



**Sustainable Tourism Development: The Case Study of  
Tambon Maikhao,  
Amphur Thalang, Changwat Phuket**

**Puttaporn Bunna**

**A Thesis Submitted in Partial Fulfillment of the  
Requirements for the Degree of  
Master of Business Administration in Hospitality and  
Tourism Management  
(International Program)  
Prince of Songkla University  
2009**

**Copyright of Prince of Songkla University**

**Thesis Title** Sustainable Tourism Development: The Case Study of Tambon Maikhao, Amphur Thalang, Changwat Phuket  
**Author** Miss Puttaporn Bunna  
**Major Program** Hospitality and Tourism Management (International Program)

---

**Major Advisor**

.....  
( Assoc. Prof. Manat Chaisawat )

**Examining Committee:**

.....  
Chairperson  
( Mr. Pradech Phayakvichien )

**Co-advisor**

.....  
( Dr. Ilian Assenov )

.....Committee  
( Dr.Kom Campiranon )

.....  
Committee  
( Assoc. Prof. Manat Chaisawat )

.....  
Committee  
( Dr. Ilian Assenov )

The Graduate School, Prince of Songkla University,  
has approved this

thesis as partial fulfillment of the requirements for the Master of  
Business Administration Degree in Hospitality and Tourism  
Management (International Program)

.....  
(Assoc. Prof. Dr. Krerckchai  
Thongnoo)  
Dean of Graduate School

ชื่อวิทยานิพนธ์	การพัฒนาการท่องเที่ยวแบบยั่งยืน กรณีศึกษา ตำบลไม้ขาว อำเภอถลาง จังหวัดภูเก็ต
ผู้เขียน	นางสาวพุทธพร บุญณะ
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2552

### บทคัดย่อ

การศึกษาเรื่องการพัฒนาการท่องเที่ยวแบบยั่งยืน กรณีศึกษา ตำบลไม้ขาว อำเภอถลาง จังหวัดภูเก็ตนี้มีวัตถุประสงค์เพื่อ (1) เพื่อดูว่าแผนพัฒนาสามปี ได้มีการวางแผนดำเนินการสอดคล้องกับการพัฒนาที่ยั่งยืนหรือไม่ (2) ประเมินผลประโยชน์ที่ประชาชนท้องถิ่นได้รับจากแผนพัฒนาสามปี (พ.ศ. 2549-2551) (3) ประเมินระดับการมีส่วนร่วมของประชาชนในท้องถิ่นในการพัฒนาการท่องเที่ยวขององค์การบริหารส่วนตำบลไม้ขาว (4) ประเมินการเข้าถึงของข้อมูลต่อการพัฒนาการท่องเที่ยวขององค์การบริหารส่วนตำบลไม้ขาวของประชาชนในท้องถิ่น (5) เสนอแนะแนวทางการพัฒนาการท่องเที่ยวอย่างยั่งยืนต่อองค์การบริหารส่วนตำบลไม้ขาว

ประชากรในการศึกษาคือประชาชนในท้องถิ่นตำบลไม้ขาวโดยเลือกตัวอย่างจำนวน 387 คน ที่มีอายุตั้งแต่ 18 ปีขึ้นไป ในพื้นที่ขององค์การบริหารส่วนตำบลไม้ขาว

ผลการศึกษาจากแผนพัฒนาสามปี (พ.ศ. 2549-2551) ขององค์การบริหารส่วนตำบลไม้ขาว พบว่างบประมาณส่วนใหญ่จัดสรรเพื่อการพัฒนาคุณภาพชีวิตที่ดี (ร้อยละ 65.71 จากงบประมาณทั้งหมด) แต่เมื่อเปรียบเทียบกับการใช้งบประมาณในการพัฒนาชุมชนให้เข้มแข็งและพึ่งตนเองของประชาชนในท้องถิ่น (ร้อยละ 0.64 จากงบประมาณทั้งหมด) แล้วมีความแตกต่างกันเป็นอย่างมาก

แผนพัฒนาสามปี (พ.ศ. 2549-2551) ขององค์การบริหารส่วนตำบลไม้ขาว ประกอบด้วยยุทธศาสตร์การพัฒนา 7 ยุทธศาสตร์คือ การพัฒนาด้านการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม การพัฒนาด้านการศึกษา ส่งเสริมประเพณีวัฒนธรรมท้องถิ่น ยุทธศาสตร์พัฒนาคุณภาพชีวิต ยุทธศาสตร์พัฒนาเศรษฐกิจและการท่องเที่ยว ยุทธศาสตร์การพัฒนาภูมิปัญญาท้องถิ่น ยุทธศาสตร์การพัฒนาชุมชนให้เข้มแข็งและพึ่งตนเอง

จากภาพรวมทั้งหมดของผลการศึกษา ระดับการได้รับผลประโยชน์ของประชาชนท้องถิ่นอยู่ในระดับปานกลางทั้งหมด ส่วนใหญ่มีความพึงพอใจในยุทธศาสตร์ด้านการพัฒนาคุณภาพชีวิตอยู่ในระดับมาก (3.43) แต่ในยุทธศาสตร์ด้านการพัฒนาความเข้มแข็งของชุมชนและความเป็นอยู่อย่างพอเพียง ประชาชนในพื้นที่ที่มีความพึงพอใจในระดับปานกลาง (3.21)

ระดับการมีส่วนร่วมการพัฒนาการท่องเที่ยวอย่างยั่งยืนของประชาชนท้องถิ่น รายได้จากอุตสาหกรรมท่องเที่ยวในชุมชนอยู่ในระดับปานกลาง (3.58) และการป้องกันการบุกรุกทรัพยากรธรรมชาติทางการท่องเที่ยวอยู่ในระดับปานกลาง (3.21)

การเข้าถึงข้อมูลของการพัฒนาการท่องเที่ยว พบว่าส่วนใหญ่ไม่เคยได้รับข้อมูลของการพัฒนาการท่องเที่ยว (ร้อยละ 67.90) ไม่เคยได้รับข้อมูลเกี่ยวกับการท่องเที่ยวอย่างยั่งยืน (ร้อยละ 77.60) และไม่เคยได้รับข้อมูลการอบรมจากเจ้าหน้าที่ขององค์การบริหารส่วนตำบลไม้ขาวเกี่ยวกับการท่องเที่ยวอย่างยั่งยืน (ร้อยละ 71.80) แสดงให้เห็นว่าองค์การบริหารส่วนตำบลไม้ขาวยังขาดการกระจายข้อมูลการพัฒนาการท่องเที่ยวอย่างยั่งยืนไปยังประชาชนในท้องถิ่น สรุปได้ว่าประชาชนในท้องถิ่นยังไม่เข้าถึงข้อมูลของการพัฒนาการท่องเที่ยวอย่างยั่งยืน

ดังนั้น แผนพัฒนาสามปี (พ.ศ. 2549-2551) ขององค์การบริหารส่วนตำบลไม้ขาว ในการพัฒนาการท่องเที่ยวอย่างยั่งยืน จึงยังไม่บรรลุผลในแนวทางของการพัฒนาการท่องเที่ยวแบบยั่งยืนในความคิดเห็นของประชาชนในท้องถิ่น

ข้อเสนอแนะสำหรับการพัฒนาการท่องเที่ยวแบบยั่งยืนนั้น สามารถสรุปได้ว่า องค์การบริหารส่วนตำบลไม้ขาว ควรมีการจัดงบประมาณสำหรับการพัฒนาการท่องเที่ยวแบบยั่งยืนและจัดตั้งทีมงานมาจัดทำแผนการท่องเที่ยวโดยเฉพาะ องค์การบริหารส่วนตำบลควรมุ่งเน้นการมีส่วนร่วมของผู้มีส่วนได้ส่วนเสียในด้านการวางแผนการจัดการการท่องเที่ยวในตำบลไม้ขาว เพื่อจะได้จัดทำแผนอย่างมีประสิทธิภาพ สำหรับเรื่องข้อมูลด้านการท่องเที่ยวนั้น องค์การบริหารส่วนตำบล ควรเพิ่มช่องทางการกระจายข้อมูลข่าวสารให้หลากหลายมากขึ้น รวมทั้งส่งเสริม สนับสนุนชุมชนเข้มแข็งเพื่อที่จะดำเนินรอยตามปรัชญาของพระบาทสมเด็จพระเจ้าอยู่หัว

**คำสำคัญ** การพัฒนาการท่องเที่ยวอย่างยั่งยืน องค์การบริหารส่วนตำบลไม้ขาว กระบวนการมีส่วนร่วมและข้อมูลการท่องเที่ยวแบบยั่งยืน

**Thesis Title** Sustainable Tourism Development: The case study of Tambon Maikhao, Amphur Thalang, Changwat Phuket

**Author** Miss Puttaporn Bunna

**Major Program** Hospitality and Tourism Management (International Program)

**Academic Year** 2009

## **ABSTRACT**

The objectives of this study were (1) to study the 3 year local development plan whether it has been developed in the sustainability way, (2) to investigate local residents' benefit gaining from the 3 year local development plan, (3) to investigate local residents' participation level in local development projects relate to sustainable tourism support, (4) to investigate the accessibility of tourism information to local residents in Tambon Maikhao, and (5) to propose a guideline for sustainable tourism development at Tambon Maikhao Local Administration Organization (LAO).

The target populations of this study were local residents in Tambon Maikhao. 387 sets of questionnaires were distributed to the respondents who were at least 18 years old. The results of the study of Sustainable Tourism Development in Tambon Maikhao LAO on the "Three Year Development Plan" (2006-2008) showed that a greater portion of the budget was allocated to development strategy for Quality of Life (65.71% of budget), and was quite high as compared to development strategy for strengthened community and self-reliance (0.64% of budget).

From the study, the researcher found that the plan was classified into seven strategic plans, which were (1) development for natural resources and environment conservation, (2) development for education, (3) development for local tradition and local culture, (4) development for quality of life, (5) development for economy and tourism, (6) development for local

wisdom, and (7) development for strengthened community and self-reliance.

From the overall findings, the benefits gaining from these strategic plans to local residents were rated at “average level”. Most local residents were satisfied with Quality of Life Development (3.43) at “high level”. But, the development strategy for strengthened community and self-reliance was rated at “average level” with the lowest mean (3.21).

The participation level of local residents, in local development projects that relate to sustainable tourism support, was rated at “high level”. Income generating from tourism industry was rated at “average level” with the highest mean (3.58), and being a watcher and informing the officers who are in charges for against the trespasser to the area were rated at “average level” with the lowest mean (3.21).

According to the accessibility of tourism information at Tambon Maikhao to local people, the researcher found that 67.90% of local residents have never received sustainable tourism information. Nevertheless, 77.60% of local residents have never received the training on sustainable tourism information from related tourism organization. Also, 71.80% of local residents have never received sustainable tourism information from Tambon Maikhao LAO.

Therefore, the researcher concluded that the Three Year Development plan of Tambon Maikhao LAO did not achieve sustainable tourism development. This was based on findings and studies of local residents.

The recommendations for sustainable tourism development at Tambon Maikhao, Amphur Thalang, Changwat Phuket were LAO should allocate specific budgets for developing sustainable tourism and assigned a team to handle tourism planning at Tambon Maikhao. Also, LAO should get involved the key stakeholders in planning and management in order to get the effective plan for tourism development. With tourism information, the communication channel should be established in several kinds. The most important is to focus on strengthened

community to follow the philosophy of Majesty the King of Thailand.

**Key Words:** Sustainable tourism development, Tambon Maikhao Local Administration Organization, participation, and information of sustainable tourism development

## ACKNOWLEDGEMENTS

I am sincerely gratefulness to my superior advisor, Assoc. Prof. Manat Chaisawat for given me the close attention and excellent advice for this thesis.

I am deeply grateful to local authority and to all local residents of Tambon Maikhao for warming hospitality, and supporting useful information.

Special thanks to Mr.Prapat Aksornpairoj and my students especially Miss Pruepsapha Binlateh, Miss Soawanee Rengsamut, Miss Samanya Sittichai, and Miss Narinrat Sawatpanit for assisting in this study.

I am extremely thankful to my beloved mom, grandfather, grandmother and all my friends for admirable encouragement.

Puttaporn  
Bunna



# CONTENTS

	<b>Page</b>
Contents	viii
List of Tables	xii
List of Figures	xv
List of Abbreviations and Symbols	xvi
<b>Chapter</b>	
<b>1. Introduction</b>	<b>1</b>
1.1 Statement of the Problem	1
1.2 Related Literature	4
1.2.1 Tourism	4
1.2.1.1 Sustainable Development	4
1.2.1.2 Sustainable Tourism Development	6
1.2.1.3 Sustainable Tourism Requirements	11
1.2.2 Local Participation	12
1.2.2.1 Participation Theory	12
1.2.2.2 Local Participation in Tourism	14
Development	
1.2.3 Tourism Information	16
1.2.4 Tambon Maikhao Local Administration	18
Organization (LAO)	
1.2.4.1 Local Administration Organization	18
1.2.4.2 Background of Local Administration	24
Organization	
(LAO)	
1.2.4.3 3 Years Development Plan	26
1.2.5 Strategies for 3 Years Local Development	28
Plan	
1.2.6 Related Research	29
1.3 Objectives of the study	31
1.4 Significance of the Study	31
1.5 Limitations of the Study	32
1.6 Definition of Key Terms	32

1.7 Study Framework	34
---------------------	----

## CONTENTS (CONTINUED)

<b>Page</b>	
<b>2. Methodology</b>	35
2.1 Population, Sampling Group and Sampling Method	36
2.1.1 Population	36
2.1.2 Sampling Size	36
2.1.3 Sampling Method	37
2.2 Research Tools and Designs	37
2.2.1 Research Tools	37
2.2.2 Survey Design	38
2.2.3 Research Instruments	38
2.3 Data Collection	40
2.3.1 Primary Data	40
2.3.2 Secondary Data	40
2.4 Data Analysis	40
<b>3. Results</b>	42
3.1 Demographic Characteristics of Respondents	43
3.2 The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan at Tambon Maikhao	46
3.2.1 The Benefit Gaining Level of Local Residents from 3 Year Local Development Plan Classified by 7 Development Strategies	47
3.2.2 The Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among Demographic Characteristics of Respondents	52

3.3	The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism Support	59
3.3.1	Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism Support for 10 Participative Factors	59

## CONTENTS (CONTINUED)

	<b>Page</b>
3.3.2 The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among Demographic Characteristics of Respondents	61
3.4 Tourism Information Accessibility at Tambon Maikhao	74
3.4.1 Sustainable Tourism Information Received by Local Residents	74
3.4.2 The Statistical Comparisons of the Importance of Tourism Development Information Receiving among Demographic Characteristics of Respondents	76
<b>4.Summary</b>	<b>80</b>
4.1 Conclusion	80
4.1.1 Demographic Characteristics of Respondents	80
4.1.2 The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan at Tambon Maikhao	81
4.1.3 The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism	83
4.1.4 Tourism Information Accessibility at Tambon Maikhao	85
4.2 Discussion	86
4.2.1 Objective 1: To Study the 3 Year Local Development Plan	86

whether it has been Developed in the Sustainability Way	
4.2.2 Objective 2: To Investigate Local Residents' Benefit Gaining from the 3 Year Local Development Plan	87
4.2.3 Objective 3: To Investigate Local Residents' Participation Level in Local Development Projects that Relate to Sustainable Tourism	89
4.2.4 Objective 4: To Investigate the Accessibility of Tourism Information to Local Residents in Tambon Maikhao	90

## CONTENTS (CONTINUED)

	<b>Page</b>
4.2.5 Objective 5: To Propose a Guideline for Sustainable Tourism Development at Tambon Maikhao Local Administration Organization (LAO)	91
4.3 Recommendations	92
4.3.1 3 Year Local Development Plan	92
4.3.2 Participation of All Related Stakeholders	93
4.3.3 Tourism Information	93
4.3.4 Strengthen Community Support for Tambon Maikhao	93
4.4 Limitations and Suggestions for Further Study	94
References	95
Appendices	97
Appendix A: Map of Phuket	98
Appendix B: Tambon Maikhao Administration Organization	99
Appendix C: Questionnaire for Local Residents (Thai Version)	109
Appendix D: Questionnaire for Local Residents (English Version)	119
Appendix E: Enclosure of the 3 Year Development Plan (2006-2008)	127
<b>Vitae</b>	<b>132</b>

## LIST OF TABLES

<b>Table</b>	<b>Page</b>	
1.1	Tourism with Holistic Development	10
1.2	Reformation of LAOs Enactments	19
1.3	3 Year Budget Allocation in Strategic Planning Project (2006-2008) of Tambon Maikhao LAO	28
1.4	Classification of Budget (2006-2008)	29
2.1	Population; 7 Villages in Maikhao Sub-district Local Administration Organization	37
3.1	Demographic Characteristics of Respondents	44
3.2	The Benefit Gaining Level of Local Residents from 3 Year Local Development Plan Classified by 7 Development Strategies	47
3.3	The Benefit Gaining Level of Respondents Classified by “Strategy no. 1”	48
3.4	The Benefit Gaining Level of Respondents Classified by “Strategy no. 2”	48
3.5	The Benefit Gaining Level of Respondents Classified by “Strategy no. 3”	49
3.6	The Benefit Gaining Level of Respondents Classified by “Strategy no. 4”	50
3.7	The Benefit Gaining Level of Respondents Classified by “Strategy no. 5”	50
3.8	The Benefit Gaining Level of Respondents Classified by “Strategy no. 6”	51
3.9	The Benefit Gaining Level of Respondents Classified by “Strategy no. 7”	51
3.10	Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Genders” of Respondents	53

3.11	Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Ages” of Respondents	54
3.12	Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Educations” of Respondents	55
3.13	Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Occupation” of Respondents	56

## **LIST OF TABLES (CONTINUED)**

<b>Table</b>		<b>Page</b>
3.14	Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Monthly Income” of Respondents	57
3.15	Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Length of Residency” of Respondents	58
3.16	The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism	60
3.17	The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Gender” of Respondents	63
3.18	The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Age” of Respondents	65
3.19	The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Education” of Respondents	67
3.20	The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Occupation” of Respondents	69
3.21	The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Monthly Income” of Respondents	71

3.22	The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Length of Residency” of Respondents	73
3.23	Sustainable Tourism Information Received by Local Residents	74

### **LIST OF TABLES (CONTINUED)**

<b>Table</b>	<b>Page</b>	
3.24	The Frequency of Sustainable Tourism Information Received by Local Residents	75
3.25	The Statistical Comparisons of The Importance of Tourism Development Information Classified by Genders	76
3.26	The Statistical Comparisons of The Importance of Tourism Development Information Classified by Ages	77
3.27	The Statistical Comparisons of The Importance of Tourism Development Information Classified by Educations	78
3.28	The Statistical Comparisons of The Importance of Tourism Development Information Classified by Occupations	78
3.29	The Statistical Comparisons of The Importance of Tourism Development Information Classified by Monthly Income	79
3.30	The Statistical Comparisons of The Importance of Tourism Development Information Classified by Lengths of Residency	79

## LIST OF FIGURES

<b>Figure</b>		<b>Page</b>
1.1	The Executive Committee of Tambon Administration Organization Structure	22
1.2	The Council of Tambon Maikhao Administration Organization Structure	22
1.3	The Administration Officers of Tambon Maikhao Administration Organization Structure	23
1.4	The Logo of Maikhao Local Administration Organization	24
1.5	Study Framework	34

## LIST OF ABBREVIATIONS AND SYMBOLS

<b>ACT:</b>	Activity
<b>ANOVA:</b>	One Way ANOVA
<b>DIFF:</b>	Difference
<b>INDIFF:</b>	Indifference
<b>LAO:</b>	Local Administration Organization
<b>p-value:</b>	Level of Statistical Significance (2 tail)
<b>PTCP</b>	Participation
<b>STG:</b>	Strategy
<b>t-test:</b>	Independent samples t-test
<b>TAT:</b>	Tourism Authority of Thailand
<b>TRN:</b>	Training
<b>UN:</b>	United Nations
<b>WTO:</b>	World Tourism Organization
<b>WTTO:</b>	World Trend & Tourism Council

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Statement of the Problem**

Tourism is the world's economy activity that has been grown around 25 percent in the past 10 years. It has major impacts on the nature, environment, wellbeing and culture in its area, and is also one of the main generators of employment in 2005.

The tourism industry has become forceful tool for economic development, focus on the Asia and Pacific region. The fastest world growing in tourism is stated in Asia-Pacific region by visitor arrivals (Hall & Page, 1996; Harrison, 1992; Hitchcock King and Parnwell, 1993 as quoted in Chaisawat, 2004). Nevertheless, the World Travel & Tourism Council (WTTC) forecasted that the amount of foreigner tourists in Thailand would increase to 7.5% per year during 2000 to 2020 (WTO, 1997).

In Thailand, Thai government considered tourism as one of the major economic-driven industry of the country and set the goal of becoming a "Quality Tourism Destination" by 2008." Moreover, the Tourism Authority of Thailand (TAT, 2004) has been assigned to take care of Thai Tourism. It aims to preserve the culture, tourism resources and natural environment so as to maintain Thai uniqueness and heritage, and to engage all stakeholders, including civil society, in addressing tourism problems. It also focuses on maximizing the number of tourists in order to encourage economic development, and promoting internal tourism to national attractions.

To maximize the number of tourist, Tourism Authority of Thailand (TAT, 2004) has been collaborating with public sectors to promote tourism in Thailand to international and domestic tourist by organizing "Unseen in Thailand" campaign of 2003; "Unseen Paradise" of 2004; "Unseen

Paradise II” of 2005 and “Thailand Grand Invitation” of 2006. In the year 2006, Tourism Authority of Thailand (TAT) expects that 13.80 million international tourist will travel to Thailand, which is an increase of 18 percent from 2005 (Chaisawat, 2004 and TAT, 2006).

But, tourism contributes to irreversible damage to the environment, through pressure on fragile ecosystems, through construction of resorts or roads that destroy the natural sites and heritage, through the pressure that is exerted on land, water and air and through diverse processes of all kinds generating pollutions, discharge of residuals, erosion, deforestation, etc<sub>1</sub> (Department of Economic and social Affairs, 2008).

The issue of tourism and sustainability is an increasingly important one and any measurement of tourism and its effect on an economy must take into account the social, economic and environmental impacts. Therefore, the concept of sustainable development has become widely accepted as the way to a better future, even though its roots go back to the 1980s (UNEP, 2005).

As sustainable development can be the bright way for the future of tourism, the researcher has considered to study on the sustainable tourism development in Tambon Maikhao, Amphur Thalang, Changwat Phuket because Changwat Phuket is one of famous tourist destination in Thailand, and Tambon Maikhao is rich of natural resources, an exotic environment, attractions, and biodiversity.

Due to World Tourism Organization (2004), sustainable tourism is a process that achieves an effective balance between the environmental, economic, and socio-cultural aspects of tourism development to guarantee long-term benefits to host communities and a high quality experience for tourists. In pursuing these results, the strengthened partnerships with government agencies, civil society organizations, particularly local government associations, community-based groups are required.

Decentralization was one of the underlying principles of the new Constitution of Thailand (1997), extending also to the utilization, protection and conservation of natural resources and the environment. The government has decentralized the authority to the local government, which is created as local administration organization (LAO). LAO shall be in accordance with the principle of self-administration according to the will of the local people as the law provided.

Tambon Maikhao is a sub-district of Changwat Phuket (Phuket Province) that is rich of natural resources, an exotic environment, attractions, and biodiversity. It is located in the North West part of Changwat Phuket, which is surrounded by many important tourism businesses, such as International Airport, five stars hotel, prestigious golf courses and etc. With high demand on tourism business, it has brought out many problems to Tambon Maikhao, such as land invasion especially seaside areas, pollutions, and etc. Moreover, Tambon Maikhao lacks of close attention to the facilities (such as infrastructures), tourism information in the area, and poor standard of tourism services to support the existing and incoming tourism business (such as sport complex and exhibition center).

In another hand, Tambon Maikhao LAO has created the 3 year local development plan as the guideline for supporting the communities and tourism in its area. The projects in local development plan have been established to improve the better quality of life to local residents. The participation of local residents in the 3 year local development plan is an important key to reach the maximum effectiveness for community development and sustainable tourism development in communities.

In this point, the researcher wants to know whether Tambon Maikhao LAO has developed the local development plan in sustainability way to response the sustain tourism trend, local residents have gained the benefits from the local development plan, the local residents have participated in

managing the local development plan, local residents have received the tourism development information from LAO. With the results of those questions and the related literature, the researcher will be able to propose the guideline for sustainable tourism development at Tambon Maikhao LAO.

Therefore, the researcher has come up with questions of this study as follows;

1) has the 3 year local development plan of Tambon Maikhao LAO developed to support the sustainable tourism?

2) have local residents gained the benefits from the 3 year local development plan?

3) have local residents participated in managing the local development projects that relate to sustainable tourism support?

4) have local resident received the tourism development information from Tambon Maikhao LAO?

## **1.2 Related Literature**

The study has covered to the sustainable tourism development at Tambon Maikhao, Amphur Thalang, Changwat Phuket. The researcher will review the related literature concerning to the research objectives. The related literatures are identified as follows;

- 1.2.1 Tourism
  - 1.2.1.1 Sustainable Development
  - 1.2.1.2 Sustainable Tourism Development
  - 1.2.1.3 Sustainable Tourism Requirements
- 1.2.2 Local Participation
  - 1.2.2.1 Participation Theory
  - 1.2.2.2 Local Participation in Tourism Development
- 1.2.3 Tourism Information
- 1.2.4 Tambon Maikhao Local Administration Organization (LAO)
  - 1.2.4.1 Local Administration Organization
  - 1.2.4.2 Background of LAO
  - 1.2.4.3 Three Years Development Plan
- 1.2.5 Strategies for 3 Years Local Development Plan
- 1.2.6 Related Research

### **1.2.1 Tourism**

#### **1.2.1.1 Sustainable Development**

The term '*development*' has emerged since the United Nations Conference on the Human Environment in Stockholm (1972), as a more qualitative and focused term than that of growth. Over the past decades, and particularly since the World Commission on Environment and Development (1987), and the UN Conference on Environment and Development (1992), as linkages have been made between the environment,

culture and socio-economic issues of poverty and degradation, the concept of *sustainable development* was established in recognition of the need to balance economic and social progress with the protection and conservation of the environment and natural resources. Drawing upon the report from the Johannesburg Summit of 2002, importantly, the concept of sustainable development has widened to include the imperatives of social justice and the alleviation of poverty (UNESCO, 1995).

Sustainable development was defined in the 1987. It was published on the title of “Our Common Future” which prepared by the World Commission on Environment and Development (WCED) for the United Nations quoted in Inskip (1998) as “meets the needs of the present without compromising the ability of future generations to meet their own needs”. The report has observed that environment and development were the world’s seriously problems. It was concluded that successful long-term economic should be managed by utilizing the environment resources sustainability.

The Brundtland report provides the following content for sustainable development (Hagerhall 1998, p.22-23):

- “People themselves have the capacity to achieve sustainable development.
- A long-term perspective is necessary; there must be sufficient resources and a good environment for coming generation as well.
- There must be a balance between rich and poor countries; everybody basic needs must be provided for.
- Must all, in the rich world in particular, change our attitudes and lifestyles to favor sustainable ecologically adapted development?
- Development is a process that can be steered towards sustainability”.

Attempts to create more sustainable forms of development must value the contribution of local knowledge

(Redclift 1995, Zazueta, 1995). This view of development promotes devolution of power from central political systems to the community level. A focus on local decision-making in tourism planning began to emerge in the tourism literature in the 1980s (Gunn 1979; Haywood 1988).

Sustainable development emphasizes the importance of democracy in solving environmental problems. The traditional paradigm saw no direct link between democracy and environmental problems, whereas sustainable development holds that the achievement of intergenerational equity will require measures to help poor and disadvantaged groups, and that these groups should have the opportunity to define their own basic needs. *Sustainable development* requires a political system that secures effective citizen participation in decision making (WCED, Our Common Future, 1987).

In the process of describing these challenges and proposing potential policy directions the world community could take to address the problem they had identified, the Commission presented and defined the phrase, sustainable development (World Commission on Environment and Development, 2002, p.43). "*Sustainable development* requires meeting the major needs of all and extending to all the opportunity to satisfy their aspirations for a better life." However, "living standards that go beyond the basic minimum are sustainable only if consumption standards everywhere have regard for long-term sustainability" (World Commission on Environment and Development, 2002, p.44).

While the literature on sustainable development covers many of the issues raised in the early literature on economic growth models, it seems fair to say that, whatever the merits of the original formulation in the Brundtland Report of 1987, one decade later there have been great advances in both the theoretical aspects of desirable development and the ways in which that development might be indicated.

In conclusion, sustainable development is useful for the related local authority to adapt it for improving the quality of life of their people, especially on the poverty of local people in the community

### **1.2.1.2 Sustainable Tourism Development**

The World Tourism Organization (2004) defines sustainable tourism “as tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.” These principles identify sustainable tourism as having four pillars economic, ecological, cultural and community sustainability.

Various guidelines have been developed for each. Sustainable tourism is a process that achieves an effective balance between the environmental, economic, and socio-cultural aspects of tourism development to guarantee long-term benefits to host communities and a high quality experience for tourists. WTO (2004) explained:

- 1) Economic sustainability - that is profitable in both the immediate and long term.
  - Form partnerships throughout the entire supply chain from micro-sized local businesses to multinational organizations.
  - Use internationally approved and reviewed guidelines for training and certification.
  - Promote among clients an ethical and environmentally conscious behavior.
  - Diversify the products by developing a wide range of tourist activities.

- Contribute some of the income generated to assist in training, ethical marketing and product development.
  - Provide financial incentives for businesses to adopt sustainability principles.
- 2) Ecological sustainability - development that is compatible with the maintenance of essential ecological processes, biological diversity and biological resources.
- Codes of practice should be established for tourism at all levels.
  - Guidelines for tourism operations, impact assessment and monitoring of cumulative impacts should be established.
  - Formulate national, regional and local tourism policies and development strategies that are consistent with overall objectives of sustainable development.
  - Institute baseline environmental impact assessment studies.
  - Ensure that the design, planning, development and operation of facilities incorporate sustainability principles.
  - Ensure tourism in protected areas, such as national parks, is incorporated into and subject to sound management plans.
  - Monitor and conduct research on the actual impacts of tourism.
  - Identify acceptable behavior among tourists.
  - Promote responsible tourism behavior.
- 3) Cultural sustainability - increase people's control over their lives and is compatible with the culture and

values of those affected and strengthens the community identity.

- Tourism should be initiated with the help of broad based

- community input.

- Education and training programs to improve and manage

- heritage and natural resources should be established.

- Conserve cultural diversity.

- Respect land and property rights of traditional inhabitants.

- Guarantee the protection of nature, local and the indigenous

- cultures and especially traditional knowledge.

- Work actively with indigenous leaders and minority groups to

- insure that indigenous cultures and communities are depicted

- accurately and with respect.

- Strengthen, nurture and encourage the community's ability to

- maintain and use traditional skills.

- Educate tourists about desirable and acceptable behavior.

- Educate the tourism industry about desirable and acceptable behavior.

4) Local sustainability - that is designed to benefit local communities and generate/retain income in those communities.

- The community should maintain control over tourism development.

- Tourism should provide quality employment to community residents.

- Encourage businesses to minimize negative effects

on local

communities and contribute positively to them.

- Ensure an equitable distribution of financial benefits

throughout the entire supply chain.

- Provide financial incentives for local businesses to enter tourism.

- Improve local human resource capacity.

WTO (2004) has declared the definition of sustainable tourism which is widely conceded in academic and implementation which comprises three dimensions to be balance in development and can be adopted to be goals for development. The first aspect is to make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

The second aspect is to respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. The third aspect is to ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness

about sustainability issues and promoting sustainable tourism practices amongst them.

Inskeep (1991, p.461) thought of sustainable tourism development as "meeting the needs of present tourism and host regions while protecting and enhancing opportunity for the future".

Increasing evidence shows that an integrated approach to tourism planning and management is now required to achieve sustainable tourism. It is only recently that there has been a growing recognition of the importance of combining the needs of traditional urban management (transportation, land use planning, marketing, economic development, fire and safety etc.) with the need to plan for tourism. (Jamieson and Noble, 2000).

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

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

Despite the attention given to it, sustainable tourism development has proved to be difficult to define and operationally. As Harrison (1996; p. 72) stated, "by combining development (inevitably a value laden concept) with sustainability (which is allegedly non-operational and reformist)

we thus arrive at the doubly vague concept of sustainable development, only then to focus on one aspect of this dubious process-that of sustainable tourism".

As indicated in Table 1.1, there was proposed method to integrate principles of sustainable development to create sustainable tourism for present and future.

**Table 1.1** Tourism with Holistic Development

<b>Dimension</b>	<b>Sustainable Development</b>	<b>Sustainable Tourism</b>
Economic	<ul style="list-style-type: none"> <li>- Income from local production</li> <li>- Diversified local economy</li> <li>- Self-reliance</li> </ul>	<ul style="list-style-type: none"> <li>- Raise fund for community development</li> <li>- Create job in tourism</li> <li>- Raise the income for local people</li> </ul>
Social	<ul style="list-style-type: none"> <li>- People-centered development</li> <li>- Social justice</li> <li>- Satisfying quality of life</li> <li>- Active community organizations</li> </ul>	<ul style="list-style-type: none"> <li>- Raise the quality of life</li> <li>- Promote community pride</li> <li>- Divide roles fairly between women/men, elder/youth</li> <li>- Build community management organizations</li> </ul>
Cultural	<ul style="list-style-type: none"> <li>- Formal and informal education</li> <li>- Local culture passed on to the next generation</li> <li>- Cultural preservation</li> </ul>	<ul style="list-style-type: none"> <li>- Encourage respect for different cultures</li> <li>- Foster cultural exchange</li> <li>- Embed development</li> </ul>

		in local culture
Environmental	<ul style="list-style-type: none"> <li>- Natural resources management</li> <li>- Rights</li> <li>- Environmental responsibility</li> <li>- Natural resources conservation</li> </ul>	<ul style="list-style-type: none"> <li>- Study the carrying capacity of the area</li> <li>- Manage waste disposal</li> <li>- Raise awareness of the need for conservation</li> </ul>
Political	<ul style="list-style-type: none"> <li>- Community participation</li> <li>- Development in response to community needs</li> <li>- Democratization</li> </ul>	<ul style="list-style-type: none"> <li>- Enable the participation of local people</li> <li>- Increase the power of the community over the outside</li> <li>- Ensure rights in natural resources management</li> </ul>

**Source:** Community Based Tourism Handbook (REST, 1997)

REST (1997) had stated that people are becoming awareness of natural resources, conservation and protect environment. From the understanding, it was shown that rural community is fundamental to create and implement to be successful development. Thailand is democratization; people can propose their voice, idea and opinion to the public and can participate to play a role in direction of development. For this reason, community is appropriate for development because it is focus on strengthens and save the community. This notwithstanding, a range of definitions of sustainable tourism development has been proposed. These definitions generally fall within two categories - those which focus on

sustainable tourism as an economic activity, and those which view tourism as an element of wider sustainable development policies (Sharpley, 2000).

Therefore, sustainable tourism development focuses on economic, socio-cultural, and environmental issues. It also focuses on minimizing the negative impacts from tourism, and maximizing the benefits to the community.

### **1.2.1.3 Sustainable Tourism Requirements**

1. Sustainable tourism should make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2. Sustainable tourism should respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3. Sustainable tourism should 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.

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

5. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful

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

## **1.2.2 Local Participation**

### **1.2.2.1 Participation Theory**

Akin Rapreprat and Krantima Deangnim (2000) summarize People's Participation Theory as follows;

#### **(1) Leadership**

Leader creation will encourage people to work willingly to achieve the shared objectives because leader will become the key person to gather and convince people to go for the goals. In general, a leader may have his leader who is "Positive Leader", or "Dynamic Leader" or "Negative Leader". Leadership theory has resulted in great cooperation in work, quality operation, and initiatives and shared responsibility. Therefore, good leader creation will lead to good cooperation in all activities.

#### **(2) Communication Theory**

The way that a person will accept new things depends on the following communication process and factors;

- a) Personal details which are age, marital status, social status, financial status including income land possession, ability, as well as education background.
- b) Communication channel, knowledge or communication process including sender or source of message, communication channels and receiver.

c) Communication channel considered as a method for sending message can be divided in 2 categories as follows:

- Mass communication channel: Information communication through mass media such as newspapers, journals, magazines or any printed materials including films, radio broadcast, television etc.
- Interpersonal communication channel: Communication between persons in order to exchange information.

Mass media has played a significant role in improving knowledge, spreading information, as well as changing a person's attitude. Meanwhile, personal media has much more influence to change a person's attitude.

(3) Mass Persuasion

Persuasion means using of words to create trust and action. Persuasion plays an important role in solving work conflict. It is recommended that a person who does this job have the art of persuasion and be clear about the subjects used in persuasion.

(4) Patriotic Theory

It means the feeling that a person is willing to sacrifice, places high importance on national interest, loves his own nation or has a great attachment to his country.

(5) Encouragement Theory

Human beings primarily have physical and spiritual needs. Good encouragement basically requires good attitude toward colleagues such as not taking advantage, giving good job details, opening for opinions etc. Once people are well

encouraged, responsibility will be maintained and this will bring about good benefit as a whole.

Therefore, participation is a process of getting willing people to work together on a specific matter through the communication and action process.

### **1.2.2.2 Local Participation in Tourism Development**

Participation is a complex and challenging approach to improve the lives of people, particularly the poor and disadvantaged people. For those addressing issues of disability and community-based rehabilitation, there are lessons to be learnt from the health experience, which can influence the development of service strategies for people with disabilities. It is important to critically examine these experiences and distil the important points. But it is more important to keep an open mind and be flexible. This includes examining our own assumptions about what works, and developing attitudes and behaviors that support intended beneficiaries, in their search to gain control over their own lives (Rifkin and Kangere, 2002).

Arnstein (1965, p. 216-217) defines participation as ‘the means by which citizens can induce significant social reform, which enables them to share the benefits of the affluent society’. She distinguishes an eight-rung ladder that comprises: manipulation, therapy, informing, consultation, placation, partnership, delegated power, and citizen control. The first two rungs are identified as ‘non-participation’. Levels three to five are described as ‘degrees of tokenism’, in which consultation is the most essential factor to contribute to legitimate participation. The last three rungs of the ladders are ‘levels of citizen power’, at which the degree of decision-making influence is increased.

The successful implementation of Agenda 21 requires firm commitment and concerted action within which political, social and economic commitments are made by all parties and at all levels of society-essentially a ‘global partnerships’...to be effective, it must be accompanied by new levels of cooperation and increased awareness of environment and development problems within all sectors of government and society’ (WTO, 1997, p. 33).

“Participation is not only one of the goals of social development, but an integral part of the social development process “(Midgley, 1986, p.2).

Nelson and Wright (1997, p.1) also distinguish between: “participation as a means (to accomplish the aims of a project more efficiently, effectively and cheaply) as opposed to participation as an end (where community or group sets up a process to control its own development).

However, proponents of community participation in the tourism development process have often ignored the tendency of local to appropriate the organs of participation for their own benefits (Brohman, 1996). It is also often forgotten that factors such as gender relations and race will have an effect on power structures within communities, as will the ways in which these communities are embedded in broader socio-economic, political and environmental structures (Wells & Brandon 1992; Kinnaird & Hall 1994; Milne 1998). Community participation can also be a double-edged sword (Drake, 1991).

The core issues of sustainable development including ecotourism are to encourage participation of stakeholders and all members of society (Simmon, 1994), to improve communications between communities, the local authorities and other organizations and to increase the involvement of local people at all levels of the development process.

Its emphasis lies in the involvement of local communities, including local government and local stakeholders (both private and public sectors), in a process through which stakeholders can identify their needs and bring these needs into the decision-making arenas in order to enable them to influence and share control over development initiatives and the decisions and resources which affect them (Evans and Percy, 1999; Freeney, 1998).

The key elements in the processes of participation are the involvement of people in the decision-making processes, in implementing program their sharing in the benefits of

development program and their involvement in efforts to evaluate the program (Cohen and Upnoff, 1977). Thus, recognition of the value of local knowledge and environmental management practice is crucial for the achievement of local participation (Berger, 1996; Boyd and Ward, 1993).

Riordon (Sunchai, 1996, p.23) indicates that in opportunity for participation, people usually express inconsistent opinions because of the following reasons:

- 1) Human beings naturally avoid expressing of ideas or opinions.
- 2) Human beings prefer isolation except the case of shared threat.
- 3) Human beings are good in self adaptation by using defense mechanism. By this, it is easy to accept or avoid the effects happened.
- 4) Most people prefer to pass on decision making of complicated issues to government authorities.
- 5) People must not feel that they are affected by participation in terms of job position and social status.

Therefore, Local participation is one of an importance process for developing sustainable tourism, especially getting involved of key stakeholders into planning and managing process.

### **1.2.3 Tourism Information**

Proposers of tourism developments or activities should assess the potential impacts of their proposals and *provide information* on this through a notification process (Guidelines on Biodiversity and Tourism Development, 2004).

Recent developments in the fields of communications and information technology are indeed revolutionary in nature. Information and knowledge are expanding in quantity and accessibility. In many fields future decisions-makers will be

presented with unprecedented new tools for development. In such fields as agriculture, health, education, human resources and environment management, or transport and business development, the consequences really could be revolutionary. Communications and information technology have enormous potential, especially for development countries, and in furthering sustainable development (Annan, 1997)

Governments have the right-and the duty-especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travel abroad; it is their responsibility however to issue such information without prejudicing in justified or exaggerated manner the tourism industry of the host countries and the interests of their own operator; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical area in the security has arisen; such advisories should be qualified or cancelled as soon as return to normality permits (Chaisawat,2004).

Leal Filho (1999) demonstrates that the challenge in pursuing the promotion of public involvement in local environmental projects is how to foster the interest and monitor its development, ensuring that the interest does not wane while learning from successes and failures. Key factors that may influence an individual's decision to become involved in projects are;

- Firstly, 'provision of information' people have to know the full details of the project initiatives. Without information there can be no expectation that a particular initiative may be successful.
- Secondly, 'motivation' is an important key role as without motivation by the people to change action or behaviors, efforts are likely to fail.

- Thirdly, ‘commitment’ is needed for the long term interest in pursuing an initiated change of behaviors or action in the project since changes of behaviors often occur in the short term and people soon tend to go back to their old habits.
- Fourthly, there are the ‘incentives’ towards environmental conservation, which may be derived from various instruments that have environmental benefits.

Baseline information should take into consideration all sources of knowledge. The adequacy of the baseline information available will need to be reviewed, and where necessary, further research and information-gathering can be undertaken to fill gaps that may be identified. Baseline information should take into consideration all sources of knowledge. The adequacy of the baseline information available will need to be reviewed, and where necessary, further research and information-gathering can be undertaken to fill gaps that may be identified. (Guidelines on Biodiversity and Tourism Development, 2004).

The effectiveness of public participation is directly related to the *information* available. Lack of information or misinformation substantially affects the quality of public participation. The existence of tools for public participation and citizen control are not enough.

Therefore, tourism information providing is an important process in tourism development. It is to notify the actual situation of the tourism in the area and helps the related parties to get ready for the incoming tourists and situation.

## **1.2.4 Tambon Maikhao Local Administration Organization (LAO)**

### **1.2.4.1 Local Administration Organization**

The decentralization process in the 1990s coincided with the democratization process in Thai politics. The democratization process began when the “Bloody May Incident” of 1992 resulted in the ouster of the military regime and a return to party politics.

Decentralization was a major issue in the general election held in September 1992. Pro-democracy parties made a campaign pledge to introduce the direct election of provincial governors, who had been hitherto traditionally appointed by the central government. They also advocated granting the status of a local autonomous entity or even a juristic entity to the Tambon Council, an advisory body to the Tambon, a rural administrative unit.

The idea of electing provincial governors by popular vote met with strong opposition from the Ministry of Interior, because provincial governorship was traditionally granted to ministry officials as the highest post that they could aspire to. For this reason, the first government, a coalition government that held power between October 1992 and July 1995, did not take up the issue.

Meanwhile, the idea of granting autonomous status to the Tambon Council was realized when the ruling coalition parties, the Ministry of Interior, Kamnan, and village headmen reached a compromise that led to the establishment of the Tambon Council and Tambon Administrative Organization (TAO Act, 1994). Under the act, most Tambon Councils in Thailand gained autonomous status (Nagai, Mektrairat, and Funatsu, 2006).

The establishment of TAOs itself remained within the overall framework of the existing system of local

administration. A major turning point for both the sweeping reform of the local government system and the decentralization process came when the 1997 Constitution was promulgated in October 1997. Section 78 of the 1997 Constitution defined decentralization as a national basic policy.

In addition, Chapter 9 of the Constitution - Local Government - contained detailed provisions in its nine sections (Sections 282-290). The period between the promulgation of the Constitution in October 1997 and the end of 1999 saw a revision of the various Acts related to LAOs and the enactment of relevant new legislation, including the Local Public Personnel Administration Act, the Act of Local Initiatives, and the Act of Recalling of Local Officials. These legislative measures were aimed at blocking direct interventions in LAO management from the Ministry of Interior and at encouraging local residents to participate in local governance. In fact, they were part of the LAO organizational reform (Table 1.2).

**Table 1.2** Reformation of LAO Enactments

<b>Name of act</b>	<b>Date of enactment</b>
The Thesaban Act of 1953 (10th version in 1999)	February 13, 1953
The Tambon Council and Tambon Administrative Organization Act of 1994 (3rd version in 1999)	November 26, 1994
The Provincial Administration Organization Act of 1997	October 12, 1997
The Act of Upgrading Sanitary District to Thesaban of 1999	February 13, 1999
Act of Local Initiatives	October 10, 1999
Act of Recalling of Local Officials	October 15, 1999
The Decentralization Plan and Process Act of 1999	November 11, 1999
The Local Public Personnel	The Local Public

Administration Act of 1999	Personnel Administration Act of 1999
----------------------------	--

**Source:** Nagai, 2006

“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” (Sections 76 and 78, Chapter 5: Directive Principles of Fundamental State Policies, Constitution of the Kingdom of Thailand).

Weerasak Krueathep (2005), brief overview of the local government structures in Thailand as follows;

#### Institutional Framework

Thai local governments are classified into two main categories; general and specific. In the general form, there are three types of local authorities located throughout all seventy-five provinces except Bangkok. They are;

- Provincial Administrative Organization (PAO, seventy-five units),
- Municipality (1,136 units),
- Sub-district or Tambon Administrative Organization (TAO, 6,740 units). In the specific form there are two special units of local governments governing specific areas; namely, Bangkok Metropolitan Administration (BMA) and Pattaya City.

According to two major laws, the Constitution of 1997 and the Decentralization Plan and Process Act of 1999, several tasks and responsibilities are mandated to local government. Section 282 of the Constitution mandates that the state shall give autonomy to localities in accordance with the principles of self-government and the will of the people. In the subordinate law, the Decentralization Plan and Process Act lay down that the Municipality, TAO, and Pattaya City shall perform the following tasks:

- Local and community planning and development.
- Promotion of local economic development, investment, employment, trade, and tourism.
- Local public services provision; including local roads, walkways, public transportation system and traffic light engineering, public markets, ports and docks, waste treatment, water drainage system, public utilities, parks and recreation, garbage collection, pet controls, slaughtering, public safety, natural resource and environmental

protection, disaster control, sanitation and cremation services.

- Social welfare services provision ; including education, social welfare for children and for the elderly and disabilities, primary health care and medical services, housing and restoration, arts and cultures.
- Promotion of democratic values, civil rights, public participation, laws and order, and conflict resolution.

Local governments are authorized by law to have their own discretion over local development planning and budgeting with respect to the demands of local residents. Still, the Department of Local Administration Promotion (DLAP, 2006) of the Ministry of Interior has issued several guidelines and advice on local budgeting, accounting procedures, and fiscal management. In addition, since 1998 the department has tried to influence local budget formulation by encouraging the use of participatory approaches in the budgetary processes.

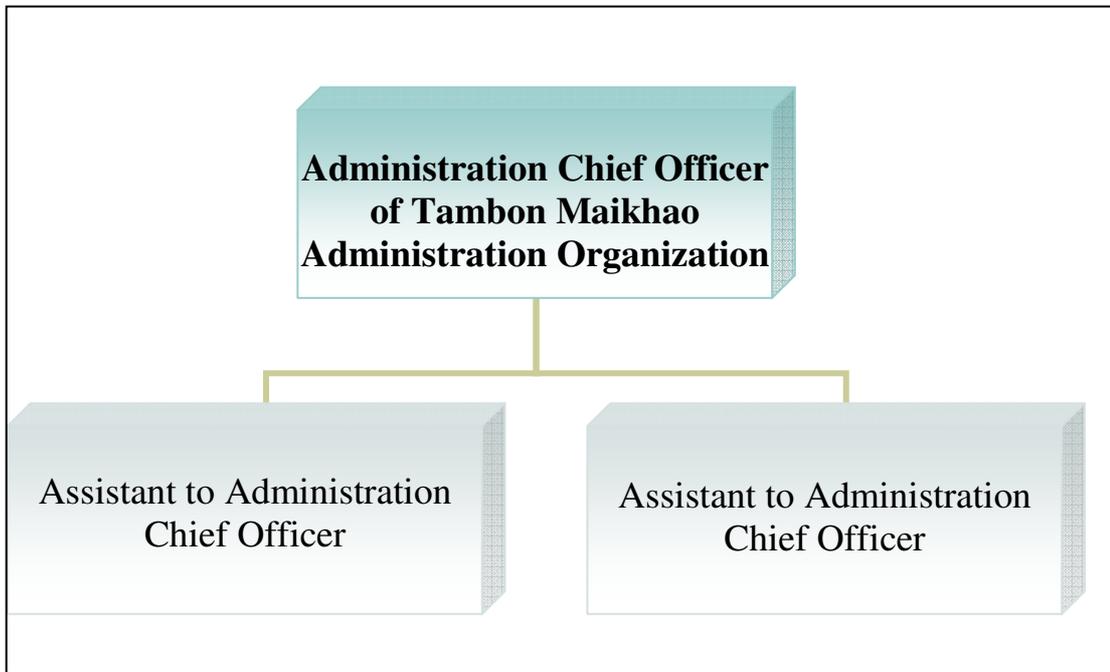
TAO staff members are permanent local civil servants performing routine tasks whose salaries are paid from the TAO's own budget. However, it is important to note that that matters concerning human resources management such as a transferring post, promotion, or pay raised is oversaw by the Nai Am Phore and his superior Provincial Governor. The internal division of the TAO civil servants office includes at least two sections. The office of the TAO secretary ("Palat Or Bor Tor"), others section, depending on the size of the TAO, always includes financial and construction divisions but may also have divisions dealing with education, health care, tourism and so on. The organization charges are shown in figure 1.1 -1.3.

Downward accountability has improved with the TAO chief executive and members are elected. However, the small-budget TAO still depend much on the financial support allocated from central government via district officer. That

means they still need to answer to and comply with queries and tasks suggested or assigned from the top down process. (Po Garden, Louis Lebel, Fasai Viseskul, Nathan Badenoch, Charunee Chirangworapat, and Manoch Prompanyo, 2003).

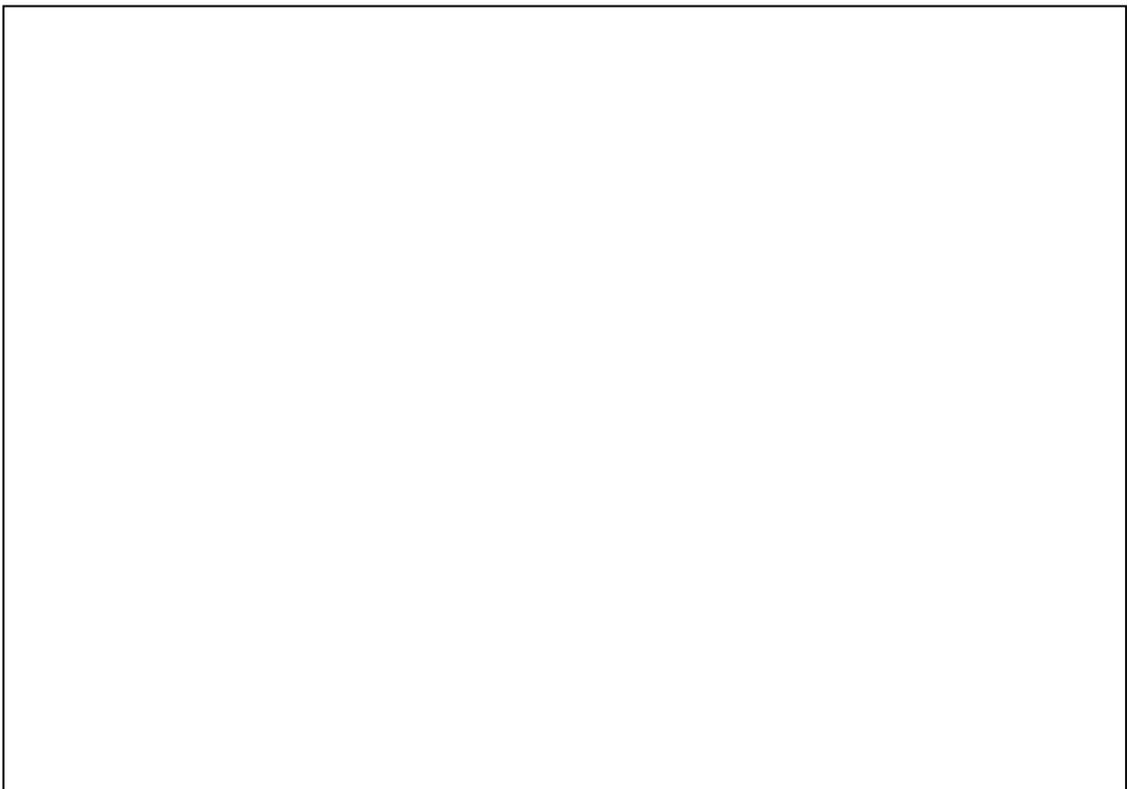
Local government “is based on the principles of decentralization and self-government when certain legal conditions are met.” The constitution allows for elected local assemblies and elected or appointed local administrative committees for four-year terms. Central government officials may not serve as local officials. Bangkok is a provincial-level entity with an elected governor and the legislative Metropolitan Administration Council. Supervision of provincial and local government takes place through the Department of Local Administration of the Ministry of Interior (LAMI, 2006).

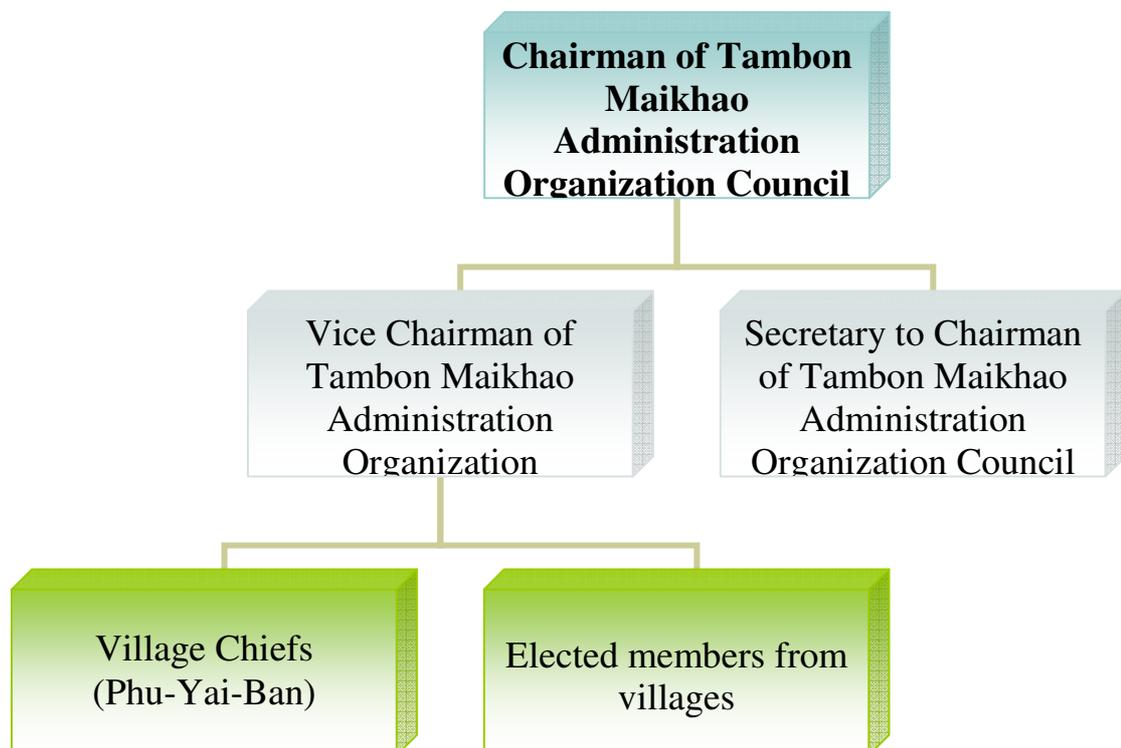
**Figure 1.1** The Executive Committee of Tambon Administration Organization Structure



**Source:** LAMI, 2006

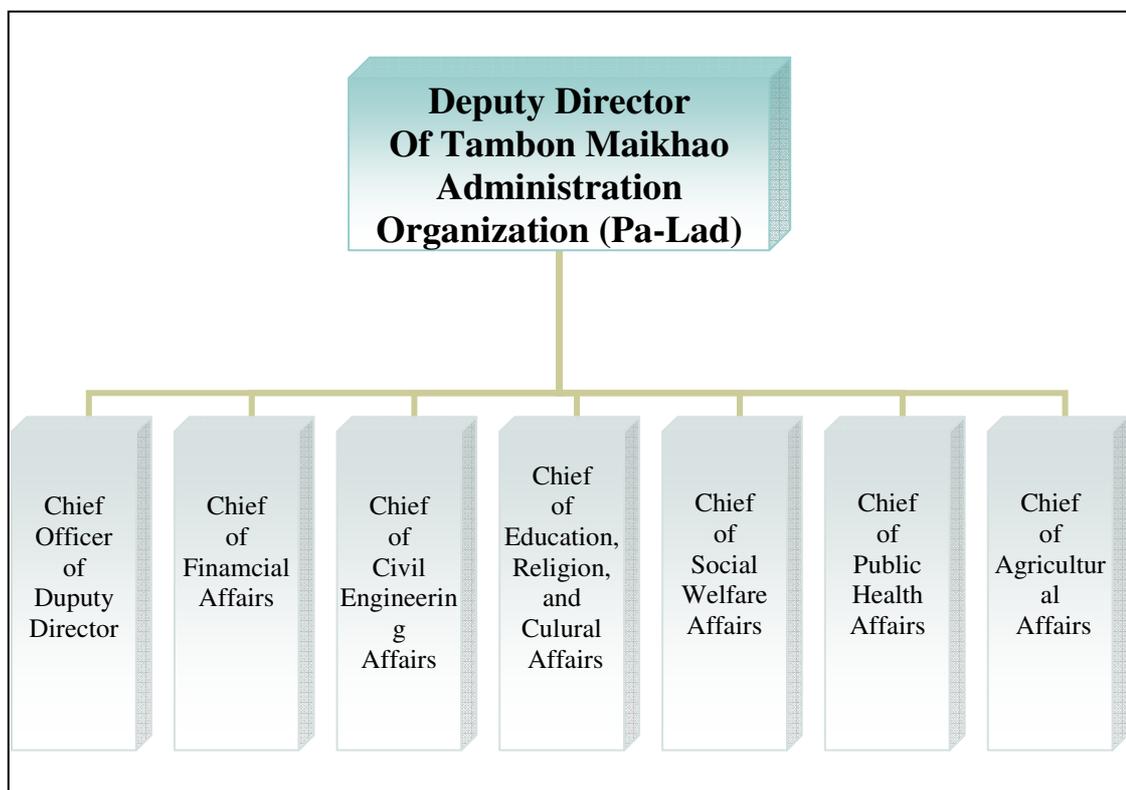
**Figure 1.2** The Council of Tambon Maikhao Administration Organization Structure





Source: LAMI, 2006

**Figure 1.3** The Administration Officers of Tambon Maikhao Administration Organization Structure



**Source:** LAMI, 2006

Therefore, local authority organization is a local authority that is decentralized the authority from the central government. It has the authority to take care of the community.

### 1.2.4.2 Background of Local Authority Organization (LAO)

The name of “Maikhao” mean a kind of White Tree, in older period the way to transport between Phuket and Phangna only transfer by boat. When crossing from Tha-Noon pier, Phangna to Phuket was saw a big White Tree prominent point in Maikhao area. The logo of Maikao Local Administration Organization is shown in figure 1.4.

**Figure 1.4** The Logo of Maikao Local Administration Organization



**Source :** Tambon Maikhao Local Administration Organization, 2006

Tambon Maikhao is located on the most upper northern of Phuket Province, connected to Phang-Nga Province by Sarasin Bridge on Highway no. 402. Tambon Maikhao belongs to Thalang District. It is approximately 18 Kilometers. far north from Thalang District. Tambon Maikhao stretches 29.2 square meters. , approximately 18,250 Rais. The community has good transportation routes of Phuket. It is surrounded by the sea in 3 sides. It looks like the cape of the Phuket Island. (See Appendix A: Map of Phuket)

#### Territory:

Northern Sarasin and Thepkresattri Bridge, Phangna Province

Sea	Southern	Tambon Saku and Thepkrasattri
	Eastern	Phangna Province and Andaman
	Western	Andaman Sea

Population:  
 Village: 7 villages  
 Sex: Male 5,753 Persons, Female 5,693  
 Persons  
 Households: 3,336 households (11,446  
 people)  
 Density: 392 people per square  
 kilometers.

Tambon Maikhao is one of the tourism attractions in Phuket. Meanwhile, Tambon Maikhao Local Administration Organization has stated its development vision as

“Maikhao - *a wonderful tourism area, fertilized natural resources, beautiful sea, clear sky, white dazzling beach, healthy life quality, strong community, and moral principles respectfulness*”

Maikhao tourism attraction is well-known such as Maikhao, Saikaew Beach and Laem Maprao. The famous tourism industries located in Maikhao area as JW Marriott Resort & Spa , Phuket International Airport, Yatch Haven, Blue Canyon Country Club.

Hence, Tambon Maikhao Local Administration Organization has specified mission of development as follow:

- Sustainable management, protection, and natural and environmental resources conservation and reservation.
- Cleanness and neatness monitoring in the district.
- Educational, religious and wonderful local cultural promotion.
- Sports and recreations in quality promotion.
- Up-scale life quality development for local residents and social welfare management for unprivileged children, ladies and senior citizens.
- Basic infrastructure improvement and development in the standardization.

- Local resident's occupation supporting and promotion.
- Local wisdom and traditional arts promotion.
- Local authorities and residents collaboration supporting and promotion relating to sustainable development.

In conclusion, Tambon Maikhao is one of the sub-district of Phuket province. It is rich of natural resources, and close to many famous tourism businesses. There are 7 villages in this sub-district, included 11,446 people in the community.

### **1.2.4.3 3 Year Local Development Plan**

Thailand has presented a sustainable development plan of implementation in the 9<sup>th</sup> National Plan from 2002-2006. The significant of this plan is to equalize the position of people, society, economy and environment. There were comprised of four approaches of sustainable development. Aspect of the strategy emphasized on natural resource and environmental management. The strategy has specific to increase national competency, human resources development and social protection, and enhance sustainability of rural and urban development by participation of all social segments. Furthermore, these strategies has determined as follows:

- The development of natural resource and environment to sustainability by emphasize on conversation, restoration and sustainable consumption on natural resources including waste water management, forest and coastal conversation and restoration, recovery of natural resources, and resolution of pollution problems. In of the above, they require participation from local community and other social stakeholders to achieve the development;
- Economic development for sustainability, it focused on maintenance of steady economy and economic consumption was responded to the needs and quality of life;
- Social development for sustainability, the significant was eliminating poverty and different social classes. This method was used for participation enhancement of all social sectors and also generate collaboration with industry sector to supply fine product and meet the necessary needs to consumers, necessary needs for people with minimal negative impact on the environment; and

- Promotion of social participation for sustainable development through organized public hearings for all stakeholders. As well as provide people a responsibility to participate on natural resources, environment, economy and social development.

The guideline from the Constitution of Thailand and the Department of Local Administration of Thailand called for Local Authorities to initiate development plans and projects for the well being of local people. There are 3 types of Tambon Development Plan that TAO implemented into their jurisdiction. These include: (1) Development Strategic Plan, (2) Three Year Development Plan or Middle Development Plan, and (3) Action Plan or Operational Plan.

Regarding social, economic, and cultural aspects, the department of Local Administration has rules for productivity and the efficiency of the TAO. These are included in the Development Strategic Plan, Three Year Development Plan, and Action Plan. By monitoring and evaluating the Tambon Development Plan and implemented by TAO, a guideline was set to achieve development directions. This was to achieve the TAO's executive's vision.

Local development plan are affiliated to the National Economic and Social Development Plan, Regional strategies development plan, provincial strategies development plan, district strategies development plan, to law in A.D. 1994 (B.E. 2537) act and the 4<sup>th</sup> addition of act A.D. 2003(B.E. 2546), and A.D. 1999 (B.E. 2542).

The plan of action for sustainable tourism development is premised on the responsibility of governments and all stakeholders in the tourism sector to ensure that long-term prosperity and the quality of life of future generations are not placed at risk. In order to sustain tourism, it is necessary to address various issues arising from tourism's contribution to development by means of a comprehensive, systematic plan of action.

In order to meet the requirements for sustainable tourism development, governments need to give direct attention and make explicit policies and plans in a number of areas. Issues of policy-making, planning, management and the participation of the private sector must be addressed in terms of opportunities for action and possible constraints (UNESCAP, 2006).

The Three-year Development Plan defined as economic and social plan of sub-district administration organization with a respect to the strategic development plan which the details of development projects are continuously planned in progress for each three-year. The Plan is allowed to revise and improve for its strategic planning developed to the effective operation in each particular year. Accordance to the conceptual thinking, a strategic development exceeds the approaches of development planning, and particularly, an approach of development planning comprises many project activities. These activities are operated to achieve its objectives and goals of each strategic development plan relating to the objectives and goals of sustainable development plan and vision.

Therefore, 3 year local development plan is the plan that local authority has established to improve and develop the community. It comprises with several strategies and projects that generates the better quality of life to the area.

### **1.2.5 Strategies for 3 Years Local Development Plan**

Tambon Maikhao Local Administration Organization is significant projects in the Three Year Development Plan of Tambon Maikhao Local Administration Organization which is divided into 7 development strategies. According to the missions stated above, the performance of Tambon Maikhao Local Administration Organization was to go forward to approach a sustainability framework which was comprised of economic, socio-cultural and environmental development.

**Table 1.3** 3 Year Budget Allocation in Strategic Planning Project (2006-2008) of Tambon Maikhao LAO

<b>Strategy No.</b>	<b>Budgeting</b>	<b>Percentage</b>
1) Development for natural resources and environment conservation	300,700,000.00	19.69
2) Development for education	76,046,900.00	4.98
3) Development for local tradition and culture	42,120,000.00	2.76
4) Development for quality of life	1,003,518,850.00	65.71
5) Development for economy and tourism	82,350,000.00	5.39
6) Development for local wisdom	12,600,000.00	0.83
7) Development for strengthened community and self-reliance	9,783,000.00	0.64
<b>Total</b>	<b>1,527,118,750.00</b>	<b>100.00</b>

**Source:** 3 Year Development Plan, Tambon Maikhao Local Administration Organization, (2006)

**Table 1.4** Classification of Budget (2006-2008)

<b>Budget Allocation</b>	<b>Budget (Baht)</b>	<b>Percentage</b>
Construction expenditure	1,128,540,756.00	73.90
Management expenditure	264,191,544.00	17.30
Other expenditure	134,386,450.00	8.80
<b>Total</b>	<b>1,527,118,750.00</b>	<b>100.00</b>

**Source:** Three Year Development Plan, Tambon Maikhao Local Administration Organization, (2006).

Hence, the approach to incorporate local participation into local development plan and projects. These include the requirement for effective participation, the need to receive benefits from local projects and information acknowledgement from local government.

Participation is encouraged in designing rules and institutions. At the same time of accurate, clear and notice information in stimulating social awareness and cooperation from the local government is more stressed.

Governments must ensure that tourism development is balanced with broader economic, social and environmental objectives at national and local levels. Well-defined national tourism strategies that recognize the importance of a sustainable resource base and are integrated with national and regional development plans will lend to maximized economic, social and environmental benefits.

Tourism development strategies will define the objectives of tourism development, form, scale and location of development and roles and responsibilities of the government and the private sector. Local level planning is required to limit cumulative impacts, undesirable forms of development, such as ribbon development, and to protect vulnerable areas.

### **1.2.6 Related Research**

Piyawan Siripitubhumi (2002), studied local people's participation in conservation of mangrove forest, a case study of Kongkhong Village, Tambon East-Pakphanang, Amphoe Pakphanang, Nakornsithammarat Province. The study has found that the majority of sample group understood the issue in high level but they did not take part in the mangrove forest conservation due to the following reasons:

- Lack of knowledge
- Lack of time
- Lack of leader for any activity
- Economic problem
- Fear for local influential persons
- Lack of cooperation from government officials or government officials do not follow the laws.
- The local people have suggested as follows:
- Government officials should educate local people and through better public relations
- Government officials follow the laws strictly
- Seek ways to tackle with influential persons in the community
- Encourage people to join activities through public relations
- Government officials train community leaders and assign them to take care of any activities and promote secure jobs for local people.

Paisan Hongthong (2002) studied people's participation in community conservation, a case study of Lambueng Kradidaeng Community, Singhburi Province. The study has found that level of people's participation was low. People's participation was found in decreasing order as follows: Receiving of benefit, operation, management, evaluation.

Moreover, Wichupankul (2006) has agreed that participation activities of local residents including planning, decision-making, problem solving, implementation, and

evaluation were considered. As well as it was recommended that to complete the local participation in tourism plan for sustainable tourism development, local authorities should offer local residents tourism education, human resources and financial support.

Emphasizing environmental benefits were followed by economic and socio-cultural benefits in sustainable tourism development to enhance participation activities of local residents. Lastly, local residents should be informed about tourism information throughout group discussion or meeting and training.

### **1.3 Objectives of the Study**

The researcher aims to study on sustainable tourism development at Tambon Maikhao, Amphur Thalang, Changwat Phuket. The researcher has established the objectives of this study as follows;

- 1) To study the 3 year local development plan whether it has been developed in the sustainability way
- 2) To investigate local residents' benefit gaining from the 3 year local development plan
- 3) To investigate local residents' participation level in local development projects that relate to sustainable tourism
- 4) To investigate the accessibility of tourism information to local residents in Tambon Maikhao
- 5) To propose a guideline for sustainable tourism development at Tambon Maikhao Local Administration Organization (LAO)

### **1.4 Significance of the Study**

The study is aimed to give the research results from the real situation at Tambon Maikhao, Amphur Thalang, Changwat Phuket. The researcher aims to contribute the guidelines to achieve sustainable tourism development for Tambon Maikhao as follows;

- 1) The findings of the study will be benefited to Tambon Maikhao LAO for improving the management and planning processes in the 3 year

local development plan, and sustainable tourism development at Tambon Maikhao.

- 2) The suggestions and recommendations from the study can be the guideline to improve the tourism of Tambon Maikhao to be an sustainable tourism.
- 3) This study will be benefited to the fellow people who are interested to further this study as the researcher will guide the interesting topics at the end of the research.

## 1.5 Limitations of the Study

- 1) Research Area: The researcher will focus only the 7 villages of Tambon Maikhao, Amphur Thalang, Changwat Phuket that are under the responsibilities of Tambon Makhao LAO. Those 7 villages are Ban Mak Phok (Moo.1), Ban Koh Aen (Moo.2), Ban Soan Ma Paow (Moo.3), Ban Maikhao (Moo.4), Ban Tha Chat Chai (Moo.5), Ban Boa Sai (Moo.6), and Ban Yid (Moo.7).
- 2) Research Population: The researcher aims to survey a group of population, which are local residents at Tambon Maikhao only. But, the local residents must be at least in age of 18 years old.
- 3) Research Content and Theme: The scope of the content is covered the sustainable tourism management of the 3 year local development plan (2006-2008) of Tambon Maikhao Local Administration Organization. The scope of theme comprises with 3 major factors, which are sustainable tourism, tourism information, and participations of local residents in the local development plan.
- 4) Research Time: The data collection period was during May 2007 to March 2008.

## 1.6 Definition of Key Terms

### Sustainable Tourism:

The basic idea that is to consider the sustainability of local community and environment and encourage people in the community to get more involved in tourism management. This type of tourism also aims to create the process that tourist and local people can learn about the culture of each other, exchange

knowledge and experience together. The tourism also takes into consideration whether or not it will impact the culture or environment. Therefore, it will try to avoid the activities that are likely to impact the culture, natural resources and environment” (Department of Environmental Quality Promotion, Ministry of Science, Technology and Environment, 2002).

### Sustainable development:

It is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs". Sustainable development is generally thought to have three components: environment, society, and economy. The well-being of these three areas is intertwined, not separate (World Commission on Environment and Development, 1987, p 43).

### Tourism Information accessibility:

It is the receiving of tourism information, and the frequency of receiving information from general media and interpersonal media (such as are local newspaper, tourism journals, radio, television, radio broadcast, tourism officials, training, community committee, relatives, local people), tourism information needs (demand), and information communication methods (supply)

### Changwat (Province)

Changwat is called as a province, which is under the central government control. It is in government administration level, which in charge of taking responsibility for provincial sector.

### The Village (Moo-Ban)

It is a sub-division of Tambon (sub-district). The village is the smallest component of the government administration.

### Local Administration Organization (LAO)

The local administration organization is decentralized from the provincial sector to take responsibility for Tambon or sub-district. It is aimed to give more opportunity to people to carry out an administration and engage in participation. It is under the control and supervision of the district.

### People's participation

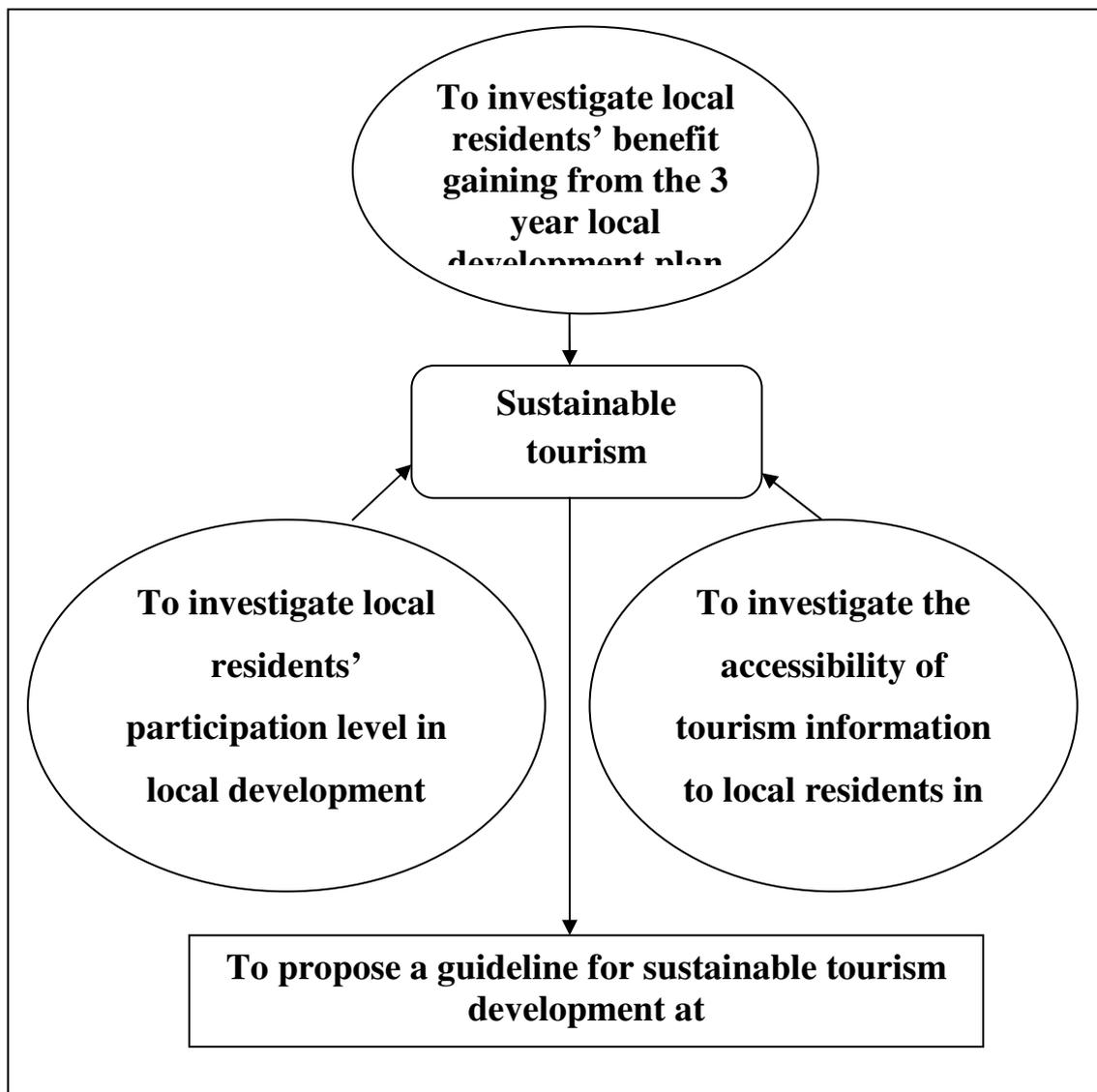
It is the shared cooperation and responsibility personally, and in group in any forms of participation to create

benefit and to achieve the goals. People's participation is the process in which people exchange information and opinions to seek alternatives, and make decisions that are suitable and approved by the majority.

## 1.7 Study Framework

The study framework is designed after the researcher reviewed the related literatures, theories, previous studies, and the 3 year local development plan of Tambon Makhao LAO. The researcher has set a framework of study as shown in Figure 1.5

**Figure 1.5** Study Framework



**Note:** This study framework adopted 3 year local development plan of Tambon Makhao  
LAO as a guideline of study.

## **CHAPTER 2**

### **METHODOLOGY**

This chapter is to describe the research methodology that the research has used as the tools to collect the data. This research is a descriptive research, which is aimed to study as a quantitative research. The researcher has designed the survey procedures in order to achieve the objectives of the study, which are to study the 3 year local development plan whether it has been developed in the sustainability way, to investigate local residents' benefit gaining from the 3 year local development plan, to investigate local residents' participation level in local development projects that relate to sustainable tourism support, to investigate the accessibility of tourism information to local residents in Tambon Maikhao, and to propose a guideline for sustainable tourism development at Tambon Maikhao Local Administration Organization (LAO). The research processes in this study are described as follows;

#### **2.1 Population, Sampling Group, and Sampling**

##### **Method**

##### **2.1.1 Population**

##### **2.1.2 Sampling Size**

##### **2.1.3 Sampling Method**

#### **2.2 Research Tools and Designs**

##### **2.2.1 Research Tools**

##### **2.2.2 Survey Design**

##### **2.2.3 Research Instruments**

#### **2.3 Data Collection**

##### **2.3.1 Primary Data**

##### **2.3.2 Secondary Data**

#### **2.4 Data Analysis**

## 2.1 Population, Sampling Group, and Sampling Method

### 2.1.1 Population

The researcher used the finite population in this study. The main population is local residents of Tambon Maikhao, Amphur Thalang, Changwat Phuket only. Thus, 11,446 local residents of Tambon Maikhao were the population for this study.

### 2.1.2 Sampling Size

The sample size of this study was local residents of Tambon Maikhao, who were from 7 villages. The researcher used a Taro Yamane formula (Puangrat Taweerat, 1997) for calculating the sample size in this research.

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

n = Number of sample size  
 N = A number of Population  
 e = 0.05 (Confidence level of 95%)

Then,

$$\begin{aligned} n &= 11,446 / [1+ 11,446 (0.05)^2] \\ n &= 11,446 / 29.61 \\ n &= 386.49 \\ n &\approx 387 \end{aligned}$$

Therefore, the sample size was 387 local residents of Tambon Maikhao. As there were 7 villages at Tambon Maikhao, the researcher used the percentage comparison in order to equalize and get the appropriate sample size of local residents in those 7 villages as shown in Table 2.1.

**Table 2.1** Population; 7 villages in Maikhao Sub-district Local Administration

Organization

Village Name	Number of Population	Percentage	Sample Size
Moo 1 (Ban Mak Phok)	2,111	18.44%	71
Moo 2 (Ban Koh Aen)	2,265	19.79%	77
Moo 3 (Ban Suan Ma Paow)	1,465	12.80%	50
Moo 4 (Ban Maikhao)	2,220	19.39%	75
Moo 5 (Ban Tha Chat Chai)	1,988	17.37%	67
Moo 6 (Ban Boa Sai)	683	5.97%	23
Moo 7 (Ban Yid)	714	6.24%	24
<b>Total</b>	<b>11,446</b>	<b>100%</b>	<b>387</b>

**Source:** The sample size is calculated by using Taro Yamane (Puangrat Taweerat, 1997)

with the confidence level of 95%.

### 2.1.3 Sampling Method

The researcher used a Taro Yamane formula to get the sample size for this study, and also used the stratum random sampling method or percentage comparison to get the portion of appropriate sample size for each of those 7 villages.

## 2.2 Research Tools and Designs

The researcher wanted to focus on quantitative approach method to get the finding for this study. Therefore, the questionnaire method was selected as the major research tool to conduct the research. The purpose of this study is to know the real situation of Tambon Maikhao. The time represented during May 2007 to March 2008.

### **2.2.1 Research Tools**

The research tool for this study was the questionnaire form. The researcher will conduct 387 questionnaires at Tambon Maikhao. The portions of distributing the questionnaires in each village are 71 questionnaires for Ban Mak Phok Village, 77 questionnaires for Ban Koh Aen Village, 50 questionnaires for Ban Suan Ma Paow, 75 questionnaires for Ban Maikhao, 67 questionnaires for Ban Tha Chat Chai, 23 questionnaires for Ban Bua Sai, and 24 questionnaires for Ban Yid.

### **2.2.2 Survey Design**

The researcher designed the study as quantitative research. The major data was collected from local residents from Tambon Maikhao, Amphur Thaland, Changwat Phuket. The researcher studied the primary data, which are the 3 year local development plan of Tambon Maikhao, and related research. Later, the researcher adapted some questionnaires from related research to be a part of questionnaires for this study. A completed questionnaire was brought up to consult with research adviser. The pilot study was used to test the correction of questionnaires. Finally, 15 questionnaires were launched out for testing. The researcher found some mistakes and revised for the final version of questionnaires before real distribution to the study areas.

### **2.2.3 Research Instruments**

400 questionnaires were distributed to the study areas, which are 7 villages of Tambon Maikhao. The researcher needed to collect 13 more sets of questionnaires in order to substitute it with the incomplete questionnaire response.

Therefore, the real needed amount of questionnaires is 387 sets of questionnaires.

There were 4 sectors in the questionnaires, which was describes as follows;

### **Part 1: Demographic characteristics of respondents**

There were 7 check-list questions in this part, which studied about the personal information of respondents. The personal information included gender, age, education level, career, monthly income, village name of the respondent, and length of residency at Tambon Maikhao, Amphur Thaland, Changwat Phuket.

**Part 2: Benefit gaining level of local residents  
from the 3 year local  
development plan at Tambon Maikhao**

There were 31 questions, which were designed as rating scale questions. The researcher aims to study the benefit gaining level of local residents from the 3 year local development plan at Tambon Maikhao. Those 31 questions were from 7 strategies of the 3 year local development plan. The questions were about the support for natural resource and environment conservation, education, local tradition, quality of life, economy and tourism, local wisdom, and self-reliance.

**Part 3: The participation level of local residents  
in local development  
projects that relate to sustainable tourism  
support**

The researcher aimed to study the participation level of local residents in local development projects that relate to sustainable tourism support. The questions comprised 10 topics with 20 questions, which were about (1) participation in meeting, (2) participation in team joining as committee or member, (3) participation in promoting, (4) participation in being leader, (5) participation in persuading, (6) participation in donation, (7) participation in operation, (8) participation in benefit gaining, (9) participation in activity management, and (10) participation in following up and evaluation. The rating scale was used to get the results of this section.

**Part 4: Tourism information accessibility at  
Tambon Maikhao**

There were 3 main questions in this part. The researcher aimed to study whether local residents has received

the sustainable tourism information, how often local residents receive sustainable tourism information from Tambon Maikhao Local Administration Organization (LAO), how often local residents has been trained for sustainable tourism issues, and to study opinions of local residents for receiving sustainable tourism development information at Tambon Maikhao.

## **2.3 Data Collection**

The researcher collected data from 2 main sources, which were primary data and secondary data as follows;

### **2.3.1 Primary Data**

The primary data was in form of questionnaires. The questionnaires were distributed to local residents at Tambon Maikhao during May 2007 to March 2008. 387 questionnaires were collected as the relevant results of the study.

### **2.3.2 Secondary Data**

The secondary data were from relevant documents, related theories and research research. The researcher also used information from articles in the press, journal, textbook and website as well. The general information and local development plan of Tambon Maikhao (2006-2008) were received from Tambon Maikhao Local Administration Organization (LAO).

## **2.4 Data Analysis**

The SPSS software for Window (Version 11.0) was used to analyze the data from the questionnaires. The statistics used for decoding the data included frequencies, percentages, mean, standard deviation, One-Way ANOVA, Independent samples t-test (2-tailed). The researcher used different analysis in each part of questionnaires, which were described as follows;

Part 1: Demographic characteristics of respondents - gender, age, education level, career, monthly income, village name of the respondent, and length of residency at Tambon Maikhao were analyzed by frequency and percentage.

Part 2: For the benefit gaining level of local residents from the 3 year local development plan at Tambon

Maikhao, the researcher used means, standard deviation, One-Way ANOVA, Independent samples t-test (2-tailed), and Likert scale. 5 interval scales were calculated by using Likert scale, which were calculated as follows;

$$\begin{aligned} \text{The interval width} &= [\text{Max-Min}]/n \\ &= [5-1]/5 \\ &= 0.8 \end{aligned}$$

Therefore, the mean scores were;

<b>Interval Scale</b>	<b>Mean Scores</b>	<b>Benefit Gaining Level</b>
1	Score 1.00-1.80	The Lowest Level
2	Score 1.81-2.60	Low Level
3	Score 2.61-3.40	Average Level
4	Score 3.41-4.20	High Level
5	Score 4.21-5.00	The Highest Level

Part 3: For the participation level of local residents in local development projects that relate to sustainable tourism support, the Likert scale was also applied in this part. 5 interval scales were established as same as part 2. Moreover, the researcher also used means, standard deviation, One-Way ANOVA, and Independent samples t-test (2-tailed). Therefore, the mean scores for this part were shown as follows;

<b>Interval Scale</b>	<b>Mean Scores</b>	<b>Participation Level</b>
1	Score 1.00-1.80	The Lowest Level
2	Score 1.81-2.60	Low Level
3	Score 2.61-3.40	Average Level
4	Score 3.41-4.20	High Level
5	Score 4.21-5.00	The Highest

	Level
--	-------

Part 4: For tourism information accessibility at Tambon Maikhao, the researcher used frequency, percentage, One-Way ANOVA, and Independent samples t-test (2-tailed).

## CHAPTER 3

### RESULTS

The results of the study were from questionnaire surveys with 387 local residents at Tambon Maikhao. The quantitative data was explained with description and tables in this chapter. Therefore, the results for the research of “sustainable tourism development: the case study of Tambon Maikhao, Amphur Thalung, Changwat Phuket” can be separated as follows;

#### 3.1 Demographic Characteristics of Respondents

#### 3.2 The Benefit Gaining Level of Local Residents

from the 3 Year Local

#### Development Plan at Tambon Maikhao

3.2.1 The Benefit Gaining Level of Local Residents from 3 Year

Development Local Development Plan Classified by 7 Strategies

3.2.2 The Statistical Comparisons of “the Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among Demographic Characteristics of Respondents

#### 3.3 The Participation Level of Local Residents in Local Development

Projects that Relate to Sustainable Tourism

3.3.1 Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism support for 7 Participative Factors

3.3.2 The Statistical Comparisons of “the Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among

## Demographic Characteristics of Respondents

### 3.4 Tourism Information Accessibility at Tambon Maikhao

#### 3.4.1 Sustainable Tourism Information Received by Local Residents

#### 3.4.2 The Statistical Comparisons of the Importance of Tourism Development Information Receiving among Demographic Characteristics of Respondents

### **3.1 Demographic Characteristics of Respondents**

The demographic characteristics of respondents<sup>42</sup> (gender, age, education level, career, monthly income, village name of the respondent, and length of residency at Tambon Maikhao) were analyzed by frequency and percentage as indicated in Table 3.1, which can be explained as follows;

#### **Gender**

The major genders of respondents were 195 females (50.39%), and followed by 192 males (49.61%).

#### **Age**

The major ages of respondents were in the age of 21-30 years old (137 or 35.40%), followed by aging of 31-40 years old (93 or 24.03), 51-60 years old (43 or 11.11%). Moreover, 41-50 years old and under 20 years old respondents responded in the same amount (38 or 9.82%), and followed by aging of 61-70 years old (28 or 7.24%), over 80 years old (6 or 1.55%), and 71-80 years old (4 or 1.03).

#### **Education**

The major education levels of respondents were primary school (113 or 29.20%), followed by Bachelor Degree (93 or 24.03%), Secondary School (87 or 22.48%), High School (82 or 21.19%), and Higher than Bachelor degree (12 or 3.10%).

### **Occupations**

The major occupations of respondents were tourism industry employee (123 or 31.78%), followed by agriculture sector (99 or 25.58%), business owner (75 or 19.38%), government employee (43 or 11.11%), other careers (29 or 7.49%), private company employee (14 or 3.62%), and semi-government employee (4 or 1.04%). The researcher found that 29 respondents (7.49%) responded for the other careers. 24 respondents of them were students and unemployed. The rest of them were general labors (5 respondents).

### Personal Monthly Income

The major monthly incomes of respondents were 5,001-10,000 Baht (162 or 41.86%), followed by 10,001-20,000 Baht (93 or 24.03%), under 5,000 Baht (62 or 16.02%), over 30,001 Baht (30 or 7.76%), no income (24 or 6.20%), and 21,001-30,000 Baht (16 or 4.13%).

### Length of residency

The majority of the respondents, who have been surveyed, were residing in the area for more than 10 years (130 or 34.4%), followed by 7-10 years (95 or 25.1%), 5-7 years (63 or 16.7%), 3-5 years (47 or 12.4%), 1-3 years (42 or 11.1%) and less than a year (1 or 0.3%).

**Table 3.1** Demographic Characteristics of Respondents

<b>Demographic Characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
<b>1. Gender</b>		
Male	192	49.61
Female	195	50.39
<b>Total</b>	<b>387</b>	<b>100.0</b>
<b>2. Age</b>		
Under 20 years old	38	9.82
21- 30 years old	137	35.40
31- 40 years old	93	24.03
41- 50 years old	38	9.82
51- 60 years old	43	11.11
61-70 years old	28	7.24
71-80 years old	4	1.03
Over 80 years old	6	1.55
<b>Total</b>	<b>387</b>	<b>100.0</b>

**Table 3.1 (Continued)**

<b>Demographic Characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
<b>3. Education</b>		
Primary school	113	29.20
Secondary school	87	22.48
High school	82	21.19
Bachelor degree	93	24.03
Higher than Bachelor degree	12	3.10
<b>Total</b>	<b>387</b>	<b>100.0</b>
<b>4. Occupation</b>		
Agriculture sector	99	25.58
Government employee	43	11.11
Business owner	75	19.38
Tourism industry employee	123	31.78
Private company employee	14	3.62
Semi-government employee	4	1.04
Others	29	7.49
<b>Total</b>	<b>387</b>	<b>100.0</b>
<b>5. Monthly Income</b>		
No income	24	6.20
Lower than 5,000 Baht	62	16.02
5,001 - 10,000 Baht	162	41.86
10,001 - 20,000 Baht	93	24.03
21,001 - 30,000 Baht	16	4.13
Over 30,001 Baht	30	7.76
<b>Total</b>	<b>387</b>	<b>100.0</b>

**Table 3.1 (Continued)**

<b>Demographic Characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
<b>6. Length of stay</b>		
Less than 1 year	1	0.3
1-3 years	42	11.1
3-5 years	47	12.4
5-7 years	63	16.7
7-10 years	95	25.1
More than 10 years	130	34.4
Total	387	100.0

### **3.2 The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan at Tambon Maikhao**

The researcher had focused on the benefit gaining level of local residents from the 3 year local development plan, especially on 7 development strategies of Tambon Maikhao. These strategies were (1) development for natural resources and environment conservation, (2) development for education, (3) development for local tradition and local culture, (4) development for quality of life, (5) development for economy and tourism, (6) development for local wisdom, and (7) development for strengthened community and self-reliance. The strategies used in this part were mean, standard deviation, One-Way ANOVA, and Independent samples t-test (2-tailed), and Likert scale included 5 interval scales. The results can be describes as followed;

### **3.2.1 The Benefit Gaining Level of Local Residents from 3 Year Local Development Plan Classified by 7 Development Strategies**

The researcher found that there were 2 development strategies that were rated as “high level”, which were development of quality of life (3.43), and development of local tradition and culture (3.41). The rests were rated as “average level”, which included education (3.40), natural resources and environment conservation (3.39), local wisdom (3.35), economy and tourism (3.29), and strengthened community and self-reliance (3.21) as shown in Table 3.2.

**Table 3.2** The Benefit Gaining Level of Local Residents from 3 Year Local Development Plan Classified by 7 Development Strategies

<b>Strategies No.</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
1) Development for natural resources and environment conservation	3.39	0.873	Average
2) Development for education	3.40	0.834	Average
3) Development for local tradition and culture	3.41	0.824	High
4) Development for quality of life	3.43	0.823	High
5) Development for economy and tourism	3.29	0.905	Average
6) Development for local wisdom	3.37	0.824	Average
7) Development for strengthened community and self-reliance	3.21	0.902	Average

From Table 3.3, the strategy no. 1 or development for natural resources and environment conservation has been

classified into 5 projects. The researcher found that only 1 project was rated as “high level”, which was project of garbage truck purchasing (3.43). The rests were rated in “average level”, included project of natural resources and environment conservation support (3.40), project of beach maintaining and renovations (3.40), project of training on natural resource protection (3.37), and project of necessary equipments and vehicles purchasing.

**Table 3.3** The Benefit Gaining Level of Respondents Classified by “Strategy no. 1”

<b>Strategy No.1: Development for natural resources and environment conservation</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
1. Project of natural resources and environment conservation support	3.40	0.920	Average
2. Project of garbage truck purchasing	3.43	0.790	High
3. Project of beach maintaining and renovations	3.40	0.881	Average
4. project of training on natural resource protection	3.37	0.922	Average
5. project of necessary equipments and vehicles purchasing	3.37	0.854	Average
<b>Average</b>	<b>3.39</b>	<b>0.873</b>	<b>Average</b>

From Table 3.4, the strategy no. 2 or development for education has been classified into 5 projects. The researcher found that 3 projects were rated as “high level”, which included project of construction for reading newspaper area (3.34), project of child development center (3.47), and project of computer and internet network connection for schools (3.44). The rests were rated as “average level”, which were project of construction for reading newspaper area (3.34), and project of school construction and renovation (3.31).

**Table 3.4** The Benefit Gaining Level of Respondents Classified by “Strategy no. 2”

<b>Strategy No.2: Development for education</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
1. Project of construction for reading newspaper area	3.34	0.918	Average
2. Project of school construction and	3.31	0.757	Average

renovation			ge
3. Project of day-time food support for child development center	3.44	0.863	High
4. Project of child development center	3.47	0.764	High
5. Project of computer and internet network connection for schools	3.44	0.868	High
<b>Average</b>	<b>3.40</b>	<b>0.834</b>	<b>Average</b>

From Table 3.5, the strategy no. 3 or development for local tradition and cultural has been classified into 4 projects. The researcher found that 3 projects were rated as “high level”, which included project of youth cultural camp (3.44), project of annual traditional boat competition revival and support (3.42), and project of religious tradition support (3.41). The rest was rated as “average level”, which was project of moral education and cultural center (3.40).

**Table 3.5** The Benefit Gaining Level of Respondents Classified by “Strategy no. 3”

<b>Strategy No.3: Development for local tradition and culture</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
1. Project of youth cultural camp	3.44	0.804	High
2. Project of annual traditional boat competition revival	3.42	0.858	High
3. Project of moral education and cultural center	3.40	0.878	Average
4. Project of religious tradition support	3.41	0.757	High
<b>Average</b>	<b>3.41</b>	<b>0.824</b>	<b>High</b>

From Table 3.6, the strategy no. 4 or development for quality of life has been classified into 6 projects. The researcher found that 3 projects were rated as “high level”, which included project of construction for indoor and outdoor sport stadium (3.54), project of traffic sign installation (3.44), and project of “anti-drug” sport spot (3.54). The rests were rated as “average level”, which were project of life allowance for senior citizens (3.38), project of “Clean Villages” (3.34), and project of Maikhao tomb area renovation (3.39).

**Table 3.6** The Benefit Gaining Level of Respondents Classified by “Strategy no. 4”

<b>Strategy No.4: Development for quality of life</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
1. Project of construction for indoor and outdoor sport stadium	3.54	0.839	High
2. Project of life allowance for senior citizens	3.38	0.773	Average
3. Project of “Clean Villages”	3.34	0.858	Average
4. Project of Maikhao tomb area renovation	3.39	0.769	Average
5. Project of traffic sign installation	3.44	0.816	High
6. Project of “anti-drug” sport spot	3.54	0.915	High
<b>Average</b>	<b>3.43</b>	<b>0.823</b>	<b>High</b>

From Table 3.7, the strategy no. 5 or development for economy and tourism has been classified into 5 projects. The researcher found that all of 5 projects were rated as “average level”, which included project of Thai traditional music education for youth and local residents (3.40), project of money savings group and village fund (3.34), project of reserved agricultural product development (3.31), project of tourism service center (3.27), and project of tropical forest/area renovation (3.17).

**Table 3.7** The Benefit Gaining Level of Respondents Classified by “Strategy no. 5”

<b>Strategy No.5: Development for economy and tourism</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
1. Project of Thai traditional music education for youth and local residents	3.40	0.946	Average
2. Project of reserved agricultural product development	3.31	0.783	Average
3. Project of tourism service center	3.27	0.92	Average

		6	ge
4. Project of money savings group and village fund	3.34	0.813	Average
5. Project of tropical forest/area renovation	3.17	1.061	Average
<b>Average</b>	<b>3.29</b>	<b>0.905</b>	<b>Average</b>

From Table 3.8, the strategy no. 6 or development for local wisdom has been classified into 2 projects. The researcher found that only 1 project was rated as “High level”, which was project of training for oil and Thai massages (3.41). The rest was rated as “average level”, which was project of local wisdom database (3.34).

**Table 3.8** The Benefit Gaining Level of Respondents Classified by “Strategy no. 6”

<b>Strategy No.6: Development for local wisdom</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
1. Project of local wisdom database	3.34	0.959	Average
2. Project of training for oil and Thai massages	3.41	0.870	High
<b>Average</b>	<b>3.37</b>	<b>0.824</b>	<b>Average</b>

From Table 3.9, the strategy no. 7 or development for strengthened community and self-reliance has been classified into 4 projects. The researcher found that all of 4 projects were rated as “average level”, which was project of community knowledge support (3.34), project of practical seminar for strengthened community (3.19), project of community network budgeting (3.19), and project of community meeting (3.12).

**Table 3.9** The Benefit Gaining Level of Respondents Classified by “Strategy no. 7”

<b>Strategy No.7: Development for strengthened community and self-reliance</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
1. Project of community knowledge support	3.34	0.932	Average
2. Project of practical seminar for	3.19	0.903	Average

strengthened community			ge
3. Project of community network budgeting	3.19	0.883	Average
4. Project of community meeting	3.12	0.893	Average
<b>Average</b>	<b>3.21</b>	<b>0.902</b>	Average

### **3.2.2 The Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among Demographic Characteristics of Respondents**

The comparisons of mean among demographic characteristics of respondents were to identify “the benefit gaining level of local residents from the 3 year local development plan”. The researcher had applied One-Way ANOVA and independent samples t-test (2-tailed) to indicate the significant difference among demographic characteristics of respondents. There were 7 strategies that were mentioned in this part, included development for natural resources and environment conservation (STG 1), development for education (STG 2), development for local tradition and culture (STG 3), development for quality of life (STG 4), development for economy and tourism (STG 5), development for local wisdom (STG 6), and development for strengthened community and self-reliance (STG 7).

From Table 3.10, the results were shown that 3 items indicated statistically significant differences among “gender” group. The development for local tradition and culture, development for quality of life, and development for economy and tourism’s p-values were 0.003, 0.005, and 0.030 respectively. The female respondents have gained benefit in higher level than male, especially in STG 3, STG 4, and STG 5.

**Table 3.10** Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Genders” of Respondents

Strategy	Gender		Test Results
	Male	Female	
(STG 1) Development for natural resources and environment conservation	3.402	3.400	p-value= 0.974 Indifference
(STG 2) Development for education	3.399	3.394	p-value= 0.933 Indifference
(STG 3) Development for local tradition and culture	3.327	<b>3.517</b>	p-value= 0.003 Difference
(STG 4) Development for quality of life	3.347	<b>3.521</b>	p-value= 0.005 Difference
(STG 5) Development for economy and tourism	3.227	<b>3.384</b>	p-value= 0.030 Difference
(STG 6) Development for local wisdom	3.366	3.372	p-value= 0.939 Indifference
(STG 7) Development for strengthened community and self-reliance	3.202	3.224	p-value= 0.939 Indifference

**Remark:** 1. p-value= Significant statistical level(2-tailed)  
2. Shading is indicated the significant difference

From Table 3.11, the results were shown that 5 items indicated statistically significant differences among “age” group. The development for natural resources and environment conservation, development for education, development for local tradition and culture, development for quality of life, and development for strengthened community and self-reliance’s p-values were 0.010, 0.012, 0.001, 0.001, and 0.039 respectively.

The respondents, who were 61-70 years old, have gained benefit in higher level than other groups, especially in STG 1, STG 3, STG 4 and STG 7. Moreover, the respondents, who were 31-40 years old, have gained benefit in higher level than other groups, especially in STG 2.

**Table 3.11** Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Ages” of Respondents

Strategy	Ages								Test Results
	A	B	C	D	E	F	G	H	
STG 1	3.16	3.47	3.45	3.04	3.48	<b>3.79</b>	2.65	3.07	p-value=0.010 Difference
STG 2	3.34	3.38	<b>3.52</b>	3.11	3.39	3.49	3.01	3.11	p-value=0.012 Difference
STG 3	3.21	3.45	3.31	3.21	3.41	<b>3.65</b>	2.78	2.97	p-value=0.001 Difference
STG 4	3.20	3.49	3.44	3.24	3.45	<b>3.61</b>	3.11	3.01	p-value=0.001 Difference
STG 5	3.33	3.39	3.36	3.19	3.50	3.58	3.21	3.13	p-value=0.086 Indifference
STG 6	3.12	3.21	3.55	3.15	3.49	3.63	3.09	3.21	p-value=0.073 Indifference
STG 7	3.17	3.39	3.41	3.23	3.41	<b>3.49</b>	3.03	3.03	p-value=0.039 Difference

**Remark:** 1. p-value= Significant statistical level(2-tailed)

2. A = Respondents under 20 years old, B = 21- 30 years old,  
 C = 31- 40 years old, D = 41- 50 years old, E = 51- 60 years old,  
 F = 61-70 years old, G = 71-80 years old and H = Over 80 years old
3. Shading is indicated the significant difference
4. STR 1 = Development for natural resources and environment conservation, STR 2 = Development for education, STR 3 = Development for local tradition and culture, STR 4 = Development for quality of life, STR 5 = Development for economy and tourism, STR 6 = Development for local wisdom, STR 7 = Development for strengthened community and self-reliance

From Table 3.12, the results were shown that 4 items indicated statistically significant differences among “education” group. The development for natural resources and environment conservation, development for economy and tourism, development for strengthened community and self-reliance, and development for local wisdom’s p-values were 0.003, 0.000, 0.025, and 0.000 respectively. The respondents, whose education were in higher than Bachelor degree, have gained benefit in higher level than other groups, especially in STG 1, STG 5, STG 6 and STG 7.

**Table 3.12** Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Educations” of Respondents

Strategy	Educations					Test Results
	A	B	C	D	E	

STG 1	3.25	3.40	3.49	3.43	3.90	p-value=0.003 Difference
STG 2	3.35	3.46	3.31	3.40	3.90	p-value=0.103 Indifference
STG 3	3.36	3.39	3.45	3.45	3.79	p-value=0.442 Indifference
STG 4	3.36	3.53	3.43	3.37	3.94	p-value=0.132 Indifference
STG 5	3.10	3.49	3.40	3.23	3.93	p-value=0.000 Difference
STG 6	3.27	3.38	3.36	3.44	3.79	p-value= 0.025 Difference
STG 7	3.12	3.37	3.25	3.13	3.46	p-value= 0.000 Difference

- Remark:**
1. p-value= Significant statistical level(2-tailed)
  2. A = Primary school, B = Secondary school, C = High school,  
D = Bachelor degree, E = Higher than Bachelor degree
  3. Shading is indicated the significant difference

From Table 3.13, the results were shown that 4 items indicated statistically significant differences among “occupation” group. The development for natural resources and environment conservation, development for economy and tourism, development for strengthened community and self-reliance, and development for local wisdom’s p-values were 0.011, 0.000, 0.025, and 0.000 respectively. The respondents, who were tourism industry employee, have gained benefit in higher level than other groups, especially in STG 1, and STG 6. Moreover, the respondents, who were private company employee, have gained benefit in higher level than other groups, especially in STG 5. Lastly, the respondents, who were Semi-

government employee, have gained benefit in higher level than other groups, especially in STG 7.

**Table 3.13** Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Occupations” of Respondents

Strategy	Occupations							Test Results
	A	B	C	D	E	F	G	
STG 1	3.16	3.41	3.37	3.65	3.51	3.20	3.22	p-value=0.011 Difference
STG 2	3.23	3.49	3.38	3.50	3.49	3.30	3.34	p-value=0.103 Indifference
STG 3	3.30	3.60	3.32	3.59	3.46	2.75	3.31	p-value=0.442 Indifference
STG 4	3.35	3.47	3.29	3.58	3.56	3.25	3.40	p-value=0.132 Indifference
STG 5	3.07	3.31	3.13	3.55	3.63	3.60	3.41	p-value=0.000 Difference
STG 6	3.18	3.36	3.23	3.63	3.46	3.50	3.14	p-value=0.025 Difference
STG 7	2.92	3.38	3.05	3.46	3.35	4.00	3.22	p-value=0.000 Difference

**Remark:** 1. p-value= Significant statistical level(2-tailed)

2. A = Agriculture sector, B = Government employee,

C = Business owner D = Tourism industry employee, E = Private

company employee, F = Semi-government employee and G = Others

3. Shading is indicated the significant difference

From Table 3.14, the results were shown that 2 items indicated statistically significant differences among “monthly income” group. The development for local tradition and culture, and development for quality of life’s p-values were 0.032, and 0.010 respectively. The respondents, who had no income, have gained benefit in higher level than other groups, especially in STG 4. Moreover, the respondents, whose monthly income between 21,000-30,000 Baht, have gained benefit in higher level than other groups, especially in STG 3.

**Table 3.14** Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Monthly Income” of Respondents

Strategy	Monthly Income						Test Results
	A	B	C	D	E	F	
STG 1	3.25	3.11	3.45	3.43	3.43	3.75	p-value= 0.063 Indifference
STG 2	3.48	3.28	3.39	3.35	3.50	3.77	p-value= 0.076 Indifference
STG 3	3.50	3.31	3.43	3.45	3.69	3.40	p-value= 0.032 Difference
STG 4	3.58	3.31	3.49	3.39	3.33	3.55	p-value= 0.010

							Difference
STG 5	3.49	2.97	3.36	3.35	2.94	3.70	p-value= 0.499 Indifference
STG 6	3.23	2.99	3.43	3.38	3.50	3.85	p-value= 0.178 Indifference
STG 7	3.46	2.78	3.32	3.26	3.00	3.28	p-value= 0.340 Indifference

**Remark:** 1. p-value= Significant statistical level(2-tailed)  
 2. A = No income, B = Lower than 5,000 Baht,  
 C = 5,001 - 10,000 Baht D = 10,001 - 20,000 Baht,  
 E = 21,001 - 30,000 Baht and F = over 30,001 Baht  
 3. Shading is indicated the significant difference

From Table 3.15, the results were shown that 3 items indicated statistically significant differences among “length of resident” group. The development for quality of life, development for economy and tourism, development for strengthened community and self-reliance’s p-values were 0.016, 0.001 and 0.010 respectively. The respondents, whose length of resident was 3-5 years, have gained benefit in higher level than other groups, especially in STG 4, STG 5, and STG 7.

**Table 3.15** Statistical Comparisons of “The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan” among “Lengths of Residency” of Respondents

Strategy	Lengths of Residency						Test Results
	A	B	C	D	E	F	
STG 1	3.80	3.41	3.54	3.44	3.36	3.36	p-value= 0.198 Indifference
STG 2	3.60	3.49	3.59	3.31	3.32	3.39	p-value= 0.111

							Indifference
STG 3	3.00	3.53	3.67	3.37	3.33	3.41	p-value= 0.059 Indifference
STG 4	3.00	3.55	3.67	3.38	3.35	3.39	p-value= 0.016 Difference
STG 5	3.00	3.47	3.63	3.25	3.28	3.19	p-value= 0.001 Difference
STG 6	3.00	3.36	3.53	3.49	3.38	3.22	p-value= 0.050 Indifference
STG 7	3.00	3.28	3.43	3.33	3.18	3.09	p-value= 0.010 Difference

- Remark:**
1. p-value= Significant statistical level(2-tailed)
  2. A = Less than 1 year, B = 1-3 years, C = 3-5 years,  
D = 5-7 years, E = 7-10 years and F = More than 10 years
  3. Shading is indicated the significant difference

### **3.3 The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism Support**

The researcher had researched on the participation level of local residents in local development projects that relate to sustainable tourism support. These projects were (1) participation in meeting, (2) participation in team joining as committee or member, (3) participation in promoting, (4) participation in being leader, (5) participation in persuading, (6) participation in donation, (7) participation in operation, (8) participation in benefit gaining, (9) participation in activity management, and (10) participation in following up and evaluation. The statistics used in this part were mean, standard deviation, One-Way ANOVA, and Independent samples t-test (2-tailed), and Likert scale included 5 interval scales. The results can be describes as followed;

#### **3.3.1 Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism for 10 Participative Factors**

From Table 3.16, “the participation level of local residents in local development projects that relate to sustainable tourism support” was resulted as “high level”, especially in participation in meeting, participation in team joining as committee or member, participation in promoting, participation in being leader, participation in persuading, participation in donation, participation in benefit gaining, and participation in activity management. There were 2 items that resulted as “average level”, which were participation in operations, and participation in following up and evaluation.

**Table 3.16** The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism

<b>Factors</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
<b>1) Participation in meeting</b>			
- Sustainable tourism meeting	3.42	0.89	High
- Conservation of natural tourism resources	3.49	0.84	High
<b>2) Participation in team joining as committee or member</b>			
- Local conservation group	3.41	0.83	High
- Sustainable tourism planning and management	3.46	0.92	High
<b>3) Participation in promoting</b>			
- Information introducing and providing	3.32	0.81	Average
- Local tradition knowledge transferring to youth	3.45	0.92	High
<b>4) Participation in being leader</b>			
- Leader for against the trespasser to the area	3.43	0.82	High
- Committee establishment for developing tourism to be in sustainable way	3.41	0.90	High
<b>5) Participation in persuading</b>			
- Persuading the neighbors to conserve the natural tourism resources	3.49	0.92	High
- Persuading neighbors to clean and develop tourism to be in sustainable way	3.45	0.90	High
<b>6) Participation in donation</b>			
- Donating for supporting tourism activity to be in sustainable way	3.42	0.88	High
- Donating the equipment for	3.48	0.86	High

using in tourism activity			
<b>7) Participation in operation</b>			
- Being a watcher and informing the officers who are in charges for against the trespasser to the area	3.21	0.87	Average
- Garbage management	3.44	0.90	High

**Table 3.16 (Continued)**

<b>Factors</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level</b>
<b>8) Participation in benefit gaining</b>			
- Benefit gaining from development budgeting	3.54	0.92	High
- Income generating from tourism industry	3.58	0.89	High
<b>9) Participation in activity management</b>			
- Joining in tourism activity at Tambon Maikhao	3.44	0.84	High
- Supporting for natural resource conservation with national park	3.49	0.82	High
<b>10) Participation in following up and evaluation</b>			
- Following up the problem from the development projects	3.24	0.88	Average
- Evaluating the development projects	3.33	0.91	Average

### **3.3.2 The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among Demographic Characteristics of Respondents**

The comparisons of mean among demographic characteristics of respondents were to identify “the participation level of local residents in local development projects that relate to sustainable tourism support”. One-Way ANOVA and Independent samples t-test (2-tailed) had been applied in order to indicate the significant difference among demographic characteristics of respondents. There were 10 participative factors, included;

#### **1. Participation in meeting (PTCP 1)**

- Participation in meeting of tourism development (ACT 1)

- Sharing the opinion in natural resources conservation (ACT 2)

## **2. Participation in committee / member (PTCP 2)**

- Participation in committee and member of local conservations club (ACT 3)
- Sharing decision-making in tourism development projects (ACT 4)

**3. Participation in public relations (PTCP 3)**

- Sharing advice and giving data (ACT 5)
- Sharing traditional knowledge toward a new generation (ACT 6)

**4. Participation in a leader (PTCP 4)**

- To leader in natural resources conservation (ACT 7)
- To establish the local's committee in tourism development (ACT 8)

**5. Participation in persuades (PTCP 5)**

- To persuade in tourism development projects (ACT 9)
- To persuade in natural resources conservation (ACT 10)

**6. Participation in donations (PTCP 6)**

- Sharing money for local activity projects (ACT 11)
- Sharing the tool and equipment for local activity projects (ACT 12)

**7. Participation in operations (PTCP 7)**

- Giving information of encroachment of tourism natural or deforestation of tourism natural resources (ACT 13)
- Managing the garbage (ACT 14)

**8. Participation in local benefits gaining (PTCP**

**8)**

- Benefit gaining from the local budget development (ACT 15)
- Earning income or salary from tourism industries (ACT 16)

**9. Participation in coordinate activities (PTCP 9)**

- Coordinating activities with local government

- in tourism  
 development (ACT 17)  
 - Offering the cooperate with Department of  
 Forestry officer in  
 tourism natural conservation (ACT 18)

**10. Participation in follow up and evaluation  
 (PTCP 10)**

- Follow up any problem from tourism  
 development projects  
 (ACT 19)  
 - Evaluating in tourism development projects  
 (ACT 20)

From Table 3.17, the findings resulted that 5 participative factors with 5 issues indicated as statistically significant differences among “gender” group. The participation in promoting, participation in operation, participation in activity management, and participation in following up and evaluation’s p-values were 0.003, 0.001, 0.050, 0.003 and 0.001 respectively. The respondents, who were female, have participated in higher level than other groups, especially in all of those 5 issues (ACT 3, ACT 13, ACT 17, ACT 19, and ACT 20).

**Table 3.17** The Statistical Comparisons of “The Participation Level of Local Residents in

Local Development Projects that Relate to Sustainable Tourism” among “Genders” of Respondents

Participative Factors	Genders		Test Results (p-value)
	Male	Female	
<b>PTCP 1</b>			
- ACT 1	3.42	3.38	p-value= 0.080 Indifference
- ACT 2	3.32	3.30	p-value= 0.111 Indifference
<b>PTCP 2</b>			
- ACT 3	3.43	3.42	p-value= 0.068 Indifference

- ACT 4	3.54	3.51	p-value= 0.050	Indifference
<b>PTCP 3</b>				
- ACT 5	3.32	3.51	p-value= 0.003	Difference
- ACT 6	3.32	3.36	p-value= 0.050	Indifference
<b>PTCP 4</b>				
- ACT 7	3.34	3.42	p-value= 0.111	Indifference
- ACT 8	3.22	3.29	p-value= 0.102	Indifference
<b>PTCP 5</b>				
- ACT 9	3.22	3.38	p-value= 0.080	Indifference
- ACT 10	3.46	3.58	p-value= 0.111	Indifference
<b>PTCP 6</b>				
- ACT 11	3.43	3.54	p-value= 0.068	Indifference
- ACT 12	3.54	3.48	p-value= 0.102	Indifference

**Table 3.17 (Continued)**

Participative Factors	Genders		Test Results (p-value)
	Male	Female	
<b>PTCP 7</b>			
- ACT 13	3.02	3.24	p-value= 0.001 Difference
- ACT 14	3.48	3.58	p-value= 0.068 Indifference
<b>PTCP 8</b>			
- ACT 15	3.43	3.32	p-value= 0.102 Indifference
- ACT 16	3.10	3.38	p-value= 0.078 Indifference
<b>PTCP 9</b>			
- ACT 17	3.38	3.48	p-value= 0.050 Difference
- ACT 18	3.48	3.54	p-value= 0.108 Indifference
<b>PTCP 10</b>			
- ACT 19	3.46	3.58	p-value= 0.003 Difference
- ACT 20	3.48	3.50	p-value= 0.001 Difference

**Remark:** 1. p-value= Significant statistical level(2-tailed)  
2. Shading is indicated the significant difference

From Table 3.18, the findings resulted that 3 participative factors with 4 issues indicated as statistically significant differences among “age” group. The participation in promoting, participation in operation, and participation in following up and evaluation (included 2 issues)’s p-values were 0.010, 0.010, 0.012, 0.003 and 0.001 respectively. The respondents, whose age between 61-70 years old, have participated in higher level than other groups, especially participation in promoting, and participation in operation. Moreover, the respondents, whose age between 51-60 years old, have participated in higher level than other groups, especially participation in following up and evaluation.

**Table 3.18** The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Ages” of Respondents

Participative Factors	Ages								Test Results (p-value)
	A	B	C	D	E	F	G	H	
<b>PTCP 1</b>									
- ACT 1	3.11	3.21	3.32	3.56	3.43	3.11	2.68	3.01	0.080 INDIFF
- ACT 2	3.05	3.27	3.42	3.63	3.45	3.21	2.78	3.11	0.111 INDIFF
<b>PTCP 2</b>									
- ACT 3	3.12	3.24	3.22	3.49	3.52	3.49	3.03	3.00	0.052 INDIFF
- ACT 4	3.07	3.31	3.33	3.45	3.48	3.40	3.96	3.06	0.162 INDIFF
<b>PTCP 3</b>									
- ACT 5	3.16	3.34	3.41	3.25	3.56	3.69	2.79	3.02	0.010 DIFF
- ACT 6	3.21	3.36	3.38	3.21	3.68	3.72	3.09	3.23	0.111 INDIFF
<b>PTCP 4</b>									
- ACT 7	3.34	3.38	3.52	3.11	3.39	3.49	3.01	3.11	0.062 INDIFF
- ACT 8	3.25	3.44	3.46	3.21	3.48	3.52	3.11	3.05	0.111 INDIFF
<b>PTCP 5</b>									

- ACT 9	3.09	3.34	3.31	3.44	3.48	3.60	2.98	3.03	0.080 INDIFF
- ACT 10	3.11	3.28	3.30	3.41	3.64	3.78	3.09	3.22	0.111 INDIFF
<b>PTCP 6</b>									
- ACT 11	3.06	3.38	3.24	3.39	3.59	3.63	3.01	3.11	0.068 INDIFF
- ACT 12	3.24	3.22	3.38	3.45	3.51	3.58	3.24	3.11	0.076 INDIFF
<b>PTCP 7</b>									
- ACT 13	3.11	3.38	3.45	3.34	3.49	3.68	2.86	3.11	0.010 DIFF
- ACT 14	3.26	3.34	3.38	3.42	3.56	3.59	3.11	3.26	0.111 INDIFF
<b>PTCP 8</b>									
- ACT 15	3.34	3.38	3.52	3.43	3.57	3.49	3.01	3.21	0.068 INDIFF
- ACT 16	3.11	3.24	3.22	3.34	3.48	3.64	3.11	3.03	0.080 INDIFF

**Table 3.18** (Continued)

Participative Factors	Ages								Test Results (p-value)
	A	B	C	D	E	F	G	H	
<b>PTCP 9</b>									
- ACT 17	3.23	3.34	3.38	3.48	3.56	3.69	2.98	3.01	0.111 INDIFF
- ACT 18	3.01	3.23	3.34	3.44	3.38	3.49	3.11	3.09	0.062 INDIFF
<b>PTCP 10</b>									
- ACT 19	3.11	3.36	3.42	3.48	3.64	3.42	3.00	3.24	0.012 DIFF
- ACT 20	3.01	3.24	3.38	3.04	3.64	3.48	2.98	3.02	0.010 DIFF

- Remark:**
1. p-value= Significant statistical level(2-tailed)
  2. A = Respondents under 20 years old, B = 21- 30 years old,  
C = 31- 40 years old, D = 41- 50 years old, E = 51- 60 years old,  
F = 61-70 years old, G = 71-80 years old and H = Over 80 years old
  3. Shading is indicated the significant difference

From Table 3.19, the findings resulted that 2 participative factors with 3 issues indicated as statistically significant differences among “education” group. The participation in promoting and participation in following up and evaluation (included 2 issues)’s p-values were 0.001, 0.003, and 0.001 respectively. The respondents, whose education was higher than bachelor, have participated in higher level than other groups, especially all of those 3 issues. (ACT 5, ACT 19, and ACT 20)

**Table 3.19** The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Educations” of Respondents

Participative Factors	Educations					Test Results (p-value)
	A	B	C	D	E	
<b>PTCP 1</b>						
- ACT 1	3.11	3.36	3.48	3.53	3.68	0.080 INDIFF
- ACT 2	3.06	3.26	3.44	3.48	3.59	0.111 INDIFF
<b>PTCP 2</b>						
- ACT 3	2.93	3.22	3.34	3.40	3.74	0.103 INDIFF
- ACT 4	2.58	3.25	3.33	3.48	3.66	0.111 INDIFF
<b>PTCP 3</b>						
- ACT 5	3.14	3.23	3.38	3.53	3.59	0.001 DIFF
- ACT 6	3.32	3.36	3.42	3.06	3.18	0.080 INDIFF
<b>PTCP 4</b>						
- ACT 7	3.01	3.32	3.44	3.52	3.65	0.103 INDIFF
- ACT 8	3.34	3.21	3.46	3.44	3.32	0.111 INDIFF
<b>PTCP 5</b>						
- ACT 9	3.12	3.34	3.56	3.48	3.68	0.102 INDIFF
- ACT 10	3.09	3.25	3.32	3.58	3.88	0.060 INDIFF
<b>PTCP 6</b>						
- ACT 11	3.24	3.44	3.36	3.56	3.78	0.103 INDIFF
- ACT 12	3.11	3.26	3.57	3.43	3.59	0.111 INDIFF
<b>PTCP 7</b>						
- ACT 13	3.25	3.32	3.46	3.54	3.72	0.102 INDIFF
- ACT 14	3.11	3.28	3.45	3.44	3.56	0.080 INDIFF
<b>PTCP 8</b>						
- ACT 15	3.23	3.36	3.43	3.46	3.78	0.111 INDIFF
- ACT 16	3.11	3.24	3.16	3.28	3.54	0.062 INDIFF

**Table 3.19** (Continued)

Participative Factors	Educations					Test Results (p-value)
	A	B	C	D	E	
<b>PTCP 9</b>						
- ACT 17	3.12	3.28	3.41	3.43	3.64	0.111 INDIFF
- ACT 18	3.23	3.35	3.43	3.44	3.64	0.062 INDIFF
<b>PTCP 10</b>						
- ACT 19	3.21	3.41	3.48	3.32	3.66	0.003 DIFF
- ACT 20	3.02	3.46	3.52	3.39	3.59	0.001 DIFF

- Remark:**
1. p-value= Significant statistical level(2-tailed)
  2. A = Primary school, B = Secondary school, C = High school,  
D = Bachelor degree, E = Higher than Bachelor degree
  3. Shading is indicated the significant difference

From Table 3.20, the findings resulted that 3 participative factors with 4 issues indicated as statistically significant differences among “occupation” group. The participation in promoting, participation in operation, and participation in following up and evaluation (included 2 issues)’s p-values were 0.011, 0.011, 0.001, and 0.011 respectively. The respondents, whose occupation were tourism industry employees, have participated in higher level than other groups, especially all of those 4 issues. (ACT 5, ACT 13, ACT 19, and ACT 20)

**Table 3.20** The Statistical comparisons of “the participation level of local residents in local development projects that relate to sustainable tourism” among “occupation” of respondents

Participative Factors	Occupations							Test Results (p-value)
	A	B	C	D	E	F	G	
<b>PTCP 1</b>								
- ACT 1	3.24	3.48	3.40	3.68	3.49	3.21	3.14	0.068 INDIFF
- ACT 2	3.11	3.26	3.48	3.45	3.51	3.18	3.16	0.080 INDIFF
<b>PTCP 2</b>								
- ACT 3	3.23	3.52	3.44	3.50	3.48	3.33	3.40	0.103 INDIFF
- ACT 4	3.11	3.48	3.54	3.52	3.38	3.28	3.48	0.111 INDIFF
<b>PTCP 3</b>								
- ACT 5	3.24	3.44	3.46	3.51	3.27	3.38	3.01	0.011 DIFF
- ACT 6	3.34	3.43	3.48	3.44	3.11	3.43	3.28	0.068 INDIFF
<b>PTCP 4</b>								
- ACT 7	3.35	3.48	3.49	3.51	3.28	3.40	3.21	0.103 INDIFF
- ACT 8	3.36	3.11	3.48	3.63	3.41	3.48	3.04	0.111 INDIFF
<b>PTCP 5</b>								
- ACT 9	3.22	3.45	3.48	3.70	3.51	3.32	3.42	0.080 INDIFF
- ACT 10	3.15	3.38	3.40	3.59	3.41	3.28	3.44	0.162 INDIFF
<b>PTCP 6</b>								
- ACT 11	3.23	3.49	3.38	3.50	3.49	3.30	3.34	0.103 INDIFF
- ACT 12	3.09	3.44	3.39	3.58	3.59	3.33	3.11	0.111

								INDIFF
<b>PTCP 7</b>								
- ACT 13	3.11	3.32	3.42	3.58	3.48	3.35	3.11	0.011 DIFF
- ACT 14	3.04	3.38	3.44	3.58	3.46	3.27	3.11	0.068 INDIFF
<b>PTCP 8</b>								
- ACT 15	3.38	3.42	3.44	3.51	3.68	3.41	3.28	0.103 INDIFF
- ACT 16	3.11	3.28	3.38	3.58	3.66	3.28	3.13	0.078 INDIFF

**Table 3.20** (Continued)

Participative Factors	Occupations							Test Results (p-value)
	A	B	C	D	E	F	G	
<b>PTCP 9</b>								
- ACT 17	3.18	3.46	3.44	3.60	3.58	3.28	3.36	0.052 INDIFF
- ACT 18	3.22	3.40	3.52	3.56	3.21	3.20	3.11	0.076 INDIFF
<b>PTCP 10</b>								
- ACT 19	3.09	3.49	3.44	3.52	3.42	3.33	3.11	0.001 DIFF
- ACT 20	3.11	3.44	3.40	3.58	3.60	3.24	3.21	0.011 DIFF

- Remark:**
1. p-value= Significant statistical level(2-tailed)
  2. A = Agriculture sector, B = Government employee,  
C = Business owner D = Tourism industry employee, E = Private company employee, F = Semi-government employee and G = Others
  3. Shading is indicated the significant difference

From Table 3.21, the findings resulted that 3 participative factors with 4 issues indicated as statistically significant differences among “monthly income” group. The participation in promoting, participation in operation, and participation in following up and evaluation (included 2 issues)’s p-values were 0.003, 0.030, 0.001, and 0.011 respectively. The respondents, whose monthly incomes were over 30,000 Baht, have participated in higher level than other groups, especially all of those 4 issues. (ACT 5, ACT 13, ACT 19, and ACT 20)

**Table 3.21** The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Monthly Incomes” of Respondents

Participative Factors	Monthly Incomes						Test Results (p-value)
	A	B	C	D	E	F	
<b>PTCP 1</b>							
- ACT 1	3.11	3.25	3.48	3.54	3.48	3.68	0.080 INDIFF
- ACT 2	3.09	3.33	3.50	3.52	3.58	3.72	0.111 INDIFF
<b>PTCP 2</b>							
- ACT 3	3.22	3.42	3.48	3.58	3.51	3.76	0.076 INDIFF
- ACT 4	3.11	3.38	3.51	3.60	3.50	3.62	0.062 INDIFF
<b>PTCP 3</b>							
- ACT 5	3.25	3.11	3.45	3.43	3.43	3.75	0.003 DIFF
- ACT 6	3.11	3.38	3.48	3.31	3.31	3.60	0.050 INDIFF
<b>PTCP 4</b>							
- ACT 7	3.11	3.32	3.40	3.46	3.51	3.71	0.111 INDIFF
- ACT 8	3.35	3.42	3.48	3.56	3.68	3.49	0.076 INDIFF
<b>PTCP 5</b>							
- ACT 9	3.09	3.48	3.45	3.33	3.15	3.28	0.106 INDIFF
- ACT 10	3.11	3.51	3.31	3.48	3.38	3.08	0.080 INDIFF
<b>PTCP 6</b>							
- ACT 11	3.45	3.38	3.28	3.51	3.38	3.42	0.062 INDIFF
- ACT 12	3.36	3.21	3.58	3.47	3.11	3.40	0.102 INDIFF
<b>PTCP 7</b>							

- ACT 13	3.25	3.11	3.45	3.43	3.43	3.75	0.030 DIFF
- ACT 14	3.33	3.27	3.46	3.54	3.28	3.55	0.108 INDIFF
<b>PTCP 8</b>							
- ACT 15	3.15	3.36	3.42	3.48	3.51	3.62	0.111 INDIFF
- ACT 16	3.09	3.36	3.52	3.48	3.63	3.52	0.080 INDIFF

**Table 3.21 (Continued)**

Participative Factors	Monthly Incomes						Test Results (p-value)
	A	B	C	D	E	F	
<b>PTCP 9</b>							
- ACT 17	3.11	3.36	3.48	3.56	3.71	3.64	0.082 INDIFF
- ACT 18	3.25	3.34	3.54	3.51	3.68	3.42	0.078 INDIFF
<b>PTCP 10</b>							
- ACT 19	3.05	3.28	3.42	3.36	3.51	3.62	0.001 DIFF
- ACT 20	3.13	3.45	3.57	3.51	3.58	3.61	0.011 DIFF

**Remark:**

1. p-value= Significant statistical level(2-tailed)
2. A = No income, B = Lower than 5,000 Baht, C = 5,001 - 10,000 Baht D = 10,001 - 20,000 Baht, E = 21,001 - 30,000 Baht and F = over 30,001 Baht
3. Shading is indicated the significant difference

From Table 3.22, the findings resulted that 3 participative factors with 4 issues indicated as statistically significant differences among “length of residency” group. The participation in promoting, participation in benefit gaining, and participation in following up and evaluation (included 2 issues)’s p-values were 0.003, 0.001, 0.001, and 0.008 respectively. The respondents, whose lengths of residency were more than 10 years, have participated in higher level than other groups, especially in participation in promoting. Moreover, the respondents, whose lengths of resident were 7-10 years, have participated in higher level than other groups, especially in participation in benefit gaining. Lastly, the respondents, whose lengths of resident were 3-5 years and 5-7 years, have participated in higher level than other groups, especially in participation in following up and evaluation (included 2 issues)

**Table 3.22** The Statistical Comparisons of “The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism” among “Length of Residency” of Respondents

Participative Factors	Length of Residency						Test Results (p-value)
	A	B	C	D	E	F	
<b>PTCP 1</b>							
- ACT 1	3.21	3.42	3.48	3.49	3.33	3.12	0.102 INDIFF
- ACT 2	3.10	3.23	3.41	3.49	3.63	3.01	0.068 INDIFF
<b>PTCP 2</b>							
- ACT 3	3.46	3.49	3.52	3.42	3.33	3.46	0.111 INDIFF
- ACT 4	3.21	3.38	3.46	3.25	3.21	3.46	0.162 INDIFF
<b>PTCP 3</b>							
- ACT 5	2.98	3.23	3.31	3.44	3.28	3.45	0.003 DIFF
- ACT 6	3.02	3.36	3.36	3.49	3.51	3.48	0.111 INDIFF
<b>PTCP 4</b>							
- ACT 7	3.21	3.42	3.56	3.38	3.48	3.28	0.162 INDIFF
- ACT 8	3.09	3.36	3.58	3.41	3.25	3.35	0.080 INDIFF
<b>PTCP 5</b>							
- ACT 9	3.25	3.43	3.23	3.65	3.38	3.42	0.198 INDIFF
- ACT 10	3.32	3.35	3.41	3.34	3.68	3.42	0.112 INDIFF
<b>PTCP 6</b>							
- ACT 11	3.43	3.49	3.51	3.41	3.45	3.51	0.111 INDIFF
- ACT 12	3.22	3.31	3.43	3.45	3.68	3.52	0.068 INDIFF
<b>PTCP 7</b>							

- ACT 13	3.43	3.56	3.51	3.48	3.36	3.42	0.074 INDIFF
- ACT 14	3.46	3.58	3.31	3.69	3.47	3.38	0.102 INDIFF
<b>PTCP 8</b>							
- ACT 15	3.24	3.45	3.42	3.47	3.53	3.12	0.001 DIFF
- ACT 16	3.36	3.28	3.48	3.51	3.58	3.50	0.111 INDIFF

**Table 3.22 (Continued)**

Participative Factors	Length of Residency						Test Results (p-value)
	A	B	C	D	E	F	
<b>PTCP 9</b>							
- ACT 17	3.24	3.41	3.55	3.48	3.42	3.21	0.102 INDIFF
- ACT 18	3.43	3.46	3.67	3.42	3.54	3.23	0.058 INDIFF
<b>PTCP 10</b>							
- ACT 19	3.11	3.23	3.43	3.30	3.28	3.42	0.001 DIFF
- ACT 20	3.22	3.43	3.54	3.58	3.31	3.33	0.008 DIFF

- Remark:**
1. p-value= Significant statistical level(2-tailed)
  2. A = Less than 1 year, B = 1-3 years, C = 3-5 years,  
D = 5-7 years, E = 7-10 years and F = More than 10 years
  3. Shading is indicated the significant difference

### **3.4 Tourism Information Accessibility at Tambon Maikhao**

The researcher aimed to study the accessibility of tourism information at Tambon Maikhao. The statistics used in this part were frequency, percentage, One-Way ANOVA, and Independent samples t-test (2-tailed). The results were classified into 3 main questions as follow;

#### **3.4.1 Sustainable Tourism Information Received by Local Residents**

According to Table 3.23, the findings resulted that 67.90% of local residents have never received sustainable tourism information. The rest of 32.10% received the information.

**Table 3.23** Sustainable Tourism Information Received by Local Residents

<b>Experience with receiving sustainable tourism information</b>	<b>Percentages (%)</b>
Yes	32.10
No	67.90
<b>Total</b>	<b>100.00</b>

From Table 3.24, the results were shown that 77.60% of local residents who have never received the training on sustainable tourism information from related tourism organization. The rests were less than 1 time per month (10.60%), 1-2 times per month (7.10%), 3-4 times per month (3.50%), and more than 4 times per month (1.20%). Nevertheless, there also were 71.80% of local residents who have never received sustainable tourism information from Tambon Maikhao LAO. The rests were less than 1 time per month (11.70%), 1-2 times per month (12.90%), 3-4 times per month (2.40%), and more than 4 times per month (1.20%).

**Table 3.24** The Frequency of Sustainable Tourism Information Received by Local Residents

<b>Sources</b>	<b>Frequency of Receiving</b>	<b>Number</b>	<b>Percentages (%)</b>
<b>From Related Tourism Organization</b>			
	More than 4 times per month	5	1.20
	3-4 times per month	13	3.50
	1-2 times per month	28	7.10
	Less than 1 time per month	41	10.60
	Never	300	77.60
<b>From Tambon Maikhao Local Administration Organization (LAO)</b>			

	More than 4 times per month	5	1.20
	3-4 times per month	9	2.40
	1-2 times per month	50	12.90
	Less than 1 time per month	45	11.70
	Never	278	71.80
	<b>Total</b>	<b>387</b>	<b>100.00</b>

### 3.4.2 The Statistical Comparisons of the Importance of Tourism Development Information Receiving among Demographic Characteristics of Respondents.

The researcher aimed to study the importance of tourism development information receiving among demographic characteristics of respondents. The collected data was analyzed by using Independent-Sample T-Test, One-Way ANOVA to signify the significant differences among the groups. The findings were shown as follows;

From Table 3.25, there was 1 significant difference between “genders” group. The researcher found that males (3.56) have received tourism development information (of Tambon Maikhao LAO) than female. The p-value for this issue was 0.001.

**Table 3.25** The Statistical Comparisons of the Importance of Tourism Development Information Classified by “Genders”

Information Sources	Genders		Test Results (p-value)
	Male	Female	
Trainning from Tambon Maikhao LAO (TRN 1)	3.56	3.43	p-value= 0.001 DIFF
Training from the related tourism information (TRN 2)	3.34	3.69	p-value= 0.974 INDIFF

**Remark:** 1. TRN 1 = Training from Tambon Maikhao, and TRN 2 = Training from

Related Tourism Organization

2. Shading is indicated the significant difference

3. DIFF = Difference, and INDIFF = Indifference

From Table 3.26, there was 1 significant difference among “ages” group. The researcher found that local residents, whose ages between 51-60 years old, have received tourism development information (of Tambon Maikhao LAO) than other groups. The p-value for this issue was 0.001.

**Table 3.26** The Statistical Comparisons of the Importance of Tourism Development Information Classified by “Ages”

Information Sources	Ages								Test Results (p-value)
	A	B	C	D	E	F	G	H	
TRN 1	2.65	2.98	3.07	3.22	3.48	<b>3.10</b>	2.77	3.07	0.001 DIFF
TRN 2	3.44	3.69	<b>3.45</b>	3.33	3.39	3.23	3.11	3.15	0.062 INDIFF

**Remark:** 1. TRN 1 = Training from Tambon Maikhao, and TRN 2 = Training from

Related Tourism Organization

2. A = Respondents under 20 years old, B = 21- 30 years old,

C = 31- 40 years old, D = 41- 50 years old, E = 51- 60 years old,

F = 61-70 years old, G = 71-80 years old, and H = Over 80 years old

3. DIFF = Difference, and INDIFF = Indifference

4. Shading is indicated the significant difference

From Table 3.27, there was 1 significant difference among “educations” group. The researcher found that local residents, whose education was in bachelor degree, have received tourism development information (of Tambon Maikhao LAO) than other groups. The p-value for this issue was 0.003.

**Table 3.27** The Statistical Comparisons of the Importance of Tourism Development Information Classified by “Educations”

Information Sources	Educations					Test Results (p-value)
	A	B	C	D	E	

TRN 1	2.56	3.03	3.11	3.55	3.43	0.003	DIFF
TRN 2	3.44	3.56	3.53	3.68	3.71	0.103	INDIFF

**Remark:** 1. TRN 1 = Training from Tambon Maikhao, and TRN 2 = Training from

Related Tourism Organization

2. A = Primary school, B = Secondary school, C = High school,

D = Bachelor degree, E = Higher than Bachelor degree

3. DIFF = Difference, and INDIFF = Indifference

4. Shading is indicated the significant difference

From Table 3.28, there was 1 significant difference among “occupations” group. The researcher found that local residents, whose occupations were tourism industry employees, have received tourism development information (of Tambon Maikhao LAO) than other groups. The p-value for this issue was 0.001.

**Table 3.28** The Statistical Comparisons of the Importance of Tourism Development

Information Classified by “Occupations”

Information Sources	Occupations							Test Results (p-value)
	A	B	C	D	E	F	G	
TRN 1	2.65	3.54	3.12	3.65	3.31	3.43	3.45	0.001 DIFF
TRN 2	3.12	3.49	3.68	3.50	3.49	3.35	3.39	0.111 INDIFF

**Remark:** 1. TRN 1 = Training from Tambon Maikhao, and TRN 2 = Training from

Related Tourism Organization

2. A = Agriculture sector, B = Government employee,  
C = Business owner D = Tourism industry employee, E = Private company employee, F = Semi-government employee and G = Others
3. DIFF = Difference, and INDIFF = Indifference
4. Shading is indicated the significant difference

From Table 3.29, there was no significant difference among “monthly incomes” group.

**Table 3.29** The Statistical Comparisons of the Importance of Tourism Development

Information Classified by “Monthly Income”

Information Sources	Monthly Income						Test Results (p-value)
	A	B	C	D	E	F	
TRN 1	3.01	3.15	3.23	3.47	3.51	3.75	0.080 INDIFF
TRN 2	3.23	3.29	3.40	3.68	3.61	3.90	0.111 INDIFF

**Remark:** 1. TRN 1 = Training from Tambon Maikhao, and TRN 2 = Training from

Related Tourism Organization

2. A = No income, B = Lower than 5,000 Baht, C = 5,001 - 10,000 Baht D = 10,001 - 20,000 Baht,

E = 21,001 - 30,000 Baht and F = over 30,001 Baht

3. DIFF = Difference, and INDIFF = Indifference

4. Shading is indicated the significant difference

From Table 3.30, there was no significant difference among “length of residents” group.

**Table 3.30** The Statistical Comparisons of the Importance of Tourism Development

Information Classified by “Lengths of Residency”

Information Sources	Lengths of Residency						Test Results (p-value)
	A	B	C	D	E	F	
TRN 1	2.98	3.22	3.41	3.44	3.21	3.23	0.080 INDIFF

TRN 2	3.34	3.41	3.65	3.42	3.41	3.58	0.167 INDIFF
-------	------	------	------	------	------	------	-----------------

- Remark:**
1. TRN 1 = Training from Tambon Maikhao, and TRN 2 = Training from Related Tourism Organization
  2. A = Less than 1 year, B = 1-3 years, C = 3-5 years, D = 5-7 years, E = 7-10 years and F = More than 10 years
  3. DIFF = Difference, and INDIFF = Indifference
  4. Shading is indicated the significant difference

## **CHAPTER 4 SUMMARY**

The objectives of this study were to study the 3 year local development plan whether it has been developed in the sustainability way, to investigate local residents' benefit gaining from the 3 year local development plan (2006-2008), to investigate local residents' participation level in local development projects that relate to sustainable tourism support, to investigate the accessibility of tourism information to local residents in Tambon Maikhao, and to propose a guideline for sustainable tourism development at Tambon Maikhao Local Administration Organization (LAO).

The researcher had distributed 387 questionnaires to local residents at Tambon Maikhao during May 2007 to March 2008. Both of primary and secondary data were collected by the researcher. After data collection, the data were analyzed by using the SPSS Software Version 11 (for Window). The statistics used in this study were the frequencies, percentages, mean, Standard Deviation, the One-Way ANOVA, and an Independent samples t-test. Therefore, this researcher has been focused for quantitative research.

### **4.1 Conclusion**

The sample sizes of the research were 387 local residents in Tambon Maikhao, Amphur Thalang, Changwat Phuket. The respondents were local residents who were at least 18 years old. The conclusions of the data were shown as follows;

#### **4.1.1 The Demographic Characteristics of the Respondents**

The majority of the respondents were females

(50.39%) with age of 21-30 years old (35.40%). The major education level of the respondents was primary school (29.22%), and major occupations were tourism industry employee (31.78%). The respondents' monthly incomes were between 5,001 - 10,000 baht (41.86%). Moreover, 34.43% of respondents have lived more than 10 years in Tambon Maikhao.

#### **4.1.1 The Benefit Gaining Level of Local Residents from the 3 Year Local Development Plan at Tambon Maikhao**

The Three Year Development Plan (2006-2008) of Tambon Maikhao Local Administration Organization was classified into seven strategic plans. The 7 strategies mostly were rated at average level by the respondents. Development of quality of life (3.43) and local tradition and culture (3.41) were rated at high level. Development for education (3.40), natural resources and environment conservation (3.39), economy and tourism (3.29), local wisdom (3.37), and strengthened community and self-reliance (3.21) were rated at average level.

From those 7 strategies, they included many projects. The respondents had rated higher level for some projects in each strategy as follows;

**From Strategy No. 1** - development for natural resources and environment conservation, included project of garbage truck purchasing at high level (3.43).

**From Strategy No. 2** - The benefit gaining from development for education included project of child development center (3.47), day-time food support for child development center (3.44), and computer and internet network connection for schools (3.44).

**From Strategy No. 3** - The benefit gaining from development for development for local tradition and cultural included project of youth cultural camp (3.44), annual traditional boat competition revival (3.42), and religious tradition support (3.41).

**From Strategy No. 4** - The benefit gaining from development for quality of life included project of construction for indoor and outdoor sport stadium (3.54), “anti-drug” sport spot (3.54), and traffic sign installation (3.44).

**From Strategy No. 5** - The benefit gaining from

development for economy and tourism had no any projects that were rated at high level.

**From Strategy No. 6** - The benefit gaining from development for local wisdom included project of training for oil and Thai massages (3.41)

**From Strategy No. 7** - The benefit gaining from development for strengthened community and self-reliance had no any projects that were rated at high level.

Moreover, the statistical comparisons of “the benefit gaining level of local residents from the 3 year local development plan” among demographic characteristics of respondents were described as follows;

There were significant differences for benefit gaining levels among the different “genders”. The female respondents have gained benefit in higher level than male respondents, especially in development for local tradition and culture (3.51), quality of life (3.52), and economy and tourism (3.38).

There were significant differences for benefit gaining levels among the different “ages”. The respondents, who were 61-70 years old, have gained benefit in higher level than other groups, especially in development for natural resources and environment conservation (3.79), local tradition and culture (3.65), quality of life (3.61), and strengthened community and self-reliance (3.49). Also, the respondents, who were 31-40 years old, have gained benefit in higher level than other groups, especially in development for education (3.52).

There were significant differences for benefit gaining levels among the different “educations”. The respondents, whose education were in higher than Bachelor degree, have gained benefit in higher level than other groups, especially in development for natural resources and environment conservation (3.90), economy and tourism (3.93), local wisdom (3.79), and strengthened community and self-reliance (3.46).

There were significant differences for benefit gaining levels among the different “occupations”. The respondents, who

were tourism industry employee, have gained benefit in higher level than other groups, especially in development for natural resources and environment conservation (3.65), and local wisdom (3.63). Moreover, the respondents, who were private company employee, have gained benefit in higher level than other groups, especially in development for economy and tourism (3.63). Lastly, the respondents, who were Semi-government employee, have gained benefit in higher level than other groups, especially in development for strengthened community and self-reliance (4.00).

There were significant differences for benefit gaining levels among the different “monthly incomes”. The respondents, who had no income, have gained benefit in higher level than other groups, especially in development for quality of life (3.58). Moreover, the respondents, whose monthly income between 21,000-30,000 Baht, have gained benefit in higher level than other groups, especially in development for local tradition and culture (3.69).

There were significant differences for benefit gaining levels among the different “length of residency”. The respondents, whose length of resident was 3-5 years, have gained benefit in higher level than other groups, especially in development for quality of life (3.67), development for economy and tourism (3.63), and strengthened community and self-reliance (3.43)

#### **4.1.2 The Participation Level of Local Residents in Local Development Projects that Relate to Sustainable Tourism Support**

The participation levels of respondents were analyzed in this part. Most of respondents were rated the development projects and activities at high level as follows;

First of all, participation in the meeting included projects of Conservation of natural tourism resources (3.49), and Sustainable tourism meeting (3.42). Second, participation in team joining as committee or member included projects of Sustainable tourism planning and management (3.46), and local conservation group (3.41). Third, participation in promoting included projects of local tradition knowledge transferring to youth (3.45). Forth, participation in being leader included projects of Leader for against the trespasser to the area (3.43), and Committee establishment for developing tourism to be in sustainable way (3.41).

Fifth, Participation in persuading included projects of persuading the neighbors to conserve the natural tourism resources (3.49), and persuading neighbors to clean and develop tourism to be in sustainable way (3.45). Sixth, **Participation in donation included** projects of donating the equipment for using in tourism activity (3.48), and donating for supporting tourism activity to be in sustainable way (3.42).

Seventh, Participation in operation included project of garbage management (3.44). Eighth, Participation in benefit gaining included projects of Income generating from tourism industry (3.58), and Benefit gaining from development budgeting (3.54). Lastly, Participation in activity management included projects of supporting for natural resource conservation with national park (3.49), and joining in tourism activity at Tambon Maikhao (3.44).

Moreover, the statistical comparisons of “the participation level of local residents in local development projects that relate to sustainable tourism support” among demographic characteristics of respondents were described as follows;

There were different benefits gaining levels among the different “genders”. The respondents, who were female, have participated in higher level than other groups, especially in participation in promoting -Information introducing and

providing (3.32), participation in operation- Being a watcher and informing the officers who are in charges for against the trespasser to the area (3.24), participation in activity management- Joining in tourism activity at Tambon Maikhao (3.44), and participation in following up and evaluation- Following up the problem from the development projects (3.58), and Evaluating the development projects (3.33).

There were different benefits gaining levels among the different “ages”. The respondents, whose age between 61-70 years old, have participated in higher level than other groups, especially participation in promoting- Information introducing and providing (3.69), and participation in operation- Being a watcher and informing the officers who are in charges for against the trespasser to the area (3.68). Moreover, the respondents, whose age between 51-60 years old, have participated in higher level than other groups, especially participation in following up and evaluation- Following up the problem from the development projects (3.64), and Evaluating the development projects (3.64).

There were different benefits gaining levels among the different “educations”. The respondents, whose education was higher than bachelor, have participated in higher level than other groups, especially in participation in promoting- Information introducing and providing (3.59) and participation in following up and evaluation- Following up the problem from the development projects (3.66), and Evaluating the development projects (3.59).

There were different benefits gaining levels among the different “occupations”. The respondents, whose occupation were tourism industry employees, have participated in higher level than other groups, especially in participation in promoting- Information introducing and providing (3.51), participation in operation- Being a watcher and informing the officers who are in charges for against the trespasser to the area (3.58), and participation in following up and evaluation- Following up the

problem from the development projects (3.52), and Evaluating the development projects (3.58).

There were different benefits gaining levels among the different “monthly incomes”. The respondents, whose monthly incomes were over 30,000 Baht, have participated in higher level than other groups, especially participation in promoting- Information introducing and providing (3.75), participation in operation- Being a watcher and informing the officers who are in charges for against the trespasser to the area (3.55), and participation in following up and evaluation- Following up the problem from the development projects (3.62), and Evaluating the development projects (3.61).

There were different benefits gaining levels among the different “length of residency”. The respondents, whose lengths of residency were more than 10 years, have participated in higher level than other groups, especially in participation in promoting- participation in promoting- Information introducing and providing (3.45). Moreover, the respondents, whose lengths of resident were 7-10 years, have participated in higher level than other groups, especially in participation in benefit gaining- Benefit gaining from development budgeting (3.53). Lastly, the respondents, whose lengths of resident were 3-5 years and 5-7 years, have participated in higher level than other groups, especially in participation in following up and evaluation- Following up the problem from the development projects (3.43), and Evaluating the development projects (3.58) respectively.

#### **4.1.4 Tourism Information Accessibility at Tambon Maikhao**

From the finding of this part, the researcher found that 67.90% of local residents have never received sustainable tourism information. 77.60% of local residents have never received the training on sustainable tourism information from related tourism organization. Also, 71.80% of local residents

have never received sustainable tourism information from Tambon Maikhao LAO.

Nevertheless, the statistical comparisons of “the tourism information accessibility” among demographic characteristics of respondents were described as follows;

There were significant differences for tourism information accessibility among the different “genders”. The researcher found that males (3.56) have received tourism development information (of Tambon Maikhao LAO) than female.

There were significant differences for tourism information accessibility among the different “ages”. The researcher found that local residents, whose ages between 51-60 years old (3.48), have received tourism development information (of Tambon Maikhao LAO) than other groups.

There were significant differences for tourism information accessibility among the different “educations”. The findings were found that local residents, whose education was in bachelor degree (3.55), have received tourism development information (of Tambon Maikhao LAO) than other groups.

There were significant differences for tourism information accessibility among the different “occupations”. The researcher found that local residents, whose occupations were tourism industry employees (3.65), have received tourism development information (of Tambon Maikhao LAO) than other groups.

There was no significant difference for tourism information accessibility among the different groups of “monthly incomes” and “length of residency”.

## **4.2 Discussion**

From the study of the Three Years Development Plans of Tambon Maikhao Administration Organization toward sustainable tourism development, the following objectives were identified:

#### **4.2.1 Objective 1: To Study the 3 Year Local Development Plan whether it has been Developed in the Sustainability Way**

Tambon Maikhao local administration organization (LAO) has developed the 3 year local development plan (2009-2008), which has comprised of 7 development strategies and many development projects in each strategy. Those projects were the activities for operating to achieve its objectives and goals of each development strategies, which related to the objectives and goals of sustainable development plan and vision.

The researcher found that LAO had allocated most of the budgets on development for quality of life, followed by development for natural resources and environment conservation, and development for economy and tourism. It is because LAO wanted to raise the quality of life for community, and encouraged local residents to conserve their own natural resources as well as environment at Tambon Maikhao. Moreover, LAO wanted develop tourist destination, especially coastal renovation in order to support tourism. Meanwhile, LAO has established tourism information service center and OTOP (One Tambon One Product) shopping center in order to create the career for local people. Therefore, those development strategies can help people to have better quality of life and have more income for taking care of their family. It can bring the community into the sustainability way.

As sustainable development required measures to help the poor and disadvantage groups to give them opportunities to define their own basic needs (WCED, 1987). LAO also had focused on supporting these groups of people to have better life by launching the project of village fund. But, the researcher found out that LAO still focused less for security and safety of resident's life, and for encouraging local people to

have consciousness or recognition on conserving the natural resources at Tambon Maikhao which was one of an important factor in sustainable tourism development in the future.

#### **4.2.2 Objective 2: To Investigate Local Residents' Benefit Gaining from the 3 Year Local Development Plan**

The researcher has found that the local residents had gained the benefits from 3 year local development plan, especially development for local tradition and culture, and development for quality of life. It is because it brings the better of life to community, and local people feel more convenience to live the life as LAO has contracted for sport stadium, and installed more traffic sign and light. Also, they feel more secure when LAO had launched the project of youth cultural camp, revival for annual traditional boat competition, and supporting religious tradition. It is because local people were still conservative on their ways of life. Therefore, the support from LAO and local residents can help long lasting for local tradition at Tambon Maikhao.

From the finding, the benefit gaining level of local residents has been compared among characteristics of respondents. Firstly, the researcher found out that local residents, who gained benefits from development strategy for natural resources and environment conservation, were ages of 61-70 years old, higher than bachelor degree, and tourism industry employee. Those people were managerial staff in the hotel business at Tambon Maikhao, who concerned with the environmental issues for ongoing their business.

Second, local residents, who gained benefits from development strategy for education, were 31-40 years old. Those people feel that they gained benefit directly from the

projects. Their children will be taken care by LAO for day-time food support and benefited to their children when LAO had support more computer and internet network connection for schools.

Third, local residents, who gained benefits from development strategy for local tradition and culture, were female, 61-70 years old with monthly income of 21,000-30,000 Baht. Those people were benefited by the projects because they were senior people who were conservative on the local tradition and culture. They may feel happy with project of annual traditional boat competition revival and religious tradition support.

Forth, local residents, who gained benefits from development strategy for quality of life, were female, 61-70 years old with no income, and 3-5 years of residency at Tambon Maikhao. Those people feel that they gained benefits more than other groups because they were supported by LAO, especially with the projects of life allowance for senior citizens, constructing of sport stadium, and installing of traffic light and sign. It brings the convenience to them and raises the quality of their life.

Fifth, local residents, who gained benefits from development strategy for economy and tourism, were female, education of higher than bachelor, private company employee with 3-5 years of residency. These groups of people have gained benefited from LAO because they feel that they can be a part of the activities, such as joining the project of OTOP shopping center or tourism information center. They feel they have the ability to join the projects and help them to generate more knowledge and income.

Sixth, local residents, who gained benefits from development strategy for local wisdom, were higher than bachelor degree, and tourism industry employee. These group of people agreed that they had gained benefits more than other groups because they are managerial employee in the hotel

business. They may be able to help their Tambon Maikhao to have more knowledge on local wisdom and help to collect into database for their community. Moreover, projects of massage training were a good opportunity for them to generate the career for the community.

Seventh, local residents, who gained benefits from development strategy for strengthened community and self-reliance, were 61-70 years old with education of higher than bachelor degree, semi-government sector, and 3-5 years old of residency. These people can be people who have knowledge on the community and can share it to people. They think they gained benefits because they may be a part of helping the activities that share the knowledge to neighbors.

In conclusion, most of the respondents rated were benefit gaining at "Average". In Thai traditional behavior (Krang-Jai) this might show that an "Average" rating actually means "Dissatisfied" because "Krengjai" (interpreted as "Don't want to bother others") means that their actions may not correspond to their thinking (Sirimahawan, 2003). In addition, with Thai people, it means an act which shows no negative feeling, "no complaints" or "expression of empathy". Thai people express moderate opinions about any dissatisfaction because of their concern about other people's feelings, thus the opinions were shown at an "Average" level.

However, it is important that the strategy project should provide core benefits to the local people. Provision for the local people's participation should be set in the policy and operation in Tambon Maikhao.

### **4.2.3 Objective 3: To Investigate Local Residents' Participation Level in Local Development Projects that Relate to Sustainable Tourism**

The participation level of local resident in local development projects that related to sustainable support were discussed as follows;

The researcher found that most of respondent rated “high level” of participation in local development projects. The findings showed the significant differences among characteristics of respondents. Male participated in sharing advice and giving information more than female because they have more knowledge and experience. The local residents, who were 61-70 years old, education of higher than bachelor, monthly income of over 31,000 Baht with 10 years of residency, tend to participate in persuading process for tourism development projects because these people have more experiences on Tambon Maikhao, and tourism fields.

Moreover, local residents, who were female, tourism industry employee, and over 31,000 Baht monthly income, tend to participate in giving information of encroachment to tourism natural or deforestation of tourism natural resources. It is because most of female communicated, discussed and followed up with other people more than male. With their income of over 31,000 Baht, they may be the managerial employee and who have more experiences and can share with local people.

Local residents, who gained the benefit from the local budgeting development, were 20 years old. Most of budgets were allocated for supporting the youth’s education and knowledge. These groups of people may be the students who were a part of people who gained benefits from the development projects.

Local residents, who gained the benefit from coordinating activities with local government in tourism development, were female. It is because female were more interested in joining the activities of the community. They may have more ideas on creating the activities for promoting tourism in Tambon Maikhao.

For process of following up and evaluating the tourism development projects, most of respondents were female with 51-60 years old, education of higher than Bachelor, over 31,000 Baht Monthly income, and worked in both tourism industry and private company. These people tend to participate in this activity more than the other groups because they were senior people who have more experiences in the tourism and business field. They may have more ideas and judgment on these issues.

In conclusion, most of the respondent was willing to participate, but they lacked of support from LAO. The education level of local residents was one of obstacle to participate in sustainable tourism development for Maikhao LAO. Wichupankul (2006) has agreed that participation in 10 activities of local residents including planning, decision-making, problem solving, implementation, and evaluation were considered. These opportunities for local people should be increased.

Moreover, sustainable tourism knowledge is the most important factor to promote participation in a project more efficiently.

#### **4.2.4 Objective 4: To Investigate the Accessibility of Tourism Information to Local Residents in Tambon Maikhao**

The researcher found that the accessibility of tourism information to local residents in Tambon Maikhao was not existed enough. There were 67.90 % of local residents who had never received tourism information. This may be because the communication channel for promoting was not enough. Moreover, the findings showed that local residents had received the tourism information in a small amount. For example, they received the sustainable tourism information from related

tourism organization (22.40% as total), and from LAO (28.20%). It is important to raise awareness of sustainability issues at Tambon Maikhao. This part should be more considered by LAO.

Moreover, local residents who had been trained by related tourism organization, were male, 61-70 years old, education of bachelor degree, and worked in tourism industry. It is because they were senior people who may have a lot of experience in tourism, and have knowledge to understand and can share the knowledge to people. Those people will directly benefit from the tourism information program.

In conclusion, Maikhao LAO did not have enough tourism information facilities and training course in order to distribute the news. As it lacked of accessibility of information, it will be affected to local people, and hard for LAO to precede tourism development in the area. Therefore, it can be a major obstacle for sustainable tourism development.

#### **4.2.5 Objective 5: To Propose a Guideline for Sustainable Tourism**

	<b>Development at Tambon Maikhao</b>
<b>Local</b>	<b>Administration Organization</b>
<b>(LAO)</b>	

The researcher can propose the guideline for sustainable tourism development at Tambon Maikhao LAO as follows;

Due to 3 years local development plan, it showed that LAO had focused more on development for quality of life of community, natural resources, and economic and tourism. To reach sustainable tourism development, it requires using the environmental resources wisely, respecting to the traditional values, distributing income earning opportunities to decrease poverty, participation of all related stakeholders, and promoting

the awareness of sustainability among community and visitors (WTO, 2004).

LAO has already established the plan that related to sustainable tourism, for example, encouraging people to recognize the environmental conservation, supporting the local tradition such as long tailed boat competition revival, and encouraging people to create the OTOP products for selling as souvenir for tourists or visitors. Moreover, LAO still lacked of participation from the related stakeholders in planning and operating process. Therefore, conflicts occurred when the needs of each part were not met. One of the most important things to sustainable tourism development is to promote the sustainability awareness to both local people and visitors in order to help each other for contributing sustainable tourism at Tambon Maikhao.

Also, the findings showed that local resident had participated in local development projects that related to sustainable tourism support in “high level”. That means local residents were interested in sustainable tourism development and want to join the activities as they can get benefit. But, there are some obstacles that effect the participation in promoting, in operation, and in following up and evaluation. LAO should pay more attention on these issues as it can be the obstacles for getting the participation of local residents.

Moreover, the proposers of tourism developments or activities should assess the potential impacts of their proposals and *provide information* on this through a notification process (Guidelines on Biodiversity and Tourism Development, 2004). This statement uses to support that accessibility of tourism information to community is important for developing tourism. LAO should focus more on communication channels and methods to keep spreading more tourism information in the sake of generating knowledge and understanding to people in community. It will be benefited to work as a team between LAO and related tourism stakeholders.

## **4.3 Recommendations**

The recommendations are from the findings of the research;

### **4.3.1 3 Year Local Development Plan**

As Tambon Maikhao is quite far from the main tourist places of Phuket, LAO should focus more on tourism development within Tambon Maikhao, and improving the area to be a tourism place in order to attract tourist to the area. It is useful in terms of generating career and income to community. But, it needs the basic plan for tourism development as well as supporting for sustainable tourism at Tambon Maikhao officially. When the issues are brought up, it is the task of LAO to get involved all related tourism stakeholders to join the planning and managing process.

### **4.3.2 Participation of All Related Stakeholders**

Due to participation of local residents at local development plan, the results were at high level. It was a good sign for Tambon Maikhao that community is alert to help each other for contributing the better life for everyone. It is the task of LAO to get involved local residents as often as they can. Participation of all related stakeholders is the important key for Tambon Maikhao to develop tourism. All related stakeholders should include LAO, local residents, related tourism organization, and business owner in the area. When all parties

share the opinions and discusses on the issues, it will be able to come up with the final solutions that everyone satisfies with.

### **4.3.3 Tourism Information**

LAO should focus more on communication channels, such as leaflet, radio, brochure, monthly meeting, or providing tourism information training every month. LAO must assign a team to develop the tourism plan at Tambon Maikhao, and provides information through variety kinds of communication channels. Nevertheless, the tourist service center should have the tourism information in each area. Therefore, LAO should allocate special budgets for this purpose in order to get people to understand the tourism trend, and be able to generate the greater ideas for supporting the incoming tourism at Tambon Maikhao.

### **4.3.4 Strengthen Community Support for Tambon Maikhao**

The sustainable tourism development at Tambon Maikhao can be existed if the major stakeholders cooperate all together in the planning and managing process, especially local people should be supported for strengthen community. It is fundamental in every community. As LAO has supported in a very small proportion (0.64% for strengthened and self-reliance), LAO should allocate more proper budgets to support this part.

#### **4.4 Limitations and Suggestions for Further Study**

This study focused on sustainable tourism development at Tambon Maikhao, Amphur Thalang, Changwat Phuket. The studying of the local development plan and participation of local resident has been carried out at Tambon Maikhao. With the limitation of information, the researcher needed to investigate the participative level of local residents in terms of quantity.

For further study, the participative level of local resident in sustainable tourism planning and management should be investigated in both quality and quantity. The satisfaction of tourist at Tambon Maikhao should also be investigated in order to study the demand and supply of the area. Nevertheless, the study of local development plan (new period) is recommended to investigate in order to study the plan for sustainable tourism development at Tambon Maikhao.