

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

In the world of changes, one constant in the last quarter of the twentieth century has been the sustained growth of tourism both as activity and industry (Chis, 1993). The World Travel and Tourism Council (WTTC) estimated that tourism was the world largest industry (WTTC, 1996) that directly and indirectly generate and support jobs and it is responsible for over 10% of global gross domestic product (GDP). The major roles of tourism are the enforcement of economy and the intermingling of people and culture, which contributes to world peace.

Tourism Authority of Thailand and the Ministry of Tourism and Sport of Thailand has recognized the important of the policy of Thailand's 9<sup>th</sup> National Economic and Social Development Plan (NESDP) 2002-2006 (Tourism Development Organization, 2004). The strategy comprises six guidelines for tourism development. The guidelines involve tourism personnel development, the development of more than 1,200 tourist attractions nationwide, the development of infrastructure and transportation links, the development of tourism industrial standards, the promotion of tourism research and development, and the development of integrated tourism management. The result of strategy will make Thailand recognized globally as the "Tourism Capital of Asia" in year 2008 (Public Relations Department, 2005).

Despite external and internal inconsistencies of Thailand's tourism industry, tourism has grown economically. Since year 2003, the crisis of SARS, Bird Flu, terrorists and Tsunami disaster, caused a decrease in the number of tourists

visiting Thailand by 10 percent in year 2002-2003 (Tourism Development Organization, 2004). The Thai government has created long-term plans to sustain tourism development to cope with these challenging problems.

In the 1990's, the heavy visitation of tourists to Thailand's tourist attraction leads to deterioration of the environment, this lead to the destruction of many beautiful tourist destinations (Leangpornpan, 1999). Therefore, the progress on tourism development has both positive and negative effects on the environment, society, and culture.

To sustain and develop tourist destinations, Thai government has included a tourism development policy 2004-2008, which divides Thailand into different cluster as a group of Changwat (Province) with assigned strategies aimed at improving the environment (Tourism Development Organization, 2004).

*Phattalung* was set as the 16<sup>th</sup> cluster. Firstly, develop the potential of conservation tourism and natural places, second is develop the potential of service system, network and marketing of tourism, and thirdly is sustain natural resource management.

These strategy policies were also distributed to Tambon (sub-district) that has the potential to develop as conservation tourist destination (Tourism Development Organization, 2004).

*Lampam* is one Tambon or sub-district that respond to strategies about the direction of development and the potential of conservation tourism. Those strategies are (1) to develop Lampam sub-district to be a quality conservation tourist destination (2) Support and create awareness to people in sustaining environment (Lampam sub-district Government Organization, 2004).

*Lampam* is a sub-district of *Changwat Phattalung* (Phattalung Province), which is located at the east side of Province. It is close to Lampam Lake, which is the part of Songkla Lake, the largest lake in Thailand. There are two

seasons a year: rainy and summer season. Farming and fishery are the main occupations of Lampam people. The Son trees and Irawadee dolphins are unique to the Lampam sub-district (Lampam Sub-District Government Organization, 2004). Even though, Lampam Lake is not suitable for swimming, there are many tourist attractions in the area such as Hat Sansuk Lampam or Lampam Beach, Wang Koa-Wang Mai or Governor Palace, Wang Temple and etc. Tourist attractions are charmed by cultural tradition such as Loy Kratong Festival, Phon Beating Festival, International Valley Ball Beach Competition, and Songkran Festival (See figure 1.1).

The researcher has realized that Lampam sub-district is a tourist destination that can be conserved. Government support will increase the number of tourists and create environmental, cultural and traditional awareness in the tourist and community. Therefore, the result will benefit the preservation of the environment and the promotion of Lampam sub-district as a conservation tourist destination.

**Figure 1.1:** Tourist Attraction in Lampam Sub-district



*Lampam* is one of 18 sub-district (Tambon) of Muang distict (Amphoe), Phattalung Povince. It is situated along the western part of Phattalung, the Southern region of Thailand (See figure 1.2) and occupies an area 42.15 sq.kms<sup>2</sup>. It is far away from Phattalung town 10 kilometers to the eastern part of town pass trough the main street number 4047. Lampam Lake is a part of Songkla Lake. Lampam sub-district is further sub-divided into 11 mubaan (villages) (Lampam sub-district Government Organization of, 2005).

**Figure 1.2:** Location of Phattalung Province, Thailand



**Source:** [http://en.wikipedia.org/wiki/Phattalung\\_province](http://en.wikipedia.org/wiki/Phattalung_province)

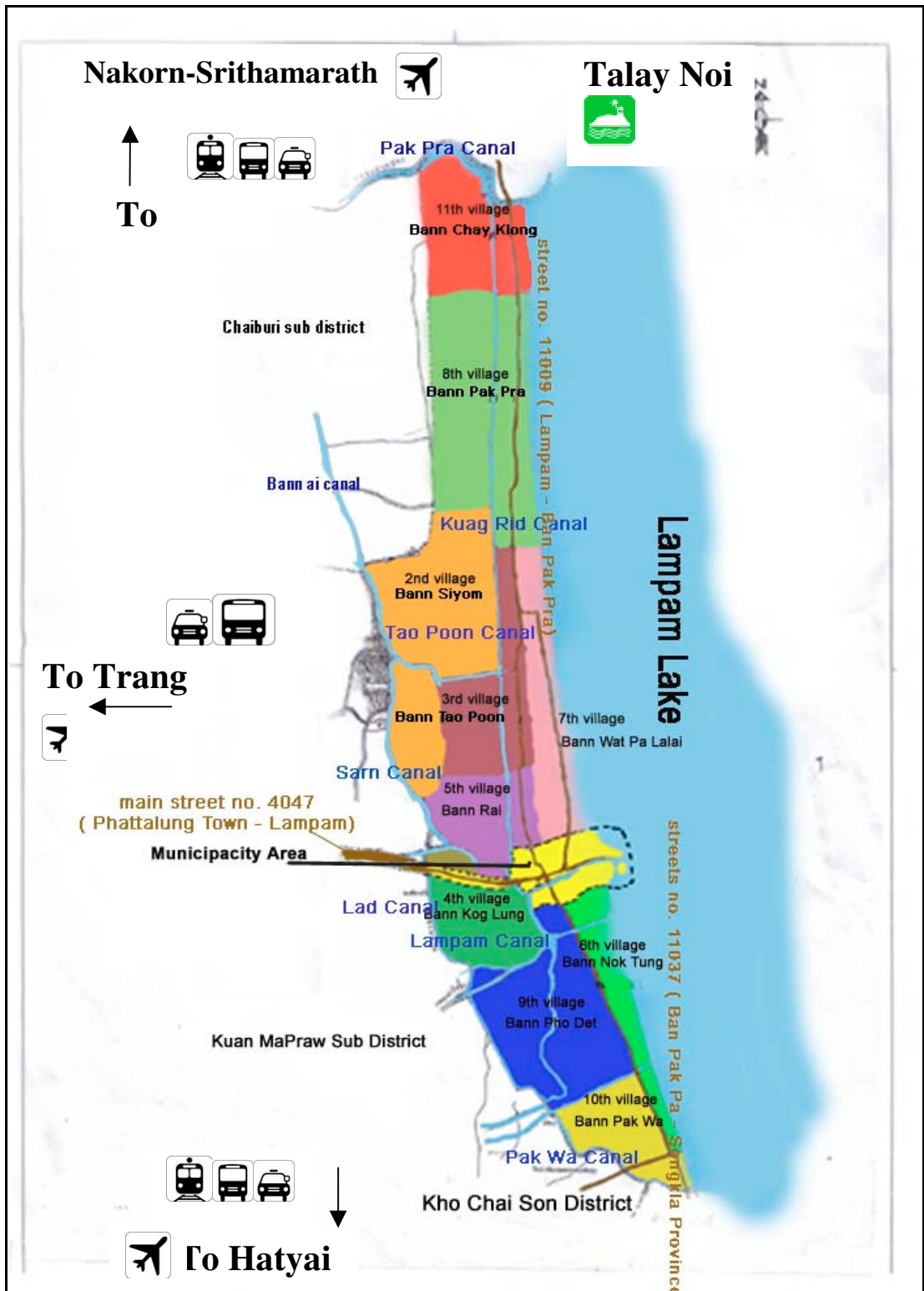
The boundary of Lampam to the north is Kuan Kanoon district, to the south is Kho Chai Son district, to the east is Lampam Lake, and to the west is Muang district. There are three ways of transportation to visit Phattalung province: by car, train and bus.

For the administration, Lampam sub-district area is governed by Lampam sub-district government organization and Phattalung municipality.

Lampam landform is low plain and fills with rainwater at the end of each year. The upstream river of Lampam sub-district has 42 kms., which run from Ban-Thad Mountain and flow down through Lampam River and Lake, which is the one of four part of Songkla Lake. There are 3 rivers, which pass through Lampam Lake, Pak Pa River is pass from the northern of district to the lake, Ban Tao Poon River is pass through the middle of and Pak Wa River is pass from the southern of district to Lampam Lake. There are two main seasons in this area is summer and rainy season (See figure 1.3). The main occupation of people is agriculturist, fishermen and handcrafter respectively.

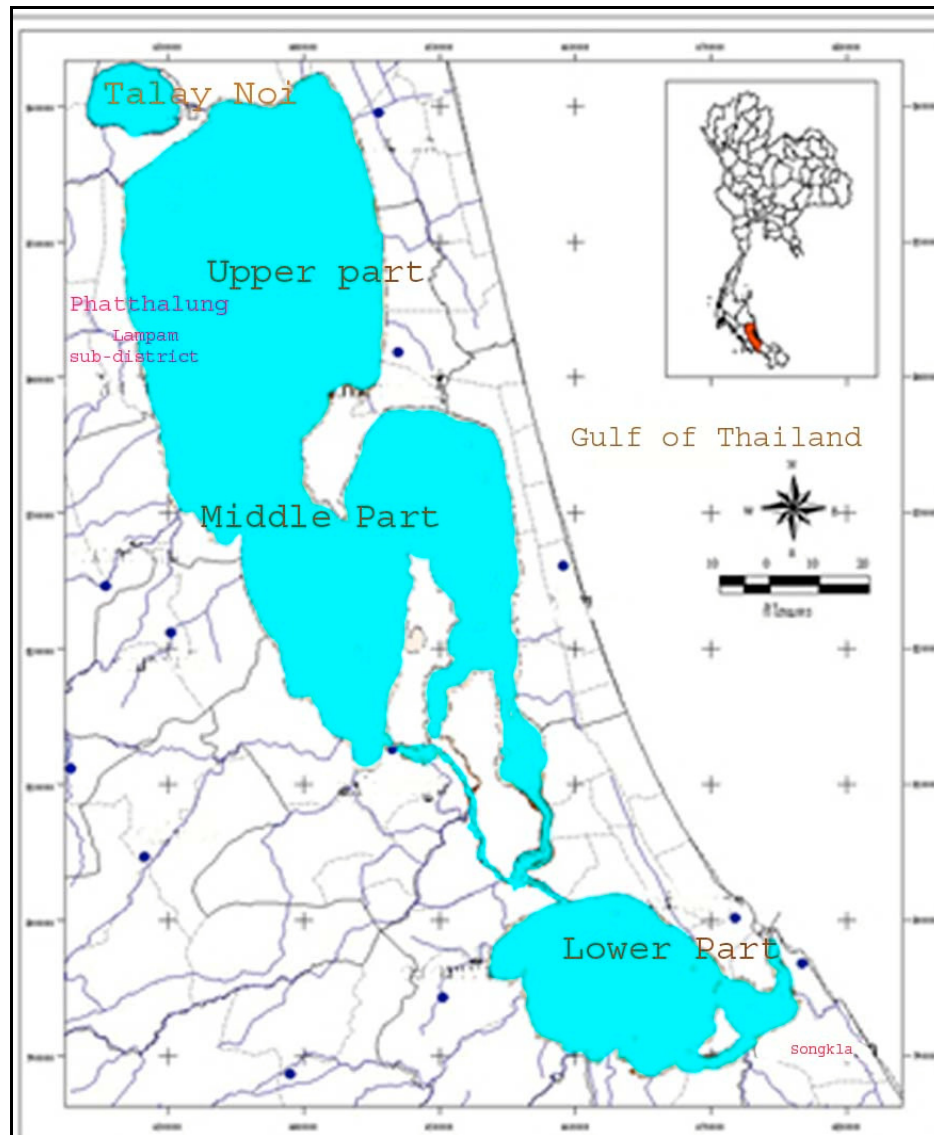
In 2005, it found that the number of population in Lampam sub-district which governed by both of Lampam sub-district government organization and Phattalung municipality is 692,661.

Lampam is western coast of Talay Sap Songkla or Songkla Lake. It is a coastal lagoon sandbar formation which includes three parts of lakes, Thale Noi, Thale Luang and Thale Sap Songkla (Songkla Lake). The area of lake is 458.8 square kilometres and the depth of lake is 2 meters ([www.envi.psu.ac.th](http://www.envi.psu.ac.th)). Talay Luang, approaches a freshwater condition during the rainy season (October- January), but is influenced by the invasion of seawater in other months this become to called “Talay Sam Nam” or three kinds of water: fresh water, sea water and brackish water (See figure 1.4).



Source: Lampam Sub-district Government Organization (2005)

Figure 1.4: Songkla Lake, Phattalung (Lampam sub-district)



Source: [www.envi.psu.ac.th](http://www.envi.psu.ac.th)

## 1.2 Research Objectives



The objectives of this research are:

- 1.2.1 To evaluate the potential of Lampam sub-district to be developed as a conservation tourist destination.
- 1.2.2 To find directions for Lampam sub-district to be developed as a conservation tourist destination.

### **1.3 Benefits of Study**

The benefit of this research is contained knowledge and information of Lampam sub-district, conservation tourism and the result of evaluation. These will be the guideline for the government sector, private sector and community to develop Lampam sub-district to be a conservation tourist destination.

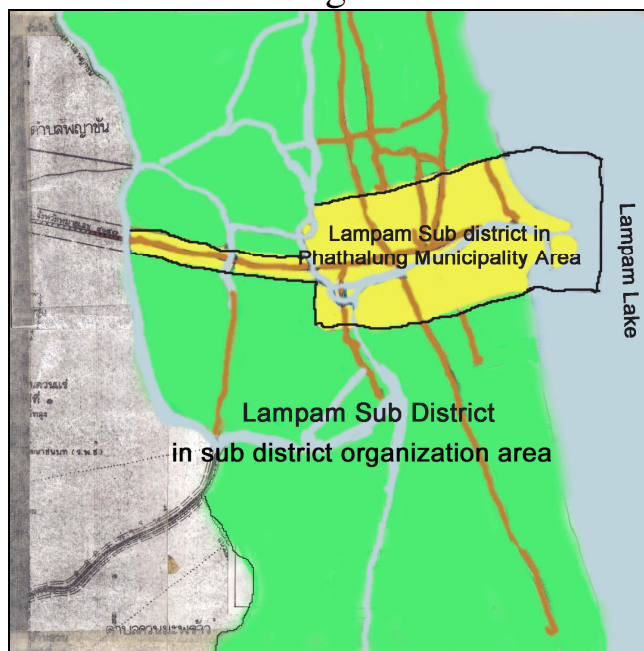
### **1.4 Scope of Study**

Scope of study to evaluate the potential of Lampam sub-district for development to be a conservation tourists destination, it is separated to 2 parts as following:

#### *Part 1      Scope of Area*

1. Study in terms of geography, administrative, social, economy and tourist attraction resources in administration of Lampam sub-district government organization area. There are 11 villages namely (1) Bann Hua Kuan, (2) Bann Sai Yom, (3) Bann Toa Poon, (4) Bann Kog Lung, (5) Bann Rai, (6) Bann Nok Tung, (7) Wat Pa, (8) Bann Pak Pra, (9) Bann Pho Det, (10) Bann Pak Wa and (11) Bann Chay Krong.
2. Study Lampam sub-district in terms of geography, administrative, social, economy and tourist attraction resources in administration of Phathalung Province Municipality area (See figure 1.5).

**Figure1.5:** Lampam sub-district area in administration of Phattalung Province Municipality and Lampam sub-district Government Organization



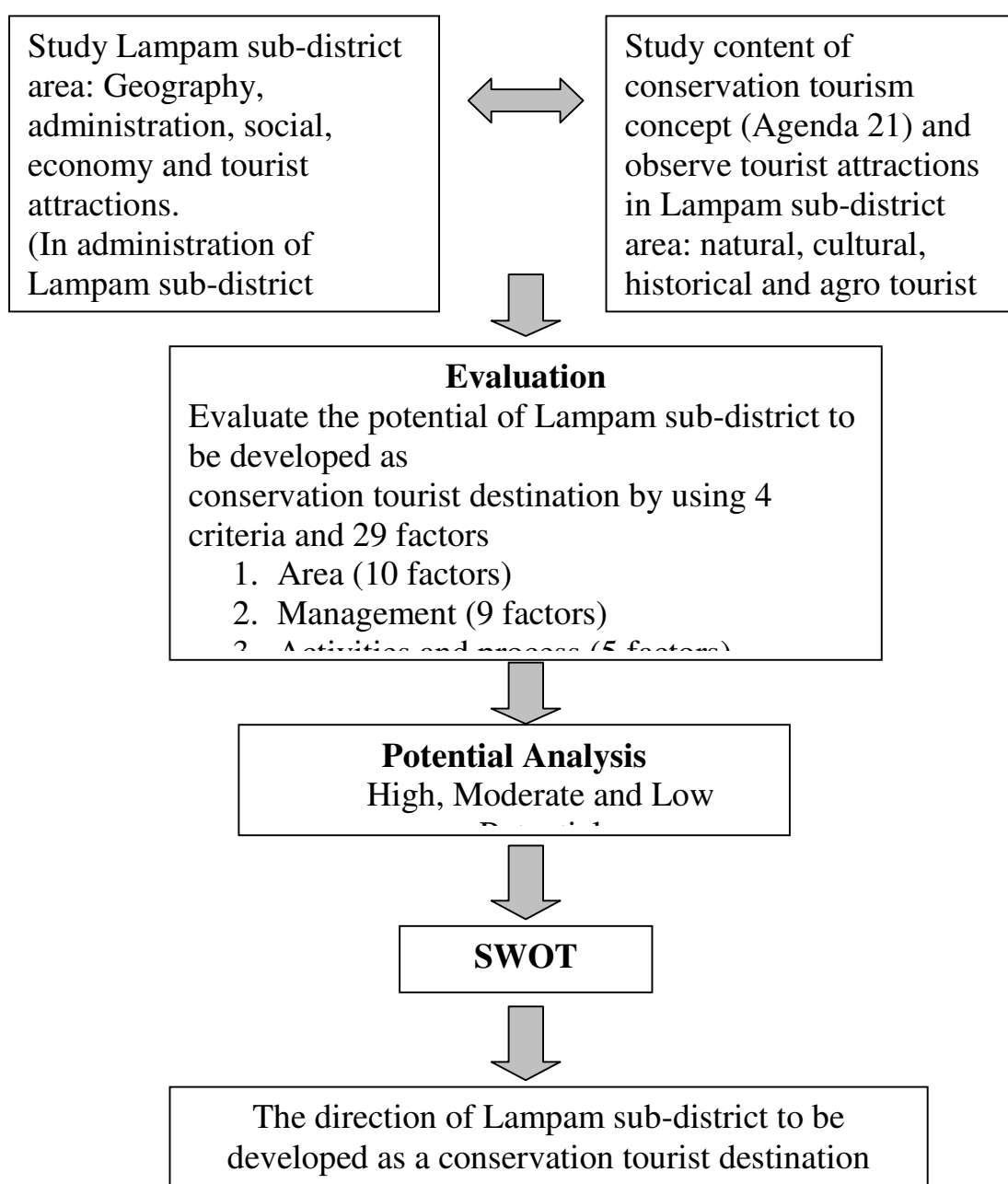
**Source:** Lampam sub-district Government Organization, 2004

### *Part 2 Scope of Content*

1. The content of this thesis will specific on conservation tourism, which is covered to historical tourism, cultural tourism, natural tourism and agro tourism.
2. Evaluate the potential for development Lampam sub-district to be a conservation tourist destination by using the criteria for analyzing the potential of establishing a conservation based tourist attraction which designed by Suriyavarakul (2003), the study stated that there are 4 criteria and 29 factors: the dimension of area, the dimension of management, the dimension of activity and process, the dimension of community participation.
3. Conclusion, discussion and recommendation.

## 1.5 Research Framework

**Figure 1.6:** Research framework of evaluating the potential of Lampam sub-district to be developed as a conservation tourist destination



## **1.6 Limitation of Study**

Each tourist attraction in Lampam sub-district, there is no data collection or statistic of visitors in figures. Thus, researcher will collect data from observation for the number of visitors.

## **1.7 Definition of Key Term**

### **1.7.1 Tourist attraction**

Tourist attraction is the place of nature and man made including to landscape, event, agriculture, history and culture. In here, they are located in Lampam sub-district area.

### **1.7.2 Conservation tourism**

Conservation tourism is the part of sustainable tourism which focusing on sustainable resources, it cover to natural, environment, historical, cultural traditional.

### **1.7.3 Tourist Destination**

Tourist destination is where the dramatic element of tourism occurs and where the tourism industry is located: that is, where the attractions and all the other support facilities needed the visitor is found.

### **1.7.4 Tourism**

Tourism is the activities that 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.

### **1.7.5 Historical Tourism**

The place to the act of visiting and learning the history of events connected with a real or imaginary object,

person or career. This place told about the story of human since the earlier time up to the present.

#### **1.7.6 Cultural Tourism**

The place to the act of visiting and learning the set of important assumptions that members of community share is common: knowledge, belief, art, moral and customs. Cultural tourism is travel directed toward experiencing the arts, heritage and special character of a place.

#### **1.7.7 Carrying Capacity of Tourism**

Carrying capacity is ability to absorb tourism use with out deteriorating, capacity intervenes in the relationship between the tourist, tourist resource and destination. It need to be estimated which provide decision-makers with information enabling them to evaluate and make timely decisions on changes caused by tourism.

#### **1.7.8 Nature Based Tourism**

Nature based tourism is nature-based tourism relies on environmental destinations to attract visitors to a community. The attractions that make up these destinations are a combination of man made and natural resources. Nature-based tourism uses the natural resources of an area as the focal point to draw and entertain visitors.

#### **1.7.9 Agro Tourism**

Agro tourism is the place to the act of visiting a working farm, fishery farm or any agricultural for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation.

#### **1.7.10 Tambon**

Tambon or a sub-district is a local government unit in Thailand. Below district and province, they form the third administrative subdivision level.

#### **1.7.11 Amphoe**

An amphoe or a district is the second level administrative subdivision of Thailand. Usually translated as

district, amphoe make up the provinces. Amphoe are further subdivided into tambon.

#### **1.7.12 Changwat**

Changwat or a province is the name for the first level sub national entity of Thailand usually translated as province.