



**Tourism Impact on Rural Community: The Case of
Four Districts in Songkhram River Basin, Northeast
of Thailand**

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**A Thesis Submitted in Partial Fulfillment of the
Requirements for the Degree of
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ชื่อวิทยานิพนธ์	ผลกระทบจากการท่องเที่ยวในชุมชนชนบท: กรณีศึกษาที่ชุมชนในกลุ่มจังหวัดลุ่มแม่น้ำสงคราม ภาคตะวันออกเฉียงเหนือ ประเทศไทย
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บทคัดย่อ

จุดมุ่งหมายในการศึกษาครั้งนี้เพื่อเป็นการศึกษาสถานการณ์การท่องเที่ยวในปัจจุบันของกลุ่มแม่น้ำสงคราม นอกจากนี้ยังศึกษาผลกระทบจากการท่องเที่ยวทั้งแง่บวกและแง่ลบต่อชุมชนชนบทที่อยู่อาศัยบริเวณลุ่มแม่น้ำสงคราม ตลอดจนเสนอแนะแนวทางในการพัฒนาการท่องเที่ยวในชุมชนดังกล่าวอีกด้วย

ประชากรของการศึกษาครั้งนี้เป็นประชากรในท้องถิ่นและองค์กรต่าง ๆ จากสี่ชุมชนในลุ่มแม่น้ำสงคราม ภาคตะวันออกเฉียงเหนือ ประเทศไทย (ท่ากุดแดง บ้านเชียง ธาตุพนม เจริญศิลป์) เพื่อให้บรรลุวัตถุประสงค์ดังกล่าวมาแล้วข้างต้น การศึกษาครั้งนี้จึงใช้ระเบียบวิธีวิจัยทั้งการวิจัยเชิงคุณภาพและปริมาณ โดยการวิจัยเชิงปริมาณนั้น ใช้ตัวอย่างในการศึกษา 394 ราย เพื่อศึกษาผลกระทบด้านการท่องเที่ยว โดยใช้แบบสอบถามในการเก็บข้อมูลจากผู้คนในท้องถิ่นของทั้งสี่ชุมชนในเขตลุ่มแม่น้ำสงคราม ในการวิจัยเชิงคุณภาพนั้น ใช้การสัมภาษณ์จากองค์กรต่างๆ ในท้องถิ่นทั้งสิ้น 11 ราย

ผลจากการศึกษาชี้ให้เห็นว่า สถานการณ์การท่องเที่ยวในปัจจุบันของกลุ่มแม่น้ำสงครามนั้น มีจำนวนนักท่องเที่ยวเพิ่มขึ้นเรื่อยๆ เนื่องจากมีนโยบายที่จะพัฒนาพื้นที่ดังกล่าวให้เป็นแหล่งท่องเที่ยว ตลอดจนการสนับสนุนการท่องเที่ยวเป็นรูปธรรมกว่าในอดีตที่ผ่านมา คนในท้องถิ่นภาคภูมิใจในการนำเสนอขนบธรรมเนียมประเพณีและความเชื่อต่างๆ ให้แก่นักท่องเที่ยว อย่างไรก็ตาม การมีส่วนร่วมในแง่ของการวางแผนและพัฒนานั้นยังมีน้อย อันเนื่องมาจากกระบวนการวางแผนและพัฒนาส่วนใหญ่ภาครัฐเป็นผู้กำหนด นอกจากนี้ ผลการศึกษาชี้ให้เห็นว่า กลุ่มตัวอย่างให้ความสำคัญเกี่ยวกับการท่องเที่ยวในแง่บวกมากกว่าแง่ลบ ซึ่งผลการศึกษาดังกล่าวสอดคล้องกับลักษณะวงจรชีวิตของแหล่งท่องเที่ยวในระยะเริ่มต้น

จากการศึกษาชี้ให้เห็นว่า การท่องเที่ยวนั้นให้ผลดีมากกว่าผลเสีย โดยผลกระทบด้านเศรษฐกิจดูเหมือนจะเป็นปัจจัยหลักที่ชุมชนให้ความสำคัญ ในขณะที่ผลกระทบด้านสังคมและวัฒนธรรม ตลอดจนผลกระทบด้านสิ่งแวดล้อมถูกมองเป็นประเด็นรองลงมา

จากผลการศึกษาชี้ให้เห็นว่า การท่องเที่ยวในลุ่มแม่น้ำสงครามยังเป็นเรื่องใหม่ในมุมมองของคนในท้องถิ่น และเพื่อเป็นการหลีกเลี่ยงผลกระทบด้านลบจากการท่องเที่ยว ชุมชนควรแบ่งพื้นที่ออกเป็นแนวหน้า (frontstage) สำหรับรองรับนักท่องเที่ยว และแนวหลัง

(backstage) สำหรับคนในท้องถิ่นได้อยู่อาศัยตามปกติ ดังนั้น รายได้ที่เกิดจากการท่องเที่ยวในส่วนแนวหน้า (frontstage) สามารถกระจายไปสู่ชุมชนได้ ซึ่งในขณะเดียวกันนั้น รากฐานของวัฒนธรรมยังคงเก็บรักษาไว้ในแนวหลัง (backstage) เช่นเดียวกับการขยายระยะเวลาในช่วงเริ่มต้นของลักษณะวงจรชีวิตของแหล่งท่องเที่ยวให้ยาวนานขึ้นโดย 1) การลดความต้องการในการท่องเที่ยวให้สอดคล้องกับสิ่งอำนวยความสะดวกที่มีอยู่แล้ว 2) การสร้างสิ่งอำนวยความสะดวกให้เพียงพอกับความต้องการในการท่องเที่ยว

ในแง่ของการให้ความรู้แก่ชุมชนนั้น ควรมีการร่วมมือกันระหว่างคนในท้องถิ่นกับสถาบันการศึกษา เพื่อให้เกิดความเข้าใจในการท่องเที่ยวมากยิ่งขึ้นและเพื่อให้การท่องเที่ยวในลุ่มแม่น้ำสงครามเป็นการท่องเที่ยวแบบยั่งยืนต่อไป

นอกจากนี้ การวางแผนด้านการท่องเที่ยวควรสนับสนุนการท่องเที่ยวแบบยั่งยืนให้เป็นกลไกในการพัฒนาและยกระดับความเป็นอยู่ที่ดีของชุมชน และท้ายที่สุด การวางแผนที่ดีควรคำนึงถึงความสมดุลด้านขีดความสามารถในการรองรับนักท่องเที่ยวในลุ่มแม่น้ำสงคราม

คำสำคัญ : ผลกระทบจากการท่องเที่ยว ชุมชนชนบท ลุ่มแม่น้ำสงคราม ภาควันออกเฉียงเหนือ ประเทศไทย

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ABSTRACT

The purpose of this research is to investigate the current situation of tourism development around the Songkhram River Basin; investigate the impacts of tourism (both positive and negative) on rural communities living around the Songkhram River Basin, and to propose measures for sustainable tourism development in the Songkhram River Basin.

The populations of this study are local residents and local authorities of four communities in the Songkhram River Basin, North-eastern Thailand. The research used two research methods, both quantitative and qualitative in order to achieve these objectives of the study. The quantitative method was employed to investigate the impacts of tourism by using sample size of 394. The questionnaires were distributed to local residents within 4 communities in Songkhram River Basin. The qualitative method was in-depth interviews with 11 local authorities.

The results indicated that the current situation of tourism in the area is gradually increasing in terms of number of tourists because of policies to develop this area as a tourist destination and make tourism more valuable than the past. The locals proudly present their tradition and beliefs to tourists. However, local people participation in planning and development is still low. The planning and development processes are mostly done by government sectors. Moreover, the results derived from the study indicated that the majority of the respondents were more concerned about positive impacts than

negative impacts from tourism. The results are counterparts with the characteristics of the euphoria stage.

Evidently, tourism earns more benefits to local community than costs. The economic impact seems to be the main component that local communities emphasize, while socio-cultural and environmental impacts were downplayed.

Base on the results of the survey, the tourism in the Songkram River Basin is the new experience for local residents' perception. To avoid the negative impact from tourism, the community should separate the tourism area from local way of life area called "frontstage" and "backstage". Therefore, the income from tourism earn from frontstage will be generated to local community while the authentic culture still maintain at backstage area.

Also the application of destination life cycle model in order to extend the period of exploration stage by using two basic ways to extend it: 1) reduction of demand to fit the existing supply, 2) increase supply to meet demand.

In terms of education, the local residents should work with the educational institutions for more understanding of tourism and achieve tourism sustained in the Songkram River Basin.

Moreover, tourism planning should promote sustainable tourism as a mechanism for development and improve local well-being. Finally, the proper plan should recognize the balance of carrying capacity in the area.

Keyword: Tourism impact, Rural community, Songkram River Basin, Northeast of Thailand

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CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

The World Tourist Organization (WTO, 2006) reported that there are over 842 million tourists travel internationally and is projected to increase 4.5% this year. The Asia and Pacific region is second in world tourism with a 33% market share. The tourism industry is rapidly waking up in Asia and the Pacific, particularly in Southeast Asia where tourism increased 4.2% in 2006. There are many attractive destinations in this region, especially places like Thailand. In 2005, the Tourist Authority of Thailand (TAT, 2005) reported that there were 79.53 million trips made by Thai tourists, an increase of 6.33 percent from 2004. It generated about 334,716.79 million baht, which rose by 5.51 percent from the previous year.

Thailand has various types of tourism products such as beach and seaside, culture and life style, special interest events, etc. Because of Thailand's attractiveness, the numbers of tourists are gradually increasing in recent year.

However, keep in mind that there are fluctuations in tourism because Thailand has encountered many incidents both political and natural phenomenon such as: SARs, bird flu, Tsunami, flooding, political conflict and climate change. Therefore, this indicates that tourism is a fragile industry for Thailand. If the country emphasizes only on the exploitation of attraction destinations as a tool for selling, but is not aware of the core value of tourism such as pure culture, and pure traditions and pure lifestyle of households, then tourism resources will suffer. It is risky for the country, in terms of the decrease of benefits from tourism and lost of value of livelihood. For instance, in the past, local residents engaged in agriculture. When tourism boomed, local residents in rural areas moved to apply for jobs in hospitality and service industries as

the migrants. After the economic down turn many business had to close. It had a great impact on local residents with unemployment and land loss. Along with this problem, other social problems occurred such as: crime, drug abuse, low quality of living and so on. Therefore, sustainable tourism is the most suitable tool to help protect households and stabilize the economy.

The impact of tourism does not affect only the big city but also expands to rural areas. To solve that problem, Thailand established The 10th National Economic and Social Development Plan that adopts the “Philosophy of Sufficiency Economy,” initiated by His Majesty King Bhumibol Adulyadej. This philosophy can be applied to all sectors of the economy including tourism. It emphasizes making tourism a means to generate supplementary benefits, and local residents should not expect that tourists are the main source of money for them.

To minimize the negative impacts of tourism on rural communities, the study about tourism impact in specific area are needed. Therefore, the researcher focused on four districts where there is an abundance of natural resources and one of Thailand’s wetland conservation areas called: Songkhram Watershed Communities, located in the Songkhram River Basin.

The Songkhram River Basin is the sub-basin of the Mekong River. It consists of four provinces, namely Udon Thani, Nong Khai, Sakhon Nakon, and Nakon Phanom. The Mekong River Basin Wetland Biodiversity for Sustainable used Program (2005) stated that the Lower Songkhram area has been the home of many different ethnic groups such as So, Lao, Nyaw, and Chinese for a long time due to the rich natural resources and the location. As a result, this area is full of historical, cultural, and natural resources, including some of Thailand's most famous and unspoilt national parks. As the least visited region in the country, the area is still low environmental stress. The revenue from tourism is still small and seems to be increasing. Moreover, Intarachai (2003) stated that trade and

service sectors contributed 17.9 percent of total income to communities. The four most famous communities in the Songkhram River Basin are Baan Chiang, Thakokdeang, Charoensilp, and Thatphanom communities.

Baan Chiang where stands the world heritage site for the prehistoric culture that is located in Udon thani province.

Thakokdaeng, the commune is well known as an attractive destination for fishing activities and floating restaurants at Songkhram River in Nongkhai province which is a border province and the seventh best place in the world for senior Americans to live in.

Charoensilp, commune is located in Sakon nakhon province and has established an Arts and Crafts Center which was initiated by Her Majesty Queen Sirikit. The center produces earthenware for utensils and home decoration. The designs are varied and are of the finest artisanship.

Thatphanom, commune is a part of Nakhonphanom province. It has special characteristics of tourism: religious tourism which make it the most popular Buddhist site situated on the bank of the Mae Khong River, which attracts tourists because of its charming culture and folkway.

The Tourist Authority of Thailand (TAT, 2005) reported that 4,557,102 tourists visited these four provinces. Most of them are Thai tourists. The major factors influencing tourists to visit these provinces are cultural tourism, traditional tourism, religious tourism, handicrafts, and research or learning tourism. Therefore, tourism continues to grow in the area.

Moreover, tourism presently contributes to the economic base of many rural communities in the region, and other communities are interested in attracting tourism development to increase job opportunities. The impacts of tourism development are usually local in nature, and local officials make planning decisions regarding such developments. However, community leaders often lack the knowledge to effectively evaluate the

positive and negative impact that tourism may have on the local area (Reiling, 1992). Moreover, World Tourism Organization (WTO, 2007) stated that many local authorities have not been closely involved in tourism and have little experience with planning, development, and management. In recent years, this has been changing, and the responsibility of tourism development has lain more and more with local authorities, as government structures have become more decentralized.

In order to achieve the implementation of sustainable tourism, education about tourism impact is required, particularly in rural communities where their attractions are still unspoiled.

This study presents a way to preserve the cultural and natural resource of communities. If people know the impact of tourism, they can prevent their community from negative impacts and use the positive impacts as a tool for community development.

1.2 Related Literature

1.2.1 Sustainable Tourism Development

1.2.1.1 Sustainable Development

The first definition of sustainable development was reported in 1987 by 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 generations to meet their own needs” (WCED 1987, p.43).

The sustainable development remain centred 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.

Moreover, Turner, Pearce and Bateman (1994) argued that interpretations of sustainable development could be classified as ranging from “very strong” to “very weak.” While very strong refers to extreme resource preservationists, very weak refers to traditional resource exploitation (Table 1.1).

Table 1.1 A Simplified Description of the Sustainable Development Spectrum

Sustainability position	Defining characteristics
Very weak	Anthropocentric and utilitarian; growth orientated and resource exploitative; natural resources utilized at economically optimal rates through unfettered free markets operating to satisfy individual consumer choice; infinite substitution possible between natural and human-made capital; continued well-being assured through economic growth and technical innovation.
Weak	Anthropocentric and utilitarian; resource conservationist; growth is managed and modified; concern for distribution of development costs and benefits through intra- and intergenerational equity; rejection of infinite substitution possible between natural and human-made capital with recognition of some aspects of the natural capital constant or rising through time; decoupling of negative environmental impacts from economic growth.
Strong	(Eco) system perspective; resource preservationist; recognizes primary value of maintaining the functional integrity of

	ecosystems over and above secondary value through resource utilization; interests of the collective given more weight than those of the individual consumer;
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Table 1.1 (Continued)

Sustainability position	Defining characteristics
	adherence to intra- and intergenerational equity; decoupling important but alongside a belief in a steady state economy as a consequence of following the constant natural assets rule; zero economic and human population growth.
Very strong	Bioethical and eco-centric; resource preservationist to the point where utilization of natural resources is minimized; nature's rights or intrinsic value in nature encompassing non-human living organisms and even a biotic elements under a literal interpretation of Gaianism; anti-economic growth and for reduced human population.

Source: Hunter (1997) adapted from Turner, Pearce and Bateman (1994)

1.2.1.2 Sustainable Tourism

Tourism brings foreign investment and money to many countries for developing themselves. Therefore, developed countries and developing countries encourage tourism in order to satisfy their guests and motivate tourists as much as possible. As a result, conventional, unsustainable tourism has occurred. The economic benefits are more important than negative impacts of tourism and livelihood, especially

negative environmental impacts. Moreover, citizens of the earth recognize the importance of conserving nature.

Evidently, sustainable tourism became popular since the idea of sustainable development had launched in 1987 by the Brundtland Report (Weaver and Lawton, 2002). People understand the problem that the earth has a scarcity of resources, which are not used properly and argued that tourism is a resource destroyer.

In 1992, the master plan for sustainable tourism called Agenda 21 had established. It offers policies and programs to achieve a sustainable balance between consumption, population, and the earth's life-supporting capacity (Jittungwattana, 2006).

Moreover, the WTO (2004a) mentioned that "sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability"

Furthermore, McKercher (2003) has separated sustainable development into four pillars:

1. Economic sustainability, it is concerned with both macro and micro economics in order to identify the costs and benefits from tourism, which mean not only recognize the GDP of the country, but also must distribute income to grassroots social status people, i.e. "Pro Poor Tourism"

2. Ecological sustainability, make tourism a means to maintenance of essential ecological process, biological diversity and biological resources

3. Cultural sustainability, increase people's control over their lives and is compatible with the culture and values of those affected and strengthens the community identity

4. Local sustainability, make tourism as a means to generate or retain income to local community.

However, the Sustainable Tourism Ireland (2001) stated that sustainable tourism is defined by eight categories:

- It is informative. Which means both tourist and local residents have learned together about tourism.
- It supports the integrity of place. Tourism can bring benefits locals by tourism expenditures. Therefore, local resident's perceived value of those assets increases.
- It benefits the resident. Tourism can bring positive impacts to the local area: such as employment, skills, and enriches the knowledge of local residents.
- It conserves resources. Tourism as a tool for preventing the loss of resources because the benefits from tourism can be used for developing resources and increasing stakeholders' awareness to preserve resources for their long term benefit.
- It respects local culture and tradition. The most important benefit from rural tourism is increased respect for local culture and tradition especially backpackers who are the new generation and consider the value of livelihood. We observe that this tourist group prefers to be close to nature.
- It does not abuse its product. As mentioned before, this type of the tourism should be a supplement to household income, not the primary source.
- It strives for quality, not quantity. This goes along with the sufficiency economic agenda that we should be concerned with our carry capacity and not surpass it.
- It means great trips. Both tourists and household members are enriched from tourism.

Although there are various definitions of “sustainable tourism,” the core idea is: how to avoid negative impact from tourism.

1.2.1.3 Carrying Capacity

Carrying capacity is a tool used with the planning and management of tourism areas. It can be defined as the maximum number of tourists that can be catered to while making full use of tourism facilities and amenities without causing undue damage to the environment. Capacity is determined by the assessed limits of acceptable change (LAC) to the environment (Jamieson, 1996). There are four types of carrying capacity:

1. Physical carrying capacity, this relates to the amount of suitable land available for facilities, and also includes the finite capacity of the facilities. It is the most straightforward of all capacity measures, and can be used for planning and management control.

2. Psychological carrying capacity of a site is exceeded when visitors’ experience is significantly impaired. It is a very individual concept and difficult to influence by management and planning, although landscaping can be used to reduce the impression of crowding.

3. Biological carrying capacity of a site is exceeded when environmental damage or disturbance is unacceptable. This can relate to both flora and fauna, although more work has examined the capacity thresholds of vegetation than has looked at the tolerance of animals or birds to tourism. It is also important to consider the total ecosystem rather than individual elements.

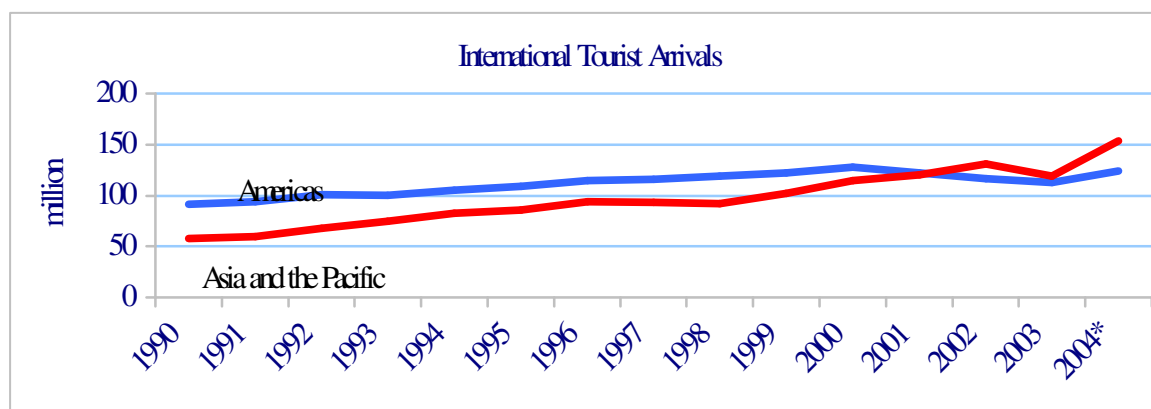
4. Social carrying capacity is derived from ideas of community-based tourism planning and sustainability. It attempts to define levels of development, which are acceptable to the host community residents and businesses.

In order to minimize the negative and maximize positive impact, tourist destinations have to understand the model of destination management. Jemeison (1996) stated that there is significant literature about destination management that can provide a better understanding of the form of planning. It is clear that destination management in the tourism industry requires that the host community, the environment, and tourists must all be considered and cared for.

1.2.2 Tourism Impact

Presently, tourism provides about 10% of the world's income and employed almost one tenth of the world's workforce. Tourism has an average growth rate of 6.5 % a year (WTO, 2005a). The Americas region is the most visited world region and the second one is Asia and the Pacific region, which tend to be the most visited places in the world (see Figure 1.1).

Figure 1.1 Comparison of International Tourist Arrivals between Americas and Asia and the Pacific



Source: World Tourism Organization (2005b)

According to the figure above, in 1990, the number of international tourist arrivals to the Americas is more than Asia and the Pacific region. However, the trend of Asia and the Pacific region has gradually increased in the number of

international tourist arrivals (WTO, 2005b). This is the sign that tourism changed, it has expanded to new destinations. Therefore, WTO has established “The Local Agenda 21” following The Earth Summit in Rio de Janeiro in 1992. The Local Agenda 21 is the tool for sustainable tourism development. It is more concerned about tourism at local levels and provides a framework for local authorities to work with other stakeholders towards an agreed upon, sustainable future for tourism in local destinations that takes into account the needs and wishes of local communities and the environment (WTO, 2007). According to the task of The Local Agenda 21, it indicates that tourism not only occurs in big cities but also spreads to decentralized areas, especially rural communities, where the cultural is unique and there are unspoiled natural resources. Using tradition and culture to add value to tourism allows the community to appreciate the value of their own culture and traditions while at the same time getting economic benefits from it. As a result, it has a direct impact on the local culture and traditions with growing evidence that it is losing value for the community by becoming an activity for tourist purposes only. Therefore, investigation about tourism impact is the choice for preventing negative impacts of tourism on rural communities before traditions are destroyed.

However, tourism impacts on the community are not widely understood. Most people are aware of tourism as economics, as taxes, as jobs, etc. Tourism should maximize its benefits and minimize its costs. Tourism impacts have seven categories: economic, environmental, social and cultural, crowding and congestion, services, taxes, and community attitude (Kreag, 2001). However, in this study, the researcher focuses on three main impacts of tourism: environmental, economic, and socio-cultural impacts.

1.2.3.1 Tourism Environmental Impact

Green Globe (2006) stated that travel and tourism depends on the beauty of nature. People must help to protect the environment and communities as soon as possible in order to maintain the environment for the future. Coltman (1989) argued that the ways to solve the environment problem are: zoning, use public transport instead of automobiles, and matching supply to demand (building, infrastructure, and service facilities.) Tourism can have positive and negative impacts as detailed in Table 1.2 (Inskeep, 1991).

Table 1.2 The Tourism Environmental Impacts

Environmental Impact	
Positives	Negatives
<ul style="list-style-type: none"> -Conservation of important natural areas -Conservation of archaeological and historic sites and architectural character -Enhancement of the environment -Improvement of environmental quality -Improvement of Infrastructure -Increasing Environmental awareness 	<ul style="list-style-type: none"> -Pollution (air, water, noise, solid waste, and visual) -Waste disposal problems - Destruction of flora and fauna (including collection of plants, animals, rocks, or artefacts by or for tourists) - Environmental hazards - Damage to archaeological and historic sites - Land use problems

Source: Inskeep (1991)

In brief, tourism can be used as a tool to preserving the environment; on the other hand, tourism also creates negative impacts such as pollution, and degradation of ecosystems in the case of improper environment exploitation and improper management.

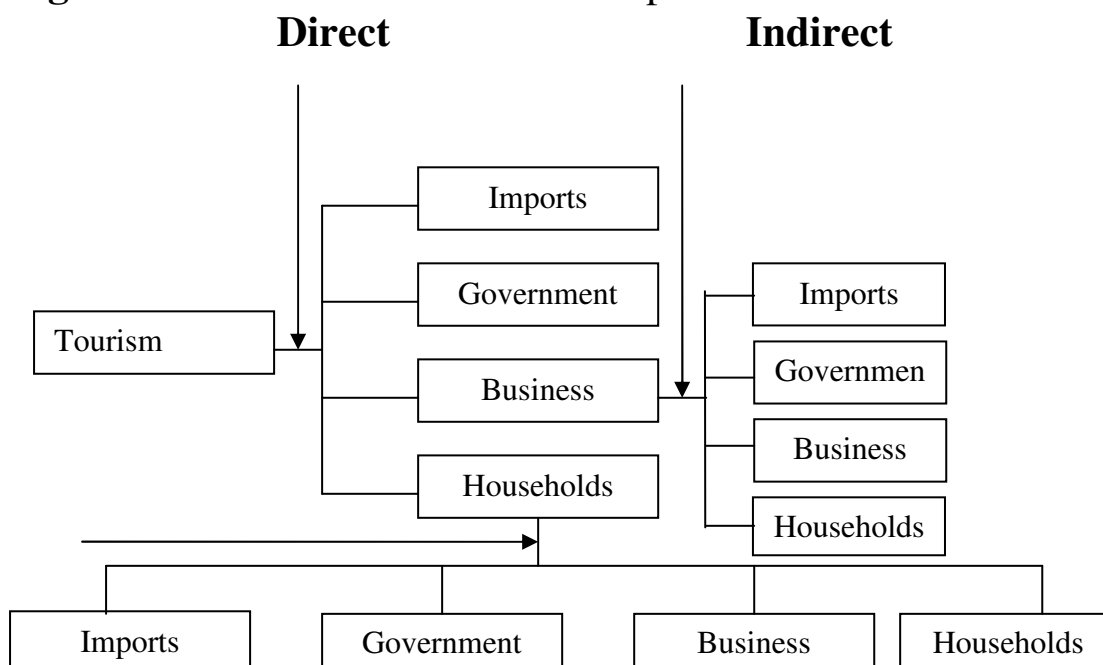
1.2.2.2 Tourism Economic Impact

Tourism is now an important component of economic development programs around the world (Harrill, 2004). The economic affects of tourism is the easiest impact to measure, which can be assessed or evaluated by GDP, central bank of each country, price of goods, and statistics from tourism authorities.

Many researchers have studied tourism economic impacts. According to figure 1.2, the impact of tourism expenditures could be separated into three dimensions (Ennew, 2003):

According to the figure 1.2, we can conclude that: 1) direct effect, it arises from expenditures by tourists. 2) indirect effect, it arises from households, entrepreneurs, and business owners who provide the product or services, which are purchased by tourists. 3) induced effect, it arises from additional income receive from tourism.

Figure 1.2 The Effect of Tourism Expenditure



Induced

Source: Ennew (2003)

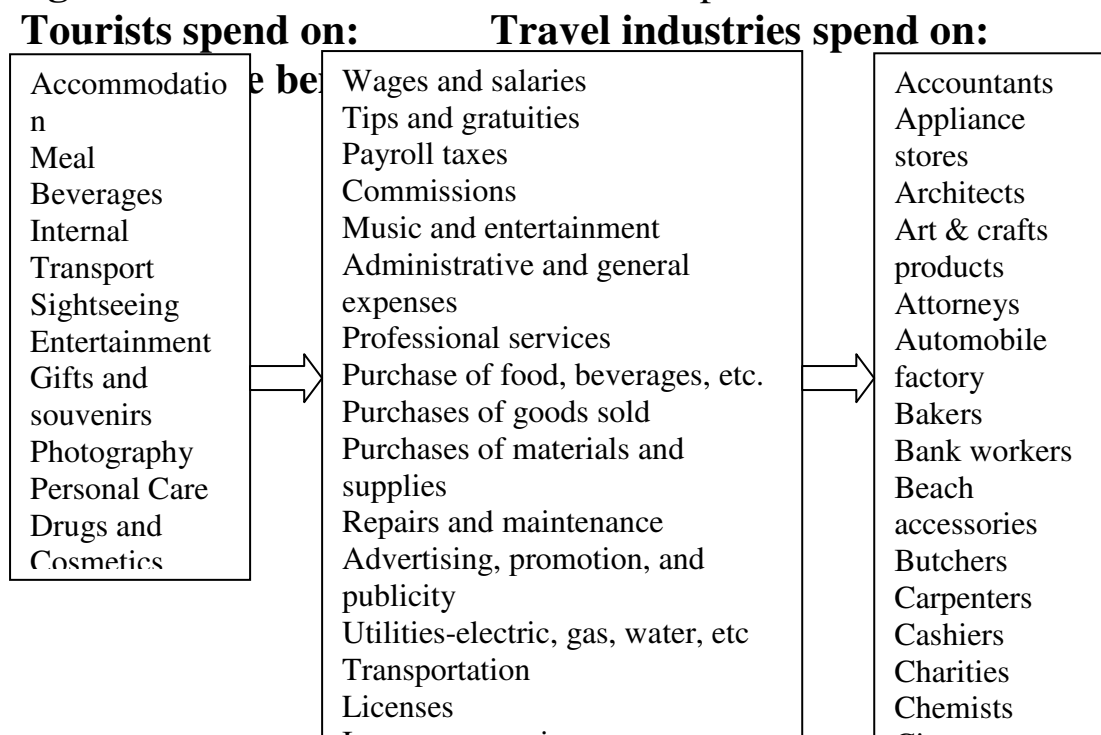
Furthermore, Coltman (1989) stated that tourism economic impacts are also the multiplier effect, and leakage. These relate to tourism employment as follows:

1.2.2.2.1 Multiplier Effect

Tourism is an economic impact chain because the income will be distributed to business or people who are involved with tourism as explained in figure 1.3.

As mentioned in the figure, tourists spend money for service enterprises, service enterprises spend money to hire staff, purchase goods for the guests, taxes to the government, and other spending such as electricity, water, etc. For staff when they earn money from their employer, they spend it for living or save it in the bank.

Figure 1.3 Illustration of Tourism Multiplier Effect



Source: Hudman (1984)

1.2.2.2 Leakage

Leakage occurs where residents do not have enough goods or services to satisfy tourists. Therefore, local enterprises need to buy it from other area. As a result, the money from tourist expenditures leaves from that locally. Moreover, leakage will occur from both import leakage and export leakage.

Kreag (2001) separated tourism economic impacts into negative and positive as in Table 1.3.

Table 1.3 Tourism Economic Impacts

Economic Impact	
Positives	Negatives
<ul style="list-style-type: none"> -Contributes to income and standard of living -Increases employment opportunities - Improves investment, development, and infrastructure spending -Increases tax revenues -Improves public utilities infrastructure -Improves transport infrastructure -Increases opportunities for shopping -Economic impact (direct, indirect, induced spending) is 	<ul style="list-style-type: none"> -Increases price of goods and services -Increases potential for imported labour -Cost for additional infrastructure -Increases price of land and housing -Increases cost of living -Increases road maintenance and transportation systems costs -Seasonal tourism creates high-risk, under-or unemployment issues -Competition for land with

widespread in the community. - Creates new business opportunities	other (higher-value) economic uses -Profits may be exported by non-local owners -Jobs may pay low wages
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Source: Kreag (2001)

1.2.2.3 Tourism Socio-Cultural Impacts

The socio-cultural impacts of tourism refer to ways that tourism is perceived to contribute to changes in value systems, individual behaviour, family relations, collective lifestyles, safety levels, moral conduct, creative expression, traditional ceremonies, and community organizations Fox (1977) as quoted in John and John (1998).

The uniqueness of culture can stimulate tourism expansion to that destination. Travis (1984) found that the impacts of tourism on socio-cultural aspects have two sides as in Table 1.4.

Table 1.4 Tourism Socio-Cultural Impacts

Socio-cultural Impact	
Positives	Negatives
<ul style="list-style-type: none"> -Increases knowledge of host culture by visitors -Awareness of its music, cuisine, language, and arts -Improved reputation and visibility of host community to outsiders. -Increased social contacts, new ideas, new values, and 	<ul style="list-style-type: none"> -Host culture debasement -Unacceptable rate and scale of cultural conflict and change -Rich visitor's come to poor communities, creating tension -Pressures to change social values, dress, mores, habits, and behavioural norms -Loss of original state and

<p>new ways of life.</p> <ul style="list-style-type: none"> -Host culture develops because of demand for traditional entertainment, demand for traditional art, crafts, and music -Enriching role of visitors -Education and learning aided -Boost for heritage protection -Interpretation and management -Increase social range and experience. -Cultural interchange, peace, and understanding -New experiences, new ideas, new cultures 	<p>stability</p> <ul style="list-style-type: none"> -Loss of cultural pride -Status relationship between host and guest cultures changes -Short term and transient social relationships with visitors are not real and meaningful links -Increasingly mass entry of visitors makes contact diminish and relationships meaningless -Damage to cultural systems and to cultural resources, minority languages at risk -Cultural commercialization
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Source: Travis (1984)

Moreover, Doxey (1976) identifies four stages in the development process, which help determine when social impacts are most likely to occur as follows:

1. Euphoria: it is initial stage of tourism that local residents support tourism development and are willing and eager to share their community with visitors. Furthermore, the euphoria stage is most likely to occur when local economies have been in a dormant stage for a period and tourism brings new opportunities for growth and expansion. The characteristics of this stage are:

- New employment opportunities
- Increased incomes
- Escalating property values are often cited as positive benefits.
- Rapid development is frequently associated with higher levels of

euphoria.

- Local support for the tourism industry is based on economic projections that ignore or downplay social costs.
- A few local residents have experience with an economic tourism boom.
- Local residents are not concerned about the potential negative consequences.

2. Apathy: rapid tourism development in this stage begins to slow. The level of tourism reaches a point where the novelty of arriving visitors gives way to the acceptance of tourism as part of community's economic base. The components of this stage are:

- Visitors taken for granted
- Host and guest contact formalized
- Commercialization prominent
- Planning concerned with marketing

3. Irritation: tourism development has been unplanned and has spread into environmentally sensitive areas. The prices of goods have increased more than local resident's income. The number of tourists decrease caused by over abundance of facilities and eventually economic decline. Local residents perceive a loss of place and blame tourism for it. The features of this stage are:

- Saturation points approached
- Residents have misgiving
- Policy to increase infrastructure rather than limiting growth

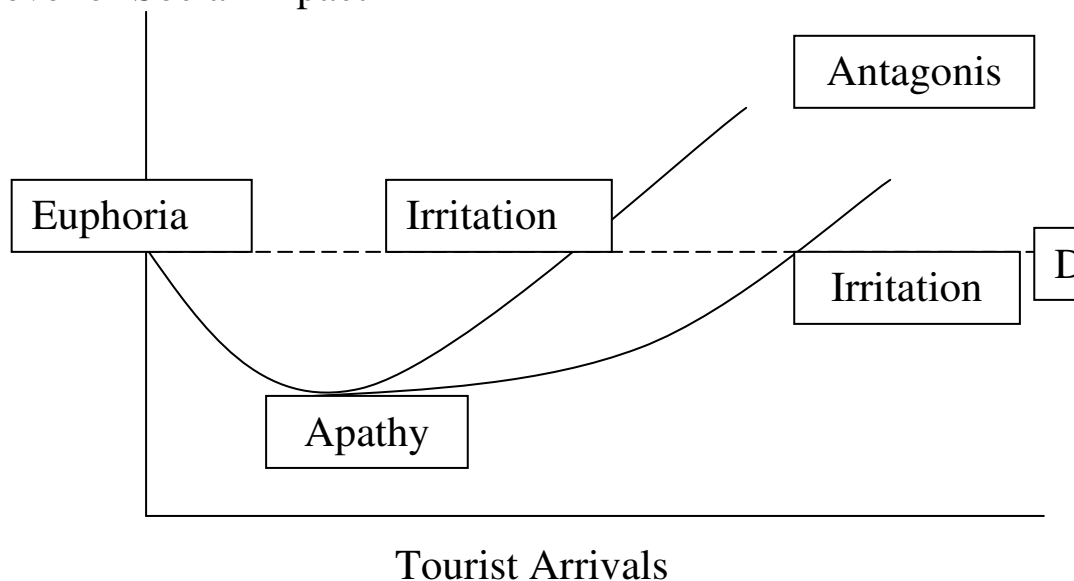
4. Antagonism: it is the critical stage for social impact because local residents blame tourists for the changes rather than the unplanned and uncontrolled developments. It can be occurred any area, but it is more apparent where a wide gap between the lifestyle of the tourists and locals exists. The prominent issues are:

- Irritation openly expressed
- Visitors seen as cause of all problems
- Deteriorating reputation

According to the Irridex model, it can graphically represent in Figure 1.4.

Figure 1.4 The Irridex Model

Level of Social Impact



Source: Gartner (1996)

From the Figure 1.4 above, if a social carrying capacity for tourism is determined, it would be somewhere in point B. Point B to C2 where the irritation stage is extended by the sustainable development. Meanwhile, point C1 would be rapidly occurred if tourism in destination has poor management. The result from the improper management would effect to host such as the price of goods would higher than local income, tourism commercialization etc. However, the tourist's destination would be great to establish the sustainable tourism planning and development in order to abstain from the host and environment irritation. If there are proper plan, the level of social impact will not change although the number of tourist arrivals increase (dashed horizontal line AD).

Moreover, tourism destination management has to consider the life cycle of the destination. The concept of a destination life cycle is derived from the product life cycle concept in marketing. Howie (2003) has adopted the model based on Butler (1980) as the Figure 1.5 shows.

1. Exploration can be found during the early initiative of tourism. There are a small number of tourists. The area is usually an unspoiled destination. The levels of impact are still small and resident attitudes are positive towards tourism.

2. Involvement, stage sees local communities deciding whether positively to encourage tourism through provision of the facilities they assume to be desired by tourists, in conjunction with the local authorities. Appropriate tourism organizations may be set up (Howie, 2003).

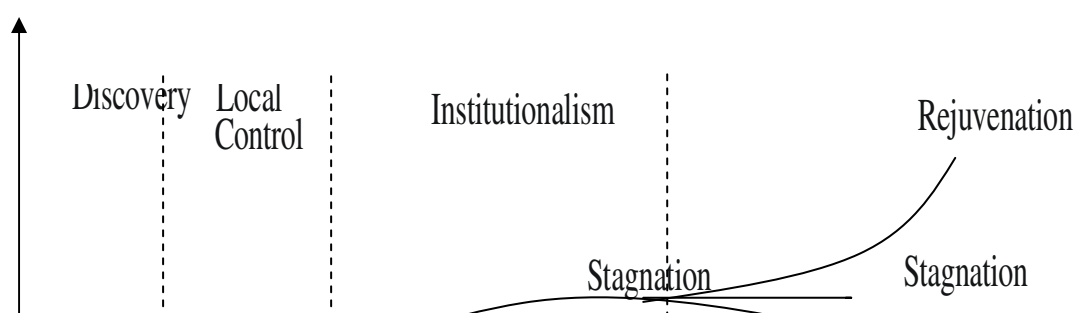
3. Development stage is concerned with growth and consolidation of the local tourism industry while decision-making may move out of local hands, potentially resulting in over-institutionalization.

4. Stagnation indicates that saturation is reached. The quality of tourist services falls, demand levels off, and the environmental degradation of the tourist destination begins to be obvious and worrying. The tourist destination at this stage is said to have reached “maturity”

5. Decline is the stage that represents the current state of mature tourist destinations. Falling profits lead to foreign-owned businesses withdrawing.

Supplementary, the host-guest relationship level must be considered by rural communities in order to achieve social sustainability. Page, Brunt, Busby, and Connell (2001) adopted the host-guest relationship model from Williams (1998) as in figure 1.6.

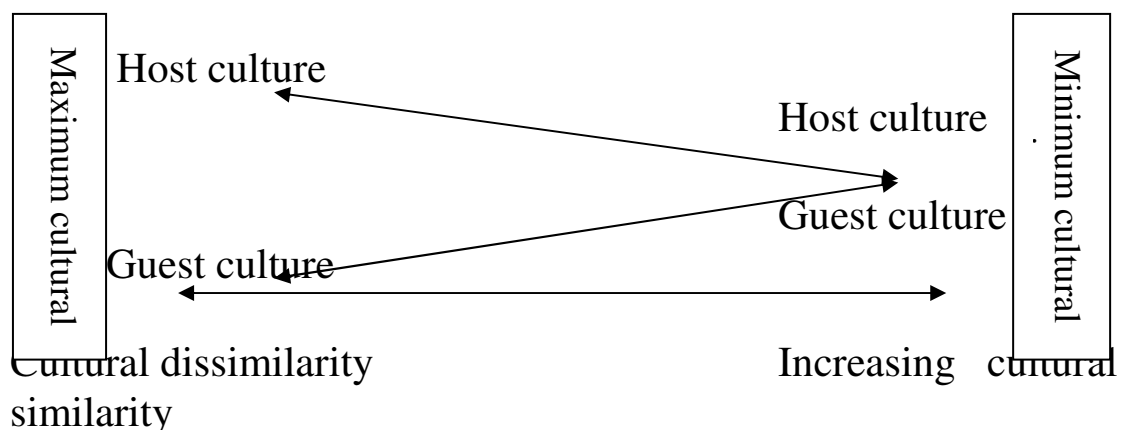
Figure 1.5 Destination Life Cycle Model



Source: Butler (1980)

Williams (1998) as quoted in Page, Brunt, Busby, and Connell (2001) commented that cultural similarity or dissimilarity is one of the major factors in shaping socio-cultural impacts. Impacts tend to be greater where the host and guest relationship is both culturally and geographically far apart. Thus, where the tourist and the host are culturally similar, then the socio-cultural impacts will be limited.

Figure 1.6 The Host-Guest Relationship Model



Source: Williams (1998)

1.2.2.4 Tourism Impact on Rural Community

As stated above, tourism demand always changes all the time as a result of several new destinations and new concepts of tourism are found. Currently, tourism is concerned with sustainable tourism and community based tourism, which focuses on preserving the destination. However, both sustainable tourism and community-based tourism have been distributed to rural communities. That means tourism bring

change to rural communities. As a result, tourism impacts on communities are as follows:

A large number of tourists cause pollution, such as: noise pollution, air pollution, land use, scenic, soil erosion, etc.

The economic impact is the most important motivation for tourism in remote areas. For instance, the North-eastern region is the poorest region in Thailand. Intarachai (2003) stated that 76 % of the population engages in agriculture and during the past ten years, there were noticeable changes in the Northeast's economic structure. The non-agriculture sector grew rapidly and became a more important source of income including the tourism industry. Moreover, the Tourism Authority of Thailand has promoted more tourism in this area. As more tourists go to the North-eastern region and more income is distributed to community, more commercialization of tourism occurs.

When the commercialization of tourism occurs, the socio-cultural impact changes the original folkways of residents. Tourism promotion should work hand in hand with development. Therefore, the adoption of tourism impact studies should be used as tools for development leading to the most effective ways for sustainable tourism. A part from this, the study emphasizes tourism impacts on local residents and the local authority's point of view, which are directly exposed to tourism impact.

1.2.3 Indicators or Criteria to Estimating Tourism Impact

For estimating tourism impact, there are many indicators for measuring. The WTO (2004) stated that indicators could support information-based decision making at all different levels of tourism planning and management. However, the indicators should be optimized for the specific area. Therefore,

the researcher has reviewed and adopted some indicators from three sources.

Base on the review of indicators or criteria to estimating tourism impact by

1) WTO (2004b) title: Indicators of sustainable development for tourism destination: a guide book,

2) The PICTURE project (2005) reported: “Definition of Key Indicators for the Analysis of Impact of Cultural Tourism Strategies on Urban Quality of Life” adopted the concept of well-being from Cummins (1996) and Kim (2002),

3) Popava (2003) study: “Ecotourism impact/success indicators”.

The researcher found that there are some limitations of those indicators. Moreover, Weaver and Lawton (2002) argued that the indicators of sustainable tourism often bring the problem to researchers in terms of unable to monitor all of the indicators listed. Therefore, the indicator should be considered with suitable and feasible. He also mentions that there are some threatens for applying indicators as follows:

-Financial reasons are the cause of unable to measure and monitor all of the indicators. Therefore, the indicators should be suitable and feasible that easy to obtain such as number of visitors.

-The gaps of knowledge during data collection are the issue to consider such as air quality, soil erosion, ecosystem quality etc.

-An incompatibility between the timeframe for the monitoring of indicators and long-term (the identification of outcomes) and short-term outcome (the realities of the political decision-making and funding process).

-Discontinuities in space and time between cause and effect such as polluted water at a beach resort may be spread to several thousand kilometers where the destination has no control.

-The great tourism diversity which is often difficult to measure whether cause or effect is associated with tourism or some other sectors. For instance, increasingly crime in community can not conclude that it cause of tourism.

-There is a lack of reliable indicator benchmarks and thresholds.

-There is no framework for determining which combination of indicators best indicates whether the overall tourism industry is sustainable (Weaver and Lawton 1999).

According to the limitation of indicators that mentioned above, the researcher has adopted the indicators that can be assessed and optimal to survey the sample population with questionnaires and interviews (Table 1.5).

Table 1.5 Indicators or Criteria to Estimating Tourism Impact on Rural Community

Components of the issue	Measurement	Indicators
Economic Impact	%	-Contributes to income and standard of living
	% % % High,Meduim,Low	-Opportunity for employment -Sale of goods -Cost of consumer goods and local service
Socio-cultural Impact	High,Meduim,Low	-Amount of the expenditures of the municipality for improving and maintaining the overall infrastructure
	% % % %	-Community income derived from tourism -Tourism leads to problems in providing services for local community -Opportunity for cultural exchanges

		-Improvements in social relationships -Opportunity for variety of social and
--	--	---

Table 1.5 (Continued)

Components of the issue	Measurement	Indicators
	%	cultural activity -Respondent who think that tourism tends to change local values, dress, and custom
	% % % %	-Personal, family, and local area safety -Access to leisure and recreation facilities -Access to religious opportunity -Local satisfaction level with tourism in the area
Environmental impacts	% % % %	-Improvement in quality of local environment -Level of pollution -Respondents who feel that tourism deteriorates the places where it develops -Increased congestion/traffic

Source: Adopted from WTO (2004b), The PICTURE project (2005), and Popava (2003)

1.2.4 Tourism in the Songkhram River Basin

Intarachai (2003) stated that the Northeastern region comprises one third of the land mass of the whole Kingdom, and includes three major rivers: MeKong, Chi, and Mun. Approximately 76 % of the population engages in agriculture. In terms of economy, the fastest-growing sector was the services

sector with an average of 9.7 % growth per year. The population is concentrated in the major cities, therefore, there is far less development in the small cities. The workforce of this region is distributed into seven categories, as in Table 1.6

Table 1.6 Employments by Sector in 2001

Sector	Persons	%
Total labourers employed	9,557,839	100
Agriculture	4,401,506	46.1
Wholesale/retail trade	1,367,870	14.3
Manufacturing	1,181,924	12.4
Construction	821,932	8.5
Hotel & restaurant	440,516	4.6
Others	1,344,091	14.1

Source: National Statistical Office of Thailand (2001)

Notice that employment in hotels and restaurants is only 4.6 % of the population.

The Songkhram River Basin, located in the Northeastern Region, is rich with historical sites, local culture, and unique ways of life. Because of this region's distance from Bangkok, it is perceived as the "forgotten land." Mayers (2005) asserted that the Northeast Region is the most needy and least developed area on Thailand. Tourism in the area has been ignored because the government assumed that tourists would not favour the Northeast as a tourist destination.

"The year of Isan" campaign was designed in 1998 in order to enhance local people's economic well-being and promote tourism in the area. As a result, it helped bring recognition to the area (Mayers, 2005). Since the campaign was launched, it seems to positively convince more tourists to visit, including the Songkhram River Basin. Consequently, studies of

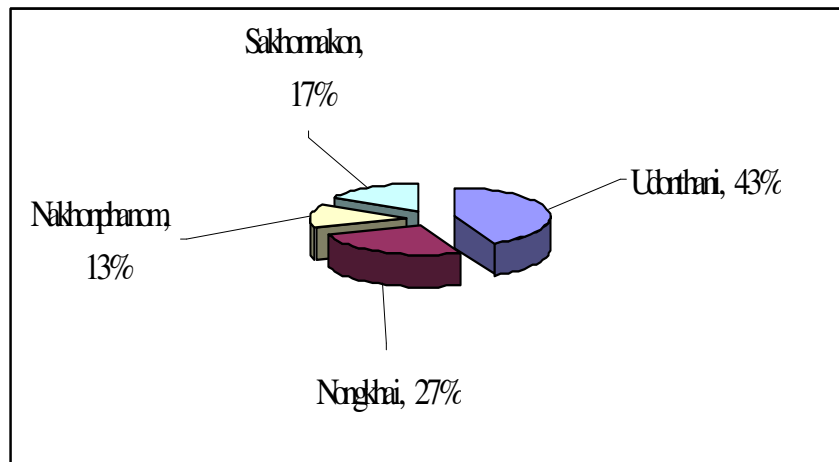
tourism impact on the basin are required in order to minimize the costs of tourism that would affect local residents.

According to the 10th National Economic and Social Development Plan that adopts the “Philosophy of Sufficiency Economy,” initiated by His Majesty King Bhumibol Adulyadej, government sectors should be more concerned with self-sufficiency economic tourism, so as to make tourism provide supplementary income only. Hence, many rural communities have applied this theory to their living including the local residents in the Songkhram River Basin.

This study focuses on four communities that located in Songkhram River Basin where the fifth part of Mekong River. There are many attraction destinations stand in this area such as That phanom, Phupan Rathchaniveth Royal Palace, Mekong River, Baan Chiang heritage site, handicraft Center, etc. This area is very calm, pure, and charming. As a result, tourism has increased, and with it benefits and costs.

In 2005, 4,557,102 tourists and travellers visited the area, and breakdown as follows: Nongkhai carried out 27% of all tourist arrivals to the basin (1,237,317 tourists), Nakhonphanom had 13% of all tourist arrivals (602,525 tourists), Sakonnakhon had 17% of all tourist arrivals (791,662 tourists), and Udonthani had 43% of all tourist arrivals to the basin (1,925,598 tourists) (Figure 1.7).

Figure 1.7 The Percentage of Tourist Arrivals in each Province in the Songkhram River Basin

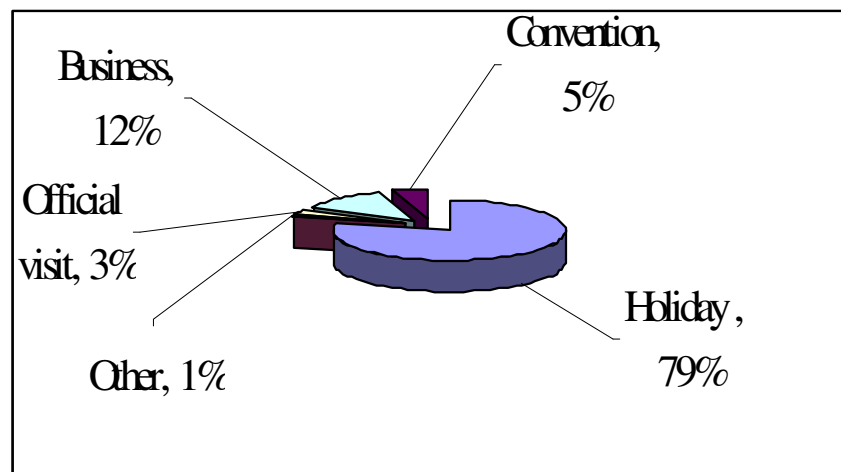


Furthermore, tourist expenditures in the area exceeded 8,000 million baht as shown in appendix C.

Songkhram River Basin consists of four provinces.

Udon Thani, the province is a prime business centre of Isan. It stands as a world heritage site for the prehistoric culture of Baan Chiang. Moreover, cultural home stay has been encouraged in the province in order to distribute tourism benefits to local people. The tourism attractions are historical, cultural, and natural. The tourist's purposes to visit Udonthani are: holiday, business, official and so on as has shown in figure 1.8

Figure 1.8 The Purpose of Visiting Udonthani Province



The most interesting place in Udonthani is the Baan Chiang heritage site which also encourages cultural home stay in the area. Around the year 1784, people moved from the Lao PDR and located their home at “Dongpong pang village,” which is now known as Baan Chiang. There are 9 villages in the community within 11,554 citizens, almost all of them engage in agriculture and handicrafts for supplementary income. It also has an ethnic group village which is called “Thai Phuan.”

Sakon nakhon is a little province where Phu Phan Ratchanivet Royal Palace is located. The town's main claim to fame is the very sacred Wat Phra That Choeng Chum, which is the second most important Lao style chedi in the region after the one at That Phanom. Furthermore, several unspoilt natural resources include the cultural ethnic villages in the province. In 2005, there were 791,662 tourists who visited the province and spent 1,135.50 million baht as shown in appendix C.

The famous community is Baan Kut Na Kam. The Arts and Crafts Center was initiated by Her Majesty Queen Sirikit. The Center produces earthenware for utensils and home decoration. Every December is the high season for the community because Her Majesty Queen Sirikit and royal family visit the royal palace. Many different tourist groups look forward to go there to purchase products and meet their queen. Furthermore, the silk festival that takes place at that time is

famous because several television channels air it as the main program for the day.

Nongkhai is a border province in North Eastern Thailand. It is in the Mekong basin. It has a Friendship Bridge that crosses the Mekong. The town is a major market for goods from Laos and Thailand. The magazine *Modern Maturity* rates Nong Khai as the seventh best place in the world for senior Americans to live in. There are 18 communities along the Mekong River. Local residents encourage home stay to be the main attraction for tourists. Over the past five years, Nongkhai had average growth rate of 7.34% and the tourism revenue in the province increased from 10.26 % from the previous year as shown in appendix C.

One of most famous places is the Thakokdeang community. It is situated along the Songkhram River so that it has beautiful scenery and is calm. It is suitable for tourists who want to relax and escape from their busy day. In light of the abundance of the ecosystem, many researchers want to do experiments in this area so that it will attract scientists in the future.

Nakhonpanom is situated on the bank of the Mae Khong River opposite Muang Ta Kaek in Laos. It is where Phra That Phanom, the most sacred and ancient religious monument of the Northeast is located. Moreover, it has many small villages with the core of local culture and traditions. The wetland protection area, especially in Srisongkram district, has special characteristics of an ecosystem, which attract tourists to visit, and has charming culture and folkways as well. Table 4 in appendix C shows the number of tourists in Nakhonpanom and tourist expenditures.

Prathatphanom is the symbol of Nakhonphanom because it is popular for religious tourism also the most sacred symbol for both Thais and Laotians. Moreover, it has strong traditions and culture that can be seen in this area.

Moreover, the Songkhram River Basin is a wetland community area which is environmentally fragile according to Collins' Dictionary of Environmental science (Price, 1996).

1.2.5 Related Research

Presently, tourism is a rapidly growing industry and expanding to rural areas where there is an abundance of unspoiled resources. Therefore, to preserve those resources, many local authorities need tourism impact research. It can be used as a mechanism for advocacy and public awareness, planning and marketing, investment, as well as human resource development including education and training. Many papers have investigated the impact of tourism. Those studies had similar results that can be grouped into three broad components: economic, environment, and socio-cultural. However, Kreag (2001) defined that the impact of tourism can be sorted into seven general categories: economic, environmental, social and congestion, services, taxes, community attitude. Nevertheless, this study focuses on three main dimensions as same as many researcher had done.

Economic impact of tourism is the greatest dimension to consider because it is has a direct effect from tourist spending. The economic impact study often includes five categories. First, direct effect: tourism spending in hotel, restaurant, shops etc. Second, indirect effects: bank, builder, local laundries, etc. Third, induced effects arise from the spending of income accruing to local residents from wage, salary, and benefits such as local resident spending for their living. Forth, leakages expenditures, for instance: imports of goods and service from out side the host community. Finally, the multiplier effect from tourism is like a chain of expenditures.

Environmental impacts are more difficult to measure since some environmental impacts cannot be measured in the short term, such as: soil erosion, quality of water, climate

change, etc. However, some of them can be measured such as solid waste and sewage. The environment is a tourism resource. Therefore, tourism must preserve and protect the environment and nature attractions in for long term sustainability.

Socio-cultural affects are also important for this study because the sample area has the strongly culture and tradition. To preserve it, socio cultural impacts research are needed.

From many researches, results in tourism impact were presenting as follows.

Tourism is the cause of environmental changes. As well as Nimmonratana (2000) who studied the impacts of tourism on a local community: a case study of Chiang Mai, Thailand. Her study indicated that the houses in an alley changed from lower-middle-class houses to be guesthouses or small hotels after the tourism boom. Moreover, local residents believed that tourism development would affect community aesthetics.

Tourism also affects the local economy, as Harrill (2004) found that residents were concerned that tourism would make them strangers in their own community and that they will be left out of tourism's direct economic benefits and pay disproportionately for tourism.

Tourism has a significant effect on local resident's attitude, for instance, they are afraid that they will not be able to enjoy local recreational amenities if tourists crowd them out. Furthermore, they fear that tourism growth will severely affect environmental quality and in many cases are not satisfied with local planning and environmental management efforts (Cavus and Tanrisevdi, 2002).

Tourism can also affect the livelihood of local residents, as indicated by the results reported by Boonchote (1997) who studied Changes by Tourism Development in a Rural Community: A Case Study of the Golden Triangle, Thailand. He

found that the livelihood of the local people completely changed especially when they did not engage in agriculture any more.

Furthermore, there are different results for different demographic groups as shown in Gjerald, (2005) “Sociocultural Impacts of tourism: A Case Study from Norway.” The results showed that women and young people more concerned about tourism impacts than men and elder persons.

For methodologies of tourism impact research, the questionnaire survey method was widely used as the tool for collecting data. Moreover, some researchers used in-depth interviews in order to get more depth information. Furthermore, there were many economic impact studies of tourism measurement which incorporate various models, i.e. the input-output model, satellites account, top down, and bottom up models, etc. The observation method is used in some cases, especially for understanding the social impact of tourism.

There are some important recommendations of those research studies that we need to consider. The previous study mentioned that development should consider the carrying capacity in order to balance the needs of tourism with the host population. The cooperation of private and public sectors are required to achieve sustainable tourism. Moreover, zoning is the suitable method for government planning in order to make tourism sustained.

1.3 Objectives

The objectives of this research are:

1.3.1 To investigate the current situation of tourism around the Songkhram River Basin

1.3.2 To investigate the resident’s opinion of the tourism impacts both positive and negative on rural communities living around the Songkhram River Basin

1.3.3 To propose measures for sustainable tourism development in the Songkhram River Basin

1.4 Significance of the Study

1.4.1 The information and the findings obtained from this research can be utilized to enhance our understanding of economic, environmental, and socio-cultural impacts of tourism in order to achieve sustainable tourism.

1.4.2 The findings of this research can be adopted as information by all local authorities in decision making in tourism development planning in the area.

1.5 Scope of the Study

1.5.1 Geography: this research covered four communities located in the Songkhram River Basin namely, Baan Chiang, Thakokdeang, Charoensilp and Thatphanom.

1.5.2 Demographics: local people and local authorities who live or work in these four communities

1.5.3 Time: this research was conducted from November 2006 to June 2007.

1.6 Definition of Key Terms

Tourism impact: it is the benefits and cost caused by tourism. Tourism impact always considers three main aspects namely: environmental impact, economic impact, and socio-cultural impact.

Rural community: Communities located at least 30 miles away from an urban community. There are some commercial activities, but there is no immediate access to urban areas.

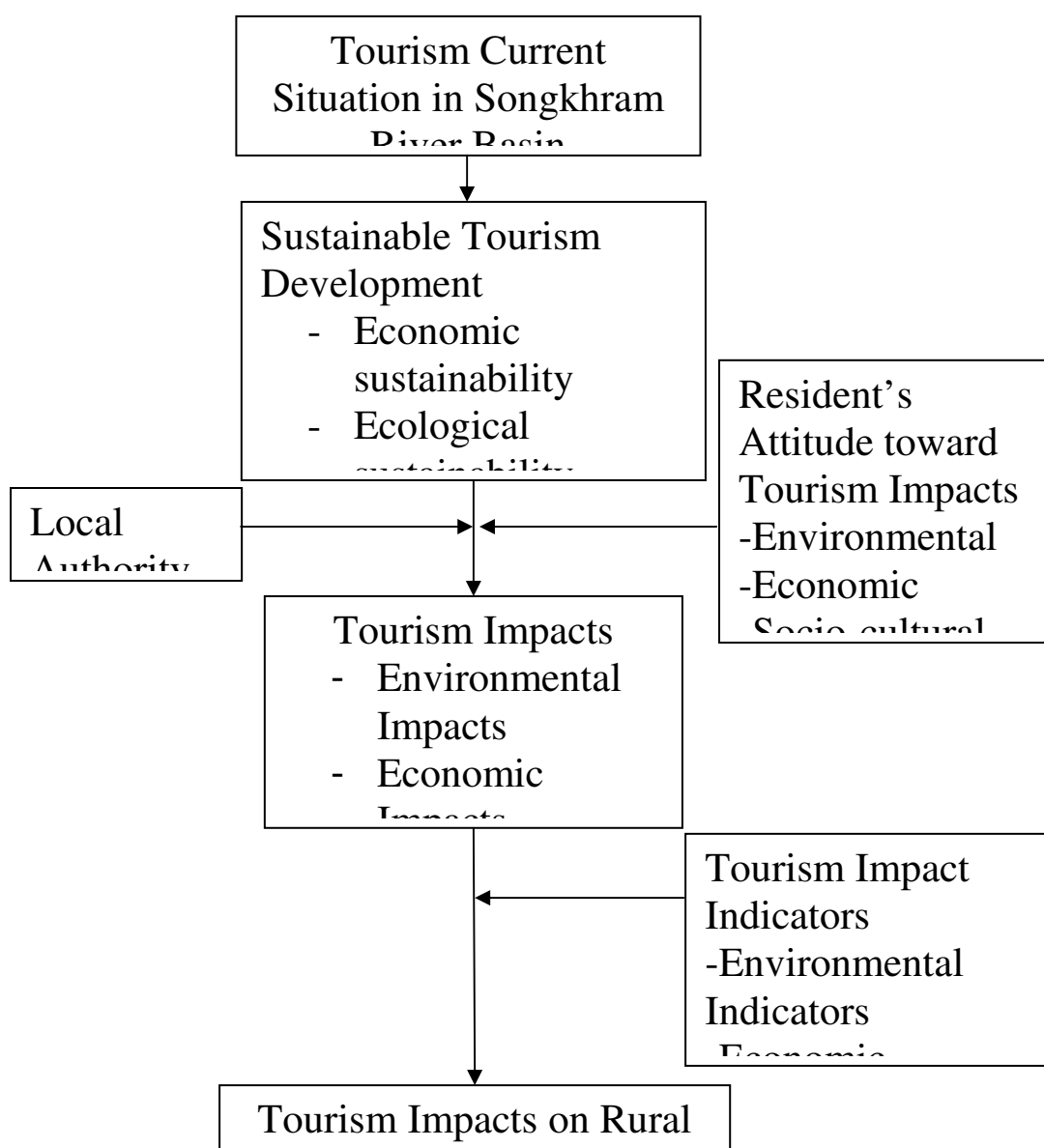
Songkhram River Basin: The basin covers the area about 13,451 square kilometers in the Udon Thani, Nong Khai, Sakon Nakhon, and Nakhon Phanom. The Songkhram River is only one river, which had no dam. These areas are still rich in biodiversity and important for peoples' food security. Moreover, it is one of the Mekong Wetlands Biodiversity Program demonstration sites.

Northeast of Thailand: the region occupies the largest land area in Thailand, with more than 170,000 square kilometers (roughly one-third of the country), which consists of 19 provinces. The area is one of the most intriguing destinations, especially for enthusiasts of prehistoric human civilization and its unique culture.

1.7 Conceptual Framework

Local Agenda 21, advocates the decentralization of tourism planning. Therefore, local authorities are directly responsible for organizing tourism in the local area. Sustainable tourism development is valued over commercial tourism in order to enhance benefits and reduce costs of tourism. However, the planning of sustainable tourism development should go along with resident's attitude toward tourism impacts to assure they are ready for tourism development. Estimating tourism impacts in three dimensions, using impact indicators are required in order to find out existing benefits and costs of tourism on rural areas. Furthermore, the indicators of tourism impact will be used for indicating the level of tourism impacts and for proposing measures for sustainable tourism development in the Songkhram River Basin as in figure 1.9.

Figure 1.9 Conceptual Frameworks



CHAPTER 2 METHODOLOGY

Tourism impact on rural areas: the case of four communities in the Songkhram River Basin, Northeastern Thailand, was undertaken using both qualitative and quantitative techniques. Study methodology can be described with the following:

2.1 Population, Sampling Group and Sampling Method

2.2 Research Instruments

2.3 Data Collection

2.4 Data Analysis

2.1 Population, Sampling Group and Sampling Method

The Songkhram River Basin lies within the provinces of Udon Thani, Nong Khai, Sakhon Nakon, and Nakon Phnom. In order to achieve research objectives, it was necessary to investigate the communities where tourism is growing: Baan Chiang, Thakokdaeng, Charoensilp and Thatphanom communities

2.1.1 Target Population

The population of this study includes two sectors of tourism. The first is local residents in four communities from four provinces that the researcher mentioned before: Baan Chiang, Thakokdaeng, Charoensilp and Thatphanom.

The number of local residents, from each community official statistic: Baan Chiang 11,544, Thaloldaeng 6,757, Charoensilp 4,557, and Thatphanom 3,194.

The second group is local authorities which consist of assistant district office, local administration organizations,

head of each community, and include non government organizations who involve in tourism planning in Songkhram River Basin.

All local residents and local authorities are Thai people and almost all of them communicate with the Isan dialect. All questionnaires and interviews were written in Thai.

2.1.2 Sample and Sampling Method

The research sampling method was design for each group as follows:

For local residents, the sampling method uses Taro Yamane (1973) to calculate from the total population in four communities. After calculation using the method, the number of questionnaires is 394. The researcher designed the study to distribute them to the four communities by the percentage of population that compares with the whole population. The questionnaires were administered to each community mentioned above.

Group 1: Local residents

Sample size

The sample size of this study was calculated by using the Taro Yamane (1973) formula to identify the appropriate number:

$$n = N / [(1 + N(e)^2)]$$

Where n is the sample size
N is the population size
e is the level of precision

A 95% confidence level and 5% precision levels are assumed.

$$\begin{aligned} n &= 26,052 / [1 + 26,052(0.05)^2] \\ &= 393.95 \end{aligned}$$

Hence, the sample size must be 394.

The 394 questionnaires were distributed to four communities by the percentage of population in the Table 2.1.

Sampling method, the proportion was calculated by using the percentage of each community compared with the whole population within four communities from each province. To achieve the objectives of this study, an accidental sampling method was designed to collect the data.

Table 2.1 The Percentages of Population and Amount of Questionnaires that were Distributed to Each Community

Community	Population	Percentage of population	Number of questionnaires
Baanchaing	11,544	44.31	175
Thakokdaeng	6,757	25.94	102
Charoensilp	4,557	17.49	69
Thatphanom	3,194	12.26	48
Total	26,052	100.00	394

Group 2: 11 local authorities from four communities

There are government and private institutes that support tourism in the four communities. For depth of information, the researcher designed data collection by the interview method, which was a semi-structured interview. This method was chosen for this study because it is more flexible than other types.

Sample size

Sample size for qualitative method (In-Depth Interview)

N = 11 interviewees which are directly responsible at each site that the

researcher mentioned before.

Sampling method, the sample size of this group was selected by the snow ball sampling method in order to get in-depth information from local authorities.

The local authorities consist of 1 assistant district office from Chareonsilp, 4 local administration organizations, 4 head of communities from each community, 1 president from Nakhnphanom Environmental Conservation Club, and 1 Head of Ban Kudnkham Handicraft Promotion Center. All respondent from local authorities are people who involve in tourism planning in Songkhram River Basin.

2.2 Research Instruments

2.2.1 Quantitative Research

The 394 questionnaires were distributed to local residents. The instrument was designed with both open-ended and close-ended questions. All of them are in Thai with 4 parts as follows:

Part 1: Personal Characteristics, consists of 12 simple demographic questions for the respondents. They are multiple-choice questions.

Part 2: To investigate the current situation of tourism development around the Songkhram River Basin, there were 8 questions. They were also multiple-choice questions as in Part 1.

Part 3: To measure tourism impacts on local residents by measuring resident's attitude toward tourism, a 5-point Likert scale was used in this part. The researcher divided the questionnaire into three main parts as follows:

Part 3.1: Economic tourism impact on local residents, 7 questions.

Part 3.2: Socio-cultural tourism impact to local residents, 19 questions.

Part 3.3: Environmental tourism impact to local residents, 8 questions

Part 4: Recommendations used open-ended questions to provide respondents with an opportunity to express their opinions regarding tourism impact in their community.

2.2.2 Qualitative Research

For local authorities, the semi-structured interview was designed with 4 parts:

Part 1: Personal Characteristics, there are three questions that ask about the social status, position in community, the name of authority and the period of work in that community.

Part 2: Investigates the current situation of tourism development with 5 open-ended questions such as: the number of tourists in the area, the carrying capacity, facilities that it has, etc.

Part 3: To measure tourism impacts on local residents by measuring resident's attitude toward tourism, a 5-point Likert scale was used in this part. The researcher divided the questionnaire into three main parts as follows:

Part 3.1: Economic tourism impact on local residents, 7 questions.

Part 3.2: Socio-cultural tourism impact to local residents, 19 questions.

Part 3.3: Environmental tourism impact to local residents, 8 questions

Part 4: Recommendations used open-ended questions for providing respondents an opportunity to express their opinions regarding tourism impact in their community. The researcher has divided this into three categories, namely: Tourism Planning, Tourism Development, and Other Recommendations.

2.2.3 SWOT Analysis

To understand the current situation in the Songkhram River Basin and its potentials, the researcher designed a SWOT analysis to identify strengths, weaknesses, threats, and opportunities in discussion part.

2.3 Data Collection

2.3.1 Secondary Data

Secondary data were collected from the previously studies that were relevant to get information on tourism impact, such as: journals, research studies, books, also electronic databases on the Internet. Moreover, there are some statistics that have been collected by local authorities such as: commune council, museum, municipality and so on.

2.3.2 Primary Data

There were a large number of local residents so it was difficult to collect data. Respondents were assisted by the research, such that they would understand the survey items and answer them accurately. For local authorities, they are minority group in each community, therefore, it was suitable to collect the data by interview method in order to get in-depth details and get more strategies or policies.

2.4 Data Analysis

SPSS 14.0 for Windows was used to analyze the data. Moreover, statistics are used in order to achieve objectives and consider the characteristics of the data. Therefore, the researcher chose to use: mean mode, frequencies, percentiles, ANOVA, T-Test, and standard deviation, for quantitative

analysis and the content analysis method for interviews. Statistical tests were as follows:

Mean: it is one of the more common statistics. In addition, it is easy to compute. The question in part 1 and 2 used this kind of statistic to calculate. All the values in a set of data were summed, and divided by the number of values in the dataset.

Mode: it is the most frequently occurring value in a set of discrete data. There can be more than one mode if two or more values are equally common.

Frequencies: A frequency table is a way of summarizing a set of data. It is a record of how often each value (or set of values) of the variable in question occurs. It may be enhanced by the addition of percentages that fall into each category. A frequency table is used to summarize categorical, nominal, and ordinal data. It may also be used to summarize continuous data once the data set has been divided up into sensible groups. It was used in part 1 and 2 of this research.

Percentiles: are values that divide a sample of data into one hundred groups containing (as far as possible) equal numbers of observations. It was used in part 1 and 2 of this research.

Standard Deviation: it is a more difficult concept than the others. The standard deviation is kind of the “mean of the mean,” it often helps to find the story behind the data. To understand this concept, it can help to learn about what statisticians call normal distribution of data. A normal distribution of data means that most of the examples in a set of data are close to the "average," while relatively few examples tend to one extreme or the other.

Independent-Sample T-Test: it is used for comparing the mean scores of two groups on a given variable.

ANOVA: is used for analyzing the variance between two groups of populations whether there are differences in variance group.

Likert Scale: the scale from 1 to 5. The researcher also used mean, frequencies, and percentage. The analysis of the mean is based on the interval width that is separated as follows:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

From the rating score, the researcher divided it into 5 levels, the lowest distribution score is 1.00 and the highest score is 5.00

The interval width = (The highest point - the lowest point) /
Number of level

$$= (5-1) / 5$$

$$= 0.80$$

Hence, the interval width is 0.80

To avoid biased results, the researcher then ranked the tourism impact to local residents around Songkhram River Basin at 5 levels of the Likert scale as follows:

Score level	Meaning of level
1.00 - 1.80 points	Strongly disagree
1.81 - 2.60 points	Disagree
2.61 - 3.40 points	Neutral
3.41 - 4.20 points	Agree
4.21 - 5.00 points	Strongly agree

Content analysis: it is a research tool used to determine the presence of certain words or concepts within texts or sets of texts. Researchers quantify and analyze the presence,

meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these are a part. It was applied to analyze the in depth interview questions and the recommendation part.

CHAPTER 3 RESULTS

The results of the research will be presented by the descriptions and tables. SPSS 14.0 for windows was used for analyzing and presenting. The researcher separated it into two groups of respondents as the following:

- 3.1 Local Residents
 - 3.1.1 Demographic Characteristics of Respondents
 - 3.1.2 Tourism Current Situation in the Songkhram River Basin
- 3.2 Local Authorities
 - 3.2.1. Profile of Respondents
 - 3.2.2. Tourism Current Situation in the Songkhram River Basin
- 3.3 Tourism Impact and Resident's Attitude toward Tourism
- 3.4 Recommendations
 - 3.4.1 Recommendations of Local Residents
 - 3.4.2 Recommendations of Local Authorities

3.1 Local Residents

3.1.1 Demographic Characteristics of Respondents

This research focuses on a host population that has direct influence on tourism. Therefore, it is necessary to know the characteristics of respondents in order to classify the groups of respondents as the follows:

Gender: The majority of respondents were female: 206 persons in total representing 52.3% of the total population and 188 male representing 47.7%.

Age: The findings showed that 113 informants were 36-45 years old and were the majority group of respondents, representing 28.7%. The next four groups were 26-35 years (19.8%), 15-25 years (17.0%), 46-55 years (16.8%), and 56-65 years (9.6%). The last group was a minority - more than 65 years old (8.1%).

Educational Level: The results of the survey showed that 170 respondents (43.1%) had a primary school education. 126 respondents (32.0%) had a high school education, 45 respondents (11.4%) had a bachelor degree, and 36 respondents (9.1%) had a diploma.

Occupation: 106 respondents (26.9%) engaged in agriculture as farmers, 69 informants (17.5%) were employees, 54 respondents (13.7%) were students. Housewife was a bit less than student at 52 persons (13.2%). 51 respondents (12.9%) were government employees and business owners.

Monthly household income: The results showed that 212 respondents or 53.8% had a monthly income lower than 5,000 baht. 104 respondents (26.4%) had the income range between 5,001-10,000 baht. 32 respondents (8.1%) had income between 10,001-15,000 baht. The income range between 21,001-25,000 baht was the minority group (12 persons, representing 3.0%). Significantly, this result harmonizes with majority occupation of respondents (farmer) which always have low return and income depending on productivity and season.

Member in household: Table 3.1 shows that 136 respondents (34.8%) had 4 persons in their family. 97 respondents (24.8%) had 5 persons, 78 respondents (19.9%) had 3 persons, 48 respondents (12.3%) had more than 5 persons, and 32 respondents (8.2%) had 2 persons.

Period of stay: The result illustrated that majority of respondents are local residents. 172 respondents are native people, representing 43.7% of all respondents. The second largest number was respondents who live there more than 15 years or 149 respondents (37.8%). Moreover, respondents who

live in the area 6-10 years was the third large that was 32 respondents, representing 8.1%. The later were respondents who live less than 5 years in the area, 25 (6.3%). Finally, respondents who live between 11-15 years in the area were the lowest frequency - 16 persons (4.1%).

Table 3.1 Demographic Characteristics of Respondents

Demographic Characteristic	Significant Group of Respondents	
	Frequency	Percentage
1. Gender		
Male	188	47.72%
Thakokdaeng	51	12.94%
Baanchiang	78	19.80%
Thatphanom	22	5.58%

Table 3.1 (Continued)

Demographic Characteristic	Significant Group of Respondents	
	Frequency	Percentage
Female		
Chareonsilp	37	9.39%
Thakokdaeng	51	12.94%
Baanchiang	97	24.62%
Thatphanom	26	6.60%
Chareonsilp	32	8.12%
Total	394	100.00%
2. Age		
15-25 years	67	17.0%
26-35 years	78	19.8%
36-45 years	113	28.7%
46-55 years	66	16.8%
56-65 years	38	9.6%
more than 65 years	32	8.1%
Total	394	100.0%
3. Education level		

lower than primary school	10	2.5%
primary school	170	43.2%
high school	126	32.0%
Diploma	36	9.1%
bachelor degree	45	11.4%
graduate degree	5	1.3%
Other	2	0.5%
Total	394	100.0%
4. Occupation		
government official	51	12.9%
business owner	51	12.9%
Housewife	52	13.2%
Corporate employee	3	0.8%
Student	54	13.7%

Table 3.1 (Continued)

Demographic Characteristic	Significant Group of Respondents	
	Frequency	Percentage
Professional	1	0.3%
Farmer	106	26.9%
Employee	69	17.5%
Others	7	1.8%
Total	394	100.0%
5. Household income		
lower than 5,000 baht	212	53.8%
5,001-10,000 baht	104	26.4%
10,001-15,000 baht	32	8.1%
15,001-20,000 baht	17	4.3%
21,001-25,000 baht	12	3.0%
more than 25,000 baht	17	4.3%
Total	394	100.0%
6. Member in household		
2 persons	32	8.2%
3 persons	78	19.9%

4 persons	136	34.8%
5 persons	97	24.8%
7. Period of stay		
less than 5 years	25	6.3%
6-10 years	32	8.1%
11-15 years	16	4.1%
15 and over	149	37.8%
I was born here	172	43.7%
Total	394	100.0%

Tourism income: The results of this research showed that the majority of respondents do not have income from tourism. The reasons were that people in the area normally engage in agriculture. Therefore, 308 respondents (78.4%) did not have income from tourism while respondents who have income from tourism were only 86 persons (21.83%). Of the respondents who had income from tourism, 39 respondents (9.9%) were business owners. Another 47 persons (11.93%) were employees in the tourism field.

Handicraft was the major activity that gave benefit to local residents (42 respondents, representing 34.4%). Restaurant was the second most popular business that respondents engage in - 34 persons (27.9%). The rest were souvenir shops with 21 persons (17.2%), accommodation service - 12 persons (9.8%), tourism service such as tour guide, tour operator, tour agent - 5 persons (4.1%), 4 persons (3.3%) provided home stay, and 2 persons (1.6%) had a transportation service (see table 3.2).

Supplementary income: Table 3.2 shows that 330 respondents (83.76%) did not have any supplementary income while respondents who had supplementary income were only 64 persons (16.2%).

Of the 64 respondents who had supplementary income from tourism, 35 persons (8.5%) were employees in tourism. The rest, 29 persons (7.1%) were business owners.

22 persons (26.2%) had supplementary income from restaurants. The rest were 20 persons (23.80%) handicraft, 12 persons (14.30%) souvenir shop, 11 persons (13.10%) had supplementary income from accommodation service, transportation (8 persons, representing 9.50%), tourism service and other business (5 persons, representing 6.00%), and home stay service (1 person, representing 1.20%).

Table 3.2 Income and Supplementary Income From Tourism in the Area

Income from tourism	Frequency	Percent
No	308	78.17
Yes	86	21.83
Business owner	39	9.90
Employee	47	11.93
Total	394	100.00
Service providing (More than 1 answer)		
Accommodation service	12	9.80
Home stay	4	3.30
Restaurant	34	27.90
Souvenir shop	21	17.20

Table 3.2 (Continued)

Service providing (More than 1 answer)	Frequency	Percent
Handicraft	42	34.40
Transportation	2	1.60
Tourism service	5	4.10
Other	2	1.60
Total	122	100.00
Supplementary income from tourism		
No	330	83.76
Yes	64	16.24
Business owner	29	7.36

Employee	35	8.88
Total	394	100.00
Service providing (More than 1 answer)		
Accommodation service	11	13.10
Home stay	1	1.20
Restaurant	22	26.20
Souvenir shop	12	14.30
Handicraft	20	23.80
Transportation	8	9.50
Tourism service	5	6.00
Other	5	6.00
Total	84	100.00

3.1.2 Tourism Current Situation in the Songkhram River Basin

Number of tourists in communities in recent year: 290 respondents (73.6%) agree that the number of tourists has gradually increased in the area. While 19 persons (4.8%) of the total respondents agreed that the number of tourists increased. However, 83 respondents (21.1%) did not agree that the number of tourists increased. In other hand, those 83 respondents recognized that number of tourists decreased in recent year (Table 3.3).

Tourist behavior: 145 respondents (36.8%) recognized that tourists were traveling with a tour group. The rest 80 respondents (20.3%) observed that tourists were traveling with family, friends (67 respondents, representing 17.0%), alone (21 respondents, representing 5.3%), and other such as family and friends, couple etc. (80 respondents, representing 20.3%). (Table 3.3)

Table 3.3 Tourism Trend in Communities

Increasing the number of tourists in recent year	Frequency	Percent
---	------------------	----------------

Yes, gradually increase	290	73.6
Yes, rapidly increase	19	4.8
No	83	21.1
Missing	2	0.5
Total	394	100.0
Whom tourists visit with?		
Tour group	145	36.8
Family	80	20.3
Friends	67	17.0
Alone	21	5.3
Other	80	20.3
Missing	1	0.3
Total	394	100.0

Local community's attitude toward tourism: The result (table 3.4) showed that local communities are willing to support tourism even though they do not have any benefits from tourism. There were 358 respondents (90.0%) who want to support tourism as much as possible. However, 34 persons (8.6%) of total respondents do not want to support tourism in the area.

Communities provide enough accommodation for tourists during event or festival:

314 respondents (79.7%) agreed that there was enough accommodation for tourists during events or festivals. Moreover, the researcher found that there were few accommodations in the area but the result of the research was opposite. The reason was the majority of tourists had relatives who live in the area. Therefore, the tourists who desire to stay in hotels or other accommodations were low in volume. However, 76 respondents (19.3%) agreed that there were insufficient accommodations in the area.

Infrastructure improvements in the area: There were 290 persons (73.6% of all respondents) who agreed that infrastructure in the area gradually improved; while only 22

persons (5.6%) believed that they rapidly improved. The rest 81 respondents (20.6%) disagreed that infrastructures in the area were improved.

Community's attitude to promote tourism: 358 respondents (90.9%) agreed that local authorities should promote tourism. The rest 34 persons (8.6%) did not agree to promote tourism in the area (table 3.4).

Table 3.4 Local Resident's Attitude about Tourism Participation and Accommodation

Local resident's attitude		Frequ ency	Perce nt
Community support tourism	Yes	358	90.9
	No	34	8.6
	Missing	2	0.5
	Total	394	100
Sufficiency accommodation	Yes	314	79.7
	No	76	19.3
	Missing	4	1.0
	Total	394	100
Infrastructure improvements	yes, gradually improvements	290	73.6
	yes, rapidly improvements	22	5.6
	No	81	20.6
	Missing	1	0.3
	Total	394	100
Community's attitude to promote tourism	Yes	358	90.9
	No	34	8.6
	Missing	2	0.5
	Total	394	100

The popular events or festivals in communities: Table 3.5 indicated that the Songkran Festival is the most

popular for the majority of respondents. There were 209 respondents or 22.6% of total respondents agreed that Songkran Festival is the most popular in the area. The later is Bun Bangfai Rocket Festival by 18.5% of total respondents. The Loykratong Festival is the third most popular activity (16.1%) based upon local resident's attitude. The rest were Ban Chiang Civilization Celebrations - 15.4%, Buddhist Lent - 7.0%, Phra That Phanom Homage-Paying Fair - 5.7%, Candle Festival - 5.1%, Illuminated Boat Procession - 3.5%, Wax Castle & Boat Racing - 5.4% as shown in Table 3.5.

Table 3.5 The Popular Events or Festivals in the Area

Events or Festival	Responses		Percent of Respondents
	N	Percent	
Songkran Festival	209	22.6%	53.9%
Bun Bangfai Rocket Festival	171	18.5%	44.1%
Loykratong Festival	149	16.1%	38.4%
Ban Chiang Civilization Celebrations	142	15.4%	36.6%
Buddhist Lent	65	7.0%	16.8%
Phra That Phanom Homage-Paying Fair	53	5.7%	13.7%
Candle Festival	47	5.1%	12.1%
Illuminated Boat Procession	32	3.5%	8.2%
Wax Castle & Boat Racing	21	2.3%	5.4%
Other	19	2.1%	4.9%
Silk Festival	11	1.2%	2.8%
The Mekong Friendship Festival	6	.6%	1.5%
Total	925	100.0%	238.4%

The level of community's participation during those events or festivals: Table 3.6 shows that the majority of respondents had moderate participation during events or

festivals - 222 respondents (56.6%). There were 98 persons (25.0%) who were in a low level of participation, while local people who had high participation as a planner or organizer were only 74 persons (18.78%).

Kind of community's participation during those events or festivals takes place: Table 3.6 illustrated that more than half of respondents were visitors during events or festivals. 239 respondents (61.1%) were visitors. The rest were operators (16.4%), exhibitors (11.3%), organizers (5.4%), and other (5.9%).

Table 3.6 Local Resident's Participation Level during Events or Festival

Participation level during events or festivals in the demonstrate site		
	Frequency	Percent
High participation	74	18.78
moderate participation	222	56.35
Low participation	98	24.87
Total	394	100.00
Respondent's responsibility during events or festivals takes place		
As an organizer	21	5.33
As an exhibitor	44	11.17
As an operator	64	16.24
As a visitor	239	60.66
Other	26	6.60
Total	394	100.00

3.2 Local Authorities

3.2.1. Profile of Respondents

The eleven informants were representatives from authorities in the Songkhram River Basin. The shortest period of informants that have been working in local authorities is 2 years and the longest is 14 years. Their main responsibilities are: community planning and development (including tourism), improving local's well being, cooperation, etc. The interviews were conducted in June 2007.

Local authorities consist of 1 assistant district office from Charoensilp, 4 local administration organizations from each community, 4 head of community from each community, 1 president from Nakhonphanom Environmental Conservation Club, and 1 Head of Ban Kudnakham Handicraft Promotion Center.

3.2.2. Tourism Current Situation in the Songkhram River Basin

3.2.2.1 Tourism Trends in the Area

Currently, tourism in the area is gradually increasing in terms of number of tourists because there are policies to develop this area as a tourist destination. Most tourists who visit the area are Thai. The reasons were: the area is far away from central Thailand, the transportation is inconvenient for traveling, and the number of tourist attractions is low. Moreover, the weakness of location and geography are the main issues. For instance, it has no beach or sea in the area therefore the number of activities is low. From those reasons, most tourists in the Songkhram River Basin are from neighboring countries and people who live not far away from the basin.

Religious tourism and cultural tourism are the most common in this part of Thailand because there are many temples and historical sites that are related to Buddhism. Therefore, it influences the way of life of both hosts and guests. Nature and handicrafts are also tourist attractions.

The volume of tourists is always high during the months of Buddhism lent. The reason is several events and festivals will take place there. They always visit there with family and friends when their holiday comes. The numbers of tourists tend to increase every year but it depends on other factors such as: environment, economy, or critical situations, etc.

3.2.2.2 Community's Participation

Local's participation is quite high and they proudly present their tradition and beliefs to tourists. However, local people's participation in planning and development are still low. The planning and development processes are mostly done by government sectors.

The Songkhram River Basin community has unique characteristics of culture. They are willing to support tourism as much as possible. Therefore, when events or festivals take place, every household recognizes that they are hosts, so they have to serve the tourist as a guest.

Even though the planning and development processes are mostly done by government sectors, local authorities plan to encourage residents by using a planning policy to improve their quality of life such as: education, initiate club, support foundation for producing handicrafts or souvenirs and so on.

3.2.2.3 Carrying Capacity

Local authorities positively advocated that there is adequate carrying capacity (physical, psychological, biological, and social) of service facilities to serve tourists as tourism in the region is seasonal and it is not that necessary to build more physical structures in their community.

Tourism will gradually grow in the area even though insufficiency of service facilities will still be a problem that challenges the local authorities to resolve it. A plan to address carrying capacity is most needed. The proper plan about carrying capacity in the area is needed. Local authorities have to prepare a master plan for tourism in order to avoid the risk of building more physical structures than is needed.

3.2.2.4 Tourism Planning and Development in the Area

Local authorities planning for tourism occurred later than other parts of Thailand. Most of the plan emphasized the promotion tourism, which consists of culture, traditions, and ways of life. Equally important, those planning must also respect people's beliefs and community norms. The planning should go along with the willingness and participation of hosts in order to have a highly effective plan.

Education is required for developing tourism in the area for preserving the cultural identity of host populations, and to motivate people to appreciate how important of their own culture is without commercialization.

In addition, they must plan for carrying capacity in the area such as: home stay project, infrastructures, and other service facilities.

3.3 Tourism Impacts and Resident's Attitude Toward Tourism

In this part, mean and standard division was used to find out the meaning of the results. The researcher separated the

results into three main impacts. The results were analyzed into 5 levels of Likert's scale.

3.3.1 Tourism Economic Impacts in the Songkhram River Basin

Group 1: Local Residents

The respondents agreed that increasing the number of tourists visiting this area would improve the local economy (mean = 3.96), the shopping opportunities were better in community because of tourism (mean = 3.92), the tourism industry provides worthwhile job opportunities for community (mean = 3.85), and local residents have more money to spend because of tourism (mean=3.80). While local residents who were against new tourism facilities investment which will attract more tourists to community (mean = 3.04) and tourism results in unemployment during low season (mean = 3.31) gained neutral level. Interestingly, there was a negative statement which gained the agree level. That was, increases in the prices of goods and services in community was caused by tourism (mean = 3.53) (Table 3.7).

Table 3.7 Tourism Economic Impacts (Local Residents)

Tourism Economic Impacts	Mean	N	%	S.D.	Assessment
Increasing the number of tourists visiting this area would improve the local economy.	3.96	188	47.70	0.915	Agree
Shopping opportunities are better in community because of tourism.	3.92	189	48.00	0.856	Agree
The tourism industry provides worthwhile job opportunities for	3.85	191	48.50	0.844	Agree

community.					
Local resident have more money to spend because of tourism.	3.80	188	47.80	0.818	Agree

Table 3.7 (Continued)

Tourism Economic Impacts	Mean	N	%	S.D.	Assessment
Increasing the prices of goods and services in my community cause by tourism.	3.53	148	37.60	0.991	Agree
Local resident against new tourism facilities investment, which will attract more tourists to community.	3.04	130	33.00	1.184	Neutral
Tourism results in unemployment during low season.	3.31	154	39.20	1.002	Neutral

Group 2: Local Authorities

The local authority's attitude to tourism's economic affects are not that much different from local resident group. The results showed that shopping opportunities are better in the community because of tourism (mean = 4.36) or strongly agree. Meanwhile, increasing the number of tourists visiting this area would improve the local economy (mean = 4.00) and the tourism industry provides worthwhile job opportunities for community (mean = 3.55) received the agree level of the mean value. Moreover, tourism is not the cause of increasing the price of goods and service in the community (mean = 2.55), and local residents not against new tourism facilities investment, with will attract more tourists to community (mean = 1.82).

Table 3.8 Tourism Economic Impacts (Local Authorities)

Tourism economic impacts	Mean	N	%	S.D.	Assessment
Shopping opportunities are better in community because of tourism.	4.36	6	54.50%	0.924	Strongly agree
Increasing the number of tourists visiting this area would improve the local economy.	4.00	5	45.50%	1.095	Agree
The tourism industry provides worthwhile job opportunities for community.	3.55	4	36.40%	1.293	Agree

Table 3.8 (Continued)

Tourism economic impacts	Mean	N	%	S.D.	Assessment
Local resident have more money to spend because of tourism.	3.36	4	36.40%	1.286	Neutral
Tourism results in unemployment during low season.	2.82	5	45.50%	1.25	Neutral
Increasing the prices of goods and services in my community cause by tourism.	2.55	5	45.50%	0.934	Disagree
Local resident against new tourism facilities investment, which will attract more tourists to community.	1.82	4	36.40%	0.982	Disagree

3.3.2 Tourism Socio- Cultural Impacts in the Songkhram River Basin

Group 1: Local residents

To better understand tourism's effect on local residents, this part was separated into 5 main issues that are: livelihood, culture and education, health and safety, equity, and satisfaction and attitude.

The results showed that tourism causes unwanted lifestyle changes (mean=3.08), tourism causes displacement of residents for tourism development (mean=2.81), and tourism causes family disruption (mean=2.68) were assessed at the neutral level of agreement.

For culture and education issues, all statements received the agree level (mean= 3.85). Noticeably, positive changes in values and customs (mean=3.92) was the highest level of agreeable while tourism can promote cultural exchange (i.e. language and cultural has been changed) (mean=3.77) was the lowest level of agreeable.

The results showed that tourism improves quality of public health and medical service (mean=3.67) was assessed at the agree level while increasing underage drinking, alcoholism, gambling and drugs caused by tourism (mean=2.87), and tourism causes excessive crime, prostitution and increasing smuggling (mean=2.74) were assessed at a neutral level.

In additional, tourism usually benefits a small group of residents in community had the highest agreeable level of equity section (mean=3.00) while tourism causes exclusion of locals from natural resources was the lowest level of agreeable for this section (mean=2.62). However, both of them were assessed at a neutral level of agreement.

In order to investigate the socio-cultural, the satisfaction and attitude of local residents were added in this part. The results showed that the highest score was "local residents happy and proud to see tourists coming to see what community has to offer" (mean=4.02) which was assessed at agree level while the lowest agreeable level was "the

community would be a better place if the tourists were not here (mean=2.5).

Table 3.9 Tourism Socio-Cultural Impacts (Local Residents)

Tourism socio-cultural impacts	Mean	N	%	S.D.	Assessment
Livelihood					
Tourism causes unwanted lifestyle changes	3.08	143	36.30%	1.059	Neutral
Tourism causes displacement of residents for tourism development.	2.81	132	33.50%	1.114	Neutral
Tourism causes family disruption.	2.68	116	29.40%	1.187	Neutral
Cultural and Education					
Positive changes in values and customs.	3.92	155	39.30%	0.935	Agree
Tourism preserves cultural identity of host population.	3.89	181	45.90%	0.851	Agree
Tourism improves understanding of different communities.	3.81	190	48.20%	0.845	Agree
Tourism can promotes cultural exchanges (i.e. language and cultural has been changed).	3.77	172	43.70%	0.929	Agree
Health and Safety					
Tourism improves quality of public health and medical service.	3.67	151	38.30%	0.938	Agree
Increasing underage drinking, alcoholism, gambling and drugs caused of tourism.	2.87	109	27.70%	1.194	Neutral
Tourism causes excessive crime, prostitution and increasing smuggling.	2.74	116	29.40%	1.163	Neutral

Table 3.9 (Continued)

Tourism socio-cultural impacts	Mean	N	%	S.D.	Assessment
Equity					
Tourism usually benefits a small group of residents in community.	3.00	141	35.80%	1.05	Neutral
Tourism causes exclusion to access leisure and recreation places such as park, sport center etc.	2.89	103	26.20%	1.19	Neutral
Tourism causes exclusion of locals from natural resources.	2.62	127	32.20%	1.157	Neutral
Satisfaction and Attitude					
Local residents happy and proud to see tourists coming to see what community has to offer.	4.02	153	38.80%	0.969	Agree
Increasing number of religious tourists effect to locals especially lack of opportunity to access to religious or sacred places.	2.69	120	30.50%	1.194	Neutral
Community has proper plan and manage the growth of tourism.	3.75	151	38.30%	0.936	Agree
The tourists have seen in community are generally rude and pushy.	2.67	126	32.00%	1.106	Neutral
This community would be a better place if the tourists were not here.	2.5	115	29.20%	1.151	Disagree

Group 2: Local Authorities

In order to compare the tourism impact results with local resident group, the semi-structure interview was designed to investigate the tourism impact in the same format for both groups.

There are significant different in term of livelihood issue when compare with local resident group, the results showed that tourism causes unwanted lifestyle changes (mean=2.00), tourism causes displacement of residents for tourism development (mean=1.91), and tourism causes family disruption (mean=1.82) were evaluated at the disagree level of agreement.

The highest agreeable level of cultural and education issues was “increasing demand for historical and cultural exhibits caused by tourism” (mean=4.09) at agree level while the lowest agreeable level was “tourism can promote cultural exchanges (i.e. language and cultural has been changed) at the neutral level.

Tourism improves quality of public health and medical service had the highest agreeable level (mean=3.64), while increasing underage drinking, alcoholism, gambling and drugs causes by tourism (mean=2.18) was recognized at a disagree level.

Tourism usually benefits a small group of residents in the community (mean=2.36) was at disagree level while tourism causes exclusion of locals from natural resources (mean=1.55) received a strongly disagree level.

The majority of respondents concerned with community pride and happy to see tourists coming to see what community has to offer (mean=4.09) at the agree level. Unquestionably, “the community would be better place if the tourism were not there” (mean=1.91) received a disagree level.

Table 3.10 Tourism Socio-Cultural Impacts (Local Authorities)

Tourism Socio-cultural Impacts	Mean	N	%	S.D.	Assessment
Livelihood					

Tourism causes unwanted lifestyle changes	2.00	7	63.60 %	0.632	Disagree
Tourism causes displacement of residents for tourism development.	1.91	10	90.90 %	0.302	Disagree
Tourism causes family disruption.	1.82	6	54.50 %	0.874	Disagree
Cultural and Education					
Increasing demand for historical and cultural exhibits caused of tourism.	4.09	5	45.50 %	0.944	Agree
Tourism preserves cultural identity of host population.	4.00	6	54.50 %	0.894	Agree
Tourism improves understanding of different communities.	3.91	7	63.60 %	0.831	Agree
Positive changes in values and customs.	3.82	4	36.40 %	0.982	Agree
Tourism can promotes cultural exchanges(i.e. language and cultural has been changed).	3.36	5	45.50 %	1.12	Neutral

Table 3.10 (Continued)

Tourism Socio-cultural Impacts	Mean	N	%	S.D.	Assessment
Health and Safety					
Tourism improves quality of public health and medical service.	3.64	5	45.50%	1.027	Agree
Tourism causes excessive crime, prostitution and increasing smuggling.	2.64	4	36.40%	1.629	Neutral
Increasing underage drinking, alcoholism, gambling and drugs caused of tourism.	2.18	5	45.50%	1.079	Disagree
Equity					
Tourism usually benefits a small group of residents in community.	2.36	4	36.40%	1.206	Disagree

Tourism causes exclusion to access leisure and recreation places such as park, sport center etc.	2.00	5	45.50%	1.095	Disagree
Increasing number of religious tourists effect to locals especially lack of opportunity to access to religious or sacred places.	1.64	5	45.50%	0.674	Strongly disagree
Tourism causes exclusion of locals from natural resources.	1.55	6	54.50%	0.522	Strongly disagree
Local residents happy and proud to see tourists coming to see what community has to offer.	4.09	5	45.50%	1.136	Agree
Community has proper plan and manage the growth of tourism.	3.55	7	63.60%	1.036	Agree
The tourists have seen in community are generally rude and pushy.	2.09	8	72.70%	0.539	Disagree
This community would be a better place if the tourists were not here.	1.91	6	54.50%	0.701	Disagree

3.3.3 Tourism Environmental Impacts in the Songkhram River Basin

Group 1: Local Residents

Regarding to tourism environmental impacts in Songkhram River Basin shown in Table 3.12, the findings showed that tourism causes improvement of the area's appearance (mean=3.88). Tourism causes protection of selected natural environments or prevention of further ecological decline (mean=3.81). Tourism provides incentives for restoration of

historic buildings (mean=3.69) was considered at agree level while tourism is likely to result in traffic congestion (mean=2.76) received a neutral level of agreement.

Unquestionably, the negative impacts were ranged at a neutral level especially “tourism is likely to result in traffic congestion” (mean=2.76) was the lowest level of agreeable (Table 3.11).

Table 3.11 Tourism Environmental Impacts (Local Residents)

Tourism environmental impacts	Mean	N	%	S.D.	Assessment
Tourism causes improvement of the area's appearance (visual and aesthetic).	3.88	175	44.40%	0.863	Agree
Tourism causes protection of selected natural environments or prevention of further ecological decline.	3.81	173	43.90%	0.857	Agree
Tourism provides incentives for restoration of historic buildings.	3.69	158	40.10%	0.947	Agree
Tourism causes loss of natural landscape and agricultural lands to tourism development.	2.93	120	30.50%	1.111	Neutral
Pollution increase caused by tourism (air, water, noise, solid waste, and visual).	2.92	126	32.00%	1.151	Neutral
Tourism causes loss of open space.	2.89	121	30.70%	1.071	Neutral
Tourism causes degradation of landscape, historic sites, and monuments.	2.88	130	33.00%	1.156	Neutral
Tourism is likely to result	2.76	118	29.90%	1.16	Neutral

in traffic congestion.					
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Group 2: Local Authorities

In terms of local authority's responses, environmental positive impacts of tourism were at the agree level. The highest agreeable level was "tourism causes improvement of the area's appearance (mean=4.18) and the lowest agreeable level of positive impact was "tourism provides incentives for restoration of historic buildings" (mean=3.45) For negative impacts, the respondents disagreed that tourism causes degradation of landscape, pollution, traffic congestion, and loss of open space (mean=2.36). Additionally, "tourism causes loss of natural landscape and agricultural lands to tourism development" (mean=1.73) was assessed at the strongly disagree level (Table 3.12).

Table 3.12 Tourism Environmental Impacts (Local Authorities)

Tourism Environmental Impacts	Mean	N	%	S.D.	Assessment
Tourism causes improvement of the area's appearance (visual and aesthetic).	4.18	5	45.50%	0.982	Agree
Tourism causes protection of selected natural environments or prevention of further ecological decline.	3.91	4	36.40%	0.831	Agree
Tourism provides incentives for restoration of historic buildings.	3.45	4	36.40%	1.036	Agree
Tourism causes degradation of landscape, historic sites, and monuments.	2.36	6	54.50%	0.809	Neutral
Pollution increase caused by tourism (air, water, noise, solid waste, and visual).	2.09	4	36.40%	1.044	Disagree

Tourism is likely to result in traffic congestion.	2.00	5	45.50%	1.095	Disagree
Tourism causes loss of open space.	1.91	5	45.50%	0.944	Disagree
Tourism causes loss of natural landscape and agricultural lands to tourism development.	1.73	6	54.50%	0.647	Strongly disagree

3.3.4 Comparison of Tourism Impacts among Four Communities

3.3.4.1 Tourism Economic Impacts

Table 3.14 illustrates that each community believed that increasing the number of tourists visiting this area would improve the local economy (mean=4.00), the tourism industry provides worthwhile job opportunities for community (mean=3.92), and local residents will have more money to spend as a result of tourism (mean=3.88).

While the Thatphanom community agreed that local resident against new tourism facilities investment, which will attract more tourist to community' (mean=3.52); the rest of the communities were at the neutral level (mean= 3.04).

“Shopping opportunities are better in community as a result of tourism” (mean=3.85) was assessed at the agree level for three communities (Thakokdaeng, Baanchiang, Thatphanom). While Chareonsilp community recognized this issue at a strongly agree level (mean=4.23)

Moreover, respondents agreed that “increasing the price of goods and services in community is caused by tourism” (mean=3.54)

Tourism results in unemployment during low season (average mean=3.46) received the agree level in terms of respondent perception. However, Baanchiang community recognized it at neutral level (mean=3.12)

Regarding to ANOVA test, the study found that there were 6 differences among community groups on economic impact perception at the significant level of 0.05 (Table 3.13).

3.3.4.2 Tourism Socio-Cultural Impacts

Livelihood: there were three statements in this section where all the results indicated that local residents had neutral level of agreement with “tourism causes unwanted lifestyle changes” (mean=3.14), and “tourism causes displacement of residents for tourism development” (mean=2.86). Baanchiang community disagreed that tourism causes family disruption (mean=2.42), the rest were at the neutral level of agreement (mean=2.17).

Cultural and education: the results indicated that all communities recognized this component as agree level (mean=3.87). This component consists of the statements; tourism can promote cultural exchange (i.e. language and cultural has been changed), tourism improves understanding of different communities, tourism preserves cultural identity of host population, increasing demand for historical and cultural exhibits caused of tourism, and positive changes in values and customs. Significantly, culture and education are close to resident’s life which is easy to observe and recognize while livelihood changes is a sensitive issue to measure. Therefore, culture and education were completely agreed to by respondents.

Health and safety: all communities agreed that tourism improves quality of public health and medical service (mean=3.63). Meanwhile the statements “tourism causes excessive crime, prostitution and increasing smuggling” had difference of agreement level as well as the statement “increasing underage drinking, alcoholism, gambling and drugs caused by tourism”.

Equity: all of this section consisted of four statements which were the costs of tourism. There were two communities (Thakokdaeng and Chareonsilp) concerned this part as neutral level (mean=2.61 and 3.23 respectively). Baanchiang residents concerned that tourism usually benefits a small group of residents in community at a neutral level (mean=2.80) while the rest issues were recognized at disagree level. Interestingly, Thatphanom residents agreed that tourism usually benefits a small group of residents in community (mean=3.50) and causes exclusion to access leisure and recreation places such as park, sport center etc (mean=3.54).

Satisfaction and attitude: Evidently, Baanchiang disagreed with the statements “the tourists have seen in community are generally rude and pushy” (mean=2.35) and “the community would be a better place if the tourism were not here” (mean=2.07) while Thakokdaeng, Thatphanom, and Chareonsilp communities concerned the statements as a neutral level.

Moreover, Chareonsilp community strongly agreed that “local residents happy and proud to see tourists coming to see what community has to offer” (mean=4.32). The rest communities concern the issue as agree level (mean=3.90). Evidently, all community agreed that community has proper plan and manage the growth of tourism (mean=3.76).

Regarding to ANOVA test, the study also found that respondents from different community had a significantly different agreeable level at the significant level of 0.05 (Table 3.13).

3.3.4.3 Tourism Environmental Impacts

Noticeably, there was only a community (Thatphanom) accepted that pollution in their community increase caused by tourism (mean=3.54). The results clearly identified that the respondents more concern about positive

issues of environmental impacts while environmental costs were recognized at neutral level (Table 3.13).

In terms of respondents' opinion, ANOVA test indicated there were statistical differences between groups of community and tourism impacts at the significant level of 0.05 (Table 3.13).

Communities	Thapahanom		Baanchiang		Thakokdaeng		F	P-value	
	Mean	S.D.	Mean	S.D.	Mean	S.D.			
3.80	0.856	3.92	0.956	4.15	0.850	4.16	0.901	2.892	0.035*
3.74	0.843	3.77	0.869	4.10	0.881	4.06	0.684	4.152	0.006*
3.80	0.784	3.64	0.859	4.02	0.785	4.06	0.689	5.874	0.000*
3.23	0.994	2.76	1.222	3.52	1.148	3.14	1.216	7.240	0.000*
3.80	0.704	3.89	0.962	3.85	0.799	4.23	0.750	3.924	0.009*
3.71	0.816	3.43	1.053	3.46	0.988	3.55	1.051	1.717	0.163
3.48	0.965	3.12	0.930	3.52	0.825	3.39	1.251	3.958	0.008*
3.36	0.963	2.84	1.097	3.17	0.953	3.20	1.051	6.065	0.000*
3.12	1.008	2.63	1.105	3.06	1.227	2.64	1.098	5.602	0.001*
2.99	1.058	2.42	1.171	3.08	1.302	2.61	1.166	7.332	0.000*
3.66	0.850	3.81	0.979	3.90	0.881	3.75	0.946	0.919	0.432
3.69	0.717	3.82	0.941	4.02	0.785	3.83	0.785	1.747	0.157
3.68	0.834	4.01	0.861	4.02	0.758	3.83	0.857	3.811	0.010*

level

	Chareonsil		Thaphano		Baanchiang		Thakokdaeng		F	p-value
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.		
	3.80	0.771	3.87	0.871	4.13	0.789	3.84	0.901	1.692	0.168
	3.75	0.872	4.01	0.997	3.98	0.729	3.93	0.975	1.621	0.184
	3.05	1.075	2.41	1.175	3.23	0.951	2.80	1.158	10.685	0.000*
	3.12	1.084	2.54	1.202	3.25	1.021	3.04	1.254	8.401	0.000*
	3.60	0.761	3.75	1.030	3.44	0.943	3.71	0.909	1.706	0.165
	3.23	1.052	2.80	0.994	3.50	0.945	2.81	1.088	8.520	0.000*
	3.20	0.995	2.45	1.130	3.54	1.166	3.09	1.234	17.669	0.000*
	3.18	1.075	2.27	1.057	3.31	1.355	2.61	1.140	19.870	0.000*
	3.05	1.120	2.15	0.973	3.27	1.317	2.74	1.052	22.625	0.000*
	3.12	1.074	2.35	1.061	2.90	0.973	2.67	1.107	11.904	0.000*
	3.00	1.062	2.07	1.032	2.75	1.101	2.70	1.216	18.132	0.000*
	3.72	0.958	4.12	1.001	3.85	0.899	4.32	0.813	6.933	0.000*
	3.62	0.856	3.74	0.993	3.75	0.812	3.94	0.968	1.656	0.176

groups at the 5% significant level

Tourism Impacts

Tourism Economic Impacts

local economy.
community.
Local resident have more money to spend as a result of tourism.

Local resident against new tourism facilities investment, which will attract more tourists to community.
Shopping opportunities are better in community as a result of tourism.
by tourism.
Tourism results in unemployment during low season.

Tourism Socio-Cultural Impacts

Livelihood

Tourism causes unwanted lifestyle changes
Tourism causes displacement of residents for tourism development
Tourism causes family disruption

Cultural and Education

has been changed)
Tourism improves understanding of different communities
Tourism preserves cultural identity of host population

Thaphanom		Baanchiang		Thakokdaeng		F	p-value
Mean	S.D.	Mean	S.D.	Mean	S.D.		
3.70	1.013	3.85	0.825	3.75	0.930	1.353	0.257
3.82	0.945	4.04	0.798	3.81	0.809	2.023	0.110
3.96	0.873	3.98	0.812	3.81	0.959	1.577	0.194
2.64	1.199	3.54	1.051	2.84	1.133	10.502	0.000*
2.69	1.134	3.29	1.110	2.78	1.055	8.881	0.000*
2.55	1.032	3.33	1.098	2.74	1.066	17.753	0.000*
2.45	1.138	3.21	1.237	2.59	1.102	12.360	0.000*
2.63	1.162	3.38	1.362	2.62	1.113	11.211	0.000*
significant level							
Tourism Impacts							
Tourism Socio-Cultural Impacts							
Increasing demand for historical and cultural exhibits caused of tourism							
Positive changes in values and customs							
Health and Safety							
Tourism causes excessive crime, prostitution and increasing smuggling.							
Increasing underage drinking, alcoholism, gambling and drugs caused of tourism							
Tourism improves quality of public health and medical service							
Equity							
Tourism usually benefitis a small group of residents in community.							
sport center etc.							
Increasing number of religious tourists effect to locals especially lack of opportunity to access to religious or sacred places.							
Tourism causes exclusion of locals from natural resources							
Satisfaction and Attitude							
The tourists have seen in community are generally rude and pushy.							
This community would be a better place if the tourists were not here.							
has to offer.							
Community has proper plan and manage the growth of tourism.							

Table 3.13 (Continued)

Tourism Impacts	Chareonsilp	
	Mean	S.D.
Tourism Environmental Impacts		
Tourism provides incentives for restoration of historic buildings.	3.55	0.886
Tourism causes protection of selected natural environments or prevention of further ecological decline	3.68	0.733
Tourism causes improvement of the area's appearance (visual and aesthetic)	3.75	0.789
Pollution increase caused by tourism (air, water, noise, solid waste, and visual)	3.17	0.955
Tourism causes loss of natural landscape and agricultural lands to tourism development	3.28	0.979
Tourism causes loss of open space	3.36	0.876
Tourism is likely to result in traffic congestion.	3.18	1.009
Tourism causes degradation of landscape, historic sites, and monuments	3.25	0.875

3.3.5 Comparison of “Demographic Characteristics of Respondents” among “Tourism Impacts”

Gender: According to the T-test, the study found that neither males nor females perceived all aspects of tourism impacts differently at the significant level of 0.05 (Table 3.14).

Table 3.14 Comparison between Male and Female Opinions on Tourism Impact

(n=394)						
Gender	N	Mean	S.D.	t	df	p-value
Male	188	3.73	0.961	1.347	392	0.894
Female	206	3.61	0.914			

Note: T-test indicated no statistically significant differences between two groups at the 5% significant level

Age: The findings of the study indicate that respondents, who were over 65, perceived that there was a more significant economic impact than other age groups. The ANOVA test demonstrated a significance level of 0.05 (Table 3.15).

Table 3.15 Analysis of Variance between Age Group and Economic Impacts Perception

Local resident have more money to spend as a result of tourism					
Age	N	Mean	S.D.	F	p-value
15-25 years	67	3.63	0.756	2.489	0.031
26-35 years	78	3.83	0.796		
36-45 years	113	3.84	0.751		
46-55 years	66	3.78	0.910		
56-65 years	38	3.63	0.913		

more than 65 years	32	4.19	0.821		
Total	394	3.80	0.818		

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Besides socio-cultural impacts, the study also found that there was not a significant difference between respondents from different age groups. This was assured by ANOVA at the significant level of 0.05 (Table 3.16).

Table 3.16 Analysis of Variance between Age Groups of Respondent and Socio-Cultural Impact

Age	N	Mean	S.D.	F	p-value
15-25 years	67	4.07	0.926	1.131	0.343
26-35 years	78	3.83	1.074		
36-45 years	113	3.88	0.857		
46-55 years	66	3.80	0.996		
56-65 years	38	4.05	0.837		
more than 65 years	32	4.09	0.818		
Total	394	3.92	0.935		

Note: ANOVA test indicated no statistically significant differences between groups at the 5% significant level

Similarly, as with socio-cultural impacts, the ANOVA test illustrated no statistically significant differences between age groups significant level at 0.05 (Table 3.17) in terms of environmental impact perception.

Table 3.17 Analysis of Variance between Age Groups of Respondent and Environmental Impact

Age	N	Mean	S.D.	F	p-value
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15-25 years	67	3.01	1.080	1.327	0.252
26-35 years	78	2.82	1.102		
36-45 years	113	2.65	1.148		
46-55 years	66	2.80	1.338		
56-65 years	38	2.55	1.108		

Table 3.17 (Continued)

Age	N	Mean	S.D.	F	p-value
more than 65 years	32	2.56	1.134		
Total	394	2.76	1.160		

Note: ANOVA test indicated no statistically significant differences between groups at the 5% significant level

Education: The ANOVA test indicated that respondents from different education backgrounds were significantly different, at the significant level of 0.05. The respondents who had graduate degrees perceived “tourism results in unemployment during low season” at the strongly agree level (Table 3.18).

Table 3.18 Analysis of Variance between Different Education Background and Economic Impact

Tourism results in unemployment during low season					
Education	N	Mean	S.D.	F	p-value
lower than primary school	9	3.56	0.726	2.488	0.023
primary school	170	3.24	0.981		
high school	126	3.21	1.009		
diploma	36	3.58	0.937		

bachelor degree	46	3.44	1.078		
graduate degree	5	4.60	0.548		
other	2	3.00	1.414		
Total	394	3.31	1.002		

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Besides socio-cultural impacts, the study also found that respondents from different education levels had a significantly different agreement with the statement “increasing underage drinking, alcoholism, gambling and drugs caused by tourism” at the significant level of 0.05. Table 3.19 showed that the respondents who have bachelor degrees are more concerned that tourism brings negative impacts to them than others.

Table 3.19 Analysis of Variance between Different Education Groups and Socio-Cultural Impact

Increasing underage drinking, alcoholism, gambling and drugs caused of tourism					
Education	N	Mean	S.D.	F	p-value
lower than primary school	9	1.89	1.167	3.629	0.002
primary school	170	2.75	1.044		
high school	126	2.88	1.269		
diploma	36	3.03	1.253		
bachelor degree	46	3.41	1.292		
graduate degree	5	2.60	0.894		
other	2	1.50	0.707		
Total	394	2.87	1.194		

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

However, the ANOVA test indicated there was no statistical difference between different educational levels, in terms of their perceptions of environmental impact at the significance level at 0.05 (Table 3.20).

Table 3.20 Analysis of Variance between Education Groups and Environmental Impact

Education	N	Mean	S.D.	F	p-value
lower than primary school	9	3.00	1.323	1.938	0.074
primary school	170	2.83	1.072		
high school	126	2.83	1.151		
diploma	36	3.14	1.291		
bachelor degree	46	3.37	1.254		
graduate degree	5	2.80	0.837		
other	2	2.00	0.000		
Total	394	2.92	1.151		

Note: ANOVA test indicated no statistically significant differences between groups at the 5% significant level

Occupation: the ANOVA test indicated there was no statistical difference between different occupations and their perception of economic impact at the significant level at 0.05 (Table 3.21).

Table 3.21 Analysis of Variance between Occupation Groups and Economic Impact

Occupation	N	Mean	S.D.	F	p-value
government official	51	3.61	1.133	1.754	0.085
business owner	51	3.51	1.138		

housewife	52	3.48	0.980		
corporate employee	3	3.33	2.082		
student	54	3.80	0.762		
professional	1	3.00	-		
farmer	106	3.61	0.811		
employee	69	3.26	1.052		
others	7	2.86	1.345		
Total	394	3.53	0.991		

Note: ANOVA test indicated no statistically significant differences between groups at the 5% significant level

There was a statistical difference between the perceptions of people with different occupations of socio-cultural impact. Moreover, professionals perceived more socio-cultural impact than other occupations, especially corporate employees. Regarding the ANOVA test, there was a significant level of 0.05 (Table 3.22).

Table 3.22 Analysis of Variance between Occupation Groups and Socio-Cultural Impact

Tourism causes excessive crime, prostitution and increasing smuggling					
Occupation	N	Mean	S.D.	F	p-value
government official	51	3.25	1.09	4.00	0.000
business owner	51	2.55	1.14		
housewife	52	2.50	1.11		

Table 3.22 (Continued)

Tourism causes excessive crime, prostitution and increasing smuggling					
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Occupation	N	Mean	S.D.	F	p-value
corporate employee	3	1.67	1.16		
student	54	2.85	1.19		
professional	1	5.00	-		
farmer	106	2.81	1.09		
employee	69	2.65	1.21		
others	7	1.43	0.54		
Total	394	2.74	1.16		

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

In addition, the study illustrated there were significant differences between different professions in terms of their environmental impact perceptions. The ANOVA test indicated a significance level of 0.05 (Table 3.23).

Table 3.23 Analysis of Variance between Occupation Groups and Environmental Impact

Tourism is likely to result in traffic congestion					
Occupation	N	Mean	S.D.	F	p-value
government official	51	3.02	1.241	3.990	0.000
business owner	51	2.25	1.074		
housewife	52	2.73	1.031		
corporate employee	3	3.33	1.528		
student	54	3.17	1.077		
professional	1	4.00	-		
farmer	106	2.73	1.134		

Table 3.23 (Continued)

Occupation	N	Mean	S.D.	F	p-value
employee	69	2.77	1.190		
others	7	1.43	0.535		
Total	394	2.76	1.160		

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Household income: Respondents with a household income of 21,001-25,000 baht perceived more impact on shopping opportunities than other groups. The ANOVA test indicated a significance level of 0.05 (Table 3.24).

Table 3.24 Analysis of Variance between Different Income Groups and Economic Impact

Shopping opportunities are better in community as a result of tourism					
household income	N	Mean	S.D.	F	p-value
lower than 5,000 baht	212	3.81	0.786	2.333	0.042
5,001-10,000 baht	104	4.10	0.898		
10,001-15,000 baht	32	3.84	0.920		
15,001-20,000 baht	17	4.00	1.000		
21,001-25,000 baht	12	4.33	0.492		
more than 25,000 baht	17	4.06	1.144		

Total	394	3.92	0.856		
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Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Respondents with a household income range between 10,001-15,000 baht were more concerned that tourism usually benefits a small group of residents in the community, than other income groups. The ANOVA test indicated a significance level of 0.05 (Table 3.25).

Table 3.25 Analysis of Variance between Income Groups and Socio-Cultural Impact Perception

Tourism usually benefits a small group of residents in community					
Household income	N	Mean	S.D.	F	p-value
lower than 5,000 bath	212	3.11	0.967	4.651	0.000
5,001-10,000 bath	104	2.73	1.072		
10,001-15,000 bath	32	3.47	1.107		
15,001-20,000 bath	17	3.12	1.317		
21,001-25,000 bath	12	2.42	1.084		
more than 25,000 bath	17	2.59	0.939		
Total	394	3.00	1.050		

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

Respondents with a household income range between 21,001-25,000 baht were more concerned that tourism causes degradation of landscape, historic sites, and monuments than other income groups. The ANOVA test indicated a significance level of 0.05 (Table 3.26).

Table 3.26 Analysis of Variance between Income Groups and Environmental Impact

Tourism causes degradation of landscape, historic sites, and monuments					
Household income	N	Mean	S.D.	F	p-value
lower than 5,000 baht	212	2.94	1.126	2.270	0.047
5,001-10,000 baht	104	2.69	1.270		
10,001-15,000 baht	32	3.16	0.884		
15,001-20,000 baht	17	2.71	1.105		
21,001-25,000 baht	12	3.50	1.168		
more than 25,000 baht	17	2.47	1.068		
Total	394	2.88	1.156		

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

In terms of the perception that tourism contributes to unemployment during low season, the study found that respondents who have lived in the community for 6-10 years and respondents who were born there, had similar perceptions, but those perceptions were significantly different from other groups. The ANOVA test indicated a significance level of 0.05 (Table 3.27).

Table 3.27 Analysis of Variance between Period of Settlement and Economic Impact

Tourism results in unemployment during low season					
Period of settlement	N	Mean	S.D.	F	p-value
less than 5 years	25	2.96	1.122	2.508	0.042
6-10 years	32	3.56	1.014		
11-15 years	16	3.00	1.033		
15 and over	149	3.21	1.004		
I was born here	172	3.42	0.961		
Total	394	3.31	1.002		

Note: ANOVA test indicated statistically significant differences between groups at the 5% significant level

The study also found differences between periods of settlement groups and socio-cultural impact perceptions. Respondents who settled there for 11-15 years are less concerned about increasing underage drinking, alcoholism, gambling, and drugs caused of tourism than other groups. The ANOVA test indicated a significance level of 0.05 (Table 3.28).

Table 3.28 Analysis of Variance between Period of Settlement and Socio-Cultural Impact

Increasing underage drinking, alcoholism, gambling and drugs caused of tourism					
Period of settlement	N	Mean	S.D.	F	p-value
less than 5 years	25	3.92	0.759	2.417	0.048
6-10 years	32	3.81	0.644		
11-15 years	16	3.38	1.147		
15 and over	149	3.71	0.833		
I was born here	172	3.92	0.855		
Total	394	3.81	0.845		

Note: ANOVA test indicated statistically significant differences between

groups at the 5% significant level

In terms of environmental impact perceptions, the study found that there was no statistical difference between groups who have differing lengths habitation in the area (Table 3.29).

Table 3.29 Analysis of Variance between Period of Settlement and Environmental Impact

Period of settlement	N	Mean	S.D.	F	p-value
less than 5 years	25	2.88	1.092	1.641	0.163
6-10 years	32	3.38	0.907		
11-15 years	16	2.75	1.183		
15 and over	149	3.16	0.980		
I was born here	172	3.01	1.124		
Total	394	3.08	1.059		

Note: ANOVA test indicated no statistically significant differences between groups at the 5% significant level

3.3.6 Overview the Level of Agreement Classified by Impacts Components

Regarding the results in Table 3.30, 188 respondents (47.72%) were concerned that tourism can bring economic benefits to their community. The majority of respondents were at the agree level (mode=4). 148 respondents (37.56%) indicated that tourism causes negative economic impacts. The majority of respondent were at neutral level (mode=3).

172 respondents (43.65%) agreed that tourism can earn benefits to them while 143 respondents (36.29%) recognized negative impacts of tourism at the neutral level.

158 respondents (40.1%) agreed that environmental benefits to community causes by tourism. The majority of respondents were at the agree level (mode=4). 126 persons (31.98%) hesitated whether tourism can bring negative impact (mode=3).

Table 3.30 Illustrated Level of Agreement Classified by Impacts Components

Economic Impacts	Positive			Negative		
	%	N	Mode	%	N	Mode
Strongly disagree	2.03	8	4=Agree	3.81	15	3= Neutral
Disagree	5.08	20		9.14	36	
Neutral	16.5	65		33.5	132	
Agree	47.72	188		37.56	148	
Strongly agree	28.68	113		15.99	63	
Total	100	394		100	394	
Socio-cultural Impacts						
Strongly disagree	2.28	9	4=Agree	9.64	38	3= Neutral
Disagree	5.58	22		16.75	66	
Neutral	26.65	105		36.29	143	
Agree	43.65	172		30.71	121	
Strongly agree	21.83	86		6.6	26	
Total	100	394	100	394		
Environmental Impacts						
Strongly disagree	2.03	8	4=Agree	11.42	45	3= Neutral
Disagree	7.61	30		25.89	102	
Neutral	29.95	118		31.98	126	
Agree	40.1	158		20.56	81	

Strongly agree	20.3	80		10.15	40	
Total	100	394		100	394	

3.4 Recommendations

3.4.1 Recommendations of Local Residents

There were some recommendations from respondents. The researcher used content analysis to divide recommendations as follows:

- 31 respondents (34.81%) required the proper tourism plan such as how to get more tourists, how to get rid of solid waste after events or festivals.
- Eight respondents suggested that in the area, there is a lack of work force who has knowledge and wants to seriously develop tourism in the area.
- Promoting more tourism in the area in order to get more tourists and more income to improve local resident's well being was 2 respondent's suggestion.
- Government should have a proper plan to look after grassroots people who live in rural areas and provide a budget to develop both tourism and their quality of life.
- Promote the core value of culture and tradition of Isan people; do not make tourism commercial.
- Local residents wanted to support tourism as much as possible. Moreover, they also proudly present their tradition and beliefs to tourists. Even though local people's participation in terms of planning and development are still at low level.

The frequency of respondent's recommendation was shown in table 3.31.

Table 3.31 Statistics of Local Resident's Recommendation

Recommend	Frequency	Valid %
Local respondent willing to support tourism and proudly present their cultural to tourists	31	34.81
Communities should have proper tourism planning	23	25.84
Government authorities' support and budgeting	19	21.35
Shortage of work force and human resource	8	10.00
Promoting the unique of traditional and cultural	6	6.74
Promote more tourism both cultural and natural in the area	2	2.25
Total	89	100
Not recommend	305	
Total respondents	394	

3.4.2 Recommendations of Local Authorities

- Budgeting is most important for local authorities to develop the area. Five of eleven informants suggested that the enormous problem for every authority is budgeting. Even if there is a proper plan for tourism growth, there is not a sufficient budget from government, so local authorities could not implement any plan.
- Education is required in the community especially tourism knowledge. The best tourism planning should have participation from both service providers and local residents in order to equally earn benefits from tourism.
- Ensure that carrying capacity in the area is balance between demand and supplies. Moreover, infrastructures are needed for ease of travel.

Fortunately, government sectors are concerned more about locals' convenience than encourage tourists to visit the area.

- Standardization of service qualities and safety for encouraging tourists is needed.
- Zoning is one of the best policies to preserve the environment and the livelihood of rural communities, especially the wetlands community which is becoming popular with tourists. This is a fragile ecosystem area which consists of several species of fish and plants.
- Lack of work forces that understand the nature of wetlands areas, seriously attend to develop the tourism, and should have a proper plan that can manipulate development to go along with nature, traditions, culture, and livelihood.
- Performance appraisal of those plans is needed in order to get an effective plan and win funding resources.

CHAPTER 4

SUMMARY

The purpose of this chapter is to portray discussions, conclusion, and recommendations obtained from the research findings including limitations of this research. For ease of understanding, this chapter is organized to discuss the findings by the 3 objectives:

1. To investigate the current situation of tourism around the Songkhram River Basin
2. To investigate the residents' opinions of tourism impacts both positive and negative on rural communities living around the Songkhram River Basin
3. To propose measures for sustainable tourism development in the Songkhram River Basin.

The instruments of this study were questionnaires and semi-structured interview forms. The data were collected from 394 local residents by questionnaire, and the data from 11 informants were collected with semi-structured interview forms.

4.1 Conclusions

4.1.1 Results from Local Resident Group

4.1.1.1 Demographic Characteristics

The majority of respondents were female (52.3%). The majority of the sample or 28.7% were 36 years to 45 years old. The result showed that 53.8% of the sample's household income is lower than 5,000 baht per month. Many people, 43.1% of all respondents, only graduated from primary school.

Farmer is the most common career in the Songkhram River Basin, as 26.9% of survey respondents are farmers. The

average number of members in a household was four persons. There were 43.7% of respondents were born in the basin.

Tourism is a young industry that can benefit local residents in the area. The results indicated that 21.83 % of the total respondents have income from tourism, especially income from handicrafts. Moreover, 16.24% of the respondents have supplementary income from tourism through serving food and beverages in a restaurant.

4.1.1.2 Tourism Current Situation in the Songkhram River Basin

The results showed that there are gradually increasing numbers of tourists in recent years, in the local resident's perception or 74.0% of respondents. Tourists often visit the Songkhram River Basin communities with a tour group (36.9%) and their family (20.4%). The majority, 80.5%, of residents perceive that there is adequate accommodation available for tourists (as tourism in the region is seasonal, they feel that it is not necessary to build more physical structures in their community).

Cultural tourism and religious tourism are the most popular in the area, especially events or festivals that relate to religious beliefs. According to 22.6% of the respondents, the Songkran Festival is the most famous in the area. In addition, 18.5% of the respondents indicated that the Bun Bangfai Rocket Festival is also one of the most popular festivals in this area. However, there are several festivals that are the unique to the basin that show the varieties of the ways of life, beliefs, cultural, and traditions.

In terms of planning and decision-making, a small number of local people had responsibility in terms of planning and decision-making. Only 18.4% of total respondents carried out high level of participation when events and festivals take place. Less than half of the respondents organized, exhibited,

and operated those events and festivals (33.0% of all respondents). The reason for this unexpected finding is that local people participate in planning and development, but they are not the leaders, which are usually government officials.

In term of participation, local residents are willing to collaborate with their community to improve and develop tourism. The results clearly demonstrate with the percentage of local participation at 91.3%, that they supported tourism. Moreover, in the recommendation part of the questionnaire, 34.81% or 31 local residents also recommend that they are willing to support tourism and proudly present their own cultural to tourists.

4.1.1.3 Tourism Impact in the Songkhram River Basin

In terms of local resident's attitude on tourism impact, they support the growth of tourism in this area. Most respondents agreed that there are more benefits than costs from tourism. They eagerly agreed with positive statements and hesitated to agree with negative statements.

People living around Songkhram River Basin believed that increasing number of tourists visiting the area would improve the local economy (mean=3.96), shopping opportunities are better in community because of tourism (mean=3.92), and the tourism industry provides worthwhile job opportunities for communities (mean=3.85).

Local residents in the basin happy and proud to see tourists coming to see what community has to offer (mean=4.02), there are positive changes in values and customs (mean=3.92), and tourism preserves cultural identity of host population (mean=3.89).

In terms of environmental aspect, they also believed that tourism causes improvement of the area's appearance both visual and aesthetic (mean=3.88), tourism causes protection of selected natural environments or prevention of further ecological decline (mean=3.81), and tourism provides incentives for restoration of historic buildings (mean=3.69).

4.1.2 Results from the Local Authority Group

4.1.2.1 Informant's Profile

Eleven informants who have been working in the area at least 2 years were included in this study. The informant group consisted of: 1 assistant district officer, 4 local administration organization, 4 heads of community, 1 leader of Nakhonphanom environmental conservation club, and 1 Head of Ban Kud Na Kham Handicraft Promotion Center. The group of informants was selected by a snow ball sampling method in order to get deep information from local authorities who have direct responsibility in this area.

4.1.2.3 Current Tourism Situation in the Songkhram River Basin

Tourism in this area is still in the exploration stage transitioning to the involvement stage. There are still unspoiled natural and cultural resources. However, there are plans to develop tourism to improve resident's quality of life and to enhance the economy in the area. The numbers of tourists are gradually increasing. In addition, service facilities are improving to serve tourists. There is a reasonable amount of municipal expenditures for improving and maintaining the overall infrastructure. Fortunately, government sectors are more

concerned about local's convenience than encouraging tourists to visit the area.

4.1.2.4 Tourism Impact on the Songkhram River Basin

Evidently, tourism affects both costs and benefits to the area. There is only 10% of the total revenue is from tourism. Local residents still engage primary career, however may enter the tourism industry with part time work. Currently, there are insufficient numbers of intermediary tourism enterprises (such as crafts resellers, or booking agents) but this significantly increases income to the host population, because of the absence of middlemen.

The results from local authority group had similarity with local resident group. The informants had positively toward the tourism such as shopping opportunities are better in community because of tourism (mean=4.36), increasing the number of tourists visiting this area would improve the local economy (mean=4.00), and the tourism industry provides worthwhile job opportunities for community (mean=3.55).

Beside the socio-cultural aspect, the respondents had positive perception with the statements: increasing demand for historical and cultural exhibits caused of tourism (mean=4.09), local residents happy and proud to see tourists coming to see what community has to offer (mean=4.09), and tourism preserves cultural identity of host population (mean=4.00). Moreover, some cultural festivals and events have deteriorated. Under the strong collaboration of local communities, tourism is considered to be a spearhead activity to revive traditions, culture, and cultural events.

The tourism benefits to environmental are: tourism causes improvement of the area's appearance (mean=4.18), tourism causes protection of selected natural environments or

prevention of further ecological decline (mean=3.91), and tourism provides incentives for restoration of historic buildings (mean=3.45). However, Solid waste is the most critical environmental issue while other pollution, such as noise, water pollution, air pollution, and traffic congestion are still at low level.

4.2 Discussions

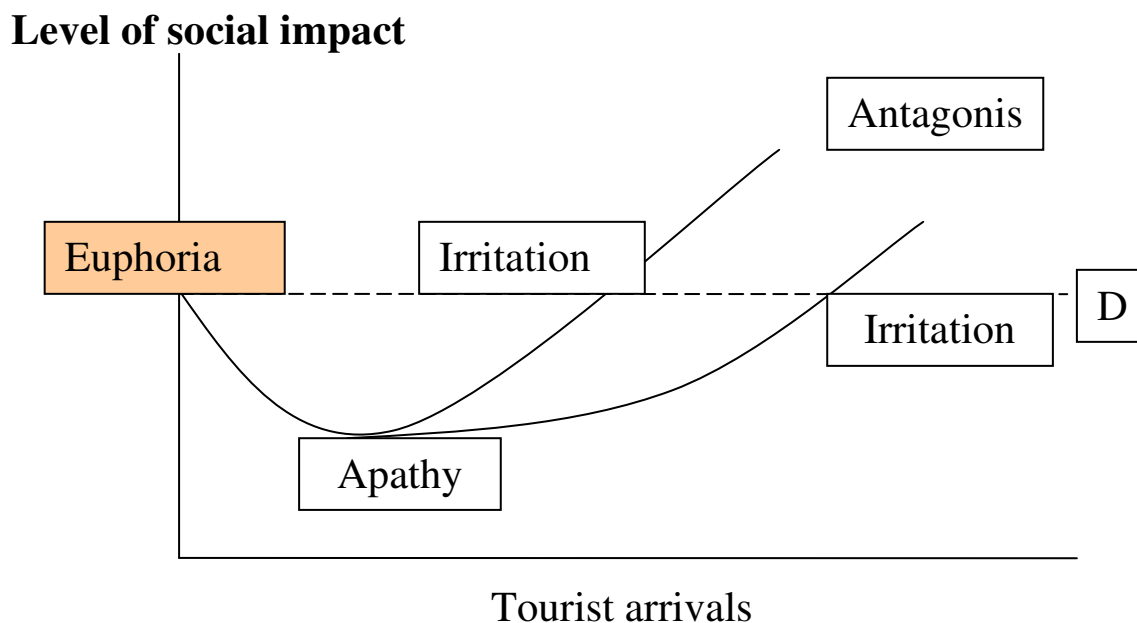
4.2.1 To Investigate the Current Situation of Tourism Development around the Songkhram River Basin

Findings of this study indicated that tourism in the area is gradually increasing in terms of the number of tourists because there are policies to develop this area as a tourist destination. Locals proudly present their traditions and beliefs to tourists. However, local people's participation in planning and development are still low. The planning and development processes are mostly done by government sectors. Moreover, the results derived from data collection indicated that majority of respondents are more concern with the positive impact rather than the negative impact of tourism. These findings are congruent with the characteristic of Euphoria Stage of destination life cycle (Doxey, 1976) as in Figure 4.1.

Doxey (1976) asserts that the euphoria stage is the initial stage of the irritation index or Irridex Model, where local residents are willing and eager to share their community with visitors. Furthermore, the euphoria stage is most likely to occur when local economies have been in a dormant stage for a period, and tourism brings new opportunities for growth and expansion. When comparing the characteristics of this stage with the results derived from data collection, most of those characteristics correspond with the results of this study. For example, new employment opportunities, increased incomes, and overall local support for tourism are based on economic projections that

ignore or downplay social costs. Moreover, a few numbers of local residents have had any experience with an economic tourism boom, and local residents are not concern about the potential negative consequences.

Figure 4.1 Level of Social Impacts with Relationship of the Songkhram River Basin

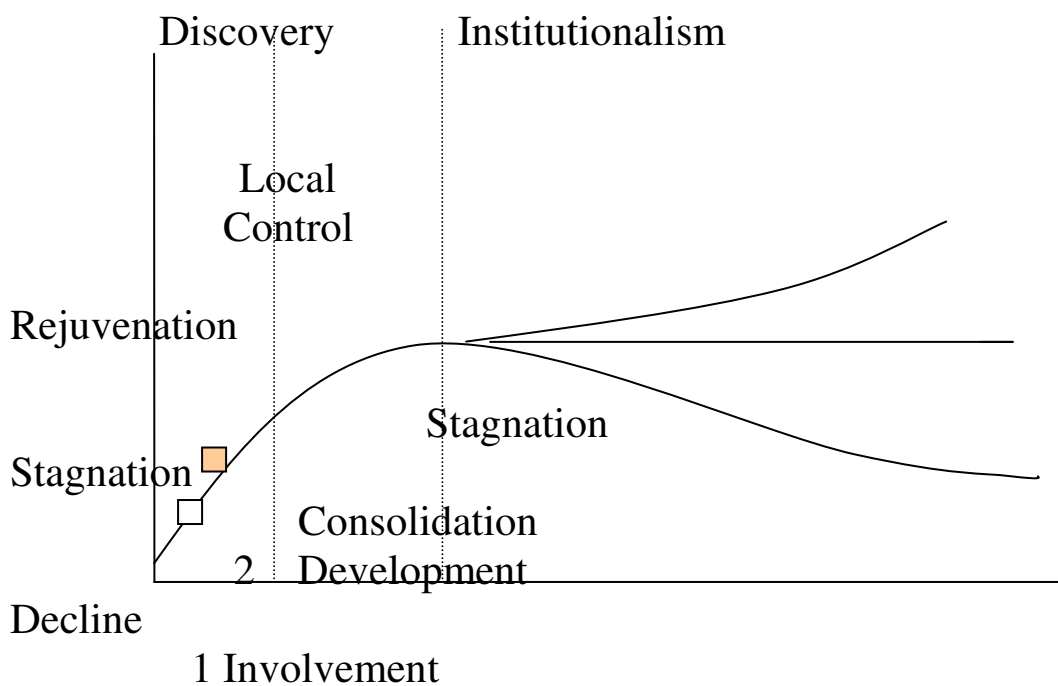


In terms of the destination life cycle model (Butler, 1980), the communities are in a combination of exploration and involvement stages (see figure 4.2) with small number of tourists and an unspoiled destination, where the levels of impact are still low and resident attitudes are positive towards tourism, revenues obtained from the tourists is very small, the linkages with the local economy are extensive, and the multiplier effect is very large, and visitors must therefore accommodate themselves to the services and facilities that already exist in the area to serve local residents. The service and facilities typically consist of small guesthouses, eating places, and small tour operations (Weaver & Lawton, 2002). In addition, local communities have decided to encourage tourism through the provision of the

facilities that they assume will be desired by tourists, in conjunction with the local authorities (Howie, 2003).

In a recent study by Kojchsawas (2006), which cited Houy Hee's community based tourism management, some results showed as villagers become more aware of natural resources conservation aimed to attract tourists they did not destroy the forest but instead conserved it. Soil and water resources were found to have not changed due to tourism activities management in the community. Tourism allowed people in the community to have the chance to welcome outsiders. Meanwhile the Songkhram River community is in the exploration stage and transitioning to the involvement stage, local's participation was found to be lower than Houy Hee's community which is transitioning to Development Stage. Moreover, Houy Hee's community is more concerned about growth and consolidation of local tourism because it has a higher level of decision-making and awareness (Figure 4.2).

Figure 4.2 Positioning of Destination Lifecycle of the Songkhram River Basin



Exploration

- 1=Songkhram River Basin Community
2=Houy Hee community

4.2.2 To Investigate the Residents' Opinion of Tourism Impacts, both Positive and Negative on Rural Communities Living around the Songkhram River Basin

Even though, the volume of tourists and tourist expenditures are the best indicators to measure tourism, this number cannot reveal the perception of tourism, as hosts are often ignored in tourism research studies. People know how many baht are earned from tourism, but they do not know how many baht are spent to improve host's quality of life. Therefore, this study focuses on local residents who are directly affected from tourism as a host.

Regarding to 5 scales of Likert, it consist of 5 levels of agreement which can indicate the level of tourism impacts in terms of local people perception. To ease for explaining, the point of Likert scale from 1.00 to 2.60 would be grouped at disagree side as well as agree side (3.42-5.00 point) as showed below:

Score level	Meaning of level	
1.00 - 1.80 points	Strongly disagree	Percentage of disagree
1.81 - 2.60 points	Disagree	
2.61 - 3.41 points	Neutral	
3.42 - 4.21 points	Agree	Percentage of agree
4.22 - 5.00 points	Strongly agree	

The researcher has adopted the indicators from WTO (2004), The PICTURE project (2005), and Popava (2003) to measure the findings results as follows:

4.2.2.1 Economic Impacts

To measure the resident's opinion of tourism economic impact, there are six indicators are used:

Contributes to Income and Standard of Living

Contributes to income and standard of living can be measure by percentage of respondents who feel that tourism would improve the local economy and improve their quality of live.

There are 76.40% of local resident groups and 81.82% of local authorities group agree that tourism would improve the local economy. These percentages are quite high comparing with total respondents. Therefore, most of respondents have positive perception about economic impact.

Opportunity for Employment

The opportunity for employment can be measured by percentage of respondent who accept tourism as an employment chance.

70.05 % of respondents believe that tourism industry can provide worthwhile job opportunities for their community. Mean score are range in the agree level. While only 41.98% of local residents considered tourism results in unemployment during low season.

Similarly with local authority group, majority of respondents considered tourism as an opportunity to create job in the community (63.64%) while the negative impact of tourism in terms of unemployment during low season was considered less than its positive (45.45%)

Noticeably, the percentage indicated that respondent's tend to have more positive perception about opportunity for employment than negative perception.

Sale of Goods

Sale of goods can be assessed by the percentage of respondent who believe that shopping opportunities are better in community as a result of tourism. The result indicated that 73.35% of local residents group are in the percentage of agreement. Interestingly, 90.91% of local authorities considered tourism cause the better shopping in community.

We can conclude that resident's opinion about sale of goods is positive because the percentages received from the study are very high.

Cost of Consumer Goods and Local Service

Cost of consumer goods and local service can be estimated by the percentage of respondents who feel the price of goods and services in their community are increased caused by tourism. The results indicated that 53.55% of resident groups agree with the issue. However, only 18.18% of local authority group concerned increasing the price of goods and service causes by tourism.

Surprisingly, there are difference results among two groups of respondents. The factor of the difference might be the personal bias based on personal income; respondents who have high income (local authorities) often less sensitive with the price than respondents who have low income (local respondents).

Amount of the Expenditures of the Municipality for Improving and Maintaining the Overall Infrastructure

The information derived from in-depth interview indicated that there is reasonable amount (medium level) of the expenditures of the municipality for improving and maintaining

the overall infrastructure. Fortunately, government sectors concern more about locals convenient than encourage tourist to visit the area (tourism is only indirect benefits from those amount of the expenditures).

Community Income Derived from Tourism

There are approximately 10% of incomes received from tourism comparing with overall income of municipal revenue. We can conclude that the level of community income derived from tourism is still low.

To conclude, the results derived from this study correspond with the exploration stage and transitioning to Involvement stage of the destination life cycle where there is a low volume of residents who generate or earn revenue from tourism. The advantage of this stage is a high opportunities for growth and expansion, however a proper plan of tourism development is required in order to enhance the benefits and reduce the capital costs of tourism.

4.2.2.2 Socio-cultural Impacts

There are 9 indicators to measure socio-cultural impact as follows:

Tourism Leads to Problems in Providing Services for Local Community

This element can be measured by percentage of respondents who think tourism leads the problem to their community such as unwanted lifestyle changes, displacement problem, family disruption, benefit equity, and natural resources exclusion.

The results showed that 37.31% of total respondents felt that tourism causes unwanted lifestyle changes, 27.41% felt that tourism causes displacement of residents for tourism development, and 25.13% felt that tourism causes family disruption.

Nevertheless, 33.50% of respondents did not believe that tourism usually benefits a small group of residents in community. Tourism causes exclusion of locals from natural resources also was rejected by respondents (50% of respondents).

For local authority group, some issues were not concerned such as tourism causes unwanted lifestyle changes, tourism causes displacement of residents for tourism development, and tourism causes exclusion of locals from natural resources were pointed out at 0% (nobody agree with the issues).

In light of the fact that these percentages indicated a minority of residents feel tourism causes the problem. These findings are still interesting because they represent 1 out of 4 respondents, and therefore need to be considered when planning in order to avoid the invisible problem.

Opportunity for Cultural Exchanges

Tourism creates opportunity for cultural exchange to Songkhram River Basin in terms of local perception. The percentage of respondents who agreed that tourism can promote cultural exchanges (i.e. language and culture has been changed) were quite high. Local residents group carried out at 65.48% and 54.55% for local authority group.

Improvements in Social Relationships

Besides the improvement in social relationships, the issue can be measured by the percentage of respondents who felt

that tourism improves understanding of different communities. The study also found the high percentage of agreement both local residents and local authorities group. 68.20% of local residents believed tourism cause the social relationships improvement as well as local authority group (81.82%).

Opportunity for Variety of Social and Cultural Activity

Increasing demand for historical and cultural exhibits caused by tourism is the great indicator for measuring whether tourism bring opportunity for variety of social and cultural activity. Evidently, 70.50% of local residents considered exhibition would be increased by tourism as well as local authorities' opinion (81.82%).

Respondent who Think that Tourism Tends to Change Local Values, Dress, and Custom

Changes local values, dress, and custom can be considered both positive and negative side. In this study, the researcher desire to investigate how tourism brings positive change of these elements to them. The study found that 69.80% of local residents considered tourism bring positive changes in values and customs to their community as well as local authorities' perception (81.82%).

Personal, Family, and Local Area Safety

Besides the part of health and safety, there are significantly different opinions among positive and negative

consequence. Most of respondents ranged positive consequence higher than negative.

The statement 'tourism improves quality of public health and medical service' were ranged at the agree side both local resident group (58.12%) and local authority group (63.64%).

For negative consequence, only 28.68% of local residents agreed that tourism causes excessive crime, prostitution and increasing smuggling. There are also low percentage of increasing underage drinking, alcoholism, gambling and drugs caused of tourism (31.78% of respondents).

Access to Leisure and Recreation Facilities

Tourism is not causes exclusion to access leisure and recreation places in terms of respondents' perception because the percentage of agreement had only 34.07% of all respondents. Regarding to the percentage obtained from the study, the host irritation still in low level.

Coincide, the study result had converse with Cavus and Tanrisevdi (2002) who studied about resident attitude toward tourism Kusadasi, Turkey afraid that they will not be able to enjoy local recreational amenities if tourists crowd them out.

Access to Religious Opportunity

Even though, tourism is gradually increasing in the Songkhram River Basin but local people still have opportunity to access to religious place. Only a few number of respondents (26.14%) concerned that increasing number of tourists effect to locals especially lack of opportunity to access to religious or sacred places.

Local Satisfaction Level with Tourism in the Area

Certainly, the negative impacts not yet occur in the area therefore local resident can not figure out how influence to them. Meanwhile, the positive impacts seem to be a bigger picture than negative side in terms of residents' perception.

Evidently, there were low percentages of respondents who felt that the tourists have seen in their community are generally rude and pushy (22.59%), and the community would be a better place if the tourists were not there (19.54%). Meanwhile, 70.30% of respondents proud to see tourists coming to see what community has to offer. Moreover, the respondents also believed that there are proper plan and manage the growth of tourism in their community (61.24%).

4.2.2.3 Environmental Impacts

To estimate the environmental impacts, the researcher adopted 4 indicators as follow:

Improvement in Quality of Local Environment

Regarding to local residents' opinion, they believed that tourism bring improvement in quality of local environment to their community. The percentages obtained from the study indicated that:

- 1) 60.41% of respondents agreed that tourism provides incentives for restoration of historic buildings,
- 2) 65.49% of respondents agreed that tourism causes protection of selected natural environments or prevention of further ecological decline,
- 3) 69.54% of respondents agreed that tourism causes protection of selected natural environments or prevention of further ecological decline.

Level of Pollution

Only 30.71% of respondents agreed that pollution increase is caused by tourism (air, water, noise, solid waste and visual) while 37.31% disagreed.

Similarly with local residents, 63.64% of local authorities did not believe that tourism cause the pollution. Unquestionably, only 9.09% agreed with the issues.

To sum up, the level of pollution in this area is not the negative impact of tourism in terms of residents' perceptions.

Respondents who Feel that Tourism Deteriorates the Places where it Develops

Study results illustrated that the most of respondents disagreed that: 1) Tourism causes the loss of natural landscape and agricultural lands to tourism development (37.06%), 2) Tourism causes loss of open space (38.32%), 3) Tourism causes degradation of landscape, historic sites, and monuments (38.07%).

The results from this study were conversely with Cavus and Tanrisevdi (2002). The residents in Kusadasi, Turkey afraid that tourism growth will affect environmental quality also have many cases are not satisfied with local planning and environmental management efforts.

Increased Congestion/Traffic

Approximately one out four respondents (26.90%) agreed that tourism is likely to result in traffic congestion while 43.15% disagreed with the statement. Therefore, the level of intensity of traffic along the roads is low in terms of residents' perceptions.

Unquestionably, the results obtained from local authorities also positively toward tourism especially they did not

believe that increasing of congestion not only from tourism but also from other industry as well.

Summary, the measurement of those indicators shows that environmental impacts in the area are still low. The reason might be the nature of the Euphoria Stage and Exploration stage, where the negative impacts to the environment are low and most natural resources are unspoiled.

4.2.3 SWOT Analysis

4.2.3.1 Strengths

Colorful of Traditions, Culture, and History

This area has a long and colorful history which consists of several ethnic groups. People still maintain their beliefs, especially local wisdom and culture. There are a variety of events and festivals which are initiated by the traditions of the community and religion. While tourism is growing in Thailand, it is changing from centralized to decentralized. Many tourism plans were initiated as a tool for developing rural communities in order to improve the community's well-being. Despite this, some culture, festivals, and events have deteriorated. Under the strong collaboration of local communities, tourism is considered to be the spearhead activity to revive their tradition, culture, and events.

Beautiful Nature and Scenery

This area has an abundance of natural attractions, especially the watershed community. There are several species of fish and plants. The place is optimal for settling and living. People, who want to see the beauty of the area and scenery, should go there to relax and escape from busy lifestyles. Fishing

is the one of activities that tourists are interested in as well as cycling around Songkhram River.

Uniqueness of Livelihood

Normally, the characteristics of Northeast people (or Isan people) are cheerful, friendly, helpful, and calm. Conversely, they are patient people and do not give up when they encounter a problem. For example, when the government wanted to build a dam, the government assumed that the dam would keep the water for agriculture and avoid flooding. The government did not understand the characteristics of watershed or wetlands, where water is always high in a seasonal-flooded forest in order to get opportunities for increasing the species of fish. Conversely, the government sector thought that the problem was flooding and wanted to build a dam. Therefore, many species of fish would be destroyed. By virtue of their strong collaboration, they negotiated with the government and gave reasons against the dam. Finally, the dam was not built. According to that case, the researcher believes that they would protect their own interests as much as possible. Therefore, local authorities would be wise to plan with the collaboration of residents to achieve sensible sustainable tourism.

Standard of Handicrafts and Local's Wisdom

There are varieties of handicrafts and local's wisdom in the area especially when Her Majesty Queen Sirikit initiated the Kudnakham Art and Handicraft Center that was established in Sakhonnakon. This effort inspired residents to restore and improve their handicraft traditions.

Variety of Events and Festivals

Fortunately, the area has a variety of events and festivals including core cultural and traditions, which can attract tourists to visit. Even if there were no tourists, these traditional events would still happen.

Decentralization of Decision-Making

As Local Agenda 21 has initiated, the decentralization of management jurisdictions to rural areas. The benefits from decentralization are the power to make decisions at the local level and time saving to do any project or plan. Moreover, tourism planning is done by local authorities who best understand their own community needs and unique destination characteristics.

Collaboration from Non Government Organization

There are some private sectors who look after the environment in the area, especially wetland communities. The lists of private sectors that collaborate to conserve the natural resources in the area are: UNESCO, Mekong River Basin Wetland Biodiversity for sustainable used Program (MWBP), Nakhon Phanom Environmental Conservation Club (NECC), and South East Asia River Network. This group of people can automatically promote tourism.

4.2.3.2 Weaknesses

Lack of Understanding about Tourism and the Natural Characteristics of the Songkhram River Basin

Tourism is a new experience in the area. Fortunately, it is at the exploration stage of destination life cycle therefore it is not too late to make proper plans to develop tourism in the area. As the results from this research show, local resident's attitude is positive toward tourism. Therefore, it is critical to the community for local residents to be concerned with tourism as a commercial industry, and ensure that they conserve and promote their own culture as a top priority. Education seems to be the most important issue, and is urgently needed.

Disregard on the Part of Authorities

Tourism planning has been neglected. There are not adequate funding resources for development. As tourism is in the Euphoria stage, the planning process has hesitated and not funded.

Lack of Work Force

As tourism is a new industry in this rural community, the people who understand and are willing to work in the tourism field is still at a low level. Therefore, many projects were planned but they were not successful because of insufficient human work force especially a lack of tourist guides for historical sites. As this researcher has observed tourist behavior, we found that tourists always visit the place with their children. It would be important to have tourist guides introduce and explain the history to this target group.

Lack of Standard Accommodation and Service Facilities

Most of the accommodation and service facilities in rural community do not reach standard. The reason is the tourism in the area is seasonal. Therefore, there are poor of return on investment. It the result of mostly accommodation lack of international standard.

Benefits are Distributed within a Limited Area

Tourism benefits are always distributed within a limited area. Although it is the same community, the benefits from tourism are not extending to the whole community.

Low Level of Local's Participation in Terms of Planning and Decision-Making

As the results of the study show, local residents are willing to be involved with and support events or festivals, but they are not involved at the planning stage or organizational level.

Seasonal of Tourism in Songkhram River Basin

The service providers in this area always encounter the poor return on investment cause of seasonal tourism. Therefore, many providers give up their mind to engage the business so the standard of accommodation or service facilities are still low.

Budget Insufficiency

Even though tourism was promoted in the area, the budget is insufficient to encourage development. As the budget is the most important issue for development, some projects or plans were dropped.

Distance

As the location of rural communities is so far away from major cities, tourists do not want to spend their precious time traveling to visit the area.

4.2.3.3 Opportunities

Technology Growth

Recently, technology is rapidly growing up especially information communication technology which worldwide spread to everywhere in the world. Several tourist destinations were promoted through internet including use it as a tool for arising quantity of sale. The samples of internet using are: e-hotel reservation, e-ticket reservation, and information searching. We can not reject that technology is very necessary and convenience to our daily life. According to its advantages, several rural communities created their own web page in order to promote tourism in their community through out the internet. Even though, some communities lack of technology or computer literature skills but they can promote underneath the government or non government umbrellas such as WTO, TAT, NGOs, including local authorities' web page. Similarly with the Songkhram River Basin, the area also use internet to promote the tourism and their handicraft (OTOP) both their own website and underneath government website.

Alliance Strategy

Thai government has launched the alliance strategy to promote tourism with Greater Mekong Sub region (GMS) countries. The strategy plan to build a road that can cement GMS country together. This plan not only benefits to the Songkhram River Basin in terms of economic enhancement but also benefits to people in the area in terms of cultural and education exchanges as well.

Tourism Trend

Recently, many natural disasters and diseases have destroyed natural resources and people around the world. The main factor of these incidents is climate change including global warming and ozone depletion. Regarding to these natural problem, the tourists become more aware that their activities might be the cause of environmental problem. Therefore, many tourists change their behavior and have more concern about environmental conservation including trend of back to the nature. According to tourists' awareness, "new traveler" market is expected to increase rapidly in the recent future. The characteristic of the new traveler are: sensitive to local culture, conscious of social justice concerns, knowledgeable about environmental issues, searches for authentic and meaningful experiences etc. This kind of tourist often travels closely with the nature and willing to stay with local people in order to study local's way of life. Therefore, this is the opportunities for rural area to improve community economic while their tradition is still preserved.

4.2.3.4 Threats

Political Problem

In light of the political problems in Thailand, and the fact that the government always changes every four years, this causes unstable tourism policies. Therefore, long term tourism planning does not have continuity. Moreover, it influences local resident understanding and perception.

High Competition

The extremely high competition in tourism industry is one of the threats for the Songkhram River Basin. The basin not only encounters the worldwide competitions of varieties tourist destination but also the same product stereotype with neighboring countries. The same root of culture and tradition between neighboring countries and Thailand seem to be the main factor influence to tourist decision. Therefore, the Songkhram river basin is still unpopular comparing with other destinations.

Global Climate Changes

Regarding to climate changes in the world, people blames that tourism is one of the industry which create pollution such as transport and travel (fuels consumption and CO₂ polluted), accommodation service (electricity and water consumption), restaurant (electricity, water, fuel consumption) etc. According to these problems, tourism image is likely to change in terms of people perception. It would effect to tourism demand in the future-the number of tourists might decrease.

World Economy

We can not reject that economy is the contemporary problem that world is encountering such as inflation, rising of food price, rising of gasoline and fuel price etc. Theses

economic problem bring the pressure to people around the world including decrease tourism demand. Moreover, the cost for traveling is also higher than the part. For instance, the fuel charge of each airline was increased also the accommodation price. Therefore, tourists have to spend more money in each trip. It sound great to hospitality industry but keep in mind that service provider also has higher cost to provide service facilities to serve tourist. Therefore, the economic issue is the significant threats for every tourist destination including the Songkhram river basin.

4.3 Recommendations

4.3.1 Frontstage/Backstage

As tourism is the new experience in the area and also unspoiled destination. The community should separate the commercial area from personal area called “frontstage” and “backstage”. Frontstage mean the area where can be used as a tourist destination or commercial while backstage mean the personal or in-group side where settle of real livelihood, resident’s accommodation, and maintain their authentic culture. To preserve the natural resources and livelihood, frontstage and backstage distinctions are required to set in the tourism planning to control the physical development of land and the kinds of uses to which each individual property may be put. Therefore, the income from tourism earn from frontstage will be generated to local community while the authentic culture still maintain at backstage area.

Baan Chiang community is the good example for backstage and frontstage. The frontstage of the community is Baan Chiang heritage site area where crowded of tourist especially during festival. Surprisingly, there are agriculture farms not far from the heritage site also have the ethic house of Thai Puan settled on the backstage. However, the income is still

generating in limited area. The perfect backstage and frontstage should generate benefits to whole community.

The frontstage and backstage method should be planed at the early period of tourism because it easy to control and ensure that there are adequate time to organize it. Seriously, local resident participation is needed in order to avoid the further problem. Otherwise, tourism will bring the conflict or resident irritation to community.

4.3.2 Destination Life Cycle Model Application

According to the Songkhram River Basin is transiting to involvement stage of destination life cycle, the planer should apply the strategies of this position in order to extend the period of each stage. There are two basic ways to extend it as the following:

1. Reduction of demand to fit the existing supply

The concept of this method is to reduce number of tourism to fit with the existing service facilities in community. The planner should consider how to use the limited of service facilities as much as possible.

-Self-sufficiency economy can be applied to develop community well-being. Most communities are often waiting for government contribution. In fact, self-sufficiency economy is the most community sustains because it is not changed by any tourism fluctuation. Self-sufficiency economy is the simple way of life that can adopt to every economic scale. For tourism, many destinations adopt them to be the source of supplementary income such as home stay, farm stay, pensions, camping etc. Noticeably, local people who engage that kind of accommodation often have low expectation of income from tourism. Moreover, local residents often grow the vegetables around their house and separated one room in the house for

tourist staying. This is the good example for using existing supply to fit with demand-it is not necessary to build more accommodation in the destination.

2. Increase supply to meet demand

The concept of this method promotes to increase more service facilities in order to serve the increasing number of visitors. This method is more difficult to control than the first method. Therefore, the planner should ensure that tourism will not bring the negative impact to the destination.

-Increasing of investment, it doesn't mean only monetary investment but also concern about local wisdom investment. Although the results derived from local resident showed that majority of respondents had low level of education but we can not conclude that they don't have any knowledge. Evidently, Isan people have special knowledge called local wisdom which is inheritance of Isan community. The excellent planner should investigate how to transition this knowledge to be the low cost material for investment such as local group establishment in order to create product (art center, silk club, villager handmade group)

-Promoting small and medium accommodations in the community but they should own by local resident or local organization in order to create job opportunities in the area. Moreover, the accommodations should have souvenir shop to promote local handicraft in order to generate revenue to local residents. Finally, the meals that provide for tourist should use local product instead import product.

4.3.3 Education

As the results of the study show, tourism was a new experience for local residents. They want more understanding and it should be the right understanding of tourism in order to avoid the commercialization of tourism.

The local residents should work with the Academy, educational institutions and other educational organization. The researcher found that there are several educational institutions in the Songkhram river area. The main educational institutions are:

- Udonthani Rajabhat University
- Sakhonnakhon Rajabhat University
- Nakhonphanom University
- Khon Kaen University, Nongkhai Campus
- Kasetsart University, Chalermprakirt Sakhonnakhon Province

The researcher believes that one of their missions is enhance quality of education and local resident quality of life. Therefore, the tourism in the Songkhram river basin would be sustained if these institutions work closely with local resident.

The educational program for the area should be involved with local lifestyle as follows:

1. Agricultural and tourism
2. Homestay project in the Songkhram river basin
3. Local community as a destination for shopping
4. Tourism as a source of supplementary income
5. Cultural tourism
6. Community-based tourism
7. Rural tourism
8. Handicraft product development

There are difference consultation techniques for training and educate to local residents. The effective techniques are: public exhibitions or display, open day, conference or workshop, residents' feedback session, community brain storming etc.

In terms of budgeting, it should be supported from people or organizations that involve in tourism especially local authorities and local entrepreneurs by generating revenue from tourism to be the budget for training.

However, the training program would not complete if lack of collaboration from local residents, rural tourism entrepreneurs, and support and participation of local government.

4.3.4 Promoting Tourism as a Mechanism for Development

The local resident's quality of life is the first thing that authorities should recognize. Tourism planning should promote tourism as a mechanism for development and improve well-being. Therefore, promoting sustainable tourism is the best tool for rural communities. Due to the insufficiency of budget in the area, the method of promoting tourism might be difficult, but keep in mind that sustainable tourism is a low cost method for development. The reason is sustainable tourism always emphasizes to minimize cost and maximize benefits from resources. The example of promoting tourism as a mechanism for development in Songkhram River Basin:

1. Establish organization and management in the basin. It should be representative from stakeholder, tourism entrepreneurs, local authorities, and academic institutes in the area. The organization should have strong collaboration to develop tourism in the area.
2. Establish destination planning. The organization should brainstorm from host about the carrying capacity that community has and community's identity. Moreover, the organization should plan to separate the backstage and frontstage underneath residents' willingness and agreement.
3. Establish marketing plan. The marketing researches are needed to know who the target group for Songkhram River Basin is. After that,

brainstorming is needed to know how to encourage tourist to go to travel in this area.

4. Establish route or destination planning, the organization should closely plan with local residents in order to avoid the further conflict.
5. Site operation planning, this process is very important to local resource. The organization should have clearly plan about security in Songkhram River Basin, waste management, water supply, pollution control, destination sign etc.
6. Revenue planning, the organization should clearly explain to local residents about the income earn from tourism and its expenditure.
7. Promoting alternative tourism which can improve local's quality of life in Songkhram River Basin such as poverty alleviation, community based tourism, rural tourism, eco-tourism, etc.

4.3.5 Carrying Capacity

As tourism in the area is seasonal, the carrying capacity is necessary to consider. The planner should investigate the trend of tourism in order to estimate the demand of tourism and supply that existing in community. Regarding to the results derived from the study, there are adequate carrying capacity in the area. To avoid the carrying capacity in Songkhram River Basin, the proper plan should recognize the balance of four kinds of carrying capacity:

1. Physical carrying capacity

-Reduce the risk of investment and the loss of scenic by promoting home stay project in the Songkhram River Basin. Evidently, home stay project can generate income to local people than the large accommodation which income always leakage to other place.

-Law enforcement about the size of accommodation in the area also the number of accommodation that fit to the tourists demand by comparing between the number of tourist and number of room occupied in the community.

-Prohibit the expansion of infrastructure the community have enough carrying capacity.

2. Psychological carrying capacity

It is a very individual concept and difficult to influence by management and planning. The strategies to avoid the local irritation are:

-The survey about attitude of local residents toward tourism for investigating the psychological carrying capacity.

-The results obtained from the study shows the willingness of local resident in the Songkhram River Basin to promote tourism. Regarding to the local resident positively toward tourism, the researcher believe that they will be the good participant in any tourism plan but the planner should carefully in a participatory manner based on cooperation with all concerned groups.

3. Biological carrying capacity

-The proper plan should conserve biological resources, especially ecosystems in wetland communities including some scarce species of animals in the area. Moreover, the breeding is needed to do in order to preserve them and also can attract the tourist to visit that institute as a tourism attraction as well.

-Educate the local community how important of their own natural resource and encourage them to preserve the environmental in their community.

-Quota on the allowable number of visitors to wetland area.

4. Social carrying capacity

-List the “do” and “don’t” manual for tourist in order to avoid the local irritation. Moreover, the list should base on local people agreement and participation.

- Prohibit selling alcohol during events or festival
- Increase the ticket fee to entrance to religious or sacred place in order to prevent the overcrowding.

4.4 Limitations & Suggestions for Further Study

There are some limitations in the study on tourism impacts on rural communities: the case of the Songkhram River Basin.

First, it was during the agricultural season that data was collected. Therefore, most local residents were engaged in their farm work and were remote from the center of the community and difficult to access.

Second, some respondents could not read and understand formal Thai language in the questionnaire and therefore the researcher has to read and translate it to Isan dialect.

Third, there were time constraints especially in collecting data. Therefore, the socio-cultural and environmental impacts could not be measured because of the limitation of time. Those impacts need more time to investigate and require some specific methods to measure them in order to obtain the potential of the results, such as: the survey method for socio-cultural and experimental method for environmental impacts in term of changes in the ecosystem.

There are some recommendations for further study related to tourism impacts as follow:

- 1) Future studies should be broader and deeper than this research; more than four communities should be studied, and questionnaires should be separated the impact into three issues: 1) economic, 2) socio-cultural, and 3) environmental. The reason was this study intended to investigate all tourism impacts, but time limitation was the problem. Therefore, the researcher designed a five-page questionnaire in order to get as

much information as possible, but it was too long for respondents.

2) The study should spend longer period in order to observe changes in the area.

3) The study should try to use other collection methods such as survey or observations to investigate socio-cultural impacts, and perform experiments to measure environmental impacts, especially ecosystem impacts.

4) The further study should do benchmarking among the destinations in order to compare their potential.

5) The further research should base on community collaboration and workshops in order to reach effective results. It would not only benefit the researcher, but also benefit local residents to better understand tourism. Moreover, it would be a great strategy to encourage local people to participate in tourism planning.

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APPENDICES

Appendix A Questionnaire (Thai Version and Translated
Version)



แบบสอบถาม

ผลกระทบจากการท่องเที่ยวในชุมชนชนบท: กรณีศึกษาที่ชุมชนในลุ่มแม่น้ำสงคราม
ภาคตะวันออกเฉียงเหนือ ประเทศไทย

แบบสอบถามนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ระดับมหาบัณฑิต หลักสูตรบริหารธุรกิจ มหาบัณฑิตสาขาการจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ) คณะการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต ผู้วิจัยใคร่ขอความร่วมมือจากท่าน ได้โปรดสละเวลาให้ข้อมูลและความคิดเห็นด้วยการตอบแบบสอบถามฉบับนี้ที่เป็นไปตามความเป็นจริง จากความร่วมมือของท่านจะทำให้ผลที่ได้รับเป็นผลการศึกษาวิจัยที่ถูกต้องและเป็นประโยชน์สูงสุด โดยข้อมูลต่างๆรายบุคคลที่ได้รับจากท่านนี้จะถูกเก็บรักษาเป็นความลับ และนำมาใช้เฉพาะเพื่อการศึกษาและการวิเคราะห์ผลเพื่อให้ได้คำตอบในภาพรวมเท่านั้น

ขอขอบพระคุณอย่างสูงในความร่วมมือ

นางสาวปัทมาชะ อินธิแสง

นักศึกษาปริญญาโท/ผู้วิจัย

ตอนที่ 1 ข้อมูลพื้นฐานส่วนบุคคล

คำชี้แจง: กรุณาเขียนคำตอบลงในช่องว่าง และเติมเครื่องหมาย \surd ลงใน ที่ตรงกับท่านตามความเหมาะสม

1. ตำบลของฉันคือ

1. ท่ากแดดง จ.หนองคาย

2. บ้านเชียง จ.อุดรธานี

3. ธาตุพนม จ.นครพนม

4. เจริญศิลป์ จ. สกลนคร

2. เพศ

1. ชาย

2. หญิง

3. อายุ

1. 15-25 ปี

2. 26-35 ปี

3. 36-

45 ปี

4. 46-55 ปี

5. 56-65 ปี

6.

มากกว่า 65 ปี

4. ระดับการศึกษา

1. ต่ำกว่าประถมศึกษา

4. อนุปริญญา

2. ประถมศึกษา

5. ปริญญาตรี

3. มัธยมศึกษา

6. สูงกว่าปริญญาตรี

7.

อื่นๆ

(ระบุ)_____

5. อาชีพ

1. ข้าราชการ

5. นักศึกษา

2. ประกอบธุรกิจส่วนตัว

6. นักวิชาการ

3. แม่บ้าน/พ่อบ้าน

7. เกษตรกร

4. พนักงานบริษัท

8. ลูกจ้าง

9. อื่นๆ

(ระบุ)_____

6. รายได้ต่อครัวเรือน ต่อเดือน

1. น้อยกว่า 5,000 บาท

4. 15,001-20,000

บาท

2. 5,001-10,000 บาท
3. 10,001-15,000 บาท
4. 21,001-25,000 บาท
5. มากกว่า 25,000 บาท

7. จำนวนสมาชิกในครัวเรือน

1. 2 คน
2. 3 คน
3. 4 คน
4. 5 คน
5. มากกว่า 5 คน

8. ระยะเวลาที่ท่านพักอาศัยอยู่ ณ ชุมชนแห่งนี้

1. น้อยกว่า 5 ปี
2. 6-10 ปี
3. 11-15 ปี
4. มากกว่า 15 ปี
5. เกิดที่ชุมชนนี้

9. ท่านมีรายได้หลักที่เกี่ยวข้องกับการท่องเที่ยวหรือไม่

1. มี (ไปข้อ 10) 1. เป็นเจ้าของธุรกิจ
2. เป็นลูกจ้าง
2. ไม่มี (ไปข้อ 11)

10. ท่านมีรายได้หลักจากธุรกิจการท่องเที่ยวด้านใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

1. บริการที่พัก (โรงแรม, รีสอร์ท, บังกะโล)
2. บริการที่พักแบบโฮมสเตย์
3. บริการร้านอาหาร
4. บริการขายของที่ระลึก
5. กลุ่มผลิตภัณฑ์ OTOP/งานฝีมือ
6. บริการด้านการขนส่ง (รถรับจ้าง, เรือรับจ้าง, รถเช่า เป็นต้น)
7. บริการด้านการท่องเที่ยว (มัคคุเทศก์, รับจอง, จัดโปรแกรมทัวร์ เป็นต้น)
8. อื่นๆ (ระบุ).....

11. ท่านมีรายได้เสริมที่เกี่ยวข้องกับการท่องเที่ยวหรือไม่

1. มี (ไปข้อ 12) 1. เป็นเจ้าของธุรกิจ
2. เป็นลูกจ้าง
2. ไม่มี (ไป ส่วนที่ 2)

12. ท่านมีรายได้เสริมจากธุรกิจการท่องเที่ยวด้านใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

1. บริการที่พัก (โรงแรม, รีสอร์ท, บังกะโล)
2. บริการที่พักแบบโฮมสเตย์
3. บริการร้านอาหาร
4. บริการขายของที่ระลึก
5. กลุ่มผลิตภัณฑ์ OTOP/งานฝีมือ
6. บริการด้านการขนส่ง (รถรับจ้าง, เรือรับจ้าง, รถเช่า เป็นต้น)
7. บริการด้านการท่องเที่ยว (มัคคุเทศก์, รับจอง, จัดโปรแกรมทัวร์ เป็นต้น)
8. อื่นๆ (ระบุ).....

**ตอนที่ 2 สถานการณ์การท่องเที่ยวปัจจุบันในชุมชนชนบท: กรณีศึกษาสี่ชุมชนในลุ่มแม่น้ำ
สงคราม ภาคตะวันออกเฉียงเหนือ ประเทศไทย**

คำชี้แจง: กรุณาเขียนคำตอบลงในช่องว่าง และเติมเครื่องหมาย \surd ลงใน ที่ตรงกับท่าน
ตามความเหมาะสม

1. มีนักท่องเที่ยว มาเที่ยวในชุมชนของท่านมากขึ้นในปีที่ผ่านมา
 1. ใช่ เพิ่มขึ้นเรื่อยๆ
 2. ใช่ เพิ่มขึ้นอย่างรวดเร็ว
 3. ไม่ใช่
 2. ประเภทของนักท่องเที่ยวในชุมชนของท่าน
 1. กลุ่มทัวร์
 2. กลุ่มครอบครัว
 3. กลุ่มเพื่อนฝูง
 4. นักท่องเที่ยวอิสระ/มาคนเดียว
 5. อื่นๆ (ระบุ).....
 3. ชุมชนของท่านสนับสนุนให้มีการท่องเที่ยวหรือไม่
 1. ใช่ 2. ไม่ใช่
 4. ในชุมชนของท่านมีที่พักเพียงพอ ระหว่างที่มีเทศกาลหรืองานประเพณีต่างๆหรือไม่
 1. ใช่ 2. ไม่ใช่
 5. เทศกาลหรืองานประเพณีใดที่เป็นที่นิยมของนักท่องเที่ยวในชุมชนของท่าน (ตอบได้มากกว่า 1
ข้อ)

1. <input type="checkbox"/> บุญบั้งไฟ	7. <input type="checkbox"/> งานสะพานมิตรภาพ
2. <input type="checkbox"/> แห่เทียนพรรษา	8. <input type="checkbox"/> บุญเข้าพรรษา / ออกพรรษา
3. <input type="checkbox"/> งานไหม	9. <input type="checkbox"/> แห่ปราสาทผึ้ง แข่งเรือยาว
4. <input type="checkbox"/> สงกรานต์	10. <input type="checkbox"/> งานฉลองอารยธรรมบ้านเชียง
5. <input type="checkbox"/> ลอยกระทง	11. <input type="checkbox"/> งานไหลเรือไฟ
6. <input type="checkbox"/> งานนมัสการพระธาตุพนม	12. <input type="checkbox"/> อื่นๆ (ระบุ)
-
6. จากเทศกาล หรืองานประเพณีดังกล่าว ท่านมีส่วนร่วมอยู่ในระดับใด
 1. มีส่วนร่วมมาก 2. มีส่วนร่วมปานกลาง 3. มีส่วนร่วมน้อย

7. จากเทศกาล หรืองานประเพณีดังกล่าว ท่านมีส่วนร่วมในรูปแบบใด

- | | |
|--|--|
| 1. <input type="checkbox"/> เป็นผู้จัดงาน | 4. <input type="checkbox"/> เป็นผู้เข้าชมงาน |
| 2. <input type="checkbox"/> เป็นผู้จัดแสดงสินค้า หรือ ขายสินค้าพื้นเมือง | 5. <input type="checkbox"/> อื่นๆ ระบุ..... |
| 3. <input type="checkbox"/> เป็นผู้ประสานงาน | |

8. มีสาธารณูปการขั้นพื้นฐาน (ถนน, ที่จอดรถประจำทาง ฯลฯ) เพิ่มขึ้นในชุมชนของท่าน ในปีที่ผ่านมา

1. ใช่ เพิ่มขึ้นเรื่อยๆ
2. ใช่ เพิ่มขึ้นอย่างรวดเร็ว
3. ไม่ใช่

9. ในความคิดเห็นของท่าน หน่วยงานภาครัฐในชุมชนของท่านควรมีการส่งเสริมด้านการท่องเที่ยวให้มากขึ้นหรือไม่

- | | |
|---------------------------------|------------------------------------|
| 1. <input type="checkbox"/> ควร | 2. <input type="checkbox"/> ไม่ควร |
|---------------------------------|------------------------------------|

ตอนที่ 3 ผลกระทบจากการท่องเที่ยวในชุมชนชนบท: กรณีศึกษาชุมชนในกลุ่มจังหวัดลุ่มแม่น้ำสงคราม

คำชี้แจง: กรุณาเขียนคำตอบลงในช่องว่าง และเติมเครื่องหมาย X ในหมายเลขที่ตรงกับความเห็นของท่าน

1 = ไม่เห็นด้วยอย่างยิ่ง

2 = ไม่เห็นด้วย

3 = ไม่แน่ใจ

4 = เห็นด้วย

5 = เห็นด้วยอย่างยิ่ง

3.1 ผลกระทบด้านเศรษฐกิจ

1	จำนวนนักท่องเที่ยวที่เพิ่มขึ้น ทำให้เศรษฐกิจในชุมชนดีขึ้น	1	2	3	4	5
2	อุตสาหกรรมการท่องเที่ยว ทำให้เกิดการจ้างงานเพิ่มขึ้น	1	2	3	4	5
3	การท่องเที่ยว ทำให้คนในชุมชนมีเงินสำหรับใช้จ่ายมากขึ้น	1	2	3	4	5
4	มีการต่อต้าน การลงทุนสร้างสิ่งอำนวยความสะดวกใหม่ๆ เพื่อใช้ดึงดูดนักท่องเที่ยวเข้ามาในชุมชน	1	2	3	4	5
5	การท่องเที่ยวทำให้การขายสินค้าในชุมชนดีขึ้น	1	2	3	4	5
6	การท่องเที่ยวทำให้ราคาสินค้าและบริการในชุมชนสูงขึ้น	1	2	3	4	5
7	เกิดการว่างงานในช่วงที่ไม่ใช่ฤดูกาลท่องเที่ยว	1	2	3	4	5

3.2 ผลกระทบด้านสังคมและวัฒนธรรม

ด้านความเป็นอยู่

8	เกิดความไม่ต้องการเปลี่ยนแปลงวิถีชีวิต อันเนื่องมาจากการท่องเที่ยว	1	2	3	4	5
9	การพัฒนาด้านการท่องเที่ยว ก่อให้เกิดการย้ายถิ่นของคนในชุมชนมากขึ้น	1	2	3	4	5
10	ความอบอุ่นในครอบครัวลดลงเพราะมีการท่องเที่ยวในชุมชน	1	2	3	4	5

ด้านวัฒนธรรมและการศึกษา

11	การท่องเที่ยวทำให้เกิดการแลกเปลี่ยนด้านวัฒนธรรมในทางที่ดี (เช่น ภาษา และ การแต่งกาย)	1	2	3	4	5
12	การท่องเที่ยว ทำให้เกิดความเข้าใจอันดีในแง่ของความแตกต่างด้านวัฒนธรรม	1	2	3	4	5
13	การท่องเที่ยว ช่วยรักษาเอกลักษณ์ด้านวัฒนธรรมของคนในชุมชน	1	2	3	4	5
14	การท่องเที่ยว เพิ่มความต้องการให้มีนิทรรศการด้านประวัติศาสตร์และวัฒนธรรมในชุมชน	1	2	3	4	5
15	การท่องเที่ยว ทำให้ชุมชนเล็งเห็นความสำคัญในการอนุรักษ์การแต่งกายแบบพื้นเมือง	1	2	3	4	5

ด้านสุขภาพและความปลอดภัย

16	การท่องเที่ยวก่อให้เกิดอาชญากรรม การค้าประเวณี ตลอดจนการลักลอบนำเข้าสิ่งผิดกฎหมายมากขึ้น	1	2	3	4	5
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1 7	การท่องเที่ยวทำให้เกิดการตีมูลค่าในกลุ่มเยาวชน ยาเสพติด และการพนัน การระบาดของโรคติดต่อ เพิ่มขึ้น	1 2 3 4 5
1 8	การท่องเที่ยวก่อให้เกิดการบริการด้านการแพทย์และสาธารณสุขอย่างทั่วถึง เช่น มีสถานอนามัยในชุมชน มีการบริการแพทย์เคลื่อนที่ เป็นต้น	1 2 3 4 5
ด้านความเสมอภาค		
1 9	การท่องเที่ยวจะทำให้ผลประโยชน์แก่คนส่วนน้อยในชุมชนเท่านั้น	1 2 3 4 5
2 0	การท่องเที่ยวทำให้คนในชุมชนเข้าถึงแหล่งพักผ่อนหย่อนใจหรือ แหล่งสันทนาการลำบากมากขึ้น เช่น สวนสาธารณะ ศูนย์กีฬา	1 2 3 4 5
2 1	จำนวนนักท่องเที่ยวที่เพิ่มขึ้น ทำให้ผู้คนในชุมชนขาดโอกาสในการเข้าถึงสถานที่สำคัญทางศาสนา	1 2 3 4 5
2 2	การท่องเที่ยวทำให้คนในชุมชนขาดโอกาสในการเยี่ยมชมแหล่งท่องเที่ยวทางธรรมชาติ	1 2 3 4 5
ด้านความพึงพอใจและทัศนคติ		
2 3	นักท่องเที่ยวที่พบในชุมชน มักจะไม่สุภาพ	1 2 3 4 5
2 4	ชุมชนจะดีกว่านี้ถ้าไม่มีนักท่องเที่ยว	1 2 3 4 5
2 5	การท่องเที่ยว ทำให้ชุมชนเกิดความภาคภูมิใจที่ได้นักท่องเที่ยวเดินทางมาเยี่ยมชมสิ่งที่ชุมชนนำเสนอ เช่น เทศกาล งานประเพณี ขบวนแห่ เป็นต้น	1 2 3 4 5
2 6	ชุมชนมีการวางแผนและการจัดการที่เหมาะสม ด้านการเติบโตทางการท่องเที่ยว	1 2 3 4 5

3.3 ผลกระทบด้านสิ่งแวดล้อม

27	การท่องเที่ยว กระตุ้นให้เกิดการทำนุบำรุงโบราณสถานในชุมชน	1 2 3 4 5
28	การท่องเที่ยวทำให้เกิดการคุ้มครองสิ่งแวดล้อมทางธรรมชาติ ตลอดจนมีการอนุรักษ์ระบบนิเวศวิทยาไม่ให้ถูกทำลาย	1 2 3 4 5
29	การท่องเที่ยว ทำให้สภาพแวดล้อมในชุมชนเกิดความสวยงามมากขึ้น	1 2 3 4 5
30	การท่องเที่ยวก่อให้เกิดมลพิษในชุมชน เช่น หมอกควัน น้ำเน่าเสีย เสียงดัง ชยะเกิดทัศนียภาพที่ไม่สวยงาม เป็นต้น	1 2 3 4 5
31	การขยายตัวด้านการท่องเที่ยว ทำให้พื้นที่ทำกิน ไร่นา ในชุมชนลดน้อยลง	1 2 3 4 5
32	การท่องเที่ยวทำให้พื้นที่ใช้สอยส่วนรวมของชุมชนลดน้อยลง	1 2 3 4 5
33	การท่องเที่ยวทำให้เกิดปัญหาการจราจรติดขัด	1 2 3 4 5
34	การท่องเที่ยวก่อให้เกิดความเสื่อมโทรมของ โบราณวัตถุ โบราณสถาน ตลอดจนอนุสาวรีย์ต่างๆ	1 2 3 4 5

ตอนที่ 5 ข้อเสนอแนะของท่านต่อการท่องเที่ยวในชุมชนของท่านเอง

*****ขอขอบพระคุณอย่างสูงในความร่วมมือ*****

Translated Version



Questionnaire

Tourism Impact on Rural Community:
The Case of Four Districts in Songkhram River Basin, Northeast
of Thailand

The purpose of this questionnaire is to collect data and information for a Graduate Thesis of the Business Administration Program in Hospitality and Tourism Management (International Program), Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus. The data collected will be used for academic purposes only and will be kept confidentially.

Thank you for your
cooperation

Phattamaca

Inthisang

IMBA

Student/Researcher

Part 1 Personal Characteristics

Please respond to the following question by \surd in

1. In which community you belong _____

1. Thakokdaeng, Nongkhai 2. Baan Chiang,
Udonthani
3. Thatphanom, Nakonphanom 4. Charoensilp,
Sakonnakhon

2. Gender 1. Male 2. Female

3. Age 1. 15-25 years 2. 26-35 years 3. 36-45
years
4. 46-55 years 5. 56-65 years 6. more than 65
years

4. Educational Level

1. Lower than primary school 4. Diploma
2. Primary school 5. Bachelor degree
3. High school 6. Graduate degree
7. Other (specify)

5. Occupation

1. Government official 5. Student
2. Business Owner 6. Professional
3. Housewife 7. Farmer
4. Corporate employee 8. Employee
9. Other (specify)

6. Household Income (monthly)

1. Lower 5,000 Baht 4. 15,001-20,000
Baht
2. 5,001-10,000 Baht 5. 21,001-25,000
Baht
3. 10,001-15,000 Baht 6. More than
25,000 Baht

7. How many members are there in your family?

1. 2 persons 4. 5 persons
2. 3 persons 5. more than 5 persons

3. 4 persons

8. How long have you been living in this community?

1. Less than 5 years

4. 15 and over

2. 6-10 years

5. I was born here

3. 11-15 years

9. Do you earn from providing services to tourism in your community?

1. Yes, I'm business owner **(go to question no. 11)**

2. Yes, I'm employee **(go to question no. 11)**

3. No

10. Do you get supplementary income from your community tourism?

1. Yes, I'm business owner **(go to question no. 12)**

2. Yes, I'm employee **(go to question no. 12)**

3. No **(go to question Part 2)**

11. What kind of your work? (You can tick more than 1 answer)

1. Accommodation services

5. Handicraft or OTOP

2. Home-stay

6. Transportation services

3. Restaurant

7. Tourism services (tour

guide, tour operator)

4. Souvenirs shop

8. Others (specify)

12. Which kind of your work to get supplementary income? (You can tick more than 1 answer)

1. Accommodation services

5. Handicraft or OTOP

2. Home-stay

6. Transportation services

3. Restaurant
 4. Souvenirs shop
7. Tourism services (Tour guide, tour operator)
 8. Others (specify)
-

Part 2 Current situation of tourism development around Songkhram River Basin

Please respond to the following question by \surd in

1. Do you notice increase in the number of tourists in your community in recent year?

1. Yes, gradually increase
 2. Yes, rapidly increase
 3. No

2. Whom tourists visit with?

1. Tour group
 2. Family or relative group
 3. Friends
 4. Alone
 5. Other

3. Does your community support tourism in this area?

1. Yes 2. No

4. Does your community provide enough accommodation for tourists during event or festival?

1. Yes 2. No

5. Which are the popular events or festivals in your community? (You can tick more than 1 answer)

1. Bun Bangfai Rocket Festival
 2. Candle Festival
7. The Mekong Friendship Festival
 8. Buddhist Lent

3. Silk Festival Racing
4. Songkran Festival Civilisation Celebrations
5. Loykratong Festival Procession
9. Wax Castle & Boat
10. Ban Chiang
11. Illuminated Boat

6. Phra That Phanom Homage-Paying Fair 12. Other (specify) _____

6. From those events or festival, what is the level of your participation?

1. High 2. Moderate 3. Low

7. What kind of your participation during those events or festivals takes place?

1. I am an organizer 4. I am a visitor
2. I am an exhibitor or a handicraft seller 5. Other

(specify) _____

3. I am an operator

8. Did you notice improvements in infrastructure in your community in recent year?

1. Yes, gradually improvements
2. Yes, rapidly improvements
3. No

9. In your opinion, Should the tourism organization in your community do more to promote tourism?

1. Yes 2. No

Part 3 Tourism impact in rural community and residents' attitude forward tourism

Please respond to the following question by X in number which apply to you

1 = Strongly disagree 2 = Disagree 3 = Neutral

4 = Agree 5 = Strongly agree

3.1 Tourism economic impacts

1	Increasing the number of tourists visiting this area would improve the local economy.	1	2	3	4	5
2	The tourism industry provides worthwhile job opportunities for community.	1	2	3	4	5
3	Local resident have more money to spend as a result of tourism.	1	2	3	4	5
4	Local resident against new tourism facilities investment, which will attract more tourists to community.	1	2	3	4	5
5	Shopping opportunities are better in community as a result of tourism.	1	2	3	4	5
6	Increasing the prices of goods and services in my community cause by tourism.	1	2	3	4	5
7	Tourism results in unemployment during low season.	1	2	3	4	5

3.2 Tourism socio-cultural impacts

Livelihood

8	Tourism causes unwanted lifestyle changes	1	2	3	4	5
9	Tourism causes displacement of residents for tourism development	1	2	3	4	5
10	Tourism causes family disruption	1	2	3	4	5

Cultural and Education

11	Tourism can promotes cultural exchanges(i.e. language and cultural has been changed)	1	2	3	4	5
12	Tourism improves understanding of different communities	1	2	3	4	5
13	Tourism preserves cultural identity of host population	1	2	3	4	5
14	Increasing demand for historical and cultural exhibits caused of tourism	1	2	3	4	5
15	Positive changes in values and customs	1	2	3	4	5

5						
	Health and Safety					
1	Tourism causes excessive crime, prostitution and increasing	1	2	3	4	5
6	smuggling.					
1	Increasing underage drinking, alcoholism, gambling and	1	2	3	4	5
7	drugs caused of tourism					
1	Tourism improves quality of public health and medical	1	2	3	4	5
8	service					
	Equity					
1	Tourism usually benefits a small group of residents in	1	2	3	4	5
9	community.					
2	Tourism causes exclusion to access leisure and recreation	1	2	3	4	5
0	places such as park, sport center etc.					
2	Increasing number of tourists effect to locals especially lack	1	2	3	4	5
1	of opportunity to access to religious or sacred places.					
2	Tourism causes exclusion of locals from natural resources	1	2	3	4	5
2						
	Satisfaction and Attitude					
2	The tourists have seen in community are generally rude and	1	2	3	4	5
3	pushy.					
2	This community would be a better place if the tourists were	1	2	3	4	5
4	not here.					
2	Local residents proud to see tourists coming to see what	1	2	3	4	5
5	community has to offer.					
2	Community has proper plan and manage the growth of	1	2	3	4	5
6	tourism.					
	3.3 Tourism environmental impacts					
27	Tourism provides incentives for restoration of historic	1	2	3	4	5
	buildings.					
28	Tourism causes protection of selected natural environments	1	2	3	4	5
	or prevention of further ecological decline					
29	Tourism causes improvement of the area's appearance	1	2	3	4	5
	(visual and aesthetic)					
30	Pollution increase caused by tourism (air, water, noise,	1	2	3	4	5
	solid waste, and visual)					
31	Tourism causes loss of natural landscape and agricultural	1	2	3	4	5
	lands to tourism development					
32	Tourism causes loss of open space	1	2	3	4	5
33	Tourism is likely to result in traffic congestion.	1	2	3	4	5
34	Tourism causes degradation of landscape, historic sites,	1	2	3	4	5
	and monuments					

Part 4 Your recommendation about tourism in your own community.

*****Thank you for your kind corporation*****

Appendix B List of Semi-Structure Interview (Thai Version and Translated Version)



ผลกระทบจากการท่องเที่ยวในชุมชนชนบท: กรณีศึกษาที่ชุมชนในลุ่มแม่น้ำสงคราม
ภาคตะวันออกเฉียงเหนือ ประเทศไทย

แบบสัมภาษณ์นี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ระดับมหาบัณฑิต หลักสูตรบริหารธุรกิจ มหาบัณฑิตสาขาการจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ) คณะกรรมการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต ผู้วิจัยใคร่ขอความร่วมมือจากท่าน ได้โปรดสละเวลาให้ข้อมูลและความคิดเห็นด้วยการตอบแบบสอบถามฉบับนี้ที่เป็นไปตามความเป็นจริง จากความร่วมมือของท่านจะทำให้ผลที่ได้รับเป็นผลการศึกษาวิจัยที่ถูกต้องและเป็นประโยชน์สูงสุด โดยข้อมูลต่างๆรายบุคคลที่ได้รับจากท่านนี้จะถูกเก็บรักษาเป็นความลับ และนำมาใช้เฉพาะเพื่อการศึกษาและการวิเคราะห์ผลเพื่อให้ได้คำตอบในภาพรวมเท่านั้น

ขอขอบพระคุณอย่างสูงในความร่วมมือ

นางสาวปัทมาชะ อินธิแสง

นักศึกษาปริญญาโท/ผู้วิจัย

ตอนที่ 1: ข้อมูลพื้นฐานส่วนบุคคล

1. ท่านทำงานที่องค์กร.....ตำแหน่งของท่านคือ.....
2. ระยะเวลาที่ท่านทำงานที่นี่.....ปี
3. ท่านรับผิดชอบงานในด้านใดบ้าง

ตอนที่ 2 สถานการณ์การท่องเที่ยวปัจจุบันในชุมชนชนบท: กรณีศึกษาชุมชนในกลุ่มจังหวัดลุ่มแม่น้ำสงคราม

กรุณาอธิบายสถานการณ์การท่องเที่ยวในปัจจุบันในชุมชนของท่าน ตามหัวข้อดังต่อไปนี้

1. จำนวนนักท่องเที่ยวในรอบปีที่ผ่านมา ตลอดจนแนวโน้มในอนาคต

2. การมีส่วนร่วมของคนในชุมชนต่อการท่องเที่ยว (การวางแผน การตัดสินใจการแก้ปัญหา ผลประโยชน์ที่ได้รับ เป็นต้น)

3. ชีตความสามารถในการรองรับนักท่องเที่ยวในชุมชนของท่าน และความพร้อมด้านสิ่งอำนวยความสะดวก (จำนวนที่พัก ศูนย์บริการข้อมูลการท่องเที่ยว การขนส่ง สาธารณูปการขั้นพื้นฐาน เป็นต้น)

4. จุดเด่น จุดด้อย โอกาสและอุปสรรค ด้านการท่องเที่ยวในชุมชนของท่าน

5. การวางแผนและพัฒนาการท่องเที่ยวในปัจจุบันในชุมชนของท่าน

ตอนที่ 3 ผลกระทบจากการท่องเที่ยวในชุมชนชนบท: กรณีศึกษาชุมชนในกลุ่มจังหวัดลุ่มแม่น้ำสงคราม

คำชี้แจง: กรุณาเขียนคำตอบลงในช่องว่าง และเติมเครื่องหมาย X ในหมายเลขที่ตรงกับความเห็นของท่าน

1 = ไม่เห็นด้วยอย่างยิ่ง

2 = ไม่เห็นด้วย

3 = ไม่แน่ใจ

4 = เห็นด้วย

5 = เห็นด้วยอย่างยิ่ง

3.1 ผลกระทบด้านเศรษฐกิจ

1	จำนวนนักท่องเที่ยวที่เพิ่มขึ้น ทำให้เศรษฐกิจในชุมชนดีขึ้น	1	2	3	4	5
2	อุตสาหกรรมการท่องเที่ยว ทำให้เกิดการจ้างงานเพิ่มขึ้น	1	2	3	4	5
3	การท่องเที่ยว ทำให้คนในชุมชนมีเงินสำหรับใช้จ่ายมากขึ้น	1	2	3	4	5
4	มีการต่อต้าน การลงทุนสร้างสิ่งอำนวยความสะดวกใหม่ ๆ เพื่อใช้ดึงดูดนักท่องเที่ยวเข้ามาในชุมชน	1	2	3	4	5
5	การท่องเที่ยวทำให้การขายสินค้าในชุมชนดีขึ้น	1	2	3	4	5
6	การท่องเที่ยวทำให้ราคาสินค้าและบริการในชุมชนสูงขึ้น	1	2	3	4	5
7	เกิดการว่างงานในช่วงที่ไม่ใช่ฤดูกาลท่องเที่ยว	1	2	3	4	5

3.2 ผลกระทบด้านสังคมและวัฒนธรรม

ด้านความเป็นอยู่

8	เกิดความไม่ต้องการเปลี่ยนแปลงวิถีชีวิต อันเนื่องมาจากการท่องเที่ยว	1	2	3	4	5
9	การพัฒนาด้านการท่องเที่ยว ก่อให้เกิดการย้ายถิ่นของคนในชุมชนมากขึ้น	1	2	3	4	5
10	ความอบอุ่นในครอบครัวลดลงเพราะมีการท่องเที่ยวในชุมชน	1	2	3	4	5

ด้านวัฒนธรรมและการศึกษา

11	การท่องเที่ยวทำให้เกิดการแลกเปลี่ยนด้านวัฒนธรรมในทางที่ดี (เช่น ภาษา และ การแต่งกาย)	1	2	3	4	5
12	การท่องเที่ยว ทำให้เกิดความเข้าใจอันดีในแง่ของความแตกต่างด้านวัฒนธรรม	1	2	3	4	5
13	การท่องเที่ยว ช่วยรักษาเอกลักษณ์ด้านวัฒนธรรมของคนในชุมชน	1	2	3	4	5
14	การท่องเที่ยว เพิ่มความต้องการให้มีนิทรรศการด้านประวัติศาสตร์และวัฒนธรรมในชุมชน	1	2	3	4	5

1 5	การท่องเที่ยว ทำให้ชุมชนเล็งเห็นความสำคัญในการอนุรักษ์การแต่งกายแบบพื้นเมือง	1 2 3 4 5
ด้านสุขภาพและความปลอดภัย		
1 6	การท่องเที่ยวก่อให้เกิดอาชญากรรม การค้าประเวณี ตลอดจนการลักลอบนำเข้าสิ่งผิดกฎหมายมากขึ้น	1 2 3 4 5
1 7	การท่องเที่ยวทำให้เกิดการตีมีสุราในกลุ่มเยาวชน ยาเสพติด และการพนัน การระบาดของโรคติดต่อ เพิ่มขึ้น	1 2 3 4 5
1 8	การท่องเที่ยวก่อให้เกิดการบริการด้านการแพทย์และสาธารณสุขอย่างทั่วถึง เช่น มีสถานีอนามัยในชุมชน มีการบริการแพทย์เคลื่อนที่ เป็นต้น	1 2 3 4 5
ด้านความเสมอภาค		
1 9	การท่องเที่ยวมักจะทำให้ผลประโยชน์แก่คนส่วนน้อยในชุมชนเท่านั้น	1 2 3 4 5
2 0	การท่องเที่ยวทำให้คนในชุมชนเข้าถึงแหล่งพักผ่อนหย่อนใจหรือ แหล่งสันทนาการลำบากมากขึ้น เช่น สวนสาธารณะ ศูนย์กีฬา	1 2 3 4 5
2 1	จำนวนนักท่องเที่ยวที่เพิ่มขึ้น ทำให้ผู้คนในชุมชนขาดโอกาสในการเข้าถึงสถานที่สำคัญทางศาสนา	1 2 3 4 5
2 2	การท่องเที่ยวทำให้คนในชุมชนขาดโอกาสในการเยี่ยมชมแหล่งท่องเที่ยวทางธรรมชาติ	1 2 3 4 5
ด้านความพึงพอใจและทัศนคติ		
2 3	นักท่องเที่ยวที่พบในชุมชน มักจะไม่สุภาพ	1 2 3 4 5
2 4	ชุมชนจะดีกว่านี้ถ้าไม่มีนักท่องเที่ยว	1 2 3 4 5
2 5	การท่องเที่ยว ทำให้ชุมชนเกิดความภาคภูมิใจที่ได้นักท่องเที่ยวเดินทางมาเยี่ยมชมสิ่งที่ชุมชนนำเสนอ เช่น เทศกาล งานประเพณี ขบวนแห่ เป็นต้น	1 2 3 4 5
2 6	ชุมชนมีการวางแผนและการจัดการที่เหมาะสม ด้านการเติบโตทางการท่องเที่ยว	1 2 3 4 5

3.3 ผลกระทบด้านสิ่งแวดล้อม

27	การท่องเที่ยว กระตุ้นให้เกิดการทำนุบำรุงโบราณสถานในชุมชน	1 2 3 4 5
28	การท่องเที่ยวทำให้เกิดการคุ้มครองสิ่งแวดล้อมทางธรรมชาติ ตลอดจนมีการอนุรักษ์ระบบนิเวศวิทยาไม่ให้ถูกทำลาย	1 2 3 4 5
29	การท่องเที่ยว ทำให้สภาพแวดล้อมในชุมชนเกิดความสวยงามมากขึ้น	1 2 3 4 5
30	การท่องเที่ยวก่อให้เกิดมลพิษในชุมชน เช่น หมอกควัน น้ำเน่าเสีย เสียงดัง ขยะ เกิดทัศนียภาพที่ไม่สวยงาม เป็นต้น	1 2 3 4 5
31	การขยายตัวด้านการท่องเที่ยว ทำให้พื้นที่ทำกิน ไร่ นา ในชุมชนลดน้อยลง	1 2 3 4 5
32	การท่องเที่ยวทำให้พื้นที่ใช้สอยส่วนรวมของชุมชนลดน้อยลง	1 2 3 4 5
33	การท่องเที่ยวทำให้เกิดปัญหาการจราจรติดขัด	1 2 3 4 5
34	การท่องเที่ยวก่อให้เกิดความเสื่อมโทรมของ โบราณวัตถุ โบราณสถาน ตลอดจนอนุสาวรีย์ต่างๆ	1 2 3 4 5

ตอนที่ 4 ข้อเสนอแนะของท่านต่อการท่องเที่ยวในชุมชนของท่านเอง

การวางแผนและพัฒนาด้านการท่องเที่ยว ที่ท่านต้องการเสนอแนะแก่องค์กรภาครัฐในระดับ
ภูมิภาคหรือระดับชาติ

คือ _____

ข้อเสนอแนะอื่น ๆ

*****ขอขอบพระคุณอย่างสูงในความร่วมมือ*****

Translated Version



Semi-structure Interview

**Tourism Impact on Rural Community:
The Case of Four Districts in Songkhram River Basin, Northeast
of Thailand**

The purpose of this interview is to collect data and information for a Graduate Thesis of the Business Administration Program in Hospitality and Tourism Management (International Program), Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus. The data collected will be used for academic purposes only and will be kept confidentially.

cooperation

Thank you for your

Phattamaca

Inthisang

IMBA

Student/Researcher

Part 1: Personal Characteristics

1. Which local authority are you working? What is your position?

Authority _____ Position

2. How long have you been working there? _____ year(s)

3. What are your responsibilities?(In brief) _____

Part 2: Investigate the current situation of tourism development around Songkhram River Basin

Please explain the current situation of tourism development in your community follow by these categories:

1. Number of visitor compare with previous year and its trend

2. Level of community's participate (Planning, Decision making, Problem solution, Benefit gaining)

3. Carrying capacity in your community and Sufficiency (insufficiency) tourism facilities for serving the tourists(Accommodation, Tourist information center, Transportation, Infrastructure etc)

4. SWOT analysis of tourism current situation in the area

5. The tourism development and planning policies in the area

Part 3 Tourism impact in rural community and residents' attitude forward tourism

Please respond to the following question by X in number which apply to you

1 = Strongly disagree 2 = Disagree 3 = Neutral

4 = Agree 5 = Strongly agree

3.1 Tourism economic impacts

1 Increasing the number of tourists visiting this area would improve the local economy.	1	2	3	4	5
2 The tourism industry provides worthwhile job opportunities for community.	1	2	3	4	5
3 Local resident have more money to spend as a result of tourism.	1	2	3	4	5
4 Local resident against new tourism facilities investment, which will attract more tourists to community.	1	2	3	4	5
5 Shopping opportunities are better in community as a result of	1	2	3	4	5

	tourism.					
6	Increasing the prices of goods and services in my community cause by tourism.	1	2	3	4	5
7	Tourism results in unemployment during low season.	1	2	3	4	5
3.2 Tourism socio-cultural impacts						
Livelihood						
8	Tourism causes unwanted lifestyle changes	1	2	3	4	5
9	Tourism causes displacement of residents for tourism development	1	2	3	4	5
10	Tourism causes family disruption	1	2	3	4	5
Cultural and Education						
11	Tourism can promotes cultural exchanges(i.e. language and cultural has been changed)	1	2	3	4	5
12	Tourism improves understanding of different communities	1	2	3	4	5
13	Tourism preserves cultural identity of host population	1	2	3	4	5
14	Increasing demand for historical and cultural exhibits caused of tourism	1	2	3	4	5
15	Positive changes in values and customs	1	2	3	4	5
Health and Safety						
16	Tourism causes excessive crime, prostitution and increasing smuggling.	1	2	3	4	5
17	Increasing underage drinking, alcoholism, gambling and drugs caused of tourism	1	2	3	4	5
18	Tourism improves quality of public health and medical service	1	2	3	4	5
Equity						
19	Tourism usually benefits a small group of residents in community.	1	2	3	4	5
20	Tourism causes exclusion to access leisure and recreation places such as park, sport center etc.	1	2	3	4	5
21	Increasing number of tourists effect to locals especially lack of opportunity to access to religious or sacred places.	1	2	3	4	5
22	Tourism causes exclusion of locals from natural resources	1	2	3	4	5
Satisfaction and Attitude						
23	The tourists have seen in community are generally rude and pushy.	1	2	3	4	5
24	This community would be a better place if the tourists were not here.	1	2	3	4	5
25	Local residents proud to see tourists coming to see what	1	2	3	4	5

5	community has to offer.					
2	Community has proper plan and manage the growth of	1	2	3	4	5
6	tourism.					
3.3 Tourism environmental impacts						
27	Tourism provides incentives for restoration of historic buildings.	1	2	3	4	5
28	Tourism causes protection of selected natural environments or prevention of further ecological decline	1	2	3	4	5
29	Tourism causes improvement of the area's appearance (visual and aesthetic)	1	2	3	4	5
30	Pollution increase caused by tourism (air, water, noise, solid waste, and visual)	1	2	3	4	5
31	Tourism causes loss of natural landscape and agricultural lands to tourism development	1	2	3	4	5
32	Tourism causes loss of open space	1	2	3	4	5
33	Tourism is likely to result in traffic congestion.	1	2	3	4	5
34	Tourism causes degradation of landscape, historic sites, and monuments	1	2	3	4	5

Part 4: Recommendations

What is *Tourism Development and Planning* that you want to recommend to regional or national authorities?

Other recommendations_____

*****Thank you for your kind corporation*****

Appendix C: Tourist's Expenditure and Number of Tourist in Songkhram River Basin

Table 1 Tourist's expenditure in Songkhram River Basin

Provinces in Songkhram River Basin	(million baht)	%
Nongkhai	1,878.13	23.00
Nakhonphanom	818.96	10.03
Sakonnakhon	1,135.50	13.90
Udonthani	4,334.22	53.07
Total	8,166.81	100.00

Source: TAT 2006

Table 2 Internal tourism in Sakhonnakon 2004-2005

Type of Data	2004	Δ (%)	2005	Δ (%)
Visitor	798,367	+ 7.57	791,662	- 0.84
Thai	796,977	+ 7.54	789,291	- 0.96
Foreigners	1,390	+ 24.00	2,371	+ 70.58
Tourist	495,907	+ 8.68	468,418	- 5.54
Thai	494,517	+ 8.64	467,148	- 5.53
Foreigners	1,390	+ 24.00	1,270	- 8.63
Excursionist	302,460	+ 5.80	323,244	+ 6.87
Thai	302,460	+ 5.80	322,143	+ 6.51
Foreigners	-	-	1,101	-
Average Length of Stay (Day)	3.78	-	3.38	-
Thai	3.78	-	3.38	-
Foreigners	3.28		2.64	-

Revenue (Million Baht)				
Visitor	1,179.98	10.91⁺	1,135.50	- 3.77
Thai	1,175.31	10.86 ⁺	1,131.59	- 3.72
Foreigners	4.67	23.22 ⁺	3.91	- 16.27

Source: TAT 2006

Table 3 Internal tourism in Nongkhai 2004-2005

Type of Data	2004 Δ (%)		2005 Δ (%)	
Visitor	1,113,235	+ 8.34	1,235,317	+ 10.97
Thai	755,962	10.63 ⁺	854,132	+ 12.99
Foreigners	357,273	+ 3.79	381,185	+ 6.69
Tourist	478,641	+ 6.22	560,603	+ 17.12
Thai	446,961	+ 8.52	518,379	+ 15.98
Foreigners	31,680	- 18.26	42,224	+ 33.28
Excursionist	634,594	10.01⁺	674,714	+ 6.32
Thai	309,001	13.85 ⁺	335,753	+ 8.66
Foreigners	325,593	+ 6.59	338,961	+ 4.11
Average Length of Stay (Day)	3.41	-	3.05	-
Thai	3.45	-	3.05	-
Foreigners	2.97	-	3.01	-
Revenue (Million Baht)				
Visitor	1,703.42	+ 6.58	1,878.13	+ 10.26
Thai	1,255.05	+ 8.08	1,379.39	+ 9.91
Foreigners	448.37	+ 2.58	498.74	+ 11.23

Source: TAT 2006

Table 4 Internal tourism in Nakhonpanom 2004-2005

Type of Data	2004 Δ (%)	2005 Δ (%)
Visitor	583,138 + 6.49	602,525 + 3.32
Thai	553,263 + 6.81	568,373 + 2.73
Foreigners	29,875 + 0.85	34,152 + 14.32
Tourist	273,202 + 6.52	269,808 - 1.24
Thai	269,572 + 6.50	265,678 - 1.44
Foreigners	3,630 + 7.88	4,130 + 13.77
Excursionist	309,936 + 6.47	332,717 + 7.35
Thai	283,691 + 7.11	302,695 + 6.70
Foreigners	26,245 - 0.05	30,022 + 14.39

Table 4 (Continued)

Type of Data	2004 Δ (%)	2005 Δ (%)
Average Length of Stay (Day)	3.03 -	2.80 -
Thai	3.03 -	2.81 -
Foreigners	3.06 -	2.46 -
Revenue (Million Baht)		
Visitor	793.33 + 9.35	818.96 + 3.23
Thai	762.21 + 9.55	784.65 + 2.94
Foreigners	31.12 + 4.78	34.31 + 10.25

Source: TAT 2006

VITAE

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List of Publication and Proceeding

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