the requirements for the degree of Master of Business Administration in Hospitality and Tourism Management, Prince of Songkla University.** Phuket : Faculty of Service Prince of Songkla University

Sustainable travel international. (2003). "*Community-based Tourism*" Available at <http://www.communitybasedtourism.com/> [Online] Retrieved 24 February 2009.

The Thailand community based tourism institute. (2008). "*What Is community based Tourism.*" Available at <http://www.cbt-i.org/travel.php> [Online] Retrieved 12 January 2009.

Thapthim,N. (2008). "*The Roles of Tambon Admintsrative Organization (TAO) (TAO)in coastal fishery resource management.*" Available at <http://www.library.ait.ac.th/ThesisSearch/summary/Narumol%20Thapthim.pdf> [Online] Retrieved 15 February 2009.

Tambon Kohkeaw Local Administration Organization. (2009). “*General Information of Tambon Kohkeaw.*” Available at <http://www.phuket-kohkeaw.th.org/> [Online] Retrieved 15 February 2009.

Tambon Maikhao Local Administration Organization. (2009). “*General Information of Tambon Maikhao.*” Available at <http://www.phuket-maikhao.th.org/> [Online] Retrieved 15 February 2009.

Tambon Paklok Local Administration organization. (2009). “*General Information of Tambon Paklok.*” Available at <http://www.paklok.go.th/index.php?options=content&mode=cate&id=1>. [Online] Retrieved 15 February 2009.

Tambon Rasada Local Administration Organization. (2009). “*General Information of Tambon Rasada*” Available at <http://rasada.org/municipality.htm> [Online] Retrieved 15 February 2009.

United Nations World Tourism Organization (2005) “Making Tourism More Sustainable: A Guide For Policy Makers WTO And UNEP Are Launching A Joint Publication”. Available at <http://www.hospitalitynet.org/news/4024647.search?query=unep%20%26%20wto%2c%20madrid> [Online] Retrieved 16 November 2005.

-----. (2008). “*Current Development & Forecasts*” Available at <http://www.unwto.org/aboutwto/why/en/why.php?op=1>. [Online] Retrieved 8 January 2009.

UNCTAD. (2001). “*Tourism and Development in the Least Developed Countries.*” **Boosting tourism in Least Developed Countries.** Available at <http://www.unctad.org/templates/webflyer.asp?docid=13380&intItemID=1634&lang=1>. [Online] Retrieved 8 January 2009.

- United States Department of Transportation- Federal Highway Administration/Federal Transit Administration. (2006). "*Glossary and Definition of Collaboration.*" Available at <http://plan4operations.dot.gov/Glossary.asp>. [Online]. Retrieved 29 April 2009.
- World Tourism Organization (WTO). (2000). **A report on WTO/ UNDP international conference on sustainable tourism in the islands of the Asia-Pacific region.** Island tourism in Asia and the Pacific Madrid : WTO.
- (2004). "*Definition of Tourism.*" Available at [http://www.mta.com.mt/uploads/1675/WTO\\_definition\\_of\\_tourism](http://www.mta.com.mt/uploads/1675/WTO_definition_of_tourism). [Online] Retrieved 8 June 2009.
- (2004). **Indicators of Sustainable Development for Tourism Destinations: A Guidebook.** Spain : World Tourism Organization.
- (2006). "*World Tourism Organization Committed to Tourism, Travel, and the Millennium Development Goals: Global Code of Ethics.*" Available at [http://www.unwto.org/code\\_ethics/eng/global.htm](http://www.unwto.org/code_ethics/eng/global.htm) [Online]. Retrieved 16 May 2009.
- World Wildlife Fund (WWF) International. (2001). "*Guidelines for community-based Ecotourism development.*" Available at [http://www.wwf.no/pdf/tourism\\_guidelines.pdf](http://www.wwf.no/pdf/tourism_guidelines.pdf). [Online]. Retrieved 11 January 2009.



## **APPENDICES**

## APPENDIX A

### Questionnaires (English version)



Set \_\_\_ Location \_\_\_\_\_

Date( \_\_\_/\_\_\_/2009)

### Questionnaires

**Title:** The attitude of local resident toward Community-Based Tourism Development at the East coast of Phuket Island (Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Ratsada)

---

This questionnaire form is a part of the research project for the degree of master of business administration in hospitality and tourism management (International program), Prince of Songkla University, Phuket Campus. The Objective is to study about impacts, the potentials of developing CBT, generic strategy and guidelines for community-based tourism development at Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Ratsada. The result of the study will provide the proper guidelines for sustainable tourism development at Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Ratsada. The research studies in particular the process of sustainable tourism planning and management. The results will be beneficial and insightful to government official units and the public as a whole. This research is for academic purposes only, all information from respondents will be kept confidentially.

Thus, your response to this research is highly valuable. Please fill in this questionnaire as much as possible so that the results can be generated effectively. The researcher would like to also take this opportunity to thank you for your kindness in answering all questions that are provided in this questionnaire.

Bandit Santikul

Researcher

**Notice:** Please mark (X) in the box that matches to your opinion

**Section 1:** General information of respondent

1. Tambon.....

- Tambon Maikhao                       Tambon Paklok  
 Tambon Kohkeaw                       Tambon Ratsada

2. Gender

- Male                       Female

3. Marital Status

- Single                       Married                       Divorce/widow

4. Age (year)

- 1) Lower than 20                       2) 21-30  
 3) 31-40                       4) 41-50  
 5) 51-60                       6) More than 60

5. Education

- 1) Primary School                       2) High School  
 3) Diploma                       4) Bachelor  
 5) Master degree                       6) Other (.....)

6. Religion

- 1) Buddhist                       2) Muslim                       3) Christian  
 4) Other (.....)

7. Career

- 1) General employee                       2) Private sector officer  
 3) Business owner                       4) Government officer  
 5) Agriculture                       6) Fishery  
 7) Housewife / Husband                       8) Student  
 9) Retired                       10) Other (.....)

8. Monthly income (Baht)

- 1) No income                       2) Lower than 5,000  
 3) 5,001-10,000                       4) 10,001-20,000  
 5) 20,001-30,000                       6) Higher than 30,000

**Notice:** Brief information of Tambon Paklok local development plan  
(Year 2009- 2011)

According to Tambon Paklok Local Administration Organization, it has developed a 3 year-Tambon Paklok development plan (Year 2009-2011). The researcher has concluded the development plan's projects and budgets in the following table, please consider the data and respond in the next section:

Local development strategy	Budget (baht)
1. Aspect of Environment conservation	237,193,400
2. Aspect of Quality of life	78,099,500
3. Aspect of Strong Community Collaboration	25,185,000
4. Aspect of Education Tradition and culture	117,240,000
5. Aspect of Economy and Tourism	106,080,960
6. Aspect of Local base structure	750,624,000
Total (3 years)	1,269,422,860

**Notice:** Brief information of Tambon Ratsada local development plan  
(Year 2008-2010)

According to Tambon Ratsada Local Administration Organization, it has developed a 3 year-Tambon Ratsada development plan (Year 2008-2010). The researcher has concluded the development plan's projects and budgets in the following table, please consider the data and respond in the next section:

Local development strategy	Budget (baht)
1. Aspect of Local base structure	200,940,000
2. Aspect of Economy and Tourism	165,780,000
3. Aspect of Social	85,342,000
4. Aspect of Environment conservation	17,180,000
5. Aspect of Political and Administer	34,501,500
Total (3 years)	503,743,500

**Notice:** Brief information of Tambon Maikhao local development plan  
(Year 2009-2011)

According to Tambon Maikhao Local Administration Organization, it has developed a 3 year-Tambon Maikhao development plan (Year 2009-2011). The researcher has concluded the development plan's projects and budgets in the following table, please consider the data and respond in the next section:

Local development strategy	Budget (baht)
1. Aspect of Environment conservation	158,340,000
2. Aspect of Education and Information	52,790,000
3. Aspect of Economy	3,300,000
4. Aspect of Tradition and culture	24,420,000
5. Aspect of Quality of life	101,316,000
6. Aspect of Local Wisdom	600,000
7. Aspect of Strong Community Collaboration	7,350,000
Total (3 years)	348,116,000

**Notice:** Brief information of Tambon Kohkeaw local development plan  
(Year 2009-2011)

According to Tambon Kohkeaw Local Administration Organization, it has developed a 3 year-Tambon Kohkeaw development plan (Year 2009-2011). The researcher has concluded the development plan's projects and budgets in the following table, please consider the data and respond in the next section:

Local development strategy	Budget (baht)
1. Aspect of Social and Economy	3,995,000
2. Aspect of Education Tradition and culture	8,508,000
3. Aspect of Local base structure	56,220,000
4. Aspect of Environment conservation	385,000
5. Aspect of Administer	1,133,500
<b>Total (3 years)</b>	<b>70,241,500</b>

**Notice:** Please mark (X) on the number that matches your opinion

**Section 2:** The benefits received by locals in local administration development plan

According to the development plan information, what would you rate each of the following statement?

Items	Measurement				
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.The projects benefit the respondent	5	4	3	2	1
2.The projects benefit local communities	5	4	3	2	1
3.The projects create job opportunities to local communities	5	4	3	2	1
4.The projects promote employment and increase value added to local products	5	4	3	2	1
5.The projects have an impact on the better way of life of community	5	4	3	2	1
6.The projects improve the better environment impact.	5	4	3	2	1
7.The projects utilize local natural resources	5	4	3	2	1
8.The respondent was able to propose and participate in planning process	5	4	3	2	1
9.The respondent was able to monitor and reject the projects	5	4	3	2	1
10.The projects increase for revenue to LAO.	5	4	3	2	1
11.The projects improve security and welfare in the community.	5	4	3	2	1
12.The projects increase more land price.	5	4	3	2	1

**Notice:** Please mark (X) in the box that matches to your opinion

Section 3: The locals' participation/involvement and impact in tourism site development

### 3.1 Participation/involvement in local tourism site planning

Items	The level of participation/involvement				
	Always	Very often	Sometimes	Rarely	Never
1.Zoning for tourism area.	5	4	3	2	1
2.Setting group or club to look after tourism activities	5	4	3	2	1
3.Promoting job and revenue to community	5	4	3	2	1
4.Setting regulations and rules to preserve community environment	5	4	3	2	1
5.Setting measurement to deal with the offender to community's order and regulation for tourism site.	5	4	3	2	1
6. Encroachment of the public land by community and investor	5	4	3	2	1
7. Encroachment and destroy mangrove area by community and investor	5	4	3	2	1
8.Selling land for Thai investor and foreign investor	5	4	3	2	1
9.Zoning land for investment and conservation area	5	4	3	2	1
10.Community cooperating to look after public and mangrove area.	5	4	3	2	1

## 3.2 Economic Impacts

Items	The level of impact				
	Always	Very	Sometime	Rarely	Never
1.The major income for local residents.	5	4	3	2	1
2. You and your family receive the benefit from tourism.	5	4	3	2	1
3.Local administration promotes occupation to community.	5	4	3	2	1
4.Hotels or foreign companies promote community's way of life.	5	4	3	2	1
5.The expansion of area for hotel investment or foreign companies.	5	4	3	2	1
6.To promote educational system to develop manpower for tourism activity.	5	4	3	2	1
7.To sale the land for investors.	5	4	3	2	1
8.To promote local products to the markets.	5	4	3	2	1
9.The management of agriculture and fishery products by local administrator.	5	4	3	2	1
10.The financial support from tourism business and investors to local activities.	5	4	3	2	1



## 3.3 Environment Impacts

Items	The level of impact				
	Always	Very	Sometime	Rarely	Never
1.The awareness of the community to environmental value.	5	4	3	2	1
2. To conserve the community's environment.	5	4	3	2	1
3. To encourage the community towards the value of reusing materials.	5	4	3	2	1
4. The benefit from improvement and development of community's environment.	5	4	3	2	1
5. The benefit from guidelines to preserve and solving the environmental problems.	5	4	3	2	1
6. To damaging natural resources.	5	4	3	2	1
7. To create water consumption and waste water.	5	4	3	2	1
8. To create pollution in community.	5	4	3	2	1
9. To damaging natural bio-diversity.	5	4	3	2	1
10. The changing of community's attitude and viewpoints.	5	4	3	2	1

## 3.4 Social Impacts

Items	The level of impact				
	Always	Very	Sometime	Rarely	Never
1. To create community growth.	5	4	3	2	1
2. To create a good standard of quality of life in the community.	5	4	3	2	1
3. To benefit for changing family structure of local community	5	4	3	2	1
4. To benefit to local community education.	5	4	3	2	1
5. To benefit for safety and security in local community	5	4	3	2	1
6. To create the problem in the way of life in community.	5	4	3	2	1
7. Weakening the relationship of family's members.	5	4	3	2	1
8. The increasing of migrants from other areas to the community.	5	4	3	2	1
9. Prostitute problem in the community.	5	4	3	2	1
10. The disadvantages of the community to tourists.	5	4	3	2	1

## 3.5 Culture Impacts

Items	The level of impact				
	Always	Very	Sometime	Rarely	Never
1. The attraction of community cultural uniqueness to tourists.	5	4	3	2	1
2. Enable tourists to understand local culture	5	4	3	2	1
3. To encourage community to love, pride, and preserve local culture and way of life.	5	4	3	2	1
4. The exchange of culture between community and tourists.	5	4	3	2	1
5. To promote local products.	5	4	3	2	1
6. The culture conflict between community and tourists.	5	4	3	2	1
7. The problem from the changing way of life in the community.	5	4	3	2	1
8. The rapidly changing of cultural pattern in the community.	5	4	3	2	1
9. The decreasing value of handcraft of community's products.	5	4	3	2	1
10. To damage culture, art and heritage materials in the community.	5	4	3	2	1

**Notice:** Please mark(X) on the number that matches your opinion

Section 4: The locals' attitude toward community based tourism

Items	Measurement				
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.Tourism is good for community	5	4	3	2	1
2.Respondent personally benefits from tourism industry	5	4	3	2	1
3.Tourism create jobs for local residents	5	4	3	2	1
4.Tourism raises price for products and services	5	4	3	2	1
5.Tourism disrupts local activities	5	4	3	2	1
6.Tourism harms the environment	5	4	3	2	1
7.Tourism leads to alertness of the host community	5	4	3	2	1
8.Tourism uses natural resources needed by locals	5	4	3	2	1
9.Tourism leads to development of public utilities	5	4	3	2	1
10.Tourism generates the proud of local community	5	4	3	2	1
11.Tourism helps stimulating local culture and handicrafts	5	4	3	2	1
12.Tourism leads to development of entertainment activities	5	4	3	2	1
13.Tourism generates good image and attract the investors	5	4	3	2	1
14.Locals can easily access to the areas which tourist uses	5	4	3	2	1
15.Tourism impacts in changing behaviour of local negatively	5	4	3	2	1

**APPENDIX B**  
**Questionnaires (Thai version)**

ชุดที่ _____ พื้นที่เก็บข้อมูล _____ วันที่ (...../...../ 2552)
--------------------------------------------------------------------



**แบบสอบถาม**

**เรื่อง:** ความคิดเห็นของประชาชนเกี่ยวกับการพัฒนาการท่องเที่ยวโดยให้ชุมชนมีส่วนร่วมตลอดแนวชายฝั่งทะเลด้านทิศตะวันออกของเกาะภูเก็ต (ตำบลไม้ขาว, ตำบลป่าคลอก, ตำบลเกาะแก้วและตำบลรัชฎา)

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของโครงการศึกษาวิจัยสำหรับงานวิทยานิพนธ์ของนักศึกษาหลักสูตรปริญญาโทบริหารธุรกิจ สาขาการจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ) คณะการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต โดยมีวัตถุประสงค์เพื่อศึกษาเรื่อง “ผลกระทบ สักยภาพในการพัฒนาการท่องเที่ยวโดยชุมชนมีส่วนร่วม กรณีศึกษาพื้นที่ตลอดแนวชายฝั่งด้านทิศตะวันออกของเกาะภูเก็ต (ตำบลไม้ขาว, ตำบลป่าคลอก, ตำบลเกาะแก้วและตำบลรัชฎา)” ผลการวิจัยครั้งนี้คาดว่าจะประโยชน์ต่อประชาชน หน่วยงานราชการและผู้ที่เกี่ยวข้องทั่วไป โดยการวิจัยในครั้งนี้เป็นการศึกษาทางวิชาการเท่านั้น ผลการศึกษาจะไม่ส่งผลกระทบต่อผู้ให้ข้อมูลหรือผู้ที่ถูกกล่าวถึง ข้อมูลที่ได้รับจะถูกเก็บเป็นความลับ โดยจะนำมาทำสรุปผลการวิจัยเป็นภาพรวมเท่านั้น

ดังนั้น ข้อมูลที่ได้รับจากท่านมีคุณค่าอย่างยิ่งต่องานวิจัย ผู้วิจัยจึงใคร่ขอความอนุเคราะห์จากท่าน โปรดตอบแบบสอบถามตามความคิดเห็นของท่าน ผู้วิจัยขอขอบคุณที่ท่านสละเวลาอันมีค่าในการให้ข้อมูลไว้ ณ ที่นี้

บัณฑิต สันติกุล  
ผู้วิจัย

**คำชี้แจง:** กรุณาทำเครื่องหมาย ( X ) ลงในช่องที่ตรงกับความเป็นจริง

**ส่วนที่ 1:** ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. ตำบล.....

- ตำบลไม้ขาว  ตำบลป่าคลอก  ตำบลเกาะแก้ว  ตำบลรัชฎา

2. เพศ

- ชาย  หญิง

3. สถานภาพการสมรส

- โสด  สมรส  หย่าร้าง / หม้าย

4. อายุ (ปี)

- 1) ต่ำกว่า 20  2) 21-30  3) 31-40

- 4) 41-50  5) 51-60  6) 60 ขึ้นไป

5. การศึกษา

- 1) ประถมศึกษา  2) มัธยมศึกษา  3) ปวช. / ปวส.

- 4) ปริญญาตรี  5) ปริญญาโท  6) อื่นๆ.....

6. ศาสนา

- 1) พุทธ  2) อิสลาม  3) คริสต์  4) อื่นๆ .....

7. อาชีพ

- 1) รับจ้าง  2) พนักงานบริษัทเอกชน  3) ธุรกิจส่วนตัว

- 4) ข้าราชการ  5) เกษตรกรรม  6) การประมง

- 7) แม่บ้าน/พ่อบ้าน  8) นักศึกษา  9) เกษียณ

- 10) อื่นๆ.....

8. รายได้ต่อเดือนของท่าน (บาท)

- 1) ไม่มีรายได้  2) ต่ำกว่า 5,000 บาท  3) 5,001-10,000 บาท

- 4) 10,001-20,000 บาท  5) 20,001-30,000 บาท  6) 30,001-40,000 บาท

- 7) 40,001-50,000 บาท  8) 50,000 บาทขึ้นไป

**คำชี้แจง:** ข้อมูลต่อไปนี้เป็นข้อมูลเบื้องต้นของแผนพัฒนาท้องถิ่นของตำบลป่าคลอก  
(ปี 2552-2554)

เนื่องด้วยองค์การบริหารส่วนตำบลป่าคลอกได้พัฒนาแผนพัฒนาท้องถิ่น 3 ปี (2552-2554) ของตำบลป่าคลอก ซึ่งได้กำหนดโครงการต่างๆเพื่อพัฒนาชุมชนป่าคลอก ตามตารางที่ผู้วิจัยได้สรุปโครงการการพัฒนาท้องถิ่นในแต่ละด้าน พร้อมงบประมาณโดยรวม ทั้งนี้เพื่อประกอบการพิจารณาในการให้ความเห็นของท่านในแบบสอบถามในส่วนต่างๆต่อไป

ยุทธศาสตร์การพัฒนา	งบประมาณ (บาท)
1.ด้านการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม	237,193,400
2.ด้านการพัฒนาคุณภาพชีวิต	78,099,500
3.ด้านความเข้มแข็งของชุมชน	25,185,000
4.ด้านการศึกษา ศาสนา วัฒนธรรมและประเพณี	117,240,000
5.ด้านเศรษฐกิจพอเพียงและการท่องเที่ยว	106,080,960
6.ด้านโครงสร้างพื้นฐาน	705,624,000
<b>รวม (3 ปี)</b>	<b>1,269,422,860</b>

**คำชี้แจง:** ข้อมูลต่อไปนี้เป็นข้อมูลเบื้องต้นของแผนพัฒนาท้องถิ่นของตำบลรัชฎา  
(ปี 2551-2553)

เนื่องด้วยองค์การบริหารส่วนตำบลรัชฎาได้พัฒนาแผนพัฒนาท้องถิ่น 3 ปี (2551-2553) ของตำบลรัชฎา ซึ่งได้กำหนดโครงการต่างๆเพื่อพัฒนาชุมชนตำบลรัชฎา ตามตารางที่ผู้วิจัยได้สรุปโครงการการพัฒนาท้องถิ่นในแต่ละด้าน พร้อมงบประมาณโดยรวม ทั้งนี้เพื่อประกอบการพิจารณาในการให้ความเห็นของท่านในแบบสอบถามในส่วนต่างๆต่อไป

ยุทธศาสตร์การพัฒนา	งบประมาณ (บาท)
1.ด้านโครงสร้างพื้นฐาน	200,940,000
2.ด้านเศรษฐกิจและการท่องเที่ยว	165,780,000
3.ด้านสังคม	85,342,000
4.ด้านสิ่งแวดล้อม	17,180,000
5.ด้านการเมืองและการบริหาร	34,501,500
<b>รวม (3 ปี)</b>	<b>503,743,500</b>

**คำชี้แจง:** ข้อมูลต่อไปนี้เป็นข้อมูลเบื้องต้นของแผนพัฒนาท้องถิ่นของตำบลไม้ขาว  
(ปี 2552-2554)

เนื่องด้วยองค์การบริหารส่วนตำบลไม้ขาวได้พัฒนาแผนพัฒนาท้องถิ่น 3 ปี (2552-2554) ของตำบลไม้ขาว ซึ่งได้กำหนดโครงการต่างๆเพื่อพัฒนาชุมชนตำบลไม้ขาว ตามตารางที่ผู้วิจัยได้สรุปโครงการการพัฒนาท้องถิ่นในแต่ละด้าน พร้อมงบประมาณ โดยรวม ทั้งนี้เพื่อประกอบการพิจารณาในการให้ความเห็นของท่านในแบบสอบถามในส่วนต่างๆต่อไป

ยุทธศาสตร์การพัฒนา	งบประมาณ (บาท)
1.ด้านการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม	158,340,000
2.ด้านการศึกษาและสาธารณสุข	52,790,000
3.ด้านเศรษฐกิจ	3,300,000
4.ด้านศาสนาและวัฒนธรรม	24,420,000
5.ด้านคุณภาพชีวิต	101,316,000
6.ด้านภูมิปัญญาท้องถิ่น	600,000
7.ด้านชุมชนเข้มแข็งและพึ่งตนเองได้	7,350,000
<b>รวม (3 ปี)</b>	<b>348,116,000</b>



**คำชี้แจง:** ข้อมูลต่อไปนี้เป็นข้อมูลเบื้องต้นของแผนพัฒนาท้องถิ่นของตำบลเกาะแก้ว  
(ปี 2552-2554)

เนื่องด้วยองค์การบริหารส่วนตำบลเกาะแก้ว ได้พัฒนาแผนพัฒนาท้องถิ่น 3 ปี (2552-2554) ของตำบลเกาะแก้ว ซึ่งได้กำหนดโครงการต่างๆเพื่อพัฒนาชุมชนตำบลเกาะแก้ว ตามตารางที่ผู้วิจัยได้สรุปโครงการการพัฒนาท้องถิ่นในแต่ละด้าน พร้อมงบประมาณโดยรวม ทั้งนี้เพื่อประกอบการพิจารณาในการให้ความเห็นของท่านในแบบสอบถามในส่วนต่างๆต่อไป

ยุทธศาสตร์การพัฒนา	งบประมาณ (บาท)
1.ด้านสังคมและเศรษฐกิจ	3,995,000
2.ด้านการศึกษา ศาสนาและวัฒนธรรม	8,508,000
3.ด้านโครงสร้างพื้นฐาน	56,220,000
4.ด้านทรัพยากรธรรมชาติและสิ่งแวดล้อม	385,000
5.ด้านการบริหาร	1,133,500
<b>รวม (3 ปี)</b>	<b>70,241,500</b>

**คำชี้แจง:** กรุณาทำเครื่องหมาย ( X ) ในช่องระดับผลการวัดที่ตรงกับความคิดเห็นของท่าน

**ส่วนที่ 2:** ประโยชน์จากแผนยุทธศาสตร์การพัฒนาท้องถิ่นที่ชุมชนได้รับ

จากตารางสรุป แผนยุทธศาสตร์การพัฒนาท้องถิ่น ท่านมีความคิดเห็นอย่างไร

รายการ	ระดับผลการวัด				
	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
1. โครงการตามแผนพัฒนาท้องถิ่นได้ให้ประโยชน์แก่ท่านโดยตรง	5	4	3	2	1
2. โครงการตามแผนพัฒนาท้องถิ่นได้ให้ประโยชน์แก่ชุมชน	5	4	3	2	1
3. โครงการตามแผนพัฒนาท้องถิ่นสร้างอาชีพให้แก่ชุมชน	5	4	3	2	1
4. โครงการตามแผนพัฒนาท้องถิ่นส่งเสริมการจ้างงานและเพิ่มมูลค่าให้สินค้า	5	4	3	2	1
5. โครงการตามแผนพัฒนาท้องถิ่นมีผลกระทบทำให้วิถีชีวิตของชุมชนดีขึ้น	5	4	3	2	1
6. โครงการตามแผนพัฒนาท้องถิ่นมีผลกระทบทำให้สิ่งแวดล้อมในชุมชนดีขึ้น	5	4	3	2	1
7. โครงการตามแผนพัฒนาท้องถิ่นใช้ทรัพยากรที่มีอยู่ในท้องถิ่น	5	4	3	2	1
8. ท่านได้ร่วมเสนอและจัดการโครงการตามแผนพัฒนาท้องถิ่น	5	4	3	2	1
9. ท่านสามารถตรวจสอบและถอดถอนโครงการตามแผนพัฒนาท้องถิ่นได้	5	4	3	2	1
10. โครงการตามแผนพัฒนาท้องถิ่นช่วยให้การจัดเก็บภาษีผู้องค์กรท้องถิ่นดีขึ้น	5	4	3	2	1
11. โครงการตามแผนพัฒนาท้องถิ่นให้การส่งเสริมสวัสดิภาพและความปลอดภัยให้ดีขึ้น	5	4	3	2	1
12. โครงการตามแผนพัฒนาท้องถิ่นทำให้ราคาที่ดินมีค่า	5	4	3	2	1

**คำชี้แจง:** กรุณาทำเครื่องหมาย ( X ) ในช่องหลังข้อความที่ตรงความเป็นจริงมากที่สุด

**ส่วนที่ 3:** การมีส่วนร่วมของชุมชนและผลกระทบด้านต่างๆในการจัดการแหล่งท่องเที่ยว

### 3.1 การร่วมวางแผนแนวทางการจัดการแหล่งท่องเที่ยว

รายการ	ระดับการมีส่วนร่วม				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1.กำหนดพื้นที่เพื่อเป็นแหล่งท่องเที่ยว	5	4	3	2	1
2.จัดตั้งกลุ่ม/ชมรม เพื่อดูแลกิจกรรมการท่องเที่ยวในชุมชน	5	4	3	2	1
3.มีการส่งเสริมให้ชุมชนมีอาชีพและมีรายได้	5	4	3	2	1
4.มีการออกกฎระเบียบและข้อบังคับให้ปฏิบัติ เพื่อรักษาสภาพแวดล้อมของชุมชน	5	4	3	2	1
5.ร่วมกำหนดมาตรการเพื่อจัดการผู้ฝ่าฝืนกฎระเบียบชุมชนในด้านการให้ความร่วมมือในการอนุรักษ์แหล่งท่องเที่ยว	5	4	3	2	1
6.การบูรณาการที่ดินสาธารณะของชุมชนและกลุ่มนักลงทุน	5	4	3	2	1
7.การบูรณาการและทำลายพื้นที่ป่าชายเลน โดยชุมชนและนักลงทุน	5	4	3	2	1
8.การขายที่ดินให้กับนักลงทุนทั้งชาวไทยและนักลงทุนต่างชาติ	5	4	3	2	1
9.การจัดพื้นที่สำหรับการลงทุนและการอนุรักษ์ไว้ อย่างชัดเจน	5	4	3	2	1
10.การร่วมมือของชุมชนในการดูแลรักษาที่ดินสาธารณะและป่าชายเลน	5	4	3	2	1

## 3.2 ผลกระทบด้านเศรษฐกิจ

รายการ	ระดับของผลกระทบ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1.การท่องเที่ยวมีผลต่อรายได้ที่สำคัญของคนในชุมชน	5	4	3	2	1
2.ท่านและครอบครัวได้รับผลประโยชน์จากการท่องเที่ยว	5	4	3	2	1
3.ผู้บริหารองค์กรปกครองส่วนท้องถิ่นส่งเสริมอาชีพสำหรับชุมชน	5	4	3	2	1
4.โรงแรมหรือบริษัทชาวต่างประเทศส่งเสริมวิถีชีวิตชุมชน	5	4	3	2	1
5.การขายพื้นที่เพื่อการลงทุนของโรงแรมหรือบริษัทชาวต่างชาติ	5	4	3	2	1
6.การส่งเสริมระบบการศึกษาเพื่อสร้างบุคคลากรสำหรับธุรกิจท่องเที่ยว	5	4	3	2	1
7.การขายที่ดินให้นักลงทุน	5	4	3	2	1
8.การส่งเสริมสินค้าพื้นเมืองของชุมชนท้องถิ่นออกสู่ตลาด	5	4	3	2	1
9.การจัดการการเกษตรและการประมงขององค์กรปกครองส่วนท้องถิ่น	5	4	3	2	1
10.ธุรกิจท่องเที่ยวและนักลงทุนให้การอุดหนุนงบประมาณในกิจกรรมต่างๆของชุมชน	5	4	3	2	1

## 3.3 ผลกระทบด้านสิ่งแวดล้อม

รายการ	ระดับของผลกระทบ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1.ความตระหนักของชุมชนต่อคุณค่าสิ่งแวดล้อม	5	4	3	2	1
2.การช่วยรักษาสิ่งแวดล้อมของชุมชนท้องถิ่น	5	4	3	2	1
3.การนำสิ่งของกลับมาใช้ใหม่เพื่อให้ชุมชนเห็นคุณค่าสิ่งแวดล้อม	5	4	3	2	1
4.การใช้ประโยชน์จากการพัฒนาและปรับปรุงสิ่งแวดล้อมของชุมชน	5	4	3	2	1
5.การใช้ประโยชน์จากการค้นหาแนวทางสำหรับการดูแลและแก้ปัญหาของสิ่งแวดล้อม	5	4	3	2	1
6.การทำให้ทรัพยากรธรรมชาติเสียหาย	5	4	3	2	1
7.ทำให้เกิดปัญหาทางน้ำและน้ำเสียต่อชุมชน	5	4	3	2	1
8.ทำให้เกิดมลภาวะในชุมชน	5	4	3	2	1
9.การทำลายทรัพยากรทางชีวภาพ	5	4	3	2	1
10.การเปลี่ยนแปลงทัศนะและแก่งคุดต่างๆของชุมชน	5	4	3	2	1

## 3.4 ผลกระทบด้านสังคม

รายการ	ระดับของผลกระทบ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1.การสร้างความเจริญให้ชุมชน	5	4	3	2	1
2.การสร้างมาตรฐานของคุณภาพชีวิตที่ดีแก่ชุมชน	5	4	3	2	1
3.ได้ประโยชน์จากการเปลี่ยนโครงสร้างภายในครอบครัวของชุมชน	5	4	3	2	1
4.ผลประโยชน์ทางการศึกษาที่ชุมชนได้รับ	5	4	3	2	1
5.ได้ประโยชน์ในความปลอดภัยและความมั่นคงของชุมชน	5	4	3	2	1
6.เกิดปัญหาการเปลี่ยนแปลงวิถีชีวิตของชุมชน	5	4	3	2	1
7.การห่างหายไปของความสัมพันธ์ของคนภายในครอบครัว	5	4	3	2	1
8.การเพิ่มขึ้นของคนจากชุมชนอื่นที่ย้ายเข้ามาอยู่ในชุมชน	5	4	3	2	1
9.ปัญหาโสเภณีในชุมชน	5	4	3	2	1
10.การทำให้ชุมชนเสียเปรียบนักท่องเที่ยว	5	4	3	2	1

## 3.5 ผลกระทบด้านวัฒนธรรม

รายการ	ระดับของผลกระทบ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1.การดึงคนนักท่องเที่ยวด้วยวัฒนธรรมที่เป็นเอกลักษณ์ของท้องถิ่น	5	4	3	2	1
2.ทำให้นักท่องเที่ยวเข้าใจวัฒนธรรมท้องถิ่น	5	4	3	2	1
3.การสร้างความรัก การอนุรักษ์ การปกป้องและความภาคภูมิใจในวัฒนธรรมและประเพณีของท้องถิ่น	5	4	3	2	1
4.การแลกเปลี่ยนวัฒนธรรมระหว่างนักท่องเที่ยวกับชุมชน	5	4	3	2	1
5.การส่งเสริมสนับสนุนสินค้าชุมชน	5	4	3	2	1
6.ความขัดแย้งในวัฒนธรรมระหว่างนักท่องเที่ยวกับชุมชน	5	4	3	2	1
7.ปัญหาจากการเปลี่ยนแปลงวิถีชีวิตในท้องถิ่น	5	4	3	2	1
8.การเปลี่ยนแปลงแบบแผนวัฒนธรรมท้องถิ่นอย่างรวดเร็ว	5	4	3	2	1
9.การลดลงของคุณค่าผลิตภัณฑ์งานฝีมือของชุมชน	5	4	3	2	1
10.การทำลายวัฒนธรรม ศิลปะและมรดกทางวัตถุของชุมชน	5	4	3	2	1

**คำชี้แจง:** กรุณาทำเครื่องหมาย ( X ) ในช่องหลังข้อความที่ตรงกับความคิดเห็นของท่าน

**ส่วนที่ 4:** ทศนคติของชุมชนต่อการท่องเที่ยวโดยชุมชนมีส่วนร่วม

รายการ	ระดับผลการวัด				
	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วยอย่าง
1.การท่องเที่ยวให้ผลดีแก่ชุมชน	5	4	3	2	1
2.ในทางส่วนตัวท่านได้รับประโยชน์จากอุตสาหกรรมท่องเที่ยว	5	4	3	2	1
3.การท่องเที่ยวสร้างอาชีพให้กับชุมชน	5	4	3	2	1
4.การท่องเที่ยวทำให้สินค้าและบริการในชุมชนมีราคาสูงขึ้น	5	4	3	2	1
5.การท่องเที่ยวเป็นการรบกวนการทำกิจกรรมของชุมชน	5	4	3	2	1
6.การท่องเที่ยวเป็นภัยต่อสิ่งแวดล้อม	5	4	3	2	1
7.การท่องเที่ยวทำให้เกิดการตื่นตัวของชุมชนเจ้าของแหล่งท่องเที่ยว	5	4	3	2	1
8.การท่องเที่ยวใช้ทรัพยากรธรรมชาติที่ชุมชนมีความจำเป็นต้องใช้	5	4	3	2	1
9.การท่องเที่ยวทำให้เกิดการสร้างโครงสร้างพื้นฐานในชุมชนมากขึ้น	5	4	3	2	1
10.การท่องเที่ยวทำให้ชุมชนเกิดความภาคภูมิใจ	5	4	3	2	1
11.การท่องเที่ยวช่วยส่งเสริมวัฒนธรรมและอาชีพหัตถกรรมของชุมชน	5	4	3	2	1
12.การท่องเที่ยวช่วยส่งเสริมแหล่งนันทนาการต่างๆให้ชุมชน	5	4	3	2	1
13.การท่องเที่ยวช่วยสร้างภาพลักษณ์ที่ดีและส่งเสริมการลงทุนมากขึ้น	5	4	3	2	1
14.ชุมชนสามารถเข้าไปใช้พื้นที่ที่นักท่องเที่ยวใช้ได้	5	4	3	2	1
15.การท่องเที่ยวทำให้พฤติกรรมของชุมชนเปลี่ยนแปลงไปในทางลบ	5	4	3	2	1

#### APPENDIX C



### Interview (English version)



Set \_\_ Location \_\_

Date(\_\_/\_\_/2009)

### Interview

**Title:** The attitude of local resident toward Community-Based Tourism Development at the East coast of Phuket Island (Tambon Maikhao, Tambon Paklok, Tambon Kohkeaw, and Tambon Ratsada)

---

This questionnaires from is one part of research project as a partial fulfillment of the requirement for the degree of master of business administration in hospitality and tourism management (International program), Prince of Songkla University, Phuket Campus. The Objective is to study about impacts, the potentials of developing CBT, generic strategy and guidelines for community-based tourism development at tambon maikhao, tambon paklok, tambon kohkeaw, and tambon ratsada. The result of the study will provide the proper guidelines for sustainable tourism development at tambon maikhao, tambon paklok, tambon kohkeaw, and tambon ratsada especially in process of sustainable tourism planning and management. Furthermore, the result will benefit to publics, official unit, and general interests. This study is for the academic purpose only, which has no any impacts to the respondent or the person who was mentioned to. All information from the respondent will be kept confidentially, which is used to analyze as the general picture only.

Thus, all of your responds are worth to this study. Please fill the complete and true information in order to generate the most effective results. The researcher would like to Thanks for your kindness to answer all questions as provided in this questionnaires.

Bundit Santikul  
Researcher

### Interview Question

1. In your opinion, are there tourist attractions in this district that should be developed or not?  
And how?
2. Do you think that 3LDP support sustainable tourism?
3. Do you position the sustainable tourism in 3LDP? What are the plans of sustainable tourism?  
And purpose of each plans?
4. Did you study and survey the priority needs of the local community in cases of tourism development prior to issue of 3LDP? How?
5. Did you study of environmental impact and provide a prevention plan due to tourism development? How?
6. What is the percentage of tourism and local product revenue of the total district revenue?
7. In your opinion, do local people participate to take care of natural resources and the environment?
8. What is the mangrove area proportion of the total district area? Do you think that it is still healthy? And why?
9. Do you think that there is an invasion destroying mangrove forests, natural resources and environment caused by investors and people living in the community or not? Do you have any preventive measures?
10. Following from question nine, do you have any check-up and procedures to handle the intruders who are destroyed mangrove forest?
11. Are there any impacts of local lifestyle due to the tourism investment resulting in land sale?  
And how much of it?
12. Do you have an idea of how to maintain a community that is able to stand by themselves without selling land to investors? And how?
13. Do you have any plans to develop tourism with community participation in future or not? And how?
14. Do you think that the policy of the Executive Administration of district development plans is in line with the provincial development plans or not?
15. In your opinion what is the obstacles and problems in 3LPD? To achieve its purpose what are your remedial?

16. In your community, do you have any problem with water waste and waste (refuse)? And do you have any plans to deal with it?
17. In your community, do you have any problems with drugs or youth problems? What are the safeguards and remedial?
18. Do you apply the efficiency economy theory in your community? If “yes” how many projects do you have?
19. In this district, do you have any problems with infrastructure? What are the safeguards and remedial?
20. What is the meaning of sustainable development in your view?

## APPENDIX D

## Interview (Thai version)

ชุดที่ \_\_\_\_\_ พื้นที่เก็บข้อมูล \_\_\_\_\_  
วันที่ (...../...../ 2552)



## แบบสัมภาษณ์

**เรื่อง:** ความคิดเห็นของเจ้าหน้าที่องค์การบริหารส่วนตำบลเกี่ยวกับการพัฒนาการท่องเที่ยวโดยให้ชุมชนมีส่วนร่วม ตลอดแนวชายฝั่งทะเลด้านทิศตะวันออกของเกาะภูเก็ต (ตำบลไม้ขาว, ตำบลป่าคลอก, ตำบลเกาะแก้วและตำบลรัชฎา)

แบบสัมภาษณ์ฉบับนี้เป็นส่วนหนึ่งของโครงการศึกษาวิจัยสำหรับงาน

วิทยานิพนธ์ของนักศึกษาหลักสูตรปริญญาโทบริหารธุรกิจ สาขาการจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ) คณะการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต โดยมีวัตถุประสงค์เพื่อศึกษาเรื่อง “ผลกระทบ สักยภาพในการพัฒนาการท่องเที่ยวโดยประชาชนมีส่วนร่วม กรณีศึกษาพื้นที่ตลอดแนวชายฝั่งด้านทิศตะวันออกของเกาะภูเก็ต (ตำบลไม้ขาว, ตำบลป่าคลอก, ตำบลเกาะแก้วและตำบลรัชฎา)” ผลการวิจัยครั้งนี้คาดว่าจะประโยชน์ต่อประชาชน หน่วยงานราชการและผู้ที่เกี่ยวข้องทุกคน โดยการวิจัยในครั้งนี้เป็นการศึกษาทางวิชาการเท่านั้น ผลการศึกษจะไม่ส่งผลกระทบต่อผู้ให้ข้อมูลหรือผู้ที่ถูกกล่าวถึง ข้อมูลที่ได้รับจะถูกเก็บเป็นความลับ โดยจะนำมาทำสรุปผลการวิจัยเป็นภาพรวมเท่านั้น

ดังนั้น ข้อมูลที่ได้รับจากท่านมีคุณค่าอย่างยิ่งต่องานวิจัย ผู้วิจัยจึงใคร่ขอความอนุเคราะห์จากท่าน โปรดตอบแบบสัมภาษณ์ตามความคิดเห็นของท่าน ผู้วิจัยขอขอบคุณที่ท่านสละเวลาอันมีค่าในการให้ข้อมูลไว้ ณ ที่นี้

บัณฑิต สันติกุล

ผู้วิจัย

ผู้สัมภาษณ์ .....

ผู้ให้สัมภาษณ์ .....

ตำแหน่งงาน .....

วัน/เดือน/ปี .....

สถานที่ .....

1. ตำบล.....

ตำบลไม้ขาว  ตำบลป่าคลอก  ตำบลเกาะแก้ว  ตำบลรัชฎา

2. เพศ

ชาย  หญิง

3. สถานภาพการสมรส

โสด  สมรส  หย่าร้าง / หม้าย

4. อายุ (ปี)

1) ต่ำกว่า 20  2) 21-30  3) 31-40

4) 41-50  5) 51-60  6) 60 ขึ้นไป

5. การศึกษา

1) ประถมศึกษา  2) มัธยมศึกษา  3) ปวช./ปวส.  
 4)ปริญญาตรี  5)ปริญญาโท  6) อื่นๆ.....

6. ศาสนา

1) พุทธ  2) อิสลาม  3) คริสต์  4) อื่นๆ .....

**ส่วนที่ 2:** “ผลกระทบและศักยภาพในการพัฒนาการท่องเที่ยวโดยประชาชนมีส่วนร่วม  
กรณีศึกษาพื้นที่ตลอดแนวชายฝั่งด้านทิศตะวันออกของเกาะภูเก็ต (ตำบลไม้ขาว, ตำบลป่าคลอก,  
ตำบลเกาะแก้วและตำบลรัชฎา)”

1. ท่านคิดว่าตำบลนี้มีแหล่งท่องเที่ยวที่ควรได้รับการพัฒนาหรือไม่ อย่างไร
2. ท่านคิดว่าแผนพัฒนาสามปีขององค์การบริหารส่วนตำบล มีส่วนในการให้การสนับสนุนการท่องเที่ยวให้เกิดความยั่งยืนหรือไม่ อย่างไร
3. ท่านได้จัดทำโครงการเพื่อจัดการการท่องเที่ยวและการพัฒนาแหล่งท่องเที่ยวไว้ในแผนพัฒนาสามปีหรือไม่ อะไรบ้าง เพื่อให้เกิดประโยชน์กับชุมชนในบาง
4. ท่านได้สำรวจและจัดลำดับความต้องการของชุมชนในเรื่องการพัฒนาการท่องเที่ยวก่อนทำแผนพัฒนาสามปีหรือไม่ อย่างไร
5. ท่านได้สำรวจผลกระทบที่จะเกิดขึ้นกับสิ่งแวดล้อม และมีแผนการป้องกันการทำลายสิ่งแวดล้อมที่เกิดจากการพัฒนาการท่องเที่ยวหรือไม่ อย่างไร
6. รายได้จากการท่องเที่ยว รายได้จากการจำหน่ายสินค้าพื้นเมือง มีมูลค่าโดยประมาณกี่เปอร์เซ็นต์ของรายได้รวมทั้งหมดของตำบล
7. ท่านคิดว่าชุมชนในตำบลนี้มีจิตสำนึกและมีส่วนร่วมกันรักษาทรัพยากรธรรมชาติและสิ่งแวดล้อมหรือไม่อย่างไร
8. พื้นที่ป่าชายเลนตามแนวชายฝั่งทะเลของตำบลนี้มีสัดส่วนเท่าไรของพื้นที่ทั้งหมด ท่านคิดว่ายังคงมีความสมบูรณ์ของทรัพยากรธรรมชาติอยู่หรือไม่ อย่างไร
9. ท่านคิดว่าการบุกรุกทำลายป่าชายเลน ทรัพยากรธรรมชาติและสิ่งแวดล้อม อันเกิดจากนักลงทุนและผู้ที่อาศัยอยู่ในชุมชนหรือไม่ มีแนวทางการป้องกันอย่างไร
10. จากข้อ 9 หากมีการบุกรุกทำลาย ท่านได้เข้าไปตรวจสอบและมีขั้นตอนการดำเนินการกับผู้บุกรุก ทำลายป่าชายเลน ทรัพยากรธรรมชาติและสิ่งแวดล้อมหรือไม่ อย่างไร
11. การเข้ามาลงทุนของธุรกิจที่เกี่ยวข้องกับการท่องเที่ยว ทำให้เกิดการขายที่ดินทำกินของชุมชน ท่านคิดว่ามีผลกระทบต่อวิถีชีวิตของชุมชนหรือไม่ กระทบมากหรือน้อยอย่างไร
12. ท่านมีความคิดที่จะให้ชุมชนคงความเป็นชุมชนเดิมที่สามารถดำรงอยู่ได้โดยไม่ต้องขายที่ดินให้กับนักลงทุนหรือไม่ อย่างไร

13. ท่านวางแนวทางการพัฒนาการท่องเที่ยวโดยประชาชนมีส่วนร่วมของตำบลในอนาคตหรือไม่ อย่างไร
14. ท่านคิดว่านโยบายของผู้บริหารองค์การบริหารส่วนตำบลสอดคล้องกับแผนพัฒนาของจังหวัดหรือไม่
15. ท่านคิดว่ามีอุปสรรคและปัญหาในการบริหารจัดการตามแผนพัฒนาสามปีอะไรบ้าง เพื่อให้บรรลุเป้าหมายท่านมีวิธแก้ไขอย่างไร
16. ในเขตชุมชนของท่านมีปัญหาเรื่อง น้ำเสีย ของเสีย (ขยะ) หรือไม่ ท่านมีแผนการจัดการปัญหาเหล่านี้หรือไม่อย่างไร
17. ในเขตชุมชนของท่านมีปัญหาเรื่องยาเสพติดและปัญหาที่เกี่ยวกับเยาวชนหรือไม่ และมีแผนการป้องกัน/แก้ไขอย่างไร
18. ท่านได้นำเอาปรัชญาเศรษฐกิจพอเพียงของในหลวงมาประยุกต์ใช้ในเขตชุมชนของท่านมากน้อยเพียงใด มีโครงการอะไรบ้าง
19. ในตำบลนี้มีปัญหาเรื่องน้ำบริโภค อุปโภคหรือไม่ ท่านมีแผนการจัดการและแก้ไขอย่างไร
20. ความหมายของการพัฒนาที่ยั่งยืนในมุมมองของท่านหมายถึงอะไร

## VITAE

**Name** Mr. Bandit Santikul

### **Educational Attainment**

<b>Degree</b>	<b>Name of Institution</b>	<b>Year of Graduation</b>
Bachelor of Business (General Management)	Phuket Rajabhat University	2005

### **Work-Position and Address**

9 moo 7, Tapkrasattree Rd., Tambon Khokeaw,  
Amphur Muang, Phuket 83000  
Tel: +66-89-874-6456  
Fax: +66-76-216-765  
E-mail: phu-ta@hotmail.com

### **List of Publication and Proceeding**

Santikul, B., & Chaisawat, M. *Sustainable Tourism Planning and Management at Local Administration Organization: The case of east coast of Phuket Island at Tambon Maikhao, Tambon Paklok, Tambon Kokeaw, and Tambon Ratsada*. Asia Pacific Forum. Sejong University, Korea, 6-7 July, 2009.