

## **CHAPTER 2**

### **RELATED CONCEPT, THEORY AND LITERATURE**

The concepts, theories including the related researches obtained to the comprehensive literature review of the evaluation the potential of Lampam sub-district for developed as a conservation tourist destination are introduced as follows:

- 2.1 Concepts and theories related to tourism
- 2.2 Concepts and theories related to tourists destination development
- 2.3 Concepts and theories related to sustainable tourism
- 2.4 Concepts and theories related to conservation tourism
- 2.5 Related researches
- 2.6 Tourism plan and strategy of Thailand, Phattalung Province and Lampam sub-district
- 2.7 Method of evaluating the potential of a conservation tourist destination
- 2.8 General information of Lampam sub-district

## 2.1 Concepts and theories related to tourism

Tourism Authority of Thailand (TAT) has defined tourism as a trip not only for pleasure and entertainment, as perceived in general, but also for studying, sport and recreation, business and family relatives visit.

Cooper *et al* (1998) defined tourism is a multidimensional, multifaceted activity, which touches many lives and many different economic activities.

They gave definitions of tourism can be thought of as either demand-side definitions or supply-side definition.

Demand-side conceptual of definitions is the activities of person traveling to and stays in place outside their usual environment for not more than one consecutive year for leisure, business and other purpose (WTO and UNSTA, 1994).

Demand-side technical of definitions are:

1. Tourism arises out of a movement of people to, and their stay in, various plan or destinations.
2. These are two elements in tourism, the journey to the destination and the stay (including activities) at the destination.
3. The journey and stay take place outside the usual environment or normal place of residence and work so that tourism give rise to activities that are distinct from the resident and working populations of the places through which they travel and stay.

Supply side, Leiper (1979: 400) cited in Cooper *et al* (1998) suggest the definitions of supply side conceptual that the tourist industry consists of all those firm, organizations and facilities which are intended to serve the specific need and want of tourist.

Cooper *et al* (1998) gave definition and explained that tourists represent a heterogeneous, not a homogeneous,

group with different personalities, demographics and experience. The classify of tourists will depend on nature of tourist trip:

1. A basic distinction can be made between domestic and international tourists, although this distinction is blurring in many parts of the world (i.e., the European Union). Domestic tourism refers to travel by residents within their country of residence, there are rarely currency, language or visa implications, and domestic tourism is more difficult to measure than international tourism. In contrast, international tourism involves travel outside the country of residence and there may well be currency, language and visa implications.

2. Tourists can also be classified by 'purpose of visit category'. Conventionally, their categories are used:

1.1 Leisure and recreation including holiday, sports, and cultural tourism and visiting friends and relatives (VFR).

1.2 Other tourism purpose including study and health tourism.

1.3 Business and professional including meeting, conference, mission, incentive and business tourism.

Thus, tourism is the activities of person who willing to travel and staying in other places for the purpose of temporary leisure, business and etc, within one year. Tourism is interact activities between tourists, business suppliers, host governments, and host communities.

## **2.2 Concepts and theories related to tourists destination development**

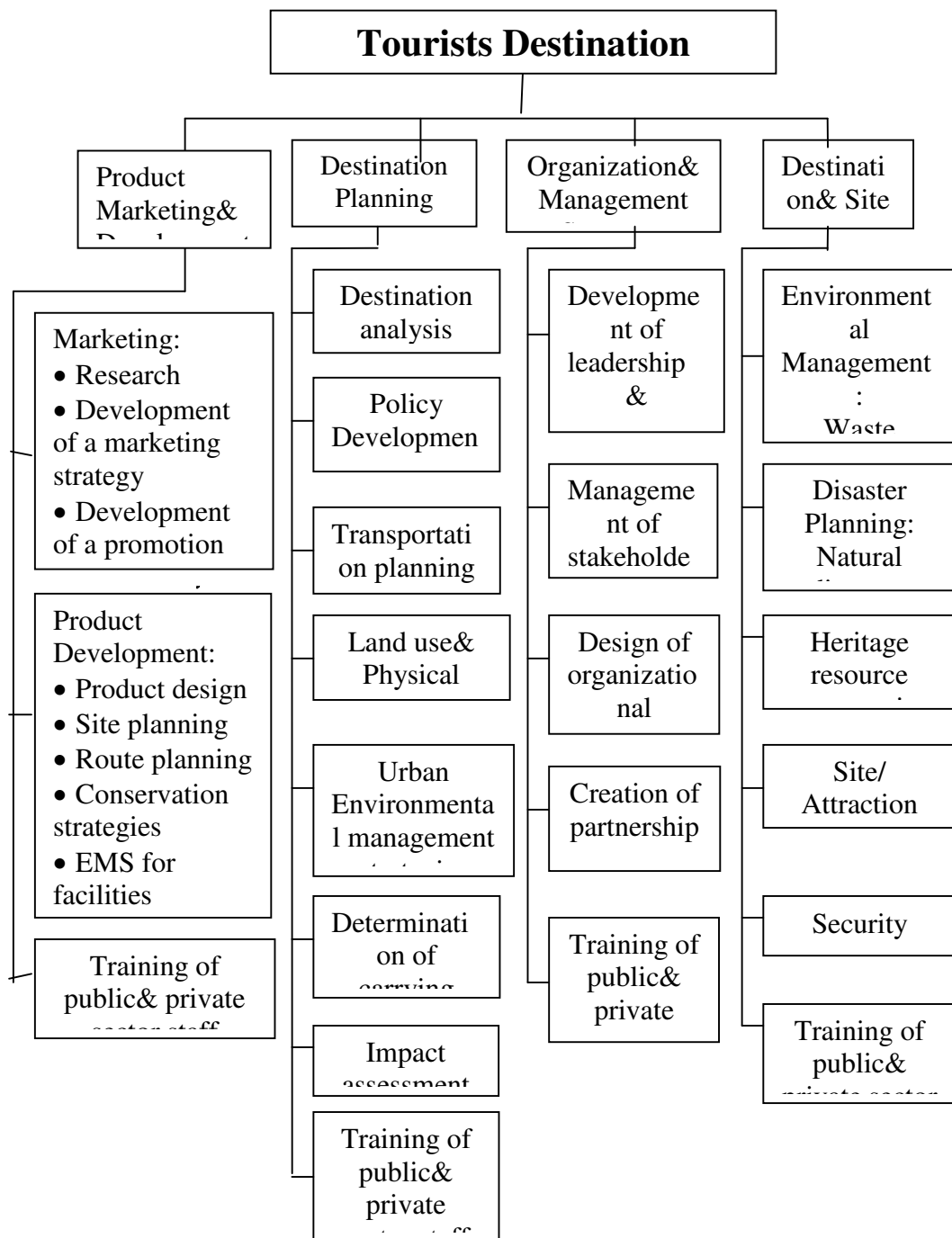
Cooper *et al* (1998), they defined tourist destination as geographically, provides a convenient focus for the examination of the tourist movement and its impact and significance. Destination is where the meet of significant and dramatic elements of tourism occurs and where the inbound tourism industry is located, that is, where the attraction and all

other support facilities needed by the visitor is found while, Jamieson (2001) stated that to create destinations are healthy and visible in the long term for tourists and resident, destination management is very important. The sustainable tourism is the one example, it is view sustainable destination management will serve to:

1. Address the needs of tourists and the economic interests of the tourism industry.
2. Approach tourism development in a way, which reduces the negative impact.
3. Protect local people environment in part because it is the livelihood of the destination (See figure 2.1).

**Figure 2.1:** Tourism Destination Management

**Tourists Destination Management**



**Source:** Jamieson (2001)

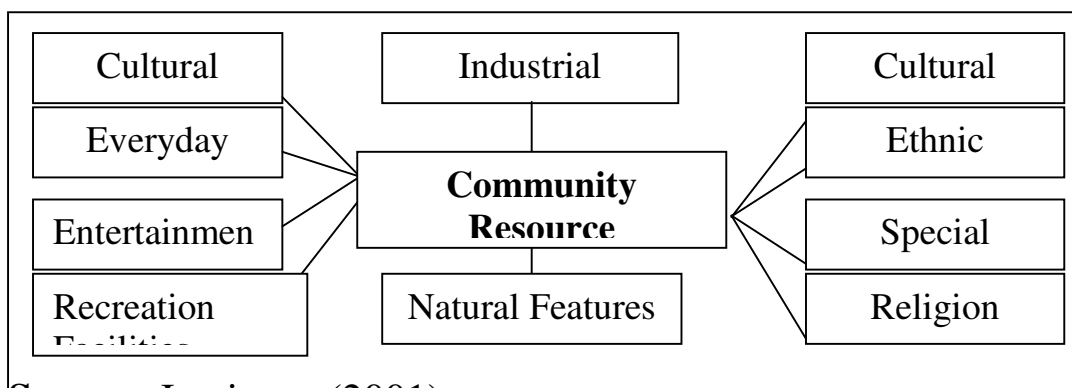
### 2.2.1 Destination Analysis

Once the community has decided it is receptive to tourism, it is important to conduct a destination analysis to

assess the community's infrastructure and tourism resource. Jamieson (2001) analyzed tourism resource in destination as following:

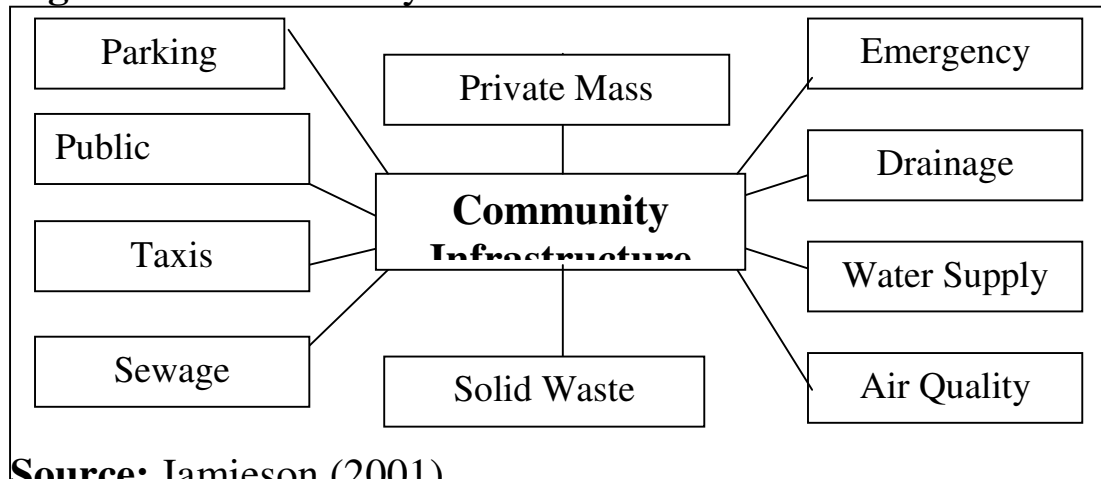
The nature of community's tourism resource is the factor that can attract tourist to visit a conservation tourist destination as illustrated in Figure 2.2.

**Figure 2.2:** Community Tourism Resources



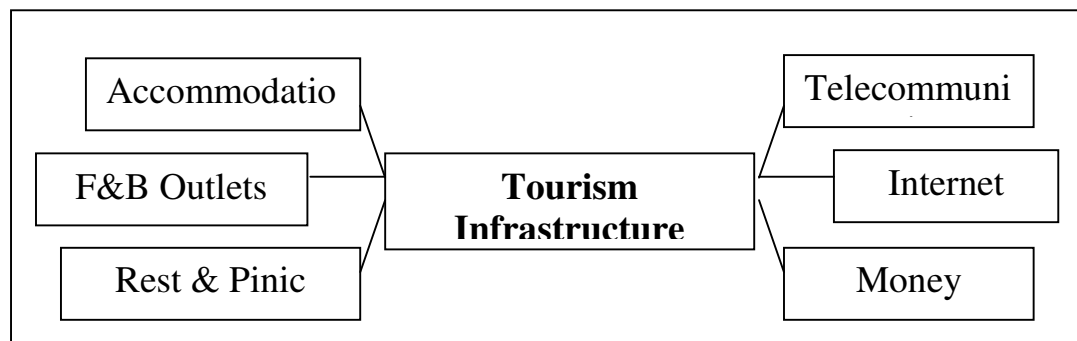
**Source:** Jamieson (2001)

Community infrastructure is also the one factor and significant to concerns, some of these resources are important for development as a conservation tourist destination i.e. public transportation, drainage, water supply air quality. It is the indicator for the convenience of tourist in term of community management and accessibility which is illustrated in Figure 2.3.

**Figure 2.3: Community infrastructures**

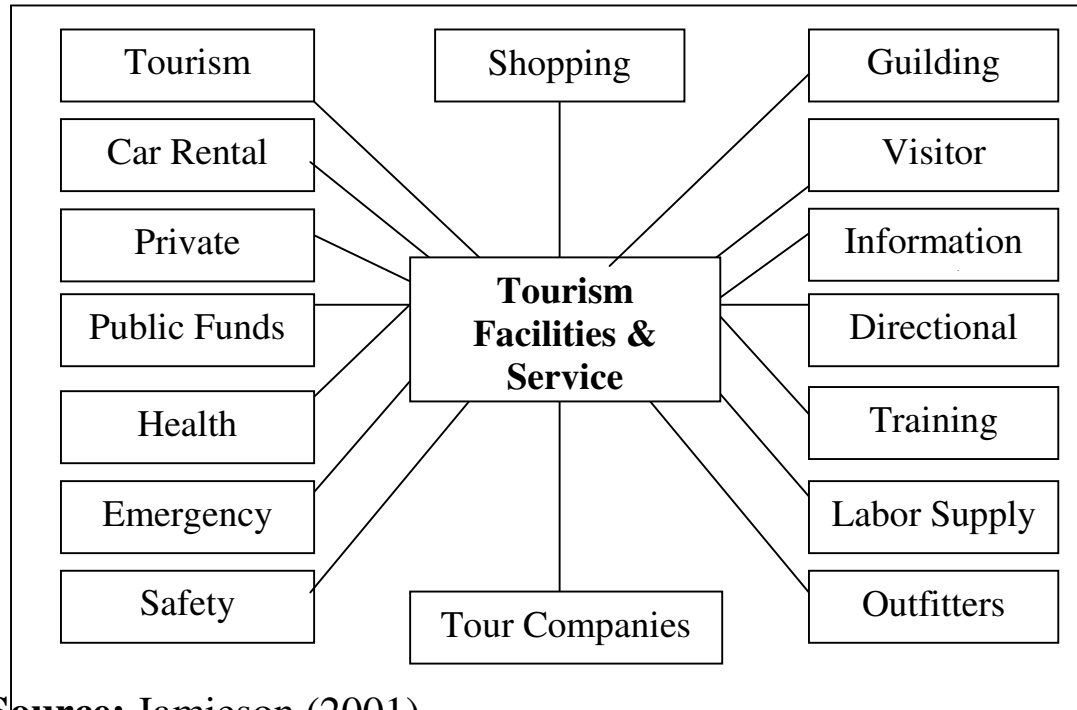
**Source:** Jamieson (2001)

Moreover infrastructure is essential in determining the destination readiness for tourism and the assessment process can examine a number factor as illustrates in Figure 2.4.

**Figure 2.4: Tourism Infrastructures**

**Source:** Jamieson (2001)

And other factors which are crucial in determining success and in helping the community to achieve the highest economic return from tourism. Other factors are illustrates in 2.5.

**Figure 2.5: Tourism Facilities and Service**

**Source:** Jamieson (2001)

## 2.3 Concepts and theories related to sustainable tourism

### 2.3.1 Concepts & Definitions of Sustainable Development of Tourism

According to the definition of the Federation of Nature and National Parks, sustainable tourism is all forms of tourism development, management and activity that maintain the environmental, social and economic integrity and well-being of natural, built and cultural resources in perpetuity (FNNP, 1993). A publication by the Tourism Concern and the World Wide Fund for Nature defines sustainable tourism as tourism which operates within natural capacities for the regeneration and future productivity of natural resources: recognizes the contribution that people and communities, customs and lifestyles, make to the tourism experience: accepts that these people must have an equitable share in the economic benefits of



tourism; and is guided by the wishes of local people and communities in the host areas (Tourism Concern & WWF, 1992).

Nowarath (1996) stated 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. Sustainable tourism is nature-based tourism that is related to nature tourism and eco tourism. Thus, sustainable tourism should be

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the

tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

### **2.3.2 Principles of Sustainable Tourism**

Jamieson and Alix (2000) mentioned the increasing evidence, which shows that an integrated approach to tourism planning and management is now required to achieve sustainable tourism. It is only recently that there has been a growing recognition of the importance of combining the needs of traditional.

It is only recently that there has been a growing recognition of the importance of combining the needs of traditional urban management (transportation, land use planning, marketing, economic development, fire and safety etc.) with the need to plan for tourism.

Some of the most important principles of sustainable tourism development include:

1. Tourism should be initiated with the help of broad-based community-inputs and the community should maintain control of tourism development.
2. Tourism should provide quality employment to its community residents and a linkage between the local businesses and tourism should be established.
3. A code of practice should be established for tourism at all levels - national, regional, and local - based on internationally accepted standards. Guidelines for tourism operations, impact assessment, monitoring of cumulative impacts, and limits to acceptable change should be established.
4. Education and training programmed to improve and manage heritage and natural resources should be established.

### **2.3.3 Sustainable future for tourism**

Jamieson (2001) also stated that to promote and enhances the vision of sustainable futures, the development sustainable for tourism in the future should be

1. Prudent use of the earth's resources within the limit of the planet's carrying capacity.
2. Devolution of top-down decision-making responsibilities and capabilities to a broader range of a destination's stakeholder.
3. The abatement of poverty and gender inequalities and respect for fundamental human rights.
4. Enhancement of the quality of life residents through improved health care, shelter, and access to education and income-generate.
5. Preservation of biodiversity and life support systems for all natural habits.
6. Preservation of indigenous knowledge and way of living and respect for the spiritual and cultural traditional of different peoples.

## **2.4 Concepts and theories related to conservation tourism**

### **2.4.1 Concepts & Definitions of Conservation**

Sakanan (1999) cited in Suriyavarakul (2003) gave the definition of conservation tourism was the traveling along with sustain and conserve in those tourists attraction area, for instance natural, historical and cultural tourist attraction. Scientific and Technology Research Institute of Thailand (2000: 2-14) stated the direction to sustain destination are as follows:

1. Prudent using of natural resources
2. Reducing using of natural resources
3. Preserve and protect natural, social and cultural
4. Follow country development strategy

5. Create job opportunity and activity is aid to generate more income to community. (Boonlerd: 2000: 16 quoted in Narongsak: 2003)
6. Cooperate both of private and government sector in tourism development.  
(Boonlerd: 2000: 16 quoted in Narongsak: 2003)
7. Promote and create awareness people to realize the important of environment

The following are organizations which involved in ecotourism and conservation tourism:

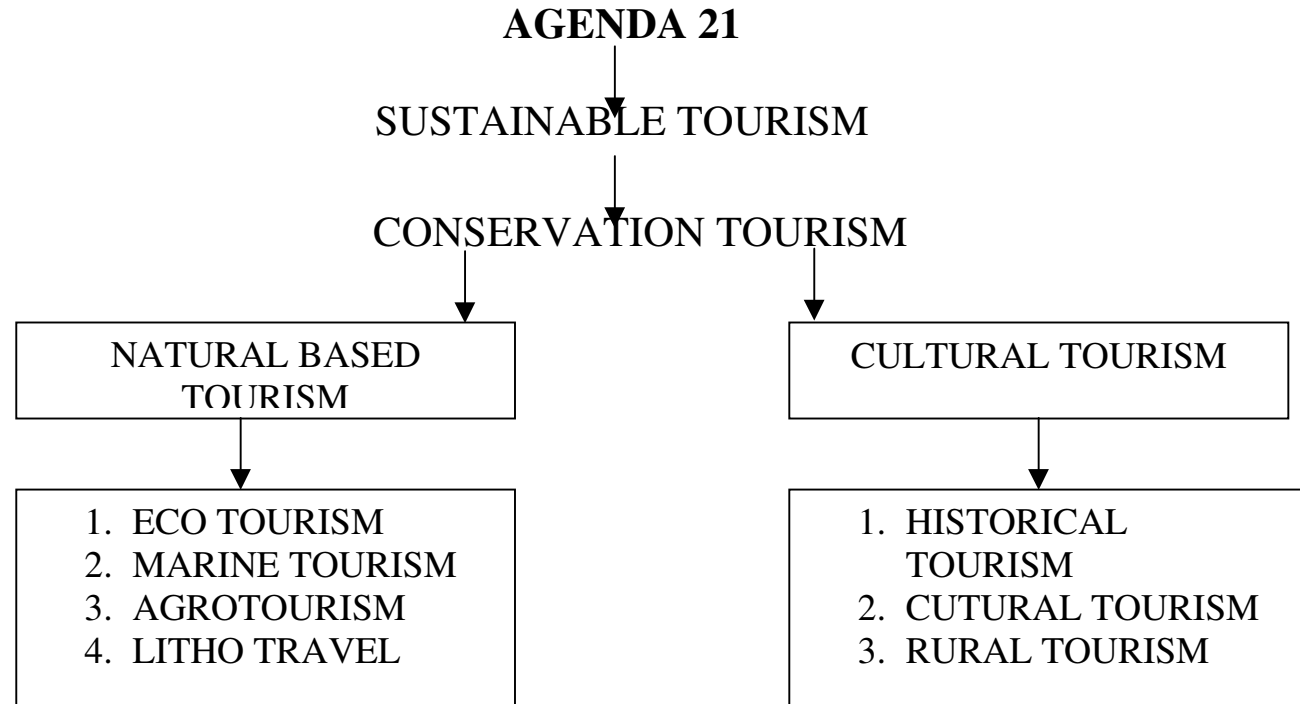
1. The Ecotourism Society (ET)
2. The World Tourism Organization (WTO)
3. The World Resource Institute (WTI)
4. The World Wild Fund for Nature (WWF)
5. The National Audubon Society (NAS)
6. Tourism Concern and the Council of Europe

These organizations given the significant of conservation and ecotourism are following (Forestry Research Centre, 1995):

1. Development tourist destination to be a conservation tourism, it should be a nature and environment area and concern on historical, literature and cultural of local.
2. Community and tourist have responsibility in preserve and undestroyed environments.
3. Tourist not only gains the experience on conservation tourism but they also educated from learning. These are lead to realizing the important of natural and environment.
4. Conservation tourism is advantage to nature and environment by create tourists awareness, in the other hand, tourist and local community is also gain the advantage of nature and environment both of direct and indirect ways.
5. Conservation tourism emphasize on the value of nature or the uniqueness of destination, which attract to tourists. It's should not the destination that emphasize on infrastructure or man-made constructors.

Conservation is a part of sustainable tourism, it can mean both of natural based tourism and cultural and historical tourism as illustrated in Figure 2.6.

**Figure 2.6:** Plan of Agenda 21



**Source:** Rampam (2543: p.15) quoted in Narongsak

### **2.4.2 Reviewing literatures about factors for analyzing the potential for establishing a conservation tourist destination.**

Buckley (1994) cited in Nowarath (1996) indicated that eco-tourism has involved to environment in 4 main following factors which are:

1. An element of environment feature, which is the basic source or material of producing product or destination to attract tourist market.
2. A proper management of tourism will be decrease environment's effect.
3. Tourism Industry can be support in develops and conserves nature and environment both of direct and indirect.
4. Participant of entrepreneurs about tourism can create the awareness and attitude of tourist to environment to be positive ways.

Suriyavarakul (2003) designed factors for analyzing the potential of establish a conservation tourist destination. These factors cover 4 dimensions and 29 factors as follows:

#### **1. The dimension of area:**

- (1) Identity and attraction
- (2) The diversity of art
- (3) The diversity of the activities for culture and ways of life
- (4) The tradition that attracts tourists
- (5) Carrying capacity for changes in ecosystem and culture
- (6) Access to tourist attraction
- (7) Agricultural activities
- (8) The quantity and safety of water supply
- (9) Physical conditions of area
- (10) Adequate area for activities

The dimension of area is agreed to product marketing and development (Jamieson, 2001) which indicated the

destination management process requirement. A destination should develop products, cultural, natural or intangible in nature, to meet market demands. To develop attraction and facilities, every destination needs a plan including to issues of visitor management and flow and access to the attractions.

## **2. The dimension of management:**

- (11) Solid waste management
- (12) The management of noise
- (13) Water management
- (14) Appropriate facilities
- (15) Safety
- (16) The management of zoning
- (17) Carrying capacity
- (18) Measurement for preventing environment impacts
- (19) Quality of service

Jamieson, (2001) was also stated that a destination has to develop management operation policies and procedure to ensure the ongoing attractiveness of the destination and protection of local cultures and environments. The physical factors that should concern are roads, drainage, water supply, electric power, sewage disposal, solid disposal, telecommunications, sanitation and public health standard. In addition, the planning and management process must consider dimension or some technique to ensuing quality of site and resource development, in this case is urban heritage site, especially zoning (Zoning techniques include heritage, large lot, overlay zoning and cluster development options). These factors are agreed with the dimension of management of Suriyavarakul (2003) in factors number 11, 13, 14, 15, 18.

## **3. The dimension of activity and process:**

- (20) Utility and worthiness of learning
- (21) Means and methods of interpretation
- (22) Contents of the interpretation



(23) Diversity of activities

(24) The appropriateness of activities to promote conservation awareness

Suriyavarakul (2003) studied criteria for establishing a conservation tourism development, the dimension of activity and process is include to interpretation, which is agreed to Jamieson, (2001) who defines interpretation is telling the story of a community is an important tool for conservation, education and economic development. Successful sites use interpretive techniques for various visitor segments including guidebooks, maps, signage, a reception and visitor orientation centre, videotape presentation, movies, rental tape recorded tours, virtual reality presentations, recorded station shops, sound and light shows, festivals, re-enactments, guides and costumed interpreters working in the first or third person.

#### **4. The dimension of community participation:**

(25) Benefit for the community in term of environment resource conservation

(26) Benefit for the community

(27) Support from government and private agencies

(28) Participation and acceptance of community

(29) The awareness of community members and tourists about environmental effects.

The dimension of community participation is agreed with principles of sustainable tourism and the statement of Jamieson, (2001) that to achieve sustainable tourism development, it requires the private sector and community cooperation as partner in working toward a sustain society. In addition, making-decision about sustainable tourism development also requires that communities work within a board framework developing decisions that are:

1. Long-term, allowing communities to better anticipate and prevent problems and make risk-reduce decision.
2. Multi-sectored, including the full range of interest and activities in a tourism environment.

3. Ecosystem-based, recognizing the cumulative and synergistic effect of all actions on the ecological integral of a community and region.
4. Integrated, identifying impact of actions on other sector, regions, and communities.
5. Cognizant, recognizing the cause and consequence of problems communities seek to solve that may involve others and other institutions.
6. Full-cycle, thereby understanding the full context of resource use from extraction to end use.

In addition, community participation is also include to supporting from government and private agencies, Walter mention that government are an important sector which provide source of money and the private sector and non-governmental organizations are partners in ensuring the success of each resource initiative.

## **2.5 Related Researches**

Jeikeisuwan (2001) studied ecotourism potential at Khao Phulung Forest, Changwat Nakhon Ratchasima, has the objective of the study to analyze ecotourism potential and to investigate background of tourist who visitor the site, pattern of recreation activities, knowledge, satisfaction, and need of tourists for activities and service related to ecotourism. The ecotourism potential was determined by weighting score equation. Hypotheses related to tourist's satisfaction were tested by F-test. It was found that Kho Phulung forest has high ecotourism potential for both its area and service provided to tourist that determined by tourist satisfaction.

Sangarun (1998) studied the potential and national park management guideline for ecotourism: a case study of Ao Phang-nga National Park, Changwat Phang-nga. The objectives

of this study are first, to assess the Ao Phang-nga National park's resource potential and its limitation on eco tourism development. Second, assess the management and administrative potential and lastly to recommend appropriate eco tourism development guideline for the park. The methodology of this study is use questionnaire interview from 21-park offices 96-tour operation and 140 visitors. The study result reveal that site characteristic and natural resource components of Ao Phang-nga National Park have high potential for eco tourism development. Management guideline for eco tourism development are recommended to improve human capacity development, interpretive programs, quality control of visitor service and cooperation of related agencies including the government, private sector, and local communities. The promotion of various eco tourism activities and a continuous and evaluation of ecotourism development are also suggestion.

Rattanakate (1998) studied the area potential and community response to ecotourism development: A case study of the Klong Ra Ok Reservoir. The study intended to investigate the area potential and the community response to ecotourism development near a reservoir. The study reveals that the area has feasible for ecotourism development but lacks co-operation in management for this purpose. It is necessary to arrange training on ecotourism knowledge and plan for area utilization co-operation, in order to enhance understanding and roles of local people. This will result in the distribution of income to local communities, the development of ecotourism, and finally lead to sustainable development.

Chaovanapricha (2001) studied needs of tourists for the conservation tourism development at Jed Soa Noi Waterfall forest park in Saraburi Province. Objective of this study were to determine needs of tourists for the conservation tourism development and the opinions on need of tourists visiting to Jed Sao Noi Waterfall Forest Park in Saraburi province. The data were gathered by interviewing 400 respondents. Data analysis

was carried out by employing computer program application SPSS PC(+). Statistics used for the data analysis consists of percentage, mean, standard deviation, minimum, maximum and chi-square with significant level of 0.05. The study result reveal that the factors affecting opinions on need of tourists for the conservation willingness to donate the funds for supporting the nature rehabilitation program. While the rest namely gender, age, level of education, occupation, income, marital status, original residence, local tourist, non local tourists and conservation tourist knowledge, were not significant factors. The results of the study could be used as a guideline for formulating the conservation tourism development plan for Jed Sao Noi Waterfall Forest Park and the other recreation area.

Promchanya (2000) studies ecotourism development planning: A case study of Changwat Phuket. The objectives of this study included: firstly, studies of establishing guidelines for the development of ecotourism in Phuket, and feasibility in physical, economic, social and environmental. Secondly, studies of planning and measures control of all ecotourism activities and limit destruction of ecotourism areas. And thirdly, studies of tourism sites in Phuket to develop and create income distribution to local people areas. The data of this study consisted of primary and secondary data. Primary data were field data collected by using questionnaires to interview 80 local people, 100 tourists, 10 tour agencies and 10 related government agencies. The secondary data were the literature review. The data were analyzed by using SPSS for Windows computer program to describe frequency and percentage. The literature guidelines of ecotourism in order to propose a number of recommendations to enhance the effectiveness of ecotourism development planning. The findings of the study are summarized as follow:

1. The main method used to encourage knowledge of ecotourism development planning should give information about ecotourism such as concept, technical terms, and disciplines

- of ecotourism to persons who are working in the areas related to ecotourism.
2. The reports that related organizations such as universities, Tourism Authority of Thailand, Royal Forest Department and tour operators should educate and produce information about ecotourism to the communities and tourists.
  3. Most respondents agreed with the sustainability of ecotourism if the problems of the lack of infrastructure and facilities and the poor management of the government bodies are addressed.
  4. The respondents suggested that the ecotourism development planning should be based on the five followed aspects:
    - 4.1 Natural resources and environment conversation
    - 4.2 Cultural and tradition conservation
    - 4.3 Community benefits
    - 4.4 Environmental Education
    - 4.5 Quality of life
  5. Most respondents agreed with natural-based tourism that required from the relevant government agencies in planning and zoning tourism areas must be clearly.
  6. The local participation in environmental conservation will help raising awareness and environment conservation.
  7. Ecotourism enables communities to have better quality of life as it generates income.

## **2.6 Tourism plan and strategy of Thailand, Changwat Phattalung and Lampam sub-district**

### **2.6.1 Tourism Authority of Thailand Strategy and Policy**

**Figure 2.7:** Vision of the Thai Tourism Industry



**Source:** Tourism Authority of Thailand (TAT), 2005

Tourism Authority of Thailand (TAT) developed the vision of tourism and included how to develop and promote tourism industry of the country towards quality standard and sustainable tourism which can be competed in the world tourism market and leading the way to become the Tourism Capital of Asia. Tourism master plan delivered to Tourism Authority of Thailand (TAT) to sustained tourism purpose, The Tourism Authority of Thailand (TAT) has taken delivery of a new master plan from the World Tourism Organization (WTO) designed to help chart a course for a new era of sustainable tourism development.

Along with the work already being done by the Thailand Development Research Institute and TAT itself, the WTO plan will become an intrinsic part of directions to be set by Thailand's 9th National Economic and Social Development Plan (NESDP) 2002-2006 (TAT, 2005).

### **2.6.2 Ninth National Economic and Social Development Plan (NESDP) 2002-2006 of Thailand**

9<sup>th</sup> NESDP of Thailand stated the strategy of environmental and tourism including the seven strategies, which have been, grouped under three main strategic clusters but in

this study, there are two strategies related to conservation tourism, which is prescribed as follows:

Group II: Consolidation of a strong social foundation of NESDP stated that the strategies are recognizes people, families, and communities are the corner stone of Thai society. Major development approaches advocated include strengthening of networks (social and business) that link rural and urban areas, as well as prudent management of natural resources and the environment to achieve sustainable development. Development strategies included in this group are as follows:

*Strategy (4) Natural resources and environmental management.*

(4.1) Upgrade the efficiency of natural resources and environmental management in support of conservation, and rehabilitation and development of the grassroots economy. To this end, existing mechanisms for natural resources and the environmental management should be adjusted to emphasize local participation. Public awareness among Thai people regarding environmental quality, and implications for better quality of life, should be enhanced, together with more efficient enforcement of laws. Databases at the local level should be established to facilitate efficient monitoring and evaluation.

(4.2) Preservation and rehabilitation of natural resources. Action should be taken to protect and demarcate preservation and conservation areas in order to maintain ecosystem balance and promote land use consistent with capability and best use. A master plan for the rehabilitation of Thai coastal and marine environments should be formulated. Nationwide, natural resource strategies should stress preservation of biodiversity, efficient utilization of water resources, and the restoration of soil fertility to support increased agricultural productivity, as well as support conservation, and improved economic utilization of energy.

(4.3) Rehabilitation and preservation of community surroundings, art and culture, as well as tourist attractions, to enhance the quality of life and the local economy. Actions should be taken to preserve natural tourist attractions, local arts, and archeological sites in order to support sustainable development of tourism. Town planning should be used as a mechanism to coordinate environmental management in cities to achieve livable and viable cities.

Group III: Economic restructuring for balanced and sustainable development. This group of strategies emphasizes macro-economic management to achieve a stronger economic base that can be translated into qualitative, as well as quantitative, growth. Economic structures at all levels need to be adjusted - from the grassroots to macro levels. Linkages with the global economy should be enhanced, with prudence, keeping in mind the importance of developing resilience to global shocks. Thailand's international competitiveness should be improved at both macro and sectional levels. A consolidated science and technology development strategy needs to be formulated, with particular attention being paid to innovation, and incorporation of Thai wisdom into innovative processes. Development strategies consist of the following:

*Strategy (6) upgrading national competitiveness with emphasis on:*

(6.1) National productivity strategy. Mechanisms should be put in place to increase productivity through the development of networks (cluster creation) linking public, private, and civil sectors. Infrastructure investment directly linked to increased productivity should be encouraged.

(6.2) Development of local economies, small and medium scale enterprises, and cooperative systems. This strategy focuses on establishing a strong foundation for increases in national income. Particular emphasis should be placed on development of production networks, e.g., supply chains, and service activities, such as tourism.



(6.3) Promotion of service industries to create employment and improve income distribution. To these ends, tourism should be developed to increase employment and distribute income to local communities. Local participation in the development of high quality tourist attractions should be encouraged. Domestic tourism, and coordination of tourism development with neighboring countries, should be encouraged. Development of new services, e.g., producer, business, and health services, should be supported consistent with local economic, social and cultural conditions.

### **2.6.3 Office of Tourism Development Plan 2005**

Phattalung is set as 16<sup>th</sup> cluster of 14 provinces in Southern of Thailand, which has three strategies following:

Strategy (1) Develop the potential of eco tourism and natural places

Strategy (2) Develop the potential of service system, network and marketing of tourism

Strategy (3) Sustain natural resource management

### **2.6.4 Lampam sub-district Government Organization (2005)**

Strategy (1) Preserve and conserve of natural resources in order to maintain and sustains natural resources for further development and worthiness using.

Strategy (2) Develops natural attraction to be a conservation tourism destination.

Strategy (3) Create a community awareness to realize in sustaining natural resources.

## **2.7 Method of Evaluating the Potential of a Conservation Tourist Destination**

The Criteria for evaluating the potential of establish a conservation tourist destination is designed by Suriyavarakul (2003), who studied the criteria for analyzing the potential of establishing a conservation base tourist attraction: A case study of Tambon Koh Yor, Amphoe Muang, Changwat Songkla. The researcher applied 29 factors to evaluate the potential of Lampam sub-district to be developed as conservation tourism because of firstly, the criteria are cover to 4 factor to evaluate the potential of conservation tourist destination: area dimension, management dimension, activity and process dimension, and community participation dimension. Secondly, Lampam sub-district has several of tourist attraction: cultural, historical, natural and agro tourism, which are similar to the purpose of agenda 21 plan. Thus, the researcher has realized that it has the potential for development Lampam sub-district as a conservation tourist destination. Each factor has different level of criteria. To gain and evaluate the potential of establishing Lampam sub-district for development to be a conservation tourist destination, the researcher will use the criteria as following:

1. The dimensions of area:
  - (1) Identity and attraction
  - (2) The diversity of art
  - (3) The diversity of the activities for culture and ways of life
  - (4) The tradition that attract tourists
  - (5) Carrying capacity for changes in ecosystem and culture
  - (6) Access to tourist attraction
  - (7) Agricultural activities
  - (8) The quantity and safety of water supply
  - (9) Physical conditions of area
  - (10) Adequate area for activities
2. The dimension of management:
  - (11) Solid waste management

- (12) The management of noises
  - (13) Water management
  - (14) Appropriate facilities
  - (15) Safety
  - (16) The management of zoning
  - (17) Carrying capacity
  - (18) Measurement for preventing environment impacts
  - (19) Quality of service
3. The dimension of activity and process:
- (20) Utility and worthiness of learning
  - (21) Means and methods of interpretation
  - (22) Contents of the interpretation
  - (23) Diversity of activities
  - (24) The appropriateness of activities to promote conservation awareness
4. The dimension of community participation:
- (25) Benefit for the community in terms of environment resource conservation
  - (26) Benefit for the community
  - (27) Support from government and private agencies
  - (28) Participation and acceptance of community
  - (29) The awareness of community members and tourists about environmental effects

## **2.8 General Information of Lampam sub-district**

### **2.8.1 Background**

In an interview with the Staff Sergeant Sanan Indarid, an old man who has been living in Lampam sub-district for 70 years, he assumed that Lampam name has been modified from Lam-tam, which means “lowland”. In the past, people who lived in Lampam had two of tribes, original Thailander and Thai Muslim. Thai Muslim had lived in Lampam since the reign I and II after Triburi War occurred.

Lampam sub-district is close to Lampam Lake, therefore the main occupations of people are fishery, agriculture and commercial with Thai Chinese Tycoon who travel by a argosy from Changwat Songkla , pass through Lampam Lake which is the part of Songkla Lake. Unique to Lampam sub-district were the “Red-Tail Tinfoil Barb” or, called “Pla Lampam”, were abundant in Lake. People have only one way for transportation by using boat in Lampam River.

Since 1980, His Majesty the King Royal Command has declared change Lampam sub-district to be apart of Phattalung municipality administration for the advantage of management and operation development both of municipal and rural of province . There are 11 villages (mubaan), thus some part of Lampam sub-district are govern by Phattalung municipality and others part are govern by Lampam sub-district organization. In the present, even though the government of area had changed but in terms of culture and tradition of people in Lampam it is still conserve as the same direction.

Almost all Lampam people are Original Thai, Thai Chinese. Muslim people have completely became Thai because of the harmonious of cultural and traditional.

### **2.8.2 Geographic and Weather (Lampam Sub-district Government Organization, 2005)**

The boundary of Lampam is located close:

1. To the north: Kuan Kanoon district, Phattalung
2. To the south: Kho Chai Son district, Phattaung
3. To the east: Lampam Lake, Phattalung
4. To the west: Muang district, Phattalung

#### **Types of soil in Lampam sub-district Area**

**Types 1** the soil are overlie under by sedimentary soil, it's inefficient to let water off, the features of soil are loose and sandy which is has acid element as P.H 4.2-4.9, the slop of lad

between 0-1%. It has found in the eastern part of district, which is going along with the coastline. The soil is suitable for rice crop, grassland and coconut plantation ([www.envi.psu.ac.th](http://www.envi.psu.ac.th)).

**Types 2** the soil are overlies by sedimentary soil, which was constructed from brackish water. It's inefficient in let water off. The features of soil on the top are fat clay and the below level is fat clay and sandy. The layer of soil can found in land depth between 50-100 centimeters. It has acid element as P.H 4.2-4.9, the slope of land between 0-1% which is suitable for rice crop, grassland, coconut plantation and vegetable farm ([www.envi.psu.ac.th](http://www.envi.psu.ac.th)).

**Types 3** the soil are overlies by sedimentary soil, which was constructed in low land close to the river. It's inefficient in let water off. The feature of soil is fat clay with sandy soil or loose with sandy soil. The lower layer of soil has acid element as P.H 4.5-5.0, the slope of land between 0-1% which is suitable for rice crop, grassland, coconut plantation and vegetable farm. ([www.envi.psu.ac.th](http://www.envi.psu.ac.th)).

### **Source of natural water**

There are 3 types of nature water in Lampam sub-district: rainwater, underground water and surface water

**Types 1** Rainwater. It's the most important factor for plantation and source of water in main rivers.

**Types 2** Underground water. In the current, Lampam sub-district has many of artesian well for consuming and utilizing.

**Types 3** Surface water of Lampam sub-district is come from canal, a brook, a swamps and various line of river. Name and place of river are follow:

- |   |                  |                                      |
|---|------------------|--------------------------------------|
| 1 | Lampam Canal     | run pass through villages 4, 6, 9    |
| 2 | Lad Canal        | run pass through villages 4, 9, 6    |
| 3 | Sarn Canal       | run pass through villages 2, 5, 1, 4 |
| 4 | Tao Poon Canal 1 | run pass through villages 2, 3, 7    |
| 5 | Pak Pra Canal    | run pass through villages 8          |
| 6 | Kuag Rid Canal   | run pass through villages 8, 2, 3    |
| 7 | Pak Wa Canal     | run pass through villages 10         |

### **Weather and climate condition of Lampam sub-district**

According to the physical feature of Lampam sub-district are near by Lampam Beach therefore it has influence from the lake which can divide to be two main seasons: summer and rainy season.

Rain falls during the northeast monsoon, from October to December. The wettest month is usually December, while the driest months are from January to April. The mean relative humidity is 79%, with a minimum 76% in March and a maximum of 84% in November. The mean daily temperature is 27.6°C (maximum 28.7°C in April, minimum 26.6°C in December). Prevailing winds are easterly during November to April and southwesterly during June to October. ([www.envi.psu.ac.th](http://www.envi.psu.ac.th)).

### **Climate and rainfall quantity**

At 2005, it found that climate and rainfall quantity of Songkla province which located close to Phattalung province in East Coast of southern has high rain fall on October, November and December, thus it is difficult to tourist to travel in these three months.

**Table 2.1:** Climate and Rainfall quantity for tourism of Songkla province and Songkal Lake area year 2005

Month	Mean Temperature (°C)					Mean rainfall			Mean sunshine duration
	Daily	Morning Min.	Extreme Min.	Afternoon Max.	Extreme Max.	Amount (mm./month)	Rainy Day (day/month)	Heavy Rainy Day (day/month) Greater than 35 mm./day	
Jan	27.2	24.3	20.0	29.6	32.8	54.6	8.9	0.4	8.3
Feb	27.7	24.4	20.4	30.4	34.1	37.0	3.8	0.3	8.9
Mar	28.4	24.6	19.7	31.4	35.3	43.9	5.5	0.4	8.7
Apr	29.1	24.9	21.0	32.4	38.2	77.6	7.6	0.7	8.6
May	28.8	25.0	22.1	32.9	36.3	119.5	12.7	0.8	7.5
June	28.6	24.7	21.1	32.8	36.5	93.1	12.5	0.4	6.5
Jul	28.5	24.3	21.2	32.7	36.3	88.9	12.3	0.5	6.7
Aug	28.1	24.3	21.7	32.7	36.2	111.4	13.5	0.7	6.7
Sep	27.6	24.2	21.4	32.1	35.9	130.0	14.4	0.7	6.1
Oct	26.9	24.1	20.7	31.0	35.3	252.2	29.3	2.1	5.6
Nov	26.9	24.1	20.4	29.5	34.0	567.3	22.4	4.6	5.6
Dec	26.7	25.1	20.7	29.0	31.8	420.3	19.7	4.1	5.6
All	28.1	24.4	19.7	31.4	38.2	1994.9	153.6	15.4	7.0

**Source:** [www.tmd.go.th/program/tour\\_show\\_detail\\_eg.php](http://www.tmd.go.th/program/tour_show_detail_eg.php)

### Location and Size of Area

Lampam sub-district sizes of area are divided to be two parts: Lampam sub-district government organization area, the area approximately is 42.15. Sq. kms. 26,351 rais or 10,537.5 acres. And another part is the area of Phatthalung Province Municipality 3,534.38 acres. The utilities of area are agriculture area 8,738 Rais or 33.6%, town planning area 823 Rai or 3.12%, rice crop area 6647.75 Rai or 25.23, resident area 1268.5 Rai or 4.81%, useless area 3,385 Rai or 8.17% and others area 2,152 or 8.17%.

Lampam sub-district is one of 18 sub-districts of Phattalung, which far from Phattalung town 10 kilometers to the eastern part of town pass through the main street number 4047 (From Phattalung Town to Lampam). The street number 11009 (From Lampam to Ban Pak Pra) can pass through 1<sup>st</sup>, 5<sup>th</sup>, 3<sup>rd</sup>, 7<sup>th</sup>, and 8<sup>th</sup> villages to Kanoon District.

The streets number 11037 (From Ban Pak Pa to Ban Hua Pa, Changwat Songkla) can pass through 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup> villages to Kho ChaiSon District. (Sub-District Government Organization of Lampam, 2005). All main roads are asphalt roads.

### **Administration of sub-district**

The Lampam sub-district are further subdivided into 11 villages (*mubaan*):

- (1) Bann Hua Kuan, (2) Bann Sai Yom, (3) Bann Toa Poon, (4) Bann Kog Lung
- (5) Bann Rai, (6) Bann Nok Tung, (7) Bann Wat Pa, (8) Bann Pak Pra
- (9) Bann Pho Det, (10) Bann Pak Wa, (11) Bann Chay Krong .

### **2.8.3 Economy (Lampam Sub-District Government Organization, 2005)**

The following is an economic foundation information summary of population in Lampam sub-district.

#### **Occupation**

The main occupations of people in Lampam sub-district area are firstly, agriculturist, there are 692 families or 58.1 percents, which have occupation on agricultural: field, plantation, and farming. Secondly, fisherman, there are 193 families or 16.2 percent that have occupation on fishery. Thirdly, Handcrafter, there are 144 families or 12.09 percent, which have occupation on handicraft. Fourthly, commercial, there are 17 families or 1.43 percent which have occupation on commercial employees: mini-mart, restaurant and lastly, others



occupation, there are 145 families or 12.17 percent by estimated which have occupation on employment.

### **Business Unit**

It found that the business unit in Lampam sub-district are two hotels, more than thirdly -five restaurant, seventy small shop, three petrol station, eleven a rice miller and more than twenty three service shop.

## **2.8.4 Social and Population (Administration of Government Organization: 2005)**

### **1. Population Census 2005 (In Administration of Lampam sub-district Government Organization)**

The total population of Lampam sub-district is 4,299. Female 2,120 and male 2,179. The population density per area is 101.98-person/ sq.km.

**Table 2.2:** Population Census 2005 in administration of Lampam sub-district government Organization area

<b>No.</b>	<b>Name of village</b>	<b>No. of family</b>	<b>No. Male</b>	<b>No. Female</b>	<b>Total population</b>
<b>1.</b>	Bann Hua Kuan	54	117	117	234
<b>2.</b>	Bann Sai Yom	230	428	415	843
<b>3.</b>	Bann Toa Poon	138	239	275	513
<b>4.</b>	Bann Kog Lung	39	69	55	124
<b>5.</b>	Bann Rai	82	158	181	339
<b>6.</b>	Bann Nok Tung	120	234	231	465
<b>7.</b>	Bann Wat Pa	272	574	516	1090
<b>8.</b>	Bann Pak Pra	246	527	520	1046
<b>9.</b>	Bann Pho Det	156	295	270	565
<b>10.</b>	Bann Pak Wa	80	158	174	332
<b>11.</b>	Bann Chay Krong	67	157	137	384
<b>Total</b>		1484	2956	2890	5846

**Source:** Amphur Muang Government Office, Phattalung (2005)

### **Population Census 2005** (In Administration of Phatthalung Municipality)

The total population of Lampam sub-district in Administration of Phatthalung Municipality is 688, 362 female and 326 male. Number of families are 97.

### **2. Education Institute**

There are 5 education institutes in Lampam sub-district as illustrate bellowing:

**Table 2.3:** Education Institute in Lampam sub-district

<b>No</b>	<b>Village</b>	<b>Education Institute</b>	<b>No. Of Teacher (Person)</b>	<b>Total of Student (Person)</b>	<b>Area (Rai)</b>
<b>3</b>	Bann Toa Poon	Bann Toa Poon Primary School	7	95	50
<b>9</b>	Bann Pho Det	Bann Pho Det Primary School	11	170	8
<b>9</b>	Bann Pho Det	Kindergarten School	2	80	2.5
<b>4</b>	Bann Kog Lung	Viharnbek Primary School	23	403	121

**Source:** Amphur Muang Government Office, Phattalung (2005)

### **3. Religion Institute**

There are 6 religion institutes in Lampam sub-district as illustrate bellowing:

**Table 2.4:** Religion institutes in Lampam sub-district

No. Of village	Village	Religion Institute	Area (Rai)
3	Bann Toa Poon	Bann Toa Poon Temple	6.63
6	Bann Nok Tung	Pha Khom Temple	27
7	Bann Wat Pa	Pa Lilai Temple	11
7	Bann Wat Pa	Kut Temple	15
8	Bann Pak Pra	Pak Pra Temple	27.3
9	Bann Pho Det	Pho Det Temple	16
9	Bann Yang Ngam	Yang Ngam Temple	8
4	Ban Klong Lampam	Wang Temple	11
4	Ban Klong Lampam	Viharnbek Temple	21
4	Ban Kongka Sawas	Kongka Sawas Temple	12

**Source:** Amphur Muang Government Office, Phattalung (2005)

#### 4. Government Organization

There are 7 Government Organization in Lampam sub-district as illustrate bellowing:

**Table 2.5:** Government Organization in Lampam sub-district

No. Of village	Village	Government Organization	Area (Rai)
8	Bann Pak Pra	Public Health Centre	1
3	Bann Toa Poon	Lampam Sub-district Government Organization	2
6	Bann Nok Tung	Weather forecast station	-
7	Bann Wat Pa	Police station	-
7	Bann Wat Pa	Radio Station	-
7	Bann Wat Pa	Fishery Institute of	1.3

		Phattalung	
<b>8</b>	Bann Pak Pra	Research and development Fishery Center of Phattalung	<b>41</b>

**Source:** Amphur Muang Government Office, Phattalung (2005)

### **5. Public Health Centre**

Public health center that found in Lampam sub-district are two public health centers, one pharmacy shop and one private clinic.

### **6. Safety and Security Centre**

There is Safe and Security Centre in Lampam sub-district: first police Station of Tambom Lampam. Second, checking point in each village, this is controlled by village's leader and policemen. Third, members of Department of disaster Prevention and Mitigation, Ministry of Interior Thailand in each village, this department is in charge to monitor and prevent any disaster and security in each village and lastly, protection equipment for instance more than five dry chemical fire extinguishers.

### **7. Public Utility**

#### 1. Electricity

Accessible of electricity covers every household.

#### 2. Water Supply

Every village has enough city water supply and use water from 4 main sources of the river.

#### 3. Communication

Each village has one public telephone: telecommunication organization and post office shop is established in Lampam.

#### 4. Road to village

It is more than 80 roads in Lampam sub-district, There are 3 main roads in Lampam 10 percent are asphalt roads, 20 percent are concrete road and 70 percent are rock road.

#### 5. Public Transportation

Public local bus is providing people from Lampam to Phattalung city more than 20 times/ day and public motorcycles can be found all day.

### **2.8.5 Conservation Tourism Resource**

**The main tourism resources in Lampam sub-district area:**

1. Natural Tourist attraction
2. Cultural Tourist attraction and Local Festival
3. Historical Tourist attraction
4. Agro attraction

#### **1. Natural Tourist Attraction**

##### **Lampam Beach or Hat Saensuk Lampam**

A scenic beach along the coast of the Songkhla Lake is located 8 km. from town. The beach is lined with pleasant pine trees. In the middle of the rotary is a sculpture of a school of Lampam fish native to the area, which is called: Pla Lam Pam. (<http://www.shoppingaa.com/interesting/phattalung.html>)

A water pavilion named “Sala Lam Pam Thi Rak”. The water pavilion named Sala Lam Pam Thi Rak is ideal for viewing the scenery. Not far from sighted, a bridge connects the beach to an isle created by sediment from the river. In Lam Pam Lake are Irrawaddy dolphins, which can be seen frequently. Besides, there are several restaurants and shops placed along the beach. In addition, Lampam Beach or Hat Saensuk Lampam is the place where local and traditional festivals are annually held namely, Song Kran Festival, Loy Kra tong, Phon Beating Festival, Long Tail-Boat paddle Competition, Paddle Competition and Nora Local Thai Dancing Performance, Lobster Festival, OPOT and Local Goods Exhibition and more (Phatthalung development master plan, 2004) (See appendix C).

### **Royal Pavilion**

In C.E.1889, While King Chulalongkorn, the fifth reign of Thailand was visiting the inhabitant of Phattalung Province; he stayed over at Lampam Beach where the governor has constructed the royal pavilion, which called “Phattacarn” (Tourism Phattalung, 2004).

## **2. Cultural Tourist Attractions and Local Festival**

### **Wang Chao Muang Phatthalung (Wang Kao-Wang Mai)**

It is at Lampam sub-district, near to Wat Wang. Originally a government place and the home of the city lord, the part called Wang Kao built in the time of Phraya Phatthalung when he was the provincial governor. The palace later became the property of Mrs. Praphai Mutamara, the daughter of Luang Si Worachat. The new palace, or Wang Mai, was built in 1889 by Phraya Aphaiborirakchakrawichitphiphitphakdi, the son of Phraya Phatthalung, then the provincial governor. The Chantharotchanawong family has given this palace to the country. The Fine Arts Department declared it a national historical site in 1983 (<http://www.hotelthailand.com/travelinfo/south/phatthalung.html>).

Both of Wang Kao-Wang Mai constructed as Thai old style. Inside of the place are full of ancient objects and tools (Wang Chao Muang Phatthalung, 1993).

### **Phon Lak Phra Festival**

Phon Drum-Beating Contest & Chak Phra Buddha Image Procession is famous festival of the Phattalung Province. This popular Buddhist tradition is held at the end of the Buddhist Lent when people have a Buddha image procession by land or water. Phattalung normally has a land procession

accompanied by drums to give the procession a good rhythm. When a procession from one temple passes another temple, the procession participants will challenge the temple people to come out and see who can beat drums to give the best rhythm.

This tradition has evolved to become a grand festival of Phatthalung. It is held every October. Processions will go take Buddha images throughout Phatthalung city. The festival is held at Phatthalung Provincial Stadium and Saen Suk Lam Pam beach in Mueang district. Activities of the festival include drum competitions of temples in the Province, dramatic arts, boat procession contest, folk plays, religious ceremonies, water sports on Lampam Lake such as boat races and water boxing, exhibitions, and arts and culture demonstrations of Phatthalung and nearby Changwat s like reed mat making and coconut shell products (TAT) (See appendix C).

### **3. Historical Tourist attraction**

#### **Wat Wang (Wang Temple)**

Wat Wang addressed at 61 Apaiborirak Road, the forth village of Lampam sub-district, Muang district, Phattalung. Buddhists Denominations of this temple is The Maha Nikai. Land of temple contains around 3.6 acres. The temple is located in the plain area, which is closed to Lampam Canal. Pra Ubosot has constructed by numerous of bricks and covered by mortar. It surrounded by doors and windows, which sculptured in different of design. Inside the Pha Ubosot are murals of dusted paint in the time of King Rama IV about the biography of Lord Buddha and about angels. The main plaster Buddha image is from the same period.

This is an important place of worship of Phatthalung built by Phraya Phatthalung (Thongkhao) in the reign of King Rama III, and used to serve as a location of ceremonies of drinking an oath of allegiance in the early Ratanakosin period. The temple houses 108 Buddha images that are enshrined along

Rabian Khot, the cloister, in addition, to the Phra Phutta Chedi, Pra Vihara, and Pra Ubosot.

Fine Arts Department of Thailand declared it ancient place of nation (TAT).

### **Wat Pa Lilai (Pa Lilai Temple)**

Wat Pa Lilai addressed at 26, Ban Pak Pa, the seventh village of Lampam sub-district, Muang district, Phattalung. The temple is located in low land area, which faces to Lampam Lake.

Pra Ubosot is constructed by numerous bricks and covered by mortar, a parapet, which made from baked-clay bricks and covered by mortar again, surrounds it. Battlements, In front of Pra Ubosot, made from red stone, which sculptured, as Kanok design. Inside the Pha Ubosot are murals of place Lord Buddha Image with Kanok Chedi.

This temple was formerly as “Wat Pa Cha” and was built in the Mahanikaya Sect of Buddhism in 1691 A.D. before being officially established as a temple in ca 1786 in Ayuthaya Period (Wang Chao Muang, 1992). Its name was changed to “Wat Pa Rerai” and became ‘Wat Pa Lilai’ as it is called at present. This place used to be a shipyard replenishing provisions for the Thai army so-called “Nine-army Battle”. Wat Pa Lilai was selected as a model development temple in 1997 and is currently a place for meditation practice. This is an ideal place for meditation with an atmosphere of a real temple amid the peaceful and serene, shady natural surroundings (TAT).

Kitti, the priest of Wat Pa Lilai revealed the purpose of this project is increasing the health of body and soul. Wat Pa Lilai is also the natural tourist attraction. Considering Wat Pa Lilai is located close to Lampam Lake thus, the project of natural tourist attraction has been set up 15 meters from the long bridge and is surround by mangrove forest.

### **Wat Yang Ngam (Yang Ngam Temple)**

Wat Yang Ngam addressed at 112, Ban Yang Ngam, is the ninth village of Lampam sub-district, Muang district,



Phattalung. Land of temple contains around 2 Rais or 0.8 acres. The temple is located in low land area that is closed to Lampam canal. Buddhists Denominations of this temple are The Maha Nikai. Pra Ubosot, they have constructed by many bricks and covered by mortar, surrounded it by a parapet, which made from baked-clay bricks and cover by mortar. Battlements, in front of Pra Ubosot, is a sculpture made from red stone in a Kanok design.

It was told that Chomphaeng and Chopa, who were of an unknown background, built this temple. However, according to temple records by a former Ecclesiastical Governor of Changwat Phatthalung, inmates of Phatthalung prison built the temple in 1805. Chomphaeng and Chomcha were, therefore, believed to be jailers or prison guards. Ancient monuments of interest within this temple include to a brick and stucco ceremonial hall, Ubosot lies in a dilapidated condition. A brick wall, formerly with 2 entrance gates, encloses it although a single entrance in the front remains at present.

Originally, the Ubosot on a lotus base, but it was already changed into a simple platform base. A bejeweled stucco Buddha image seated in the gesture of subduing Mara on a 2 meters high base is the principal Buddha image of the temple. In the front, there are two standing Buddha images.

Fine Arts Department of Thailand declared it ancient place of nation (TAT).

### **Wat Pa Khom (Pa Khom Temple)**

Wat Pa Khom addressed at 91, Ban Pa Khom, the Sixth village of Lampam sub-district, Muang district, Phattalung. The temple is located in plateau area, which is surrounded by a field. The Buddhists Denominations of this temple are The Maha Nikai. This temple was formerly known as “Wat Pa Khan” and was built in the Mahanikaya Sect of Buddhism in Ayuthaya Period (Wang Chao Muang, 1992).

Pra Ubosot has been constructed by numerous bricks and covered by mortar. The important antique inside the Pha

Ubosot are murals of place Lord Buddha Image beside with two small Lord Buddha Image, which is made from red-sand stone. Near to Pha Ubosot, the old or original Chedi, which is constructed by a brick has been placed as a place of worship. Fine Arts Department of Thailand declared it ancient place of nation (TAT).

#### **4. Agro tourism Places**

##### **A Huge Floating Basket Village**

A Huge Floating Basket Village addressed Ban Chay Klong, is the eleventh village of Lampam sub-district, Muang district, Phattalung. The land of this village contains around 21 rais or 8.4 acres. The village is located in the northern part of sub-district and bordered by Pak Pa canal between village and Kuan Kanoon district. There are 67 households in this village and 30 households are located close to canal. Almost all of the household have main occupations as fishermen and agriculturists. Each household has an average of 2-3 huge floating basket, some household place a huge floating basket inshore and there are many baskets floating in the middle of the canal.

Villagers use a huge floating basket as a tool of fishery or fish trapper by sinking it into water and lifting it every a half hour to take fish out of a basket. Moreover, villagers are also fishery on shore or in the deep pond.

Tourists can see the scenic and lifting a huge floating basket along the way in 11<sup>th</sup> village. The products of this village are preserved fish, local vegetable and a Krajud reed mat. A Huge Floating Basket Village declared as “Unseen Paradise Corner” of Tourism Authority of Thailand. The result of this strategy is that a Huge Floating Basket village is going to develop as an eco tourism tourist attractive place and home stay project for tourists by increasing activity and facility ( Leam Thai, 2005).