

## **CHAPTER 5**

### **CONCLUSIONS, DISCUSSIONS AND RECCOMENDATIONS**

Sustainability ideologies are defined as balances of environmental, economic and socio-cultural characteristics and also maintain tourist satisfaction in long-term development. In addition, sustainable tourism development will be completed through collaboration and participation activities from all stakeholders (local residents, tourist, government authorities, and hospitality industries) in community.

The objectives of this study were to study planning and management of sustainable tourism at Local Administration Organization (LAO), Tambon Cherngtalay, Changwat Phuket during their “Three Year Development Plan” (2006-2008) and to assess level of participation activities in planning and management processed by local residents and to assess level of the benefits gaining to community.

#### **5.1 Conclusions**

The sample populations of this study were 10 key local authorities and 399 local residents in Tambon Cherngtalay Local Administration Organization, Amphur Thalang, Changwat Phuket. The respondents were local residents who are at least 20 years old. Duration of study was from June to July 2006 and the questionnaire was designed to assess the level of participation activities and benefits gaining of local residents. In addition, organized in-depth interview with 10 principle local authorities of Tambon Cherngtalay LAO. SPSS version 11.0 for Windows was adopted for data analysis. Therefore, statistics as frequencies, means, percentages, Independent T-test and One-Way Anova were used in this study.

### 5.1.1 Demographic Characteristics of respondents

The respondents were mostly male (59.4%), age range of 41-45 years old (24.7%), lower than Bachelor degree education level (69.3%), they are agriculturists (33.2%), mostly of respondents earned a monthly income of between 5,001-10,000 Baht (45.7%).

### 5.1.2 The level of community participation

The level of participation activities in planning. All activities (Survey the community's requirement before planning the development plan, Propose idea to prepare and organize plan or project, Let local residents to propose idea, To be a member of a committee and Let community participate in the public hearing stage) were at "Less" level.

The level of participation activities in decision-making. All activities (Determine and priority the importance of the needs of resident, Organize rules and regulations, Determine and priority of project and To find the solution of problem) were at "Less" level.

The level of participation activities in problem solving. Activities (Analyze cause of problems and Prevention of future problem) were at "Average" level. (Cooperate to solve problems) was at "Less" level.

The level of participation activities in implementation. Activities (Joining athletic activities both youth and people level, Regularly exercise, Arranging activity for the older people and indigenous people, Anti-drug campaign to resident, Garbage classification before thrashing, The neatness of housing, Plant and improve scenery to be neatness, Protect forest and source of water, Contribution of information, Give advice to tourist, Protect and improve tourism resource in the community, Joining local activity or festival such as Bang Tao Night Fishing Game) were at "Average" level. Moreover, activities (Joining in disaster prevention and mitigation center, Joining "To Be Number One" association, Campaign of waste recycles activity, Setting up waste water treatment before draining, Voting of local election, Joining local product occupation group, To be trained of English language and Learning activity from Information Technology center) were at "Less" level.

The level of participation activities in evaluation. All activities (Follow up and evaluate on project and To approve development project) were at “Less” level.

The relationship between gender and planning activities, we found that female was more involve at “Less” level in “Let local residents to propose idea” and “To be a member of a committee” than male significant difference at 0.01 and 0.05 respectively.

The relationship between gender and problem solving activities, we found that female was more engage at “Average” level in “Prevention of future problem” than male significant difference at 0.01 and 0.05.

The relationship between gender and implementation activities, we found that female was more involve at “Average” level in “Joining athletic activities both youth and people level”, “Arranging activity for the older people and indigenous people”, “Anti-drug campaign to resident”, “Protect forest and water’s source”, “Joining local product occupation group” and “Learning activity from Information Technology center” than male significant difference at 0.01 and 0.05 respectively and “Joining "To Be Number One" association” was at “Less” level.

The relationship between age and planning activities, we found that 36-40 years old age group was more involve at “Less” level in “Propose idea to prepare and organize plan or project” and “Average” level in “Let local residents to propose idea” than other age groups significantly difference. 20-25 years old group was more involve at “Average” level in “Let community participate in the public hearing stage” and “To be a member of a committee” than other age groups significant difference at 0.01 and 0.05 respectively.

The relationship between age and decision-making activities, we found that 41-45 years old age group was more engage at “Average” level in “Determine and priority the importance of the needs of resident” and “To find the solution of problem” than other age groups significant difference at 0.01 and 0.05 respectively.

The relationship between age and problem solving activities, we found that 20-25 years old age group was more involve at “Average” level in “Analyze cause of problems” and “Less” level in “Cooperate to solve problems” than other age groups significant difference at 0.01 and 0.05 respectively.

The relationship between age and implementation activities, we found that 20-25 years old age group was more involve at “Average” level in “Joining athletic activities both youth

and people level”, “Regularly exercise”, “Joining "To Be Number One" association”, “Garbage classification before thrashing”, “Contribution of information” and “To be trained of English language” and “More” level in “Plant and improve scenery to be neatness”, “Joining local product occupation group”, “Learning activity from Information Technology” at “More” level than other age groups. 31-35 years old group was more involve at “More” level in “Voting of local election”. 36-40 and over 45 years old groups was more involve at “Less” level in “Joining in disaster prevention and mitigation center” than other age groups significant difference at 0.01 and 0.05 respectively.

The relationship between education level and implementation activities, we found that residents who educated at lower than Bachelor education level was more involve at “Average” level in “The neatness of housing”, “Joining local activity or festival such as Bang Tao Night Fishing Game” and “Protect forest and water’s source” than other groups significant difference at 0.01 and 0.05. Bachelor education level was more involve at “Average” level in “Give advice to tourist” than other groups significant difference at 0.01 and 0.05.

The relationship between education level and evaluation activities, we found that residents who educated at higher than Bachelor was more involve at “Less” level in “Follow up and evaluate on project” than other groups significant difference at 0.01 and 0.05.

The relationship between occupation and planning activities, we found that worker occupation group was more involve at “Less” level in “Propose idea to prepare and organize plan or project”, “Let local residents to propose idea” and “Let community participate in the public hearing stage” than other groups significantly difference. Business owner occupation group was more engage at “Less” level in “Cooperate to be the committee” than other groups significant difference at 0.01 and 0.05.

The relationship between occupation and decision-making activities, we found that agriculturist was more involve at “Less” level in “Determine and priority the importance of the needs of resident” and “Determine and priority of project” than other occupation groups significantly difference. Business owner was more involve at “Average” level in “To find the solution of problem” than other groups significant difference at 0.01 and 0.05.

The relationship between occupation and implementation activities, we found that worker occupation group was involve at “Average” level in “Joining athletic activities both

youth and people level”, “Campaign of waste recycle activity”, “Setting up waste water treatment before draining”, “Joining local activity or festival such as Bang Tao Night Fishing Game” and “Learning activity from Information Technology center” than other occupation group significantly difference. Government officer or state enterprise was more involve at “More” level in “Voting of local election” than other groups significantly difference. Business owner group was more engage at “Average” level in “To be trained of English language” than other occupation groups significantly difference. Private sector group was more involve at “Average” level in “Give advice to tourist” than other occupation groups significant difference at 0.01 and 0.05 respectively.

The relationship between occupation and evaluation activities, we found that business owner occupation group was more involve at “Average” level in “To approve development project” than other occupation groups significant difference at 0.01 and 0.05.

The relationship between monthly income and planning activities, we found that resident who earned monthly income lower than 5,000 Baht was more involve at “Less” level in “Let community participate in the public hearing stage” than other monthly income groups significant difference at 0.01 and 0.05.

The relationship between monthly income and decision-making activities, we found that resident who earned monthly income lower than 5,000 Baht was more engage at “Less” level in “Determine and priority the importance of the needs of resident” than other monthly income groups significantly difference. Monthly income 5,001-10,000 Baht group was more involve at “Less” level in “To find the solution of problem” than other monthly income groups significant difference at 0.01 and 0.05.

The relationship between monthly income and implementation activities, we found that resident who earned monthly income lower than 5,000 Baht was more involve at “Average” level in “Joining athletic activities both youth and people level”, “Garbage classification before thrashing”, “The neatness of housing” and “Joining local activity or festival such as Bang Tao Night Fishing Game” than other monthly income groups significantly difference. 5,001-10,000 Baht monthly income group was more involve at “Average” level in “Plant and improve scenery to be neatness”, “Protect forest and water's source” and “Give advice to tourist” than other monthly income groups significantly difference. 10,001-20,000 Baht

monthly income group was more involve at “Average” level in “Protect and improve tourism resource in the community” than other monthly income groups significantly difference. 20,001-30,000 Baht monthly income group was more involve at “Average” level in “Regularly exercise” than other monthly income groups significant difference at 0.01 and 0.05 respectively.

The relationship between monthly income and evaluation activities, we found that resident who earned monthly income 10,001-20,000 Baht was more involve at “Average” level in “Approve development project” than other monthly income groups significant difference at 0.01 and 0.05.

### **5.1.3 The level of benefits gaining to local residents**

The level of benefits gaining in infrastructure development strategy. The indicator of (Convenient and safety of transportation system, No flooding on road and housing compounds, Having good lighting along the road, Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque, A good beautiful community, Enough and clear water for drinking, The decreasing of crime rate and No traffic jam and convenience) were at “Average” level.

The level of benefits gaining in Enhancement of quality of life, cultural and local wisdom strategy. The indicator of (Providing enough space for all religious activities and The adaptation of religious practices in daily life) were at “More” level. The indicators of (The youth in community are growing up in morality and ethical environment, Providing the source of local wisdom to preserve local heritage, Receiving a good quality of healthcare sufficiency and thoroughly, Receiving a good healthy for both body and mentality, The youth can spend free time more benefits, There is enough space for exercise and sport complex, Having "To Be Number One" club for prevent drug addicted, The elderly, the handicapped, children, women, ethic minority and indigenious people received their treatment and More love and commit to your community) were at “Average” level

The level of benefits gaining in education development strategy. The indicator of (The youth equally received basic education) was at “More” level. The indicator of (The

improvement of foreign language of your children and The quality of schools/students were trusted by community) were at “Average” level.

The level of benefits gaining in natural resources and environment development strategy. All of the indicator of (The cleanness and garbage less in community, The efficiency of waste water treatment, Coastal scenery is beautiful, Rehabilitate of natural resource such as protect coral reef, Conservation on forest and water source and Having public place for common uses) were at “Average” level.

The level of benefits gaining in political and management development strategy. The indicator of (Proposed idea/suggestions at Tambon Local Administration meetings) was at “Less” level. The indicator of (Community leader and resident help each other to improve their community, The operation of Local Administration officers were efficiency and timely and The knowledge of politics, administration, and law) were at “Average” level.

The level of benefits gaining in economy and tourism development strategy. All of the indicators of (The family had more income, Setting up occupation group, Disaster victims received aid instantly and efficiency, The accessibility of community to beautiful tourism site, Public relations of local tourism site and Promote local tourism such as arranging local activity or festival) were at “Average” level.

The level of benefits gaining in information technology development strategy. The indicator of (The accessibility the service of information technology in other areas such as tourism information investment, public relations and others) was at “Less” level. The indicator of (Having enough and updating of the service of information technology) was at “Average” level.

The relationship between gender and infrastructure development strategy, we found that female was more involve at “Average” level in “Convenient and safety of transportation system”, “No flooding on road and housing compounds”, “Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque”, “A good beautiful community” and “No traffic jam and convenience” than male significant difference at 0.01 and 0.05 respectively.

The relationship between gender and Enhancement of quality of life, cultural and local wisdom development strategy, we found that female was more involve at “Average” level in “Receiving a good quality of healthcare sufficiency and thoroughly”, “The youth can spend free

time more benefits”, “There is enough space for exercise and sport complex”, “The elderly, the handicapped, children, women, ethnic minority and indigenous people received their treatment” and “More love and commit to your community” than male significantly difference. Female was more involve at “More” level in “The adaptation of religious practices in daily life” than male significant difference at 0.01 and 0.05 respectively.

The relationship between gender and education development strategy, we found that female was more involve at “More” level in “The youth equally received basic education” than male significant difference at 0.01 and 0.05.

The relationship between gender and natural resources and environment development strategy, we found that female was more involve at “Average” level in “efficiency of waste water treatment”, “rehabilitate of natural resource such as protecting coral reef”, conservation on forest and water source” and “Having public place for common uses” than male significantly difference. Female was more involve at “More” level in “coastal scenery is beautiful” than male significant difference at 0.01 and 0.05.

The relationship between gender and political and management development strategy, we found that female was more involve at “Average” level in “Proposed an idea /suggestions at Tambon Local Administration meetings” than male significant difference at 0.01 and 0.05.

The relationship between gender and economy and tourism development strategy, we found that female was more involve at “Average” level in “setting up occupation group”, “The accessibility of community to beautiful tourism site”, “Public relations of local tourism site” and “Promote local tourism such as arranging local activity or festival” than male significant difference at 0.01 and 0.05 respectively.

The relationship between age and infrastructure development strategy, we found that 20-25 years old age group was more involve at “More” level in “No traffic jam and convenience” than other age groups significantly difference. 36-40 years old age group was more involve at “Average” level in “No flooding on road and housing compounds” than other age groups significantly difference. 41-45 years old age group was more involve at “Average” level in “A good beautiful community” and “The decreasing of crime rate” than other age groups significantly difference. 41-45 years old age group was more involve at “More” level in “Having



good lighting along the road”, “Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque” and “Enough and clear water for drinking” than other age groups significant difference at 0.01 and 0.05 respectively.

The relationship between age and Enhancement of quality of life, cultural and local wisdom development strategy, we found that 20-25 years old age group was more engage at “More” level in “There is enough space for exercise and sport complex” than other age groups significantly difference. 41-45 years old age group was more involve at “More” level in “The youth in community are growing up in morality and ethical environment” than other age groups significant difference at 0.01 and 0.05.

The relationship between age and education development strategy, we found that 20-25 years old age group was more involve at “Average” level in “The improvement of foreign language of your children” than other age groups significantly difference. 41-45 years old age group was more involve at “More” level in “The quality of schools/students were trusted by community” than other age groups significant difference at 0.01 and 0.05.

The relationship between age and natural resources and environment development strategy, we found that 26-30 years old age group was more involve at “More” level in “Coastal scenery is beautiful” than other age groups significantly difference. 41-45 years old age group was more engage at “Average” level in “The efficiency of waste water treatment” than other age groups significant difference at 0.01 and 0.05.

The relationship between age and political and management development strategy, we found that 26-30 years old age group was more involve at “Average” level in “Community leader and resident help each other to develop their community” than other age group significantly difference. 41-45 years old age group was more involve at “Average” level in “The operation of Local Administration officers were efficiency and timely” than other age groups significant difference at 0.01 and 0.05.

The relationship between age and economy and tourism development strategy, we found that 26-30 years old age group was more involve at “Average” level in “Promote local tourism such as arranging local activity or festival” than other age groups significant difference at 0.01 and 0.05.

The relationship between age and information technology development strategy, we found that 20-25 years old age group was more involve at “Average” level in “The accessibility the service of information technology in other areas such as tourism information investment, public relations and others” than other age groups significant difference at 0.01 and 0.05.

The relationship between education level and infrastructure development strategy, we found that resident educated at lower than Bachelor was more involve at “Average” level in “Convenient and safety of transportation system”, “No flooding on road and housing compounds”, “A good beautiful community” and “No traffic jam and convenience” than other education level significantly difference. Resident educated at lower than Bachelor was more involve at “More” level in “Having good lighting along the road” than other education level significant difference at 0.01 and 0.05.

The relationship between education level and Enhancement of quality of life, cultural and local wisdom development strategy, we found that lower than Bachelor education level was more involve at “Average” level in “Receiving a good quality of healthcare sufficiency and thoroughly”, “The youth can spend free time more benefits”, “There is enough space for exercise and sport complex” and “More love and commit to your community” than other education level significantly difference. Lower than Bachelor education level was more involve at “More” level in “The adaptation of religious practices in daily life” and “Receiving a good healthy for both body and mentality” than other education level significantly difference. Bachelor education level was more involve at “Average” level in “The youth in community are growing up in morality and ethical environment” than other education level significant difference at 0.01 and 0.05 respectively.

The relationship between education level and education development strategy, we found that lower than Bachelor education level was more involve at “More” level in “The youth equally received basic education” than other education level significantly difference. Bachelor education level was more involve at “Average” level in “The quality of schools/students were trusted by community” than other education level significant difference at 0.01 and 0.05.

The relationship between education level and natural resources and environment development strategy, we found that lower than Bachelor education level was more involve at

“Average” level in “coastal scenery is beautiful” than other education level significant difference at 0.01 and 0.05.

The relationship between occupation and infrastructure development strategy, we found that private sector occupation group was more involve at “Average” level in “No flooding on road and housing compounds”, “Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque” and “A good beautiful community” than other occupation groups significantly difference. Private sector occupation group was more involve at “More” level in rated “Convenient and safety of transportation system”, “Having good lighting along the road” and “No traffic jam and convenience” ” than other occupation groups significant difference at 0.01 and 0.05 respectively.

The relationship between occupation and Enhancement of quality of life, cultural and local wisdom development strategy, we found that worker occupation group was more involve at “More” level in “Providing enough space for all religious activities”, “The adaptation of religious practices in daily life”, “The youth in community are growing up in morality and ethical environment”, “Receiving a good quality of healthcare sufficiency and thoroughly”, “Receiving a good healthy for both body and mentality”, “More love and commit to your community” and “There is enough space for exercise and sport complex” than other occupation groups significantly difference. Business owner occupation group was more involve at “Average” level in “Providing the source of local wisdom to preserve local heritage” than other occupation groups significantly difference. Agriculture occupation group was more involve at “Average” level in “The youth can spend free time more benefits” than other occupation groups significantly difference. Private sector occupation group was more involve at “More” level in “The elderly, the handicapped, children, women, ethic minority and indigenou people received their treatment” significant difference at than other occupation groups 0.01 and 0.05.

The relationship between occupation and education development strategy, we found that private sector occupation group was more engage at “Average” level in “The improvement of foreign language of your children” and “The quality of schools/students were trusted by community” than other occupation group significantly difference. Worker occupation group was more involve at “More” level in “The youth equally received basic education” than other occupation group significant difference at 0.01 and 0.05.

The relationship between occupation and natural resources and environment development strategy, we found that worker occupation group was more involve at “Average” level in “Having public place for common uses” than other occupation groups significantly difference. Private sector was more involve at “Average” level in “The efficiency of waste water treatment” and “Conservation on forest and source of water” and at “More” level in “The cleanness and garbage less in community”, “Coastal scenery is beautiful” and “Rehabilitate of natural resource such as protect coral reef” than other occupation groups significant difference at 0.01 and 0.05 respectively.

The relationship between occupation and political and management development strategy, we found that private sector occupation group was more involve at “Average” level in “Community leader and resident help each other to develop their community”, “Proposed an idea /suggestions at Tambon Local Administration meetings” and “The operation of Local Administration officers were efficiency and timely” than other occupation groups significant difference at 0.01 and 0.05 respectively.

The relationship between occupation and economy and tourism development strategy, we found that worker occupation group was more involve at “Average” level in “Setting up occupation group” and “Disaster victims received aid instantly and efficiency” than other occupation groups significantly difference. Private sector occupation group was more involve at “Average” level in “The accessibility of community to beautiful tourism site” and “Promote local tourism such as arranging local activity or festival” than other occupation groups significant difference at 0.01 and 0.05 respectively.

The relationship between occupation and information technology development strategy, we found that private sector occupation group was more involve at “Average” level in “Having enough and updating of the service of information technology” than other occupation groups significant difference at 0.01 and 0.05.

The relationship between monthly income and infrastructure development strategy, we found that lower than 5,000 Baht monthly income group was more involve at “Average” level in “Convenient and safety of transportation system”, “No flooding on road and housing compounds” and “A good beautiful community” and at “More” level in “Having good lighting along the road” and “Enough and clear water for drinking” than other monthly income

groups significantly difference. Monthly income 5,001-10,000 Baht group was more involve at “Average” level in “Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque”, “The decreasing of crime rate” and “No traffic jam and convenience” than other monthly income groups significant difference at 0.01 and 0.05 respectively.

The relationship between monthly income and Enhancement of quality of life, cultural and local wisdom development strategy, we found that monthly income lower than 5,000 Baht group was more involve at “More” level in “Receiving a good healthy for both body and mentality”, “There is enough space for exercise and sport complex” and “More love and commit to your community” than other monthly income groups significantly difference. 5,001-10,000 Baht monthly income group was more involve at “Average” level in “The youth in community are growing up in morality and ethical environment”, “Providing the source of local wisdom to preserve local heritage”, “Receiving a good quality of healthcare sufficiency and thoroughly” and “The youth can spend free time more benefits”, “Having "To Be Number One" club for prevent drug addicted” and at “More” level in “Providing enough space for all religious activities”, “The adaptation of religious practices in daily life” and “The elderly, the handicapped, children, women, ethic minority and indigenious people received their treatment” than other monthly income groups significant difference at 0.01 and 0.05 respectively.

The relationship between monthly income and education development strategy, we found that monthly income 5,001-10,000 Baht group was more involve at “Average” level in “The improvement of foreign language of your children” and “The quality of schools/students were trusted by community” and at “More” level in “The youth equally received basic education” than other monthly income groups significant difference at 0.01 and 0.05.

The relationship between monthly income and natural resources and environment development strategy, we found that monthly income 5,001-10,000 group was more involve at “Average” level in “The cleanness and garbage less in community”, “Coastal scenery is beautiful”, “Rehabilitate of natural resource such as protect coral reef”, “Conservation on forest and water source”, and “Having public place for common uses” than other monthly income group significant difference at 0.01 and 0.05 respectively.

The relationship between monthly income and political and management development strategy, we found that monthly income 5,001-10,000 Baht group was more involve

at “Average” level in “Community leader and resident help each other to develop their community” and “Proposed an idea /suggestions at Tambon Local Administration meetings” than other monthly income groups significantly difference. Monthly income 20,001-30,000 Baht group was more involve at “Average” level in “The operation of Local Administration officers were efficiency and timely” than other monthly income group significant difference at 0.01 and 0.05.

The relationship between monthly income and economy and tourism development strategy, we found that monthly income 5,001-10,000 Baht group was more engage at “Average” level in “The family had more income”, “Setting up occupation group”, “Disaster victims received aid instantly and efficiency”, “The accessibility of community to beautiful tourism site”, “Public relations of local tourism site” and “Promote local tourism such as arranging local activity or festival” than other monthly income group significant difference at 0.01 and 0.05 respectively.

## **5.2 Discussions**

### **5.2.1 Objective 1: To analyze planning and management of Tambon Cherngtalay Local Administration Organization (CTLAO) on “Three Year Development Plan” (2006-2008)**

From the study of the “Three Year Development Plan” (2006-2008) of Tambon Cherngtalay Local Administration Organization. It was found that the budget allocated to “Infrastructure development strategy” (31.16%), “Enhancement of quality of life, cultural and local wisdom development strategy” (22.15%), “Natural Resources and environment development strategy” (17.46%), “Economy and tourism development strategy” (11.56%), “Education development strategy” (9.79%), “Political and management development strategy” (5.65%), and “Information Technology development strategy” (2.20%) as indicated in (Table 5.1).

**Table 5.1** Comparison between development and budgetary of Tambon Cherngtalay

| Strategies   | Budget (Baht) | Percentage |
|--|---------------|------------|
| Infrastructure development strategy  | 218,429,000   | 31.16      |
| Enhancement of quality of life, cultural and local wisdom development strategy | 155,252,500   | 22.15      |
| Natural Resources and environment development strategy                         | 122,400,000   | 17.46      |
| Economy and tourism development strategy                                       | 81,040,000    | 11.56      |
| Education development strategy   | 68,639,500    | 9.79       |
| Political and management development strategy                                  | 39,660,000    | 5.65       |
| Information Technology development strategy                                    | 15,450,000    | 2.20       |
| Total  | 700,871,000   | 100        |

Source: Tambon Cherngtalay Local Administration Organization Three Year Development Plan,  
(2005)

In form of budget allocation by type of expenditures, the budget was allocated into investment and operation activities. As indicated in Table 5.2, construction works were accounted for about 50% of the total budget.

**Table 5.2** Classification of budget allocation (2006-2008)

| Budget Allocation        | Budget (Baht) | Percentage |
|--------------------------|---------------|------------|
| Construction expenditure | 355,488,000   | 50.72      |
| Management expenditure   | 257,182,500   | 36.69      |
| Others expenditure       | 88,200,500    | 12.58      |
| Total                    | 700,871,000   | 100        |

Source: Tambon Cherngtalay Local Administration Organization Three Year Development Plan, (2005)

Additionally, the comments from in-depth interview from 10 executives of CTLAO, they claimed that their development plans were directed to sustainable tourism planning and management and also adopted the principle of sufficiency economy bestowed by His Majesty the King. They agree with the issue of emphasizing human resources development, to improve public health, family hygiene, cleanliness, and waste treatment. Morality and cultural development were also important to enhance healthy body both physically and mentally of their residents. Hence, collaboration in planning, propose recommendations, and suggestions through formal meeting and public hearing, decision-making and problem solving needs more participation from local residents. To educate residents toward sustainable development, encourage residents to improve their self-reliance such as foreign language learning and applying of local wisdom. In addition, promoting recognition of residents to be proud and conserve their cultural in community. As well as the comments from local residents were considered.

In the meantime, obstacles or problematic conditions, dominant and inferior characters of community and the need of local residents were recognized for planning and development. Therefore, development will rise in the right direction and encompass efficiency which comprises local residents' quality of living were enhanced, natural resources and local wisdom were considered. Furthermore, to arrange a balanced sustainability 7 development



strategies including Infrastructure development, Enhancement of quality of life, cultural and local wisdom development, Educational development, Natural Resources and environment development, Political and management development, Economy and tourism development, and Information Technology development. Hence, the significant performances were development and enhancement of standardize community tourism sites, promote local cultural and activities to be well-known to tourist, natural resources and environment were also preserved for both the way of local resident's living (for fishery occupation) and sustainable tourism in their community.

### **5.2.2 Objective 2: To evaluate the important level of community participation in planning and management**

Participation activities were comprised of 5 activities. They were planning, decision-making, problem solving, implementation and evaluation activities.

From the overall findings the opinion of local residents to the level of participation activities in planning and management of sustainable tourism in Tambon Cherngtalay were at "Less level", however implementation activities were at "Average level". Most of activities were at "Less level". The lower activities in planning and management of residents at "Less level", possibly due to the level of education of residents. The low level of education might discourage them from getting involved in those activities. The other reason for "Less level" of activities in planning and management could be no opportunity for them to participate. Education is very important for local residents. In the past, their families were poor and did not have enough money to support and everyone had to earn money since they were young. The other was they thought this education level was adequate to their occupations (agriculture and fishery).

This suggested that the level of participation of local residents was not up to sustainable tourism development, because participation is important to develop tourism in local area. Participation is needed to provide opportunities equally to all sectors including women, the young and old and local people in appropriate levels to their society and culture. Sustainable tourism will be achieved by focusing on planning, development and management of tourism sector (WTO, 1998).

Hence, we found that female has statistically significant difference more than male regarding to planning, problem solving and implementation activities. It might be the occupation of most of male in this community in the fishery industry, they sometimes have been sailing for a few months. Moreover, there were collaborated in occupation by female such as traditional clothes, handicraft and dessert makers.

There were statistically significant difference related to planning activities between 36-40 and 20-25 years old age group. 41-45 years old participated in decision-making activities more than other age groups. 20-25 years old engaged in problem solving more than other age groups and 20-25, 31-35, 36-40, over 45 years old age groups participated in implementation activities more than other age groups.

Local residents who were educated at lower than Bachelor and Bachelor degree participated in implementation activities more than other education levels and residents who were educated at higher than Bachelor engaged in evaluation activities more than other groups. It might be because evaluation activities need more specific learned skills to assess each project.

Worker and business owner occupation groups participated in planning activities more than other occupation groups. Agriculture and business owner groups joined in decision-making more than other groups. Worker, government officer or state enterprise, business owner and private sector occupation groups engaged in implementation activities more than other groups. Business owner occupation group joined in evaluation activities more than other groups. Those related to Tambon Cherngtalay LAO allocated more budget on construction works (as stated above in budget allocation). Therefore, worker and business owner occupation groups were mostly involved in participation activities in the part of construction including facilities for both host community and tourists.

There were statistically significant difference regarding to planning activities and local residents who earned lower than 5,000 Baht a month. Residents who earned 5,001-10,000 Baht a month participated in decision-making activities more than other groups. Residents who earned lower than 30,000 Baht monthly participated in implementation activities more than other monthly income groups. Finally, local residents who earned 10,001-20,000 Baht a month joined in evaluation activities more than other monthly income groups. As stated above, all of demographic characteristics of local residents showed that they were mostly involved in

implementation activities. It might be those activities were simple to put into practice in their daily life.

In addition, considering the overall participation activities in planning and management for sustainable tourism development at Tambon Cherngtalay LAO in the opinion of local residents, we found that worker group who earned lower than 5,000 Baht a month participated the most. As well as those who were 20-25 and 36-40 years old were more involved in planning activities. Agriculturist and business owner with 41-45 years old and obtained a monthly income of lower than 5,000 to 10,000 Baht were accepted more of the decision-making activities.

The implementation activities, we found that worker, Government officer or state enterprise, business owner, and private sector employee who got lower than Bachelor and also Bachelor education levels, the earning income lower than 5,000 to 30,000 Baht monthly. Those that 20-25, 31-40, and over 45 years old were more involved in this activities. Business owner who received higher than Bachelor degree earning 10,001-20,000 Baht monthly were more involved in evaluation activities.

Regarding to participation activities, we found that evaluation was the most important activities in the process of planning and management for sustainable tourism development. Because other participation activities include planning, decision-making, and problem solving was included into policy or development strategy of Tambon Cherngtalay LAO. Nevertheless, there was a small group of local residents involving to follow up and evaluate on development plan. If looking at more details, local business owner who were educated at high level and earned monthly income moderately was more involved in the evaluation activities.

Hence, education level of local residents was the obstacle to evaluate for sustainable tourism development for CTLAO.

### **5.2.3 Objective 3: To evaluate the important level of benefits gaining to local community**

According to the survey questionnaire, the Infrastructure development strategy; the highest level of benefits was “having good lighting along the road” and the lowest level was

“the decreasing of crime rate”. Building good road and having good lighting system were clearly observable as Tambon Cherngtalay LAO put more money in construction works. The crime rate is a social problem and it is a very important indicator for sustainable tourism development. This is the weakness of the Tambon Cherngtalay three year development plans.

The Enhancement of quality of life, cultural and local wisdom development strategy; the highest level of benefits was “providing enough space for all religious activities”. This can be explained by the budget allocation to the construction of renovation of religious places for 16 million baht, etc., because the majority of local residents were Muslim and they were serious to their religious and practice everyday. The lowest level was “having “To Be Number One” club, the project being used to prevent drug addiction in local youths. The lowest level mostly related to participation activities. The participation of local residents is the key of sustainable development, so Tambon Cherngtalay needs more effort to bring local people in the planning and management of LAO.

The Education development strategy; the highest level of benefits was “the youth equally received basic education”. This can be explained by budget allocation to enhance basic education for 68 million baht, because it was complimented to provide fundamental education to the youth in community and the lowest level was “the improvement of foreign language of your children”, because its budget allocation for extra curriculum activities such as organizing an English training camp about 2 million baht and the potential lack of an efficient lecturer. Schools should provide native English speaker instructors to teach to the youth because Tambon Cherngtalay has many international tourists that visit this area.

The Natural Resources and Environmental development strategy; the highest level of benefits was from “costal scenery is beautiful”. This is due to the fact that the location of Bang Tao beach is still more attractive and some money was allocated to rehabilitate and maintain the coastal scenery because Tambon Cherngtalay provides the beautiful beach that is suitable for both tourists and local residents. Moreover, luxury hotels are located in this area. The lowest level was “conservation on forest and source of water” and “the efficiency of waste water treatment” respectively. Tambon Cherngtalay LAO spent 25 million baht for construction of waste water treatment but it might not work effectively, and forest conservation and waste water treatment are very significant indicators for sustainable tourism development.

The Economy and Tourism development strategy; the highest level of benefits was to “promote local tourism such as arranging local activities or festivals”, Tambon Cherngtalay offered quality tourism sites and activities, but the budget allocation to promote local tourism such as activities and festivals was only 3 million baht. This can explain why most of local activities were organized by local residents with the collaboration from other stakeholders. For example, local residents arranged “Bang Tao Night Fishing Game” activities. The lowest level was “the family had more income”, this could be local residents had not yet earned extra income because the majority were agriculturists and had only received basic education. Furthermore, there were various foreigners owned enterprises in the tourism business which employed skilled labor from outside community.

The Information Technology development strategy; the highest level of benefit was “having enough and updating of the service of information technology”. This can be explained by the budget allocation for 15 million baht to establish an information center and telecommunication equipment but the lowest level was “the accessibility the service of information technology in other areas such as tourism information investment, public relations and others”. The problem might exist because the lack of training and education to use the equipment, so training needs to developed.

We can conclude that the opinions of local residents about the level of benefits gained from sustainable tourism factors from all development strategies mostly are at “Average level”. This suggested that the level of benefits to local residents was not enough to satisfy them.

The opinion of “Average level” can be explained by an aspect of Thai culture that they don’t want to express directly that they do not agree. We can assume that sustainable development was not achieved because the development plan or project did not meet the overall needs of local residents. This level indicated that the local residents were unsure how to decide whether the development strategy benefited them or not. The acceptance level of the benefits should be at “More level” as it suggested that the development plans are sustainable. For this, we can look at more details of their opinions toward their evaluation at each strategy.

Those that are related to “Local authorities have to be responsible for planning and development of tourist attractions, facilities and infrastructure of area regarding to sustainable tourism development. The sustainable tourism development in the guideline for development as

mentioned by WTO (1998), tourism can bring both benefits and problems to an area. If well planned, developed and managed, tourism generate local jobs and income and provides opportunities for local entrepreneurs to establish tourism enterprises, all of which lead to improved living standards of residents. Tax revenue generated by tourism can be used to improve community facilities and services. Tourism requires improved infrastructure which can be used by residents. Tourism can stimulate the expansion of other economic activities such as agriculture, fisheries, manufacturing and crafts production. Tourism also stimulates development of new and improved commercial and cultural facilities which can be used by residents as well as tourists. Tourism can provide the justification and help pay for conservation of local nature areas, archaeological and historic sites, arts, crafts and cultural traditions and overall improvement of environment quality because these are attractions for tourists.

From the study, local authorities claimed that they had offered participation activities and local residents gained benefits from the development plans of the LAO, but local residents disagreed with those claims. The findings from this study of local residents' participation in planning, decision-making, problem solving, and evaluation activities were at "Less level" and implementation activities was at "Average level". In addition, they received benefits from the development in terms of Infrastructure; Enhancement of quality of life; cultural and local wisdom; Education; Natural Resources and Environment; Political and Management; Economy and Tourism; and Information Technology development strategies were at "Average level".

In conclusion, the three year development plans of Tambon Cherngtalay LAO did not achieved sustainable tourism development because the findings showed that local residents had less level in participation activities and received average level of benefits from the development plans. The sustainable indicators in the development plans should be evaluated by local residents at least at "More Level". It is assumed that sustainable tourism planning and management in the three years development plans at Tambon Cherngtalay LAO were not successful from the opinions of local residents.

#### **5.2.4 Objective 4: To create indicators for sustainable tourism development**

Sustainability indicators approach can be defined as “to identify and measure the entire range of impacts that tourism can have in a particular area or society, preferably in advance of any development, so as to guarantee that such development will be sustainable in the long run from the economic, social, cultural and environmental points of view” (WTO, 2004 p. 2). Moreover, planning and management of all destinations need indicators to measure sustainability of tourism development.

Suggested indicators to measure participation of local residents which were divided into 5 significant activities. These are planning, decision-making, problem solving, implementation, and evaluation activities should be measured by local residents. The suggested indicators were applied from actions on 3 Year Development Plan of CTLAO to evaluate the sustainable tourism development of the area. These suggested indicators implicated indicators of World Tourism Organization (WTO, 1998 and 2004) accordingly. Therefore, CTLAO should prove these indicators by consideration survey-based to local residents. The results of suggested indicators should be at least at “More” level or 61% of local residents’ agreeable level. Therefore, the suggested indicators for sustainable tourism development at CTLAO in the form of community participation as indicated in Table 5.4.

For the meaning of indicators, it was adopted the “More” level as the accepted for sustainable tourism development as discussed in 5.2.3. The general purpose of accepted level is recommended as follows:

**Table 5.3** The recommendation of general purpose

| Rating level | Meaning                          | Equivalence | Sustainability |
|--------------|----------------------------------|-------------|----------------|
| 1.00-1.80    | The least (agreeable, satisfied) | 0-20        | Unsustainable  |
| 1.81-2.60    | Less (agreeable, satisfied)      | 21-40       | Unsustainable  |
| 2.61-3.40    | Average (agreeable, satisfied)   | 41-60       | Unsustainable  |
| 3.41-4.20    | More (agreeable, satisfied)      | 61-80       | Sustainable    |
| 4.21-5.00    | The most (agreeable, satisfied)  | 81-100      | Sustainable    |

**Table 5.4** Suggested indicators for CTLAO

| Participation            | Variables   | Sustainability indicators  |
|--------------------------|---|--|
| Planning                 | participating in the required survey for planning and development | % of actively participating in outreach/advocacy (local questionnaire)   |
|                          | local residents on the planning committee                         | % of committee (local questionnaire)<br>% of existence of a community tourism plan   |
|                          | Community participating in the public hearing                     | % frequency of community meeting and attendance rates  |
| D e c i s i o n - making | determination and priority of the needs by local residents        | % of survey of household capacity to fulfil livelihood priorities for the year (rating level of food security, ability to meet cash needs, local empowerment, vulnerability to external policy, vulnerability to external conditions, cultural value and physical security) (local questionnaire)<br>% annual audit of the contribution of different activities to household needs (local questionnaire) |
|                          | local residents on the committee to set the rules and regulations | % of committee (local questionnaire)   |
|                          | determination the development plan or project                     | % of local meetings to discuss issues before policies are implemented (local questionnaire)  |
|                          | finding the problem solution                                      | % of who understand tourism and its impacts (local questionnaire)  |
| Problem solving          | analysis the cause of problem                                     | % of residents with an understanding of  |



|                |  |  |
|----------------|--|--|
|                |  | what constitutes sustainable tourism practice (local questionnaire)  |
|                | the collaboration to solve problem                       | % of active community organization (local questionnaire)   |
|                | adopted local wisdom to prevent and mitigate the problem | % of local community who agree that their local culture, its integrity and authenticity are being retained (local questionnaire) |
| Implementation | local residents exercise regularly                       | % of decreasing of statistics on disease prevalence (local questionnaire)  |

**Table 5.4** (Continued)

| Participation | Variables   | Sustainability indicators   |
|---------------|---|---|
|               | activities for the older and indigenous people                            | % of activities (local questionnaire)   |
|               | anti-drug activities  | % of activities (local questionnaire)   |
|               | sewage treatment  | % of level of treatment (local questionnaire)<br>% of decreasing of total volume of sewage (local questionnaire)  |
|               | collaborating in tourism vocations  | % of vocational collaboration (local questionnaire)<br>% of employees who are from the local community (local questionnaire)  |
|               | collaboration to protect and improve tourism resources                    | % of conservation organization coordinating for tourism activities at conservation sites (local questionnaire)<br>% of locals actively involved in conservation programs (local questionnaire)<br>% of locals who receive conservation materials, % of who receive, respond (local questionnaire)<br>% of involvement in support clubs (e.g. "friends of the park") both locally and in foreign lands (local questionnaire) |
|               | retrieval the information   | % of accessibility (local questionnaire)  |
| Evaluation    | local resident on the committee to approve on development plan or project | % of committee (local questionnaire)  |

Moreover, the suggested indicators were applied from indicators of WTO published in 1998 and 2004. Benefits gaining generated from the 3 year development plan classified to 7 development strategies. The performance outcome of development plan in terms of suggested indicators should be at least at “More” level or 61% of satisfied level of local residents as indicated in Table 5.5.

**Table 5.5** Suggested indicators for CTLAO

| Variables   | Sustainability indicators   |
|---|---|
| Infrastructure development strategy   |   |
| Convenience and safety of transportation  | % of decreasing of traffic injuries as a % of population (local questionnaire)<br>% of decreasing of traffic congestion (local questionnaire)<br>% of decreasing of length of wait (local questionnaire)  |
| Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque | % of decreasing of waste levels on site (local questionnaire)<br>% of estimated costs to maintain/restore site per annum<br>% of decreasing of number of incidents of vandalism reported (local questionnaire)  |
| Availability of drinking water  | % availability of clean water (e.g. can tap water be consumed on site) (local questionnaire)<br>% of large tourism development which include infrastructure in development to benefit local community (e.g. including provision of portable water, sewage and waste disposal) (local questionnaire) |
| The decreasing of crime rate  | % of decreasing of number and type of crimes reported (local questionnaire)   |
| Provision of sufficient infrastructure year-round                                       | % of funding allocated for the operation and maintenance of infrastructure especially in high seasons   |
| Enhancement of quality of life, cultural and local wisdom strategy                      |   |

|   |  |
|---|--|
| Available space for all religious activities      | <p>% of the protected area, conservation site budget originated from tourism activities (cash, value of in-kind contributions) (local questionnaire)</p> <p>% of tourists participating in protection activities (local questionnaire)</p> |
| The youths are growing up with morality and ethic | <p>% of cultural sensitivity of educational materials (will require focus groups or textual analysis) (local questionnaire)</p>  |

Table 5.5 (Continued)

| Variables   | Sustainability indicators  |
|---|--|
| Receiving sufficient and thorough quality of health                         | % frequency of monitoring and compliance of effluent treatment with public health legislation (local questionnaire)<br>% of existence of collaboration with public health/promotion units to reinforce health messages (level of effort and successes) (local questionnaire)<br>% of local tourism sector employees receiving free/subsidised health checkups and clinics for staff and family members (local questionnaire) |
| Local residents engaged to have pride in their community                    | % of who are proud to their community and culture (local questionnaire)  |
| The adaptation of religious practices in daily life                         | % of residents continuing with local dress, customs, language, music, cuisine, religion and cultural practices (local questionnaire)   |
| Education development strategy  |  |
| The youth equally received fundamental education                            | % of total scholarship and training opportunities for local youth (local questionnaire)<br>% of extent of work programs for at-risk youth (local questionnaire)  |
| The improvement of foreign language of your children (personal development) | % possibility of on-the-job training (local questionnaire)   |
| Schools/students were qualified   | % of qualified/certified students (local questionnaire)<br>% of educational programs/institutions incorporating sustainable tourism learning   |

|  |  |
|--|--|
|  | into curriculum (local questionnaire)  |
| Natural Resources and environment development strategy         |  |
| Attractive coastal scenery                                     | % in degraded condition decreasing<br>(local questionnaire)<br>% of beach eroded |
| Rehabilitate of natural resource such as<br>protect coral reef | % to catch fish (local questionnaire)<br>% of fish counts for key species        |

Table 5.5 (Continued)

| Variables  | Sustainability indicators   |
|--|---|
| Political and management development strategy                            |   |
| The operation of local administration officers were efficient and timely | % and type of development programs in place (education, training, health, natural resource management, conservation etc.)<br>(local questionnaire)<br>% of annual financial contribution by tourism to community projects (common fund, tourism taxes or net value of programs) |
| The knowledge of politics, administration, and law                       | % of authorities that have a clear understanding of the role of sustainable tourism planning (e.g. what sustainable tourism means)<br>% of authorities incorporating sustainable principles into their strategic planning processes   |
| Economy and tourism development strategy                                 |   |
| The family raise their income  | % of increase in average family weekly income (local questionnaire)<br>% of local GDP and % due to tourism (local questionnaire)<br>% of revenues generated by tourism as % of total revenues generated in the community (local questionnaire)                                  |
| The accessibility of community to beautiful tourism site                 | % of people accessing tourism site (local questionnaire)<br>% of existence of public transportation suitable for mobility of person with disabilities   |



|  |   |
|--|---|
|  | <p>(local questionnaire)</p> <p>% of existence of disabled access program including e.g., airports, piers, bus stations, sidewalks, public washroom facilities (% meeting standard) (local questionnaire)</p> |
|--|---|

**Table 5.5** (Continued)

| Variables  | Sustainability indicators  |
|--|--|
| Promote local tourism such as arranging local activity or festival   | % and types of avenues/channels used to promote sustainable tourism (e.g. audiovisual and printed media, events, Internet) (local questionnaire)<br>% of places in the destination where information is available (local questionnaire)<br>% of promotional opportunities relating to sustainable tourism practice (local questionnaire)<br>% of residents who support sustainable tourism for their destination (local questionnaire) |
| Information Technology development strategy  |  |
| Having enough and updating of the service of information technology  | % of people accessing information (local questionnaire)  |
| The accessibility of information technology in other areas such as tourism information investment, public relations and others | % of times information on sustainable tourism is used within the broader community context (local questionnaire)   |

Additionally, CTLAO has set up local planning and management since 1995, after local residents being there so long which lead to Tambon Cherngtalay become traditional community. There were buddhist and muslim live at the area as well. At present time, Tambon Cherngtalay is tourism destinations on the west coast of Changwat Phuket. Consequently, supplementary indicators of sustainable development of WTO were selected to apply with local situation as indicated in Table 5.6.

**Table 5.6** Supplementary indicators of sustainable tourism

| Urban environment   | Indicators  | Suggested measured  |
|---|---|---|
| Health threats  | Air pollution measurements<br><br>Noise levels  | - air pollution indices<br>- number of days exceeding specified pollutant standards<br>- records on decibel count at key locations  |
| Cultural Sites  |   |   |
| Violation of social and cultural norms<br><br>Displacement of members of local population | Languages spoken by locals<br><br>Social impact<br><br><br><br><br><br><br><br>Local satisfaction | - % of community speaking a non-local language<br>- average net income of tourists/average net income of local population<br>- number of retail establishment/number of establishment serving local needs<br>- % of local establishments open year-round<br>- number and type of complaints by locals |
| Small islands   |   |   |
| Currency leakage<br><br>High levels of foreign ownership<br><br>Fresh water shortage      | Measures of capital flight<br><br>Value of foreign ownership<br><br>Fresh water availability      | - % of exchange leakage from total tourism revenues<br>- % of foreign ownership of tourism establishments<br>- volume of water used by tourists/local population on per capita basis<br>- cost to supply water<br>- cost to supply water of tourists  |

|                      |                          |   |
|----------------------|--------------------------|---|
| Electricity shortage | Electricity availability | <ul style="list-style-type: none"><li>- estimates of capacity</li><li>- number of brown outs</li><li>- restriction on use</li><li>- changes in cost for electricity use</li></ul> |
|----------------------|--------------------------|---|

Source: World Tourism Organization (1998)

Moreover, as indicated in Table 5.7 some concepts of Community Based Tourism as stated above by REST (1997) were adapted to evaluate the 3 year Development Plan (2006-2008) of Tambon Cherngtalay LAO in forms of benefits gaining to local resident from the development plan classified by tourism benefits. These are economic, social, cultural, environmental, and political benefits.

**Table 5.7** Indicators for sustainable tourism with holistic development

| T o u r i s m<br>benefits | Variables   | Suggested measures   |
|---------------------------|---|--|
| Economic                  | fund raising for community development                          | % of saved money in community<br>(local questionnaire)                                     |
| Environmental             | carrying capacity development                                   | % of natural resources management<br>(local questionnaire)                                 |
| Political                 | community participation negotiations beyond the local area      | % of community needs development<br>(local questionnaire)                                  |
|                           | local residents who take advantages of environmental management | % of establishment of democratization in environmental management<br>(local questionnaire) |

Source: The Responsible Ecological Social Tours Project (1997)

Additionally, “tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life”. (REST, 1997 p.22)

### 5.3 Recommendations

The recommendations for sustainable tourism planning and management at Tambon Cherngtalay LAO are as follows:

5.3.1 Tambon Cherngtalay LAO should empower their local residents to play more active roles in the process of planning and management of LAO development plans to increase the local residents' ability to get a fair share of benefits from the tourism industry in their area and make them to live in their community proudly, healthy and with inspired lives, obtaining knowledge, having a standard of living, and self-respect and also pay respect to others. It's also suggested that LAO should actively support local residents' creativities and be the leader in activities such as fishing game that called Bang Tao Night Fishing Game, which was initial created by local residents who assembled at the "Long-tail boat Club" (Marine Conservation Club).

5.3.2 Tambon Cherngtalay LAO should allocate more budgets for education and vocational training to the youths in the community to receive jobs opportunities available from tourism development in their local community. In addition, CTLAO should emphasize on educational efficiency. For example, capability of lecturer and curriculum, and extra curriculum suitability to tourism activities. In conclusion, CTLAO should concentrate on the educational development towards software development more than hardware development.

5.3.3 Tambon Cherngtalay LAO should collaborate with the hospitality industry to develop the quality of local products such as handicrafts, agriculture and fisheries goods to meet the quality requirement of the industry in order to let local residents gain more value added from their products. Meanwhile, encourage students and local residents to vocationally train for job in the hospitality industry in order to become quality human resources to fulfill the needs of hospitality industry and tourist.

5.3.4 Tambon Cherngtalay LAO should be responsible for the carrying capacity of tourist destinations and accommodations in the area. According to Chaisawat et el, 2003, there is no authority to control carrying capacity in Changwat Phuket. Moreover, from the study in planning and management of CTLAO found that there was no determination of carrying capacity study for tourism destinations in the community.

5.3.5 From the study, Tambon Cherngtalay LAO did not achieve success in planning and management for sustainable tourism development. Therefore, CTLAO should adopt His Majesty the King concept of “Sufficiency Economy” to the LAO development plan in the future because the tenets of sufficiency economy are the same as sustainable development, but it is better to use our own ideology to equalize and strengthen community sustainability.

5.3.6 The weakness of Tambon Cherngtalay LAO is the lowest level of criminal decreasing rate. As well as it leads to social problems. Moreover, it is vital indicator for sustainable tourism development. Hence, CTLAO should stimulate local residents lookout for the situation in community.

#### 5.3.7 Suggestions for further research

1) Sustainable tourism development is concerned with different stakeholders in the developed destinations such as government sector, private tourism business, tourist, host community and adjoining community. However, this study evaluated the planning and management of sustainable tourism development at local community level. Therefore, further research should emphasize on other related tourism stakeholders.

2) From the study of benefit distribution it showed that local residents gained the benefits which were generated from CTLAO development plan at “Average” level. It reflects the Thai culture that local residents do not indicate whatever they do not accept. Hence, further research should empower local residents to respond the questionnaires truthfully.