



**Host Community Participation for Sustainable Tourism Development:
The Case of Municipality of Tambon Karon,
Amphur Muang, Changwat Phuket**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
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ชื่อวิทยานิพนธ์	การมีส่วนร่วมของชุมชนท้องถิ่นต่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน: กรณีศึกษาของตำบลกะรน อำเภอเมือง จังหวัดภูเก็ต
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บทคัดย่อ

วัตถุประสงค์ของการศึกษาครั้งนี้ คือ (1) เพื่อประเมินระดับการมีส่วนร่วมของชุมชนท้องถิ่นในการวางแผนและการจัดการการท่องเที่ยวของเทศบาลตำบลกะรน (2) เพื่อประเมินทัศนคติของชุมชนท้องถิ่นที่มีต่อเทศบาลตำบลกะรน และ (3) เพื่อประเมินผลกระทบของการท่องเที่ยวในมุมมองของชุมชนท้องถิ่น การศึกษาครั้งนี้ได้ดำเนินการทั้งในกระบวนการเชิงปริมาณและเชิงคุณภาพ จำนวนกลุ่มตัวอย่าง คือ 375 ตัวอย่างซึ่งถูกเลือกมาจากประชากรใน 5 หมู่บ้านของเทศบาลตำบลกะรน โปรแกรม SPSS ถูกใช้เพื่อการวิเคราะห์ข้อมูลในรูปของมูลค่าร้อยละ ค่ามัธยฐาน และส่วนเบี่ยงเบนมาตรฐาน การศึกษาเชิงคุณภาพใช้วิธีการสัมภาษณ์เชิงลึกกับผู้บริหารของเทศบาลตำบลกะรน ผู้ให้สัมภาษณ์จะถูกตั้งคำถามเกี่ยวกับกระบวนการ การมีส่วนร่วมระดับท้องถิ่น และปัญหาในการวางแผนและการจัดการการท่องเที่ยว ข้อมูลที่ขุดได้ถูกนำมาประยุกต์ใช้ในการศึกษาครั้งนี้เช่นกัน

ผลการศึกษา มีดังนี้ คือ เทศบาลตำบลกะรนกระตุ้นชุมชนท้องถิ่นให้มีส่วนร่วมในกระบวนการวางแผนและการจัดการการท่องเที่ยวที่ระดับปานกลาง ชุมชนท้องถิ่นมีบทบาทในกระบวนการวางแผนในระดับต่ำและเป็นบทบาทแบบเชิงตั้งรับ (Passive role) รวมทั้งชุมชนท้องถิ่นยังมีส่วนร่วมในระดับต่ำในขั้นตอนการตัดสินใจด้วย ชาวบ้านส่วนใหญ่ไม่ได้รับรู้เกี่ยวกับการจัดสรรงบประมาณสำหรับแผนการพัฒนาท้องถิ่นในแต่ละโครงการมากนัก อย่างไรก็ตาม ชาวบ้านจำนวนหนึ่งซึ่งมีโอกาสที่จะเข้าร่วมการประชุมท้องถิ่นยังสามารถออกเสียงได้ตามสิทธิของตนเองและโดยอิสระ ระดับความพึงพอใจต่อการจัดสรรงบประมาณของโครงการทั้งหมดโดยชุมชนอยู่ในระดับปานกลาง การมีส่วนร่วมของชุมชนท้องถิ่นในปฏิบัติตามโครงการพัฒนาต่าง ๆ อยู่ที่ระดับปานกลาง ชุมชนท้องถิ่นมีความเต็มใจที่จะเข้าร่วมกิจกรรมทางท้องถิ่นซึ่งเกี่ยวข้องการทำงานทางท่องเที่ยวที่ระดับปานกลางเช่นเดียวกับความสามารถในการสื่อสารกับชาวต่างชาติ แต่พวกเขาเต็มใจที่จะต้อนรับนักท่องเที่ยวและมีความพึงพอใจกับประโยชน์ที่จะได้รับจากการท่องเที่ยวในระดับสูง ชาวบ้านได้รับผลกระทบในระดับที่ไม่แตกต่างกันมากนักทั้งในด้านเศรษฐกิจ สังคม วัฒนธรรม และสิ่งแวดล้อม

ผลจากการสัมภาษณ์เชิงลึกกับผู้บริหารเทศบาลตำบลกะรน พบว่าผู้มีส่วนได้ส่วนเสียกับการท่องเที่ยวได้รับการส่งเสริมให้มีส่วนร่วมในกระบวนการวางแผนการท่องเที่ยวของ

ปัญหาหลักในการวางแผนและการจัดการการท่องเที่ยวของเทศบาลตำบลกะรน คือ ชาวบ้านละเลยที่จะมีส่วนร่วมในการพัฒนาการท่องเที่ยว ด้วยทัศนคติที่มองไม่เห็นคุณค่าของทรัพยากรในปัจจุบัน รวมทั้งการขาดแคลนงบประมาณในการดำเนินการด้วย จากการศึกษาการจัดสรรงบประมาณในแผนพัฒนาสามปีพบว่า งบประมาณลงทุนสำหรับการก่อสร้างสาธารณูปโภค มีสัดส่วนมากที่สุดจากงบประมาณประจำปีทั้งหมด

ข้อเสนอแนะจากการศึกษาครั้งนี้ คือ เทศบาลตำบลกะรนต้องให้ความสนใจใส่ใจต่อความเป็นอยู่ที่ดีของชุมชนท้องถิ่นให้มากขึ้น มิใช่จะเน้นการพัฒนาสาธารณูปโภคเพื่อส่งเสริมการท่องเที่ยวเป็นหลัก งบประมาณควรถูกจัดสรรไปในด้านการให้การศึกษาและความรู้กับชุมชนท้องถิ่นให้มากกว่านี้ โดยเฉพาะความรู้เกี่ยวกับผลกระทบด้านลบของการท่องเที่ยวที่มีต่อสังคมและสิ่งแวดล้อมของชุมชนเอง รวมทั้งความรู้เกี่ยวกับบทบาทเชิงรุก (Active role) ในการเข้าไปมีส่วนร่วมในการวางแผนและการจัดการพัฒนาการท่องเที่ยวอย่างยั่งยืนด้วย

คำสำคัญ: ชุมชนท้องถิ่น องค์การบริหารส่วนท้องถิ่น การมีส่วนร่วม การพัฒนาการท่องเที่ยวอย่างยั่งยืน การวางแผนและการจัดการการท่องเที่ยว

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Abstract

The objectives of this study were: (1) to evaluate the participation level of local community in tourism planning and management of Municipality of Tambon Karon (MTK), (2) to assess the attitude towards tourism industry of local community, and (3) to assess the affection of tourism in local community's point of view. The study adopted both quantitative and qualitative method for the study. The sampling sizes of 375 respondents were drawn from the population of 5 villages of MTK. SPSS Program was used for data analysis in terms of percentage, mean, and standard deviation. Qualitative study used structured interview with the municipal administrators from MTK. The municipal administrators were questioned about process, local participation, and problems in tourism planning and management. A secondary data was applied in this study too.

The findings were as follows. The MTK encouraged local community to participate in the process of planning and management at medium level. Local community played the low level in planning process and a passive role. The low level of participation in was also found in making-decision process. Most of villagers did not know much about budget allocation for each local development project. However, some people, who had an opportunity to participate in local public meeting, were able to vote on their own right and with freedom. Final decision made by majority vote. The satisfaction level towards budget allocation of all projects by local community was rated at medium level. Participation of local community in the implementation of development project was rated at an average level.

The willingness of local community to participate in tourism activities and foreign language competencies were rated at medium level. The high levels of satisfactions

rated by local community were in the willingness to welcome tourists and the benefits of tourism to local community. Local people were affected by tourism on economic, socio-cultural, and environmental impacts at indifferent level.

The findings from the structured interview with MTK administrators, it was found that all stakeholders were encouraged to participate in community tourism planning process by the meeting. All stakeholders' suggestions, ideas, and comments were included in the local development plans before the plans were put into action. The "Tripartite Management" and "Participation of Local Community" were the major group working forces to unite all stakeholders in MTK. There were 3 working groups; administrators from municipal council, consulting group promoted by MTK, and Rak Kata Karon Club (consisting of local people, tourism business owners, and local vocational groups). Also monitoring committee was promoted. They should submit annually performance report to municipal council. Finally, MTK should launch annually performance report for public verification.

The major problem in tourism planning and management of MTK was local people ignored to get involvement in the tourism development plans; not up to date of the laws and regulations as well as the insufficiency of budget. The study of the budget allocation in 3 year development plan, it was found that investment capital in terms of construction of infrastructures accounted a major portion of total annual budget.

The recommendations from the study are as follows. MTK should pay more attention to the well being of local community not only to develop the infrastructure for the sake of tourism industry. The budget should be allocated more to educate local community about the negative impacts of tourism on social and environment of the community as well as the active role of local participation in planning and management of sustainable tourism development.

Key words: Local Community, Local Administrative Organization, Participation, Sustainable Tourism Development, tourism planning and management

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CHAPTER 1

INTRODUCTION

1.1 Statement of Problem

Tourism influences much on people's lives in various aspects. Some of those are cross-national economies, increase of needs of leisure and recreation, for example. Demand of tourism increases all times when new technologies are always launched and create movement of travelers more convenient.

Once tourism is developed in any destinations, it creates variety of positive impacts for the destinations, especially positive economic impacts. Tourism creates jobs and wealth for people, who live or work in such tourism destinations. World Travel & Tourism Council and International Hotel & Restaurant Association (2007) have revealed research of WTTC/WEFA that tourism created 11.7% of GDP and nearly 200 million jobs were created in worldwide economy. In addition, it has been forecasted to be 11.7% and 255 million jobs in 2010. Moreover there are other positive impacts; such as multiple effects of income distribution in host community, construction of new tourism infrastructures those facilitate both of tourist and host community, cultural exchange, increasing sense of cultural and environmental preservation, etc. Although tourism is used as a tool to provide benefits to destinations' economy and society, at the same time, it also creates negative impacts. Firstly, we would acknowledge releasing of pollution from tourism. Additionally, host community can be affected by new cultures from tourists, for instance.

Tourism, however, is still welcomed rather than being ignored in most destinations because it could spread out a lot of positive outcomes. Many countries worldwide welcome tourism to their destinations, including Thailand. Therefore many destinations around Thailand have been discovered and developed for tourism purposes. Many potential tourism destinations have been able to create a lot of advantages to the countries as mentioning earlier. Tourism has played important roles on Thailand's economy and society for years. It has been input obviously in Thailand's National Economic and Social Development Plan (NESDP). The 8th National Economic and Social Development Plan (NESDP) has been set a vision of tourism management to achieve a Thai uniqueness of world class destination, both in term of services and environmental

preservation in 2012 (Chaisawat, 2002). A lot of major destinations were the goals at initiative stage such as Bangkok, Chiangmai, Phuket etc.

Changwat Phuket is one of famous tourism destinations of Thailand. It has been admired as a Dream Island by Magazine in German in 1998 (Chaisawat, 2002). This is an example to present Phuket as Thailand's key tourism treasure. Thus Changwat Phuket is expected becoming world class destination in near future (Municipality of Tambon Karon, 2005). It has goal to increase number of tourism by 10%. Thus it will attract more than 5 million tourists at the end of year 2007 and further more after that. Additionally, it will create income around 100,000 million Baht or more.

However tourism can provide both of positive and negative impacts to Phuket Island. Hence achieving above goal (being world class destination) would trade off with growing negative effects as same as what had happened in other tourism destinations. With the reason of such cause and effect, National Tourism Development Plan under the 9th NESDP (2002-2006) has been prepared to develop sustainability of tourism resources (Chaisawat, 2002); in order to balance all positive impacts relating to potential stakeholders, while it is limiting negative impacts. As Changwat Phuket is one of key tourism destinations of Thailand, thus, this concept is applied in its tourism planning and management.

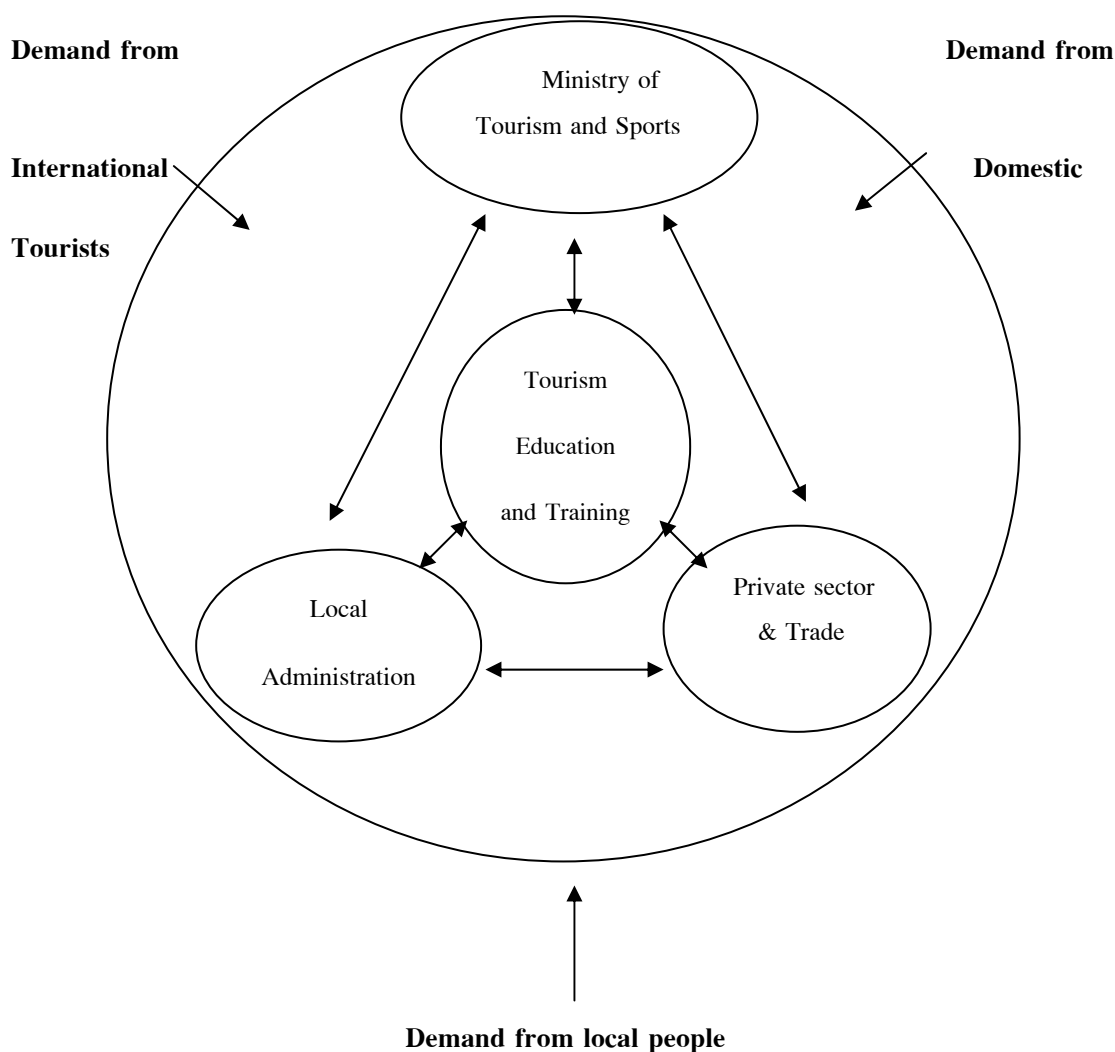
It is challenging for Changwat Phuket to achieve overall tourism goals and create tourism sustainability, while it has many tourism resources to manage. Local resource planning and management finally becomes key term of success and local administration organization should be the key player, as shown in Figure 1-1. Effective planning and management of local administration organization will direct ahead to real and right implementation under national plan and provincial goal.

Due to Constitution of The Kingdom of Thailand (year 1997), local administration, which is representative organization of host communities, must take responsibility on tourism planning and management at local level (see also Appendix A, B, C, D and E). The further goal would be tourism planning and management of each local administration organization should playing important roles and developing tourism sustainability of the whole country. Chaisawat (2006, p. 14) has suggested that a strategy which could add values to tourism product of Thailand was to “empower the local administrative organizations in managing tourism products, such as environmental protection, reducing adverse social impacts, and conservation of the cultural heritage of

people in areas”. In addition, Chaisawat et al. (2006, pp. 14–15) also suggested another aspect to support such empowerment, which was to “...set up a collaboration organization for tourism development, according to national policy to decentralize more economic policy to the regional level and the cluster of provinces. It is important to set up an autonomous coordinating organization to handle all activities relating to strategic tourism management among resource clusters of provinces. Marketing and tourists’ information units should be established in this organization too...”

Figure 1.1: The Strategic Implementation of Planning and Policy for Thai Tourism Product Model

Source: Chaisawat et al., 2006



Due to importance of local administration organization, which is relating to sustainable tourism development, the researcher decides to select Tambon Karon's administration organization, Amphur Muang, Changwat Phuket, to be the representative case of tourism planning and management at local level. Tambon Karon is selected to be the case as it is one of interesting destinations in Changwat Phuket, which is governed by Municipality of Tambon Karon (MTK). It is plenty of beautiful natural resources and popular among tourists and able to provide efficient basic infrastructures, which are public services for both of host community and tourists. However, there are some businesses growing in un-creative way and ineffective waste treatment could affect host community in some ways, for instance. These problems affect host community directly and indirectly. Thus it is necessary for host community to involve tourism planning and management of Tambon Karon as they are people who should understand correctly what kind of tourism advantages are suitable for them and what kind of disadvantages should be avoided; in order to achieve general goal and concept of tourism sustainability. However, some of local people, who are real owner of local tourism resources, would realize this, while some would not and ignore to get involve tourism planning and management for their tourism resources.

At this state, researcher realizes that tourism planning and management process of MTK is a key to bring up participation of host community and to initiate tourism sustainability in Tambon Karon. Therefore researcher would like to study host community participation for sustainable tourism development in Municipality Tambon Karon.

1.2 Related Literature

1.2.1 Sustainable Tourism Development

1.2.1.1 Tourism

Definition of Tourism

There are many definitions of "Tourism" given by authors and organizations. Some of those definitions are referred below.

Mathieson & Wall (as cited in Gunn & Var, 2002, p. 9 and Mason, 2005, p. 5) explained definition of tourism as “...the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs....”

Chadwick (as cited in Gunn & Var, 2002, p. 9) defined tourism in term of “...3 main concepts: the movement of people; a sector of economy or industry; and a broad system of interacting relationships of people, their needs, and services that respond to these needs....”

Chon & Sparrow (2002, p. 37) defined that “...tourism-related travel involves the movement of visitors to a place to enjoy its attractions, special events, hospitality, lodging, food, and entertainment....”

World Tourism Organization (WTO) (as cited in Mason, 2005, p. 5) created definition of tourism as “...the activities of a person traveling outside his or her usual environment for less than a specified period of time whose main purposed of travel is other than for exercise of an activity remunerated from the place visited0....”

Referring to all above definitions, tourism involves **movement of people**, as the visitors, from their usual lives and places temporarily to the **tourism destination** and tourism relates to other **activities and facilities** those support mobilization of visitors’ movement. Furthermore, such movement of visitors and particular activities and facilities also involves some “**impacts**” relating to tourism. Jafari explained that these kinds of impacts were parts of tourism’s definition too as below.

Jafari (as cited in Mason, 2005, p. 5) stated that “...tourism industry is a study of man (sic) away from his usual habitat, of the industry which responds to his needs and the impacts that both he and the industry have for the host socio-cultural, economic and physical environments...”

Destination

WTO (2004, p. 8) explained that “...a local tourism destination is a physical space in which a visitor spends at least one overnight. It also includes tourism products such as support services and attractions, and tourism resources within one day’s return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness. Local destinations

incorporate various stakeholders often including a host community, and can nest and network to form larger destinations....”

The above definition can create the imagination of tourism destination configuration basically that it focuses on “... (1) The **form** that presents how people use the area as tourism destination. (2) The **physical factors** that provides space, perception, and attractiveness for visitors to use the destination. (3) The **management system** in tourism destination. (4) The **stakeholders** that cooperates each other to build up tourism in the destination....”

However, to define destination in deeper detail and to identify how each section in the destination relates each other, we need concept of “Destination Zone”.

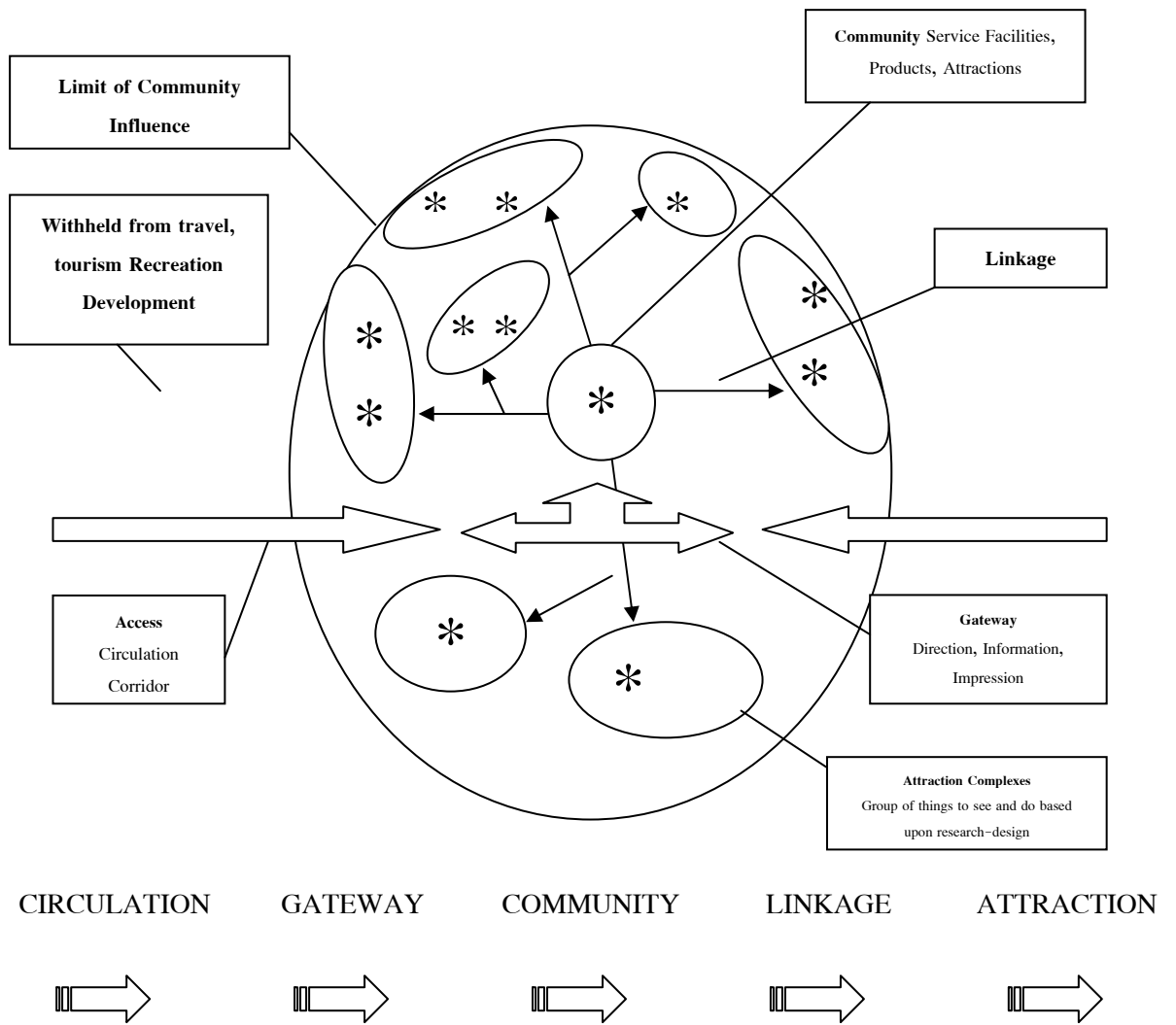
Destination Zone

Concept of Destination Zone has been identified by Gunn (as cited in Gunn & Var, 2002, p. 222) that “...it includes: major access and gateway, community (with its infrastructure services and attractions), attraction complexes, and linkage corridors (between attraction clusters and community). When there element are integrated tourism is most successful. The section illustrates the diversity of supply development typically encountered by traveler....” (See Figure 1.2)

Concept of Destination Zone presents destination as relationship among physical factors of tourism, which are key factors when tourism is developed in any destination as well as abstract factors, which are psychological attractiveness for visitors when they use the destination. This concept is conveyed with the theory of “Tourism System” and “Tourism Functioning System”, which will be referred in next part.

Figure 1.2: Diagram of Concept of Destination Zone

Source: Modified from Gunn & Var (2002, p. 222). *Tourism Planning: basics concepts cases*



Tourism System

Tourism System refers to structure that presents relationship among elements in tourism of each destination (Graduation School of Chiangmai University and The Permanent Undersecretary of a Ministry of Interior of Thailand, 2006). Each element has its own duty and different roles but they favor each other to complete tourism in the destination. Figure 1.3 presents numbers of elements in tourism system and their relationship. Tourism System consists of 3 main objects as following;

1. Tourism Resources: They are products of the destination. A tourism resource, in another word, is attraction, which attracts tourist to travel in the destination. Such attraction can be categorized roughly into 2 types, Natural Tourism Resources and Man-made Tourism Resources (Graduation School of Chiangmai University and The Permanent Undersecretary of a Ministry of Interior of Thailand et al., 2006).

2. Tourism Services: They are services in the destination or activities concerning to tourism in the destination. It is the process to provide convenient to tourists specifically. Important tourism services are transportation, accommodation, food and beverages, entertainment, guide, souvenir etc. (Graduation School of Chiangmai University and The Permanent Undersecretary of a Ministry of Interior of Thailand, et al., 2006).

3. Tourism Marketing and Tourism Market or Tourists: To attract tourist traveling in the destination, tourism marketing takes important role. This part is pushing effort to attract tourist to travel in the destination and consume tourism products and services, by provision of tourism information and news. This makes people know tourism resources, facilities, and tourism products and services etc of the destinations and, finally, become users of those tourism elements (Graduation School of Chiangmai University and The Permanent Undersecretary of a Ministry of Interior of Thailand, et al., 2006).

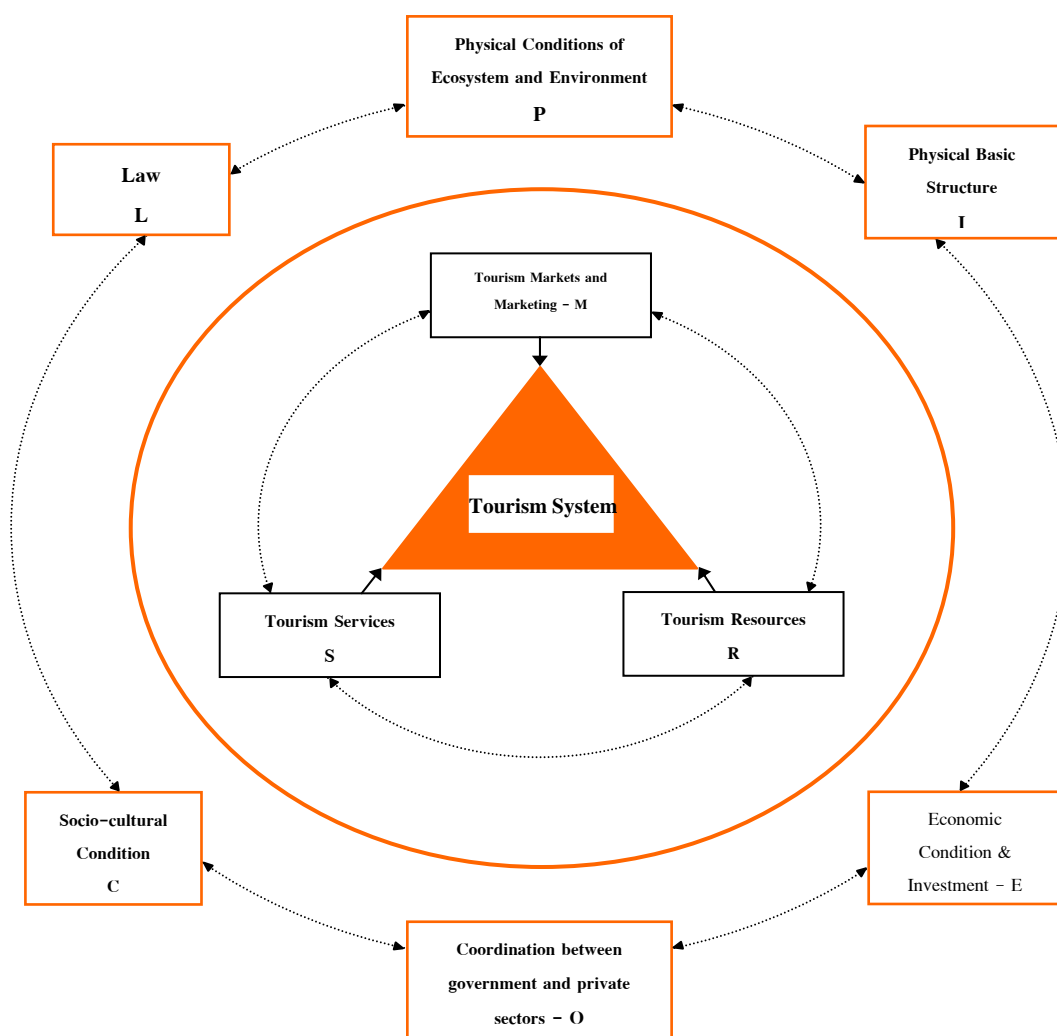
Besides the major elements as mention earlier, other external environment aspects, which would be the obstructions or the supporters of tourism (see Figure 1.3) in some ways (Graduation School of Chiangmai University and The Permanent Undersecretary of a Ministry of Interior of Thailand, et al., 2006) were parts of tourism systems such as

- Physical Condition of Environment and Eco-System
- Basic Structure
- Economy and Investment
- Socio-cultural Conditions

- Government Organizations and Private Sectors
- Law and Regulation
- Etc.

Figure 1.3: Tourism system

Source: Graduation School of Chiangmai University and The Permanent Undersecretary of a Ministry of Interior of Thailand et al. (2006), การบริหารและจัดการการท่องเที่ยว (Tourism Management)



Tourism Functioning System

Tourism Functioning System, defined by Gunn & Var (2002, p. 34), categorizes “tourism resources, tourism services and tourism marketing” as supply and categorize “tourism market or tourists” as demand. All units or all stakeholders in the system relate to each other. Additionally, whole system is surrounded by many external factors, which can affect and shape tourism in the destination (see Figure 1.3 and Figure 1.5).

Thus interrelationship among tourism stakeholders is another key of success of tourism in any destinations by making tourist satisfaction, positive economic impacts, sustainable use of tourism resources, and success of whole community, which were explained by Gunn & Var (2002). This guide obviously that we need inter-relationship in term of supporters for each other, rather than insisters. Nonetheless, balance among the interrelationship would hardly occur. Some stakeholders would play roles of insisters, rather than supporters, which is a result from and they are creating “negative tourism Impacts”.

Figure 1.4: The Tourism Functioning System

Source: Gunn & Var (2002, p. 34), Tourism Planning 4th Edition

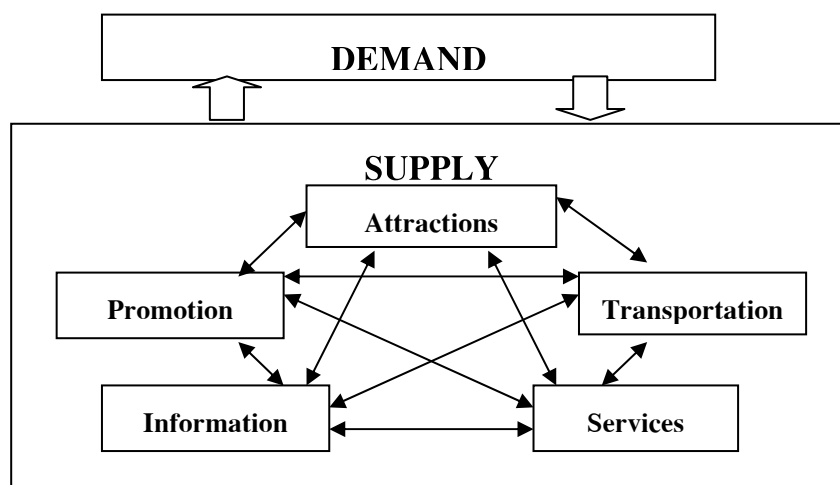
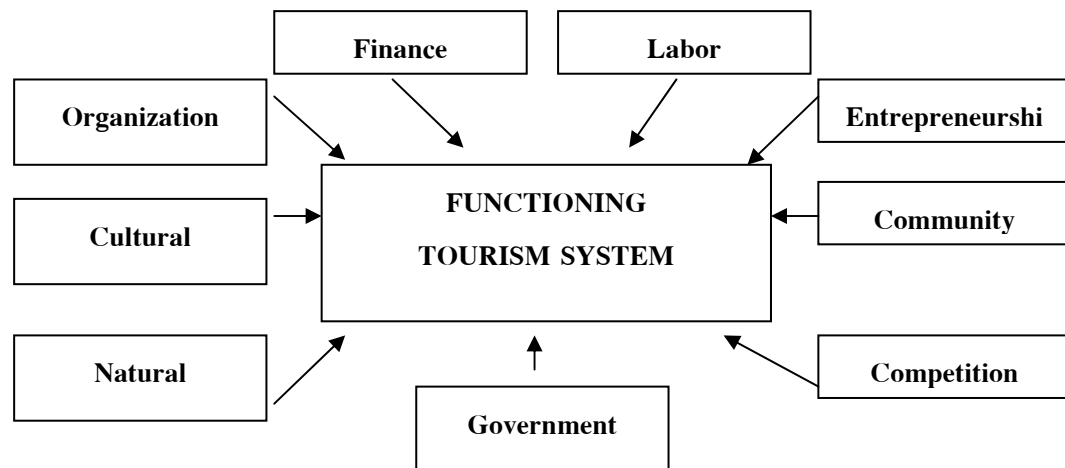


Figure 1.5: External Influences on Tourism System

Source: Gunn & Var (2002, p.59), Tourism Planning 4th Edition



1.2.1.2 Tourism Impacts

Mason (2005) explained that tourism was developed as human activities which were organized in both of natural and built environment. Tourists should counter with many kinds of flora and fauna as well as other natural resources during their trips. At the same time, they were involving and surrounded by economic, social and cultural conditions, which were set up by humans. Thus such tourism could provide positive and negative impacts into three aspects which are;

- Environmental impact
- Economic impact
- Socio-Cultural impact

Environmental Impacts

Negative impacts of tourism development can gradually destroy the environmental resources that it depends on. While tourism also is able to stimulate sense of environmental preservation as well (see Table 1.1).

Table 1.1: Balance sheet of environmental impacts of tourism

Source: Mason (2005, p. 56), *Tourism Impacts, Planning and Management*

Area of Effect	Negative Impacts	Positive Impacts
Biodiversity	<ul style="list-style-type: none"> ● Disruption of breeding/feeding patterns ● Killing of animals for leisure (hunting) or to supply souvenir trade ● Loss of habitats and change in species composition ● Destruction of vegetation 	<ul style="list-style-type: none"> ● Encouragement to conserve animals as attractions ● Establishment of protected or conserved area to meet tourist demand
Erosion & Physical Damage	<ul style="list-style-type: none"> ● Soil erosion ● Damage to site through tramping ● Overloading of key infrastructure (e.g. water supply networks) 	<ul style="list-style-type: none"> ● Tourism revenue to finance ground repair and site restoration ● Improvement to infrastructure prompted by tourist demand
Pollution	<ul style="list-style-type: none"> ● Water pollution through sewage or fuel spillage and rubbish from pleasure boats ● Air pollution (e.g. vehicle emissions) ● Noise pollution (e.g. from vehicles or tourists attractions: bars, discos, etc.) ● Littering 	<ul style="list-style-type: none"> ● Cleaning programmes to protect the attractiveness of location to tourists
Resource Base	<ul style="list-style-type: none"> ● Depletion of ground & surface water ● Diversion of water supply to meet tourist needs (e.g. golf course or pools) ● Depletion of local fuel sources ● Depletion of local building-material sources 	<ul style="list-style-type: none"> ● Development of new/improve sources of supply

Area of Effect	Negative Impacts	Positive Impacts
Visual/ Structural Change	<ul style="list-style-type: none"> ● Land transfers to tourism (e.g. from farming) ● Detrimental visual impact on natural and non-natural landscapes through tourism development ● Introduction of new architectural styles ● Changes in (urban) functions ● Physical expansion of built-up areas 	<ul style="list-style-type: none"> ● New uses for marginal or unproductive lands ● Landscape improvement (e.g. to clear urban dereliction) ● Regeneration and/or modernization of built environment ● Reuse of disused buildings

Economic Impacts

Tourism generates economic benefit to host community and country. It generates income to host community as well as to the country directly and indirectly. Anywhere tourists can arrive; expenditure of tourists is reaching there too. Tourism creates jobs for local labor. Those labors could spend their income in host community. This is a kind of multiple effect of economic benefit from tourism (see Table 1.2). According to statistic of World Tourism Organization, 698 million people traveled to a foreign country in year 2000, spending more US\$ 478 billion. International tourism receipt combined with passenger transport currently total more than US\$ 575 billion and making tourism the world's number one export earner, ahead of automotive products, chemicals, petroleum and food (United Nations Environment Programme (UNEP) (1), 2007). Lickorish (as cited in Mason, 2005, p. 35) also support this positive economic impacts as tourism always provides "...Contribution to foreign exchange earnings, Contribution to government revenues, Generation of employment, and Contribution to regional development...."

However, we would be unable to avoid negative economic impacts of tourism. For example, money spent by tourists, sometime, is leakage. Many tourism business owners are not local people, but they are foreigners, who have a lot of capital to invest in tourism destination. Thus real income of this business would not be generated for host community directly. Moreover, some ingredients, being used for selling to foreign tourist, such as Japanese restaurant selling Japanese cuisine, stimulate importing products from Japan. The purpose is to keep unique of products and services. Those are some of many ways make income leakage.

Table 1.2: Economic Impacts on Host community

Source: Jittangwattana (2005, p. 157), Sustainable Tourism Development

Positive Economic Impacts on Host Community	Negative Economic Impacts on Host Community
1. Tourism quickly changes economic structure of host communities.	1. Tourism causes problem of revenue in off-season
2. Tourism expands tourism business in host communities rapidly.	2. Tourism causes problem of quality of labor in host communities.
3. Tourism creates jobs and employment in host communities.	3. Tourism causes high cost of living in host communities.
4. Tourism generates revenue for host communities.	4. Tourism causes ordering goods from other countries.
5. Tourism creates income distribution to host communities.	5. Tourism causes seizing advantages among stakeholders.
6. Tourism increases revenue per head in host communities.	6. Tourism causes conflict of sharing benefit in host communities.
7. Tourism stimulates production of host communities.	7. Tourism causes cost of host community management.
8. Tourism helps solve problem of balance of payment.	8. Tourism increases land price.

Additionally, other negative impacts also include inflation, opportunity cost, and over-dependence on tourism (Pearce and Mason as cited in Mason, 2005). Mason (2005) explained impacts about inflation that it relates to price increasing of the commodities such as land, real estate, food etc. Increasing of price is a result of increasing of demand from tourists for these commodities. Tourism relates to opportunity cost when tourism influences the destination rather than other activities could be done on such destinations. For example, we lose some forest areas to generate income rather than conserve it for biodiversity. Moreover, when host community found tourism is a major tool for income generators, they will depend on tourism too much. Mason (2005, p. 35) described that “...emphasis on tourism becomes such that there is virtually no other approach to development...” This problem presents itself obviously currently on the days

of economic crisis. Economy of many tourism destinations, such as Phuket etc., declined immediately when economic crisis happens. Number of unemployed population is increasing. This kind of destinations usually earns revenue from tourism mainly, without minor sources of income.

Socio-Cultural impacts

Socio-Cultural impacts are always influenced by interaction between two groups. (Mason, 2005) It is common when we see many pubs, bars, and other type of entertainment businesses in tourism destinations to serve demand of tourists but it could bring new culture and/or new value to the destination. Drug and alcohol consumption is increasing in the area. Moreover, labor from original occupation of host community change to work in tourism sector. Life style of tourist is easy to be absorbed by local people e.g. dressing style or dining culture. Anyway, some behavior of tourists would be unacceptable by host community and would stimulate conflict. Unique culture of host community could be interfered. However, meeting of people from different culture bring cultural exchange and let people to stay under cross cultural society. This leads to transfer and exchange good things too (Gunn & Var, 2002).

As mentioning earlier, balance among the interrelationship of tourism stakeholders would be hardly found, when tourism impacts present themselves in the destination. All tourism stakeholders always expect the highest level of the advantages, especially, if such advantages involve their sections, while tourism commonly is providing advantages and disadvantages. Finally tourism brings up conflicts and un-sustainability. Thus, we should find the way of sustainable tourism, in order to get rid of above problems.

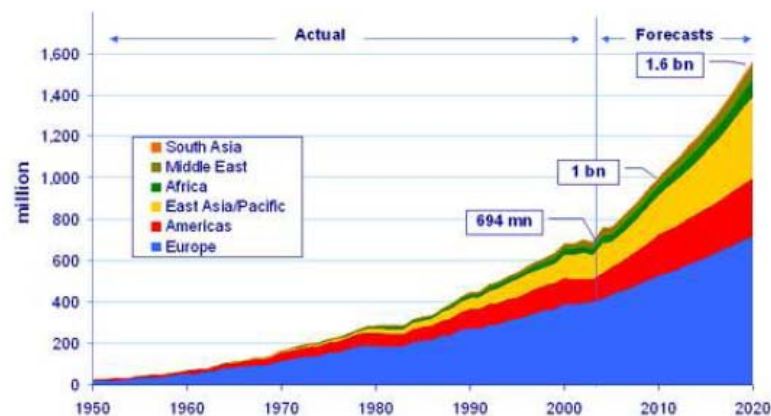
1.2.1.3 Sustainable Tourism

We would see several symptoms of problematic tourism from un-balance among stakeholders' interrelationship, which are tourism impacts. Anyway, discussion of sustainable tourism would be incomplete, if we look-over to discuss about “growth” of tourism.

Growth

Figure 1.6: International Tourism Growth

Source: Martinac, 2007, Sustainable Tourism Planning Sustainable Tourism Planning, Development and Management – Facilities and Destinations



Gunn & Var (2002) indicated that tourism development in the past always had been set to focus on growth (see Figure 1.6). Tourism was expected to be a tool for unlimited growth of economy, employment, income, for instance. Thus we tried hard to increase volumes of tourists. Anyway, when the time passed, we faced the negative effects coming along large volume of tourism. Gunn & Var (2002, p. 77) explained interestingly how “Collective Development of Mass Tourism” created major impacts that “...in order to accrue maximum economic gain, a large collection of facilities and services compound the environmental impacts, especially upon natural resources. Expanded tourism development has often eroded basic resources foundations of vegetation, soils, wildlife, and waters. Equally significant has been negative social impacts of cultural clash and upset of local

traditions and life styles. Other growth issues include stress on transportation systems, urban sprawl, deterioration of place distinctiveness, and stress on local infrastructure....”

Sustainability

It reveals clearly how tourism could affect all parts in the destination when we focus too much on growth. Tourism benefits, which we expected, just come and go shortly. The residues are damages of environmental and socio-cultural resources, which may not be able to serve tourism like the former time. In spite we need tourism to serve us the positive things unlimitedly and continuously. Negative impacts destroy tourism resources in short and long term. From our lesson in the past, all tourism destinations need the way, which decrease those negative impacts. Thus concept of sustainability has been initiated as a solution for tourism nowadays.

Wikipedia (2007) described sustainability as “...an attempt to provide the best outcomes for the human and natural environments both now and into the indefinite future...”

Gunn & Var (2002, p. 81) explained sustainability as “...the concept of fostering development that is least destructive in the long run of the resource upon which it depends....”

Rees (as cited in Gunn & Var, 2002, p. 81) defined sustainability as “...change that does not undermine ecological and social systems and requires new planning and policies in order to implement...”

Refer to above definitions, researcher could summarize sustainability’s main concept that it is the kind of development providing least damage to all types of resources in short and long term. Sustainability, thus, is the way to solve the problems of utilizing limited resource. When this concept is applied, we can satisfy demand at present without dissatisfying demand in the future and minimize damaging to the resource.

To achieve concept of sustainability in any kind of development, good planning and policies is significant. (Rees, as cited in Gunn & Var, 2002) In the other hands, all stakeholders of the resources must push much effort and co-operate each other to bring up sustainability on this development (Stanley, as cited in Gunn & Var,

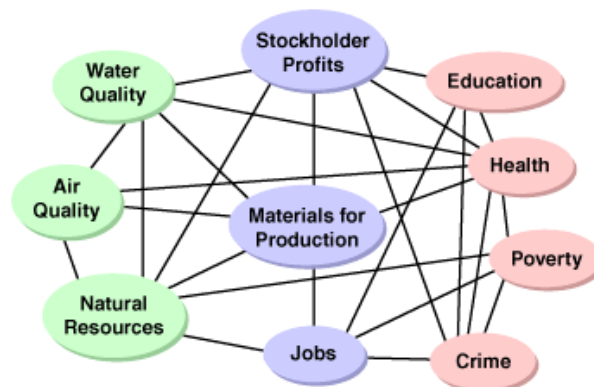
2002). Especially, planner and developer take important roles in making decision and understanding of the ways for using the resources. (Gunn & Var, 2002)

Sustainable Tourism

Negative impacts of tourism could utilize resource in the destination at present without remaining those resources for the future. Such tourism development is not sustainable and cannot provide goodness to any particular parties in long term. Application of sustainability concept is necessary for tourism as “sustainability” has been declared by The Brundtland Commission (as cited in Gunn & Var, 2002, p. 80) as “...goal for all societies, including tourism....”

Figure 1.7: Diagram shows Communities are a web of interactions among the environment, the economy and society.

Source: Sustainable Measure, 2006



An Action Strategy for Sustainable Development” proposed by the Tourism Team Action Strategy Committee of the Globe ’90 conference on sustainable development held in Vancouver, Canada, March 1990 (as cited in Inskip, 1991, p. 461) has referred to Brundtland Report on Our Common Future that “...sustainable tourism development can be thought of as meeting the needs of present tourists and host regions while protecting and enhancing opportunity for the future...” Sustainable Tourism Development has been referred additionally that “...it is leading to management of all resources in such a way that we can fulfill economic, social, and aesthetic needs while maintaining cultural integrity, essential

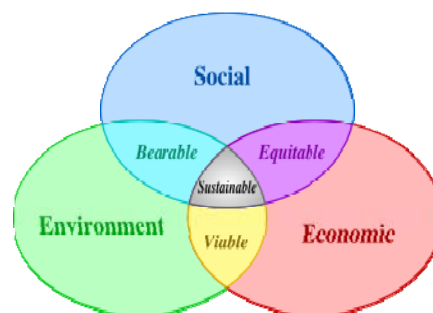
ecological processes, biological diversity and life support system....” This is unavoidable that those entire factors always inter-act each other as shown in Figure in 1.7.

WTO (2004, p. 5) has proposed guideline of sustainable tourism development and management practice to application in all forms of tourism and define that sustainable tourism should “... (1) **Make optimal use of environmental resources** that constitutes a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. (2) **Respect socio-cultural authenticity of host communities**, conserve their build and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. (3) **Ensure viable, long-term economic operations**, providing socio economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation....”

Once sustainable tourism concept is applied in tourism development, it relates to better use of tourism resources and balance among 3 aspects of tourism; economic, environmental, and socio-cultural (Sustainable Measure, 2006) as shown in Figure 1.8. We could decrease negative impact or even prevent negative impact. Such application should be installed in tourism planning and management of the destination. Setting up of tourism goal, objective, strategies and policy, as well as step of implementation when launching program and budget plan for practice, must be formulated under principle of sustainable tourism. If any tourism policy makers fail to do this, tourism planning and management of the destination will not be potential to bring up sustainable development (Sustainable Measure, 2006).

Figure 1.8: Scheme of sustainable development: at the confluence of three preoccupations.

Source: Wikipedia, 2007



1.2.2.1 Tourism Planning and Management

Tourism Planning

Rose (as cited in Gunn & Var, 2002, p. 6) explained that “...planning is a multi-dimensional activity and seeks to be integrative. It embraces social, economic, political, psychological, anthropological, and technological factors. It concerns with the past, present and future...”

William (as cited in Mason, 2005, p. 66) stated that “...planning is an ordered sequence of operations and actions that are designed to realize one single goal or a set of interrelated goals.” William et al. (as cited in Mason, 2005, p. 66) has also suggested that “the aim of modern planning is to seek optimal solutions to perceived problems and that it is designed to increase and, hopefully, maximize development benefits, which will produce predictable outcomes...”

From those two planning’s definitions, we could realize that planning consists of steps or methods or procedures for achieving the goal in future time that has been set up before. Then, if we define Tourism Planning, therefore, we could think of a system that contains many steps or procedures to achieve tourism goal in the future. Tourism goals here are not only making people accomplish moving from one place to another place but also such traveling must impact positively to all sections concerning to tourism.

Matthieson and Wall (as cited in Mason, 2005, p. 70) guided that tourism planning must be boosted up “...to ensure that opportunities are available for tourists to gain enjoyable and satisfying experiences and at the same time to provide a means for improving the way of life for residents and of destination area...”

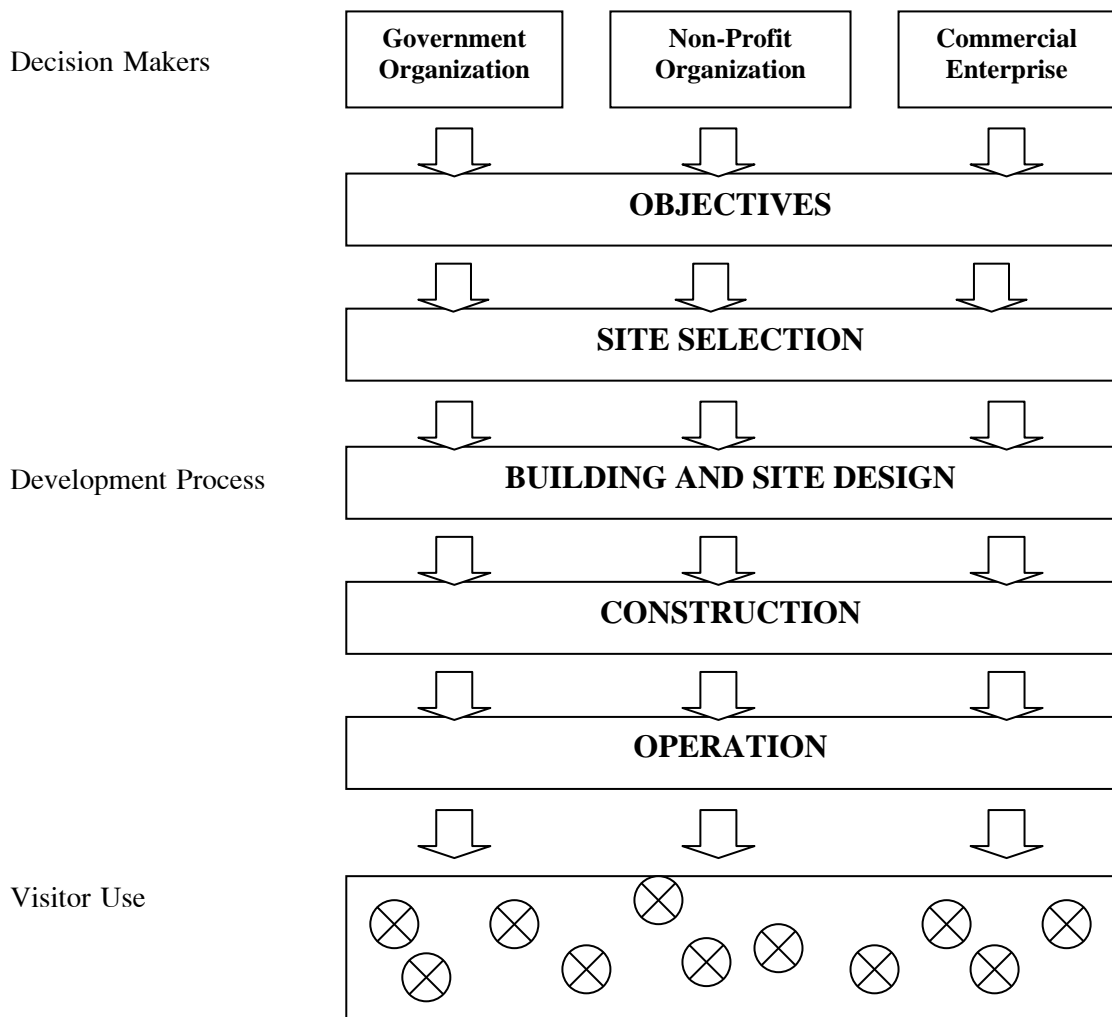
To start planning, goals and objectives must be set up. Gunn & Var (2002) has focus that “...goal is a tool to help provide wide framework of policies and accomplishment of specific objectives, while the objectives are specific, real, and actual activities that can be accomplished within a given time...” Goal and Objective installation is duty of decision makers or tourism developers and it must be done in the first part of tourism planning for tourism development process.

See Figure 1.9, decision maker or tourism developer is the only part that plan and manage and decide how tourism in the destination should be. The tourists or

visitors only come and travel in the destination. Thus the behavior of visitor in using the destination will be affected directly by planning at the first stage.

Figure 1.9: Decision-making and Tourist Used Compare

Source: Gunn & Var (2002, p. 17). Tourism Planning: basics concepts cases



Tourism Management

Gilbert (as cited in Mason, 2005, p. 74) defined Management as “...the goal-oriented process that involves the allocation of resources and the co-ordination of the talents and efforts of a group of people...”

We can find relationship between planning and management as planning is a part of management function which has been explained by Doswell (as cited in Mason, 2005, p. 74) that “...Function of Management consists of planning, organizing, giving direction, providing coordination, and monitoring...”

Mason (2005) mentioned that tourism management concerned with;

- Managing resource for tourism purpose
- Managing the interaction between tourists and physical resources in tourism destination
- Managing the interaction between tourists and resident of tourist destination

Middleton (as cited in Mason, 2005) explained tourism management as gathering of process below;

- Setting up policy goals
- Installing strategies and action program and coordinating with the techniques in order to take controlling tourism supply and visitor demand. This is to achieve policy goals.

Graduation School of Chiangmai University & The Permanent Undersecretary of a Ministry of Interior of Thailand (2000) has defined tourism management that it is goal-oriented action, which is consistent to appropriate concept, theory, and indoctrination, including social and environmental limitation.

From those definitions of tourism planning and management, we found that tourism planning is to define the goals as guideline for planning and implementation or practice in management level. For tourism, goal is set for using tourism resources to satisfy visitor demand through tourism management.

Key Players in Tourism Planning and Management

In the past, we may imagine tourism planner, tourism developer, or decision maker as someone who are government officers from tourism section with some ones who are tourism educators from tourism institution etc. In addition, we already realize that tourism is trading off between getting growth and erosion of resources. Therefore, there should someone who makes decision about this trading off.

For modern tourism planning and tourism development, planner should not be only people who are referred to above. Local stakeholders should be another agent that takes important roles on planning and indicating how the tourism in their destination should be because when tourism is developed in their area, it affects their lives directly. Moreover, they are the unit that is familiar with the destination very well as they are the owner of the area. As a result “Local Participatory Process” has been developed. WTO (2004) has explained that Participatory Process is a process that tries to gain local participation from those who know the destination most intimately and from those who live within or in close proximity to it. Local knowledge can be a key source of unique information on such factors as local use of resources, key traditions, and the values they hold most important regarding the destination. Local residents always often have clear ideas regarding the current situation and strong opinion on what is likely to be acceptable in the future (see also Appendix E).

The potential stakeholders in tourism those WTO (2004) has referred to should be at local destination. Each destination has its own unique groups. Each group has different interest in tourism depending on how tourism affects them. Those groups are;

- Communities
- Public Sector
- Private Sector
- NGOs
- Tourists

1.2.3 Public Participation

Host Community

Burns and Sofield (2007) defined that “...hosts are defined as those who live in the vicinity of the tourist attraction and are either directly or indirectly involved with, and/or affected by, tourism activities...”

Host Community’s Participation in Tourism Planning and Management

From study on tourism impacts, one relevant party that is affected by tourism impact is host community. It is described that there are some effects on host communities of direct and indirect relation with tourists, and of interaction with the tourism industry (UNEP (2), 2007). Jittangwattana (2005) has suggested that once tourism has been developed, host community will be affected or resources of community will be declined. Thus participation of host community in tourism planning and management is important because host community knows very well about local problems and their needs. In addition, Jittangwattana (2005) has also proposed that participation of host community in tourism planning and management is much important as this is one of compositions of sustainable tourism development (as shown in Figure 1.10), which should not be ignored if we need to develop sustainable tourism. The great merit of such participation is encouragement pride, awareness, and sense of preservation for their tourism resources. This helps reaches sustainability finally.

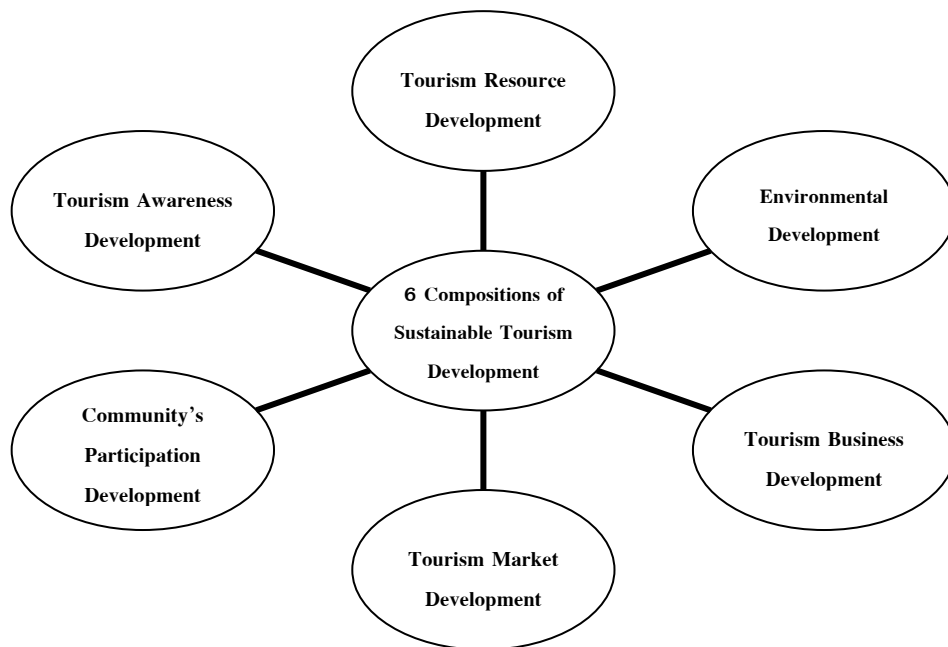
Local public participation proposed by WTO (2004) is that sustainable tourism development requires participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Mason (2005) has explained that host community had many different groups of interests on tourism affairs. That means all local residents are not the same but they are heterogeneous. They have different perspectives and requirement. To balance all needs in local tourism destination is very important. Paying attention to only one interest may dissatisfy other interests. For example, if host community does not need tourism

influence the community but government tries to develop tourism in community without consultation among local groups. Referring to this example, we can see obviously clue of conflict. Finally it will not be sustainable tourism. Mowforth and Munt (as cited in Mason, 2005) have revealed that tourism cannot bring up sustainability as long as it cannot go through local participation process.

Figure 1.10: Compositions of Sustainable Tourism Development

Source: Jittangwattana (2005, p. 22), Sustainable Tourism Development



WTO (2004) revealed the “Key Factors in Obtaining Constructive Local Participation” consisting of:

- Early contact with member of host community, which would include local group, active individual, and those who would affected directly/indirectly by tourism and changes.
- Provision of forums, meetings, discussion opportunities, which provide chances to stakeholders revealing their interests and needs.
- Provision feedback in a clear form, which is to present interests and needs of participants are considered significantly.

- Ongoing involvement of key players throughout the process which is essentially done with openness and transparency.

In Thailand, Constitution of Kingdom of Thailand also encourages public participation (see Appendix G), especially in local development, in order to have local decision-making process on local affairs under framework of constitutions. However, tourism development that conducts local public participation, may not always be achieving sustainability because local participation can be different meaning among different people (Pretty, as cited in Mason, 2005) If there are many points of view, thus there are many forms of local participation too. Pretty has proposed 7 forms of participation as “Pretty’s typology of participation” as shown in Table 1.3.

Pretty (as cited in Mason, 2005) suggested that active role of host community could be only “Interactive Participation” and “Self-Mobilization”. There are many realistic obstructions such as vested interest of any groups. Additionally, previous example is obvious vested interest of the government. Another trouble, local residents may be willing to be passive participation because they are not enhanced knowledge about method of local participation. Some may not know if it exists, for instance.

Table 1.3: Pretty’s Typology of Participation

Source: Pretty (as cited in Mason, 2005, p. 119)

Typology	Characteristic of Each Type
1. Manipulative Participation	Participation is simply a pretence: ‘people’ representatives on official boards, but they are unelected and have no power
2. Passive Participation	People participate by being told what has been decided or has already happened: involves unilateral announcements by project management without any listening to people’s responses: information shared belongs only to external professionals
3. Participation by Consultation	People participate by being consulted or by answering questions: external agents define problems and information-gathering process, and so control analysis: process does not concede any share in decision-making: professionals under no obligation to account for people’s view
4. Participation for Material Incentives	People participate by contributing resources (e.g. labor) in return for food, cash or other material incentive: farmers may provide fields and labor but are not involved in testing or the process of learning: this commonly called participation, yet people have no stake in prolonging technologies or practices when the incentives end

Typology	Characteristic of Each Type
5. Functional Participation	Participation seen by external agencies as a means to achieve project goals, especially reduced costs: people may participate by forming groups to meet project objective: involvement may be interactive and involve shared decision-making, but tends to arise only after major decision have already been made by external agents; to worst, local people may still only be co-opted to serve external goals
6. Interactive Participation	People participate in joint analysis, development of action plans and strengthening of local institutions: participation is seen as a right, not just the means to achieve project goals; the process involves interdisciplinary methodologies that seek multiple perspective and use systematic and structure learning processes. As group take control of local decision and determine how available resources are used, so they have a stake in maintaining structures and practices.
7. Self-Mobilization	People participate by taking initiatives independently of external institutions to change systems: they develop contacts with external institutions for resources and technical advice they need, but retain control over resources use; self-mobilization can spread if government and NGOs provide an enabling framework of support. Self-mobilization may or may not challenge existing distributions of wealth and power.

1.2.4 Local Administration in Thailand (see also Appendix A & B)

1.2.4.1 Tambon and Sub-District's Local Administrative Organization (Or-Bor-Tor)

Local administration is another of governance that the government tries to decentralize to administration of local unit. It is opportunity to increase local involvement in local level with local organization that is responsible for. Such organization has freedom to make decision for some affairs, its own officers, and budget for administration separately from regional administration. However, it is still under central government. (Municipality of Tambon Karon, 2004)

Principle of Local Administration (Municipality of Tambon Karon, 2004) is following;

- It is accredited organization that is a juristic person.
- It has freedom and power to administrate itself.

- It has its own budget and revenue.
- Host community elects all or parts of team of administration.

Objectives of Local Administration (Municipality of Tambon Karon, 2004):

- To increase effectiveness and efficiency in administration.
- To save budget.
- To decrease works and tasks of the government.
- To be as if school for democrat practice for host community.

Importance of Local Administration (Municipality of Tambon Karon, 2004):

- It helps solve local problem because host community should better know about problem than someone, who are not local people.
- Host community involves more in self-administration. This is exercise of national governance.
- It decreases responsibility on budget and manpower.
- If local area is strong and stable, people will be confident in administrator, who will be responsible to people.

1.2.4.2 Ted-Sa-Baan – Municipality

Structure and authority for administration of Municipality consists of 2 major parts, which are:

Municipal Council

Municipal Council has 12 members consisting of 1 Chair of Council and 2 Vice Chair of Council. They are also members of council. Provincial Governor appointed them by resolution of council. Authorities and responsibilities of Council of Municipality are as following (Municipality of Tambon Karon, 2004):

- To prescribe the policies of using public service for local people.
- To consider, determine, and present name list of council's member to Provincial Governor in order to appointing Chair and Vice Chair of Council.
- To approve appointing members of council of municipality to be common committee of council and also to approve appointing ordinary committee to consider undertaking of municipality.
- To consider and enact municipal law in order to declare as law of municipality's area.
- To consider and approve fiscal budget and additional budget.
- To consider and approve Medium-Term Development Plan (5 years) and Annual Development Plan, including improvement of Municipal Development Plan, approval of action out municipality's area toward other persons, and undergoing in form of cooperation.
- To consider development project and other activities.
- To control administration of Team of Administrators by interrogating, arranging debate, and approval of fiscal budget in order to be consistent to needs of local people and to be legally and effectively.
- To determine to fire member of council in case of that member behave in wrong way. This approval must be at two-third of all members.
- To determine annual meeting session of municipality, including starting date of meeting session.

Municipal Executive Board

Municipal Executive Board has 1 Mayor and 2 Vice Mayors. Authorities and responsibilities are as following:

- To control and be responsible to municipal administration being consistent to municipal law and regulations.
- To determine policies of municipal development concept and policies of municipal administration.

- To arrange municipal development plan, both of annual plan and long-term plan.
- To create municipal budget draft and other additional budget drafts to present and to request approval from Council of Municipality.
- To consider and fix administration system to be fit with needs of local people as much as possible and to be much effective.
- To control and take care of overall administration of Municipality in order to achieve goals and objectives those have been set.
- To be responsible to all tasks those are legislated in Governance Law and other Laws by Ministry of Interior.

1.2.4.3 Local Development Plan

Due to Thai's Constitution Year 1997, local administrative organization has more responsibility and authority, depending on decentralization process. The purpose is it does not only provide public services to host community, but also includes improving local people's quality of life and local economy. In addition, this type of organization is opened up to public, especially its host community, participating in its management process and internal audit process. (The Department of Local Administration, n.d.) Thus it is able to manage its own area, while it can satisfy demand of host community closely.

Thai government was assigned to allocate country's budget to local administrative organizations at least 35% of all budget within year 2006. In addition, the local administrative organization should collect local revenue too (The Department of Local Administration, n.d.). In order to use such budget to gain highest advantages, thus, there should be local development plan built up by local administrative organization. Planning became very important point of local development. Other processes like implementing, monitoring, appraising should be following and kept in line of planning too. The Department of Local Administration (n.d.) explained that good administration or management should be without corruption and ready to be audited by public.

The Department of Local Administration (n.d.) identified 2 types of local development plan for local administrative organizations (see Figure 1.11 and 1.12) which are;

1. Strategic Development Plan (Long-Term Plan): this type of plan is economic and social plan of local administrative organization. It identified local strategies and local development guideline. Also it presents vision and missions for development in the future.

2. Three-Year Development Plan (Rotated Plan): this type of plan is economic and social plan of local administrative organization, which should be consistent to strategic development plan. It should be revised annually because it led to annual budget allocation of local administrative organization. Thus it was continual plan.

However, local administrative organization should not plan arbitrarily. All plans should be consistent to higher-hierarchy plans, especially, district's plan, provincial plan. Nonetheless those higher-hierarchy plans should be covered by national social and economic development plan etc.

Figure 1.11: Relationship among different level of plan

Source: The Department of Local Administration et al. (n.d.)

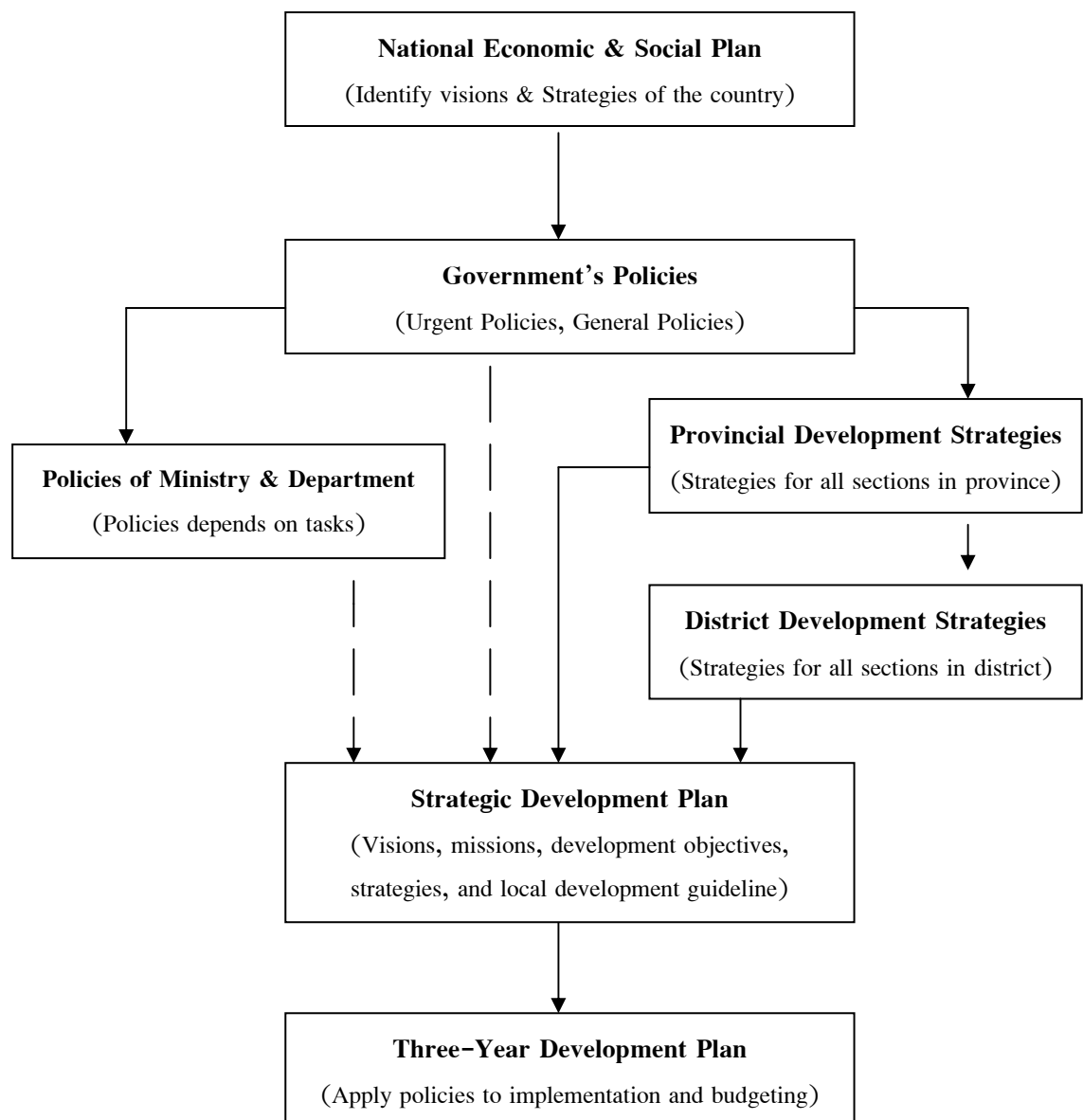
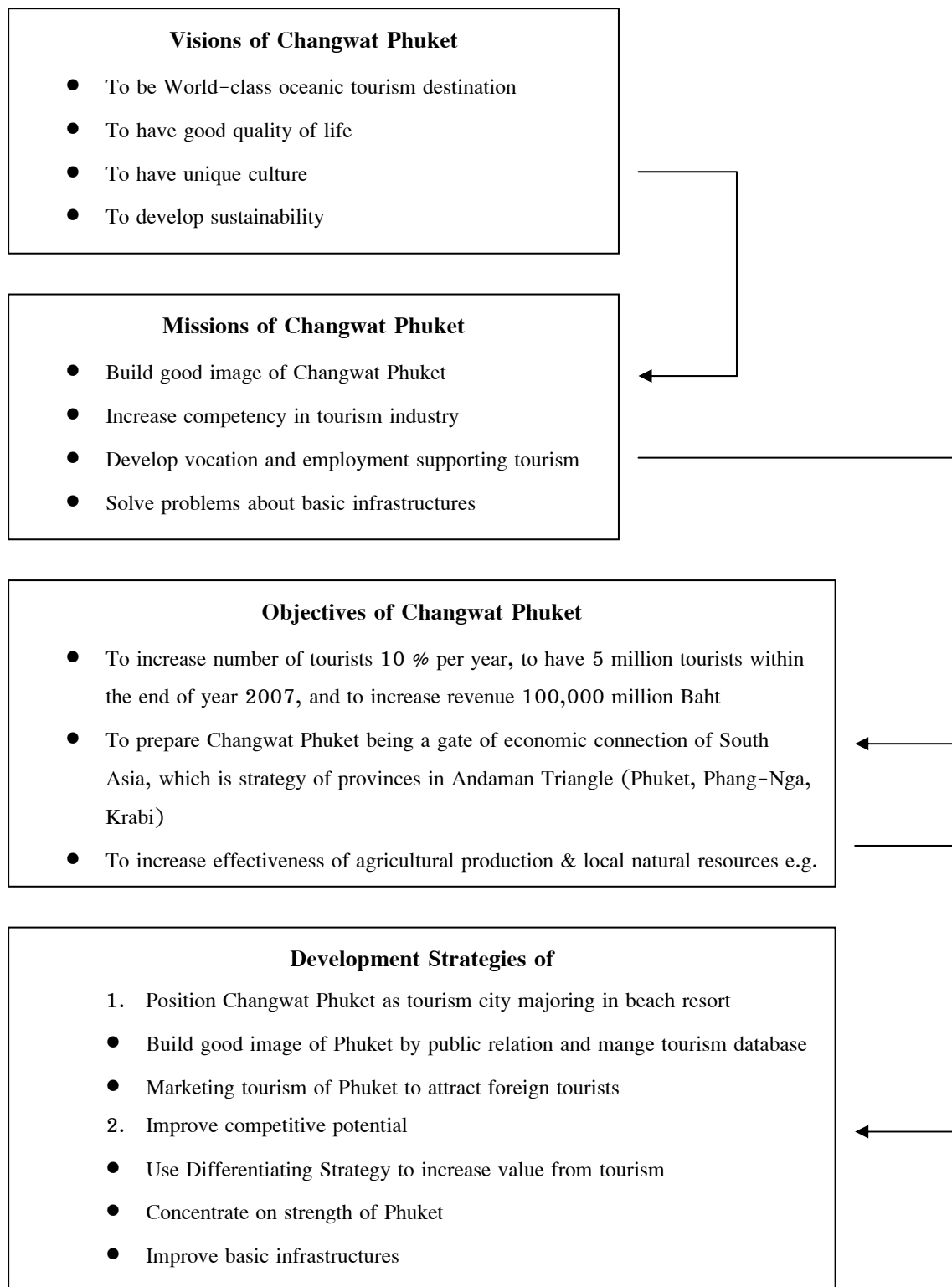


Figure 1.12: Provincial Development Strategies of Changwat Phuket

Source: Three-Year Development (2005–2007) of Municipality of Tambon Karon et al., 2004



1.2.5.1 General Information of Tambon Karon (see also Appendix E & F)

Tambon Karon is located in the southern part of Changwat Phuket. It is far from Phuket Town around 19 km. It covers 20 square km. There are 6,601 people living in Tambon Karon. However there are 6,010 people (Record at 14 June 2006) living in are of Municipality of Tambon Karon. It has 5 villages, which are Moo1Baan Karon, Moo2 Baan Kata, Moo 3 Baan Bangla, Moo 4 Baan Kokchang, and Moo 5 Baan Kok Tanod-Kata Noi.

Most of people are Buddhist and work in agriculture (rubber plantation, coconut plantation etc.) and tourism and service businesses. Number of population in each village of Municipality is presented in Table 1.4:

Table 1.4: Number of Population of Tambon Karon, Surveyed at 14 June 2006

Source: Municipality of Tambon Karon, Phuket

Villages	Male	Female	Population Number
Moo 1 Baan Karon	827	925	1,752
Moo 2 Baan Kata	495	483	978
Moo 3 Baan Bangla	818	907	1725
Moo 4 Baan Kok Chang	610	596	1,206
Moo 5 Baan Kok Tanhoad-Kata Noi	455	485	940
Total	3,205	3,396	6,601

There are many tourists attraction in Tambon Karon. Most of them are beautiful natural resources. There is also construction and decoration in the area of those attractions such as sculpture, pavilion for relaxation etc. Those attractions are Karon Beach, Kata Beach, Karon Noi Beach, Kata Noi Beach, Nui Beach, Mai Ngao Beach, Karon Viewpoint (Khao Saam Haad), and Nongharn Park. Therefore it attracts many tourists traveling in Tambon Karon, especially in beach area. This is compatible to

existence of many hotels, travel agencies, entertainment businesses, restaurant and other service businesses around and in Tambon Karon (Municipality of Tambon Karon, 2006).

All households in Tambon Karon are facilitated by electricity, water work, and transportation system by government. There are 3 natural water sources and 2 man-made well. Wastewater has been treated 5,000 M³ out of 7,000 M³. 30 Ton of garbage has been got rid of by bury-and-cover method (Municipality of Tambon Karon, 2004).

1.2.5.2 Major problems

Municipality has led fundamental analyze about problem and needs of local people depending on concept of development as mentioning earlier as following (Municipality of Tambon Karon, 2004);

1. **Water is still shortage** especially during March-May every year. This problem tends to be more crucial in the future. The short-term solution is just to distribute water from Municipality's well. However in long term, municipality must find more water sources.

2. **Flooding in rainy season** is the next problem. This is result of geographic of this area. It is plain area that is next to hill and mountain. In rainy season, water from mountain will be pouring quickly to the plain and it cannot be drained on time. This is also a result of drainage system, which has been not standardized and taken care of very well.

3. This area **need standardized health care center** as it is tourism area. It must serve a big number of Thai and foreign tourists. Anyway, at present, there is only one health care center to serve both of tourists and local people. Also tool and equipment is obsolete. When there were patients admitting, sometime, they were taken to Hospital in Phuket Town. Thus it takes more time to get medical method.

4. **Child Center cannot effectively support needs of local people**, which is higher every year. Present child center is located in Temple at Kata area. It is difficult to expand to serve the needs.

5. **Wastewater treatment cannot service all area** of municipality that serve so various hotels, restaurants, commercial building. Although there has been construction of the first phase of treatment system but it still cannot treat all wastewater. There is much of wastewater still released to the sea.

6. The office of Municipality has to be renovated, as Karon has been accredited to be Municipality of Karon Sub-District, from the former position, which was Sanitation Area of Karon Sub-District. From this, municipality has more authority, responsibility and tasks. Therefore, it needs more human resources to be responsible of all works. Renovation of office, thus, becomes important part to support this affair.

7. At present vocational competition is so crucial in Tambon. Thus there must reserved occupations, which are for Thai lab labors only. In addition, vocational training must be going together with the competition in order to increase potential of local labors.

1.2.5.3 Goals, Objectives, Missions, Policies

Tambon Karon is governed by Municipality of Tambon Karon (MTK). Goals, Missions and Objectives of MTK (Municipality of Tambon Karon, 2004) are as following;

Goals:

- Sufficient infrastructure
- Good administration
- Good quality of life
- Stability of vocation
- Local cultural and traditional awareness
- Cultural and tradition preservation and
- Environmental natural resources preservation.

Mission:

- To improve and develop all infrastructure and public utilities
- To encourage local vocation
- To encourage Education and recreation
- To promote local culture and tradition

- To encourage personal health treatment
- To improve effectiveness of local politic and administration system
- To enhance safety of people's lives and belongings

Objectives of Local Development:

- To have smooth traffic and enough infrastructure
- To have unpolluted environment
- Local people have jobs and enough income
- People are supported more literate and education
- Local culture and tradition are preserved
- Local people have good quality of life
- Effectiveness of municipal administration system are enhanced
- People's lives and belongings are safe

Strategies and Development Concept:

- 1) Public Utility and Communication Development
 - a) To construct and maintain streets, bridges, pathways, and drainage.
 - b) To improve traffic system.
 - c) To construct and improve public utility
- 2) Environment Development
 - a) To create awareness and realization of natural resource management and environmental management.
 - b) To create wastewater treatment system.
 - c) To create treatment and getting rid of garbage system.
- 3) Education, Culture, and Recreation Development
 - a) To improve local education and quality of human resources.
 - b) To encourage youth and other people participating sport event and recreation
 - c) To promote traditional and cultural reservation

- 4) Public Health Development
 - a) To develop health system by focusing on controlling, prevention and enhancing knowledge.
 - b) To improve the place for public health affairs.
 - c) To develop database of public health affairs.
- 5) Governance and Administrative Development
 - a) To improve and develop tool and equipment, including workplace.
 - b) To improve and develop human resources.
 - c) To promote and educate local people about municipal affairs.
 - d) To develop rescue work and disaster prevention system.
 - e) To improve and develop revenue.
- 6) Economic Development
 - a) To develop and increase employment rate.

Policies for management and development

Administration Team has assigned policies for management and development of Municipality of Karon Sub-District by holding on democratic government system, including act of municipality that is used to settle roles, duties, and tasks of municipality. Such policies have been called (in Thai) “Nayobaiy Kaow Sor” (9 Ss), which focus on 9 points and are framed by strategies those have been mentioned earlier.

- 1) SA-ARD (Cleanliness) :
 - To make all area of municipality clean.
 - To create honest management system that can be checked.
- 2) SA-NGOB (Peace):
 - To create security for people’s lives and belonging.
 - To create peaceful city in the area of municipality
- 3) SA-DUAK (Convenient):
 - To settle high quality public health system to support growth of local communities in the future.

- To improve effectiveness of municipal service to be faster and provide service's appreciation.

4) SA-BAIY (Comfort):

- To create jobs that is able to support good living of households.
- To create more green areas, public parks, health parks, and sport areas for local people and tourists.

5) SUAY-NGAAM (Beauty):

- To improve landscape in public area, resident area, and business area.
- To focus on beauty of every project of construction in area municipality.
- To watch, preserve, treat, and recover natural resources and environment.

6) SA-SANG (Clear up):

- To follow up and rush delayed and undone projects.
- To improve, fix weakness of administration in order to be more effective.

7) SAANG-SAN (Creativeness):

- To Survey and design basic infrastructure to provide convenience and to reach standard in order to support sustainable growth of city in the future.
- To build up city plan under concept of "Garden Village" in order to be cozy for local people and tourists.

8) SONG-SERM (Encouraging):

- To encourage local participation on expressing opinion, and support working of municipality as well as participating in administration and management in order to be consistent to local needs.
- To encourage public health treatment in order to standardize public health system by focusing on prevention and encouraging people taking care of personal health as major.
- To rise up role of local communities, vocational groups, and various enterprises in boosting up awareness of whole host community in order to bring community to sustainable tourism development.
- To encourage children, youth, and people improving health treatment by exercising regularly and to arrange sport and recreational areas as well as enough appropriate sport equipment.

- To promote and develop revenue for local people by arranging vocational training to enhance vocational skills and knowledge.

9) SUEB-SAAN (Inheriting):

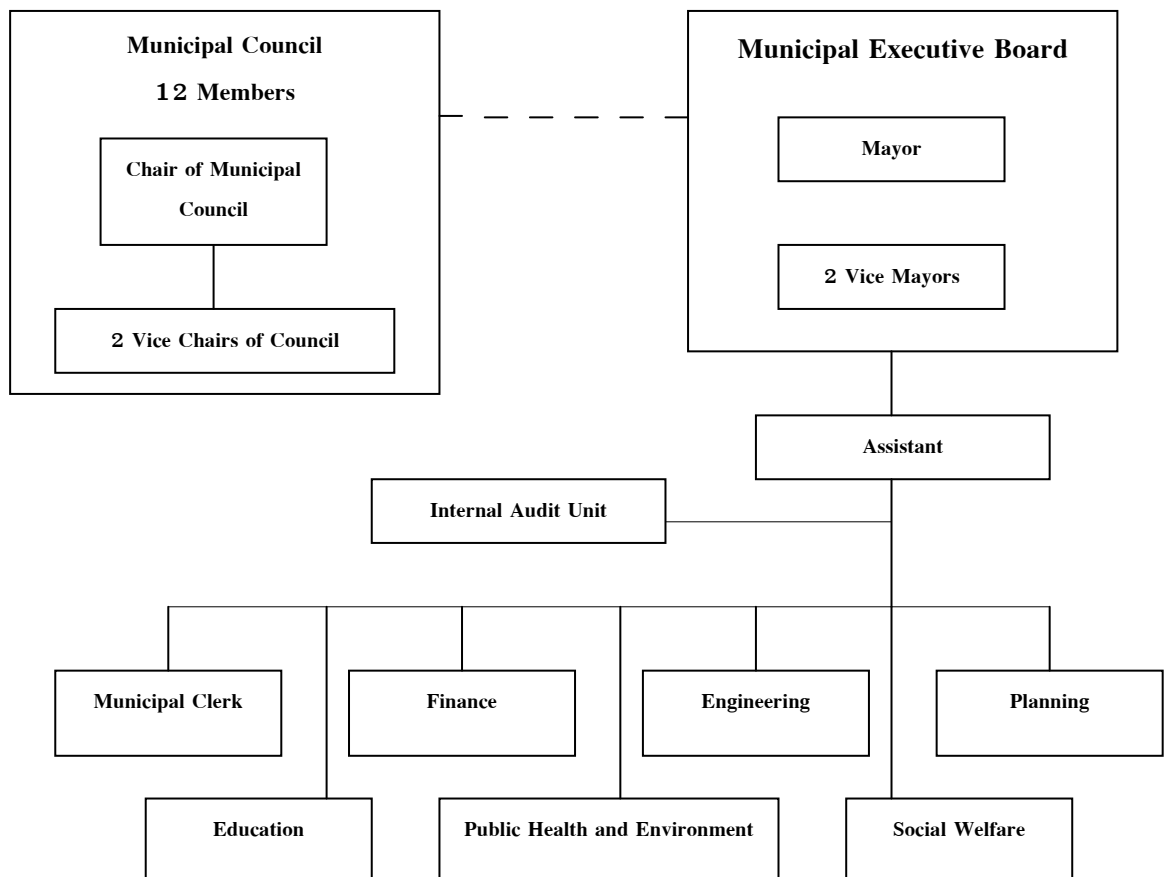
- To preserve and recover local tradition and culture to inherit goodness of the former time, including boosting up congruity and favoring in community.
- To encourage people to inherit religious, local wisdom.

1.2.5.4 Government Structure

Municipality of Tambon Karon (MTK) has been accredited to be Municipality since 25 May 1999 until now. Structure of MTK is as following.

Figure 1.13: Organization of Municipality of Tambon Karon

Source: Three-Year Development (2005-2007), Municipality of Tambon Karon, 2004



1.2.5.5 SWOT Analysis

Municipality of Tambon Karon has also conducted SWOT Analysis as following:

Table 1.5: SWOT Analysis of Tambon Karon

Source: Report of Strategic Planning of Municipality of Tambon Karon, 2004

SWOT	Contents
Strengths	<ol style="list-style-type: none"> 1. It has beautiful natural and environmental resources 2. The area is not too large for qualitative administration 3. Most of people get opportunities to generate incomes and support host community 4. Various sectors of community cooperate in creative way very well. There is no crucial conflict. 5. Local income has been generated more. 6. All sectors in community have participated in arrangement of public services. As a result, it creates unity of community.
Weaknesses	<ol style="list-style-type: none"> 1. There is limited small area of plain. Most of area is mountain and hill. This may lead to problem of community's expansion in the future. 2. It lacks of water supply. 3. The sea is dangerous in monsoon period. 4. Most of area is quite slope that is risk to crucial erosion. 5. Growth of some businesses has not been in un-creative way. 6. There are 2 administration systems in the same area, which are municipality and local administration. This, sometimes, creates inconsistency-working concept that may affect in long term.
Opportunities	<ol style="list-style-type: none"> 1. It has world-class reputation on tourism industry. 2. There is much support, encouragement and promotion from government.
Threats	<ol style="list-style-type: none"> 1. It is also affected by economic downturn. 2. It is affected terrorism situation, international conflicts, and infective diseases such as SARS. 3. Some regulations are still obsolete to current situation.

1.3 Objectives of Research

- 1.3.1 To evaluate the participation level of host community in tourism planning and management of Tambon Karon.
- 1.3.2 To assess attitude of local people toward tourism development in Municipality of Tambon Karon.
- 1.3.3 To propose the guideline for encouragement of local participation in tourism planning and management of Municipality of Tambon Karon.

1.4 Significance of Study

- 1.4.1 Guideline developed by researcher is expected to be able to improve and apply in tourism planning and management at local level, which is led by local administration organization.
- 1.4.2 Researcher expects this research being able to present merit of host community participation in tourism planning and management. Finally, it may help encourage and create high involvement of host community in tourism planning and management.
- 1.4.3 Researcher expects this research would be information for other particular tourism researches and tourism education and support continuous study on this field.

1.5 Limitation of the Study

- 1.5.1 Normally there are many stakeholders concerning in each tourism destination such as tourists, tourism business owners, and other government organizations etc. However, this study was conducted on only 2 groups of stakeholders, which are villagers and municipal administrators of Municipality of Tambon Karon.
- 1.5.2 Time course of study was conducted from May–October 2006.
- 1.5.3 Statistics used in this study was descriptive statistics (percentage, mean, and standard deviation) only.

1.6 Definition of Key Term

- 1.6.1 Tambon means sub-district.
- 1.6.2 Moo means sub-area in sub-district or village.
- 1.6.3 Amphur means district.
- 1.6.4 Changwat means province.
- 1.6.5 Host Community means Tambon Karon, Amphur Muang, Changwat Phuket.
- 1.6.6 Local Administrative Organization means Municipality of Tambon Karon.
- 1.6.7 Participation means involvement in tourism planning and management process.
- 1.6.8 Sustainable Tourism Development means better use of tourism resources and balance among 3 aspects of tourism; economic, environmental, and socio-cultural.
- 1.6.9 Tourism planning and management means setting up tourism goals as guideline for planning and implementation or practice in management level and using tourism resources to satisfy visitor demand through tourism management.
- 1.6.10 Participation means being a part in tourism planning and management process, which are planning, making decision, implementation in tourism activities, taking advantages and disadvantages of tourism.

1.7 Conceptual Framework

After reviewing of related literature, researcher found that sustainability development is the key of tourism in all tourism destinations as tourism provided both negative and positive impacts to various tourism stakeholders. However, the key stakeholder, who is mostly and directly affected by negative impacts of tourism, is host community. At the same time, host community should gain most of advantages of tourism, rather than other stakeholders. To achieve this, tourism planning and management take important role.

Although, it raises the question that who is the best part to mobilize tourism planning and management, the host community should still be the most important key

player in tourism planning and management; even we could not refuse that all tourism stakeholders should be a part of tourism planning and management in one way or another. This is depending on the reason above that “host community is mostly and directly affected by negative impacts of tourism”. As a result, host community knows very well what they do need and do not need for their tourism. Thus researcher could summarize that host community’s participation in tourism planning and management would be assumed existence of sustainable tourism in tourism destinations.

Framework of this study

- To study role of host community (villagers) in local development’s planning and management as if it is tourism planning and management because performance of local development is expected to serve and facilitate both host community as well as tourism industry in MTK.
- To study attitude of host community toward tourism as well as to study tourism impacts in prospect of host community.
- To study role of MTK in pushing effort to stimulate host community to participate in tourism planning and management.
- To study budget planning and budget allocation of MTK as it is able to reflect as effort of MTK’s provision in sustainability development for tourism.

CHAPTER 2

METHODOLOGY

2.1 Population, Sampling group and Sampling method

2.1.1 Population

There are 6,010 people living in Municipality of Tambon Karon in 5 villages;

1. Karon
2. Kata
3. Bangla
4. Kok Chang
5. Kok Tanhoad–Kata Noi

2.1.2 Sampling Groups

2.1.2.1 Sampling Group of Villagers in Municipality of Tambon Karon

Calculation of sample size use Yamane's Method as below.

$$n = \frac{N}{1 + Ne^2}$$

n = Sample size

e = Confidence interval at 95% therefore, e = 0.05

N = Population

Number of population of Tambon Karon is 6,010

$$n = 6,010 / (1 + (6,010 * 0.05^2))$$

$$n = 6,010 / (1 + 15.025)$$

$$n = 6,010 / 16.025$$

$$n = 375$$

Tambon Karon has 5 villages. Each community has different number of population, thus sub-sample size that will be allocated from 375 issues to each community is different and depending on size of population in each community as shown in Table 2.1.

Table 2.1: Number of Questionnaires for each village

Source: Municipality of Tambon Karon

Villages	Percentage to All Population	Number of Questionnaires
Moo 1: Baan Karon	26.54 %	100
Moo 2: Baan Kata	14.81 %	56
Moo 3: Baan Bangla	26.13 %	98
Moo 4: Baan Kok Chang	18.26 %	68
Moo 5: Baan Kok Tanhoad-Kata Noi	14.24%	53
Total	100 %	375

2.1.2.2 Sampling Group of Municipal Administrators of Municipality of Tambon Karon

Calculation of sample size use Yamane's Method. There are 12 municipal administrators of Municipality of Tambon Karon.

$$n = \frac{N}{1+Ne^2}$$

n = Sample size

e = Confidence interval at 95% therefore, e = 0.05

N = Population

$$n = 12 / (1 + (12 * 0.05^2))$$

$$n = 12 / (1 + 0.03) = 11.65$$

$$n = 12$$

2.1.3 Sampling method

Samples will be selected by “Snowball Sampling Method” for sampling group of villagers as all of them are residents of Tambon Karon and they could tell researcher who could be next respondent. All municipal administrators should be interviewees.

2.2 Type of Research

Researcher separated the study into 2 parts depending on objectives of research as following;

2.2.1 Researcher conducted “Quantitative Research” in order to evaluate the participation level of host community in tourism planning and management of Tambon Karon.

2.2.2 Researcher conducted “Qualitative Research” in order to assess planning and management of tourism development by Municipality of Tambon Karon.

2.3 Research Instrument

2.3.1 Questionnaires (see also Appendix H)

To study and collect primary data about host community’s participation in tourism planning and management as well as attitude toward tourism in Municipality of Tambon Karon, suggestion in “Baseline Issues and Baselines Indicator” by WTO (2004) is to launch questionnaires.

Table 2.2: Diagram of Concept of Destination Zone**Source:** WTO (2004), Indicator of Sustainable Development for Tourism Destination

Baseline Issue	Suggested Baseline Indicator(s)
LOCAL SATISFACTION WITH TOURISM	▶ Local satisfaction level with tourism (Questionnaire)
EFFECTS OF TOURISM ON COMMUNITIES	▶ % who believes that tourism has helped bring new services or infrastructure. (questionnaire-based)

Before launching questionnaires to local people, researcher will provide information about the projects and budget allocation as those project's advantages/disadvantages affected them directly. The questionnaires are separated into 3 sections

2.3.1.1 Part 1 General information of respondents

Researcher used "Check List" to survey general information of respondents as below;

- Genders
- Ages
- Education Levels
- Occupations
- Length of Living in Municipality of Tambon Karon
- Villages

Table 2.3: Variables of General information of Respondents

Variables	Sub-Variables
Genders	<ul style="list-style-type: none"> ● Female ● Male
Ages	<ul style="list-style-type: none"> ● Less than 20 years ● 21-30 Years ● 31-40 Years ● 41-50 Years ● 51-60 Years ● 61-70 Years ● 71-80 Years ● More than 80 years
Education Levels	<ul style="list-style-type: none"> ● Primary School ● Secondary School ● Bachelor Degree ● Master Degree or Higher ● Others
Occupations	<ul style="list-style-type: none"> ● Agriculturist/Farmer ● Government Service ● Employees in Hotel & Tourism business ● Business Owner ● Others
Length of Living in Municipality of Tambon Karon	<ul style="list-style-type: none"> ● Less than 1 Year ● 1-3 Years ● 3-5 Years ● 5-7 Years ● 7-10 Years ● More than 10 Years

Variables	Sub-Variables
Villages	<ul style="list-style-type: none"> ● Moo 1: Baan Karon ● Moo 2: Baan Kata ● Moo 3: Baan Bangla ● Moo 4: Baan Kok Chang ● Moo 5: Baan Kok Tanhoad-Kata Noi

2.3.1.2 Part 2 Participation in tourism planning & management

Researcher used “Rating Scale” to survey general information of respondents as following;

Participation in planning process

- Frequency of local meeting which involved tourism planning and Development
- Frequency of formal informing and invitation to the meeting
- Frequency that villagers pursued others to participate the meeting
- Level of eagerness of villagers to participate the meeting
- Quantity of villagers participated the meeting
- Level of eagerness of meeting’s chair to stimulate villagers to express opinion or discuss during meeting session
- Level of eagerness of villagers to express opinion or discuss during meeting session
- Level of willingness to open up or to listen to comments, ideas, suggestion from villagers

Participation in decision-making process

- Quantity of Comments, Ideas, Suggestion from villagers before decision making process
- Level of significant of such comments, ideas, suggestion to decision-making process
- Level of local participation in budget allocation for Infrastructure Development
- Level of participation in budget allocation for Environmental Development
- Level of local participation in budget allocation for Educational, Cultural, and Recreational Development
- Level of local participation in budget allocation for Public Health Development
- Level of local participation in budget allocation for Economic Development
- Level of local participation in budget allocation for Political and Administrative Development
- Voting in decision-making process was democracy
- Villagers had freedom to discuss, to make decision, to vote
- Level of satisfaction to budget allocation
- Level of satisfaction to their roles for tourism planning

Participation in planning implementation

- Frequency of activities which support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.)
- Level of local participation for the activities
- Frequency that villagers pursued others to participate the activities
- Frequency of giving suggestions, comments about tourism infrastructure to local administration Organization
- Level of competency of villagers to communicate with foreign tourists
- Level of hospitality of villagers toward tourists
- Level of competency of villagers to provide tourist the information about their tourism resources.
- Increasing of number of tourist wanted by villagers

Participation in sharing advantages and disadvantages from tourism

- Level of overall advantages from tourism development for Tambon Karon
- Level of direct benefit villagers received from tourism development in Tambon Karon

Economic Advantages and Disadvantages

- Level of income villagers earned from tourism development in Tambon Karon
- Quantity of villagers employed by Tourism business in Tambon Karon
- Quantity of villagers owned tourism business in Tambon Karon
- Quantity of income respondents earned from tourism business
- Quantity of vocational training arranged by Local Administration Organization
- Increasing of good price after tourism was developed in Tambon Karon
- Increasing of tourism infrastructure after tourism was developed in Tambon Karon

Socio-Cultural Advantages and Disadvantages

- Level of change of life style after tourism was developed in Tambon Karon
- Increasing of crime after tourism was developed in Tambon Karon
- Increasing of cultural conservation after tourism was developed in Tambon Karon
- Level of affection from nightlife entertainment such as pub bar etc. toward local culture

Environmental Advantages and Disadvantages

- Increasing of tidiness in community after tourism was developed in Tambon Karon
- Increasing of garbage and waste water in community after tourism was developed in Tambon Karon
- Increasing of traffic jam after tourism was developed in Tambon Karon
- Increasing of water shortage after tourism was developed in Tambon Karon

2.3.1.3 Part 3 Additional Opinion and suggestion in form of Open-End Questions

- In your Opinion, what can help improve tourism in Municipality of Tambon Karon
- Which kind of tourist will be most welcome for Municipality of Tambon Karon
- Other Suggestions and Recommendation

2.3.2 Structured Interview (see also Appendix I)

For this sections, researcher studied from secondary data e.g. documents and local development plan of Municipality of Tambon Karon, including reports about planning implementation. There are 8 questions to searching information from the municipal administrators. The questions are following.

1. What is planning process of the Municipality for tourism management of Tambon Karon to achieve objectives those have been set?
2. The Issues which were indicated in Strategies and Planning for local development (including tourism development) were from:
 - Meeting of Municipal council and municipal administrators
 - Electioneering
 - Suggestion and Recommendation from villagers during local meeting
 - Suggestion and Recommendation from informal conversation between administrators and villagers
 - Conversation in local coffee klatch
 - Government's Policies
 - Web-Board's Interrogatory in website of Municipality
 - Others (please identify)
3. What is management process of the Municipality for tourism management of Tambon Karon to achieve objectives those have been set?
4. How does host community participate in tourism planning and management in order to achieve such objectives?
5. What are the methods used in controlling monitoring and appraising performances of implementation of planning?

6. What are the key obstructions for tourism planning and management of Municipality of Tambon Karon at present?
7. What are the key obstructions for tourism planning and management of Municipality of Tambon Karon in the future?
8. Which issues are the key strategies must being emphasized mostly in the future?

2.3.3 Documents and Reports

To search for additional detail of tourism planning and management process of Municipality of Tambon Karon, researcher will study on the documents and reports launched by the municipality as following;

- 5-Year Strategic Development Plan
- 3-Year Strategic Development Plan
- Etc.

2.4 Data Collection

2.4.1. Primary Data

- To conduct “Quantitative Research”, researcher collected primary data by survey method from villagers of Municipality of Tambon Karon.
- To conduct “Qualitative Research”, researcher collected primary data by survey method from municipal administrators of Municipality of Tambon Karon.

2.4.2 Secondary Data

- To conduct qualitative research, researcher collected secondary data by study documents and reports of Municipality of Tambon Karon.

2.5 Data Analysis

2.5.1 Questionnaires

After data collection by questionnaires was completed, analysis was brought up continuously by using SPSS Program in following order (see also Table 2.4).

1. General information of respondents was analyzed by finding “Percentage”

2. Data of participation in tourism planning and management was analyzed by finding Average Value and Standard Deviation (S.D.). The questionnaires were organized by used of Rating Scale of Linkert (Sinjaru, 2005). The answers were 5 levels as following;

Participate/Agree/Satisfy at Highest Level	5 points
Participate/Agree/Satisfy at High Level	4 points
Participate/Agree/Satisfy at Medium Level	3 points
Participate/Agree/Satisfy at Low Level	2 points
Participate/Agree/Satisfy at Lowest Level	1 point

The criteria for deciding the result of analyze is average value as following;

- Average value between **4.21–5.00**, interpretation is Participate/Agree/Satisfy at **Highest Level**
- Average value between **3.43–4.20**, interpretation is Participate/Agree/Satisfy at **High Level**
- Average value between **2.61–3.42**, interpretation is Participate/Agree/Satisfy at **Medium Level**
- Average value between **1.81–2.60**, interpretation is Participate/Agree/Satisfy at **Low Level**
- Average value between **1.00–1.80**, interpretation is Participate/Agree/Satisfy at **Lowest Level**

3. Results in questionnaires Parts 2 were used to compare between sub-variables in genders. Researcher used Independent-Sample T Test to analyze data by setting the confidence level at 95% or significant level at 0.5.

4. Results in questionnaires Parts 2 were used to compare between sub-variables in other general information. Researcher used One-Way ANOVA to analyze data by setting the confidence level at 95% or significant level at 0.5.

5. Content of data in part three, which was answers of open-end questions about personal opinion, problems, or additional suggestion toward tourism planning and management of Municipality of Tambon Karon, was analyzed and would be used as problem-solving concept from respondents and taken to be suggestion for participation in tourism planning and management later.

Table 2.4: Data Analysis of Questionnaires

0	Variables	Instrument	Statistics
1	General information of respondents	Check List	Descriptive Statistics ↓ Frequency ↓ Percentage
2	Participation in tourism planning & management	Rating Scale	\bar{X} Standard deviation (S.D.)
1 & 2	Comparing difference of results of participation between genders of respondents	Rating Scale There are 2 sub-variables; – Female – Male	Independent-Sample T Test
1 & 2	Comparing difference of results of participation among other general information of respondents	Rating Scale There are at least 3 sub-variables for other general information of respondents	One-Way ANOVA
3	Additional Opinion and suggestion	Open end questions	Content Analysis

2.5.2 Structured Interview

After collecting data from municipal administrators by structured interview, data was collected to be assessed and prepared with results from questionnaires. However, there was exception of quest number 2, which questioned about sources of strategies and planning issues for local development (including tourism development). Data of respondents was analyzed by finding “Percentage”.

2.5.3 Documents and Reports

In this part, researcher tried to study detail of tourism planning and management process of Municipality of Tambon Karon. Result analysis will be used to in discussion of conclusion part.

CHAPTER 3

RESULT

Researcher presented result from data collection into 7 parts as following;

- 3.1 General information of respondents
- 3.2 Participation in tourism planning & management of local people
- 3.3 Comparing difference of results of participation between genders of respondents
- 3.4 Comparing difference of results of participation among other general information of respondents
- 3.5 Additional Opinion and suggestion of local people
- 3.6 Roles of Local Administration Organization in stimulating local participation for their Tourism Planning and Management
- 3.7 Results of Collection of Secondary Data

3.1 General Information of Respondents

3.1.1 Gender

Table 3.1: Ratio of male and female respondents

Genders	N	Percentage
Female	222	59.2
Male	153	40.8
Total	375	100

Gender and Age: The study found that there were female respondents, 59.2% and 40.8% were male respondents.

3.1.2 Ages

Table 3.2: Ratio of respondents with different ages

Ages	N	Percentage
Less than 20 years	15	4.0
21-30 Years	67	17.9
31-40 Years	189	50.4
41-50 Years	91	24.3
51-60 Years	10	2.7
61-70 Years	3	0.8
71-80 Years	-	-
More than 80 years	-	-
Total	375	100

Most frequency of age interval was 31-40 years, 50.4%, and then was 41-50 years, 24.3%.

3.1.3 Education Level

Table 3.3: Ratio among of respondents with different education levels

Education Levels	N	Percentage
Primary School	151	40.3
Secondary School	186	49.6
Bachelor Degree	31	8.3
Master Degree or Higher	1	0.3
Others	6	1.6
Total	375	100

Education Level and Occupation: The study found that education level of most of villagers was secondary school, 49.6%, primary school, 40.3%.

3.1.4 Occupations

Table 3.4: Ratio of respondents with different occupations

Occupations	N	Percentage
Agriculturist/Farmer	29	7.7
Government Service	7	1.9
Employees in Hotel & Tourism business	107	28.5
Business Owner	121	32.3
Others	111	29.6
Total	375	100

Most of villagers were business owner, 32.3%. The second rank was other group (e.g. student, housewife, employees in other businesses), 29.6% and the third rank was employees in hotel and tourism business, 28.5%.

3.1.5 Length of Living in MTK

Table 3.5: Ratio of Respondents with different length of living in Municipality of Tambon Karon

Length of Living	N	Percentage
Less than 1 Year	16	4.3
1-3 Years	60	16.0
3-5 Years	31	8.3
5-7 Years	27	7.2
7-10 Years	65	17.3
More than 10 Years	176	46.9
Total	375	100

Length of living in MTK: Most of villagers have been living in Tambon Karon more than 10 years, 46.9%. The second rank was 7-10 years, 17.3%, and the

third rank was 1–3 years, 16.0%. Thus most of respondents were local residents who have been living in Municipality of Tambon Karon for long time.

3.1.6 Villages

Table 3.6: Ratio of Respondents in each village

Villages	N	Percentage
Moo 1: Baan Karon	100	26.54
Moo 2: Baan Kata	56	14.81
Moo 3: Baan Bangla	98	26.13
Moo 4: Baan Kok Chang	68	18.26
Moo 5: Baan Kok Tanhoad–Kata Noi	53	14.2
Total	375	100

3.2 Participation in tourism planning & management

3.2.1 Participation in planning process

Results of study of participation in planning process were rated into 2 parts which are;

- Role of Local Organization of Municipality in Planning Process
- Role of Host community in Planning Process

3.2.1.1 Role of Local Organization of Municipality in Planning Process (see Table 3.7)

Table 3.7: Data analysis for role of local organization of municipality in planning process

Questions	N	\bar{X}	Standard Deviation	Interpretation
Frequency of local meeting which involved tourism planning and Development	375	2.30	1.012	Low
Frequency of formal informing and inviting respondents to the meeting	375	2.33	1.028	Low
Level of eagerness of meeting's chair to stimulate villagers to express opinion or discuss during meeting session	375	2.69	1.034	Medium
Level of willingness to open up or to listen to comments, ideas, suggestion from villagers	375	2.72	1.144	Medium
Average	375	2.51	1.055	Low

Frequency of local meeting involved tourism planning and development, which were arranged in the past, was at low level ($\bar{X} = 2.30$). The villagers, they thought they was rarely informed, invited or pursued to take a part of local meeting ($\bar{X} = 2.33$). Level of eagerness of meeting's chair stimulating participants to express opinion or discuss during meeting session was at medium level ($\bar{X} = 2.69$). Level of willingness to open up or to listen to comments, ideas, suggestion from villagers was at medium level

($\bar{x} = 2.72$). Also it was found that MTK pushed effort at low level to stimulate participation of host community in planning process ($\bar{x} = 2.51$).

3.2.1.2 Role of Host Community in Planning Process

Table 3.8: Data analysis for role of host community in planning process

Questions	N	\bar{x}	Standard Deviation	Interpretation
Frequency that respondents pursued others to participate the meeting	375	2.06	0.991	Low
Level of eagerness of respondents to participate the meeting	375	2.78	1.128	Medium
Quantity of villagers participated the meeting	375	2.51	0.964	Low
Level of eagerness of respondents to express opinion or discuss during meeting session	375	2.41	1.035	Low
Average	375	2.44	1.030	Low

After the villagers knew about local meetings, they rarely pursued others to participate such meetings ($\bar{x} = 2.06$) and they tried to participate such meeting ($\bar{x} = 2.78$). Quantity of villagers participated the meeting was at low level ($\bar{x} = 2.51$). However, during meeting session, participants had low level of eagerness to discuss or to express personal opinion during meeting session ($\bar{x} = 2.41$). As a result, host community pushed effort at low level to participate planning process ($\bar{x} = 2.44$).

3.2.2 Participation in making-decision process

Results of study of participation in making-decision process were rated into 4 parts which are;

- Role of Host community before Making Decision
- Role of Host community during Making Decision Process for Budget Allocation
- Freedom of Host community during Making Decision Process
- Role of Host community after Making Decision

3.2.2.1 Role of Host Community before Making Decision

Table 3.9: Data analysis for role of host community before making decision

Questions	N	\bar{X}	Standard Deviation	Interpretation
Frequency of Comments, Ideas, Suggestion from respondents gave before decision making	375	2.11	0.953	Low
Importance level of such comments, ideas, suggestion toward decision-making	375	2.15	0.961	Low
Average	375	2.13	0.957	Low

The villagers were not active role players in expressing comments, giving ideas, and suggestions before making decision ($\bar{X} = 2.11$). In addition, they felt their comments, ideas, and suggestions were not importance for making decision process ($\bar{X} = 2.15$). Overall participation in making decision process was rated at low level $\bar{X} = 2.13$).

3.2.2.2 Role of Host Community during Making Decision

Process for Budget Allocation

Participation of host community in budget allocation was at low level for all development issues ($\bar{X} = 2.20$), which were Infrastructure Development ($\bar{X} = 2.08$), Environmental Development ($\bar{X} = 2.28$), Educational, Cultural, and Recreational Development ($\bar{X} = 2.33$), Public Health Development ($\bar{X} = 2.33$), Economic Development ($\bar{X} = 2.12$), and Political and Administrative Development ($\bar{X} = 2.16$).

Table 3.10: Data analysis for Role of host community during making decision process for budget allocation

Questions	N	\bar{X}	Standard Deviation	Interpretation
Participation level of respondents in budget allocation for Infrastructure Development	375	2.08	1.112	Low
Participation level of respondents in budget allocation for Environmental Development	375	2.28	1.235	Low
Participation level of respondents in budget allocation for Educational, Cultural, and Recreational Development	375	2.33	1.284	Low
Participation level of respondents in budget allocation for Public Health Development	375	2.23	1.177	Low
Participation level of respondents in budget allocation for Economic Development	375	2.12	1.150	Low
Participation level of respondents in budget allocation for Political and Administrative Development	375	2.16	1.133	Low
Average	375	2.20	1.182	Low

3.2.2.3 Freedom of Host Community during Making Decision Process

Table 3.11: Data analysis for freedom of host community during making decision process

Questions	N	\bar{X}	Standard Deviation	Interpretation
Democracy level of voting in decision-making process in opinion of respondents	375	2.89	1.262	Medium
Freedom level of respondents to discuss, make decision, and vote	375	2.74	1.089	Medium
Average	375	2.82	1.176	Medium

However, if there was voting during the session, participants still had freedom to vote on their own right and satisfaction at medium level ($\bar{X} = 2.74$) and they

thought majority vote still was in making-decision process ($\bar{x} = 2.89$). Overall participation of freedom of host community during making decision was rated at medium level ($\bar{x} = 2.82$).

3.2.2.4 Role of Host Community after Making Decision

Table 3.12: Data analysis for role of host community after making decision

Questions	N	\bar{x}	Standard Deviation	Interpretation
Satisfaction level of respondents toward all budget allocations	375	2.88	1.055	Medium
Satisfaction level of respondents toward their roles in tourism planning	375	2.73	1.127	Medium
Average	375	2.81	1.091	Medium

Even level of participation in budget allocation was low; satisfaction level in budget allocation was not low. It was at medium level ($\bar{x} = 2.88$). Nonetheless, they still did not satisfy much on their roles ($\bar{x} = 2.73$). Overall satisfaction level was at medium level ($\bar{x} = 2.81$).

3.2.3 Participation in planning implementation

Results of study of participation in planning implementation process were rated into 3 parts which are;

- Participation in Tourism Activities with the Municipality
- Participation in Welcoming Tourists
- Satisfaction of Villagers toward Tourism

3.2.3.1 Participation in Tourism Activities with the Municipality

Table 3.13: Data analysis for participation in tourism activities with the municipality

Questions	N	\bar{X}	Standard Deviation	Interpretation
Frequency of activities arranged to support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.)	375	3.15	1.127	Medium
Participation level of respondents for those activities	375	2.74	1.219	Medium
Eagerness level of respondents to pursue other villagers to participate those activities	375	2.55	1.066	Low
Eagerness level of respondents give suggestions, comments about tourism infrastructure to local administration Organization	375	2.44	1.016	Low
Average	375	2.72	1.107	Medium

Overall participation of host community in tourism planning implementation was rated at medium level ($\bar{X} = 2.72$). Frequency of organizing of tourism activities such as beach cleaning, keeping clean campaign of MTK was rated at medium level ($\bar{X} = 3.15$). Level of local participation of such activities was rated at low level ($\bar{X} = 2.74$). Also they rarely pursued others to participate those activities ($\bar{X} = 2.55$). Additionally, villagers rarely gave suggestion, comments about infrastructure to local administration organization ($\bar{X} = 2.44$).

3.2.3.2 Participation in Welcoming Tourists

Overall participation in welcoming tourists was rated at medium level ($\bar{X} = 2.90$). Competency of villagers in communication with foreign tourists was rated at medium level ($\bar{X} = 2.78$) as well as ability of providing information those tourists about tourism resources in Tambon Karon ($\bar{X} = 3.02$).

Table 3.14: Data analysis for participation in welcoming tourists

Questions	N	\bar{X}	Standard Deviation	Interpretation
Competency level of respondents to communicate with foreign tourists	375	2.78	1.168	Medium
Competency level of respondents to provide tourist the information about their tourism resources.	375	3.02	1.164	Medium
Average	375	2.90	1.166	Medium

3.2.3.3 Satisfaction of Villagers toward Tourism

Table 3.15: Data analysis for satisfaction of villagers toward tourism

Questions	N	\bar{X}	Standard Deviation	Interpretation
Hospitality level of respondents toward tourists	375	3.54	1.051	High
Increase of tourist volume wanted by respondents	375	4.31	0.979	Highest
Average	375	3.93	1.015	High

Villagers thought they were willing to provide tourist hospitality ($\bar{X} = 3.54$). In addition, they needed more tourists traveling in Tambon Karon ($\bar{X} = 4.31$).

3.2.4 Participation in taking Advantages and disadvantages of tourism

Results of study of participation in planning implementation process were rated into 3 parts which are;

- Participation in Overall Advantages
- Participation in Economic Advantages
- Participation in Economic Disadvantages
- Participation in Socio-Cultural Advantages
- Participation in Socio-Cultural Disadvantages

- Participation in Environmental Advantages
- Participation in Environmental Disadvantages

3.2.4.1 Participation in Overall Advantages

Table 3.16: Data analysis for participation in overall advantages

Questions	N	\bar{X}	Standard Deviation	Interpretation
Level of overall advantages respondents received from tourism development in Tambon Karon	375	4.41	0.872	Highest
Level of direct benefit respondents received from Tourism development in Tambon Karon	375	3.73	1.117	High
Average	375	4.07	0.9945	High

Villagers thought overall advantages Tambon Karon received from tourism was rated at highest level ($\bar{X} = 4.41$) and villagers received advantages from tourism at high level ($\bar{X} = 3.73$). It was found that participation in taking advantages from tourism was rated at high level ($\bar{X} = 4.07$).

3.2.4.2 Participation in Economic Advantages

It presented that Municipality of Tambon Karon received a lot of economic advantages from tourism ($\bar{X} = 3.403$). Respondents thought that tourism was able to generate income for other villagers at highest level ($\bar{X} = 4.21$) but respondents themselves thought they earned income from tourism at medium only ($\bar{X} = 3.33$). After tourism was developed in Tambon Karon, many infrastructures were increased ($\bar{X} = 3.60$). Ratio that tourism created jobs for villagers in Tambon Karon was at medium level ($\bar{X} = 3.37$) as well as tourism business owned by villagers, which was rated only medium level ($\bar{X} = 3.37$). However, local administration organization rarely provided vocational training ($\bar{X} = 2.54$).

Table 3.17: Data analysis for participation in economic advantages

Questions	N	\bar{X}	Standard Deviation	Interpretation
Quantity of income villagers earned from tourism development in Tambon Karon	375	4.21	0.845	Highest
Quantity of villagers employed by Tourism business in Tambon Karon in opinion of respondents	375	3.37	0.991	Medium
Quantity of villagers owned tourism business in Tambon Karon in opinion of respondents	375	3.37	0.924	Medium
Quantity of income respondents earned from tourism business	375	3.33	1.051	Medium
Quantity of vocational training arranged by Local Administration Organization to support career of respondents	375	2.54	1.125	Low
Increase of tourism infrastructure after tourism was developed in Tambon Karon in opinion of respondents	375	3.60	1.019	High
Average	375	3.403	0.993	Medium

3.2.4.3 Participation in Economic Disadvantages

Table 3.18: Data analysis for participation in economic disadvantages

Questions	N	\bar{X}	Standard Deviation	Interpretation
Increase of good price after tourism was developed in Tambon Karon in opinion of respondents	375	3.48	1.007	Medium
Average	375	3.48	1.007	Medium

Even Municipality of Tambon Karon took a lot of economic advantages from tourism but it provide negative consequence, which was higher cost of living (\bar{X} = 3.48).

3.2.4.4 Participation in Socio-Cultural Advantages

Table 3.19: Data analysis for participation in socio-cultural advantages

Questions	N	\bar{X}	Standard Deviation	Interpretation
Increase of cultural conservation after tourism was developed in Tambon Karon in opinion of respondents	375	3.24	1.080	Medium
Average	375	3.24	1.080	Medium

Tourism helped increase sense of cultural reservation at medium level ($\bar{X} = 3.24$).

3.2.4.5 Participation in Socio-Cultural Disadvantages

Table 3.20: Data analysis for participation in socio-cultural disadvantages

Questions	N	\bar{X}	Standard Deviation	Interpretation
Change of life style after tourism was developed in Tambon Karon in opinion of respondents	375	3.42	0.915	Medium
Increase of crime after tourism was developed in Tambon Karon in opinion of respondents	375	2.88	1.170	Medium
Negative impacts from nightlife entertainment such as pub bar etc. toward local culture in opinion of respondents	375	3.31	1.093	Medium
Average	375	3.203	1.059	Medium

Overall socio-cultural disadvantages affecting villagers were rated at medium level ($\bar{X} = 3.203$). Their life styles were changed at medium level after tourism was developed in Tambon Karon ($\bar{X} = 3.42$). Crime was increased at medium level ($\bar{X} = 3.12$). Affection from nightlife entertainment e.g. pub, bar was at medium level ($\bar{X} = 3.48$).

3.2.4.6 Participation in Environmental Advantages

Table 3.21: Data analysis for participation in environmental advantages

Questions	N	\bar{X}	Standard Deviation	Interpretation
Increase of tidiness in community after tourism was developed in Tambon Karon in opinion of respondents	375	3.42	0.830	Medium
Average	375	3.42	0.830	Medium

After tourism was settled in Tambon Karon, they thought tidiness of community was increased at medium level ($\bar{X} = 3.42$).

3.2.4.7 Participation in Environmental Disadvantages

Table 3.22: Data analysis for participation in environmental disadvantages

Questions	N	\bar{X}	Standard Deviation	Interpretation
Increase of garbage and waste water in community after tourism was developed in Tambon Karon in opinion of respondents	375	3.65	0.969	High
Increase of traffic jam after tourism was developed in Tambon Karon in opinion of respondents	375	3.03	0.961	Medium
Increase of water shortage after tourism was developed in Tambon Karon in opinion of respondents	375	3.14	1.109	Medium
Average	375	3.31	0.967	Medium

Tourism brought up development in various aspects. Local people thought they were also affected by some negative impacts. Amount of garbage was increased high level too ($\bar{X} = 3.65$). Additionally, traffic jam was increased at medium level ($\bar{X} = 3.03$) as well as increasing of water shortage ($\bar{X} = 3.14$).

3.3 Comparing difference of results of participation between female and male respondents

3.3.1 Participation in planning process

Table 3.23: Comparison of results of participation between female and male respondents in participation in planning process

Questions	Gender	N	\bar{X}	Interpretation	P
1. Frequency of local meeting organized and involved tourism planning and Development	Female	222	2.22	Low	0.55 indifferent
	Male	153	2.42	Low	
	Average		2.32	Low	
2. Frequency of formal informing and inviting respondents to the meeting	Female	222	2.28	Low	0.244 indifferent
	Male	153	2.41	Low	
	Average		2.34	Low	
3. Eagerness of respondents to pursue other villagers to participate the meeting	Female	222	1.93	Low	0.002* different
	Male	153	2.25	Low	
	Average		2.09	Low	
4. Eagerness level of villagers to participate the meeting	Female	222	2.57	Low	0.000* different
	Male	153	3.08	Medium	
	Average		2.83	Medium	
5. Quantity of villagers participated the meeting	Female	222	2.49	Low	0.567 indifferent
	Male	153	2.55	Low	
	Average		2.52	Low	
6. Eagerness level of meeting's chair to stimulate villagers to express opinion or discuss during meeting session	Female	222	2.60	Low	0.039* different
	Male	153	2.82	Medium	
	Average		2.71	Medium	
7. Eagerness level of to express opinion or discuss during meeting session	Female	222	2.38	Low	0.468 indifferent
	Male	153	2.46	Low	
	Average		2.42	Low	

Questions	Gender	N	\bar{X}	Interpretation	P
8. Willingness level of meeting's chairman to open up or to listen to comments, ideas, suggestion from villagers	Female	222	2.74	Medium	0.675 indifferent
	Male	153	2.69	Medium	
	Average		2.72	Medium	
Overall Average Value	2.51		Low		

Overall result of participation level of female and male respondents in planning process was at low level ($\bar{X} = 2.51$). However, after researcher made the relationship testing of participation level between female and male respondents in planning process by using T-test at 0.5-significant level, researcher found some different results between female and male (as shown in Table 3.23) that would be discussed later in Chapter 4.

- Both genders thought they rarely pursued others to participate the meeting ($\bar{X} = 2.09$; low level). However, male had higher level of eagerness to pursue other villagers ($\bar{X} = 2.25$) than female ($\bar{X} = 1.93$), whose level of eagerness almost reached lowest level.
- Male had higher level of eagerness ($\bar{X} = 3.08$; medium level) to participate the meeting than female ($\bar{X} = 2.57$; low level). Average value of both genders was at medium level ($\bar{X} = 2.83$).
- Male thought chairman of meeting pushed effort at medium level ($\bar{X} = 2.82$) to stimulate villagers to express opinion or discuss during meeting session, while female thought effort was at low level ($\bar{X} = 2.60$). Average value of both genders was at medium level ($\bar{X} = 2.71$).

3.3.2 Participation in decision-making process

Table 3.24: Comparison of results of participation between female and male in Participation in decision-making process

Questions	Gender	N	\bar{X}	Interpretation	P
1. Frequency of Comments, Ideas, Suggestion from respondents gave before decision making	Female	222	2.12	Low	0.799 indifferent
	Male	153	2.09	Low	
	Average		2.11	Low	
2. Importance level of such comments, ideas, suggestion toward decision-making	Female	222	2.15	Low	0.925 indifferent
	Male	153	2.14	Low	
	Average		2.145	Low	
3. Participation level of respondents in budget allocation for Infrastructure Development	Female	222	2.10	Low	0.649 indifferent
	Male	153	2.05	Low	
	Average		2.08	Low	
4. Participation level of respondents in budget allocation for Environmental Development	Female	222	2.32	Low	0.483 indifferent
	Male	153	2.23	Low	
	Average		2.28	Low	
5. Participation level of respondents in budget allocation for Educational, Cultural, and Recreational Development	Female	222	2.38	Low	0.336 indifferent
	Male	153	2.25	Low	
	Average		2.32	Low	
6. Participation level of respondents in budget allocation for Public Health Development	Female	222	2.20	Low	0.573 indifferent
	Male	153	2.27	Low	
	Average		2.24	Low	
7. Participation level of respondents in budget allocation for Economic Development	Female	222	2.14	Low	0.587 indifferent
	Male	153	2.08	Low	
	Average		2.11	Low	
8. Participation level of respondents in budget allocation for Political and Administrative Development	Female	222	2.20	Low	0.401 indifferent
	Male	153	2.10	Low	
	Average		2.15	Low	
9. Democracy level of voting in decision-making process in opinion of respondents	Female	222	2.85	Medium	0.495 indifferent
	Male	153	2.94	Medium	
	Average		2.90	Medium	

Questions	Gender	N	\bar{X}	Interpretation	P
10. Freedom level of respondents to discuss, make decision, and vote	Female	222	2.75	Medium	0.816 indifferent
	Male	153	2.73	Medium	
	Average		2.74	Medium	
11. Satisfaction level of respondents toward all budget allocations	Female	222	2.79	Medium	0.049* different
	Male	153	3.01	Medium	
	Average		2.90	Medium	
12. Satisfaction level of respondents toward their roles in tourism planning	Female	222	2.62	Medium	0.014* different
	Male	153	2.90	Medium	
	Average		2.76	Medium	
Overall Average Value	2.39			Low	

Overall result of participation level of female and male respondents in making–decision process was at low level ($\bar{X} = 2.39$). However, after researcher made the relationship testing of participation level between female and male respondents in making–decision process by using T–test at 0.5–significant level, researcher found some different results between female and male (as shown in Table 3.24) that would be discussed later in Chapter 4.

- Both genders had medium level of satisfaction ($\bar{X} = 2.90$) toward overall budget allocation. However, male had higher satisfaction level ($\bar{X} = 3.01$) than female ($\bar{X} = 2.79$), whose level of satisfaction almost reached low level.
- Both genders had medium level of satisfaction ($\bar{X} = 2.76$) toward their overall roles in tourism planning. However, male had higher satisfaction level ($\bar{X} = 2.90$) than female ($\bar{X} = 2.62$), whose level of satisfaction almost reached low level.

3.3.3 Participation in planning implementation

Table 3.25: Comparison of results of participation between female and male in Participation in planning implementation

Questions	Gender	N	\bar{X}	Interpretation	P
1. Frequency of activities arranged to support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.)	Female	222	3.11	Medium	0.426 indifferent
	Male	153	3.20	Medium	
	Average		3.16	Medium	
2. Participation level of respondents for those activities	Female	222	2.62	Medium	0.019* different
	Male	153	2.92	Medium	
	Average		2.77	Medium	
3. Eagerness level of respondents to pursue other villagers to participate those activities	Female	222	2.50	Low	0.256 indifferent
	Male	153	2.63	Medium	
	Average		2.57	Low	
4. Eagerness level of respondents give suggestions, comments about tourism infrastructure to local administration Organization	Female	222	2.39	Low	0.270 indifferent
	Male	153	2.51	Low	
	Average		2.45	Low	
5. Competency level of respondents to communicate with foreign tourists	Female	222	2.66	Medium	0.014* different
	Male	153	2.95	Medium	
	Average		2.81	Medium	
6. Hospitality level of respondents toward tourists	Female	222	3.49	High	0.208 indifferent
	Male	153	3.62	High	
	Average		3.56	High	
7. Competency level of respondents to provide tourist the information about their tourism resources.	Female	222	2.86	Medium	0.001* different
	Male	153	3.24	Medium	
	Average		3.05	Medium	
8. Increase of tourist volume wanted by respondents	Female	222	4.18	High	0.002* different
	Male	153	4.49	Highest	
	Average		4.34	Highest	
Overall Average Value	3.09		Medium		

Overall result of participation level of female and male respondents in planning implementation process was at medium level ($\bar{x} = 3.09$). However, after researcher made the relationship testing of participation level between female and male respondents in planning implementation process by using T-test at 0.5-significant level, researcher found some different results between female and male (as shown in Table 3.25) that would be discussed later in Chapter 4.

- Both genders thought they had medium level of competency to communicate with foreign tourists ($\bar{x} = 2.81$). However, male had higher level ($\bar{x} = 2.95$) than female ($\bar{x} = 2.66$), whose level of local participation almost reached low level.
- Both genders thought their competency to provide tourist the information of their tourism resources was at medium level. ($\bar{x} = 3.05$). However, male agreed at higher level ($\bar{x} = 3.24$) than female ($\bar{x} = 2.86$), whose level of local participation almost reached low level.
- Both of genders agreed that they needed increasing of tourists at highest level ($\bar{x} = 4.34$). However, male agreed at higher level ($\bar{x} = 4.49$) than female ($\bar{x} = 4.18$), whose level of local participation almost reached just high level.

3.3.4 Participation in sharing advantages and disadvantages from tourism

Table 3.26: Comparison of results of participation between female and male in Participation in sharing advantages and disadvantages from tourism

Questions	Gender	N	\bar{x}	Interpretation	P
1. Level of overall advantages respondents received from tourism development in Tambon Karon	Female	222	4.34	Highest	0.061 indifferent
	Male	153	4.51	Highest	
	Average		4.41	Highest	
2. Level of direct benefits respondents received from Tourism development in Tambon Karon	Female	222	3.70	High	0.558 indifferent
	Male	153	3.76	High	
	Average		3.73	High	
Overall Average Value	4.07		High		

Overall result of participation level of female and male respondents in sharing advantages and disadvantages from tourism was at high level ($\bar{x} = 4.07$).

However, after researcher made the relationship testing of participation level between female and male respondents in sharing advantages and disadvantages from tourism by using T-test at 0.5-significant level, there was no different results between female and male (as shown in Table 3.26).

3.3.4.1 Economic Advantages and Disadvantages

Table 3.27: Comparison of results of participation between female and male in Participation in sharing economic advantages from tourism

Questions	Gender	N	\bar{X}	Interpretation	P
1. Quantity of income villagers earned from tourism development in Tambon Karon	Female	222	4.21	Highest	0.959 indifferent
	Male	153	4.20	High	
	Average		4.205	High	
2. Quantity of villagers employed by Tourism business in Tambon Karon in opinion of respondents	Female	222	3.37	Medium	0.841 indifferent
	Male	153	3.35	Medium	
	Average		3.36	Medium	
3. Quantity of villagers owned tourism business in Tambon Karon in opinion of respondents	Female	222	3.43	High	0.149 indifferent
	Male	153	3.29	Medium	
	Average		3.36	Medium	
4. Quantity of income respondents earned from tourism business	Female	222	3.32	Medium	0.835 indifferent
	Male	153	3.35	Medium	
	Average		3.335	Medium	
5. Quantity of vocational training arranged by Local Administration Organization to support career of respondents	Female	222	2.50	Low	0.447 indifferent
	Male	153	2.59	Low	
	Average		2.55	Low	
6. Increase of tourism infrastructure after tourism was developed in Tambon Karon in opinion of respondents	Female	222	3.58	High	0.628 indifferent
	Male	153	3.63	High	
	Average		3.61	High	
Overall Average Value	3.40		Medium		

Overall result of participation level of female and male respondents in sharing economic advantages and disadvantages from tourism was at medium level (\bar{X} = 3.40). However, after researcher made the relationship testing of participation level

between female and male respondents in sharing economic advantages and disadvantages from tourism by using T-test at 0.5-significant level, there were no different results between female and male (as shown in Table 3.27).

Table 3.28: Comparison of results of participation between female and male in Participation in sharing economic disadvantage from tourism

Question	Gender	N	\bar{X}	Interpretation	P
1. Increase of good price after tourism was developed in Tambon Karon in opinion of respondents	Female	222	3.48	High	0.911 indifferent
	Male	153	3.47	High	
	Average		3.475	High	

Both genders thought increasing of good price after tourism was developed in Tambon Karon was at high level ($\bar{X} = 3.475$). However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, there were no different results between female and male (as shown in Table 3.28).

3.3.4.2 Socio-Cultural Advantages and Disadvantages

Table 3.29: Comparison of results of participation between female and male in Participation in sharing socio-cultural advantages from tourism

Question	Gender	N	\bar{X}	Interpretation	P
1. Increase of cultural conservation after tourism was developed in Tambon Karon in opinion of respondents	Female	222	3.19	Medium	0.331 indifferent
	Male	153	3.30	Medium	
	Average		3.25	Medium	

Both genders thought increasing of cultural conservation after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 3.25$). However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, there were no different results between female and male (as shown in Table 3.29).

Table 3.30: Comparison of results of participation between female and male in Participation in sharing socio-cultural disadvantages from tourism

Questions	Gender	N	\bar{X}	Interpretation	P
1. Change of life style after tourism was developed in Tambon Karon in opinion of respondents	Female	222	3.41	Medium	0.770 indifferent
	Male	153	3.43	High	
	Average		3.42	Medium	
2. Increase of crime after tourism was developed in Tambon Karon in opinion of respondents	Female	222	2.88	Medium	0.974 indifferent
	Male	153	2.88	Medium	
	Average		2.88	Medium	
3. Negative impacts from nightlife entertainment such as pub bar etc. toward local culture in opinion of respondents	Female	222	3.15	Medium	0.000* different
	Male	153	3.55	High	
	Average		3.35	Medium	
Overall Average Value	3.22		Medium		

Overall result of participation level of female and male respondents in sharing socio-cultural advantages and disadvantages from tourism was at medium level ($\bar{X} = 3.22$). However, after researcher made the relationship testing of participation level between female and male respondents in sharing socio-cultural advantages and disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results between female and male (as shown in Table 3.30) that would be discussed later in Chapter 4.

- Female thought affection from nightlife entertainment such as pub bar etc. was at medium level ($\bar{X} = 3.15$). While male agreed at high level ($\bar{X} = 3.55$). However, average value was at medium level ($\bar{X} = 3.35$).

3.3.4.3 Environmental Advantages and Disadvantages

Table 3.31: Comparison of results of participation between female and male in Participation in sharing environmental advantages from tourism

Question	Gender	N	\bar{X}	Interpretation	P
1. Increase of tidiness in community after tourism was developed in Tambon Karon in opinion of respondents	Female	222	3.44	High	0.700 indifferent
	Male	153	3.41	Medium	
	Average		3.43	High	

However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, there were no different results between female and male (as shown in Table 3.31). Female thought increase of tidiness in community after tourism was developed in Tambon Karon was at high level ($\bar{X} = 3.44$), which was similar to male that was at medium level ($\bar{X} = 3.41$). Average value was at high level ($\bar{X} = 3.43$).

Table 3.32: Comparison of results of participation between female and male in Participation in sharing environmental disadvantages from tourism

Questions	Gender	N	\bar{X}	Interpretation	P
1. Increase of garbage and waste water in community after tourism was developed in Tambon Karon in opinion of respondents	Female	222	3.53	High	0.003* different
	Male	153	3.83	High	
	Average		3.68	High	
2. Increase of traffic jam after tourism was developed in Tambon Karon in opinion of respondents	Female	222	2.93	Medium	0.016* different
	Male	153	3.17	Medium	
	Average		3.05	Medium	
3. Increase of water shortage after tourism was developed in Tambon Karon in opinion of respondents	Female	222	3.00	Medium	0.003* different
	Male	153	3.35	Medium	
	Average		3.18	Medium	
Overall Average Value	3.34		Medium		

Overall result of participation level of female and male respondents in sharing environmental advantages and disadvantages from tourism was at medium level ($\bar{x} = 3.34$). However, after researcher made the relationship testing of participation level between female and male respondents in sharing environmental advantages and disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results between female and male (as shown in Table 3.32) that would be discussed later in Chapter 4.

- Both genders thought increase of garbage and waste water in community after tourism was developed in Tambon Karon was at high level. ($\bar{x} = 3.68$). However, male agreed at higher level ($\bar{x} = 3.83$) than female ($\bar{x} = 3.53$), whose level of local participation almost reached just medium level.
- Both genders thought increase of traffic jam after tourism was developed in Tambon Karon was at medium level. ($\bar{x} = 3.05$). However, male agreed at higher level ($\bar{x} = 3.17$) than female ($\bar{x} = 2.93$), whose level of local participation almost reached low level.
- Both genders thought increase of water shortage after tourism was developed in Tambon Karon was at medium level. ($\bar{x} = 3.18$). However, female agreed at lower level ($\bar{x} = 3.00$) than male ($\bar{x} = 3.35$), whose level of local participation almost reached high level.

3.4 Comparing participation level among respondents with other criteria

3.4.1 Ages

1. ANOVA - Comparison of participation level among respondents in different ages interval in planning process

Table 3.33: Comparison of participation level among respondents in different age intervals in planning process

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of local meeting organized and involved tourism planning and Development	Less than 20 years	15	2.60	Low	0.666	0.650 indifferent
	20-30 years	67	2.16	Low		
	31-40 years	189	2.35	Low		
	41-50 years	91	2.29	Low		
	51-60 years	10	2.20	Low		
	61-70 years	3	2.00	Low		
	Average		2.30	Low		
2. Frequency of formal informing and inviting respondents to the meeting	Less than 20 years	15	2.20	Low	0.581	0.715 indifferent
	20-30 years	67	2.42	Low		
	31-40 years	189	2.34	Low		
	41-50 years	91	2.26	Low		
	51-60 years	10	2.10	Low		
	61-70 years	3	3.00	Medium		
	Average		2.33	Low		
3. Eagerness of respondents to pursue other villagers to participate the meeting	Less than 20 years	15	2.20	Low	0.807	0.545 indifferent
	20-30 years	67	2.07	Low		
	31-40 years	189	2.07	Low		
	41-50 years	91	2.05	Low		
	51-60 years	10	1.90	Low		
	61-70 years	3	1.00	Lowest		
	Average		2.06	Low		

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
4. Eagerness level of villagers to participate the meeting	Less than 20 years	15	2.93	Medium	2.031	0.074 indifferent
	20-30 years	67	2.55	Low		
	31-40 years	189	2.89	Medium		
	41-50 years	91	2.79	Medium		
	51-60 years	10	2.10	Low		
	61-70 years	3	2.00	Low		
	Average		2.78	Medium		
5. Quantity of villagers participated the meeting	Less than 20 years	15	2.73	Medium	0.876	0.497 indifferent
	20-30 years	67	2.67	Medium		
	31-40 years	189	2.46	Low		
	41-50 years	91	2.45	Low		
	51-60 years	10	2.60	Low		
	61-70 years	3	3.00	Medium		
	Average		2.51	Low		
6. Eagerness level of meeting's chair to stimulate villagers to express opinion or discuss during meeting session	Less than 20 years	15	2.53	Low	1.333	0.250 indifferent
	20-30 years	67	2.51	Low		
	31-40 years	189	2.81	Medium		
	41-50 years	91	2.63	Medium		
	51-60 years	10	2.70	Medium		
	61-70 years	3	2.00	Low		
	Average		2.69	Medium		
7. Eagerness level of to express opinion or discuss during meeting session	Less than 20 years	15	3.13	Medium	2.229	0.045* different
	20-30 years	67	2.19	Low		
	31-40 years	189	2.43	Low		
	41-50 years	91	2.44	Low		
	51-60 years	10	2.20	Low		
	61-70 years	3	2.00	Low		
	Average		2.41	Low		
8. Willingness level of meeting's chairman to open up or to listen to comments, ideas, suggestion from villagers	Less than 20 years	15	3.00	Medium	2.769	0.018* different
	20-30 years	67	2.60	Low		
	31-40 years	189	2.86	Medium		
	41-50 years	91	2.55	Low		
	51-60 years	10	2.60	Low		
	61-70 years	3	1.00	Lowest		
	Average		2.72	Medium		
Overall Average Value			2.48	Low		

Average participation level among respondents in different age intervals in planning process was at low level ($\bar{x} = 2.48$). However, after researcher made the relationship testing of participation level among respondents at different age intervals in planning process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.33) that would be discussed later in Chapter 4.

- Average eagerness level to express opinion or discuss during meeting session of respondents at low level ($\bar{x} = 2.41$). However, respondents, who were less than 20 years old, had medium level of eagerness to express opinion or discuss during meeting session ($\bar{x} = 3.13$).
- Average willingness level of meeting's chairman to open up or listen to comments, ideas, suggestion from villagers was at medium level ($\bar{x} = 2.72$). However, respondents, who were 60-70 years old, thought that chairman of meeting had lowest willingness level ($\bar{x} = 1.00$).

2. ANOVA - Comparison of participation level among respondents in different ages intervals in decision-making process

Table 3.34: Comparison of participation level among respondents in different ages intervals in decision-making process

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of Comments, Ideas, Suggestion from respondents gave before decision making	Less than 20 years	15	1.93	Low	2.513	0.030* different
	20-30 years	67	1.90	Low		
	31-40 years	189	2.16	Low		
	41-50 years	91	2.22	Low		
	51-60 years	10	1.50	Lowest		
	61-70 years	3	3.00	Medium		
	Average		2.11	Low		
2. Importance level of such comments, ideas, suggestion toward decision-making	Less than 20 years	15	2.27	Low	0.172	0.973 indifferent
	20-30 years	67	2.16	Low		
	31-40 years	189	2.11	Low		
	41-50 years	91	2.20	Low		
	51-60 years	10	2.20	Low		
	61-70 years	3	2.00	Low		
	Average		2.15	Low		
3. Participation level of respondents in budget allocation for Infrastructure Development	Less than 20 years	15	2.33	Low	1.161	0.328 indifferent
	20-30 years	67	2.13	Low		
	31-40 years	189	2.06	Low		
	41-50 years	91	2.07	Low		
	51-60 years	10	1.50	Lowest		
	61-70 years	3	3.00	Medium		
	Average		2.08	Low		
4. Participation level of respondents in budget allocation for Environmental Development	Less than 20 years	15	1.93	Low	0.599	0.701 indifferent
	20-30 years	67	2.18	Low		
	31-40 years	189	2.30	Low		
	41-50 years	91	2.41	Low		
	51-60 years	10	2.10	Low		
	61-70 years	3	2.00	Low		
	Average		2.28	Low		

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
5. Participation level of respondents in budget allocation for Educational, Cultural, and Recreational Development	Less than 20 years	15	2.07	Low	1.131	0.34 indifferent
	20-30 years	67	2.09	Low		
	31-40 years	189	2.47	Low		
	41-50 years	91	2.25	Low		
	51-60 years	10	2.40	Low		
	61-70 years	3	2.00	Low		
	Average		2.33	Low		
6. Participation level of respondents in budget allocation for Public Health Development	Less than 20 years	15	2.47	Low	0.441	0.820 indifferent
	20-30 years	67	2.34	Low		
	31-40 years	189	2.15	Low		
	41-50 years	91	2.26	Low		
	51-60 years	10	2.20	Low		
	61-70 years	3	2.00	Low		
	Average		2.23	Low		
7. Participation level of respondents in budget allocation for Economic Development	Less than 20 years	15	2.07	Low	0.947	0.451 indifferent
	20-30 years	67	1.94	Low		
	31-40 years	189	2.10	Low		
	41-50 years	91	2.25	Low		
	51-60 years	10	2.20	Low		
	61-70 years	3	3.00	Medium		
	Average		2.12	Low		
8. Participation level of respondents in budget allocation for Political and Administrative Development	Less than 20 years	15	2.20	Low	1.161	0.328 indifferent
	20-30 years	67	1.94	Low		
	31-40 years	189	2.14	Low		
	41-50 years	91	2.31	Low		
	51-60 years	10	2.20	Low		
	61-70 years	3	3.00	Medium		
	Average		2.16	Low		
9. Democracy level of voting in decision-making process in opinion of respondents	Less than 20 years	15	3.20	Medium	2.051	0.071 indifferent
	20-30 years	67	2.64	Medium		
	31-40 years	189	3.03	Medium		
	41-50 years	91	2.73	Medium		
	51-60 years	10	2.60	Low		
	61-70 years	3	4.00	High		
	Average		2.89	Medium		

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
10. Freedom level of respondents to discuss, make decision, and vote	Less than 20 years	15	3.27	Medium	1.649	0.146 indifferent
	20-30 years	67	2.73	Medium		
	31-40 years	189	2.80	Medium		
	41-50 years	91	2.59	Low		
	51-60 years	10	2.40	Low		
	61-70 years	3	2.00	Low		
	Average		2.74	Medium		
11. Satisfaction level of respondents toward all budget allocations	Less than 20 years	15	2.80	Medium	0.531	0.753 indifferent
	20-30 years	67	2.79	Medium		
	31-40 years	189	2.85	Medium		
	41-50 years	91	3.02	Medium		
	51-60 years	10	2.70	Medium		
	61-70 years	3	3.00	Medium		
	Average		2.88	Medium		
12. Satisfaction level of respondents toward their roles in tourism planning	Less than 20 years	15	2.87	Medium	0.653	0.660 indifferent
	20-30 years	67	2.76	Medium		
	31-40 years	189	2.78	Medium		
	41-50 years	91	2.65	Medium		
	51-60 years	10	2.40	Low		
	61-70 years	3	2.00	Low		
	Average		2.73	Medium		
Overall Average Value			2.39	Low		

Average participation level of respondents in all age intervals in making-decision process was at low level ($\bar{X} = 2.39$). However, after researcher made the relationship testing of participation level among respondents in all age intervals in making-decision process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.34) that would be discussed later in Chapter 4.

1. Respondents thought quantity of comments, ideas, suggestion from villagers before decision-making process was averagely at low level ($\bar{X} = 2.11$). However, respondents, who were between 51-60 years old, thought average quantity was at lowest level ($\bar{X} = 1.50$). Respondents, who were older than 60 years old, thought that average quantity was at medium level ($\bar{X} = 3.00$). Other ages agreed at low level.

3. ANOVA - Comparison of participation level among respondents in different age interval in planning implementation process

Table 3.35: Comparison of participation level among respondents at different age intervals in planning implementation process

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of activities arranged to support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.)	Less than 20 years	15	3.07	Medium	2.800	0.017* different
	20-30 years	67	2.70	Medium		
	31-40 years	189	3.29	Medium		
	41-50 years	91	3.20	Medium		
	51-60 years	10	3.20	Medium		
	61-70 years	3	3.00	Medium		
	Average		3.15	Medium		
2. Participation level of respondents for those activities	Less than 20 years	15	2.87	Medium	0.841	0.521 indifferent
	20-30 years	67	2.52	Low		
	31-40 years	189	2.75	Medium		
	41-50 years	91	2.89	Medium		
	51-60 years	10	2.50	Low		
	61-70 years	3	3.00	Medium		
	Average		2.74	Medium		
3. Eagerness level of respondents to pursue other villagers to participate those activities	Less than 20 years	15	2.27	Low	1.159	0.329 indifferent
	20-30 years	67	2.49	Low		
	31-40 years	189	2.63	Medium		
	41-50 years	91	2.56	Low		
	51-60 years	10	2.00	Low		
	61-70 years	3	2.00	Low		
	Average		2.55	Low		

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
4. Eagerness level of respondents give suggestions, comments about tourism infrastructure to local administration Organization	Less than 20 years	15	2.60	Low	0.697	0.626 indifferent
	20-30 years	67	2.58	Low		
	31-40 years	189	2.39	Low		
	41-50 years	91	2.40	Low		
	51-60 years	10	2.70	Medium		
	61-70 years	3	2.00	Low		
	Average		2.44	Low		
5. Competency level of respondents to communicate with foreign tourists	Less than 20 years	15	2.87	Medium	2.355	0.040* different
	20-30 years	67	2.70	Medium		
	31-40 years	189	2.86	Medium		
	41-50 years	91	2.79	Medium		
	51-60 years	10	2.10	Low		
	61-70 years	3	1.00	Lowest		
	Average		2.78	Medium		
6. Hospitality level of respondents toward tourists	Less than 20 years	15	3.53	High	1.338	0.247 indifferent
	20-30 years	67	3.37	Medium		
	31-40 years	189	3.67	High		
	41-50 years	91	3.43	High		
	51-60 years	10	3.40	Medium		
	61-70 years	3	3.00	Medium		
	Average		3.54	High		
7. Competency level of respondents to provide tourist the information about their tourism resources.	Less than 20 years	15	3.00	Medium	3.569	0.004* different
	20-30 years	67	3.21	Medium		
	31-40 years	189	3.06	Medium		
	41-50 years	91	2.98	Medium		
	51-60 years	10	1.70	Lowest		
	61-70 years	3	2.00	Low		
	Average		3.02	Medium		
8. Increase of tourist volume wanted by respondents	Less than 20 years	15	4.47	Highest	5.115	0.000* different
	20-30 years	67	3.88	High		
	31-40 years	189	4.48	Highest		
	41-50 years	91	4.31	Highest		
	51-60 years	10	4.20	High		
	61-70 years	3	3.00	Medium		
	Average		4.31	Highest		
Overall Average Value			3.09	Medium		

Average participation level of respondents of all age intervals in planning implementation process was at medium level ($\bar{x} = 3.09$). However, after researcher made the relationship testing of participation level of respondents of all age intervals in planning implementation process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.35) that would be discussed later in Chapter 4.

- Average value of frequency of activities which support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.) of respondents was at medium level ($\bar{x} = 3.15$). However, average value of respondents, who were between 20-30 years, was almost reached low level ($\bar{x} = 2.70$).
- Average competency level to communicate with foreign tourists was at medium level ($\bar{x} = 2.78$). However, competency of respondents, who were 51-60 years were at low level ($\bar{x} = 2.10$) and competency of respondents, who were older than 60 years was at lowest level ($\bar{x} = 1.00$).
- Average competency level to provide tourist information of their tourism resources of respondents was at medium level. ($\bar{x} = 3.02$). However, competency level of respondents, who were 51-60 years were at lowest level ($\bar{x} = 1.70$) and competency level of respondents, who were older than 60 years were at low level ($\bar{x} = 2.00$).

4. ANOVA - Comparison of participation level among respondents in different age intervals in sharing tourism advantages and disadvantages

Table 3.36: Comparison of participation level among respondents at different age intervals in sharing overall tourism advantages

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
1. Level of overall advantages respondents received from tourism development in Tambon Karon	Less than 20 years	15	4.07	High	5.549	0.000* different
	20-30 years	67	4.09	High		
	31-40 years	189	4.50	Highest		
	41-50 years	91	4.58	Highest		
	51-60 years	10	4.10	High		
	61-70 years	3	3.00	Medium		
	Average		4.41	Highest		
2. Level of direct benefit respondents received from Tourism development in Tambon Karon	Less than 20 years	15	4.53	Highest	2.234	0.050* different
	20-30 years	67	3.76	High		
	31-40 years	189	3.68	High		
	41-50 years	91	3.74	High		
	51-60 years	10	3.30	Medium		
	61-70 years	3	3.00	Medium		
	Average		3.73	High		
Overall Average Value			4.07	High		

Average participation level of respondents of all age intervals in sharing advantages from tourism was at high level ($\bar{X} = 4.07$). However, after researcher made the relationship testing of participation level of respondents of all age intervals in sharing advantages and disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.36) that would be discussed later in Chapter 4.

- Respondents thought they shared overall advantages from tourism development in Tambon Karon at highest level ($\bar{X} = 4.41$). However, average value of respondents, who were older than 60 years were at only medium level ($\bar{X} = 3.00$).
- Respondents thought they shared direct benefit they received from tourism development in Tambon Karon at high level ($\bar{X} = 3.73$). However, average

value of respondents, who were 51–60 years were at only medium level ($\bar{x} = 3.30$) and average value of respondents, who were older than 60 years were at low level ($\bar{x} = 3.00$).

Table 3.37: Comparison of participation level among respondents at different age intervals in sharing economic advantages from tourism

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
1. Quantity of income villagers earned from tourism development in Tambon Karon	Less than 20 years	15	4.00	High	1.384	0.229 indifferent
	20–30 years	67	4.07	High		
	31–40 years	189	4.24	Highest		
	41–50 years	91	4.32	Highest		
	51–60 years	10	3.80	High		
	61–70 years	3	4.00	High		
	Average		4.21	Highest		
2. Quantity of villagers employed by Tourism business in Tambon Karon in opinion of respondents	Less than 20 years	15	3.67	High	2.589	0.026* different
	20–30 years	67	3.10	Medium		
	31–40 years	189	3.51	High		
	41–50 years	91	3.26	Medium		
	51–60 years	10	3.00	Medium		
	61–70 years	3	3.00	Medium		
	Average		3.37	Medium		
3. Quantity of villagers owned tourism business in Tambon Karon in opinion of respondents	Less than 20 years	15	3.60	High	2.828	0.016* different
	20–30 years	67	3.10	Medium		
	31–40 years	189	3.50	High		
	41–50 years	91	3.29	Medium		
	51–60 years	10	3.00	Medium		
	61–70 years	3	4.00	High		
	Average		3.37	Medium		
4. Quantity of income respondents earned from tourism business	Less than 20 years	15	3.40	Medium	0.832	0.527 indifferent
	20–30 years	67	3.33	Medium		
	31–40 years	189	3.35	Medium		
	41–50 years	91	3.37	Medium		
	51–60 years	10	2.70	Medium		
	61–70 years	3	3.00	Medium		
	Average		3.33	Medium		

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
5. Quantity of vocational training arranged by Local Administration Organization to support career of respondents	Less than 20 years	15	2.87	Medium	2.878	0.015* different
	20-30 years	67	2.37	Low		
	31-40 years	189	2.63	Medium		
	41-50 years	91	2.31	Low		
	51-60 years	10	2.90	Medium		
	61-70 years	3	4.00	High		
	Average		2.54	Low		
6. Increase of tourism infrastructure after tourism was developed in Tambon Karon in opinion of respondents	Less than 20 years	15	3.87	High	2.676	0.022* different
	20-30 years	67	3.36	Medium		
	31-40 years	189	3.66	High		
	41-50 years	91	3.65	High		
	51-60 years	10	3.60	High		
	61-70 years	3	2.00	Low		
	Average		3.60	High		
Overall Average Value			3.40	Medium		

Average participation level of respondents of all age intervals in sharing economic advantages from tourism was at medium level ($\bar{X} = 3.40$). However, after researcher made the relationship testing of participation level of respondents of all age intervals respondents in sharing economic advantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.37) that would be discussed later in Chapter 4.

- Most of respondents thought quantity of villagers employed by Tourism business in Tambon Karon was at medium level ($\bar{X} = 3.37$). However, respondents, who were less than 20 years and between 31-40 years, thought average value should be at high level ($\bar{X} = 3.67$ and 3.51).
- Most of respondents thought quantity of villagers owned tourism business in Tambon Karon was at medium level ($\bar{X} = 3.37$). However, respondents, who were less than 20 years, 31-40 years, and 61-70 years, thought it was at high level ($\bar{X} = 3.60$, 3.50 , and 4.00).
- Most of respondents thought quantity of vocational training arranged by Local Administration Organization was at low level ($\bar{X} = 2.54$), although respondents, who were 61-70 years, thought it was at high level ($\bar{X} = 4.00$).

- Most of respondents thought increase of tourism infrastructure after tourism was developed in Tambon Karon was at high level ($\bar{x} = 3.60$). Anyway, respondents, who were 20–30 years, thought it was at only medium level ($\bar{x} = 4.00$).

Table 3.38: Comparison of participation level among respondents at different age intervals in sharing economic disadvantages from tourism

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
1. Increase of good price after tourism was developed in Tambon Karon in opinion of respondents	Less than 20 years	15	3.00	Medium	7.330	0.000* different
	20–30 years	67	3.04	Medium		
	31–40 years	189	3.75	High		
	41–50 years	91	3.30	Medium		
	51–60 years	10	3.80	High		
	61–70 years	3	3.00	Medium		
	Average		3.48	High		

Most of respondents thought increase of good price after tourism was developed in Tambon Karon was at high level ($\bar{x} = 3.48$). However, after researcher made the relationship testing of participation level by using T-test at 0.5–significant level, it was found that some of respondents, who were less than 20 year, 20–30 years, 41–50 years, and 61–70 years, thought it was at only medium level ($\bar{x} = 3.00, 3.04, 3.30,$ and 3.00) as shown in Table 3.38.

Table 3.39: Comparison of participation level among respondents at different age intervals in sharing socio-cultural advantages from tourism

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
1. Increase of cultural conservation after tourism was developed in Tambon Karon in opinion of respondents	Less than 20 years	15	3.33	Medium	3.321	0.006* different
	20–30 years	67	3.30	Medium		
	31–40 years	189	3.30	Medium		
	41–50 years	91	3.21	Medium		
	51–60 years	10	2.10	Low		
	61–70 years	3	2.00	Low		
	Average		3.24	Medium		

Most of respondents thought increase of cultural conservation after tourism was developed in Tambon Karon was at medium level ($\bar{x} = 3.24$) as shown in Table 3.39. However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, it was found that respondents, who were 51-60 years and 61-70 years, thought it was only at low level ($\bar{x} = 2.10$ and 2.00) as shown in Table 3.39).

Table 3.40: Comparison of participation level among respondents at different age intervals in sharing socio-cultural disadvantages from tourism

Questions	Ages	N	\bar{x}	Interpretation	F	Sig.
1. Change of life style after tourism was developed in Tambon Karon in opinion of respondents	Less than 20 years	15	3.27	Medium	0.362	0.874 indifferent
	20-30 years	67	3.40	Medium		
	31-40 years	189	3.42	Medium		
	41-50 years	91	3.43	High		
	51-60 years	10	3.30	Medium		
	61-70 years	3	4.00	High		
	Average		3.42	Medium		
2. Increase of crime after tourism was developed in Tambon Karon in opinion of respondents	Less than 20 years	15	2.60	Low	4.539	0.000* different
	20-30 years	67	2.99	Medium		
	31-40 years	189	3.08	Medium		
	41-50 years	91	2.52	Low		
	51-60 years	10	2.00	Low		
	61-70 years	3	3.00	Medium		
	Average		2.88	Medium		
3. Negative impacts from nightlife entertainment such as pub bar etc. toward local culture in opinion of respondents	Less than 20 years	15	2.93	Medium	2.334	0.042* different
	20-30 years	67	3.25	Medium		
	31-40 years	189	3.48	High		
	41-50 years	91	3.07	Medium		
	51-60 years	10	3.40	Medium		
	61-70 years	3	3.00	Medium		
	Average		3.31	Medium		
Overall Average Value			3.22	Medium		

Overall result of participation level of respondents in all age intervals in sharing socio-cultural disadvantages from tourism was at medium level ($\bar{x} = 3.22$). However, after researcher made the relationship testing of participation level of respondents in all age intervals in sharing socio-cultural disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.40) that would be discussed later in Chapter 4.

- Most of respondents thought increase of crime after tourism was developed in Tambon Karon was at medium level ($\bar{x} = 2.88$). Anyway, respondents, who were 41-50 years and 51-60 years, thought increase of crime was at low level ($\bar{x} = 2.52$ and 2.00).
- Most of respondents thought negative impacts from nightlife entertainment such as pub bar etc. was at medium level ($\bar{x} = 3.31$). However, respondents, who were 31-40 years, thought it was at high level ($\bar{x} = 3.48$).

Table 3.41: Comparison of participation level among respondents at different age intervals in sharing environmental advantages from tourism

Questions	Ages	N	\bar{x}	Interpretation	F	Sig.
1. Increase of tidiness in community after tourism was developed in Tambon Karon in opinion of respondents	Less than 20 years	15	2.87	Medium	4.587	0.000* different
	20-30 years	67	3.16	Medium		
	31-40 years	189	3.56	High		
	41-50 years	91	3.48	High		
	51-60 years	10	3.00	Medium		
	61-70 years	3	3.00	Medium		
	Average			3.42		

Most of respondents thought increase of tidiness in community after tourism was developed in Tambon Karon was at medium level ($\bar{x} = 3.42$) as shown in Table 3.41. However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, it was found that average value ($\bar{x} = 3.42$) almost reached high level. Also respondents, who were 31-40 years and 41-50 years, thought tidiness was increased a high level ($\bar{x} = 3.56$ and 3.48) as shown in Table 3.41.

Table 3.42: Comparison of participation level among respondents at different age intervals in sharing environmental disadvantages from tourism

Questions	Ages	N	\bar{X}	Interpretation	F	Sig.
1. Increase of garbage and waste water in community after tourism was developed in Tambon Karon in opinion of respondents	Less than 20 years	15	3.07	Medium	10.231	0.000* different
	20-30 years	67	3.10	Medium		
	31-40 years	189	3.93	High		
	41-50 years	91	3.66	High		
	51-60 years	10	3.20	Medium		
	61-70 years	3	3.00	Medium		
	Average		3.65	High		
2. Increase of traffic jam after tourism was developed in Tambon Karon in opinion of respondents	Less than 20 years	15	3.13	Medium	5.728	0.000* different
	20-30 years	67	2.78	Medium		
	31-40 years	189	3.24	Medium		
	41-50 years	91	2.77	Medium		
	51-60 years	10	2.50	Low		
	61-70 years	3	4.00	High		
	Average		3.03	Medium		
3. Increase of water shortage after tourism was developed in Tambon Karon in opinion of respondents	Less than 20 years	15	3.00	Medium	6.154	0.000* different
	20-30 years	67	2.66	Medium		
	31-40 years	189	3.41	Medium		
	41-50 years	91	3.01	Medium		
	51-60 years	10	3.10	Medium		
	61-70 years	3	2.00	Low		
	Average		3.14	Medium		
Overall Average Value			3.27	Medium		

Overall result of participation level of respondents in all age intervals in sharing environmental disadvantages from tourism was at medium level ($\bar{X} = 3.27$). However, after researcher made the relationship testing of participation level of respondents in all age intervals in sharing environmental disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.42) that would be discussed later in Chapter 4.

- Most of respondents thought increase of garbage and waste water in community after tourism was developed in Tambon Karon was at high level. ($\bar{x} = 3.65$). However, respondents in some groups, except who were 31–40 years and 41–50 years, thought it was at medium level ($\bar{x} = 3.07, 3.10, 3.20,$ and 3.00).
- Most of respondents thought increase of traffic jam after tourism was developed in Tambon Karon was at medium level. ($\bar{x} = 3.03$). However, respondents, who were 51–60 years, thought it increased at low level. While respondents, who were 61–70 years, thought it increased at high level ($\bar{x} = 4.00$).
- Most of respondents thought increase of water shortage after tourism was developed in Tambon Karon was at medium level. ($\bar{x} = 3.14$). However, who were 61–70 years, thought it increased at high level ($\bar{x} = 2.00$).

3.4.2 Educational Levels

1. ANOVA - Comparison of participation level among respondents at different educational levels in planning process

Table 3.43: Comparison of participation level among respondents at different educational levels in planning process

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of local meeting organized and involved tourism planning and Development	Primary School	151	2.38	Low	3.125	0.015* different
	Secondary School	186	2.17	Low		
	Bachelor Degree	31	2.81	Medium		
	Master Degree	1	2.00	Low		
	others	6	2.00	Low		
	Average		2.30	Low		
2. Frequency of formal informing and inviting respondents to the meeting	Primary School	151	2.36	Low	1.898	0.110 indifferent
	Secondary School	186	2.25	Low		
	Bachelor Degree	31	2.52	Low		
	Master Degree	1	4.00	High		
	others	6	3.00	Medium		
	Average		2.33	Low		
3. Eagerness of respondents to pursue other villagers to participate the meeting	Primary School	151	2.06	Low	0.630	0.641 indifferent
	Secondary School	186	2.04	Low		
	Bachelor Degree	31	2.13	Low		
	Master Degree	1	1.00	Lowest		
	others	6	2.50	Low		
	Average		2.06	Low		
4. Eagerness level of villagers to participate the meeting	Primary School	151	2.81	Medium	1.945	0.102 indifferent
	Secondary School	186	2.69	Medium		
	Bachelor Degree	31	3.23	Medium		
	Master Degree	1	4.00	High		
	others	6	2.50	Low		
	Average		2.78	Medium		

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
5. Quantity of villagers participated the meeting	Primary School	151	2.46	Low	3.227	0.013* different
	Secondary School	186	2.49	Low		
	Bachelor Degree	31	3.00	Medium		
	Master Degree	1	4.00	High		
	others	6	2.00	Low		
	Average		2.79	Low		
6. Eagerness level of meeting's chair to stimulate villagers to express opinion or discuss during meeting session	Primary School	151	2.70	Medium	1.350	0.251 indifferent
	Secondary School	186	2.63	Medium		
	Bachelor Degree	31	3.06	Medium		
	Master Degree	1	2.00	Low		
	others	6	2.50	Low		
	Average		2.69	Medium		
7. Eagerness level of to express opinion or discuss during meeting session	Primary School	151	2.51	Low	1.767	0.135 indifferent
	Secondary School	186	2.30	Low		
	Bachelor Degree	31	2.68	Medium		
	Master Degree	1	3.00	Medium		
	others	6	2.00	Low		
	Average		2.41	Low		
8. Willingness level of meeting's chairman to open up or to listen to comments, ideas, suggestion from villagers	Primary School	151	2.79	Medium	0.373	0.828 indifferent
	Secondary School	186	2.68	Medium		
	Bachelor Degree	31	2.68	Medium		
	Master Degree	1	2.00	Low		
	others	6	2.50	Low		
	Average		2.72	Low		
Overall Average Value			2.49	Low		

Average participation level among respondents with different educational levels in planning process was at low level ($\bar{X} = 2.49$). However, after researcher made the relationship testing of participation level among respondents with different educational levels in planning process by using T-test at 0.5-significant level, researcher found some different results among respondents that would be discussed later in Chapter 4 (see also Table 3.43).

- Respondents thought they had low participation level in involvement of tourism planning and Development ($\bar{x} = 2.30$). Anyway, respondents, who obtained bachelor degree, had medium participation level in involvement of tourism planning and Development ($\bar{x} = 3.00$).
- Respondents thought average quantity of meeting participants was at low level ($\bar{x} = 2.51$). Anyway, respondents, who obtained bachelor degree, thought average quantity was at medium level ($\bar{x} = 3.00$).

2. ANOVA - Comparison of participation level among respondents at different educational levels in decision-making process

Table 3.44: Comparison of participation level among respondents at different educational levels in decision-making process

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of Comments, Ideas, Suggestion from respondents gave before decision making	Primary School	151	2.13	Low	1.188	0.316 indifferent
	Secondary School	186	2.05	Low		
	Bachelor Degree	31	2.39	Low		
	Master Degree	1	1.00	Lowest		
	others	6	2.00	Low		
	Average		2.11	Low		
2. Importance level of such comments, ideas, suggestion toward decision-making	Primary School	151	2.20	Low	1.743	0.140 indifferent
	Secondary School	186	2.05	Low		
	Bachelor Degree	31	2.52	Low		
	Master Degree	1	2.00	Low		
	others	6	2.00	Low		
	Average		2.15	Low		
3. Participation level of respondents in budget allocation for Infrastructure Development	Primary School	151	2.21	Low	1.644	0.163 indifferent
	Secondary School	186	2.04	Low		
	Bachelor Degree	31	1.71	Lowest		
	Master Degree	1	1.00	Lowest		
	others	6	2.00	Low		
	Average		2.08	Low		

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
4. Participation level of respondents in budget allocation for Environmental Development	Primary School	151	2.57	Low	5.057	0.001* different
	Secondary School	186	2.15	Low		
	Bachelor Degree	31	1.71	Lowest		
	Master Degree	1	4.00	High		
	others	6	2.00	Low		
	Average		2.28	Low		
5. Participation level of respondents in budget allocation for Educational, Cultural, and Recreational Development	Primary School	151	2.60	Low	4.523	0.001* different
	Secondary School	186	2.21	Low		
	Bachelor Degree	31	1.65	Lowest		
	Master Degree	1	2.00	Low		
	others	6	2.50	Low		
	Average		2.33	Low		
6. Participation level of respondents in budget allocation for Public Health Development	Primary School	151	2.34	Low	1.711	0.147 indifferent
	Secondary School	186	2.22	Low		
	Bachelor Degree	31	1.81	Low		
	Master Degree	1	1.00	Lowest		
	others	6	2.00	Low		
	Average		2.23	Low		
7. Participation level of respondents in budget allocation for Economic Development	Primary School	151	2.35	Low	3.571	0.007* different
	Secondary School	186	2.02	Low		
	Bachelor Degree	31	1.65	Lowest		
	Master Degree	1	1.00	Lowest		
	others	6	2.00	Low		
	Average		2.12	Low		
8. Participation level of respondents in budget allocation for Political and Administrative Development	Primary School	151	2.39	Low	3.072	0.016* different
	Secondary School	186	2.03	Low		
	Bachelor Degree	31	1.87	Low		
	Master Degree	1	1.00	Lowest		
	others	6	2.00	Low		
	Average		2.16	Low		
9. Democracy level of voting in decision-making process in opinion of respondents	Primary School	151	3.07	Medium	2.413	0.049* different
	Secondary School	186	2.82	Medium		
	Bachelor Degree	31	2.55	Low		
	Master Degree	1	4.00	High		
	others	6	2.00	Low		
	Average		2.89	Medium		

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
10. Freedom level of respondents to discuss, make decision, and vote	Primary School	151	2.85	Medium	1.874	0.114 indifferent
	Secondary School	186	2.69	Medium		
	Bachelor Degree	31	2.71	Medium		
	Master Degree	1	1.00	Lowest		
	others	6	2.00	Low		
	Average		2.74	Medium		
11. Satisfaction level of respondents toward all budget allocations	Primary School	151	3.05	Medium	2.238	0.064 indifferent
	Secondary School	186	2.77	Medium		
	Bachelor Degree	31	2.71	Medium		
	Master Degree	1	4.00	High		
	others	6	2.50	Low		
	Average		2.88	Medium		
12. Satisfaction level of respondents toward their roles in tourism planning	Primary School	151	2.79	Medium	1.563	0.184 indifferent
	Secondary School	186	2.75	Medium		
	Bachelor Degree	31	2.45	Low		
	Master Degree	1	4.00	High		
	others	6	2.00	Low		
	Average		2.73	Medium		
Overall Average Value			2.39	Low		

Average participation level of respondents with different educational levels in making-decision process was at low level ($\bar{X} = 2.39$). However, after researcher made the relationship testing of participation level among respondents with different educational levels in making-decision process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.44) that would be discussed later in Chapter 4.

- Respondents thought they had low participation level in budget allocation for environmental development ($\bar{X} = 2.28$). Anyway, respondents, who obtained bachelor degree, thought average quantity was at lowest level ($\bar{X} = 1.71$).
- Respondents thought they had low participation level in budget allocation for educational, cultural, and recreational development ($\bar{X} = 2.33$). However, respondents, who obtained bachelor degree, agreed at lowest level ($\bar{X} = 1.65$).

- Respondents thought they had low participation level in budget allocation for economic development ($\bar{x} = 2.12$). However, respondents, who obtained bachelor degree and master degree, agreed at lowest level ($\bar{x} = 1.65$ and 1.00).
- Respondents thought they had low participation level in budget allocation for political and administrative development ($\bar{x} = 2.16$). However, respondents, who obtained master degree, agreed at lowest level ($\bar{x} = 1.00$).
- Respondents thought their voting in decision-making process was democracy at medium level ($\bar{x} = 2.89$). However, respondents, who obtained bachelor degree and others, agreed at low level ($\bar{x} = 2.55$ and 2.00). While respondent with master degree thought it should be at high level.

3. ANOVA - Comparison of participation level among respondents at different educational levels in planning implementation process

Table 3.45: Comparison of participation level among respondents at different educational levels in planning implementation process

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of activities arranged to support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.)	Primary School	151	3.35	Medium	2.367	0.052 indifferent
	Secondary School	186	2.99	Medium		
	Bachelor Degree	31	3.10	Medium		
	Master Degree	1	4.00	High		
	others	6	3.00	Medium		
	Average		3.15	Medium		
2. Participation level of respondents for those activities	Primary School	151	2.69	Medium	0.827	0.508 indifferent
	Secondary School	186	2.81	Medium		
	Bachelor Degree	31	2.65	Medium		
	Master Degree	1	1.00	Lowest		
	others	6	3.00	Medium		
	Average		2.74	Medium		

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
3. Eagerness level of respondents to pursue other villagers to participate those activities	Primary School	151	2.56	Low	2.081	0.083 indifferent
	Secondary School	186	2.47	Low		
	Bachelor Degree	31	2.94	Medium		
	Master Degree	1	1.00	Lowest		
	others	6	3.00	Medium		
	Average		2.55	Low		
4. Eagerness level of respondents give suggestions, comments about tourism infrastructure to local administration Organization	Primary School	151	2.47	Low	0.703	0.591 indifferent
	Secondary School	186	2.39	Low		
	Bachelor Degree	31	2.52	Low		
	Master Degree	1	2.00	Low		
	others	6	3.00	Medium		
	Average		2.44	Low		
5. Competency level of respondents to communicate with foreign tourists	Primary School	151	2.63	Medium	1.738	0.141 indifferent
	Secondary School	186	2.83	Medium		
	Bachelor Degree	31	3.13	Medium		
	Master Degree	1	4.00	High		
	others	6	3.00	Medium		
	Average		2.78	Medium		
6. Hospitality level of respondents toward tourists	Primary School	151	3.60	High	2.781	0.027* different
	Secondary School	186	3.44	High		
	Bachelor Degree	31	3.97	High		
	Master Degree	1	5.00	Highest		
	others	6	3.00	Medium		
	Average		3.54	High		
7. Competency level of respondents to provide tourist the information about their tourism resources	Primary School	151	2.81	Medium	3.909	0.004* different
	Secondary School	186	3.08	Medium		
	Bachelor Degree	31	3.65	High		
	Master Degree	1	4.00	High		
	others	6	3.00	Medium		
	Average		3.02	Medium		

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
8. Increase of tourist volume wanted by respondents	Primary School	151	4.38	Highest	1.368	0.244 indifferent
	Secondary School	186	4.20	High		
	Bachelor Degree	31	4.55	Highest		
	Master Degree	1	5.00	Highest		
	others	6	4.50	Highest		
	Average		4.31	Highest		
Overall Average Value			3.61	High		

Average participation level of respondents with different educational levels in planning implementation process was at medium level ($\bar{X} = 3.61$). However, after researcher made the relationship testing of participation level of respondents with different educational levels in planning implementation process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.45) that would be discussed later in Chapter 4.

- Average value of hospitality toward tourists of respondents was at high level ($\bar{X} = 3.54$). However, average value of hospitality toward tourists of respondents, who obtained other educational levels, was at high level ($\bar{X} = 3.00$).
- Average competency level to provide tourist information of their tourism resources of respondents was at medium level. ($\bar{X} = 3.02$). However, competency level of respondents, who obtained bachelor degree and master degree, was at high level ($\bar{X} = 3.65$ and 4.00).

4. ANOVA - Comparison of participation level among respondents at different educational levels in sharing advantages and disadvantages from tourism

Average participation level of respondents with different educational levels in sharing advantages from tourism was at high level ($\bar{x} = 4.07$). However, after researcher made the relationship testing of participation level of respondents with different educational levels in sharing advantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents that would be discussed later in Chapter 4 (see Table 3.46).

- Respondents thought they shared direct benefit they received from tourism development in Tambon Karon at high level ($\bar{x} = 3.73$). However, average value of respondents, who obtained bachelor degree, was at highest level ($\bar{x} = 4.45$).

Table 3.46: Comparison of participation level among respondents at different educational levels in sharing overall tourism advantages

Questions	Education Levels	N	\bar{x}	Interpretation	F	Sig.
1. Level of overall advantages respondents received from tourism development in Tambon Karon	Primary School	151	4.42	Highest	0.881	0.476 indifferent
	Secondary School	186	4.35	Highest		
	Bachelor Degree	31	4.65	Highest		
	Master Degree	1	5.00	Highest		
	others	6	4.50	Highest		
	Average		4.41	Highest		
2. Level of direct benefit respondents received from Tourism development in Tambon Karon	Primary School	151	3.62	High	3.982	0.004* different
	Secondary School	186	3.68	High		
	Bachelor Degree	31	4.45	Highest		
	Master Degree	1	3.00	High		
	others	6	4.00	High		
	Average		3.73	High		
Overall Average Value			4.07	High		

Table 3.47: Comparison of participation level among respondents at different educational levels in sharing economic advantages from tourism

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
1. Quantity of income villagers earned from tourism development in Tambon Karon	Primary School	151	4.21	Highest	5.783	0.000* different
	Secondary School	186	4.12	High		
	Bachelor Degree	31	4.74	Highest		
	Master Degree	1	2.00	Low		
	others	6	4.50	Highest		
	Average		4.21	Highest		
2. Quantity of villagers employed by Tourism business in Tambon Karon in opinion of respondents	Primary School	151	3.59	High	3.972	0.004* different
	Secondary School	186	3.18	Medium		
	Bachelor Degree	31	3.45	High		
	Master Degree	1	3.00	Medium		
	others	6	3.00	Medium		
	Average		3.37	Medium		
3. Quantity of villagers owned tourism business in Tambon Karon in opinion of respondents	Primary School	151	3.42	Medium	1.071	0.371 indifferent
	Secondary School	186	3.28	Medium		
	Bachelor Degree	31	3.58	High		
	Master Degree	1	4.00	High		
	others	6	3.50	High		
	Average		3.37	Medium		
4. Quantity of income respondents earned from tourism business	Primary School	151	3.28	Medium	2.098	0.081 indifferent
	Secondary School	186	3.31	Medium		
	Bachelor Degree	31	3.74	High		
	Master Degree	1	5.00	Highest		
	others	6	3.00	Medium		
	Average		3.33	Medium		
5. Quantity of vocational training arranged by Local Administration Organization to support career of respondents	Primary School	151	2.67	Medium	2.374	0.052 indifferent
	Secondary School	186	2.40	Low		
	Bachelor Degree	31	2.77	Medium		
	Master Degree	1	4.00	High		
	others	6	2.00	Low		
	Average		2.54	Low		

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
6. Increase of tourism infrastructure after tourism was developed in Tambon Karon in opinion of respondents	Primary School	151	3.69	High	1.197	0.312 indifferent
	Secondary School	186	3.49	High		
	Bachelor Degree	31	3.71	High		
	Master Degree	1	4.00	High		
	others	6	4.00	High		
	Average		3.60	High		
Overall Average Value			3.40	Medium		

Average participation level of respondents of all age intervals in sharing economic advantages from tourism was at medium level ($\bar{X} = 3.40$). However, after researcher made the relationship testing of participation level of respondents of all age intervals respondents in sharing economic advantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents that would be discussed later in Chapter 4 (see Table 3.47).

- Respondents thought villagers earned income from tourism development in Tambon Karon was at highest level ($\bar{X} = 4.21$). However, average value of respondents, who obtained master degree, was at low level ($\bar{X} = 2.00$).
- Most of respondents thought quantity of villagers employed by Tourism business in Tambon Karon was at medium level ($\bar{X} = 3.37$). However, respondents, who graduated primary school, and respondents who obtain bachelor degree thought average value should be at high level ($\bar{X} = 3.59$ and 3.45).

Table 3.48: Comparison of participation level among respondents at different educational levels in sharing economic disadvantages from tourism

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
1. Increase of good price after tourism was developed in Tambon Karon in opinion of respondents	Primary School	151	3.48	High	1.091	0.360 indifferent
	Secondary School	186	3.47	High		
	Bachelor Degree	31	3.35	Medium		
	Master Degree	1	5.00	Highest		
	others	6	4.00	High		
	Average		3.48	High		

Most of respondents thought increase of good price after tourism was developed in Tambon Karon was at high level ($\bar{X} = 3.48$). However, after researcher made the relationship testing of result by using T-test at 0.5-significant level, there were no different results among respondents (as shown in Table 3.48).

Table 3.49: Comparison of participation level among respondents at different educational levels in sharing socio-cultural advantages from tourism

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
1. Increase of cultural conservation after tourism was developed in Tambon Karon in opinion of respondents	Primary School	151	3.21	Medium	0.668	0.614 indifferent
	Secondary School	186	3.31	Medium		
	Bachelor Degree	31	3.00	Medium		
	Master Degree	1	3.00	Medium		
	others	6	3.00	Medium		
	Average		3.24	Medium		

Most of respondents thought increase of cultural conservation after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 3.24$) as shown in Table 3.49. However, after researcher made the relationship testing of result by using T-test at 0.5-significant level, there were no different results among respondents.

Table 3.50: Comparison of participation level among respondents at different educational levels in sharing socio-cultural disadvantages from tourism

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
1. Change of life style after tourism was developed in Tambon Karon in opinion of respondents	Primary School	151	3.40	Medium	0.463	0.763 indifferent
	Secondary School	186	3.42	Medium		
	Bachelor Degree	31	3.48	High		
	Master Degree	1	4.00	High		
	others	6	3.00	Medium		
	Average		3.42	Medium		
2. Increase of crime after tourism was developed in Tambon Karon in opinion of respondents	Primary School	151	2.78	Medium	1.482	0.207 indifferent
	Secondary School	186	2.90	Medium		
	Bachelor Degree	31	3.13	Medium		
	Master Degree	1	5.00	Highest		
	others	6	3.00	Medium		
	Average		2.88	Medium		
3. Negative impacts from nightlife entertainment such as pub bar etc. toward local culture in opinion of respondents	Primary School	151	3.26	Medium	1.654	0.160 indifferent
	Secondary School	186	3.40	Medium		
	Bachelor Degree	31	3.03	Medium		
	Master Degree	1	5.00	Highest		
	others	6	3.00	Medium		
	Average		3.31	Medium		
Overall Average Value			3.20	Medium		

Overall result of participation level of respondents in all age intervals in sharing socio-cultural disadvantages from tourism was at medium level ($\bar{X} = 3.22$). However, after researcher made the relationship testing of result by using T-test at 0.5-significant level, there were no different results among respondents (as shown in Table 3.50).

Table 3.51: Comparison of participation level among respondents at different educational levels in sharing environmental advantages from tourism

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
1. Increase of tidiness in community after tourism was developed in Tambon Karon in opinion of respondents	Primary School	151	3.57	High	3.363	0.010* different
	Secondary School	186	3.33	Medium		
	Bachelor Degree	31	3.16	Medium		
	Master Degree	1	3.00	Medium		
	others	6	4.00	High		
	Average			3.42	Medium	2.028

Most of respondents thought increase of tidiness in community after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 3.42$) as shown in Table 3.51. However, this average value ($\bar{X} = 3.42$) almost reached high level. Also respondents, who graduated primary school, and respondents, who had other education type, thought tidiness was increased a high level ($\bar{X} = 3.57$ and 4.00)

Table 3.52: Comparison of participation level among respondents at different educational levels in sharing environmental disadvantages from tourism

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
1. Increase of garbage and waste water in community after tourism was developed in Tambon Karon in opinion of respondents	Primary School	151	3.77	High	2.028	0.090 indifferent
	Secondary School	186	3.61	High		
	Bachelor Degree	31	3.29	Medium		
	Master Degree	1	3.00	Medium		
	others	6	4.00	High		
	Average			3.65	High	
2. Increase of traffic jam after tourism was developed in Tambon Karon in opinion of respondents	Primary School	151	3.11	Medium	1.970	0.099 indifferent
	Secondary School	186	3.03	Medium		
	Bachelor Degree	31	2.61	Medium		
	Master Degree	1	4.00	High		
	others	6	3.00	Medium		
	Average			3.03	Medium	

Questions	Education Levels	N	\bar{X}	Interpretation	F	Sig.
3. Increase of water shortage after tourism was developed in Tambon Karon in opinion of respondents	Primary School	151	3.15	Medium	1.885	0.112 indifferent
	Secondary School	186	3.14	Medium		
	Bachelor Degree	31	2.94	Medium		
	Master Degree	1	5.00	Highest		
	others	6	4.00	High		
	Average		3.14	Medium		
Overall Average Value			3.20	Medium		

Overall result of participation level of respondents in all age intervals in sharing environmental disadvantages from tourism was at medium level ($\bar{X} = 3.27$). However, after researcher made the relationship testing of result by using T-test at 0.5-significant level, there were no different results among respondents (as shown in Table 3.52).

3.4.3 Occupations

1. ANOVA - Comparison of participation level among respondents with various occupations in planning process

Table 3.53: Comparison of participation level among respondents with various occupations in planning process

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of local meeting organized and involved tourism planning and Development	Farmers	29	1.90	Low	3.084	0.016* different
	Government	7	2.57	Low		
	Hotel and Tourism	107	2.48	Low		
	Business Owner	121	2.15	Low		
	others	111	2.40	Low		
	Average		2.30	Low		
2. Frequency of formal informing and inviting respondents to the meeting	Farmers	29	1.55	Lowest	7.846	0.000* different
	Government	7	2.43	Low		
	Hotel and Tourism	107	2.62	Medium		
	Business Owner	121	2.17	Low		
	others	111	2.43	Low		
	Average		2.33	Low		
3. Eagerness of respondents to pursue other villagers to participate the meeting	Farmers	29	2.41	Low	4.777	0.001* different
	Government	7	2.00	Low		
	Hotel and Tourism	107	2.21	Low		
	Business Owner	121	1.76	Lowest		
	others	111	2.15	Low		
	Average		2.06	Low		
4. Eagerness level of villagers to participate the meeting	Farmers	29	2.52	Low	13.434	0.000* different
	Government	7	2.86	Medium		
	Hotel and Tourism	107	3.29	Medium		
	Business Owner	121	2.29	Low		
	others	111	2.89	Medium		
	Average		2.78	Medium		

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
5. Quantity of villagers participated the meeting	Farmers	29	2.03	Low	8.592	0.000* different
	Government	7	2.14	Low		
	Hotel and Tourism	107	2.86	Medium		
	Business Owner	121	2.26	Low		
	others	111	2.61	Medium		
	Average		2.51	Low		
6. Eagerness level of meeting's chair to stimulate villagers to express opinion or discuss during meeting session	Farmers	29	2.34	Low	19.565	0.000* different
	Government	7	2.43	Low		
	Hotel and Tourism	107	3.12	Medium		
	Business Owner	121	2.14	Low		
	others	111	2.98	Medium		
	Average		2.69	Medium		
7. Eagerness level of to express opinion or discuss during meeting session	Farmers	29	2.24	Low	13.475	0.000* different
	Government	7	2.29	Low		
	Hotel and Tourism	107	2.86	Medium		
	Business Owner	121	1.94	Low		
	others	111	2.54	Low		
	Average		2.41	Low		
8. Willingness level of meeting's chairman to open up or to listen to comments, ideas, suggestion from villagers	Farmers	29	3.07	Medium	19.909	0.000* different
	Government	7	2.57	Low		
	Hotel and Tourism	107	3.19	Medium		
	Business Owner	121	2.12	Low		
	others	111	2.85	Medium		
	Average		2.72	Medium		
Overall Average Value			2.48	Low		

Average participation level among respondents with different occupations in planning process was at low level ($\bar{X} = 2.48$). However, after researcher made the relationship testing of participation level among respondents with different occupations in planning process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.53) that would be discussed later in Chapter 4.

- Most of respondents thought they had low participation level in involvement of tourism planning and Development ($\bar{x} = 2.30$). However, although average value of respondents in group of farmers that was in medium level ($\bar{x} = 1.90$), this value almost reached lowest level.
- Most of respondents thought that they were rarely informed and invited to the meeting ($\bar{x} = 2.33$; low level). However, group of farmers thought they agreed at only lowest level ($\bar{x} = 1.55$). While group of hotel and tourism business agreed at medium level ($\bar{x} = 2.62$).
- Although most of respondents thought they rarely pursued others to participate the meeting ($\bar{x} = 2.06$; low level), group business owners thought they could agreed at only lowest level ($\bar{x} = 1.76$).
- Most of respondents had medium level of eagerness to participate the meeting ($\bar{x} = 2.78$) but group of farmers and business owners had low eagerness level ($\bar{x} = 2.52$ and 2.29).
- Most of respondents thought average quantity of meeting participants was at low level ($\bar{x} = 2.51$) but group of hotel and tourism business and other occupations thought it was at medium level ($\bar{x} = 2.86$ and 2.61).
- Most of respondents thought chairman of meeting pushed effort at only medium level ($\bar{x} = 2.69$) to stimulate villagers expressing opinion or discussing during meeting session but group of farmers, government, and business owners thought it was at only low level ($\bar{x} = 2.34, 2.43, \text{ and } 2.14$).
- Average eagerness level to express opinion or discuss during meeting session of respondents at low level ($\bar{x} = 2.41$). However, respondents is group of hotel and tourism business had medium level of eagerness to express opinion or discuss during meeting session ($\bar{x} = 2.86$).
- Average willingness level of meeting's chairman to open up or listen to comments, ideas, suggestion from villagers was at medium level ($\bar{x} = 2.72$). However, respondents in group of government and business thought that chairman of meeting had low willingness level ($\bar{x} = 2.57$ and 2.12).

2. ANOVA - Comparison of participation level among respondents with various occupations in decision-making process

Table 3.54: Comparison of participation level among respondents with various occupations in decision-making process

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of Comments, Ideas, Suggestion from respondents gave before decision making	Farmers	29	2.55	Low	8.401	0.000* different
	Government	7	1.71	Lowest		
	Hotel and Tourism	107	2.34	Low		
	Business Owner	121	1.75	Lowest		
	others	111	2.18	Low		
	Average		2.11	Low		
2. Importance level of such comments, ideas, suggestion toward decision-making	Farmers	29	2.48	Low	11.904	0.000* different
	Government	7	2.29	Low		
	Hotel and Tourism	107	2.41	Low		
	Business Owner	121	1.69	Lowest		
	others	111	2.31	Low		
	Average		2.15	Low		
3. Participation level of respondents in budget allocation for Infrastructure Development	Farmers	29	3.07	Medium	10.458	0.000* different
	Government	7	2.43	Low		
	Hotel and Tourism	107	2.21	Low		
	Business Owner	121	1.72	Lowest		
	others	111	2.05	Low		
	Average		2.08	Low		
4. Participation level of respondents in budget allocation for Environmental Development	Farmers	29	3.24	Medium	10.802	0.000* different
	Government	7	1.86	Low		
	Hotel and Tourism	107	2.56	Low		
	Business Owner	121	1.84	Low		
	others	111	2.27	Low		
	Average		2.28	Low		

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
5. Participation level of respondents in budget allocation for Educational, Cultural, and Recreational Development	Farmers	29	3.00	Medium	10.210	0.000* different
	Government	7	1.86	Low		
	Hotel and Tourism	107	2.64	Medium		
	Business Owner	121	1.79	Lowest		
	others	111	2.46	Low		
	Average		2.33	Low		
6. Participation level of respondents in budget allocation for Public Health Development	Farmers	29	2.59	Low	6.022	0.000* different
	Government	7	2.14	Low		
	Hotel and Tourism	107	2.51	Low		
	Business Owner	121	1.83	Low		
	others	111	2.29	Low		
	Average		2.23	Low		
7. Participation level of respondents in budget allocation for Economic Development	Farmers	29	2.34	Low	9.625	0.000* different
	Government	7	1.86	Low		
	Hotel and Tourism	107	2.47	Low		
	Business Owner	121	1.63	Lowest		
	others	111	2.27	Low		
	Average		2.12	Low		
8. Participation level of respondents in budget allocation for Political and Administrative Development	Farmers	29	2.24	Low	6.522	0.000* different
	Government	7	2.14	Low		
	Hotel and Tourism	107	2.41	Low		
	Business Owner	121	1.74	Lowest		
	others	111	2.34	Low		
	Average		2.16	Low		
9. Democracy level of voting in decision-making process in opinion of respondents	Farmers	29	2.83	Medium	22.087	0.000* different
	Government	7	1.86	Low		
	Hotel and Tourism	107	3.46	Medium		
	Business Owner	121	2.17	Low		
	others	111	3.20	Medium		
			2.89	Medium		
10. Freedom level of respondents to discuss, make decision, and vote	Farmers	29	2.72	Medium	10.410	0.000* different
	Government	7	2.14	Low		
	Hotel and Tourism	107	3.03	Medium		
	Business Owner	121	2.28	Low		
	others	111	3.01	Medium		
	Average		2.74	Medium		

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
11. Satisfaction level of respondents toward all budget allocations	Farmers	29	3.03	Medium	8.463	0.000* different
	Government	7	2.71	Medium		
	Hotel and Tourism	107	3.05	Medium		
	Business Owner	121	2.45	Low		
	others	111	3.15	Medium		
	Average		2.88	Medium		
12. Satisfaction level of respondents toward their roles in tourism planning	Farmers	29	2.45	Low	4.303	0.002* different
	Government	7	3.57	Medium		
	Hotel and Tourism	107	2.86	Medium		
	Business Owner	121	2.47	Low		
	others	111	2.92	Medium		
	Average		2.73	Medium		
Overall Average Value			2.39	Low		

Average participation level of respondents with different occupations in making–decision process was at low level ($\bar{X} = 2.39$). However, after researcher made the relationship testing of participation level among respondents with different occupations in making–decision process by using T–test at 0.5–significant level, researcher found some different results among respondents (as shown in Table 3.54) that would be discussed later in Chapter 4.

- Most of respondents thought quantity of comments, ideas, suggestion from villagers before decision–making process was averagely at low level ($\bar{X} = 2.11$). However, respondents in group of government and business owner thought average quantity was at lowest level ($\bar{X} = 1.71$ and 1.75).
- Most of respondents thought significant of such comments, ideas, suggestion toward decision–making process was at low level ($\bar{X} = 2.15$) but group of business owner thought it was at lowest level ($\bar{X} = 1.69$).
- Most of respondents thought they had low participation level in budget allocation for infrastructure development ($\bar{X} = 2.08$). Anyway, group of farmers thought they had medium participation ($\bar{X} = 3.07$). While group of business owners thought they had lowest participation ($\bar{X} = 1.72$).

- Most of respondents thought they had low participation level in budget allocation for environmental development ($\bar{x} = 2.28$) but group of farmers thought they had medium participation level ($\bar{x} = 3.24$).
- Most of respondents thought they had low participation level in budget allocation for educational, cultural, and recreational development ($\bar{x} = 2.33$). However, group of farmers and group of hotel and tourism business thought they had medium participation level ($\bar{x} = 3.00$ and 2.64).
- Most of respondents thought they had low participation level in budget allocation for public health development ($\bar{x} = 2.33$). However, although average value of respondents in group of business owners that was in medium level ($\bar{x} = 1.83$), this value almost reached lowest level.
- Most of respondents thought they had low participation level in budget allocation for economic development ($\bar{x} = 2.12$). However, respondents in group of business owners thought they had lowest participation level ($\bar{x} = 1.63$).
- Most of respondents thought they had low participation level in budget allocation for political and administrative development ($\bar{x} = 2.16$). However, respondents in group of business owners thought they had lowest participation level ($\bar{x} = 1.74$).
- Most of respondents thought their voting in decision-making process was democracy at medium level ($\bar{x} = 2.89$). However, respondents in group of government and business owners thought they had low participation level ($\bar{x} = 1.86$ and 2.17).
- Most of respondents thought they had freedom at medium level ($\bar{x} = 2.74$) to discuss, to make decision, and to vote. However, respondents in group of government and business owners thought they had low participation level ($\bar{x} = 2.14$ and 2.28).
- Most of respondents had medium level of satisfaction ($\bar{x} = 2.88$) toward overall budget allocation. However, respondents in group of business owners thought they had low participation level ($\bar{x} = 2.45$).
- Respondents had medium level of satisfaction ($\bar{x} = 2.73$) toward their overall roles in tourism planning. However, respondents in group of farmers and business owners thought they had low participation level ($\bar{x} = 2.45$ and 2.47).

3. ANOVA - Comparison of participation level among respondents with various occupations in planning implementation process

Table 3.55: Comparison of participation level among respondents with various occupations in planning implementation process

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of activities arranged to support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.)	Farmers	29	2.97	Medium	4.301	0.002* different
	Government	7	3.71	High		
	Hotel and Tourism	107	3.30	Medium		
	Business Owner	121	2.84	Medium		
	others	111	3.34	Medium		
	Average		3.15	Medium		
2. Participation level of respondents for those activities	Farmers	29	2.79	Medium	1.758	0.137 indifferent
	Government	7	3.71	High		
	Hotel and Tourism	107	2.82	Medium		
	Business Owner	121	2.59	Low		
	others	111	2.77	Medium		
	Average		2.74	Medium		
3. Eagerness level of respondents to pursue other villagers to participate those activities	Farmers	29	2.72	Medium	3.023	0.018* different
	Government	7	2.71	Medium		
	Hotel and Tourism	107	2.53	Low		
	Business Owner	121	2.31	Low		
	others	111	2.77	Medium		
	Average		2.55	Low		
4. Eagerness level of respondents give suggestions, comments about tourism infrastructure to local administration Organization	Farmers	29	2.76	Medium	3.891	0.004* different
	Government	7	3.43	High		
	Hotel and Tourism	107	2.57	Low		
	Business Owner	121	2.33	Low		
	others	111	2.29	Low		
	Average		2.44	Low		

Questions	Occupations	N	Mean	Interpretation	F	Sig.
5. Competency level of respondents to communicate with foreign tourists	Farmers	29	2.86	Medium	5.239	0.000* different
	Government	7	2.57	Low		
	Hotel and Tourism	107	3.19	Medium		
	Business Owner	121	2.63	Medium		
	others	111	2.54	Low		
	Average		2.78	Medium		
6. Hospitality level of respondents toward tourists	Farmers	29	3.76	High	4.806	0.001* different
	Government	7	3.43	High		
	Hotel and Tourism	107	3.81	High		
	Business Owner	121	3.24	Medium		
	others	111	3.56	High		
	Average		3.54	High		
7. Competency level of respondents to provide tourist the information about their tourism resources.	Farmers	29	2.97	Medium	5.424	0.000* different
	Government	7	2.86	Medium		
	Hotel and Tourism	107	3.40	High		
	Business Owner	121	2.70	Medium		
	others	111	3.02	Medium		
	Average		3.02	Medium		
8. Increase of tourist volume wanted by respondents	Farmers	29	4.38	Highest	1.505	0.200 indifferent
	Government	7	4.43	Highest		
	Hotel and Tourism	107	4.47	Highest		
	Business Owner	121	4.16	High		
	others	111	4.30	Highest		
	Average		4.31	Highest		
Overall Average Value			3.09	Medium		

Average participation level of respondents with different occupations in making-decision process was at medium level ($\bar{x} = 3.09$). However, after researcher made the relationship testing of participation level among respondents with different occupations in making-decision process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.55) that would be discussed later in Chapter 4.

- Average value of frequency of activities which support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.) of most of respondents was at medium level ($\bar{x} = 3.15$). However, group of government thought it was at high level ($\bar{x} = 3.71$).
- Most of respondents rarely pursued others to participate the activities ($\bar{x} = 2.55$; low level). However, average values of farmers, government, and other occupations were at medium level ($\bar{x} = 2.42, 2.71, \text{ and } 2.77$).
- Respondents thought they rarely gave suggestions, comments about tourism infrastructure to local administration organization ($\bar{x} = 2.44$; low level). However, average value of farmers was at medium level ($\bar{x} = 2.76$). While average value of farmers was at high level ($\bar{x} = 3.43$).
- Average competency level to communicate with foreign tourists of most of respondents was at medium level ($\bar{x} = 2.78$). However, competency of respondents in group of government and other occupations was at low level ($\bar{x} = 2.57 \text{ and } 2.54$).
- Average value of hospitality toward tourists of most of respondents was at high level ($\bar{x} = 3.54$) but it was at medium level for group of business owners ($\bar{x} = 3.40$). Anyway, this average value almost reached high level.
- Average competency level to provide tourist information of their tourism resources of most of respondents was at medium level. ($\bar{x} = 3.02$). However, competency level of respondents in group of hotel and tourism business at high level ($\bar{x} = 3.40$).

4. ANOVA - Comparison of participation level among respondents with various occupations in sharing advantages and disadvantages from tourism

Table 3.56: Comparison of participation level among respondents with various occupations in sharing overall tourism advantages

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Level of overall advantages respondents received from tourism development in Tambon Karon	Farmers	29	4.83	Highest	2.505	0.042* different
	Government	7	4.14	High		
	Hotel and Tourism	107	4.48	Highest		
	Business Owner	121	4.35	Highest		
	others	111	4.32	Highest		
	Average		4.41	Highest		
2. Level of direct benefit respondents received from Tourism development in Tambon Karon	Farmers	29	3.03	Medium	3.412	0.009* different
	Government	7	3.57	High		
	Hotel and Tourism	107	3.87	High		
	Business Owner	121	3.72	High		
	others	111	3.78	High		
	Average		3.73	High		
Overall Average Value			4.07	High		

Average participation level of respondents with different occupations in sharing advantages from tourism was at high level ($\bar{X} = 4.07$). However, after researcher made the relationship testing of participation level of respondents with different occupations in sharing advantages and disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.56) that would be discussed later in Chapter 4.

- Most of respondents thought they shared overall advantages from tourism development in Tambon Karon at highest level ($\bar{X} = 4.41$). However, average value of respondents in group of government was at only high level ($\bar{X} = 4.14$).
- Most of respondents thought they shared direct benefit they received from tourism development in Tambon Karon at high level ($\bar{X} = 3.73$). However, average value of respondents in group of farmers was at only medium level ($\bar{X} = 3.03$).

Table 3.57: Comparison of participation level among respondents with various occupations in sharing economic advantages from tourism

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Quantity of income villagers earned from tourism development in Tambon Karon	Farmers	29	4.45	Highest	0.749	0.559 indifferent
	Government	7	4.14	High		
	Hotel and Tourism	107	4.22	Highest		
	Business Owner	121	4.18	High		
	others	111	4.15	High		
	Average		4.21	Highest		
2. Quantity of villagers employed by Tourism business in Tambon Karon in opinion of respondents	Farmers	29	3.48	High	1.421	0.226 indifferent
	Government	7	3.71	High		
	Hotel and Tourism	107	3.49	High		
	Business Owner	121	3.21	Medium		
	others	111	3.36	Medium		
	Average		3.37	Medium		
3. Quantity of villagers owned tourism business in Tambon Karon in opinion of respondents	Farmers	29	3.24	Medium	2.022	0.091 indifferent
	Government	7	3.71	High		
	Hotel and Tourism	107	3.38	Medium		
	Business Owner	121	3.22	Medium		
	others	111	3.53	High		
	Average		3.37	Medium		
4. Quantity of income respondents earned from tourism business	Farmers	29	2.97	Medium	2.383	0.051 indifferent
	Government	7	3.29	Medium		
	Hotel and Tourism	107	3.54	High		
	Business Owner	121	3.21	Medium		
	others	111	3.36	Medium		
	Average		3.33	Medium		
5. Quantity of vocational training arranged by Local Administration Organization to support career of respondents	Farmers	29	2.66	Medium	3.168	0.014* different
	Government	7	2.86	Medium		
	Hotel and Tourism	107	2.78	Medium		
	Business Owner	121	2.27	Low		
	others	111	2.54	Low		
	Average		2.54	Low		

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
6. Increase of tourism infrastructure after tourism was developed in Tambon Karon in opinion of respondents	Farmers	29	3.86	High	1.703	0.149 indifferent
	Government	7	4.00	High		
	Hotel and Tourism	107	3.50	High		
	Business Owner	121	3.70	High		
	others	111	3.48	High		
	Average		3.60	High		
Overall Average Value			3.40	Medium		

Average participation level of respondents with different occupations in sharing economic advantages from tourism was at medium level ($\bar{x} = 3.40$). However, after researcher made the relationship testing of participation level of respondents with different occupations in sharing economic advantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents and would be discussed later in Chapter 4 (see Table 3.57).

- Most of respondents thought quantity of vocational training arranged by Local Administration Organization was at low level ($\bar{x} = 2.54$), although respondents in group of farmers, government, and hotel and tourism business thought it was at medium level ($\bar{x} = 2.66, 2.86, \text{ and } 2.78$).

Table 3.58: Comparison of participation level among respondents with various occupations in sharing economic disadvantages from tourism

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Increasing of good price after tourism was developed in Tambon Karon	Farmers	29	3.59	High	0.871	0.481 indifferent
	Government	7	4.00	High		
	Hotel and Tourism	107	3.42	Medium		
	Business Owner	121	3.41	Medium		
	others	111	3.54	High		
	Average		3.48	High		

Most of respondents thought increase of good price after tourism was developed in Tambon Karon was at high level ($\bar{x} = 3.48$) as shown in Table 3.58.

However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, there were no different results among respondents.

Table 3.59: Comparison of participation level among respondents with various occupations in sharing socio-cultural advantages from tourism

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Increase of cultural conservation after tourism was developed in Tambon Karon in opinion of respondents	Farmers	29	3.93	High	6.576	0.000* different
	Government	7	3.00	Medium		
	Hotel and Tourism	107	3.44	High		
	Business Owner	121	2.95	Medium		
	others	111	3.19	Medium		
	Average		3.24	Medium		

Most of respondents thought increase of cultural conservation after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 3.24$) as shown in Table 3.39. However, respondents in group of farmers and hotel and tourism business thought it was high level ($\bar{X} = 3.93$ and 3.44)

Table 3.60: Comparison of participation level among respondents with various occupations in sharing socio-cultural disadvantages from tourism

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Change of life style after tourism was developed in Tambon Karon in opinion of respondents	Farmers	29	3.45	High	1.894	0.111 indifferent
	Government	7	3.71	High		
	Hotel and Tourism	107	3.57	High		
	Business Owner	121	3.26	Medium		
	others	111	3.41	Medium		
	Average		3.42	Medium		
2. Increase of crime after tourism was developed in Tambon Karon in opinion of respondents	Farmers	29	2.66	Medium	10.146	0.000* different
	Government	7	4.00	High		
	Hotel and Tourism	107	2.61	Medium		
	Business Owner	121	2.66	Medium		
	others	111	3.37	Medium		
	Average		2.88	Medium		

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
3. Negative impacts from nightlife entertainment such as pub bar etc. toward local culture in opinion of respondents	Farmers	29	3.07	Medium	4.160	0.003* different
	Government	7	3.43	High		
	Hotel and Tourism	107	3.63	High		
	Business Owner	121	3.07	Medium		
	others	111	3.32	Medium		
	Average		3.31	Medium		
Overall Average Value			3.22	Medium		

Overall result of participation level of respondents with different occupations in sharing socio-cultural disadvantages from tourism was at medium level ($\bar{X} = 3.22$). However, after researcher made the relationship testing of participation level of respondents with different occupations in sharing socio-cultural disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.60) that would be discussed later in Chapter 4.

- Most of respondents thought increase of crime after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 2.88$). Anyway, respondents in group of government thought increase of crime was at high level ($\bar{X} = 4.00$).
- Most of respondents thought negative impacts from nightlife entertainment such as pub bar etc. was at medium level ($\bar{X} = 3.31$). However, respondents in group of government and hotel and tourism business thought it was at high level ($\bar{X} = 3.43$ and 3.63).

Table 3.61: Comparison of participation level among respondents with various occupations in sharing environmental advantages from tourism

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Increase of tidiness in community after tourism was developed in Tambon Karon in opinion of respondents	Farmers	29	3.66	High	2.255	0.063 indifferent
	Government	7	2.86	Medium		
	Hotel and Tourism	107	3.53	High		
	Business Owner	121	3.39	Medium		
	others	111	3.33	Medium		
	Average		3.42	Medium		

Most of respondents thought increase of tidiness in community after tourism was developed in Tambon Karon was at medium level ($\bar{x} = 3.42$) as shown in Table 3.61. However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, there were no different results among respondents.

Table 3.62: Comparison of participation level among respondents with various occupations in sharing environmental disadvantages from tourism

Questions	Occupations	N	\bar{X}	Interpretation	F	Sig.
1. Increase of garbage and waste water in community after tourism was developed in Tambon Karon in opinion of respondents	Farmers	29	3.69	High	3.439	0.009* different
	Government	7	4.29	Highest		
	Hotel and Tourism	107	3.88	High		
	Business Owner	121	3.48	High		
	others	111	3.58	High		
	Average		3.65	High		
2. Increase of traffic jam after tourism was developed in Tambon Karon in opinion of respondents	Farmers	29	3.48	High	5.846	0.000* different
	Government	7	3.71	High		
	Hotel and Tourism	107	2.98	Medium		
	Business Owner	121	2.77	Medium		
	others	111	3.19	Medium		
	Average		3.03	Medium		
3. Increase of water shortage after tourism was developed in Tambon Karon in opinion of respondents	Farmers	29	2.90	Medium	3.439	0.009* different
	Government	7	3.71	High		
	Hotel and Tourism	107	3.07	Medium		
	Business Owner	121	2.98	Medium		
	others	111	3.42	Medium		
	Average		3.14	Medium		
Overall Average Value			3.27	Medium		

Overall result of participation level of respondents with different occupations in sharing environmental disadvantages from tourism was at medium level ($\bar{x} = 3.27$). However, after researcher made the relationship testing of participation level of respondents with different occupations in sharing environmental disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.62) that would be discussed later in Chapter 4.

1. Most of respondents thought increase of garbage and waste water in community after tourism was developed in Tambon Karon was at high level. ($\bar{x} = 3.65$). However, respondents in group of government thought it was at highest level ($\bar{x} = 4.29$).
2. Most of respondents thought increase of traffic jam after tourism was developed in Tambon Karon was at medium level. ($\bar{x} = 3.03$). However, respondents in group of farmers and government thought it was at high level ($\bar{x} = 3.48$ and 3.71).
3. Most of respondents thought increase of water shortage after tourism was developed in Tambon Karon was at medium level. ($\bar{x} = 3.14$). However, respondents in group of government thought it was at high level ($\bar{x} = 3.71$).

3.4.4 Length of Living in Tambon Karon

1. ANOVA - Comparison of participation level among respondents with various length of living in Tambon Karon in planning process

Table 3.63: Comparison of participation level among respondents with various length of living in Tambon Karon in planning process

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of local meeting organized and involved tourism planning and Development	Less than 1 year	16	2.69	Medium	8.836	0.000* different
	1-3 years	60	1.75	Lowest		
	3-5 years	31	2.13	Low		
	5-7 years	27	1.93	Low		
	7-10 years	65	2.18	Low		
	more than 10 years	176	2.59	Low		
	Average		2.30	Low		
2. Frequency of formal informing and inviting respondents to the meeting	Less than 1 year	16	2.38	Low	6.558	0.000* different
	1-3 years	60	1.92	Low		
	3-5 years	31	1.71	Lowest		
	5-7 years	27	2.19	Low		
	7-10 years	65	2.49	Low		
	more than 10 years	176	2.54	Low		
	Average		2.33	Low		
3. Eagerness of respondents to pursue other villagers to participate the meeting	Less than 1 year	16	1.94	Low	7.982	0.000* different
	1-3 years	60	1.42	Lowest		
	3-5 years	31	2.52	Low		
	5-7 years	27	1.93	Low		
	7-10 years	65	2.18	Low		
	more than 10 years	176	2.19	Low		
	Average		2.06	Low		

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
4. Eagerness level of villagers to participate the meeting	Less than 1 year	16	2.50	Low	6.734	0.000* different
	1-3 years	60	2.13	Low		
	3-5 years	31	3.10	Medium		
	5-7 years	27	2.67	Medium		
	7-10 years	65	3.15	Medium		
	more than 10 years	176	2.85	Medium		
	Average		2.78	Medium		
5. Quantity of villagers participated the meeting	Less than 1 year	16	2.94	Medium	6.197	0.000* different
	1-3 years	60	2.33	Medium		
	3-5 years	31	2.00	Low		
	5-7 years	27	2.00	Low		
	7-10 years	65	2.51	Low		
	more than 10 years	176	2.71	Medium		
	Average		2.51	Low		
6. Eagerness level of meeting's chair to stimulate villagers to express opinion or discuss during meeting session	Less than 1 year	16	2.88	Medium	2.805	0.017* different
	1-3 years	60	2.32	Low		
	3-5 years	31	2.68	Medium		
	5-7 years	27	2.41	Low		
	7-10 years	65	2.74	Medium		
	more than 10 years	176	2.83	Medium		
	Average		2.69	Medium		
7. Eagerness level of to express opinion or discuss during meeting session	Less than 1 year	16	2.31	Low	0.908	0.476 indifferent
	1-3 years	60	2.25	Low		
	3-5 years	31	2.32	Low		
	5-7 years	27	2.33	Low		
	7-10 years	65	2.62	Medium		
	more than 10 years	176	2.43	Low		
	Average		2.41	Low		
8. Willingness level of meeting's chairman to open up or to listen to comments, ideas, suggestion from villagers	Less than 1 year	16	2.75	Medium	5.430	0.000* different
	1-3 years	60	2.33	Low		
	3-5 years	31	2.58	Low		
	5-7 years	27	2.07	Low		
	7-10 years	65	3.12	Medium		
	more than 10 years	176	2.83	Medium		
	Average		2.72	Medium		
Overall Average Value			2.48	Low		

Average participation level among respondents with different length of living in Tambon Karon in planning process was at low level ($\bar{x} = 2.48$). However, after researcher made the relationship testing of participation level among respondents at with different length of living in Tambon Karon in planning process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.63) that would be discussed later in Chapter 4.

- Most of respondents thought they had low participation level in involvement of tourism planning and Development ($\bar{x} = 2.30$). However, respondents, who lived in Tambon Karon less than 1 year, thought they had medium level in involvement of tourism planning and Development ($\bar{x} = 2.69$).
- Most of respondents thought that they were rarely informed and invited to the meeting ($\bar{x} = 2.33$; low level). However, average value of respondents, who lived in Tambon Karon 3-5 years, was at lowest level ($\bar{x} = 1.71$).
- Most of respondents thought they rarely pursued others to participate the meeting ($\bar{x} = 2.06$; low level). However, average value of respondents, who lived in Tambon Karon 1-3 years, was at lowest level ($\bar{x} = 1.42$).
- Most of respondents had medium level of eagerness to participate the meeting ($\bar{x} = 2.78$). However, respondents, who lived in Tambon Karon less than 1 year and 1-3 years thought they had low level of eagerness at low level ($\bar{x} = 2.50$ and 2.13).
- Most of respondents thought average quantity of meeting participants was at low level ($\bar{x} = 2.51$). However, respondents, who lived in Tambon Karon less than 1 year, 1-3 years, and more than 10 years, thought average quantity was at medium level ($\bar{x} = 2.94, 2.33, \text{ and } 2.71$).
- Most of respondents thought chairman of meeting pushed effort at medium level ($\bar{x} = 2.69$) to stimulate villagers expressing opinion or discussing during meeting session. However, respondents, who lived in Tambon Karon 1-3 years and 5-7 years thought chairman of meeting pushed effort at only low level ($\bar{x} = 2.32 \text{ and } 2.41$)
- Most of respondents thought that willingness level of meeting's chairman to open up or listen to comments, ideas, suggestion from villagers was at medium level ($\bar{x} = 2.72$). However, respondents, who lived in Tambon Karon 1-7 years,

thought that chairman of meeting had low willingness level ($\bar{x} = 2.33, 2.58, 2.07$).

2. ANOVA – Comparison of participation level among respondents with various length of living in Tambon Karon in decision-making process

Table 3.64: Comparison of participation level among respondents with various length of living in Tambon Karon in decision-making process

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of Comments, Ideas, Suggestion from respondents gave before decision making	Less than 1 year	16	2.25	Low	5.276	0.000* different
	1-3 years	60	1.68	Lowest		
	3-5 years	31	2.13	Low		
	5-7 years	27	1.81	Low		
	7-10 years	65	1.98	Low		
	more than 10 years	176	2.32	Low		
	Average		2.11	Low		
2. Importance level of such comments, ideas, suggestion toward decision-making	Less than 1 year	16	2.38	Low	5.346	0.000* different
	1-3 years	60	1.85	Low		
	3-5 years	31	2.06	Low		
	5-7 years	27	1.78	Low		
	7-10 years	65	1.92	Low		
	more than 10 years	176	2.39	Low		
	Average		2.15	Low		
3. Participation level of respondents in budget allocation for Infrastructure Development	Less than 1 year	16	2.25	Low	2.862	0.015* different
	1-3 years	60	1.90	Low		
	3-5 years	31	2.45	Low		
	5-7 years	27	1.70	Lowest		
	7-10 years	65	1.83	Low		
	more than 10 years	176	2.20	Low		
	Average		2.08	Low		

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
4. Participation level of respondents in budget allocation for Environmental Development	Less than 1 year	16	1.94	Low	1.422	0.215 indifferent
	1-3 years	60	2.17	Low		
	3-5 years	31	2.65	Medium		
	5-7 years	27	1.93	Low		
	7-10 years	65	2.35	Low		
	more than 10 years	176	2.32	Low		
	Average		2.28	Low		
5. Participation level of respondents in budget allocation for Educational, Cultural, and Recreational Development	Less than 1 year	16	2.63	Medium	3.668	0.003* different
	1-3 years	60	1.95	Low		
	3-5 years	31	2.97	Medium		
	5-7 years	27	1.93	Low		
	7-10 years	65	2.22	Low		
	more than 10 years	176	2.41	Low		
	Average		2.33	Low		
6. Participation level of respondents in budget allocation for Public Health Development	Less than 1 year	16	2.19	Low	2.636	0.023* different
	1-3 years	60	1.95	Low		
	3-5 years	31	2.48	Low		
	5-7 years	27	1.81	Low		
	7-10 years	65	2.08	Low		
	more than 10 years	176	2.40	Low		
	Average		2.23	Low		
7. Participation level of respondents in budget allocation for Economic Development	Less than 1 year	16	1.94	Low	5.538	0.000* different
	1-3 years	60	1.62	Lowest		
	3-5 years	31	2.55	Low		
	5-7 years	27	1.70	Lowest		
	7-10 years	65	2.02	Low		
	more than 10 years	176	2.33	Low		
	Average		2.12	Low		
8. Participation level of respondents in budget allocation for Political and Administrative Development	Less than 1 year	16	2.25	Low	4.364	0.001* different
	1-3 years	60	1.62	Lowest		
	3-5 years	31	2.52	Low		
	5-7 years	27	1.89	Low		
	7-10 years	65	2.31	Low		
	more than 10 years	176	2.26	Low		
	Average		2.16	Low		

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
9. Democracy level of voting in decision-making process in opinion of respondents	Less than 1 year	16	2.38	Low	8.014	0.000* different
	1-3 years	60	2.23	Low		
	3-5 years	31	3.26	Medium		
	5-7 years	27	2.33	Low		
	7-10 years	65	2.86	Medium		
	more than 10 years	176	3.19	Medium		
	Average		2.89	Medium		
10. Freedom level of respondents to discuss, make decision, and vote	Less than 1 year	16	2.69	Medium	2.716	0.020* different
	1-3 years	60	2.43	Low		
	3-5 years	31	2.77	Medium		
	5-7 years	27	2.41	Low		
	7-10 years	65	2.65	Medium		
	more than 10 years	176	2.93	Medium		
	Average		2.74	Medium		
11. Satisfaction level of respondents toward all budget allocations	Less than 1 year	16	3.06	Medium	3.922	0.002* different
	1-3 years	60	2.63	Medium		
	3-5 years	31	3.35	Medium		
	5-7 years	27	2.30	Low		
	7-10 years	65	2.95	Medium		
	more than 10 years	176	2.92	Medium		
	Average		2.88	Medium		
12. Satisfaction level of respondents toward their roles in tourism planning	Less than 1 year	16	3.19	Medium	4.713	0.000* different
	1-3 years	60	2.15	Low		
	3-5 years	31	3.00	Medium		
	5-7 years	27	2.67	Medium		
	7-10 years	65	2.74	Medium		
	more than 10 years	176	2.85	Medium		
	Average		2.73	Medium		
Overall Average Value			2.39		Low	

Average participation level of respondents with different length of living in Tambon Karon in making–decision process was at low level ($\bar{x} = 2.39$). However, after researcher made the relationship testing of participation level among respondents with different length of living in Tambon Karon in making–decision process by using T–test at 0.5–significant level, researcher found some different results among respondents (as shown in Table 3.64) that would be discussed later in Chapter 4.

- Most of respondents thought quantity of comments, ideas, suggestion from villagers before decision–making process was averagely at low level ($\bar{x} = 2.11$). However, respondents, who lived in Tambon Karon 1–3 years, thought that quantity was at lowest level ($\bar{x} = 1.68$).
- Most of respondents thought significant of such comments, ideas, suggestion toward decision–making process was at low level ($\bar{x} = 2.15$). However, respondents, who lived in Tambon Karon 1–3 years and 5–7 years, thought that significant of such comments, ideas, suggestion toward decision–making process was at low level ($\bar{x} = 1.85$ and 1.78).
- Most of respondents thought they had low participation level in budget allocation for infrastructure development ($\bar{x} = 2.08$). However, respondents, who lived in Tambon Karon 5–7 years, thought that they had lowest participation level ($\bar{x} = 1.70$).
- Most of respondents thought they had low participation level in budget allocation for educational, cultural, and recreational development ($\bar{x} = 2.33$). However, respondents, who lived in Tambon Karon less than 1 year and 3–5 years, thought they had medium participation level ($\bar{x} = 2.63$ and 2.97).
- Respondents thought they had low participation level in budget allocation for public health development ($\bar{x} = 2.23$). However, average value of respondents, who lived in Tambon Karon 5–7 years, almost reached lowest level ($\bar{x} = 1.81$).
- Respondents thought they had low participation level in budget allocation for economic development ($\bar{x} = 2.12$). However, respondents, who lived in Tambon Karon 1–3 years and 5–7 years, had lowest participation level ($\bar{x} = 1.62$ and 1.70).
- Respondents thought they had low participation level in budget allocation for political and administrative development ($\bar{x} = 2.16$). However, respondents,

who lived in Tambon Karon 1–3 years, had lowest participation level ($\bar{x} = 1.62$).

- Respondents thought their voting in decision-making process was democracy at medium level ($\bar{x} = 2.89$). However, respondents, who lived in Tambon Karon less than 1 year, 1–3 years, and 5–7 years, thought their voting in decision-making process was democracy at low level ($\bar{x} = 2.38, 2.23, \text{ and } 2.33$).
- Respondents thought they had freedom at medium level ($\bar{x} = 2.74$) to discuss, to make decision, and to vote. However, respondents, who lived in Tambon Karon 1–3 years and 7–10 years, had freedom at low level ($\bar{x} = 2.43 \text{ and } 2.41$) to discuss, to make decision, and to vote.
- Respondents had medium level of satisfaction ($\bar{x} = 2.88$) toward overall budget allocation. However, respondents, who lived in Tambon Karon 5–7 years, had low level of satisfaction ($\bar{x} = 2.30$) toward overall budget allocation.
- Respondents had medium level of satisfaction ($\bar{x} = 2.73$) toward their overall roles in tourism planning. However, respondents, who lived in Tambon Karon 1–3 years, had low level of satisfaction ($\bar{x} = 2.15$) toward their overall roles in tourism planning.

3. ANOVA – Comparison of participation level among respondents with different length of living in Tambon Karon in planning implementation process

Table 3.65: Comparison of participation level among respondents with different length of living in Tambon Karon in planning implementation process

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of activities arranged to support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.)	Less than 1 year	16	1.94	Low	16.912	0.000* different
	1-3 years	60	2.50	Low		
	3-5 years	31	3.29	Medium		
	5-7 years	27	2.44	Low		
	7-10 years	65	3.23	Medium		
	more than 10 years	176	3.53	High		
	Average		3.15	Medium		
2. Participation level of respondents for those activities	Less than 1 year	16	2.50	Low	4.934	0.000* different
	1-3 years	60	2.18	Low		
	3-5 years	31	3.13	Medium		
	5-7 years	27	2.44	Low		
	7-10 years	65	2.69	Medium		
	more than 10 years	176	2.95	Medium		
	Average		2.74	Medium		
3. Eagerness level of respondents to pursue other villagers to participate those activities	Less than 1 year	16	2.44	Low	11.382	0.000* different
	1-3 years	60	1.68	Lowest		
	3-5 years	31	2.94	Medium		
	5-7 years	27	2.67	Medium		
	7-10 years	65	2.74	Medium		
	more than 10 years	176	2.70	Medium		
	Average		2.55	Low		
4. Eagerness level of respondents give suggestions, comments about tourism infrastructure to local administration Organization	Less than 1 year	16	2.31	Low	6.273	0.000* different
	1-3 years	60	1.82	Low		
	3-5 years	31	2.68	Medium		
	5-7 years	27	2.37	Low		
	7-10 years	65	2.60	Low		
	more than 10 years	176	2.57	Low		
	Average		2.44	Low		

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
5. Competency level of respondents to communicate with foreign tourists	Less than 1 year	16	2.38	Low	4.968	0.000* different
	1-3 years	60	2.30	Low		
	3-5 years	31	2.39	Low		
	5-7 years	27	3.19	Medium		
	7-10 years	65	2.82	Medium		
	more than 10 years	176	2.97	Medium		
	Average		2.78	Medium		
6. Hospitality level of respondents toward tourists	Less than 1 year	16	3.88	High	0.651	0.661 indifferent
	1-3 years	60	3.42	Medium		
	3-5 years	31	3.42	Medium		
	5-7 years	27	3.48	High		
	7-10 years	65	3.54	High		
	more than 10 years	176	3.59	High		
	Average		3.54	High		
7. Competency level of respondents to provide tourist the information about their tourism resources.	Less than 1 year	16	2.38	Low	7.196	0.000* different
	1-3 years	60	2.37	Low		
	3-5 years	31	2.84	Medium		
	5-7 years	27	3.19	Medium		
	7-10 years	65	3.31	Medium		
	more than 10 years	176	3.20	Medium		
	Average		3.02	Medium		
8. Increase of tourist volume wanted by respondents	Less than 1 year	16	4.25	Highest	4.309	0.001* different
	1-3 years	60	3.92	High		
	3-5 years	31	4.65	Highest		
	5-7 years	27	4.26	Highest		
	7-10 years	65	4.63	Highest		
	more than 10 years	176	4.28	Highest		
	Average		4.31	Highest		
Overall Average Value			3.09	Medium		

Average participation level of respondents with different length of living in Tambon Karon in planning implementation process was at medium level (\bar{X} =3.09). However, after researcher made the relationship testing of participation level of respondents with different length of living in Tambon Karon in planning implementation process by

using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.65) that would be discussed later in Chapter 4.

- Most of respondents thought that frequency of activities which support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.) of respondents was at medium level ($\bar{x} = 3.15$). However, respondents, who lived in Tambon Karon less than 1 year, 1-3 year, and 5-7 years, thought that frequency was at low level ($\bar{x} = 1.94, 2.50, \text{ and } 2.44$).
- Most of respondents thought that local participation for the activities of respondents was at medium level ($\bar{x} = 2.74$). However, respondents, who lived in Tambon Karon less than 1 year, 1-3 year, and 5-7 years, thought that local participation was at low level ($\bar{x} = 2.50, 2.18, \text{ and } 2.44$).
- Most of respondents rarely pursued others to participate the activities ($\bar{x} = 2.55$; low level). However, average value of respondents, who lived in Tambon Karon 1-3 years, was at lowest ($\bar{x} = 1.68$).
- Most of respondents thought they rarely gave suggestions, comments about tourism infrastructure to local administration organization ($\bar{x} = 2.44$). However, average value of respondents, who lived in Tambon Karon 3-5 years, was at medium level ($\bar{x} = 2.68$).
- Most of respondents thought that competency level of villagers to communicate with foreign tourists was at medium level ($\bar{x} = 2.78$). However, respondents, who lived in Tambon Karon less than 1 year, 1-3 years, 3-5 years, was at low level ($\bar{x} = 2.38, 2.30, \text{ and } 2.39$).
- Most of respondents thought that competency level of villagers to provide tourist information of their tourism resources of respondents was at medium level. ($\bar{x} = 3.02$). However, respondents, who lived in Tambon Karon less than 1 year and 1-3 years, was at low level ($\bar{x} = 2.38, 2.37$).
- Most of respondents thought that need level of villagers for increase of tourist volume was at highest level ($\bar{x} = 4.31$). However, respondents, who lived in Tambon Karon 1-3 years, thought that need level was at only high level at medium level ($\bar{x} = 3.92$).

4. ANOVA – Comparison of participation level among respondents with different length of living in Tambon Karon in sharing advantages and disadvantages from tourism

Table 3.66: Comparison of participation level among respondents with different length of living in Tambon Karon in sharing overall tourism advantages from tourism

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Level of overall advantages respondents received from tourism development in Tambon Karon	Less than 1 year	16	4.19	High	1.833	0.106 indifferent
	1–3 years	60	4.35	Highest		
	3–5 years	31	4.81	Highest		
	5–7 years	27	4.48	Highest		
	7–10 years	65	4.46	Highest		
	more than 10 years	176	4.35	Highest		
	Average		4.41	Highest		
2. Level of direct benefit respondents received from Tourism development in Tambon Karon	Less than 1 year	16	4.44	Highest	7.552	0.000* different
	1–3 years	60	3.42	Medium		
	3–5 years	31	2.94	Medium		
	5–7 years	27	4.07	High		
	7–10 years	65	3.58	High		
	more than 10 years	176	3.90	High		
	Average		3.73	High		
Overall Average Value			4.07	High		

Average participation level of respondents with different length of living in Tambon Karon in sharing advantages from tourism was at high level ($\bar{X} = 4.07$). However, after researcher made the relationship testing of participation level of respondents with different length of living in Tambon Karon in sharing advantages and disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.66) that would be discussed later in Chapter 4.

- Respondents thought they shared direct benefit they received from tourism development in Tambon Karon at high level ($\bar{X} = 3.73$). However, respondents, who lived in Tambon Karon 1–5 years, was at only medium level ($\bar{X} = 3.42$ and 2.94).

Table 3.67: Comparison of participation level among respondents with various length of living in Tambon Karon in sharing economic advantages from tourism

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Quantity of income villagers earned from tourism development in Tambon Karon	Less than 1 year	16	4.00	High	2.518	0.029* different
	1-3 years	60	4.02	High		
	3-5 years	31	4.32	Highest		
	5-7 years	27	4.59	Highest		
	7-10 years	65	4.34	Highest		
	more than 10 years	176	4.16	High		
	Average		4.21	Highest		
2. Quantity of villagers employed by Tourism business in Tambon Karon in opinion of respondents	Less than 1 year	16	4.00	High	2.445	0.034* different
	1-3 years	60	3.22	Medium		
	3-5 years	31	3.39	Medium		
	5-7 years	27	3.22	Medium		
	7-10 years	65	3.57	High		
	more than 10 years	176	3.30	Medium		
	Average		3.37	Medium		
3. Quantity of villagers owned tourism business in Tambon Karon in opinion of respondents	Less than 1 year	16	3.75	High	3.477	0.004* different
	1-3 years	60	3.23	Medium		
	3-5 years	31	2.97	Medium		
	5-7 years	27	3.78	High		
	7-10 years	65	3.26	Medium		
	more than 10 years	176	3.43	High		
	Average		3.37	Medium		
4. Quantity of income respondents earned from tourism business	Less than 1 year	16	4.31	Highest	8.383	0.000* different
	1-3 years	60	3.02	Medium		
	3-5 years	31	2.61	Medium		
	5-7 years	27	3.26	Medium		
	7-10 years	65	3.32	Medium		
	more than 10 years	176	3.49	High		
	Average		3.33	Medium		

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
5. Quantity of vocational training arranged by Local Administration Organization to support career of respondents	Less than 1 year	16	2.44	Low	3.142	0.009* different
	1-3 years	60	2.13	Low		
	3-5 years	31	2.74	Medium		
	5-7 years	27	2.22	Low		
	7-10 years	65	2.49	Low		
	more than 10 years	176	2.71	Medium		
	Average		2.54	Low		
6. Increase of tourism infrastructure after tourism was developed in Tambon Karon in opinion of respondents	Less than 1 year	16	3.69	High	2.706	0.020* different
	1-3 years	60	3.63	High		
	3-5 years	31	3.55	High		
	5-7 years	27	2.93	Medium		
	7-10 years	65	3.62	High		
	more than 10 years	176	3.68	High		
	Average		3.60	High		
Overall Average Value			3.40	High		

Average participation level of respondents with different length of living in Tambon Karon in sharing economic advantages from tourism was at medium level ($\bar{X} = 3.40$). However, after researcher made the relationship testing of participation level of respondents of all age intervals respondents in sharing economic advantages from tourism by using T-test at 0.5-significant level, researcher found some different results of among respondents (as shown in Table 3.67) that would be discussed later in Chapter 4.

- Most of respondents thought that quantity of income villagers earned from tourism development in Tambon Karon was at highest level ($\bar{X} = 4.21$). However, respondents, who lived in Tambon Karon less than 1 year, 1-3 years, and more than 10 years, thought that it should be at only high level ($\bar{X} = 4.00, 4.02, 4.16$).
- Most of respondents thought quantity of villagers employed by Tourism business in Tambon Karon was at medium level ($\bar{X} = 3.37$). However, respondents, who lived in Tambon Karon less than 1 year and 7-10 years, thought average value should be at high level ($\bar{X} = 4.00$ and 3.57).
- Most of respondents thought quantity of villagers owned tourism business in Tambon Karon was at medium level ($\bar{X} = 3.37$). However, respondents, who

lived in Tambon Karon less than 1 year, 5–7 years, and more than 10 years, thought it was at high level ($\bar{x} = 3.75, 3.78, \text{ and } 3.43$).

- Most of respondents quantity of income respondents earned from tourism business was at medium level ($\bar{x} = 3.33$). However, respondents, who lived in Tambon Karon less than 1 year, thought average value should be at highest level ($\bar{x} = 4.31$). While respondents, who lived in Tambon Karon more than 10 years, thought average value should be at high level ($\bar{x} = 3.49$).
- Most of respondents thought quantity of vocational training arranged by Local Administration Organization was at low level ($\bar{x} = 2.54$), although respondents, who lived in Tambon Karon 3–5 years and more than 10 years, thought it was at medium level ($\bar{x} = 2.74 \text{ and } 2.71$).
- Most of respondents thought increase of tourism infrastructure after tourism was developed in Tambon Karon was at high level ($\bar{x} = 3.60$). Anyway, respondents, lived in Tambon Karon 5–7 years, thought it was at only medium level ($\bar{x} = 2.93$).

Table 3.68: Comparison of participation level among respondents with various length of living in Tambon Karon in sharing economic disadvantages from tourism

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Increase of good price after tourism was developed in Tambon Karon in opinion of respondents	Less than 1 year	16	2.88	Medium	6.265	0.000* different
	1–3 years	60	3.05	Medium		
	3–5 years	31	4.03	High		
	5–7 years	27	3.48	High		
	7–10 years	65	3.40	Medium		
	more than 10 years	176	3.61	High		
	Average		3.48	High		

Most of respondents thought increase of good price after tourism was developed in Tambon Karon was at high level ($\bar{x} = 3.48$). However, after researcher made the relationship testing of participation level by using T-test at 0.5–significant level, it was found that some of respondents, who lived in Tambon Karon less than 1–3 years, 1–3 years and 7–10 years, thought it was at only medium level ($\bar{x} = 2.88, 3.05, 3.40, \text{ and } 3.00$) as shown in Table 3.68.

Table 3.69: Comparison of participation level among respondents with various length of living in Tambon Karon in sharing socio-cultural advantages from tourism

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Increase of cultural conservation after tourism was developed in Tambon Karon in opinion of respondents	Less than 1 year	16	3.50	High	1.633	0.150
	1-3 years	60	3.35	Medium		
	3-5 years	31	3.42	Medium		
	5-7 years	27	2.96	Medium		
	7-10 years	65	3.42	Medium		
	more than 10 years	176	3.12	Medium		
	Average		3.24	Medium		

Most of respondents thought increase of cultural conservation after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 3.24$) as shown in Table 3.69. However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, it was found that respondents, who lived in Tambon Karon less than 1 year, thought it was at high level ($\bar{X} = 3.50$).

Overall result of participation level of respondents with different length of living in Tambon Karon in sharing socio-cultural disadvantages from tourism was at medium level ($\bar{X} = 3.22$). However, after researcher made the relationship testing of participation level of respondents with different length of living in Tambon Karon in sharing socio-cultural disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.70) that would be discussed later in Chapter 4.

- Most of respondents thought change of life style after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 3.42$). Anyway, respondents, who lived in Tambon Karon less than 1 years, 5-10 years, and more than 10 years, thought change of life style after tourism was developed in Tambon Karon was at high level ($\bar{X} = 4.00, 3.44, 3.54, \text{ and } 3.45$).
- Most of respondents thought increase of crime after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 2.88$). Anyway, respondents, who lived in Tambon Karon 5-7 years, thought increase of crime was at low level ($\bar{X} = 2.26$).

- Most of respondents thought negative impacts from nightlife entertainment such as pub bar etc. was at medium level ($\bar{x} = 3.31$). However, respondents, who lived in Tambon Karon less than 1 year, thought it was at low level ($\bar{x} = 2.50$). While respondents, who lived in Tambon Karon 3-5 years and 7-10 year, thought it was at high level ($\bar{x} = 4.06$ and 3.48).

Table 3.70: Comparison of participation level among respondents with various length of living in Tambon Karon in sharing socio-cultural disadvantages from tourism

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Change of life style after tourism was developed in Tambon Karon in opinion of respondents	Less than 1 year	16	4.00	High	3.349	0.006*
	1-3 years	60	3.22	Medium		
	3-5 years	31	3.03	Medium		
	5-7 years	27	3.44	High		
	7-10 years	65	3.54	High		
	more than 10 years	176	3.45	High		
	Average		3.42	Medium		
2. Increase of crime after tourism was developed in Tambon Karon in opinion of respondents	Less than 1 year	16	3.19	Medium	2.981	0.012*
	1-3 years	60	2.73	Medium		
	3-5 years	31	2.87	Medium		
	5-7 years	27	2.26	Low		
	7-10 years	65	3.20	Medium		
	more than 10 years	176	2.88	Medium		
	Average		2.88	Medium		
3. Negative impacts from nightlife entertainment such as pub bar etc. toward local culture in opinion of respondents	Less than 1 year	16	2.50	Low	5.967	0.000*
	1-3 years	60	3.13	Medium		
	3-5 years	31	4.06	High		
	5-7 years	27	3.07	Medium		
	7-10 years	65	3.48	High		
	more than 10 years	176	3.29	Medium		
	Average		3.31	Medium		
Overall Average Value			3.22	Medium		

Table 3.71: Comparison of participation level among respondents with various length of living in Tambon Karon in sharing environmental advantages from tourism

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Increase of tidiness in community after tourism was developed in Tambon Karon in opinion of respondents	Less than 1 year	16	3.56	High	0.555	0.735 indifferent
	1-3 years	60	3.35	Medium		
	3-5 years	31	3.39	Medium		
	5-7 years	27	3.63	High		
	7-10 years	65	3.38	Medium		
	more than 10 years	176	3.43	High		
	Average		3.42	Medium		

Most of respondents thought increase of tidiness in community after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 3.42$) as shown in Table 3.71. After researcher made the relationship testing of participation level by using T-test at 0.5-significant level, there were no different results among respondents.

Overall result of participation level of respondents with different length of living in Tambon Karon in sharing environmental disadvantages from tourism was at medium level ($\bar{X} = 3.27$). However, after researcher made the relationship testing of participation level of respondents with different length of living in Tambon Karon in sharing environmental disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.72) that would be discussed later in Chapter 4.

- Most of respondents thought increase of garbage and waste water in community after tourism was developed in Tambon Karon was at high level. ($\bar{X} = 3.65$). However, respondent, who lived in Tambon Karon 7-10 years, thought it was at medium level ($\bar{X} = 3.42$).
- Most of respondents thought increase of traffic jam after tourism was developed in Tambon Karon was at medium level. ($\bar{X} = 3.03$). However, respondents, who lived in Tambon Karon less than 1 year, thought it increased at low level ($\bar{X} = 2.50$). While respondents, who lived in Tambon Karon 3-5 years, thought it increased at high level ($\bar{X} = 3.68$).
- Most of respondents thought increase of water shortage after tourism was developed in Tambon Karon was at medium level. ($\bar{X} = 3.14$). However, who lived in

Tambon Karon 3–5 years and 7–10 years, thought it increased at high level (\bar{X} = 3.55 and 3.49).

Table 3.72: Comparison of participation level among respondents with various length of living in Tambon Karon in sharing environmental disadvantages from tourism

Questions	Length of Living	N	\bar{X}	Interpretation	F	Sig.
1. Increase of garbage and waste water in community after tourism was developed in Tambon Karon in opinion of respondents	Less than 1 year	16	3.63	High	4.017	0.001* different
	1–3 years	60	3.45	High		
	3–5 years	31	3.90	High		
	5–7 years	27	4.26	Highest		
	7–10 years	65	3.42	Medium		
	more than 10 years	176	3.68	High		
	Average		3.65	High		
2. Increase of traffic jam after tourism was developed in Tambon Karon in opinion of respondents	Less than 1 year	16	2.50	Low	4.344	0.001* different
	1–3 years	60	3.07	Medium		
	3–5 years	31	3.68	High		
	5–7 years	27	2.81	Medium		
	7–10 years	65	3.02	Medium		
	more than 10 years	176	2.98	Medium		
	Average		3.03	Medium		
3. Increase of water shortage after tourism was developed in Tambon Karon in opinion of respondents	Less than 1 year	16	2.88	Medium	3.159	0.008* different
	1–3 years	60	3.00	Medium		
	3–5 years	31	3.55	High		
	5–7 years	27	3.22	Medium		
	7–10 years	65	3.49	High		
	more than 10 years	176	3.01	Medium		
	Average		3.14	Medium		
Overall Average Value			3.27	Medium		

3.4.4 Villages

1. ANOVA - Comparison of participation level of respondents in different villages in planning process

Table 3.73: Comparison of participation level of respondents in different villages in planning process

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of local meeting organized and involved tourism planning and Development	Moo 1 Karon	100	2.34	Low	0.223	0.926 indifferent
	Moo 2 Kata	56	2.23	Low		
	Moo 3 Bangla	98	2.35	Low		
	Moo 4 Kok Chang	68	2.31	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.23	Low		
	Average		2.30	Low		
2. Frequency of formal informing and inviting respondents to the meeting	Moo 1 Karon	100	2.30	Low	1.593	0.175 indifferent
	Moo 2 Kata	56	2.45	Low		
	Moo 3 Bangla	98	2.29	Low		
	Moo 4 Kok Chang	68	2.53	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.09	Low		
	Average		2.33	Low		
3. Eagerness of respondents to pursue other villagers to participate the meeting	Moo 1 Karon	100	2.10	Low	0.138	0.968 indifferent
	Moo 2 Kata	56	2.04	Low		
	Moo 3 Bangla	98	2.07	Low		
	Moo 4 Kok Chang	68	2.07	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	1.98	Low		
	Average		2.06	Low		
4. Eagerness level of villagers to participate the meeting	Moo 1 Karon	100	2.73	Medium	0.323	0.863 indifferent
	Moo 2 Kata	56	2.89	Medium		
	Moo 3 Bangla	98	2.80	Medium		
	Moo 4 Kok Chang	68	2.82	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.68	Medium		
	Average		2.78	Medium		

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
5. Quantity of villagers participated the meeting	Moo 1 Karon	100	2.47	Low	2.094	0.081 indifferent
	Moo 2 Kata	56	2.70	Medium		
	Moo 3 Bangla	98	2.47	Low		
	Moo 4 Kok Chang	68	2.69	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.26	Low		
	Average			2.51		
6. Eagerness level of meeting's chair to stimulate villagers to express opinion or discuss during meeting session	Moo 1 Karon	100	2.59	Low	1.980	0.097 indifferent
	Moo 2 Kata	56	2.93	Medium		
	Moo 3 Bangla	98	2.63	Medium		
	Moo 4 Kok Chang	68	2.87	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.51	Low		
	Average			2.69		
7. Eagerness level of to express opinion or discuss during meeting session	Moo 1 Karon	100	2.31	Low	1.275	0.279 indifferent
	Moo 2 Kata	56	2.64	Low		
	Moo 3 Bangla	98	2.34	Low		
	Moo 4 Kok Chang	68	2.51	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.36	Low		
	Average			2.41		
8. Willingness level of meeting's chairman to open up or to listen to comments, ideas, suggestion from villagers	Moo 1 Karon	100	2.60	Low	2.336	0.055 indifferent
	Moo 2 Kata	56	3.04	Low		
	Moo 3 Bangla	98	2.64	Medium		
	Moo 4 Kok Chang	68	2.91	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.53	Low		
	Average			2.72		
Overall Average Value			2.48	Low		

Average participation level among respondents in different villages in planning process was at low level ($\bar{X} = 2.48$). However, after researcher made the relationship testing of participation level among respondents in different villages in planning process by using T-test at 0.5-significant level, there were no different results among respondents (as shown in Table 3.73).

2. ANOVA - Comparison of participation level of respondents in different villages in decision-making process

Table 3.74: Comparison of participation level of respondents in different villages in decision-making process

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of Comments, Ideas, Suggestion from respondents gave before decision making	Moo 1 Karon	100	2.10	Low	0.719	0.579 indifferent
	Moo 2 Kata	56	2.21	Low		
	Moo 3 Bangla	98	2.11	Low		
	Moo 4 Kok Chang	68	2.16	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	1.92	Low		
	Average		2.11	Low		
2. Importance level of such comments, ideas, suggestion toward decision-making	Moo 1 Karon	100	2.10	Low	2.679	0.032* different
	Moo 2 Kata	56	2.39	Low		
	Moo 3 Bangla	98	2.08	Low		
	Moo 4 Kok Chang	68	2.32	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	1.89	Low		
	Average		2.15	Low		
3. Participation level of respondents in budget allocation for Infrastructure Development	Moo 1 Karon	100	2.02	Low	0.282	0.890 indifferent
	Moo 2 Kata	56	2.21	Low		
	Moo 3 Bangla	98	2.06	Low		
	Moo 4 Kok Chang	68	2.07	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.08	Low		
	Average		2.08	Low		
4. Participation level of respondents in budget allocation for Environmental Development	Moo 1 Karon	100	2.16	Low	1.207	0.307 indifferent
	Moo 2 Kata	56	2.57	Low		
	Moo 3 Bangla	98	2.20	Low		
	Moo 4 Kok Chang	68	2.37	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.25	Low		
	Average		2.28	Low		

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
5. Participation level of respondents in budget allocation for Educational, Cultural, and Recreational Development	Moo 1 Karon	100	2.24	Low	0.540	0.706 indifferent
	Moo 2 Kata	56	2.54	Low		
	Moo 3 Bangla	98	2.29	Low		
	Moo 4 Kok Chang	68	2.37	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.28	Low		
	Average		2.33	Low		
6. Participation level of respondents in budget allocation for Public Health Development	Moo 1 Karon	100	2.13	Low	1.190	0.315 indifferent
	Moo 2 Kata	56	2.48	Low		
	Moo 3 Bangla	98	2.12	Low		
	Moo 4 Kok Chang	68	2.34	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.19	Low		
	Average		2.23	Low		
7. Participation level of respondents in budget allocation for Economic Development	Moo 1 Karon	100	2.06	Low	0.349	0.844 indifferent
	Moo 2 Kata	56	2.25	Low		
	Moo 3 Bangla	98	2.06	Low		
	Moo 4 Kok Chang	68	2.18	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.11	Low		
	Average		2.12	Low		
8. Participation level of respondents in budget allocation for Political and Administrative Development	Moo 1 Karon	100	2.09	Low	0.684	0.603 indifferent
	Moo 2 Kata	56	2.34	Low		
	Moo 3 Bangla	98	2.09	Low		
	Moo 4 Kok Chang	68	2.25	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.09	Low		
	Average		2.16	Low		
9. Democracy level of voting in decision-making process in opinion of respondents	Moo 1 Karon	100	2.78	Medium	1.538	0.190 indifferent
	Moo 2 Kata	56	3.14	Medium		
	Moo 3 Bangla	98	2.81	Medium		
	Moo 4 Kok Chang	68	3.09	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.72	Medium		
	Average		2.89	Medium		
10. Freedom level of respondents to discuss, make decision, and vote	Moo 1 Karon	100	2.70	Medium	0.249	0.910 indifferent
	Moo 2 Kata	56	2.82	Medium		
	Moo 3 Bangla	98	2.73	Medium		
	Moo 4 Kok Chang	68	2.81	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.66	Medium		
	Average		2.74	Medium		

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
11. Satisfaction level of respondents toward all budget allocations	Moo 1 Karon	100	2.81	Medium	0.622	0.647 indifferent
	Moo 2 Kata	56	3.04	Medium		
	Moo 3 Bangla	98	2.81	Medium		
	Moo 4 Kok Chang	68	2.96	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.87	Medium		
	Average		2.88	Medium		
12. Satisfaction level of respondents toward their roles in tourism planning	Moo 1 Karon	100	2.71	Medium	0.764	0.549 indifferent
	Moo 2 Kata	56	2.89	Medium		
	Moo 3 Bangla	98	2.63	Medium		
	Moo 4 Kok Chang	68	2.85	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.64	Medium		
	Average		2.73	Medium		
Overall Average Value			2.39	Low		

Average participation level of respondents in different villages in making-decision process was at low level ($\bar{X} = 2.39$). However, after researcher made the relationship testing of participation level among respondents in different villages in making-decision process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.74) that would be discussed later in Chapter 4.

- Respondents thought importance of comments, ideas, suggestion from villagers before decision-making process was averagely at low level ($\bar{X} = 2.15$). However, respondents, who live in Moo 5 Kok Tanhoad-Kata Noi, thought average value almost reached lowest level ($\bar{X} = 1.89$).

3. ANOVA - Comparison of participation level of respondents in different villages in planning implementation process

Table 3.75: Comparison of participation level of respondents in different villages in planning implementation process

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
1. Frequency of activities arranged to support tourism planning implementation (such as beach cleaning, keep-clean campaign etc.)	Moo 1 Karon	100	3.12	Medium	0.781	0.538 indifferent
	Moo 2 Kata	56	3.21	Medium		
	Moo 3 Bangla	98	3.12	Medium		
	Moo 4 Kok Chang	68	3.31	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.96	Medium		
	Average		3.15	Medium		
2. Participation level of respondents for those activities	Moo 1 Karon	100	2.72	Medium	0.062	0.993 indifferent
	Moo 2 Kata	56	2.79	Medium		
	Moo 3 Bangla	98	2.78	Medium		
	Moo 4 Kok Chang	68	2.74	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.70	Medium		
	Average		2.74	Medium		
3. Eagerness level of respondents to pursue other villagers to participate those activities	Moo 1 Karon	100	2.56	Low	0.194	0.941 indifferent
	Moo 2 Kata	56	2.59	Low		
	Moo 3 Bangla	98	2.57	Low		
	Moo 4 Kok Chang	68	2.57	Low		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.43	Low		
	Average		2.55	Low		
4. Eagerness level of respondents give suggestions, comments about tourism infrastructure to local administration Organization	Moo 1 Karon	100	2.32	Low	3.594	0.007* different
	Moo 2 Kata	56	2.75	Medium		
	Moo 3 Bangla	98	2.30	Low		
	Moo 4 Kok Chang	68	2.69	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.28	Low		
	Average		2.44	Low		

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
5. Competency level of respondents to communicate with foreign tourists	Moo 1 Karon	100	2.74	Medium	0.364	0.834 indifferent
	Moo 2 Kata	56	2.93	Medium		
	Moo 3 Bangla	98	2.74	Medium		
	Moo 4 Kok Chang	68	2.82	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.70	Medium		
	Average		2.78	Medium		
6. Hospitality level of respondents toward tourists	Moo 1 Karon	100	3.46	High	1.533	0.192 indifferent
	Moo 2 Kata	56	3.75	High		
	Moo 3 Bangla	98	3.41	Medium		
	Moo 4 Kok Chang	68	3.71	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.51	High		
	Average		3.54	High		
7. Competency level of respondents to provide tourist the information about their tourism resources	Moo 1 Karon	100	2.98	Medium	0.973	0.422 indifferent
	Moo 2 Kata	56	3.18	Medium		
	Moo 3 Bangla	98	2.95	Medium		
	Moo 4 Kok Chang	68	3.18	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.85	Medium		
	Average		3.02	Medium		
8. Increase of tourist volume wanted by respondents	Moo 1 Karon	100	4.32	Highest	0.021	0.999 indifferent
	Moo 2 Kata	56	4.32	Highest		
	Moo 3 Bangla	98	4.29	Highest		
	Moo 4 Kok Chang	68	4.31	Highest		
	Moo 5 Kok Tanhoad-Kata Noi	53	4.32	Highest		
	Average		4.31	Highest		
Overall Average Value			3.09	Medium		

Average participation level of respondents in different villages in planning implementation process was at medium level ($\bar{X} = 3.09$). However, after researcher made the relationship testing of participation level of respondents in different villages in planning implementation process by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.75) that would be discussed later in Chapter 4.

- Eagerness level of respondents give suggestions, comments about tourism infrastructure to local administration Organization was at low level ($\bar{X} = 2.44$).

However, average value of respondents, who lived in Moo 2 Kata and Moo 4 Kok Chang, was in medium level ($\bar{X} = 2.75$ and 2.69).

4. ANOVA - Comparison of participation level of respondents in different villages in sharing advantages and disadvantages from tourism

Table 3.76: Comparison of participation level of respondents in different villages in sharing overall tourism advantages

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
1. Level of overall advantages respondents received from tourism development in Tambon Karon	Moo 1 Karon	100	4.39	Highest	0.712	0.584 indifferent
	Moo 2 Kata	56	4.43	Highest		
	Moo 3 Bangla	98	4.36	Highest		
	Moo 4 Kok Chang	68	4.35	Highest		
	Moo 5 Kok Tanhoad-Kata Noi	53	4.58	Highest		
	Average		4.41	Highest		
2. Level of direct benefit respondents received from Tourism development in Tambon Karon	Moo 1 Karon	100	3.72	High	0.551	0.699 indifferent
	Moo 2 Kata	56	3.80	High		
	Moo 3 Bangla	98	3.67	High		
	Moo 4 Kok Chang	68	3.85	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.58	High		
	Average		3.73	High		
Overall Average Value			4.07	High		

Average participation level of respondents in different villages in sharing advantages from tourism was at high level ($\bar{X} = 4.07$). However, after researcher made the relationship testing of participation level of respondents in different villages in sharing advantages from tourism by using T-test at 0.5-significant level, there were no different results among respondents.

Table 3.77: Comparison of participation level of respondents in different villages in sharing economic advantages from tourism

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
1. Quantity of income villagers earned from tourism development in Tambon Karon	Moo 1 Karon	100	4.22	Highest	0.150	0.963 indifferent
	Moo 2 Kata	56	4.16	High		
	Moo 3 Bangla	98	4.17	High		
	Moo 4 Kok Chang	68	4.22	Highest		
	Moo 5 Kok Tanhoad-Kata Noi	53	4.26	Highest		
	Average		4.21	Highest		
2. Quantity of villagers employed by Tourism business in Tambon Karon in opinion of respondents	Moo 1 Karon	100	3.32	Medium	1.021	0.396 indifferent
	Moo 2 Kata	56	3.55	High		
	Moo 3 Bangla	98	3.32	Medium		
	Moo 4 Kok Chang	68	3.46	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.23	Medium		
	Average		3.37	Medium		
3. Quantity of villagers owned tourism business in Tambon Karon in opinion of respondents	Moo 1 Karon	100	3.29	Medium	2.991	0.019* different
	Moo 2 Kata	56	3.61	High		
	Moo 3 Bangla	98	3.31	Medium		
	Moo 4 Kok Chang	68	3.57	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.13	Medium		
	Average		3.37	Medium		
4. Quantity of income respondents earned from tourism business	Moo 1 Karon	100	3.32	Medium	2.692	0.031* different
	Moo 2 Kata	56	3.55	High		
	Moo 3 Bangla	98	3.27	Medium		
	Moo 4 Kok Chang	68	3.53	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.00	Medium		
	Average		3.33	Medium		
5. Quantity of vocational training arranged by Local Administration Organization to support career of respondents	Moo 1 Karon	100	2.46	Low	0.741	0.565 indifferent
	Moo 2 Kata	56	2.73	Medium		
	Moo 3 Bangla	98	2.49	Low		
	Moo 4 Kok Chang	68	2.62	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.45	Low		
	Average		2.54	Low		

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
6. Increase of tourism infrastructure after tourism was developed in Tambon Karon in opinion of respondents	Moo 1 Karon	100	3.60	High	0.410	0.801 indifferent
	Moo 2 Kata	56	3.64	High		
	Moo 3 Bangla	98	3.51	High		
	Moo 4 Kok Chang	68	3.71	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.57	High		
	Average		3.60	High		
Overall Average Value			3.40	Medium		

Average participation level of respondents in different villages in sharing economic advantages from tourism was at medium level ($\bar{X} = 3.40$). However, after researcher made the relationship testing of participation level of respondents in different villages in sharing economic advantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.77) that would be discussed later in Chapter 4.

- Most of respondents thought quantity of villagers owned tourism business in Tambon Karon was at medium level ($\bar{X} = 3.37$). However, respondents, who lived in Moo 2 Kata and Moo 4 Kok Chang, thought it was at high level ($\bar{X} = 3.61$ and 3.57).
- Most of respondents thought quantity of income respondents earned from tourism business was at medium level ($\bar{X} = 3.33$), although respondents, who lived in Moo 2 Kata and Moo 4 Kok Chang, thought it was at high level ($\bar{X} = 3.55$ and 3.53).

Table 3.78: Comparison of participation level of respondents in different villages in sharing economic disadvantages from tourism

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
1. Increase of good price after tourism was developed in Tambon Karon in opinion of respondents	Moo 1 Karon	100	3.48	High	0.131	0.971 indifferent
	Moo 2 Kata	56	3.46	High		
	Moo 3 Bangla	98	3.43	High		
	Moo 4 Kok Chang	68	3.50	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.55	High		
	Average		3.48	High		

Most of respondents thought increase of good price after tourism was developed in Tambon Karon was at high level ($\bar{X} = 3.48$). However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, there were no different results among respondents as shown in Table 3.78.

Table 3.79: Comparison of participation level of respondents in different villages in sharing socio-cultural advantages from tourism

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
1. Increase of cultural conservation after tourism was developed in Tambon Karon in opinion of respondents	Moo 1 Karon	100	3.12	Medium	1.059	0.377 indifferent
	Moo 2 Kata	56	3.46	High		
	Moo 3 Bangla	98	3.17	Medium		
	Moo 4 Kok Chang	68	3.26	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.30	Medium		
	Average		3.24	Medium		

Most of respondents thought increase of cultural conservation after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 3.24$) as shown in Table 3.39. However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, there were no different results among respondents as shown in Table 3.78.

Table 3.80: Comparison of participation level of respondents in different villages in sharing socio-cultural disadvantages from tourism

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
1. Change of life style after tourism was developed in Tambon Karon in opinion of respondents	Moo 1 Karon	100	3.36	Medium	0.220	0.927 indifferent
	Moo 2 Kata	56	3.46	High		
	Moo 3 Bangla	98	3.43	High		
	Moo 4 Kok Chang	68	3.47	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.38	Medium		
	Average		3.42	Medium		
2. Increase of crime after tourism was developed in Tambon Karon in opinion of respondents	Moo 1 Karon	100	2.72	Medium	5.272	0.000* different
	Moo 2 Kata	56	3.25	Medium		
	Moo 3 Bangla	98	2.73	Medium		
	Moo 4 Kok Chang	68	3.26	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.57	Low		
	Average		2.88	Medium		
3. Negative impacts from nightlife entertainment such as pub bar etc. toward local culture in opinion of respondents	Moo 1 Karon	100	3.25	Medium	0.424	0.791 indifferent
	Moo 2 Kata	56	3.45	High		
	Moo 3 Bangla	98	3.29	Medium		
	Moo 4 Kok Chang	68	3.38	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.25	Medium		
	Average		3.31	Medium		
Overall Average Value			3.22	Medium		

Overall result of participation level of respondents in different villages in sharing socio-cultural disadvantages from tourism was at medium level ($\bar{X} = 3.22$). However, after researcher made the relationship testing of participation level of respondents in different villages in sharing socio-cultural disadvantages from tourism by using T-test at 0.5-significant level, researcher found some different results among respondents (as shown in Table 3.80) that would be discussed later in Chapter 4.

- Most of respondents thought increase of crime after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 2.88$). Anyway, respondents, who lived in Moo 5 Kok Tanhoad-Kata Noi, thought increase of crime was at low level ($\bar{X} = 2.57$).

Table 3.81: Comparison of participation level of respondents in different villages in sharing environmental advantages from tourism

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
1. Increasing of tidiness in community after tourism was developed in Tambon Karon	Moo 1 Karon	100	3.41	Medium	0.724	0.576 indifferent
	Moo 2 Kata	56	3.57	High		
	Moo 3 Bangla	98	3.39	Medium		
	Moo 4 Kok Chang	68	3.46	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.32	Medium		
	Average		3.42	Medium		

Most of respondents thought increase of tidiness in community after tourism was developed in Tambon Karon was at medium level ($\bar{X} = 3.42$) as shown in Table 3.41. However, after researcher made the relationship testing of participation level by using T-test at 0.5-significant level, there were no different results among respondents as shown in Table 3.81.

Table 3.82: Comparison of participation level of respondents in different villages in sharing environmental disadvantages from tourism

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
2. Increasing of garbage and waste water in community after tourism was developed in Tambon Karon	Moo 1 Karon	100	3.57	High	1.233	0.296 indifferent
	Moo 2 Kata	56	3.86	High		
	Moo 3 Bangla	98	3.58	High		
	Moo 4 Kok Chang	68	3.76	High		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.58	High		
	Average		3.65	High		
3. Increasing of traffic jam after tourism was developed in Tambon Karon	Moo 1 Karon	100	2.94	Medium	0.862	0.487 indifferent
	Moo 2 Kata	56	3.16	Medium		
	Moo 3 Bangla	98	2.96	Medium		
	Moo 4 Kok Chang	68	3.15	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	3.02	Medium		
	Average		3.03	Medium		

Questions	Villages	N	\bar{X}	Interpretation	F	Sig.
4. Increasing of water shortage after tourism was developed in Tambon Karon	Moo 1 Karon	100	3.09	Medium	0.919	0.453 indifferent
	Moo 2 Kata	56	3.29	Medium		
	Moo 3 Bangla	98	3.10	Medium		
	Moo 4 Kok Chang	68	3.29	Medium		
	Moo 5 Kok Tanhoad-Kata Noi	53	2.98	Medium		
	Average		3.14	Medium		
Overall Average Value			3.27	Medium		

Overall result of participation level of respondents in all age intervals in sharing environmental disadvantages from tourism was at medium level ($\bar{X} = 3.27$). However, after researcher made the relationship testing of participation level of respondents in all age intervals in sharing environmental disadvantages from tourism by using T-test at 0.5-significant level, there were no different results among respondents as shown in Table 3.82.

3.5 Additional Opinion and suggestion of local people

The 3rd part of questionnaires was open-end questions to obtain additional opinion from respondents. There were 103 respondents answering this question, which was 27.46% of 375 respondents. The answers were as below.

3.5.1 Question 1 - In your Opinion, what can help improve tourism in Municipality of Tambon Karon?

Table 3.83: Answer of open-end question number 1

Answers	Quantity	Percentage
1. Competency to communicate provide tourism information to foreign tourists	5	1.33%
2. Keeping clean	29	7.73%
3. Social responsibility	1	0.26%
4. Allocation of budget for local development	1	0.26%
5. Government officers should be more polite	3	0.80%
6. Preservation of overall culture and environment	13	3.46%
7. Municipality should implement development plan/policies those were announced formerly	2	0.53%
8. Decrease of transportation fees	3	0.80%
9. Prices of goods should be fair with tourists and villagers	4	1.06%
10. Municipality should increase promotion of local product, especially in cultural festival	1	0.26%
11. Municipality should more open up and listen to suggestion from villagers	1	0.26%
12. We should show more hospitality to tourists	7	1.86%
13. Increase number of tourists to increase revenue	1	0.26%
14. Large-scale hotels should help promote tourism.	1	0.26%
15. Increase and improve infrastructures to facilitate tourists	11	2.93%
16. Keeping security and safety for tourists and decreasing criminal rate	17	4.53%
17. Improve tidiness, landscape, and beauty of tourism scenic	8	2.13%
18. Increase and promote more tourism activities	7	1.86%
19. Host community should cooperate and present unity in tourism activities	10	2.66%
20. Improve wellness and quality of life of host community	1	0.26%
21. There was nothing to improve. Everything was good.	5	1.33%

Remark: Percentage is ratio comparing with 375 respondents. 1 respondent could to answer more 1 answer.

Respondents thought that the first prioritization helping improve tourism in Municipality of Tambon Karon was “keeping clean” of tourist places in Tambon Karon (7.73%). The second prioritization was “keeping security and safety for tourists and decreasing criminal rate” (4.53%). The third prioritization was “preservation of overall culture and environment” (3.46%) and the fourth prioritization was “increase and improve infrastructures to facilitate tourists” (2.93%).

3.5.2 Question 2 - Which kind of tourist will be most welcome for Municipality of Tambon Karon?

Table 3.84: Answer of open-end question number 2

Answers	Quantity	Percentage
1. Family or group tour	8	2.13%
2. All nations and religious	5	1.33%
3. Tourists who focus on leisure tourism in Phuket only, not sexual tourism or other negative types of tourism	6	1.60%
4. Eco-tourists	22	5.86%
5. Tourists who know and pay respect to Thai culture	18	4.80%
6. Tourists who follow rules and regulations	9	2.40%
7. Tourists who spent much and help generate tourism revenue	8	2.13%
8. Tourists who are polite and friendly	21	5.60%
9. Foreign tourists	1	0.26%
10. Tourists who stay long trip	2	0.53%
11. Tourist from Europe as they are courteous	4	1.06%
12. Tourists who are elders	1	0.26%
13. Tourists who spread good word of mouth	3	0.80%

Remark: Percentage is ratio comparing with 375 respondents. 1 respondent could to answer more 1 answer.

Type of tourist which would be most welcomed by villagers in MTK were eco-tourists (5.86%), tourist who were polite and friendly (5.60%), and Tourists who know and pay respect to Thai culture (4.80%).

3.5.3 Other Suggestions and Recommendation

The answers below are additional suggestions and recommendations from some respondents;

1. "I would not like MTK having too much construction and too many buildings, restaurants, massage shops, pubs and bars because they destroy tourism atmosphere.
2. "Problems of peddlers and vendors must be solved because it causes un-tidiness and disturb tourists. Also we should improve services provided to tourists"
3. "We should encourage and promote tourism to local people to travel in their tourism area too."
4. "We should afford more garbage containers, improve water treatment system, and solve problems of traffic jam"
5. "Police or other particular government officers must monitor all dangerous points in MTK because it is risk for tourists and it may be too far away from rescue."
6. "All streets in MTK should be more improved. Installation of sign and symbols is needed. It can help prevent accidents to foreign tourists."
7. "MTK should improve drainage system, landscape, waste treatment, and public parks."
8. "I need our community preservation of cultural of Kata Karon as well as improve education provision."

9. "I need MTK organizing a big cultural festival such as Songkran Festival to present Thai culture to foreign tourists."
10. "Local people must take care of tourists and make them confident in traveling in MTK."
11. "MTK should support vocational training and provide employment to improve wellness of local people. It solves many problems, when people have income to balance their expenditure. MTK should also solve problems of water shortage, especially in drought season. City plan should be better planned and zoned with awareness in environmental preservation."
12. "I need Public Park as playground for children and exercise place for local people, especially in Nonghan area."
13. "I need MTK providing lunch for children."
14. "MTK should organize "Rak Talay (love the sea) Activities" such as to get rid of garbage at the beaches, growing mangrove forest etc."
15. "Thefts always steal belongings of tourist at the beaches. Thus we should increase safety and security for tourists. Then tourists would more travel in Thailand."
16. "I always heard from tourists that prices of good, fee of transportation, foods and beverages in bars and restaurants were too expensive. Also there are many vendors and children selling flowers to tourists at day and night time. They disturb and dissatisfy tourists. Those children should have chance to go to school and sleep at that time. Particular officers and organizations should take care of those problems."
17. "When MTK organize local meetings to obtain ideas and suggestions for local development, public relation should be done every inch of our areas. In the past, there were some group of villagers know about those meeting. The rest of villagers did not know about the meetings."

18. “MTK should provide training of foreign-language skills to host community. Then local people can communicate with foreign tourists very well.”

19. “I would not like the rich exploiting the poor too much, especially rich foreign investors. Many entrepreneurs in Phuket are owned by foreigners, while Thai people, who are not rich do not have right to own those businesses.”

3.6 Roles of Local Administration Organization in stimulating local participation for their Tourism Planning and Management

3.6.1 Planning process of the Municipality for tourism management of Tambon Karon to achieve objectives

Table 3.85: Data Analysis for planning process of the Municipality for tourism management of Tambon Karon to achieve objectives

Answer
<ul style="list-style-type: none"> ● Arranging meeting of host community, particular government organization and particular government monopoly ● Gathering and analyzed data and information ● Drafting local development plan
<ul style="list-style-type: none"> ● Preparing for plan development and revising former plans ● Planning development ● Planning approval ● Planning Implementation
<ul style="list-style-type: none"> ● Prepared for plan development ● Published plan ● Planning Implementation ● Appraisal
<ul style="list-style-type: none"> ● Gathering opinion, comments and suggestion from local people ● Drafting local development plan ● Gathering public approval

3.6.2 Sources of issues which were indicated in Strategies and Planning for local development (respondents could choose more than 1 choice)

Table 3.86: Data Analysis for Sources of issues which were indicated in Strategies and Planning for local development

Sources of issues	Percentage (%)
1. Meeting of Municipal council and municipal administrators	100%
2. Electioneering	75%
3. Suggestion and Recommendation from villagers during local meeting	100%
4. Suggestion and Recommendation from informal conversation between administrators and villagers	25%
5. Conversation in local coffee klatch	25%
6. Government's Policies	100%
7. Web-Board's Interrogatory in website of Municipality	25%
8. Others	0%

3.6.3 Management process of the Municipality for tourism management of Tambon Karon make objectives achieved

Table 3.87: Data Analysis for Management process of the Municipality for tourism management of Tambon Karon to achieve objectives

Answers
Planning which Focused on participation of host community
Focused on “Tripartite Management” and host community’s participation. There were 3 working groups: <ul style="list-style-type: none"> ● Administrators from municipal council ● Consulting group promoted by Municipality of Tambon Karon ● “Rak Kata Karon Club”; consisted of local people, local business owners, local vocational groups
Focused on participation
Focused on co-operation from all particular sections

3.6.4 The methods used to make achievement objectives

Table 3.88: Data Analysis for The methods host community participates in tourism planning and management in order to achieve such objectives

Answers
Gave comments and suggestion about local development
Local people participated in all development issues as a result of “Tripartite Management”
Gave ideas and comments since the first stage of planning, participated in planning implementation
Gave comments and suggestions for various projects of MTK

3.6.5 The methods used in controlling monitoring and appraising performances of implementation of planning

Table 3.89: Data Analysis for The methods used in controlling monitoring and appraising performances of implementation of planning

Answers
<ul style="list-style-type: none"> ● Monthly meeting of municipal administrators ● Annually performance report
Monitoring planning implementation;
<ul style="list-style-type: none"> ● Promoted monitoring committee ● Monitoring committee submitted annually report to municipal council
<ul style="list-style-type: none"> ● Implementation was audited by MTK and host community
<ul style="list-style-type: none"> ● Monthly meeting of municipal administrators ● Annually performance report

3.6.6 The key obstructions for tourism planning and management of Municipality of Tambon Karon at present

Table 3.90: Data Analysis for The key obstructions for tourism planning and management of Municipality of Tambon Karon at present

Answer
Some groups of local people ignored to participate tourism planning and management
Government's Policies
Shortage of budget
Some groups of local people ignored to participate tourism planning and management

3.6.7 The key obstructions for tourism planning and management of Municipality of Tambon Karon in the future

Table 3.91: Data Analysis for The key obstructions for tourism planning and management of Municipality of Tambon Karon in the future

Answer
Some groups of local people ignored to participate in tourism planning and management
Negative conditions of economy, society, and politics
Gradual change of society in host community from rural environment to city environment. People should pay attention much on their works. They were not able to participate in process of local planning and management.
Laws and regulations were obsolete and were not updated to changes of current situation

3.6.8 The issues, which are the key strategies, must be emphasized mostly in the future

Table 3.92: Data Analysis for The key obstructions for tourism planning and management of Municipality of Tambon Karon in the future

Answer
Tourism-development strategies and Infrastructure-development strategies
Environmental-development strategies
Environmental-development strategies
Tourism affairs

3.7 Results of Collection of Secondary Data

Table 3.93: Planning of Budget allocation Year 2005–2007

Source: Report of Three-Year Development Plan of Municipality of Karon-Sub-District, 2004

Strategies of Local Development	Year 2005			Year 2006			Year 2007		
	No. of Projects	Budget (Baht)	% to Total Budget	No. of Projects	Budget (Baht)	%	No. of Projects	Budget (Baht)	%
1. Telecommunication and Infrastructure Development	20	19,784,000	21.28	25	32,733,000	42.72	24	66,001,000	52.08
2. Environmental Development	10	10,936,000	11.76	11	11,636,000	15.19	11	12,236,000	9.65
3. Educational, Cultural, & Recreational Development	26	2,100,000	2.26	28	10,000,000	13.05	29	32,300,000	25.49
4. Public Health Development	8	240,000	0.26	8	240,000	0.31	9	6,240,000	4.92
5. Political and Administrative Development	46	44,611,500	47.98	27	21,714,000	28.34	21	9,663,000	7.62
6. Economic Development	3	15,300,000	16.46	1	300,000	0.39	1	300,000	0.24
Total	113	92,971,500	100	100	76,623,000	100	95	126,740,000	100

Table 3.94: Planning of Total Budget allocation Year 2005–2007

Source: Report of Three-Year Development Plan of Municipality of Karon-Sub-District, 2004

Strategies of Local Development	Year 2005–2007		
	No. of Projects	Budget	% to Total Budget
1. Strategies of Telecommunication and Infrastructure Development	69	118,518,000	39.98
2. Strategies of Environmental Development	32	34,808,000	11.74
3. Strategies of Educational, Cultural, and Recreational Development	83	44,500,000	15.01
4. Strategies of Public Health Development	25	6,720,000	2.27
5. Strategies of Political and Administrative Development	94	75,988,500	25.63
6. Strategies of Economic Development	5	15,900,000	5.36
Total	308	296,434,500	100

Table 3.95: Projects allocated to Moo 1 Baan Karon

Year	Projects
2005	<ol style="list-style-type: none"> 1. Construction of Ferro-Concrete Street with Drainage on Patak Road, Soi 22 2. Construction of Fountain in Nonghaan Pond with Electricity System and Light 3. Construction of Ferro-Concrete Street on Patak Road, Soi 24 (Baan Nangwian) 4. Construction of Ferro-Concrete Street on Patak Road, Soi 24 (Baan Jao Yuan) 5. Construction of Ferro-Concrete Street with Drainage (at the middle of the street) on Patak Road, Soi 24 6. Construction of Ferro-Concrete Street with Drainage (at the middle of road) on Patak Road (beside Ocean Hotel) 7. Maintenance of Electricity on Patak Road, Soi 20 and Soi 22 8. Construction Parking Area and Flora Decoration at Nang Haan Pond 9. Clearing Drainage (Tube and Canal) 10. Installation of Yellow Blinker 11. Improvement of Street around Karon Circle at Karon Beach and Construction Of Street at PS1 12. Construction of Shelter (Sala) beside the beach

Year	Projects
2006	<ol style="list-style-type: none"> 1. Inspection of Water sources for the necessities of life 2. Construction of Drainage at Patak Road, Soi 22 3. Installation of Light at Karon Circle 4. Construction of Ferro-Concrete Street with Drainage on Patak Road, Soi 24 (Baan Jao Yuan) 5. Construction of Ferro-Concrete Street with Drainage (at the middle of road) on Patak Road (beside Ocean Hotel) 6. Construction of Pathway at Karon Circle 7. Digging Shallow Well and Installation of Water Pump System, Electricity, and Main Pipe at Patak Road, Soi 24 (Water Treatment Factory) 8. Installation of Welcome Sign 9. Installation of 125 watt Lanterns on Right Side of Karon Road (from Hilton Acadia to Karon Circle) 10. Construction of Ferro-Concrete Street with Drainage (at the middle of road) on Patak Road (beside Ocean Hotel) 11 Construction of Base for Garbage Collecting
2007	<ol style="list-style-type: none"> 1. Construction of Block Tube under the Road at Patak Road, Soi 22 2. Construction of Ferro-Concrete Street with Drainage on Patak Road, Soi 24 3. Installation of Welcome Sign 4. Installation of Light at Nang Haan Pond 5. Installation of Beach Sign

Table 3.96: Projects allocated to Moo 2 Baan Kata

Year	Projects
2005	<ol style="list-style-type: none"> 1. Expansion of Electricity Distribution System and Public Electricity on Patak Road, Soi 2 2. Clearing Drainage (Tube and Canal) 3. Installation of Yellow Blinker 4. Construction of Shelters (Sala) beside the beach 5. Construction of Ferro-Concrete Street on Kedkwan Road 6. Management of Pak Bang Canal's Environment 7. Construction of Municipality's Office Building
2006	<ol style="list-style-type: none"> 1. Construction of Ferro-Concrete Street with Drainage on Kedkwan Road (Baan Nai Yin) 2. Inspection of Water sources for the necessities of life 3. Maintenance of Electricity and Light on Pak Bang Road 4. Construction of Water-Tank Tower (containing size is 16 M3) with Digging Shallow Well and Installation of Water Pump, Electricity, Water Pipe, and Distributing Pipe at Patak Road, Soi 2 5. Modification of Landscape around Pond behind Water Quality Control Station 6. Construction of Base for Garbage Collecting 7. Project of Water Quality Management 8. Projects of Using Wastewater's Sediment for Production of Bio-Fertilizer 9. Management of Pak Bang Canal's Environment
2007	<ol style="list-style-type: none"> 1. Construction of Ditch for Drainage from Kata Road to Pak Bang Canal 2. Construction of Ditch for Drainage (left side and right side) from front of Kittisangkaram Temple to Patak Road 3. Installation of Beach Sign 4. Project of Water Quality Management 5. Projects of Using Wastewater's Sediment for Production of Bio-Fertilizer 6. Management of Pak Bang Canal's Environment

Table 3.97: Projects allocated to Moo 3 Baan Bang Laa

Year	Projects
2005	<ol style="list-style-type: none"> 1. Digging Shallow Well on Patak Road, Soi 12 2. Maintenance of Electricity on Patak Road, Soi 12 3. Clearing Drainage (Tube and Canal) 4. Installation of Yellow Blinker 5. Construction of Drainage at Thavorn Palm Beach Hotel 6. Construction Iron-Zinc Gate for Stadium 7. Construction of Shelters (Sala) beside the beach
2006	<ol style="list-style-type: none"> 1. Inspection of Water sources for the necessities of life 2. Construction of Pathway at Luang Poh Chuan Road 3. Construction of Base for Garbage Collecting
2007	<ol style="list-style-type: none"> 1. Purchasing Land for Digging Public Shallow Well at Patak Road, Soi 14 2. Digging Shallow Well and Installation of Water Pump System, Electricity, and Pipe for Water Distribution at Patak Road, Soi 12 3. Construction of Shops at Karon Stadium and Maintenance of Car Park Area 4. Installation of Beach Sign

Table 3.98: Projects allocated to Moo 4 Baan Kok Chang

Year	Projects
2005	<ol style="list-style-type: none"> 1. Construction of Ferro-Concrete Street on Patak Road, Soi 10 2. Construction and Maintenance of Stone Dam at Karon Road, Soi 2 3. Digging Shallow Well on Patak Road, Soi 10 4. Maintenance of Electricity on Patak Road, Soi 10 5. Clearing Drainage (Tube and Canal) 6. Installation of Yellow Blinker 7. Construction of Shelters (Sala) beside the beach 8. Construction of Ferro-Concrete Dam from Patak Road to the Bridge beside Dome Bungalow
2006	<ol style="list-style-type: none"> 1. Inspection of Water sources for the necessities of life 2. Construction of Drainage at Patak Road, Soi 7 3. Construction of Base for Garbage Collecting
2007	<ol style="list-style-type: none"> 1. Construction of Ferro-Concrete Street with Drainage at Patak Road, Soi 10 2. Maintenance of Stone Dam at Karon Road, Soi 2 3. Digging Shallow Well and Installation of Water Pump System, Electricity, and Pipe for Water Distribution at Patak Road, Soi 10 4. Construction of Stone Dam from Jiva Kata Resort to the back of Dome Bungalow 5. Installation of Beach Sign

Table 3.99: Projects allocated to Moo 5 Baan Kok Tanhoad–Kata Noi

Year	Projects
2005	<ol style="list-style-type: none"> 1. Construction of Drainage at Kok Tanhoad Road 2. Construction of Asphaltic Street (Pop Cottage Intersection) 3. Maintenance of Electricity on Kok Tanhoad Road 4. Light Decoration at Municipality’s Office Building 5. Clearing Drainage (Tube and Canal) 6. Installation of Yellow Blinker 7. Construction of Shelter (Sala) beside the beach
2006	<ol style="list-style-type: none"> 1. Construction of Square–Block of Drainage on Kata Noi Road 2. Inspection of Water sources for the necessities of life 3. Construction of Ditch for Drainage at Kok Tanhoad Road 4. Construction of Square–Block Tube under Kok Tanhoad Road (near Telephone Exchange) 5. Digging Shallow Well from Intersection of Kedkwan Road to Kok Tanhoad Canal 6. Construction of Pathway with drainage on Karon Road (from Ruam Thep Inn Canal–Kata Center) with square–block tube under the road 7. Construction of Ferro–Concrete Drainage at Kata–Center Intersection 8. Construction of Base for Garbage Collecting
2007	<ol style="list-style-type: none"> 1. Construction of Asphaltic with Square–Block Drainage and Construction Stone Dam at Pop Cottage’s Intersection 2. Construction of Pathway at Kok Tanhoad Road 3. Construction of Ferro–Concrete Pathway at Karon Road (left side and right side) from Kata Center Intersection to Ruam Thep Inn 4. Construction of Ferro–Concrete Dam from the Fire Station to Kok Tanhoad 5. Installation of Beach Sign

CHAPTER 4

CONCLUSION

4.1 Conclusion

4.1.1 Participation in Planning Process

The villagers thought MTK did not frequent arranged local meeting as a part of planning process for tourism and local development. Also MTK did not concentrate much on public relation about local meeting. However, during meeting session, villagers thought their opinions or expressions were heard.

Local residents did not pay much attention on local meeting and planning process for tourism and local development. Thus they also did not try to stimulate their neighbor to pay attention too. Even they participated local meeting, they did not play active role by making questions or give suggestions/comments for those thing, which could affect their lives and their whole community.

Some villagers said that meeting's atmosphere was not interesting. There were a lot of people at initial sessions. Then number of participants was decrease continuously. Some people thought their roles would not be able to influence any affairs of Municipality of Tambon Karon. They could not see any benefits of participation. Moreover many needed to pay more attention on their works or other tasks. Although they were informed about meeting, they could not participate.

Those opinions were quite negative but they were opposite to some opinions of some villagers. They thought MTK has already worked quite well on Tourism Planning and Management as overall local development. Even though they did not participate the meeting, result of such planning and management could be good enough for them and overall municipality's area. Also, there was a village's leader in each village. The villagers thought, they could suggest or comment via these leaders because the leader should participate the meetings and could speak for them. Thus they did not need to participate local meeting.

4.1.2 Role of Host Community before Making Decision

It presented a clue that host community did not pay attention to searching for advantages and disadvantages of things/topics they were going to make decision. Once they ignored this process, they would not have sufficient information or wide point of view to help make the right decision. Participation of host community in making decision for each aspect of development was all rated at low level.

However, if there was voting during the session, participants still had freedom to vote on their own right and satisfaction at medium level and they thought majority vote still was in making–decision process. Even level of participation in budget allocation was low; satisfaction level in budget allocation was rated at medium level. If possible, they need to improve their role in participation of this process.

Nonetheless, there was one more interesting point that some of villagers, they dissatisfied their roles in making decision process, but they could not do something better. This was because they were in hotel & tourism business and other business. Their working hours were flexible. Meeting sessions were not matched to their routine and life style. They could only be able to participate sometimes.

At this state, people found that there were various obstructions with various reasons to be in a way of participating making–decision process. It destroyed their attention to take care of their tourism resources. This brought thought that their roles would not influence any tourism affairs of Tambon Karon.

4.1.3 Participation Implementation Process

Although it was not most of people have communication competency with foreign tourists, they still needed higher number of tourists traveling in Tambon Karon. This was because villagers felt positive toward tourism in their destinations. Local people were willing to participate and support some activities in planning–implementation process such as beach cleaning etc., in order to support tourism. This result would be related to dissatisfaction of local people toward their roles in planning with low level of giving suggestion and comments about infrastructure to local organization. Thus they would try pushing more effort to support implementation of planning. Anyway, they were not likely to pursue others being a part of such activities.

4.1.4 Satisfaction of Villagers toward Tourism

As a result, villagers share much on advantages of tourism in Tambon Karon. This conveyed positive attitude of villagers toward tourism in topic participation in planning implementation”. Thus they need more tourists traveling in Tambon Karon.

4.1.5 Participation in Sharing Advantages and Disadvantages in Tourism

The villagers thought that overall level of advantages Tambon Karon receiving from tourism is at highest level. In addition, villagers received direct benefits from tourism at high level too.

They thought other villagers earned income from tourism at highest level. Anyway they thought the number of villagers employed by tourism business in Tambon Karon was at only medium level. Moreover, there was low level of vocational training for villagers. Number of villagers, who owned tourism business in Tambon Karon, was at medium level. After tourism in Tambon Karon was developed, tourism infrastructure was increased at high level. However Good prices were increasing at medium level (average = 3.48) as finding below.

Overall socio-cultural disadvantages affecting villagers were rated at medium level. Their life styles were changed at medium level after tourism was developed in Tambon Karon. Crime was increased at medium level. Affection from nightlife entertainment e.g. pub, bar was at medium level.

Although they were facing higher cost of living as well as releasing of more waste from household and tourism business in Tambon Karon, for instance, those impacts were not critical for their living at this moment. Thus tourism became parts of their lives and they live with tourism. Local people could work in tourism business establishing in Tambon Karon or own some tourism business in their home town. Also they did not feel tourism provided too much unacceptable negative impacts. Thus they still needed high number of tourist for their areas.

4.1.6 Comparison of differences of average values among respondents with different variables (genders, ages, level of educations, occupation, length of stay in MTK, villages)

After researcher made the relationship testing of participation level of respondents in different villages in planning implementation process by using T-test at 0.5-significant level, researcher found some different results among respondents

- Male had higher level of active players and also they more satisfied their roles than female respondents
- Differences among average results of respondents in all age intervals were rarely found. However, we found outstanding eagerness of respondents, who were less than 20 years old, to express opinion or discuss during meeting session. While others groups of respondents were at low level.
- We found that respondents, who obtained bachelor degree, seemed to have more outstanding role in planning process than other groups, while they played passive role obviously in making decision process.
- Group of business owners did not play active roles in tourism planning process. This group also thought that local administration organization did not play active roles as well. Anyway, group of farmers were more enthusiast to get involve tourism planning and management. However, group of employees in hotel and tourism business seemed to be much more active to participate in tourism planning process than other groups.
- Many differences among average results of respondents with different length of stay in Tambon Karon were found after using T-test at 0.5-significant level. Anyway, it would be understood clearly that people, who lived in Tambon Karon for longer time, would be more active planning process participation.
- There were no different results among respondents in different villages in tourism planning, making decision, planning implementation, and sharing tourism advantages and disadvantages.

At this state, we are able to assume that people play different roles in each part when they concerned different benefits. If they were stakeholders, who were not impacted directly or did not receive direct benefits, they would rarely try to get involve or ignore to participate. Even they participate, they would play passive roles. As a result, unbalance was occurred. Then, it could lead community to local conflicts in the future among stakeholders and could become un-sustainable tourism. To bring up sustainability of tourism, we need balance among all positive impacts and negative should be at lowest level or none. One stakeholder is trying to take their tourism advantages, advantages and disadvantages for other stakeholders should be considered too. Anyway, from all above, local people would not realize this point.

4.1.7 Additional opinion and suggestion of local people

Although villagers answered that they received a lot of advantages from tourism and negative impacts of tourism did not impact them much; we could not deny that there were a lot of problems behind the scene. Those problems may be un-problematic an looked-over at present. Anyway, it could be a clue of conflict in the future and affect whole tourism industry of Tambon Karon, if planning and management of tourism would not be done in sustainable way. Also those problems showed clues of low public participation level in tourism planning and management and ineffective cooperation between host community and government.

Example of additional suggestions and recommendation from villagers presented some problems in Tambon Karon which were caused by tourism and they were disadvantages that community should take from tourism unavoidably are as following;

“I would not like MTK having **too much construction and too many buildings**, restaurants, massage shops, pubs and bars because they destroy tourism atmosphere.

“**Problems of peddlers and vendors** must be solved because it causes un-tidiness and disturb tourists. Also we should improve services provided to tourists”

“We should arrange **more garbage containers, improve water treatment system**, and solve **problems of traffic jam**”

“MTK should **support vocational training** and provide employment to improve wellness of local people. It solves many problems, when people have income to balance their expenditure. MTK should also solve problems of **water shortage**, especially in drought season. **City plan should be better planned and zoned** with awareness in environmental preservation.”

“**Thefts always steal belongings** of tourist at the beaches. Thus we should increase safety and security for tourists. Then tourists would more travel in Thailand.”

“I always heard from tourists that **prices of good, fee of transportation, foods and beverages in bars and restaurants were too expensive**. Also there are many vendors and **children selling flowers to tourists at day and night time**. They disturb and dissatisfy tourists. Those children should have chance to go to school and sleep at that time. Particular officers and organizations should take care of those problems.”

Environmental issue seems to be bigger problem issue in the future. Villagers thought keeping clean was the most important step and the first prioritization helping improve tourism Tambon Karon and they needed tourists, who had heart of eco-tourists too. Then was “keeping security and safety for tourists and decreasing criminal rate”, “preservation of overall culture and environment” and “increase and improve infrastructures to facilitate tourists”. Villagers would like to mostly welcome tourists, who travel with heart of environmental preservation, as well as polite and friendly tourists and tourists, who also pay respect to Thai culture.

4.1.8 Structured Interview

After interviewing some officers in local administrative organization, we found that MTK paid attention receiving comments, ideas, and suggestion from formal meeting and government. While there were only some local people participates such meeting. Although, they presented that they focused much on participation of host community but they did not reach success yet. Public relation of local meetings was still weak. There were only some representatives of local people plays roles in tourism planning

and management (Tripartite Management). Additionally, local administrative organization had key problems about insufficient budget for implementation, which could affect in short and long term.

4.1.9 Study on Documents and Reports of Municipality of Tambon Karon

Budgeting of Tambon Karon is focused on Development of Telecommunication and Infrastructure as they put almost 40% of total budget in 3 years to this section as shown in Table 4.1 & 4.2. Normally work plans or projects of this section is to improve and construct public utility and electricity such as Construction, Maintenance, and Improvement of Streets, Bridges, Pathway, and Drainage, Traffic System Improvement, Construction, Development, Improvement of Public Infrastructure (Dam, Water Pump System etc.). These construction projects are distributed to all sub-areas around Municipality of Tambon Karon. However, there was only 15% of total budget devoting to educational development. In spite that educational development would help local people understand importance of their roles in bring up sustainable tourism planning and management as well as enhancing awareness of tourism resource preservation.

Additionally, although the second rank of spending budget was in part of political and administrative development, which was 25% approximately of total budget, performance in tourism planning and management of MTK did not succeed.

Table 4.1: Planning of Budget allocation Year 2005–2007

Source: Three-Year Development (2005–2007) of Municipality of Tambon Karon et al., 2004

Strategies of Local Development	Year 2005			Year 2006			Year 2007		
	No. of Project	Budget (Baht)	% to Total Budget	No. of Project	Budget (Baht)	% to Total Budget	No. of Project	Budget (Baht)	% to Total Budget
1. Telecommunication and Infrastructure Development	20	19,784,000	21.28	25	32,733,000	42.72	24	66,001,000	52.08
2. Environmental Development	10	10,936,000	11.76	11	11,636,000	15.19	11	12,236,000	9.65
3. Educational, Cultural, and Recreational Development	26	2,100,000	2.26	28	10,000,000	13.05	29	32,300,000	25.49
4. Public Health Development	8	240,000	0.26	8	240,000	0.31	9	6,240,000	4.92
5. Political and Administrative Development	46	44,611,500	47.98	27	21,714,000	28.34	21	9,663,000	7.62
6. Economic Development	3	15,300,000	16.46	1	300,000	0.39	1	300,000	0.24
Total	113	92,971,500	100	100	76,623,000	100	95	126,740,000	100

Table 4.2: Planning of Total Budget allocation Year 2005-2007

Source: Three-Year Development (2005-2007) of Municipality of Tambon Karon et al., 2004

Strategies of Local Development	Year 2005-2007		
	No. of Project	Budget	% to Total Budget
1. Strategies of Telecommunication and Infrastructure Development	69	118,518,000	39.98
2. Strategies of Environmental Development	32	34,808,000	11.74
3. Strategies of Educational, Cultural, and Recreational Development	83	44,500,000	15.01
4. Strategies of Public Health Development	25	6,720,000	2.27
5. Strategies of Political and Administrative Development	94	75,988,500	25.63
6. Strategies of Economic Development	5	15,900,000	5.36
Total	308	296,434,500	100

4.2 Discussion

4.2.1 Typology of Participation

Local administration organization was one of important parts in planning and management at local level. Due to Constitution of The Kingdom of Thailand (year 1997), local administration is representative unit of local communities. Tourism planning and management of each local administration organization should play important roles to develop sustainability of tourism of the whole country, finally.

As same as other tourism destinations, once tourism is developed in Municipality of Tambon Karon (MTK), host community is the part that is affected directly and indirectly by tourism positive and negative impacts. Thus participation of host community in tourism planning and management of local administration organization should not be ignored.

As mentioning earlier, MTK tried to focus much on participation of host community but it was not success yet. MTK's administrators agreed that they obtain the issues for local development from local meeting too. However, some villagers also said that they did not know about local meeting. They did not have chance to participate the meetings. It shows obviously when we got low level of "frequency of local meeting which involved tourism planning and development". It could be assumed that MTK organized meetings but local people did not know. This presented weak role of MTK in public relation. The villagers suggested that MTK should inform them about meeting organization in every inch of Tambon Karon.

Levels of eagerness of meeting's chair to stimulate villagers to express opinion or discuss during meeting session and levels of willingness to open up or to listen to comments, ideas, suggestion from villagers were rated at only medium level. Anyway, researcher would agree with better role of MTK in planning process, if those roles were rated at high or highest level because they would like to obtain the issues/ideas/comments/suggestion for local development from local meeting. If MTK could not stimulate active roles of host community, it would be difficult to find real needs and solve key problem in tourism development of Tambon Karon.

We could notice obviously that host community still play passive role in tourism planning process and making-decision process. Level of eagerness of villagers to participate the meeting was rated at only medium level and they rarely pursue others to participate the meeting. Also during meeting session, they hardly expressed opinion or discussed. One thing we could assume about this passive role is that they would not know about content of meeting or the issue/topic. Therefore they would not know what they could bring up in the meeting. Another point is that host community did not acknowledge importance of their active roles. In the other words, they did not know how their active roles could help tourism development. However, sources of problem were not only from part of host community, MTK was also a part of this problem because they were weak in role of knowledge enhancement for host community.

In addition, there were only some representatives of local people working as key role players in tourism planning and management (Tripartite Management), which could not express real needs of local people. This was obviously when villagers show satisfaction at low level in budget allocation and projects done by MTK. It was like a kind of participation, which was “manipulative participation” recommended by Pretty (as cited in Mason, 2005). Manipulative participation is “Participation that is simply a pretence: ‘people’ representatives on official boards, but they are unelected and have no power”. At this time, local people might feel public participation in tourism planning and management did not involve them much. However, we could assume that villagers still need to play more active roles as they did not satisfy their present roles yet. Also they thought tourism was quite important to their lives and needed tourists traveling in Tambon Karon. Thus MTK should be key and guideline of host community to enhance their involvement.

4.2.2 Budget Allocation

MTK had problems about insufficient budget for implementation, which could affect in short and long term. This could be one of many key troubles in promoting sustainable tourism development in Municipality of Tambon Karon. Another point of insufficient budget was that almost half of total budget was planned to spend in construction of infrastructure and should consume much budget. Thus the rest of budget would not be

sufficient for other kinds of development. It presents that MTK focuses much on creating growth, convenience, and image of tourism city. It focused on increasing volume of tourists. It tries to facilitate tourists and host community by new infrastructure. However, long-term well being of host community should not be served by only infrastructures development, but also all strategic developments proposed by MTK. This presented possibility of huge negative impacts and consequence at present and in the future as explanation of Gunn & Var (2002, p. 77) that “Collective Development of Mass Tourism” consumed “...a large collection of facilities and services compound the environmental impacts, especially upon natural resources. Expanded tourism development has often eroded basic resources foundations of vegetation, soils, wildlife, and waters. Equally significant has been negative social impacts of cultural clash and upset of local traditions and life styles. Other growth issues include stress on transportation systems, urban sprawl, deterioration of place distinctiveness, and stress on local infrastructure...”

Thus budget allocation of MTK was another compass of tourism development in Tambon Karon. When MTK allocated budget to focus on big volume of tourists, increasing volume of tourists became goal of government and host community as it means revenue generations. However, focusing on economic side only would not balance other sides, socio-cultural side and environmental side and MTK would guide host community to focus and depend too much on tourism. Mason (2005) has explained that “...Over-dependence on tourism can occur in, for example, small states where tourism is seen by the government as the best method of development. Over time, the emphasis on tourism becomes such that there is virtually no other approach to development. As a result, the country becomes dependent on tourism revenue to the extent that any change in demand is likely to lead to a major economic crisis...” In the other hands, if one day tourism would not exist in Tambon Karon anymore as tourism situation is very sensitive to its circumstance and also, increase of tourists means increase of degradation of environmental resources, villagers would not survive. Their sources of income were lost and they could turn to other occupations with difficulty. This is a type of un-sustainable tourism.

4.3 Recommendation

Table 4.3: Pretty’s Typology of Participation

Source: Pretty (as cited in Mason, 2005, p. 119)

Typology	Characteristic of Each Type
Interactive Participation	People participate in joint analysis, development of action plans and strengthening of local institutions: participation is seen as a right, not just the means to achieve project goals; the process involves interdisciplinary methodologies that seek multiple perspective and use systematic and structure learning processes. As group take control of local decision and determine how available resources are used, so they have a stake in maintaining structures and practices.
Self-Mobilization	People participate by taking initiatives independently of external institutions to change systems: they develop contacts with external institutions for resources and technical advice they need, but retain control over resources use; self-mobilization can spread if government and NGOs provide an enabling framework of support. Self-mobilization may or may not challenge existing distributions of wealth and power.

From conclusion of results and discussion above, we found that Municipality of Tambon Karon already tried to develop “Local Participatory Process” in tourism planning and management. However, it seemed unsuccessful. Tourism planning and management of Municipality of Tambon Karon did not reach sustainable tourism yet because participation of host community was in a type of passive instead of active role like “Interactive Participation” or “Self-Mobilization”, which was suggested by Pretty (as cited in Mason, 2005). Pretty also recommended that host community should play active role in tourism planning and management, in term of “Interactive Participation” and “Self-Mobilization”, as shown in Table 4.3.

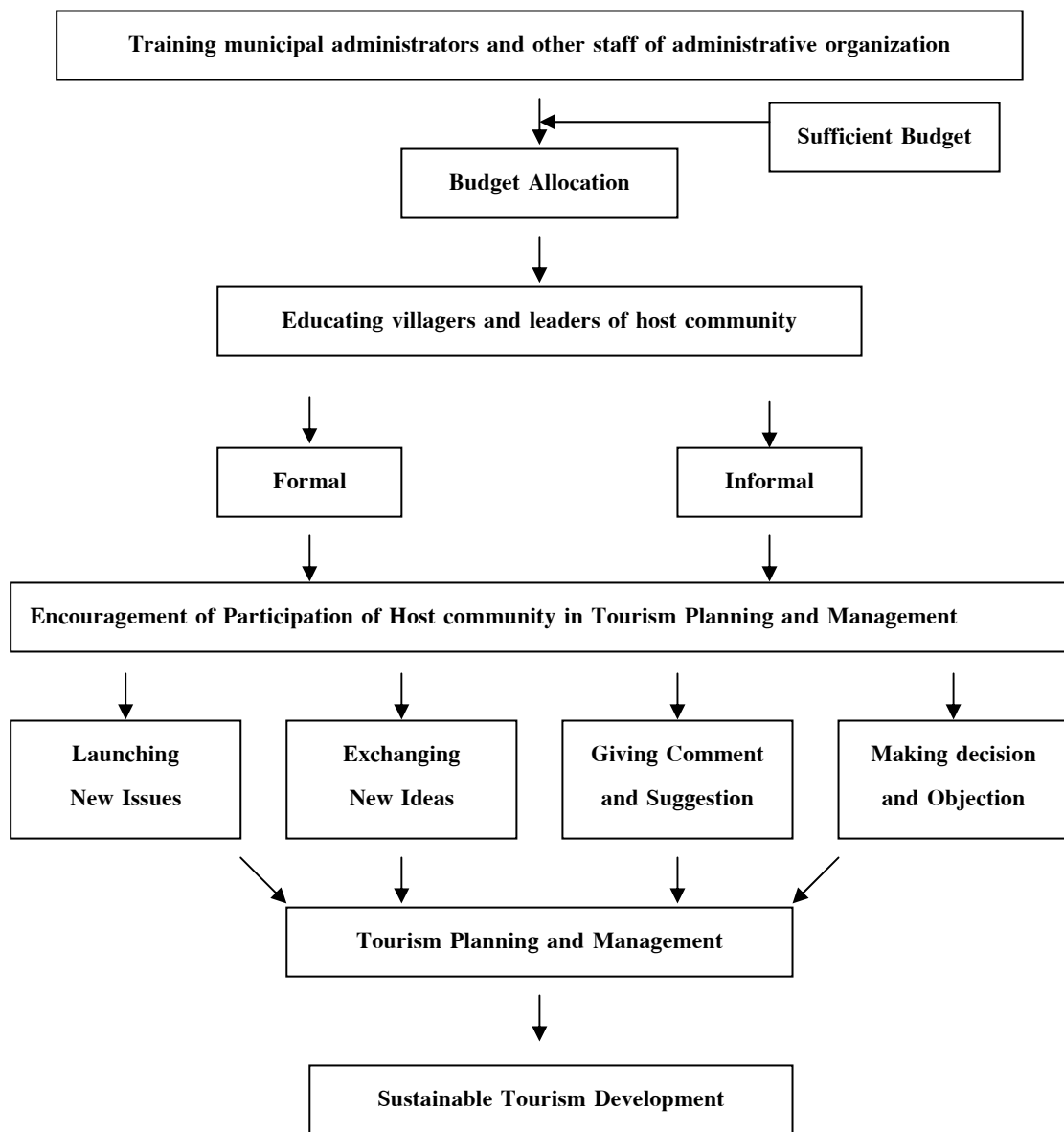


Figure 4.1: Proposal of guideline to encourage participation of host community in tourism planning and management

Researcher would like to propose guide line in encouraging participation of host community to reach “Interactive Participation” and “Self-Mobilization” in tourism planning and management of MTK and other local administrative organization (see also Figure 4.1).

1. First of all, MTK’s administrators and other officers should be the group that has knowledge much about sustainable tourism development and importance of host community’s participation in tourism planning and management, especially, when their governing area depends much on tourism. Thus training personnel in this group is necessary. However, after training they may need time to experience with problems and work in long-term. Therefore, the particular government organization must help mentors those personnel. If possible, there must be expert of sustainable tourism development working as a coach in local administrative organization. This can help in short term.

Such training will lead to budget allocation. Local administrative organization should be trained to assess ability in both of manpower and budget. Then they calculate to match both of manpower and budget to their circumstance. In addition, budget allocation should not focus only infrastructure construction projects. There were many local problems, which were not solved yet, especially “well being of host community”. The budget should allocate more to educate host community about the negative impacts of tourism on social and environment of the community as well as the active role of local participation in planning and management of sustainable tourism development. There would be some options that could stimulate and encourage public participation to be successful without spending high cost. Consultation with local people could bring new ideas and solutions for such problems. Once local people acknowledge that the organization had limited budget, they would understand how their cooperation would be necessary part to solve problems.

However, this process, like other works, also consumes a lot of budget. The government should play important role in budget provision to MTK. While, local administrative organization should solve this problem in short term too.

2. People may expect group of representatives working for them. Also we could not refuse that promoting representatives to work for local people was a good option for tourism management in host community. However, those representatives should not be a group that made decisions for local people. They could be representatives, who talked, gave suggestions to local administrative organization for local people and also brought

content of meeting to local people for discussion. If it was a time for making decision, which was particular to community directly and indirectly, local people should make decision themselves.

3. Local administrative organization should enhance knowledge of local people about importance of public participation as local people are a group that is affected by negative impacts of tourism directly at present and in the future. Also local people should be explained how public participation could help prevent problems, solve the problems and increase advantages of tourism to community. Education may be conducted in both of formal ways (such as pamphlets, handbooks, broadcasting etc.) and informal ways (talking in coffee klatch, other kinds of informal conversation etc.) because people in community have various backgrounds in ages, education levels, occupations etc. Sustainability in tourism of Tambon Karon will be initiated at this point.

4. Comments and suggestions from villagers should not be on formal local meeting only but it should be also from informal conversation in case some people did not participate local meeting or some people they would be shine to express their opinion in public or in formal situation. If the organization acknowledged this, informal suggestion from local people, such as talking in coffee klatch, could be another way that helps improving performance of the organization while satisfying needs of local people.

5. Revealing of annual documents and reports of MTK should be reached by most of local people in the community. Also such papers must communicate in easy language, which people in various backgrounds can understand easily. Otherwise, such paper would not get attention by local people and it was like MTK did not provided information yet.

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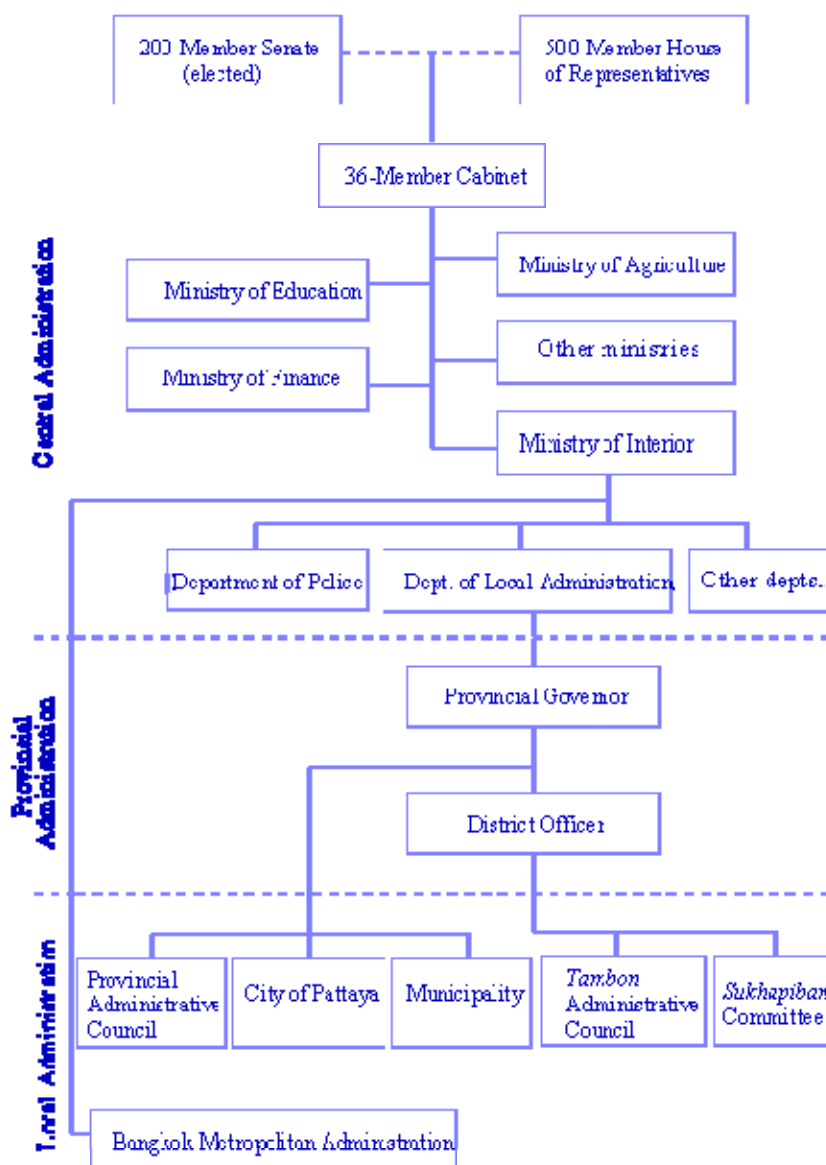
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Appendix A

Government Structure of Thailand

Figure A-1: Government Structure of Thailand

Source: The United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) <http://www.unescap.org/huset/lgstudy/country/thailand/thai.html#part>



Under the new Constitution, Parliament consists of 2 chambers, i.e. a 500-member House of Representatives and a 200-member elected Senate. The House of Representatives consists of 100 proportional representatives and 400 MPs directly elected from 400 constituencies. The new Constitution is believed to render the political system more stable, transparent and participatory. In terms of the evolution of Thailand's government system, the Public Administration Act was first promulgated in 1933, shortly after the 1932 coup. The act laid down the foundation of the country's administrative structure in 3 levels:

- Central administration, comprising the office of the Prime Minister, 13 ministries and 36 Ministers (according to the 1997 Constitution) constituting a Cabinet. The ministries include agriculture, industry, commerce, finance, defense, foreign affairs, communications, interior, labour and social welfare, education, public health, science and technology, environment and university affairs;
- Provincial administration staffed by provincial governors and district officers. The country is administratively divided into 75 provinces. A governor and his deputies head the administration of a province. Provinces are administratively divided into a number of districts, headed by district officers falling under the responsibility of the provincial governor. A district is divided into sub-districts (Tambon) is headed by a sub-district chief (Kamnan). A sub-district consists of several villages, headed by village heads; and
- Local administration or local government, taking six different forms whose characteristics will be described below. The local administration and provincial administration are to some extent overlapping.

Thailand is divided administratively into provinces, districts and sub-districts. These are administrative areas under the authority of the provincial administration. At the same time these are the geographical areas in which the various local government forms function. The provincial governors and district officers are the major authorities in the provincial administration and act as the representatives of the central government in the provinces. Administrative power is, however, centralized at the level of the central administration. The Department of Local Administration, under the Ministry of the Interior, is in charge of provincial as well as local administration. Other departments of the central government also have their branch offices in the provinces. The provincial administration

superimposes the authority and functions of local governments and is essentially an appointed agent of the central government, through the Ministry of the Interior. To a large extent, the administrative power of local governments in the provinces is wielded under these central government agents, i.e. governors and district officers. The relationship between these levels of government clearly suggests an important degree of centralization.

Local Government Categories and Hierarchies:

Local government in Thailand is organized in 6 different forms; equally distributed among urban and rural areas. Urban-based forms of local government include:

- The Bangkok Metropolitan Administration (BMA), a strong-executive form of local government specific to Bangkok;
- The Municipality, governing urban centers in the provinces; and
- The City of Pattaya, a local government form of a city-manager specific to Pattaya.

Rural-based forms of local government include:

- The Provincial Administrative Organization (PAO) that constituting local government at a provincial level;
- The Tambon Administrative Organization (TAO) constituting local government at a sub-district level; and
- The Sukhapiban or Sanitary Committee, a local government in a rural centre, often referred to as a sanitary district.

Table A-1: Forms and Characteristics of Local Government (1997)

Source: The United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) <http://www.unescap.org/huset/lgstudy/country/thailand/thai.html#part>

Forms of Local Government	Size and Population	Chief Executive	Legislative
1. Bangkok Metropolitan Administration (BMA)	urban, 1,565 km ² population 7.2 mil. Divided into 38 districts.	governor, directly elected by popular votes; who appoints 4 deputies, and 38 district officers	38- member council elected by popular votes; each district has a 7- member council elected by popular votes
2. Municipality 144 municipalities (1997) in 3 categories:	urban	mayor, elected by the council,	council elected by popular votes for a 4-year term
2.1 Tambon Municipality (48 as of 1997)	population > 7,000 pop. density - 1,500/km ² revenue> 12 mil. Baht/year	mayor, elected by the council; the mayor appoints 2 executives	12-member council elected for a 4- year term
2.2 Town Municipality (87 as of 1997)	population > 10,000; pop. density> 3,000 /km ² revenue: compatible with responsibility	mayor elected by the council, the mayor appoints 2 executives	18-member council, elected for a 4-year term
2.3 City Municipality (9 as of 1997)	population > 50,000 pop. density >3,000 /km ² revenue as compatible with responsibility	mayor elected by the council, the mayor appoints 4 executives	24-member council, elected for a 4-year term
3. The City of Pattaya	urban, population 29,000; 208 km ² 22 km ² in city, 186 km ² on 3 islands	manager employed on 4 year-contract, who appoints 2 deputy managers	17-member assembly, 9 elected, 8 appointed for 4 years' term

Forms of Local Government	Size and Population	Chief Executive	Legislative
4. Provincial Administrative Organization (PAO) (75 organizations as of 1997)	provincial, rural, population varies to size	provincial governor* appointed by the minister of interior, who appoints 1 deputy	assembly elected for a 4-year term,* size varies to population i.e. 24, 36, 42 and 48 members
5. Tambon Administrative Organization (TAO) (2,761 organizations as of 1997)	rural, population varies to size	a kamnan or subdistrict chief, appointed by provincial governor	a council partly appointed from subdistrict chief s and all village heads, partly elected 1 from each village
6. Sukhapiban (sanitary committee) (986 committees as of 1995)	rural centers population > 1,500 annual revenue > 400,000 Baht	a district officer, appointed as chairperson of the committee	a committee comprises of members ex-officio, appointed district officials, and elected members

*The Provincial Administration Organization Act (1997) states the Provincial Administration Assembly to elect the chief executive of the PAO and reduces the Assembly's term to 4 years

Note: Each of these forms of local government is operating independent from the others. However, all are subjected to a considerable degree of control by the central government through the Department of Local Administration, the Ministry of the Interior.

Appendix B

Municipality and Tambon

Source: <http://www.unescap.org/huset/lgstudy/country/thailand/thai.html#part>

Municipality

A municipality is based on the council–mayor form of local government. In 1996 there were 146 municipalities divided over 3 categories:

- City municipalities;
- Town municipalities; and
- Tambon municipalities.

The specific characteristics of these categories are described below. Generally a municipality resembles the division of power at the national level. A municipality council functions as a legislative branch of government, while the municipal executive board constitutes the executive branch. Voters elect the municipal council, whereas the mayor of the council elects the chief executive. The mayor then appoints 2–4 councilors as members of the executive board. The council may approve or disapprove of the executive board’s policies and plans. However, the council cannot recall or dissolve the executive board but can suggest the provincial governor, who acts in the name of the Minister of Interior, to dissolve the executive board to recall the mayor. Actual power is in the hands of the provincial governor who is a representative of the central government.

Tambon Administrative Organization (TAO):

A Tambon is a rural administrative division at a sub-district level comprising of a few villages. Since 1972, every Tambon in the country has a Tambon council, a consultative body that gives advice to the chief of a Tambon. The chief and the Tambon council are part of the provincial administration under the supervision of a district officer and the provincial governor. In 1994 the latest TAO was established. By 1997 there were 2,761 TAOs throughout the country. The organization also takes the council-executive form of government. Members of a Tambon council are partly elected by voters and partly appointed by the provincial governor. The chief executive of the organization is the Kamnan who is appointed by the governor. The area of jurisdiction of a Tambon administrative organization overlaps with that of the provincial administrative organization (PAO) since a Tambon is a smaller division of a district and the district is a smaller division of a province. The districts and sub-districts are the administrative areas under the jurisdiction of PAO.

Figure B-1: Municipal Structure

Source: <http://www.unescap.org/huset/lgstudy/country/thailand/thai.html#part>

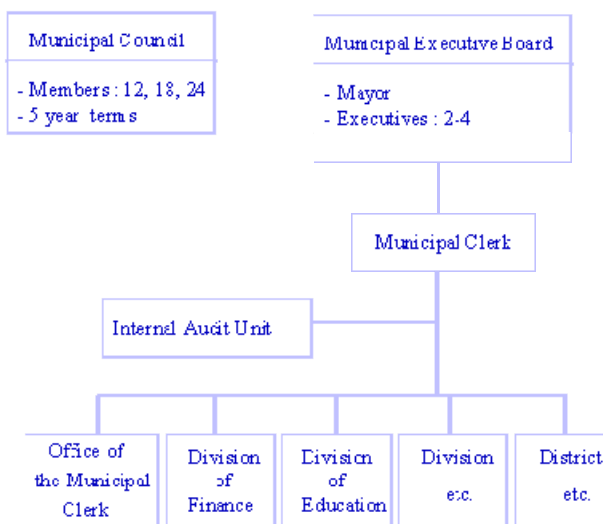
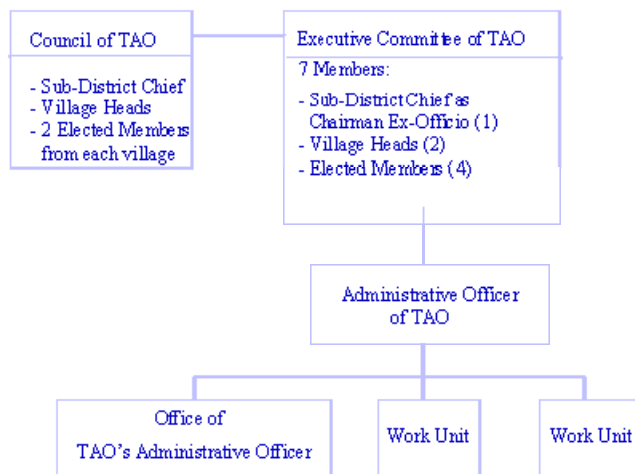


Figure B-2: Tambon Administrative Organization

Source: <http://www.unescap.org/huset/lgstudy/country/thailand/thai.html#part>



Appendix C

CONSTITUTION OF THE KINGDOM OF THAILAND

(Published in the Government Gazette Vol. 108, Part 216, Special issue, dated 9th December B.E. 2534 (1991))

Source: <http://www.parliament.go.th/files/library/law9e.htm>

Local Administration of Thailand

Section 196:

The administration of local government created as local administration organization shall be in accordance with the principle of self administration according to the will of local people as the law provided.

Local administration organization under paragraph one shall be independence in determination of local administration policy and shall be independence in local taxation and monetary as the law provided.

The overlook of the local administration organization shall be done only when necessary to protect the interest of local people or interest of the country as a whole.

Section 197:

Any locality having the qualification to govern itself as the law provided shall have the right of self governing.

Section 198:

Member of local assembly shall be basically elected. Member shall be appointed only in case of necessity in accordance with the provision of law, and whose number must be less than the number of elected members.

The election of members of a local assembly shall be by direct suffrage and secret ballot.

The candidate for local assembly must at least has the qualification under Section 111 (1) and (2) also.

The principles and methods of election under this Section shall be in accordance with the law on such matters.

Section 199:

A local administrative committee or local administrator shall be basically elected. A local administrative committee or local administrator shall be appointed only in case of necessity as provided by the law.

The principles and methods of election under this Section shall be in accordance with the law on such matters.

Section 111:

A member of the House of Representatives shall not, through the status or position of member of the House of Representatives, interfere or intervene in the recruitment, appointment, reshuffle, transfer, promotion and elevation of the salary scale of a Government official holding a permanent position or receiving salary and not being a political official, an official or employee of a State agency, State enterprise or local government organization, or cause such persons to be removed from office.

Appendix D

Local Government Functions

Source: <http://www.unescap.org/huset/lgstudy/country/thailand/thai.html#part>

Local Government Functions:

Generally local government functions may be classified into 3 types: statutory, discretionary and those specified by other legislation. The laws that establish each particular form of local government specify statutory and discretionary functions. All forms of local government perform similar functions. However, urban local governments perform more complex services than rural local governments. The following specification of local government functions is based on those of urban local governments.

Statutory functions

- Maintenance of law and order;
- Provision of public transport;
- Provision of sanitary services (water supply, waste disposal, sewage and drainage);
- Provision of fire engines;
- Prevention and control of communicable diseases;
- Provision of slaughterhouses;
- Provision of public health services;
- Provision of welfare for mothers and children;
- Provision and maintenance of public recreation space and facilities; and
- Provision of primary education.

Discretionary functions

- Provision of market places, ports and ferry services;
- Provision of crematoriums;
- Provision and maintenance of hospitals;
- Provision of public utilities;

- Provision and maintenance of parks, zoos and recreation areas as well as sport facilities;
- Provision of vocational training;
- Promotion of citizen's occupation;
- Improvement of slum dwellings; and
- Maintaining government enterprises.

Functions specified by specific legislation

- The Voice Advertisement Act of 1950;
- The Civil Registration Act of 1956;
- The National Order and Cleanliness Act of 1960;
- The Car Park Act of 1960;
- The City Planning Act of 1975;
- The Building Control Act of 1979; and
- The Civil defence Act of 1979.

Considering the above functions, the scope of local government function is very limited. Rural local government functions are further limited by the overlap of authority between that of local government and provincial administration. Many functions at the level of local government are performed by the central government whose departments extend their operations into the provinces. For example, this includes the department of public works, the country and town-planning department, the department of public health and the revenue department. This not only leads to confusion but also impedes the development and growth of local government as a whole.

Local Government Finances

Local government finance involves the planning and management of 2 major activities: revenue collection and expenditure. All local government bodies follow a financial administration procedure that comprises 6 stages.

Development planning

Following the policy guidelines the executive local government unit formulates annual and five-year development plans. The plans serve as a general framework within which annual budgeting is prepared.

Annual budgeting

Normally local government units plan their administrative and development expenditures well within the limit of the expected revenues. Budgeting of development projects has to be in line with the annual and five-year development plans. The chief executive will submit the annual budget to the legislative branch of local government for debate and approval well before the beginning of the next fiscal year.

Revenue collection

Once the annual budget is passed in the form of a local government ordinance, the local government unit will collect revenues as specified by concerned laws and regulations.

Procurement and reimbursement

Administrative procedures in the day-to-day work involve procurement and reimbursement.

Accounting and auditing

Routine procedures carried out both internally and externally. The General Auditing Bureau, a central government department, carries out the external auditing.

Revenue structure

All units of local government draw their revenues from 4 main sources: tax collection, grants by central government, properties and enterprises and loans. These revenues may be categorized as follows:

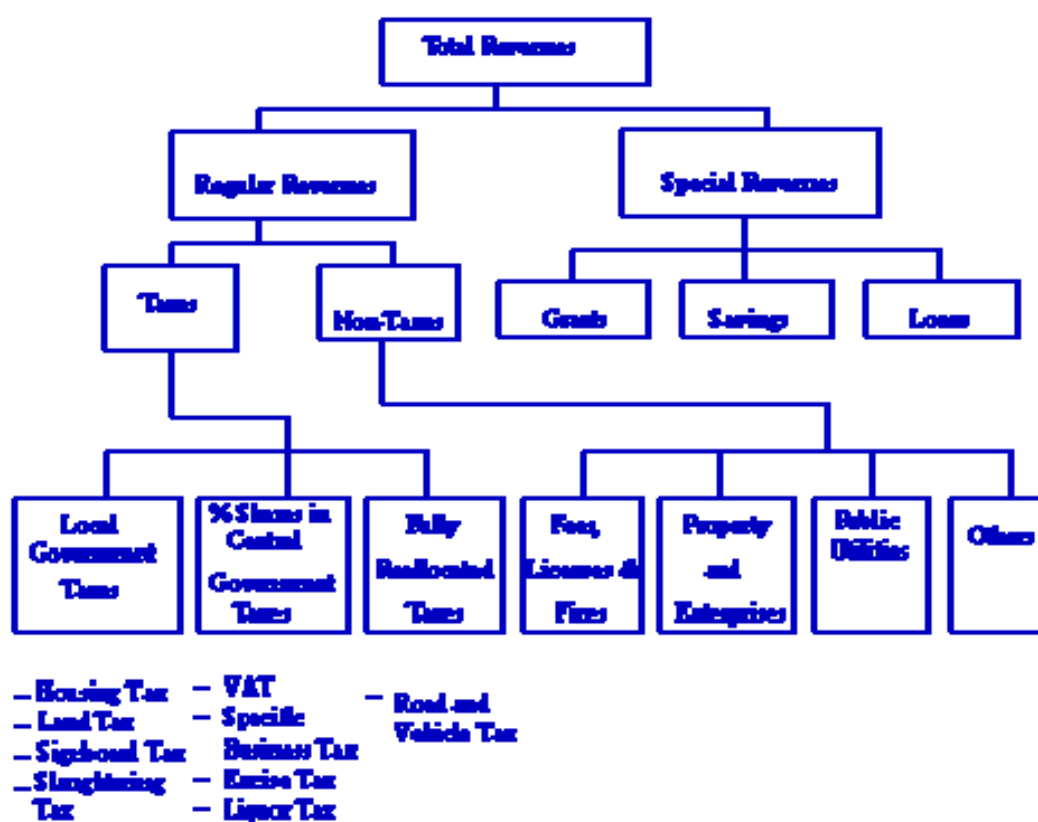
□ Local government taxes, classified in 3 categories:

- Taxes collected by local governments. These include housing tax, land tax, signboard tax and slaughtering tax;
- Additions on central government taxes. By legislation local governments are entitled to collect an additional percentage on top of those tax categories collected by the central government. Two main categories of these taxes include:
 - Value added tax on goods and services, the rates of which are determined by the central government. By law a local government may collect an additional value added tax up to a certain percentage on top of the rate determined by the central government. Currently the VAT is 10 per cent. Local government's share is 1 per cent, whereas 9 per cent goes to the central government. The percentage of VAT is further distributed to all local governments proportionally: 60 per cent is allocated to the BMA, 25.43 per cent to the municipalities, 7.07 per cent to the PAOs, 5.5 per cent to the Sukhapiban and 2 per cent to the TAOs.
 - Specific business taxes are taxes levied on certain business. Rates are determined by the central government. These include 3 per cent of revenues on banking and financial business, 2.5 per cent on life insurance, 3 per cent on general insurance business and 2.5 per cent on pawning. Local government may collect an additional percentage of not more than 10 per cent of these rates, i.e. 0.3 per cent. In practice, central government departments, taking 5 per cent of local government's share as a service charge, undertake the actual collection of these taxes. Other taxes of this category include liquor tax, excise and gambling taxes.
- Road and vehicle taxes that are collected by Department of Transport, a central government department. The amount of tax collected minus 5 per cent service charge is fully allocated to local government;

- Fees, licenses, fines;
- Revenues from properties, public utilities and local government enterprises; and
- Donations, grants, loans and subsidies from the central government.

Figure D-1: Local Government Revenues

Source: <http://www.unescap.org/huset/lgstudy/country/thailand/thai.html#part>



Appendix E

Directive Principles of Fundamental State Policies

Source:

<http://www.concourt.or.th/concourt/eng/contents/Constitution%20of%20the%20Kingdom%20of%20Thailand.pdf>

Section 76:

The State shall promote and encourage public participation in laying down policies, making decision on political issues, preparing economic, social and political development plans, and inspecting the exercise of State power at all levels.

Section 77:

The State shall prepare a political development plan, moral and ethical standard of holders of political positions, Government officials, officials and other employees of the State in order to prevent corruption and create efficiency of the performance of duties.

Section 78:

The State shall decentralize powers to localities for the purpose of independence and self-determination of local affairs, develop local economics, public utilities and facilities systems and information infrastructure in the locality thoroughly and equally throughout the country as well as develop into a large-sized local government organization a province ready for such purpose, having regard to the will of the people in that province.

Section 79:

The State shall promote and encourage public participation in the preservation, maintenance and balanced exploitation of natural resources and biological diversity and in the promotion, maintenance and protection of the quality of the environment in accordance with the persistent development principle as well as the control

and elimination of pollution affecting public health, sanitary conditions, welfare and quality of life.

Section 80:

The State shall protect and develop children and the youth, promote the equality between women and men, and create, reinforce and develop family integrity and the strength of communities.

The State shall provide aids to the elderly, the indigent, the disabled or handicapped and the underprivileged for their good quality of life and ability to depend on them.

Section 81:

The State shall provide and promote the private sector to provide education to achieve knowledge alongside morality, provide law relating to national education, improve education in harmony with economic and social change, create and strengthen knowledge and instill right awareness with regard to politics and a democratic regime of government with the King as Head of the State, support researches in various sciences, accelerate the development of science and technology for national development, develop the teaching profession, and promote local knowledge and national arts and culture.

Section 82:

The State shall thoroughly provide and promote standard and efficient public health service

Section 83:

The State shall implement fair distribution of incomes.

Section 84:

The State shall organize the appropriate system of the holding and use of land, provide sufficient water resources for farmers and protect the interests of farmers in the production and marketing of agricultural products to achieve maximum benefits, and promote the assembling of farmers with a view to laying down agricultural plans and protecting their mutual interests.

Section 85:

The State shall promote, encourage and protect the co-operatives system

Section 86:

The State shall promote people of working age to obtain employment, protect labor; especially child and woman labour, and provide for the system of labour relations, social security and fair wages.

Section 87:

The State shall encourage a free economic system through market force, ensure and supervise fair competition, protect consumers, and prevent direct and indirect monopolies, repeal and refrain from enacting laws and regulations controlling businesses which do not correspond with the economic necessity, and shall not engage in an enterprise in competition with the private sector unless it is necessary for the purpose of maintaining the security of the State, preserving the common interest, or providing public utilities.

Section 88:

The provisions of this Chapter are intended to serve as directive principles for legislating and determining policies for the administration of the State affairs.

In stating its policies to the National Assembly under section 211, the Council of Ministers which will assume the administration of the State affairs shall clearly state to the National Assembly the activities intended to be carried out for the administration of the State affairs in implementation of the directive principles of fundamental State policies provided in this Chapter and shall prepare and submit to the National Assembly an annual report on the result of the implementation, including problems and obstacles encountered.

Section 89:

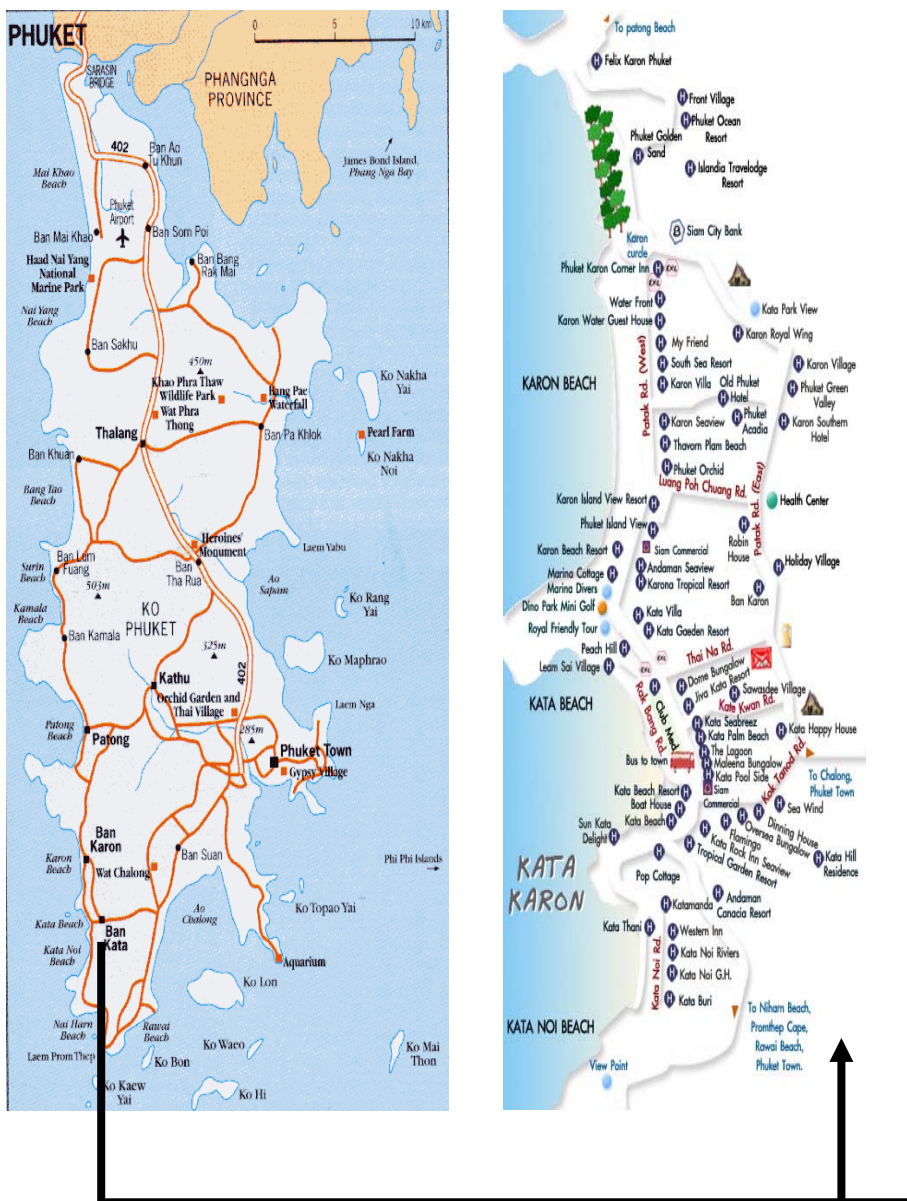
For the purpose of the implementation of this Chapter, the State shall establish the National Economic and Social Council to be charged with the duty to give advice and recommendations to the Council of Ministers on economic and social problems. A national economic and social development plan and other plans as provided by law shall obtain opinions of the National Economic and Social Council before they can be adopted and published. The composition, source, powers and duties and the operation of the National Economic and Social Council shall be in accordance with the provision of law.

Appendix F

General Information of Tambon Karon

Figure F-1: Map of Phuket and Tambon Karon

Source: <http://www.karoncity.com>



History:

Tambon Karon has been established since more than 100 years ago. In the past it has only 2 villages, which are Baan Karon and Baan Kata. Then in 1952, it has been consisted of 4 villages which are Moo1; Baan Karon, Moo2; Baan Kata, Moo 3; Baan Bangla, Moo 4; Baan Kokchang. At the present it also consists of 4 villages since Moo 5; Baan Kok Tanod–Kata Noi has been contained.

General Geographic Conditions:

It has been around with Naak Kerd Mountain. In the parts of plain and valley are the habitations. It located far away from Phuket Town around 19 km. in south direction. It covers around 7.28 square km. It consists of 5 villages or communities. Tambon Karon is bordered by;

Northern	bordered by	Muang District
Eastern	bordered by	Muang District
Southern	bordered by	Muang District
Western	bordered by	Andaman Sea

Demographic Conditions:

Number of population is 6,010 people (14 June 2006). Population density average is 301 people/square km. Male are 3,205 people and female are 3,396 people.

Basic Infrastructures:

- **Transportation:** Karon has convenient route connecting to Muang District and Phuket Town. Most of streets in villages are in good condition as Concrete Street and Asphalt Street.
- **Electricity:** All households in Karon Sub–District have been reached by electricity.

- **Water Supply:** All households in Karon Sub-District have been reached by running water.
- **Telecommunication:** It has 1 post office.
- **Traffic Condition:** A traffic condition in Karon is not a problem in both day and night time.
- **Land Use:** Most of land use is for habitation and hotel business, service business and entertainment business.

Economic Conditions:

- **Economic Structure:**

People in the area continue economic activities by being in occupation about service business, tourism, and hotel business those consist of:

1. Hotel Business Group
2. Long-Tail Boat Business Group
3. Sun-Bath Bed Business Group
4. Beach Massager Group
5. Jet ski Business Group
6. Speed Boat Business Group
7. Beach Booths of Kata-Karon and Baang Nguak Group

Those economic activities help generate income to local people very well.

- **Agriculture:** In the former time, Karon is the forest area. Then some people from Krabi Province and Phang-Nga Province came to occupy the land for rice fields, rubber plantations, coconut gardens, which were done by original methods. In 1982-1986, agriculturists changed to modern agricultural technologies for rice fields and rubber plantations. However, in 1982 tourism has been developed in Karon. Rice fields that located near the beautiful beaches were sold to the investors at high price. Those areas were occupied for continuing hotel business and real

estate business. Finally agriculturists changed their occupation from rice farmers to rubber plantation and coconut garden more seriously. For land occupy, Karon cover around 14,556 Rais. It is used for agriculture around 4,313 Rais or around 30 percent of all area.

- Industrial Business: There is one drinking-water factory. It has 10 people as labor.

- Service Business: We can categorize service businesses in Karon as following.

1. Hotels	65	Establishments,	Number of rooms	7,079	Rooms
2. Guesthouses	16	Establishments,	Number of rooms	387	Rooms
3. Resorts	1	Establishments,	Number of rooms	17	Rooms
4. Apartment	3	Establishment,	Number of rooms	57	Rooms
5. Others	22	Establishments,	Number of rooms	338	Rooms
6. Restaurants	180	Establishments			
7. Gas Station	1	Establishment			
8. Banks	3	Establishments			
9. Currency Exchange Offices	9	Establishments			

9.1 Currency Exchange Offices of Thai Farmers Bank, Kata Branch

9.2 Currency Exchange Offices of Thai Farmers Bank, Karon Branch

9.3 Currency Exchange Offices of Bangkok Bank

9.4 Currency Exchange Offices of Ayudhya Bank

9.5 Currency Exchange Offices of Thai Military Bank, Kata Branch

9.6 Currency Exchange Offices of Thai Military Bank, Karon Branch

9.7 Currency Exchange Offices of Asia Bank

9.8 Currency Exchange Offices of Siam Commercial Bank, Kata Branch

9.9 Currency Exchange Offices of Siam Commercial Bank, Karon Branch

Socio-Cultural Conditions:

- Education and Religion:
 - Karon has one Children Center located at Kata. This center has 8 teachers. Portion comparing teacher to student is 1:27. It has 220 students and 7 class rooms.
 - Karon has 2 primary schools. Portion comparing teacher to student is 1:20.
 - Karon has 1 Non-formal Education Center.
 - Karon has 2 Buddhism temples. Most of people in Karon are Buddhists.

- Sport and Recreation:
 - Karon has one 1 basic stadium for local sport event and other purposes.
- Public Health
 - Karon has 1 local health center. There are 2 nurses and 2 public health officers. Portion comparing all staff to population of sub-district is 11,807. It has 220 students and 7 class rooms.
- Public Hazard Prevention and Rescue
 - Karon has 2 fire-fighting trucks:
 - The first truck can carry water 4,000 M³
 - The second truck can carry water 4,000 M³
 - Karon has 3 water-carrying trucks:
 - The first truck can carry water 12,000 M³
 - The second truck can carry water 6,000 M³
 - The second truck can carry water 4,000 M³

Environment and Natural Resources:

- General condition of climate is warm all year round. There are 2 seasons, which are summer and rainy season.
 - Summer season November – April
 - Rainy season May – October

The highest temperature is 30.30-Celsius degree. The lowest temperature is 24.00-Celsius degree. The average level of rain per year is 2,550.30 M³.
- Water sources:
 - There are 3 natural water sources those are 2 small rivers and 1 pond. Those are useful for fire fighting.
 - There are 2 man-made wells, which are useful for water running.
- Wastewater:
 - The sub-district releases waste water around 7,000 M³ per day.
 - Wastewater is treated around 5,000 M³ per day.

- Garbage:
 - The sub-district releases garbage 30 ton per day.
 - There are 5 garbage-carrying truck, which are:
 - 2 Side-open trucks
 - 3 Behind-open trucks
 - The sub-district can get rid of garbage 30 ton per day by bury-and-cover method in rental land that is rented from Muang Municipality of Phuket. Rental payment is 1,097,974 Baht per year.

Table F-2: Indicators of Objectives' Achievement (Conducted by Municipality of Tambon Karon)

Source: Report of Strategic Planning of Municipality of Karon-Sub-District, 2004

Objectives of Local Development	Indicators	Basic Data	Year					
			2005 - 2009	2005	2006	2007	2008	2009
1. To have good traffic and enough infrastructure	1.1 Percentage of households those have good and convenient communication infrastructure	- 75% of all households have good and convenient communication infrastructure	100%	80%	90%	100%	-	-
2. To have unpolluted environment	2.1 Percentage of households those have sanitary methods of getting rid of garbage	- 65% of all households have sanitary methods of getting rid of garbage	100%	70%	80%	90%	100%	-
	2.2 Percentage of wastewater that has been treated in correct systematic methods	- 60% of all wastewater has been treated in correct systematic methods	100%	70%	80%	90%	100%	-

Objectives of Local Development	Indicators	Basic Data	Year					
			2005 - 2009	2005	2006	2007	2008	2009
3. Local people have jobs and enough income	3.1 Percentage of people in labor age who are unemployed	- 25% of people in labor age who are unemployed	0%	20%	15%	10%	5%	-
	3.2 Percentage of households those have payment more than receipt	- 65% of all households have payment more than receipt	95%	70%	80%	85%	90%	95%
4. People are supported more literate and education	4.1 Percentage of people who are educated in high school (compulsory system) and continue to higher-level Education	- 70% of all people who are educated in high school (compulsory system) and continue to higher-level Education	95%	75%	80%	85%	90%	95%
	4.2 Percentage of people who are trained in their vocational affairs	- 50% of all people are trained in their vocational affairs	80%	50%	55%	60%	70%	80%
5. Local culture and tradition are preserved	5.1 Percentage of people who took a part local cultural and local traditional activities	- 65% of all people took a part local cultural and local traditional activities	90%	70%	75%	80%	85%	90%

Objectives of Local Development	Indicators	Basic Data	Year					
			2005 - 2009	2005	2006	2007	2008	2009
6. Local people have good quality of life	6.1 Percentage of elders and disable people who got assistance from municipality	- 80% of elders and disable people got assistance from municipality	100%	80%	85%	90%	95%	100%
	6.2 Percentage of people who could reach public health services of municipality	- 75% of all people could reach public health services of municipality	100%	75%	85%	90%	95%	100%
7. Effectiveness of municipal administration system are enhanced	7.1 Percentage of government officers, casual staff, and temporary staff who have been trained	- 65% of government officers, casual staff, and temporary staff who have been trained	100%	70%	80%	90%	100%	-
8. People's lives and belongings are safe	8.1 Percentage of staff in section of Public hazard prevention and rescue	- 80% of staff in section of Public hazard prevention and rescue have been trained	100%	85%	90%	95%	100%	-

คำชี้แจงลักษณะแบบสอบถาม

แบบสอบถามนี้แบ่งออกเป็น 3 ส่วน มีจำนวน 8 หน้า

ส่วนที่ 1 หน้าที่ 1 เป็นแบบสอบถามเกี่ยวกับสถานภาพทั่วไปของผู้ตอบแบบสอบถาม ลักษณะแบบสอบถามเป็นแบบตรวจสอบรายการ (Check-List) มีจำนวน 6 ข้อ

ส่วนที่ 2 หน้าที่ 2-7 เป็นแบบสอบถามเกี่ยวกับการมีส่วนร่วมในการวางแผนและการจัดการการท่องเที่ยวในเทศบาลตำบลกระนวน ลักษณะแบบแบบสอบถามเป็นมาตราส่วนประเมินค่า (Rating Scale) มีจำนวน 43 ข้อ

ส่วนที่ 3 หน้าที่ 8 เป็นความคิดเห็นเกี่ยวกับปัญหาและข้อเสนอแนะอื่นๆ ของชุมชนท้องถิ่นที่ต้องการให้มีการปรับปรุงหรือแก้ไขเกี่ยวกับการท่องเที่ยว ลักษณะแบบสอบถามเป็นคำถามแบบปลายเปิด (Open Ended Questions) มีจำนวน 3 ข้อ

ส่วน 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม
คำชี้แจง กรุณาทำเครื่องหมาย X หรือระบุคำตอบที่ตรงกับสภาพความเป็นจริง

1. เพศ: หญิง ชาย
2. อายุ:
- ต่ำกว่า 20 ปี 20-30 ปี 31-40 ปี
- 41-50 ปี 51-60 ปี 61-70 ปี
- 71-80 ปี มากกว่า 80 ปี
3. ระดับการศึกษา:
- ประถมศึกษา มัธยมศึกษา ปริญญาตรี
- ปริญญาโท หรือ สูงกว่า อื่นๆ (โปรดระบุ.....)
4. อาชีพ:
- เกษตรกร/ชาวสวน ข้าราชการ
- พนักงานโรงแรมและธุรกิจท่องเที่ยว เจ้าของกิจการ/ธุรกิจส่วนตัว
- อื่นๆ (โปรดระบุ.....)
5. ระยะเวลาที่อยู่อาศัยในชุมชน:
- น้อยกว่า 1 ปี 1-3 ปี
- 3-5 ปี 5-7 ปี
- 7-10 ปี มากกว่า 10 ปี

ส่วนที่ 2 ข้อมูลเกี่ยวกับการมีส่วนร่วมของชุมชนในการวางแผนและการจัดการการท่องเที่ยว
คำชี้แจง ขอให้ท่านอ่านข้อความต่อไปนี้แล้วพิจารณาว่าท่านมีความคิดเห็นต่อข้อความนั้น
 อย่างไร โดยทำเครื่องหมาย X ลงในช่องตัวเลือกเพียงข้อละ 1 แห่ง

การร่วมกันวางแผนในชุมชน					
คำถาม	1 น้อยที่สุด	2 น้อย	3 ปานกลาง	4 มาก	5 มากที่สุด
1) ที่ผ่านมามีการจัดประชุมภายในชุมชนของท่านเกี่ยวกับการท่องเที่ยวในเทศบาลตำบล กระนเพื่อนำไปใช้ในการวางแผนพัฒนา ท้องถิ่นซึ่งแนบมาด้วยอย่างน้อยเพียงใด					
2) ที่ผ่านมามีท่านได้รับการประชาสัมพันธ์อย่าง เป็นทางการให้เข้าร่วมการประชุมดังกล่าว อย่างน้อยเพียงใด (เช่น การปิดป้ายประกาศ ประกาศด้วยเครื่องขยายเสียง การแจก ใบปลิว เป็นต้น)					
3) ที่ผ่านมามีท่านได้ช่วยประชาสัมพันธ์และ ชักชวนชาวบ้านท่านอื่นให้เข้าร่วมประชุม อย่างน้อยเพียงใด					
4) ที่ผ่านมามีท่านมีความเต็มใจและกระตือรือร้น ในการเข้าร่วมประชุมดังกล่าวอย่างน้อย เพียงใด					
5) มีชาวบ้านเข้าร่วมการประชุมเพื่อระดม ความคิดและการวางแผนดังกล่าวอย่างน้อย เพียงใด					
6) ในระหว่างการประชุมดังกล่าวได้มีการ กระตุ้นให้ชาวบ้านที่เข้าร่วมประชุมได้เกิด การระดมความคิดเพื่อเสนอแนะวางแผน อย่างน้อยเพียงใด					
7) ท่านกระตือรือร้นที่จะมีบทบาทในการ นำเสนอ อภิปราย ตั้งกระทู้หรือคำถาม ระหว่างการประชุมการวางแผนและจัดการ การท่องเที่ยวดังกล่าวของเทศบาลตำบลกระ นอย่างน้อยเพียงใด					
8) ที่ประชุมดังกล่าวมีการรับฟังข้อเสนอจาก ชาวบ้านในการวางแผนและจัดการการ ท่องเที่ยวดังกล่าวของเทศบาลตำบลกระน อย่างน้อยเพียงใด					

การร่วมกันตัดสินใจในชุมชน (1)					
คำถาม	1 น้อยที่สุด	2 น้อย	3 ปานกลาง	4 มาก	5 มากที่สุด
9) ท่านได้เสนอแนะ หรือนำเสนอข้อมูลและเหตุผลเพื่อเป็นส่วนช่วยในการตัดสินใจเรื่องต่างๆ ในที่ประชุมดังกล่าวมาน้อยเพียงใด					
10) ข้อมูล ความคิดเห็นหรือการเสนอแนะของท่านมีความสำคัญต่อการร่วมกันตัดสินใจเรื่องต่างๆ ในที่ประชุมดังกล่าวมาน้อยเพียงใด					
11) ท่านมีส่วนร่วมตัดสินใจในการจัดสรรงบประมาณเพื่อการก่อสร้างและพัฒนาสิ่งสาธารณูปโภคต่างๆ มาน้อยเพียงใด (เช่น ถนน เขื่อน ทางระบายน้ำ การปรับปรุงภูมิทัศน์เพื่อความสวยงาม เป็นต้น)					
12) ท่านมีส่วนร่วมตัดสินใจในการจัดสรรงบประมาณเพื่อการพัฒนาสิ่งแวดล้อม มาน้อยเพียงใด (เช่น การจัดเก็บและกำจัดขยะ การบำบัดน้ำเสีย การรักษาความสะอาดในสถานที่สาธารณะ เป็นต้น)					
13) ท่านมีส่วนร่วมตัดสินใจในการจัดสรรงบประมาณเพื่อการพัฒนาการศึกษา วัฒนธรรมและการนันทนาการ มาน้อยเพียงใด (เช่น การฝึกอบรมด้านภาษา คอมพิวเตอร์ การส่งเสริมการศึกษา การจัดกิจกรรมเพื่อส่งเสริมการอนุรักษ์ประเพณี วัฒนธรรมท้องถิ่น การสร้างสนามกีฬา เอนกประสงค์ เป็นต้น)					
14) ท่านมีส่วนร่วมตัดสินใจในการจัดสรรงบประมาณเพื่อการสาธารณสุข มาน้อยเพียงใด (เช่น การให้ความรู้เกี่ยวกับการรักษาสุขอนามัยส่วนตัว การให้ความรู้เรื่องโรคและการป้องกันโรค เป็นต้น)					
15) ท่านมีส่วนร่วมตัดสินใจในการจัดสรรงบประมาณเพื่อการพัฒนาเศรษฐกิจ มาน้อยเพียงใด (เช่น การจัดอบรมในกลุ่มอาชีพ การสร้างงาน และอาชีพ เป็นต้น)					

การร่วมกันตัดสินใจในชุมชน (2)					
คำถาม	1 น้อยที่สุด	2 น้อย	3 ปานกลาง	4 มาก	5 มากที่สุด
16) ท่านมีส่วนร่วมตัดสินใจในการจัดสรรงบประมาณเพื่อพัฒนาการเมืองการปกครองในระดับท้องถิ่น มากน้อยเพียงใด (เช่น การปรับปรุงสถานที่ทำงานของเทศบาลตำบล การปรับปรุงอุปกรณ์การทำงาน เป็นต้น)					
17) การลงมติเพื่อการตัดสินใจของชุมชนในที่ประชุมดังกล่าวถือเสียงข้างมากเป็นเกณฑ์ในการตัดสินใจ					
18) ท่านสามารถอภิปราย ตัดสินใจ หรือลงมติในเรื่องต่างๆ ได้โดยอิสระ และมีความเป็นประชาธิปไตยมากน้อยเพียงใด					
19) ท่านพึงพอใจมากน้อยเพียงใดต่อการจัดสรรงบประมาณด้านต่างๆ ซึ่งกล่าวไว้เป็นตัวอย่างในข้างต้น ในข้อ 9-14					
20) ท่านพึงพอใจในความสามารถและบทบาทของท่านระหว่างการประชุมวางแผนและจัดการการท่องเที่ยวของเทศบาลตำบลกระนวน					

การร่วมกันกันดำเนินการเพื่อการท่องเที่ยวภายในชุมชน					
คำถาม	1 น้อยที่สุด	2 น้อย	3 ปานกลาง	4 มาก	5 มากที่สุด
21) ที่ผ่านมามีการจัดกิจกรรมที่ส่งเสริมการท่องเที่ยวภายในท้องถิ่นของท่านมากน้อยเพียงใด (เช่น การเก็บขยะและทำความสะอาดชายหาด การรณรงค์การรักษาความสะอาด การต้อนรับนักท่องเที่ยว เป็นต้น)					
22) ที่ผ่านมาท่านได้เข้าร่วมกิจกรรมที่ส่งเสริมการท่องเที่ยวภายในท้องถิ่นของท่านมากน้อยเพียงใด (เช่น การเก็บขยะและทำความสะอาดชายหาด การรณรงค์การรักษาความสะอาด การต้อนรับนักท่องเที่ยว เป็นต้น)					
23) ท่านได้ช่วยประชาสัมพันธ์ให้ชาวบ้านท่านอื่นเข้าร่วมกิจกรรมที่ส่งเสริมการท่องเที่ยวภายในท้องถิ่นของท่านมากน้อยเพียงใด					
24) ท่านได้เสนอแนะให้ชุมชนจัดหาสิ่งอำนวยความสะดวกให้แก่นักท่องเที่ยวมากน้อยเพียงใด					
25) ท่านสามารถสื่อสารกับนักท่องเที่ยวต่างชาติได้มากน้อยเพียงใด					
26) ท่านได้แสดงถึงไมตรีจิตต่อนักท่องเที่ยวในฐานะเจ้าบ้านที่ดีมากน้อยเพียงใด					
27) ท่านสามารถให้ข้อมูลแก่นักท่องเที่ยวเกี่ยวกับการท่องเที่ยวหรือเดินทางภายในชุมชนของท่านได้มากน้อยเพียงใด					
28) ท่านต้องการให้จำนวนนักท่องเที่ยวเพิ่มขึ้นมากน้อยเพียงใด					

การมีส่วนร่วมในการรับหรือเสียผลประโยชน์จากการท่องเที่ยวภายในชุมชน					
คำถาม	1 น้อยที่สุด	2 น้อย	3 ปานกลาง	4 มาก	5 มากที่สุด
29) การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกะ รน ท่านคิดว่าเป็นสิ่งที่ดีมากน้อยเพียงใด					
30) โดยส่วนตัวแล้วท่านได้รับประโยชน์โดยตรงมาก น้อยเพียงใดจากการการที่มีนักท่องเที่ยวเข้ามาเที่ยว ในเทศบาลตำบลกะรน					
การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกะรนทำให้เกิดผลทางเศรษฐกิจ ดังนี้					
31) การท่องเที่ยวช่วยสร้างรายได้ให้กับชาวบ้านใน เทศบาลตำบลกะรนมากน้อยเพียงใด					
32) เท่าที่ท่านทราบธุรกิจต่าง ๆ ที่เกี่ยวกับการท่องเที่ยว ในเทศบาลตำบลกะรน (เช่น โรงแรม เกสต์เฮาส์ ร้านอาหาร เป็นต้น) ได้ว่าจ้างชาวบ้านในท้องถิ่นให้ ทำงานแก่พวกเขาอย่างน้อยเพียงใด					
33) เท่าที่ท่านทราบชาวบ้านในท้องถิ่นเป็นเจ้าของธุรกิจ ต่าง ๆ ที่เกี่ยวกับการท่องเที่ยวในเทศบาลตำบลกะ รน (เช่น โรงแรม เกสต์เฮาส์ ร้านอาหาร เป็นต้น) มากน้อยเพียงใด					
34) ท่านมีรายได้จากการที่มีนักท่องเที่ยวเข้ามาเที่ยวใน เทศบาลตำบลกะรนมากน้อยเพียงใด					
35) เทศบาลตำบลกะรนช่วยในการอบรมหรือฝึกอาชีพ หรือส่งเสริมอาชีพของท่านมากน้อยเพียงใด					
36) การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกะ รนทำให้ท่านต้องซื้อสินค้าราคาแพงขึ้น					
37) การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกะ รนทำให้มีก่อสร้างสิ่งสาธารณูปโภคที่เป็นประโยชน์ ต่อชุมชนมากน้อยเพียงใด(เช่น ถนน ทางเท้า เขื่อน สวนสาธารณะ เป็นต้น)					

การมีส่วนร่วมในการรับหรือเสียผลประโยชน์จากการท่องเที่ยวภายในชุมชน (2)					
คำถาม	1 น้อยที่สุด	2 น้อย	3 ปานกลาง	4 มาก	5 มากที่สุด
การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกระรอนทำให้เกิดผลทางสังคมวัฒนธรรม ดังนี้					
38) วิถีชีวิตของท่านเปลี่ยนไปมากน้อยเพียงใดเมื่อนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกระรอน					
39) มีอาชญากรรมเกิดขึ้นมากน้อยเพียงใดเมื่อนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกระรอน					
40) การท่องเที่ยวช่วยให้เกิดการส่งเสริมและอนุรักษ์วัฒนธรรมอันดีงามของชุมชนมากน้อยเพียงใด					
41) ธุรกิจบันเทิงต่าง ๆ เช่น ผับ บาร์ ส่งผลเสียต่อวัฒนธรรมอันดีงามของชุมชนมากน้อยเพียงใด					
การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกระรอนทำให้เกิดผลทางสิ่งแวดล้อม ดังนี้					
42) การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกระรอนก่อให้เกิดความเป็นระเบียบเรียบร้อย สวยงาม และทำให้สิ่งแวดล้อมภายในชุมชนน่าอยู่ขึ้นมากน้อยเพียงใด					
43) การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกระรอนทำให้มีปริมาณขยะเพิ่มขึ้นมากน้อยเพียงใด					
44) การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกระรอนทำให้การจราจรภายในเขตเทศบาลติดขัดขึ้นมากน้อยเพียงใด					
45) การที่มีนักท่องเที่ยวเข้ามาเที่ยวในเทศบาลตำบลกระรอนทำให้ขาดแคลนน้ำเพิ่มขึ้นมากน้อยเพียงใด					

ส่วนที่ 3 ความคิดเห็นเกี่ยวกับปัญหาและข้อเสนอแนะอื่นๆ ของชุมชนท้องถิ่นที่ต้องการให้มีการปรับปรุงหรือแก้ไขเกี่ยวกับการท่องเที่ยวของเทศบาลตำบลกระนวน

ท่านคิดว่าสิ่งใดจะช่วยในการพัฒนาการท่องเที่ยวในเทศบาลตำบลกระนวน

นักท่องเที่ยวแบบใดที่ชุมชนอยากให้การต้อนรับมากที่สุด

ข้อคิดเห็นอื่นๆ

Appendix H
In-depth Interview Model (Thai Version) on
Sustainable Tourism Planning and Management of
Municipality of Tambon Karon

แบบสัมภาษณ์เรื่อง
การวางแผนและการจัดการการท่องเที่ยวในเทศบาลตำบลกะรน

เรียน	คณะผู้บริหารและสมาชิกสภาเทศบาลตำบลกะรนทั้ง 15 ท่าน
คำชี้แจง	แบบสัมภาษณ์คณะผู้บริหารและสมาชิกสภาเทศบาลตำบลกะรน
เรื่อง	การวางแผนและการจัดการการพัฒนาท้องถิ่นของเทศบาลตำบลกะรน

แบบสัมภาษณ์ฉบับนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ในระดับปริญญาโท ในสาขาวิชาการจัดการการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต โดยมีวัตถุประสงค์ที่จะศึกษาการวางแผนและการจัดการการพัฒนาท้องถิ่นของเทศบาลตำบลกะรน รวมทั้งศึกษาการมีส่วนร่วมของราษฎรในการวางแผนและการจัดการการพัฒนาท้องถิ่นดังกล่าว ซึ่งคาดว่าจะเป็นประโยชน์ต่อการท่องเที่ยวของชุมชนเอง รวมทั้งหน่วยงานที่เกี่ยวข้องและผู้ที่เกี่ยวข้องให้มีความสนใจทั่วไป

คำตอบของท่านมีคุณค่าอย่างยิ่งต่องานวิจัย ผู้วิจัยจะเก็บข้อมูลของท่านไว้เป็นความลับ โดยจะนำไปใช้เพื่อสรุปผลการวิจัยเป็นภาพรวมเท่านั้น ข้อมูลที่ตรงกับความเป็นจริงและสมบูรณ์จะช่วยให้การวิจัยดำเนินไปด้วยความถูกต้อง ผู้วิจัยจึงใคร่ขอความอนุเคราะห์จากท่าน โปรดตอบแบบสัมภาษณ์ตามความคิดเห็นของท่านอย่างรอบคอบให้ครบทุกข้อ

ขอบพระคุณ

สุธารส สวัสดิรักษา

คำชี้แจงลักษณะแบบสัมภาษณ์

แบบสัมภาษณ์นี้มีจำนวน 1 หน้า

เป็นการให้ข้อมูลและการแสดงความคิดเห็นเกี่ยวกับการมีส่วนร่วมในการวางแผนและการจัดการ
การท่องเที่ยวในเขตเทศบาลตำบลกะรนเกี่ยวกับการพัฒนาท้องถิ่น ลักษณะแบบสัมภาษณ์เป็น
คำถามแบบปลายเปิด (Open End Questions) มีจำนวน 8 ข้อ

1. การวางแผนการพัฒนาท้องถิ่นของเทศบาลตำบลกะรนมีขั้นตอนใดบ้าง

2. ยุทธศาสตร์การพัฒนาซึ่งระบุไว้ในแผนพัฒนาท้องถิ่นได้มาโดยวิธีใด เลือกตอบได้ มากกว่า 1 ข้อ

- การประชุมสภาเทศบาล และคณะผู้บริหาร
- นโยบายที่กำหนดหรือประกาศไว้จากการหาเสียงเลือกตั้ง
- ความคิดเห็นจากชาวบ้านในการประชุมท้องถิ่นอย่างเป็นทางการ
- ความคิดเห็นจากชาวบ้านผ่านทาง การพูดคุยส่วนตัวอย่างไม่เป็นทางการ
- การพูดคุยในวงเสวนาในสภาภาพภายในท้องถิ่น
- นโยบายทางราชการ
- การร้องเรียนที่ตั้งเป็นกะที่ในเวบไซต์ของเทศบาลตำบลกะรน
- อื่น ๆ(โปรดระบุ)

3. เทศบาลตำบลกะรนมีวิธีการโดยรวมอย่างไรในการจัดการการพัฒนาท้องถิ่นให้ ประสบผลสำเร็จตามวัตถุประสงค์ที่ตั้งไว้

4. ชาวบ้านมีส่วนร่วมอย่างไรในการจัดการการพัฒนาท้องถิ่นให้ประสบผลสำเร็จตามวัตถุประสงค์ที่ตั้งไว้

5. เทศบาลตำบลกะหรนใช้วิธีการใดใน การควบคุม ฝึกระวัง และประเมิน ให้ผลการปฏิบัติงานเป็นไปตามแผนที่ตั้งไว้

6. สิ่งใดเป็นอุปสรรคปัญหาที่สำคัญซึ่งต่อการวางแผนและการจัดการการพัฒนาท้องถิ่นของเทศบาลตำบลกะหรนในปัจจุบัน

7. สิ่งใดเป็นอุปสรรคปัญหาที่สำคัญซึ่งต่อการวางแผนและการจัดการการพัฒนาท้องถิ่นของเทศบาลตำบลกะหรนในอนาคต

8. ยุทธศาสตร์การพัฒนาด้านใดที่ท่านคิดว่าเทศบาลตำบลกะหรนจำเป็นต้องพัฒนาเพิ่มเติมและเน้นหนักมากเป็นพิเศษในอนาคต

VITAE

Name Miss Sutharot Sawaddiraksa
Student ID 48A2030

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor of Business Administration (BBA)	Prince of Songkla University	2004

Work – Position and Address

2008	Night Reservation Supervisor	HotelTravel.com, 27/180 Chokthip Villa, Tambon Chalong, Amphur Muang, Changwat Phuket
2009	Reservation Officer	The Royal Phuket Yacht Club, 23/3, Moo 1, Vises Road, Tambon Rawai, Amphur Muang, Changwat Phuket
Present	Sale & Customer Support	Globekey International Co., Ltd., 9/134, Moo 4, Luangpohchaem Road, Tambon Chalong, Amphur Muang, Changwat Phuket