

CHAPTER 5

CONCLUSION AND SUGGESTIONS

The concept of sustainability was always considered in every development project included within the tourism development. With the aim of maintaining tourism benefits, those were the economic, environment and socio-culture benefits as well as eliminating the tourism drawbacks. Participation from local people was the key tool to sustain those benefits and resources in tourism development. However, the sustainable tourism development at Koh Yao Noi had an unclear direction of participation for the host community. As a result, the researcher decided to propose the model of community participation in tourism plan for sustainable tourism development at Koh Yao Noi. The objectives of this study was to study the interest level of community participation for sustainable tourism development and to study the important level of community motivations influencing participation for sustainable tourism development based on tourism benefits and information gathering, and to propose the model of community participation in tourism plan for sustainable tourism development at Koh Yao Noi.

5.1 Conclusion

The researcher had reviewed the related concepts and theories then the research methodology was designed. The data collection period was in September to October 2005. In this study, the sample size was 300. There were local residents who were at least 18 years old. The researcher used questionnaire to collect the primary data. The data was collecting from 63 homestay owners, 14 local authorities, 95 tourism service providers, and 128 local residents. They were classified by their occupations and social statuses. SPSS version 11.0 analyzed the data collected. The statistics used in this research were related to the objectives of the analysis and the characteristic of the data. Therefore, the frequencies, percentages, means, Pearson's Chisquare, One-Way Anova and Independent Samples T-Test were used. The researcher had introduced the "Principal Component Analysis" method in order to simplify the components into a single one (Appendix D). This method employed implementing a proper linear combination which will be best "pooled explain" of all the components in its category.

5.1.1 Demographic Characteristics of Respondents

The findings of demographic characteristics of respondents were as follows. The majority of the respondents were male. The respondents were mostly in age group of 26–40 years old and obtained education level in primary school that they think it was sufficient for their occupation. More than half of total respondents earned 5,000 Baht or lower per month. This was compatible with their occupations. Their main occupation was fishery or agriculture, such as Para rubber and rice, because of the geography of the community and they did so from generation to generation. More than 80 percent of them were Koh Yao Noi local residents. The majority of the respondents did not take any social role. The respondents who undertook the certain role were mostly been in occupation's group such as Local Fishery Group and Para Rubber Group.

5.1.2 The classified Group of Respondents

The groups of respondent were classified after data collection by their occupation and their social role. There were 4 classified groups of local residents, tourism services providers, homestay owners, and local authorities. Local resident group was the majority of the respondents. They did not take any social role and their occupations and their families' did not directly relate to tourism. More than 30 percent of total respondents were tourism service providers. They directly involved in tourism business such as transportation, accommodation, tour guide, and souvenir shop. Homestay owners were the respondents who directly involved in homestay community–base ecotourism club or homestay and tour company. Even being the members, they were classified into homestay owners. The local authorities were the minority group of respondents. They undertook the certain social role in local authorities such as village headmen, mayor, chief of sub–district administration organization, and government officials.

5.1.3 Ecotourism and Sustainable Tourism Knowledge among classified Group of Respondents

There were 5 indicators of ecotourism knowledge and 5 indicators of sustainable tourism knowledge. The ecotourism and sustainable tourism knowledge were

examined among classified group of respondents. P-standard was set to indicate percentage of respondents who had mean score more than 0.75 (P-Standard of Knowledge). Those respondents were defined that they well recognized in ecotourism or sustainable tourism.

The overall result was that the groups of respondent well recognized in sustainable tourism than ecotourism's, except the homestay owner group. Sustainable tourism was the common tourism and was easier to understand than ecotourism, which was more specific.

The results by classified group of respondents were that, more than a half of total respondents well recognized the ecotourism and more than 70% of total respondents well recognized the sustainable tourism. Among groups of respondent, local authorities had the highest mean score and P-Standard in both ecotourism and sustainable tourism. For the same reason, they really know about ecotourism and sustainable tourism more than other groups. This may be because of their higher education level made them more knowledgeable in tourism. The homestay owner group more recognized the ecotourism than the sustainable tourism. It may be because they arrange Community Based Eco-Tourism Club within community since 1997. Moreover, REST (Responsible Ecological Social Tours) educated them about the social and ecology preservation. Some of homestay owners very well recognized in ecotourism. Therefore, they make higher mean score in ecotourism with the lower percentage of respondent numbers. Tourism service providers and local residents were not much different in degree of knowledge. Around 50% of total respondents in each group well recognized the ecotourism. However, more than 65% of total respondents in each group well recognized in sustainable tourism. These groups had small number of respondents who well recognized in both ecotourism and sustainable tourism. It may be because these groups had lower education than others did. Especially, the local resident group did not work in tourism or hospitality industries. Therefore, they may less recognize the tourism.

5.1.4 The Interest Levels of Community Participation for Sustainable Tourism Development at Koh Yao Noi

The respondents were reclassified into "Group 1 respondents" and "Group 2 respondents" according to their similarity of interest level. It could simplify the analysis among their interest level and demographic characteristics.

Group 1 respondents or the homestay owners, local authorities, and tourism service providers had “High” interest in participation for sustainable tourism development. Group 2 respondents or local residents had “Moderate” interest in participation for sustainable tourism development.

Among groups of respondent presented the “High” interest in participating sustainable tourism development activities of benefit gaining, implementation, and decision-making. The respondents presented the “Moderate” interest in participating in other activities, those were planning, problem solving, and evaluation.

The different group of respondents presented the different interest in each sustainable tourism development activities. Their interest level had related to their age group, education level, and social role.

5.1.5 The Important Levels of Community Motivation that influence Participation for Sustainable Tourism Development at Koh Yao Noi

The respondents were reclassified into “Group 1 respondents” and “Group 2 respondents” according to their similarity of important level. It could simplify the analysis among their important level and demographic characteristics. Group 1 respondents or the homestay owners, local authorities, and tourism service providers. Group 2 respondents or local residents.

All groups of respondents presented the “High” important in all motivations of tourism benefits and information gathering. Those were the environmental benefits, economic benefits, socio-cultural benefits, and information gathering respectively. They gave the “High” important especially in environmental benefits, indicated by the highest mean score. Tourism service providers had the highest mean score followed by local authorities and homestay owners. Local resident group had the lowest mean score of important among classified groups of respondent.

The different group of respondents presented the different important in each motivation of tourism benefits and information gathering. The respondents’ interest level related to their age group, education level, and social role.

5.1.6 The Recommendations of Community Participation for Sustainable Tourism Development at Koh Yao Noi

The respondents in Group 1 (homestay owners, local authorities, and tourism service providers) and Group 2 (local residents) had similar recommendations of community participation in activities of sustainable tourism development. The majority of respondents perceived that the arrangement of meeting for inducing further participation was able to influence them to participate in development activities. The other recommendations from the respondents were that education for local people on tourism, the arrangement of the right and willing person to work, the governmental authorities' support and the enhancement of public relations, respectively.

The respondents also recommended the reasons for their minor or no participation in sustainable tourism development. The majority of the respondents in Group 1 and Group 2 had similar reasons. They had minor or no participation because they thought that tourism created the negative impacts more than positive impacts, they did not have enough tourism knowledge, and they had to work and lack of time to participate, the lack of cooperation within the community and the lack of public relations, respectively.

5.2 Discussion

5.2.1 Objective 1: The Interest Level of Community Participation for Sustainable Tourism Development at Koh Yao Noi

Interest Level and Participation Activities

The participation activities for sustainable tourism development were planning, decision-making, problem solving, implementation, evaluation, and tourism benefits gaining. They were also used as the key participative indicators. The interest level of participation ranged from the superlative to no interest level.

The result showed that, the respondents had "High" interest in benefit gaining, implementation, and decision-making respectively. This may be because the respondents felt that participation in benefit gaining was the activity that gave the most advantage. The majority of respondents may feel that participation in implementation required less skill and knowledge then, they perceived that it was the suitable activity for

them. The participation in decision-making required skill, knowledge, and experience but the respondents presented “High” interest in participation. It may be because decision-making had the major effect to other participation activities.

The residents had “Moderate” interest in planning, problem solving, and evaluation correspondingly. The respondents may perceive that those participation activities required the specific skills, knowledge, and experience. Moreover, the respondents felt unsure in receiving benefits from those participation activities. Therefore, they represented the “Moderate” level.

Interest Level and Classified Group of Respondents

The majority of the respondents had “High” interest level of participation except local residents that had “Moderate” interest level of participation.

Among the classified group of respondents, local authorities had higher mean score than other groups. This may be because of their social role, they were always seen as the leader of the activities so they had to participate in some of tourism development activities within the community. They may feel that the participation in the tourism development activities was their duty. The later group was tourism service providers, homestay owners and local residents respectively. Tourism service providers directly involved in tourism business as well as the homestay owners. Therefore, they had more interest to participate in activities for sustainable tourism development than local residents did. Especially the homestay owner group, as the villagers, they had cooperated to form the “Community-Based Ecotourism Club” since 1995. The members of this group were allowed to participate in the management, planning, and policies concerning the growth and direction of the tourism on Koh Yao Noi. Although, this group was the small group of respondents at Koh Yao Noi, but it was important group for tourism within community. This group of respondents could be the leader of the sustainable tourism development at local level. It was because of their experience and tourism knowledge. Local residents, who were not directly involved in tourism business, had “Moderate” interest. Their occupations were mostly in fishery and agriculture. They may think that tourism did not relate and affect their being, and they did not depend on the tourism. Moreover, some of them had a little negative attitude toward tourism. They may need more tourism education to help them understand in gain the benefits and prevent negative impacts. After that, they may have more interest in participation activities.

Interest Level and Demographic Characteristics

The respondents were grouped into Group 1 (homestay owners, local authorities, and tourism service providers) and Group 2 (local residents). They were reclassified into 2 significant groups because they had similar interest level of participation. Moreover, it simplified the comparison among their demographic characteristics between groups.

The results showed that the interest level in each key participative indicators (planning, decision-making, problem solving, implementation, evaluation, and tourism benefits gaining) did not differ among gender and monthly income. Therefore, male and female had similar interest level of participation and the difference in monthly income did not effect to the respondents' interest level of participation. The Group 1 respondents tended to have more interest level than Group 2 respondents did.

Group 2 respondents (local residents) in different age groups presented different interest level of participation in implementation, evaluation, and benefit gaining. Group 2 respondents who were over 40 years old presented lower interest to participation activities than other age groups. They may have less enthusiastic to participate. Some of them argued that they had to do their job therefore, they did not have enough time for participation activities. Moreover, some of them tended to feel that tourism created costs more than benefits.

Group 1 respondents in different education level presented different interest level of participation activities in planning and decision-making. As well as Group 2 respondents in different education level, they presented different interest in planning, decision-making, implementation, evaluation, and benefit gaining. The respondents who had higher education level, they tended to have more interest in participation activities. They may think that they were qualified to participate in the activities that required knowledge and skills, such as planning and decision-making.

Group 1 respondents, between those who undertook the social role and those who were without social role, had different interest level of participation in decision-making. This may be because tourism service providers had far less interest in decision-making than homestay owners and local authorities. Group 2 respondents also presented different interest levels in evaluation and they had less interest in it than other activities.

The respondents would participate in sustainable tourism development activities whenever they saw the need to do so. The appropriate time to participate

depended on their age group. The old respondents may have less interest in participation than younger. Moreover, the time of participation also depended on the different group of respondents. They had different limitation on time participated. The percentage of homestay owners, who presented their appropriate time participated at “once a month”, more than local authorities and local residents. It was because the homestay owners must arranged monthly meeting among their members. The percentage of local residents, who presented their appropriate time participated at “whenever necessary”, was more than other groups of respondent. This may be because, local residents felt that they were apart from tourism. Their jobs and their family did not directly relate to tourism. They may think that it was not necessary for frequent participation.

5.2.2 Objective 2: The Important Level of Community Motivations that influence Participation for Sustainable Tourism Development at Koh Yao Noi

Important Level and Motivations

The key motivational indicators were based on tourism benefits, socio-cultural benefits, environmental benefits, economic benefits, and information gathering. The important level of motivation ranged from the superlative to not important level.

The result showed that all group of respondents indicated the “High” important among different tourism benefits and information gathering. The respondents selected the environmental benefits as the most important motivation that influenced the participation for sustainable tourism development. It was indicated by the highest mean score in environmental benefits. Similarity, the respondents were sensitive to the environmental benefits. They would have participation for sustainable tourism development if there were tourism benefits, especially environmental benefits. The latter important motivations were economic benefits, more than the socio-cultural and information gathering. This may be because, the economy within the community was in the concerned situation, and the respondents had little concern about their being. The economy of the community did not depend on tourism much. The respondents felt that they have strong local traditions and culture. It was because of their Muslim community. They must follow the strict moral codes of conduct and they believed that this practice could preserve their socio-culture. Therefore, they gave less mean score of important to the socio-cultural benefits. The least given important was information gathering. Although it was the essential

tool, that was able to motivate people, the respondents may feel that information gathering provided fewer benefits than other motivations.

Important Level and Classified Group of Respondents

The different groups of respondent presented statistically different results in each motivational indicator. Among classified group of respondents, tourism service providers had higher mean scores than others. This may be because of their occupation were directly involved in tourism business. They may recognize the tourism benefits and directly gain the tourism benefits and tourism information. Therefore, they were sensitive to the motivation in tourism benefits and information gathering. They may be the group that had the highest interest in participation for sustainable tourism development, if there was the motivation of tourism benefits and information gathering. The latter group was local authority that had higher education than other groups. They may recognize the importance of tourism benefits and they need successful sustainable development within the community. If there were the motivations, local authorities would definitely participate in activities for sustainable tourism development. Subsequently, the homestay owner group presented less important mean scores to tourism benefits and information gathering. This group was directly involved in sustainable tourism development activities. Most of them argue that they would participate in the activities, although without tourism benefits or information gathering for them. Therefore, they did not give much importance to tourism benefits and information gathering. The last group was local residents who had the least mean scores of importance. They thought that they did not depend on the tourism because their occupations did not relate to tourism. Therefore, they gave less importance to tourism benefits. Although, there were the tourism benefits and information, this group may have less participation for sustainable tourism development than the other groups.

Important Level and Demographic Characteristics

The respondents were grouped into Group 1 (homestay owners, local authorities, and tourism service providers) and Group 2 (local residents). They were classified into 2 significant groups because of their similarity of important mean scores. They could simplify the comparison among their demographic characteristics between groups.

The results showed that key motivational indicators did not present any difference among gender and monthly income of respondents. Therefore, male and female had similar important level of motivation and their monthly income did not affect the important level of motivation.

Group 1 respondents presented similar important level of motivation among their different demographic characteristics. For the same reason, local authorities, homestay owners, and tourism service providers had similar important level of motivation among their differences of gender, age, monthly income, education level, and social role.

Group 2 respondents in different age group presented different important level in socio-culture benefits, environmental benefits, and information gathering among their different age groups. The respondents who were over 40 years old put less importance to motivations. It was because they also had less interest in participation for sustainable tourism development. However, they perceived that economic benefits were more important than other benefits. That was different from other age groups.

Group 2 respondents in different education level had different important level in socio-culture and economic benefits. The respondents whom education level in primary school had perceived the economic benefits were more important than other benefits. At the same time, the respondents who had education level in diploma or higher were much more concerned on their socio-culture. They thought that tourism development could make negative impacts to the community especially to the socio-culture. Therefore, they perceived the socio-culture benefits were more important than other benefits.

Group 2 respondents, between those who undertook the social role and those who were without social role had different important level in socio-cultural benefits. Group 2 respondents, who undertook the certain social role, perceived the socio-cultural benefits were more important than other benefits. This may imply that they were more concerned their socio-culture than the environment and economic.

5.2.3 Objective 3: A proposed Model of Community Participation in Tourism Plan for Sustainable Tourism Development at Koh Yao Noi

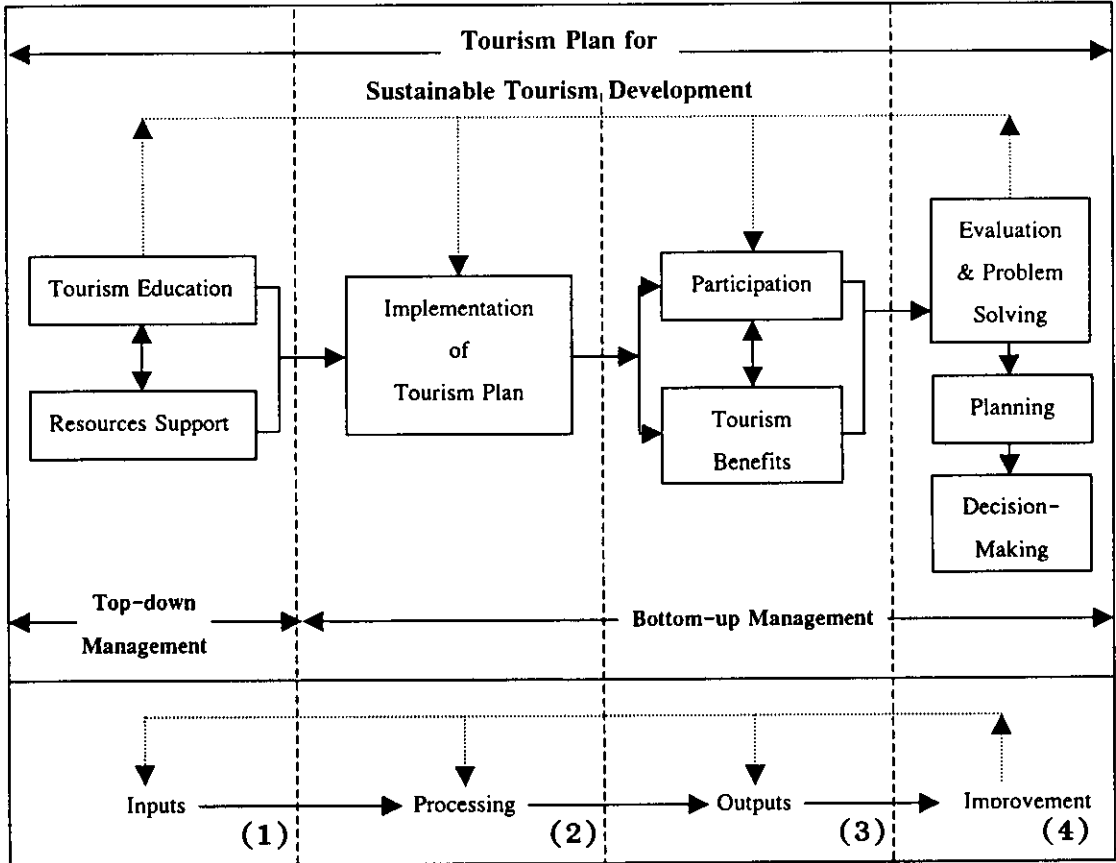
In order to enhance community participation at Koh Yao Noi for sustainable tourism development, there must be a community participation model that mainly implemented by the local residents. This model identified the components for enhancing the

effectiveness of community participation in implementing the tourism plan for sustainable tourism development. It composed of 4 parts: inputs, processing, outputs, and improvement (Figure 5.1).

At local level, the nature of community participation in tourism plan was often seen no more than a form of “Induce Participation”. Similarity, the decisions or the directions of decision had already been prearranged by government and people participated by being told what has been decided. However, there was a small group of villager at Koh Yao Noi that had “Spontaneous Participation”. This group was homestay owners. They had bottom-up management in their group. They participated in the management, planning and, policies concerning the growth and tourism direction at Koh Yao Noi. They had “High” interest in participation as well as the group of local authority and tourism service provider. However, another group that was local residents had “Moderate” interest in participation. They would have more participation if they were influenced by motivations. All groups of respondent presented the “High” important level in every motivation. The respondents at Koh Yao Noi recommended the ways that influenced the participation for sustainable tourism development. They recommended the tourism education, government authorities’ support, meeting for inducing further participation, arrangement of strong willed people to work, and enhancement of public relations within Yao Noi community.

The sustainable tourism development at Koh Yao Noi would be accomplished, if there were many groups of local resident participating and there were the tourism benefits sharing among Koh Yao Noi residents. The proposed model would be base on the research results of interest level of participation, important level of motivations, and the recommendations from Koh Yao Noi respondents as well as from the researcher (Figure 5.1).

Figure 5.1: The proposed Model of Community Participation in Tourism Plan for Sustainable Tourism Development at Koh Yao Noi



5.2.3.1 Composition of the proposed Model of Community Participation in Tourism Plan for Sustainable Tourism Development

The 4 parts of this model were inputs, processing, outputs, and improvement. They were clarified as follows:

Part 1: Inputs

There were tourism education and resources support. The model started with this part. All the components were equally important and related to each other. This part should be top-down management. The local authorities should manage and control this part because this group had more interest in participation than other groups. It was top-

down management because it helped inducing participation of Koh Yao Noi residents. Therefore, local authorities were the leader in this part and they did top-down management.

1) Tourism Education

One of the reasons from Koh Yao Noi respondents for their minor or no participation for sustainable tourism development was their lack of tourism knowledge. Although, more than a half of respondents recognized the ecotourism and sustainable tourism, they should have principle knowledge of tourism especially in maintaining tourism benefits and decreasing negative impacts as well.

The targeted residents in tourism education were the representatives from every group of Koh Yao Noi residents such as local residents, tourism service providers, and homestay owners. Especially to the residents in between 18-25 years old, who had higher participation than other age groups. The local authorities should provide the qualified educators, that may come from local institutes, tourism firms or the outsource expertise, for Koh Yao Noi residents. The educators should use the visual aid that facilitated the understanding and easy to understand for local residents. It was because the majority of them had education level in primary school or lower.

The contents of the tourism education should emphasize on sustainable tourism development. The principle knowledge for local residents were, such as, the types of tourism products, tourism costs and benefits, type of visitors, and the interaction between host community and tourists. Moreover, the residents must recognize their existing tourism attractions, tourism resources and tourism services, the potential development of the tourism within Yao Noi community, and the market trend. The majority of Koh Yao Noi residents would not participate in sustainable tourism development because they perceived that tourism created costs more than benefits. Therefore, they must be educated about the tourism benefits as well as the way to prevent the potential negative impacts, in order to minimize their negative opinion on tourism development. In addition, Koh Yao Noi residents should also recognize the way to participate for sustainable tourism development in benefit gaining, implementation, and decision-making. It was because Koh Yao Noi respondents interested those participation activities in "High" level. Other participation activities that should be encouraged and educated were planning, problem solving, and evaluation especially to the group of local residents. It was for the reason that the respondents interested them in "Moderate" level.

When Koh Yao Noi residents gathered information, they would be able to enhance their participation in sustainable tourism development. Moreover, they may easily be influenced to participate and they may need to participate in higher level in the near future. It was because they had more confidence, they recognized the tourism benefits and negative impacts, and they know the way to participate.

The potential benefits from this tourism education were increasing community knowledge and awareness of tourism, reducing the negative attitude on tourism development, increasing residents' confidence in participating in tourism, and preparing the facilitation in processing the tourism plan.

2) Resources Support

It was essential to have the resources support for participation in accordance with the model. The respondents recommended that the government authorities' support could influence the participation for sustainable tourism development. The important supported resources for Koh Yao Noi residents should be the financial resource and human resource.

The financial resource was the budget that may come from the central government, funding from relevant NGOs, or from the community tourism revenue. The point was that, it must be transparently managed. The responsible people should be arranged to manage the budget. The local authorities and the representatives from other groups of respondent should respond to budget management. The local authorities should come from Koh Yao Noi Sub-District Administration Organization, Koh Yao Noi Municipality, and Village headmen. With the sufficient budget and appropriate budget distribution, the processing of the tourism plan will be smooth.

Koh Yao Noi residents needed the arrangement of the right and willing people to participate in tourism plan especially in implementation and problem solving. The human resources for this model were classified into 2 groups. The first group was the human resources in implementing or processing the tourism plan. In implementation of the plan for sustainable tourism development, the human resource should be the representatives from all groups of local resident. However, the respondents had "High" interest in implementation, they should have appropriate skill to the specific activity. The local authorities should respond by providing education or training of the skills needed in activities.

The last group was the tourism educators. They must recognize the nature of the residents, the tourism resources, and general information of the community. Therefore, the tourism educators can educate different group of residents effectively and properly to the community.

Part 2: Processing

The processing part was the implementation of tourism plan. This part was bottom-up management. The respondents had “High” interest in participating in implementation. Therefore, all groups of local resident were the key people to process the tourism plan. They recommended that the arrangement of the right and willing people could influence the participation. Therefore, the local residents who interested in participation could be the volunteers or the arranged persons who have appropriate skill to the specific activity. There would be the activities in the implementation part that went beyond the tourism plan. Those activities should be supported by local authorities or the village headmen. The activities were collecting the information for the evaluation part, and preparing the advice in regulations, policies, and religious practice (Muslim) that may affect the implementation of the plan. This may ensure a smooth implementation.

Part 3: Outputs

After accomplishing the processing part, the respondents can participate in implementation and benefit gaining. Its outputs were the participation by residents at Koh Yao Noi community and the sharing of tourism benefits.

1) Participation

Participation was one of the expected outputs. This refers to the participation of all groups of local residents at Koh Yao Noi. They were local authorities, homestay owners, tourism service providers, and local residents. If there were more numbers of participants and effectiveness of residents’ participation, there will be more achievement of the sustainable tourism development. Moreover, participation should be use to evaluate the practicality of the tourism plan. If the tourism plan was practicable, the implementation would be smooth.

2) Tourism Benefits

Tourism benefits and participation interrelated to each other. The tourism benefits were the result from the participation in implementing the tourism plan. In addition, the tourism benefits could influence the further participation in sustainable tourism development. The tourism benefits created in the tourism plan should have the environmental benefits as their priority. It was because Koh Yao Noi residents were more sensitive to environmental benefits than other benefits. The latter important benefits were economic benefits and socio-cultural benefits. They were the benefits in sustainable tourism development. The residents in community, who involved in the different parts of the model, must receive equally and appropriate benefits sharing. Therefore, this practice may avoid the conflicts among them as well as influence the higher level of participation.

Part 4: Improvement

1) Evaluation and Problem Solving

The last part was evaluation part and it related to the inputs, processing, and outputs. It was because the results from the evaluation will be used to improve those parts of the model. In this part, the local residents were fully participated in evaluation and problem solving. However, they had “Moderate” interest in evaluation and problem solving. Koh Yao Noi residents perceived that the arrangement of right and willing people and the meeting for inducing further participation were the ways to influence participation in evaluation and problem solving. Therefore, this part should be in the form of a meeting that everyone participated could have discussions and the residents who participated in this part should be the volunteer or the representative selected by local residents. Moreover, this part was able to create the participation in planning and decision making after the local residents developed the ways to solve the problems.

Again, this part was the bottom-up management. The residents, who involved in the processing part, were the evaluators. They must evaluate themselves and then evaluate the overall process. The issues to be evaluated should cover inputs, processing, and outputs part. Koh Yao Noi residents should evaluate the inputs part such as the tourism knowledge used in implementation and the equal and appropriateness of resource allocation plus the transparency of the resources management. The processing part

should evaluate the problem in activities and the practicality of tourism plan. The outputs part should evaluate the performance in participation and equally benefits sharing.

Local authorities and other groups of local resident should propose the recommendations and the ways to solve the problems after the evaluation of different parts of the model. The recommendations and results would be directly used to improve the particular part and solve all problems within the model. Furthermore, the evaluators should identify the problems and develop the ways to solve those problems. The resident should have meetings for discussion and brainstorming with the local authorities support. Therefore, the local residents were induced to participate in evaluation and problem solving.

2) Planning and Decision-Making

After evaluation, Koh Yao Noi residents who involved in evaluation part should continue participation in planning and decision-making in order to prepare the plan for improving the tourism at Koh Yao Noi. The residents had “Moderate” interest in planning but “High” interest in decision-making. However, they recommend the tourism education and the arrangement of meetings for inducing participation in planning. The residents already had principle knowledge of tourism. The activities of planning should in the form of meeting. Therefore, the residents would have more interest to participate in planning. Although, the residents had “High” interest in decision-making, they also recommended that if they had more tourism education and the governmental authorities support they would have more participation in decision-making. Therefore, the local government such as Koh Yao Noi Sub-District Administration Organization and Koh Yao Noi municipality, who had authority in tourism development within community, should support the residents not only the tourism education but also support by giving them more authority to make decisions. When the residents, who had the best knowledge of their community, they would make the best decision on improving the tourism at Koh Yao Noi.

This model will be accomplished under the sustainable concept, if the residents in community participated in every part of the model. Koh Yao Noi residents should have adequate and appropriate inputs, receive the equally distributed tourism benefits, evaluated without bias, prepared the plan for improving the tourism at Koh Yao Noi, and have authority in making-decision for improving tourism. The important thing for sustainable tourism development was the continuous cooperating of Koh Yao Noi residents and the blending of top-down and bottom-up management.

5.2.3.2 Limitations of a proposed Model of Community Participation in Tourism Plan for Sustainable Tourism Development at Koh Yao Noi

There were some limitations on this model as the followings:

1) To accomplish the model, it depended on the condition of religious practice at the destination. The essential thing to be considered in the tourism plan for Koh Yao Noi was the nature of Muslim community. If the planners were not the local residents or were not the Muslim, the planners may overlook some limitations of Muslims and then some activities in the plan may be the prohibition for them.

2) This model focused only on the participation of supply side at the community level. But, achieving the sustainable tourism development should also include the participation from the demand side (visitors).

5.3 Suggestions

5.3.1 Motivation for Participating in Sustainable Tourism Development

The result of data analyzing showed that, the majority of the respondents had high interest in participation and had high motivation in environmental benefits. The recommendation for influencing community participation was to raise the environmental benefits as the priority important for sustainable tourism development then, followed by the economic benefits and socio-cultural benefits.

Environmental Benefits

The conservation of the environment was the major interest for Koh Yao Noi residents. Therefore, the local government together with the representatives from the community should do a survey of the sensitive areas and then identify them as the conservation areas. They may then limit the numbers of tourist and introduce the conservation rules in order to prevent the over using and minimize the negative impacts to environment. The tourists' carrying capacity must also be a consideration, otherwise the environmental, economic, and socio-cultural benefits were minimized, and tourism could not be a sustainable development. This would ensure to the community that their environment was sustainable and properly conserved.

Economic Benefits

The respondents believed that if there was the increasing number of tourists, they would have more economic benefits from tourism. In order to increase the number of tourists, marketing at the destination must be a consideration. The Tourism Authority of Thailand should support more on promoting Koh Yao Noi to both domestic and international tourists. Koh Yao Noi could attract the tourists by the ecotourism and their richness of natural environment. However, the conservation of the environment should not be overlooked. The local authorities should support more on the distribution of arts and agriculture products. The souvenir stalls and the attractive packaging of products should be improved and developed to attract the tourists to purchase. The products may be produced to be OTOP (One Tambon One Product) that was the standardized in production and could be distributed to other provinces or even to foreign countries. Therefore, the economy at Koh Yao Noi would be improved.

Socio-Cultural Benefits

Koh Yao Noi was the Muslim community, 98% of total population was Muslim. They strictly followed Muslim moral codes of conduct so they believe that their socio-culture will not be harmed by tourism. However, they still wanted to strengthen their socio-culture within the community and especially to the group of teenagers. Therefore, the rules of interaction between local residents and visitors must be proposed and then strictly practiced. The local residents must propose the rules by both of those directly involved and those who did not involve in tourism business. This could influence and create more participation in socio-culture benefits by local residents. The local authorities may arrange the festival that had the local cuisine competition and Koh Yao Noi residents should wear the local costume. Moreover, the village headmen who were close to local residents should create the public relations. Therefore, they could persuade Koh Yao Noi residents to take pride in their culture. This could prevent the imitation and adaptation of the inappropriate external practice as well as create pride in their unique culture and tradition.

5.3.2 Tourism Information

From the results, the majority of respondent preferred the tourism information through meeting and training. It was the two-way communication between educators and local residents. Therefore, the form of the information gathering should be group discussion, group meeting or appropriate training. The tourism information should be provided to different groups of local residents, in particular to different age groups and education levels. The information should be easy to understand because the majority of the respondents had education in primary school or lower. The knowledge of the educators, the clearness, and the accuracy of the information must also be a consideration. Therefore, the residents were able to understand and get the correct information. Moreover, they would have more confidence to participate in sustainable tourism development.

5.3.4 Suggestions for further Research

This research focused on the study of interest level of community participation and the important level of community motivations that influenced participation for sustainable tourism development in order to propose the model of community participation in tourism plan for sustainable tourism development at Koh Yao Noi. However, the sustainable tourism development at Koh Yao Noi may not only need the participation but other components that should be concerned for further research. The suggestions were as the followings:

- 1) Further research is needed to identify what changes are needed in the type of sustainable tourism for a small island in order to maximize the benefits for the host community. This type of tourism would stimulate the participation from local residents in the planning, decision-making, problem solving, implementation, and evaluation of tourism development.

- 2) Further research on the appropriate and specific practices for tourists, when they traveled and stayed at Koh Yao Noi, in the local residents' point of view and in the sustainability concept. The participation from tourists should satisfy the local residents at Koh Yao Noi and should not offend the Muslim community.