



**Formulation of guideline to develop Crab Bank as a core tourist attraction:
A case study of community-based tourism in Tambon Bang Toey,
Amphur Muang, Changwat Phang Nga**

Viriyah Hongkhao

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Thesis Title Formulation of guideline to develop Crab Bank as a core tourist attraction: A case study of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga

Author Mr. Viriyah Hongkhao

Major Prgram Hospitality and Tourism Management (International Program)

Major Advisor

.....
(Asst. Prof. Dr. Aree Tirasatayapitak)

Co-advisor

.....
(Asst. Prof. Dr. Kullada Phetvaroon)

Examining Committee:

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

.....
(Dr. Aphirom Promchanya)

.....
(Asst. Prof. Dr. Aree Tirasatayapitak)

.....
(Assoc. Prof. Dr. Teerapol Srichana)
Dean of Graduate School

This is to certify that the work here submitted is the result of the candidate's own investigations.

Due acknowledgement has been made of any assistance received.

_____ Signature

(Asst. Prof. Dr. Aree Tirasatapitak)

Major Advisor

_____ Signature

(Mr. Viriyah Hongkhao)

Candidate

I hereby certify that the work has not already been accepted in substance for any degree, and is not being concurrently submitted in candidature for any degree.

_____ Signature

(Mr. Viriyah Hongkhao)

Candidate

ชื่อวิทยานิพนธ์	การสร้างแนวทางในการพัฒนาธนาคารปูเป็นแหล่งดึงดูดนักท่องเที่ยว: กรณีศึกษาการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา
ผู้เขียน	นายวิริยะ หงษ์ขาว
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2555

บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อสำรวจองค์ประกอบของแหล่งท่องเที่ยว ศักยภาพของธนาคารปู และแนวโน้มการพัฒนาธนาคารปูให้เป็นแหล่งท่องเที่ยวหลัก และเพื่อวิเคราะห์ความคิดเห็นต่อการรับรู้ของกลุ่มผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวชุมชนในตำบลบางเตย อำเภอเมือง จังหวัดพังงา ที่มีต่อธนาคารปูในฐานะที่เป็นแหล่งท่องเที่ยวหลัก โดยใช้การวิจัยแบบเชิงผสม(เชิงปริมาณและเชิงคุณภาพ) เครื่องมือการวิจัยประกอบไปด้วยแบบสอบถามในการรวบรวมข้อมูลปฐมภูมิจากนักท่องเที่ยวที่มาท่องเที่ยวในจังหวัดพังงาจำนวน 400 คนและสัมภาษณ์เชิงลึก ผลของการศึกษาพบว่า ธนาคารปูไม่มีองค์ประกอบของแหล่งท่องเที่ยวที่ดีที่สามารถดึงดูดนักท่องเที่ยวได้ แหล่งท่องเที่ยวแห่งนี้ได้รับความสนใจน้อยและมีกิจกรรมการปล่อยปูสู่ธนาคารปูไม่มากนัก ในทางกลับกัน ร้านอาหารทะเลและมีจำนวนเพิ่มขึ้นมาก ได้รับความสนใจมากกว่า การท่องเที่ยวชุมชนในตำบลบางเตยจำเป็นต้องมีการปรับปรุงในหลายด้าน เช่น ร้านอาหารทะเล ความปลอดภัยของที่พัก แบบโฮมสเตย์ ห้องน้ำ ข้อมูลการท่องเที่ยว การเดินทาง และโทรศัพท์สาธารณะ เพื่อเป็นแนวทางในการพัฒนาธนาคารปูให้เป็นแหล่งท่องเที่ยวของชุมชนในตำบลบางเตย จังหวัดพังงา ต่อไป

คำสำคัญ : ธนาคารปู, การท่องเที่ยวชุมชน, แหล่งท่องเที่ยวหลัก

Thesis Title	Formulation of guideline to develop Crab Bank as a core tourist attraction: A case study of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga
Author	Mr. Viriyah Hongkhao
Major Prgram	Hospitality and Tourism Management (International Program)
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ABSTRACT

The aim of this study were to investigate the existing tourist attraction attributes and potential of crab bank and explore the possibility for crab bank to be developed as a core tourist attraction and to study the perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur muang, Changwat Phang Nga toward crab bank as a core tourism attraction by employing concurrent mixed method (quantitative and qualitative study). The research tools is comprised of questionnaires used to collect data from tourist and semi-structured interview was designed for local people in Tambon Bang Toey, representative of Bang Toey Administration Organization, representative of Tourim Authority of Thailand, Region 4, and Travel agent. The study results revealed that the crab bank does not possess good attraction attributes to attract tourists. This attraction gains less attention and there was less number of activities for releasing crab to the crab bank. In contrast, restaurants providing seafood was considerably increasing in popular and numbers. However, the community-based tourism in village needs an additional improvement, including seafood restaurant, security in homestay, restroom, tourist information, transportation, and public telephone in order to provide guidelines on development of crab bank to be a tourist attraction of community located in Tambon Bang Toey, Changwat Phang Nga.

Key words: crab bank, community-based tourism, a core tourist attraction

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CONTENTS

	Page
หน้าอำนวยการ	ii
บทคัดย่อภาษาไทย	v
ABSTRACT	vi
ACKNOWLEDGEMENTS	vii
Content	viii
List of Tables	xi
List of Figures	xii
Chapter	
1 Introduction	1
1.1 Statement of Problem	1
1.2 Objectives	2
1.3 Significance of the study	2
1.4 Scope of the study	3
1.5 Definition of Key Term	3
2 Literature Review	5
2.1 Concept of community-based tourism	5
2.2 Concept of sustainable tourism development	8
2.3 Concept of community participation	9
2.4 Concept of attraction management	13
2.5 Concept of attraction attributes	18
2.6 Concept of attraction potential assessment	24
2.7 Concept of destination life cycle	26
2.8 Concept of product development	31
2.9 Concept of crab bank	35
2.10 Tourism development plan and policy of Changwat Phang Nga	37
2.11 Related research	42

CONTENTS (CONTINUED)

	Page
3 Methodology	43
3.1 Quantitative research	43
3.1.1 Population, Sampling Size, Sampling Method	43
3.2 Qualitative research	44
3.2.1 Population, Sampling Size, Sampling Method	44
3.3 Research Instrument	44
3.3.1 Questionnaires Design	44
3.3.2 Semi-structured interview question	44
3.4 Data Collection	45
3.4.1 Primary Data	45
3.4.2 Secondary Data	45
3.5 Data Analysis	45
4 Findings	47
4.1 Results from questionnaires	47
4.1.1 Personal Demographic Characteristic	47
4.1.2 Attraction Attributes and Potential of crab bank	49
4.1.3 Attributes	61
4.2 Results from interview	62
4.2.1 Results from interview of public administrations and tourism organization	63
4.2.1.1 Results the exiting attraction attributes and potential of crab bank as a core tourist attraction of community-based tourism in Tambon Bang Toey, Amhur Muang, Chanwat Phang Nga	63
4.2.1.2 Results the perception of stakeholders of comminty-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward crab bank as a core tourist attraction	67

CONTENTS (CONTINUED)

	Page
4.2.2 Results from interview of private sector	68
4.2.2.1 Results the exiting attraction attributes and potential of crab bank as a core tourist attraction of community-based tourism in Tambon Bang Toey, Amhur Muang, Chanwat Phang Nga	68
4.2.2.2 Results the perception of stakeholders of comminty-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward crab bank as a core tourist attraction	70
4.2.3 Results from interview of local people	71
4.2.3.1 Result the exiting attraction attributes and potential of crab bank as a core tourist attraction of community-based tourism in Tambon Bang Toey, Amhur Muang, Chanwat Phang Nga	71
4.2.3.2 Results the perception of stakeholders of comminty-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward crab bank as a core tourist attraction	72
5 Summary	74
5.1 Conclusion	74
5.2 Discussion	80
5.3 Recommendations	83
Bibliography	85
Appendices	89
Vitae	125

LIST OF TABLES

Table	Page
2.1 Typology of participation	11
2.2 The categorization of the garden as a leisure product	17
4.1 Personal Demographic Characteristic of respondents	48
4.2 Attraction Attributes and Potential of Crab Bank by Gender	49
4.3 Attraction Attributes and Potential of Crab Bank by Age	51
4.4 Attraction Attributes and Potential of Crab Bank by Education	53
4.5 Attraction Attributes and Potential of Crab Bank by Occupation	56
4.6 Attraction Attributes and Potential by Monthly Personnel Income	59
4.7 Attraction Attributes and Potential of Crab bank	61

LIST OF FIGURES

Figure	Page
2.1 Product consideration of attraction	15
2.2 Gunn's model of a tourist attraction	15
2.3 A garden as a visitor attraction product	16
2.4 Attraction attributes	18
2.5 Hypothetical evolution of a tourist area	31

CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

The World Tourism Organization defined tourism as " the activities of persons travelling to and staying in the place outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the related to the exercise of an activity remunerated from within the place visited"(UNWTO,2001).

In 2012, there are 83,398 Thai tourists and 710,923 foreign tourists visiting Changwat Phang Nga (Phang Nga province office of tourism and sport, 2013). From the past decade, the growth rate of tourism in Changwat Phang Nga is continually increasing. Similar to other tourist destinations, Changwat Phang Nga has attempted to increase its competitiveness of tourism industry. Under the support of the OSM Andaman (The Office of Strategy Management for Southern Province Cluster), the local government has formulated the tourism strategies in order to expand the product lines and increase their values to strengthen the image position of Changwat Phang Nga as a hub of nature-based tourism. Tourism activities in this region are mainly emphasized upon the nature-based tourism, and often related to the cultural context of the area, namely agro-tourism, ecotourism, adventure tourism and community-based tourism.

In 1997, the local population in Tambon Bang Toey, Changwat Phang Nga established the crab bank under the support of Department of Fisheries to conserve and maintain crab varieties and restore the ecological systems. After Her Majesty the Queen Sirikit visited the village this year and initiated the principles to conserve crab varieties and maintain the natural resources of community for the present and future use of next generation. Not surprisingly, the crab bank has become one well-known attraction of Phang Nga. Crab bank is constructed at the center of village where is convenient for local people to release crabs and for tourist to see. Crab bank covers 50 rai (approximately 80,000 square meters) of its area where will be a preserve site for preventing baby crab and another marine resources from catching.

Many interesting tourist attraction in Tambon Bang Toey are Borsae Waterfall, methods of making chawks, and making shrimp paste, etc. Fresh seafood is a popular as there is high demand for community-based tourism and a large number of tourists like to have some seafood

meal in restaurant provide in the community, more restaurants is built up increasingly and rapidly., pristine environment and location, fertility of mangrove forest and the local ways. Tourism growth in this village is gradually increasing, judging by number of domestic and international tourists. However, the local people still lack of knowledge, clear direction and proper management to arrange the tourism activities and maintain its potential resources. As a result, the community-based tourism lacks visible achievement towards the sustainable tourism development which is the ultimate goal of development.

Based on the afore-mentioned information, it is interesting to investigate the existing tourist attraction attributes and potential of crab bank and explore the possibility for crab bank to be promoted as a core tourist attraction of community-based tourism in Tambong Bang Toey, Changwat Phang Nga that responds to a special need at the local level and to study the perception of stakeholders of community-based tourism in the community toward crab bank as a core tourist attraction. The recommended guidelines from this study could be a benefit for the local people if they are motivated by net tourism benefits and given the appropriate supports.

1.2 Objectives

1. To investigate the existing attraction attributes and potential of crab bank as a core tourist attraction of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

2. To study the perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward crab bank as a core tourist attraction.

1.3 Significance of the Study

The result provides guideline to development crab bank as a core tourist attraction at Tambon Bang Toey, Amphur Muang, Changwat Phang Nga for researcher and interesting persons.

1.4 Scope of the Study

1. Scope of area:

This research focused mainly on the study of the crab bank development as a core tourist attraction of community-based tourism.

2. Scope of geography:

The study area was at Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

3. Scope of demography:

This research will study the opinion and collect the primary data from the following groups of population, including tourist (Thai tourist), leaders of community, local people in Tambon Bang Toey, enterprise in Tambon Bang Toey, and representative of Bang Toey Administration Organization, representative of Tourism Authority of Thailand, Region 4 and travel agents.

4. Scope of time:

This research was conducted from April 2012-May 2012.

1.5 Definition of Key Term

1.5.1 Crab-Bank is defined as a small floating farm, of 3 x 3 meters sizes, house 1,000 mother crabs each. They are floating farms which are partly funded by the Department of Fisheries to improve their durability. At the same time the group have been raising public awareness and promoting their contribution in donating breeding crabs.

1.5.2 Community-based tourism is defined as tourism is defined as tourism in the area where local people participate and get involved in all processes of tourism development an operation and the tourism expenditures are expected to distribute with in destination.

1.5.3 Tourist attraction is defined as the place of nature and man build including to landscape, event, agriculture, history and culture. In here, they are located in Tambon Bang Toey.

1.5.4 Core tourist attraction is defined as a main of tourist attraction in area with a highlight significance to appeal the awareness and endeavor of people to visit.

1.5.5 Attraction attributes are defined as attributes of tourist attraction such as ownership, orientation, authenticity and scarcity etc. It is a very important to development and management for decision market planning.

1.5.6 Ago tourism is defined as the place to the act of visiting a working farm, fishery or any ago tourism for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation.

CHAPTER 2

LITERATURE REVIEW

2.1 Concept of community-based tourism

Community-based tourism (CBT) is a tourism that takes environmental, social and culture sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life. (UNWTO, 2002)

Community-based tourism programs are developed based around special elements of local lifestyle, culture, people and nature that community members feel proudly of and choose to share with guests. Guests have an opportunity to experience and learn about the community and the environment through fun, hands-on activities lead by local community guides. These include how to do fish in floating basket, traditional fishing, natural dying and learning to cook local dishes etc. Tourism services and activities are planned and managed by local people working together in a CBT group. Tourism programs are especially designed to support community and environmental projects, to build local skill and to distribute opportunities fairly. Guests experience and learn about rural Thai people, their lives, culture and inter-relationships with the natural world. It is hoped that this will increase respect for local cultures and the environment among hosts and guests. (CBT-I, 2008)

The United Nations World Tourism Organization (UNWTO, 2002) defined each type of community-based tourism as the following:

1. Arts and crafts tourism, with tourists visiting villages and town districts that specialize in crafts production such as wood carving and textile marking, or traditional performance, dance, music and drama. These visits could be stopovers on day tours or longer-term stays with the tourists living in the village and learning about arts and crafts.

2. Rural tourism, with tourist staying in farmhouse or small-scale accommodation and experiencing farming activities, touring nearby areas, and often involving in local creation activities such as fishing or hiking.

3. Agro tourism, another type of rural tourism, with tourists visiting on day or staying overnight on farms or plantations specifically to observe and involve in agricultural activities.

4. Village tourism, with tourists visiting villages on day tours or staying overnight in local accommodation, eating local cuisine and experiencing village life and cultural traditions.

5. Eco tourism, where local communities exist in ecotourism area, these communities providing business and employees related to ecotourism activities.

For a community to develop a successful CBT program, it is first necessary to prepare and strengthen the community to manage tourism. Community members require several steps of training.

The process begins by inviting community members to analyze the opportunities and risks of developing CBT. Community members are invited to meet other communities which have already set up CBT and are free to decide whether or not to develop CBT themselves.

Communities who do decide to develop CBT are requested to think beyond the question how can we benefit from tourism? Consider an alternative question how could we harness tourism to support sustainable community development in our community?

Further training in areas such as planning, organizational development, management, operation, marketing and monitoring develops the skill of local people and increases their sense of ownership for CBT. Mechanism such as rotation, queues and community funds help to distribute the benefits of tourism. (CBT-I, 2008)

Many kinds of holiday visit village and offer packages of local accommodation, food and activities. These include culture, eco and adventure tourism.

The different characteristic of CBT from these products is an active participation in tourism planning and management means that local people feel a sense of ownership and responsibility for CBT which is more keenly developed than other kinds of tourism.

Guests experience this unique sense of ownership directly through the tangible enthusiasm, warmth and hospitality of their hosts.

This sense of ownership also motivates CBT club members to make special efforts to control any negative impacts of tourism and to ensure that CBT give real support community and environment.

The local community benefit from CBT in several ways:

1. New skill to help local people adapt in a rapidly changing world, where they are increasingly vulnerable: Participating in CBT and the various tasks which are involved has helped community members to develop analysis, planning, consensus, communication, presentation, accounting, management, monitoring and development.

2. Increase community cooperation and participation, including new roles and improved voice for local youth, women, elderly and disadvantaged minority people.

3. Supported traditional practices and created a new social space for cultural expression and cross-cultural exchange which has boosted the self-confidence of local people.

4. Improved sustainable natural resource management including new areas of mangrove and highland forest, increased biodiversity and more food for local people.

5. Community funds built into CBT pricing have provided funds for a variety of community and environmental project e.g. reforestation, youth camps and advocacy.

6. Additional income CBT has contributed up to a 10% increase in the yearly income of participation community members. (CBT-I, 2008)

Conclusion, community-based tourism can divide out firstly, type of community-based tourism such as art and craft tourism, rural tourism, agro tourism, village tourism and eco-tourism. All of it is selling point as well as it is attracting tourists for example tourists can see local product from wood, shell and lobster, eating local cuisine etc. Secondly, community-based tourism can develop by invitation to meet others community, opening member idea to be alternative and consider in future and training in areas such as planning, organizational development, management, operation, marketing and monitoring develops the skill of local people and increases their sense of ownership for CBT. Thirdly, how is CBT different from these products? This sense can compare such as local people feel sense ownership and responsibility more keenly develop than other kinds of tourism, guest experience help to hospitality of hosts and the sense can control negative impacts of tourism and giving real report to CBT. Finally, local people got benefits from CBT such as new skill, cooperation, participation, role, supporting

traditional participate, new social space of cultural, improve sustainable mangrove and forest, community fund built and bonus in the yearly.

2.2 Concept of sustainable tourism development

The term “sustainable tourism” becomes popular in the late 1980s and appears to generally adopt in the literature as a key term and concept acknowledged by the both researchers and practitioners (France, 1997). Sustainable Tourism Development (STD) meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (UNWTO, 2001).

UNWTO (2004) defined the concept of sustainable tourism and it has been recognized by the United Nations, various national, regional and also local authorities. Sustainable tourism indicates that the tourist destinations natural, historic and cultural resources are conserved for the present and along to the future, as well. UNWTO has integrated all of the sustainable approach and sustainable development principles used for tourism planning and development. Therefore, UNWTO defined sustainable tourism development that it should meets the needs of present tourists, host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

The precise concept was that sustainability principles referred to the environmental, economic, socio-cultural aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability (UNWTO, 2004). The first component was sustainable tourism made optimal use of environmental resources that was a key element in tourism development as well as maintained essential ecological processes and helped to conserve natural heritage and biodiversity. Secondly, sustainable tourism development must 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 last important component was sustainable tourism must ensure possible, long-

term economic operations, providing fairly distributed socio-economic benefits to all stakeholders in host community. The sustainable tourism development concepts from different sources were similar in referring to the balance development of socio-culture, environment economic. Achieving the sustainable tourism was a continuous process and it required constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary (UNWTO, 2004).

2.3 Concept of community participation

According to the definition of the participation developed by Cohen & Uphoff (1977), participation includes people's involvement in decision-making processes, in implementing programs, their sharing in the benefits of development programs and their involvement in efforts to evaluate the activities in such programs. (Cohen & Uphoff, 1977 as cited in Wattanakhun, 2002) the components of people participation should be consist of four steps. The first step was decision-making. There were three sub-steps that was the participation in deciding to make decision, prepare to make decision and making decision. The second step was implementation. It included participation in management, efforts, or resources supporting. The third step was participation in benefits gaining that could be material incentives, social or personal benefits. The last step was evaluation that participated in controlled and proved all the activities. Another argument had summarized the citizen participation concept into five forms including membership, attendance of meeting, financial contribution and membership of committee and position of leadership (Cary, 1976 as cited in Intayon, 2002).

Participation was a process through which stakeholders influence and share control over development initiatives and the decisions and resources which affect them (World Bank, 1994 as cited in Clayton et al., 1997).

According to above participation concepts, participation typically emphasized on giving the opportunity to people to make decision, implementation, finding out the root of problems or any obstacles in the development activities. Much of arguments regarding participation based upon the concept of stakeholders and authority that different stakeholders could have on the development activities. However, participation by host community enabled people in community to develop the resources management and controlled by them as well as improved their being.

Clayton et al. (1997) identified the interpretation of participation in two broad and different areas of development. The distinctions between these concepts do represent two different purposes and approaches to promote participatory development; they were participation as a means and participation as an end. Participation as a mean was people's participation that supported by an external agency and it was seen as a technique to support the progress of the program or project. The development activities were externally designed and then implemented in a participatory manner by people in community. This quite common and essentially promoted as mean of ensuring the successful result of the activities undertaken. Participation as an end could be expressed as empowering people in terms of their acquiring the skills, knowledge, and experience to take greater responsibility for their development. This form of participation was a tool of change. It helps to eliminate the lack of access to control the resources which people need to sustain and improve their being. It also provides the basis for more direct involvement in development programs to poor people. The significant issue of people's participation in development concerned with two things. The first one was structural relationships and the importance of developing people's capacities and skills. The second one was the methods and techniques for local people to involve and to develop a stake in development activities.

Another important thing to think about was providing people the access to the benefits in order to ensure the development for poor people.

Pattanapongsa (2004) had identified the levels of participation into five different levels as the following:

- 1) Participation by being the informant. The residents in the community could participate by giving the information about their family and their community to support the development of tourism.

- 2) Participation in information gathering. The residents get the information before making the decision.

- 3) Participation in co-decision. The participation depends on the authority of those residents or the stakeholders.

- 4) Participation in implementation. The residents participate by working through the process of the plan.

5) Participation in assistance. The residents might participate by supporting the plan but do not fully participate the entire plan.

Pretty et.al. (1995 as cited in Mason 2003) claimed that participation can mean different things to different people. Pretty initiated a typology of participation which clarify many form of participation illustrated in Table 2.1, of instance, manipulative participation that power is completely lies to authority or outsider, and local people allowed indecision-marking on concerned issues and resources in the form of interactive participation or self-mobilization. This is significant tool in autonomous governance which indicates level of such local participation in real implementation contributed improvement of government promotion or assistant to achieve sustainability.

Table 2.3 Typology of participation (Pretty et.al., 1995)

Typology	Characteristics of Each Type
1. Manipulative Participation	-Participation is simply pretence: “People” representatives on official boards, but they are unelected and have no power.
2. Participation in Information Giving (Passive Participation)	-People participate by answering questions posed by extractive researchers using questionnaire surveys or similar approaches. People being told what has been decided or has already happened: involves unilateral announcements by project management without any listening to people’s responses; information shared belongs only to external professionals. Or people do not have the opportunity to influence proceedings, as the finding of the research are neither shared nor checked for accuracy.
3. Participation by Consultation	-People participate by being consulted or by answering questions and external agents or people listen to views. These external professionals define problems, information-gathering processes and solutions, and so control analysis: process does not concede any share in decision-making, and may modify these in the light of people’s responses. And professionals are under no obligation to consider people’s views.

Table 2.3 Continue

Typology	Characteristics of Each Type
4. Participation for Material Incentives	-People participate by providing resources, for example labor, in return for food, cash or other material incentives. Much on-farm research falls into this category, as farmers provide the fields but are not involved in the experimentation of the process learning. It is very common to see this called participation; people have no stake in prolonging technologies or practices when the incentives end.
5. Functional Participation	-Participation seen by external agencies as a means to achieve project goals, especially reduced costs. People may participate by forming groups to meet predetermined objectives related to the project, which can involve the development or promotion of externally initiated social organization. Such involvement does not tend to be at early stages of project cycles or planning, but rather after major decision has been made by external agents; These institutions tend to be dependent on external initiators and facilitators, but may become self-dependent.
6. Interactive Participation	-People participation in joint analysis, which leads to action plans and formation of new local institutions or the strengthening of existing ones; participation is seen as a right, not just the means to achieve project goals. It tends to involve interdisciplinary methodologies that seek multiple perspectives and make use of systematic and structured learning processes. These groups take control over local decisions and determine how available resources are used, so people have a stake in maintaining structures of practices.

Table 2.3 Continue

Typology	Characteristics of Each Type
7. Self-Mobilization	-People participation by taking initiatives independently of external institutions to changes systems. They develop contacts with external institutions for resources and technical advice they need, but retain control over how resources are used. Self-mobilization can spread if governments and NGOs provide an enabling framework of support. Such self-initiated mobilization and collective action may or may not challenge existing inequitable distribution of wealth and power.

Source: Wichupankul, Surarak (2002:28)

2.4 Concept of attraction management

Page (2003) defines the lack of conceptualization of visitor attractions means that there has been much debate regarding their definition. The debate leads to the identification of three main categories of attractions first, natural or man-made attractions, e.g. a National Park (natural) or the Tower of Bangkok (man-made). Natural attractions may be further divided into those that are managed and those that are left in a natural state. Second, attractions that can be nodal or linear in character (Holloway, 2002). A nodal attraction may be a capital city. The linear resource most used by visitors is the coastal resort. Linear resorts act as attractions in their own right, as is illustrated by the example of Phuket's Illuminations. The Illuminations attract visitors to the city in the shoulder season, third, sites as locations, permanent attractions and special events, which are temporary short term and may be either constructed or natural.

2.4.1 Types of Tourist Attractions and Activities

Inskeep (1991) quoted tourist attractions is important to understand the types of tourist attractions and activities that should be considered in planning tourism and how these can be categorized for analysis purposes. Tourist attractions can be categorized in various ways, all of which are logically based. Gunn (1988), for example organizes them into touring circuit attraction (short-stay) and longer-stay (focused) attraction, based on two types of tourism: those that satisfy

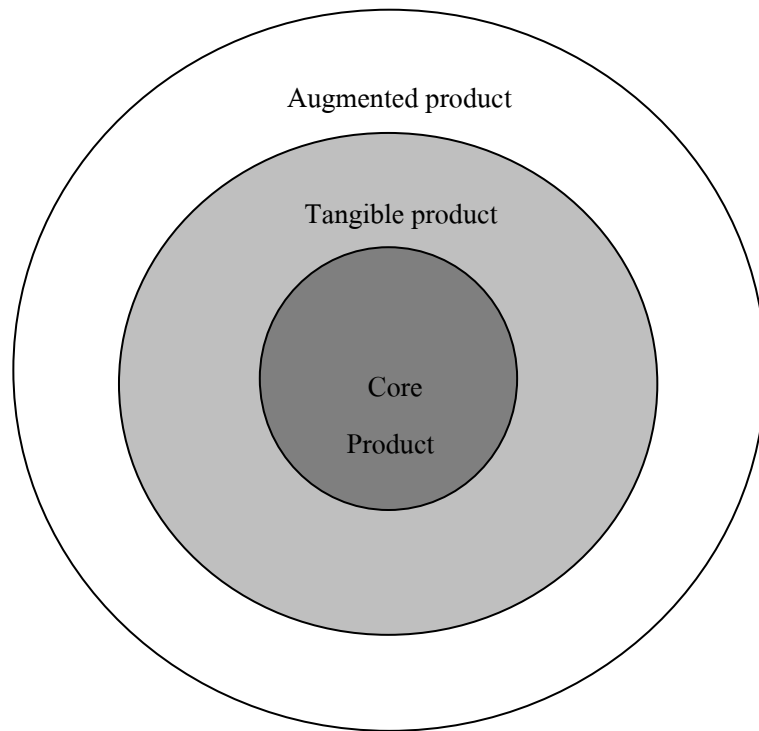
touring markets of travelers on tours involving many separate location stops and those at or near longer-stay destinations. Lew (1987) reviewed the research methods used in the study of tourist attractions and the tourist attractiveness of places and concluded that most studies can be classified into one or more of three general perspectives: the ideographic listing, the organization and the tourist cognition of attractions. However, all these approaches make comparisons of attractions based on their historical, location and valuation aspects.

2.4.2 Visitor attraction: Product considerations

Visitor attractions offer both products and experiences. One of the main management issues for operators of visitor attractions is matching the product to the benefits sought by the consumer. Kotler's (1994) view is that products consist of three levels (see Figure 2.1) and Swarbrooke (2002) argued that this may be adapted to a visitor attraction setting. The core product is the central component and comprises the main benefits that will be identified by the visitor as a motivation for visiting. The second dimension of a product is the tangible aspect. Which visitors can purchase and the third is augmented aspect, which includes the additional services a visitor receives.

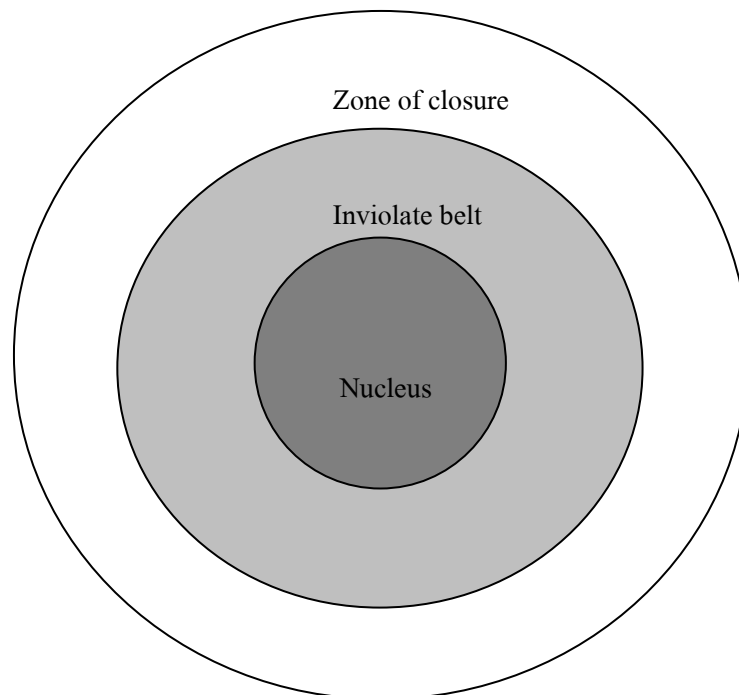
Gunn (1988) also conceptualized a tourist attraction by considering the product basis. He identified three zones in relation to the spatial layout of an attraction: the nucleus contains the core attraction; the zone of closure contains the ancillary services associated with the attraction such as shops, car-park and tea-room and the inviolate belt is area that protects the core product from the commercialized areas of the zone of closure. A more detailed model of attractions as products can be applied as Figure 2.4.2.2 shows in the case of a historic garden.

Figure 2.1 Product consideration of attraction



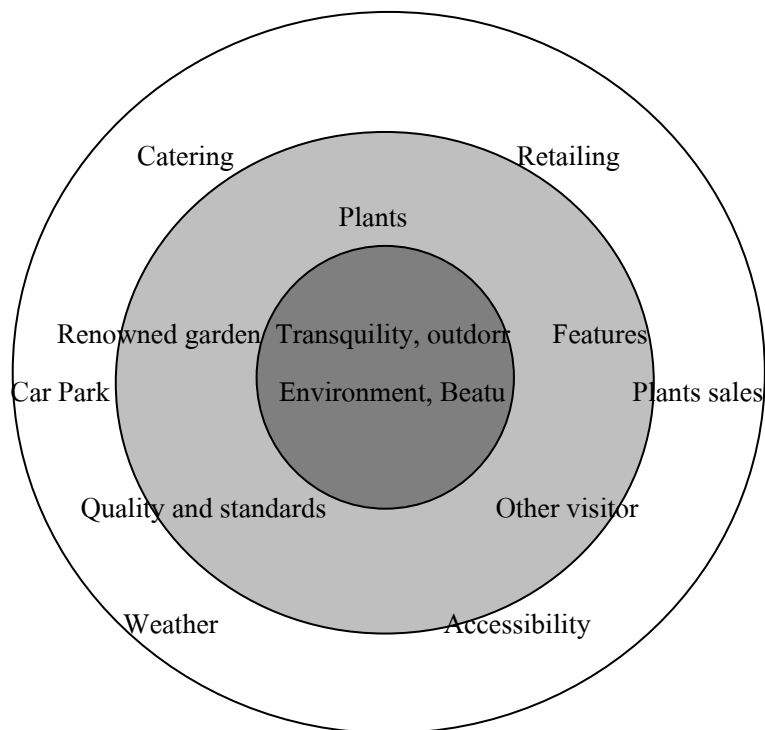
Source: Page, Stephen j. (2005 : 234)

Figure 2.2 Gunn's model of a tourist attraction



Source: Page, Stephen j. (2005 : 235)

Figure 2.3 A garden as a visitor attraction product.



Source: Page, Stephen j. (2005 :235)

2.4.3 Attractions as leisure product

Jansen-Verbeke (1986) developed a framework with which to analyze tourism visits to places and this can be applied to attractions as places. Still focusing on the idea of a garden as a visitor attraction, the application of the leisure product idea is useful in helping to understand how the structure and presentation of visitor attractions can be analyzed from a product perspective. As shown in Table 2.4.3 the facilities that gardens offer can be divided into primary elements, secondary elements and additional elements. While the range of elements available in gardens will vary, the framework identifies the scope of characteristics and facilities. This can also be applied to areas of cities.

Table 2.3 the categorization of the garden as a leisure product

Primary elements		Secondary elements
Activity place	Leisure setting	Tea room
Leisure interest facilities:	Physical characteristic:	Shop
1) Guided walks	1) Design	Nursery
2) Exhibitions	2) Planting	Seats
3) Routes	3) Garden features	
4) Self-guided trails	4) Garden buildings	
5) Events and festivals	5) Water features	
Physical features:	Social features:	Additional element
1) Children's play area	1) Welcome	Accessibility
	2) Friendliness	Car Parking
	3) Ability to answer questions	Foreign language leaflets

Source: Page, Stephen j. (2005:236)

2.4.4 Visitor attractions and the product life

Within marketing there is a widely accepted notion that products will evolve through time and follow a specific product life cycle. This idea has been adapted and applied to tourism. For purpose-designed visitor attraction, the life cycle concept is quite relevant. However, Swarbrooke (2002) believes that the model is of less relevance for those attractions that were not originally designed for visitation because it is difficult to identify the start of the introduction phase. Motivations for opening may be based on the need to derive extra revenue for maintenance or conservation work and the attraction market is not viewed as the core business. However, it is still pertinent for operators of such attractions to be aware of marketing changes as it becomes more difficult to attract visitors in a market characterized by oversupply.

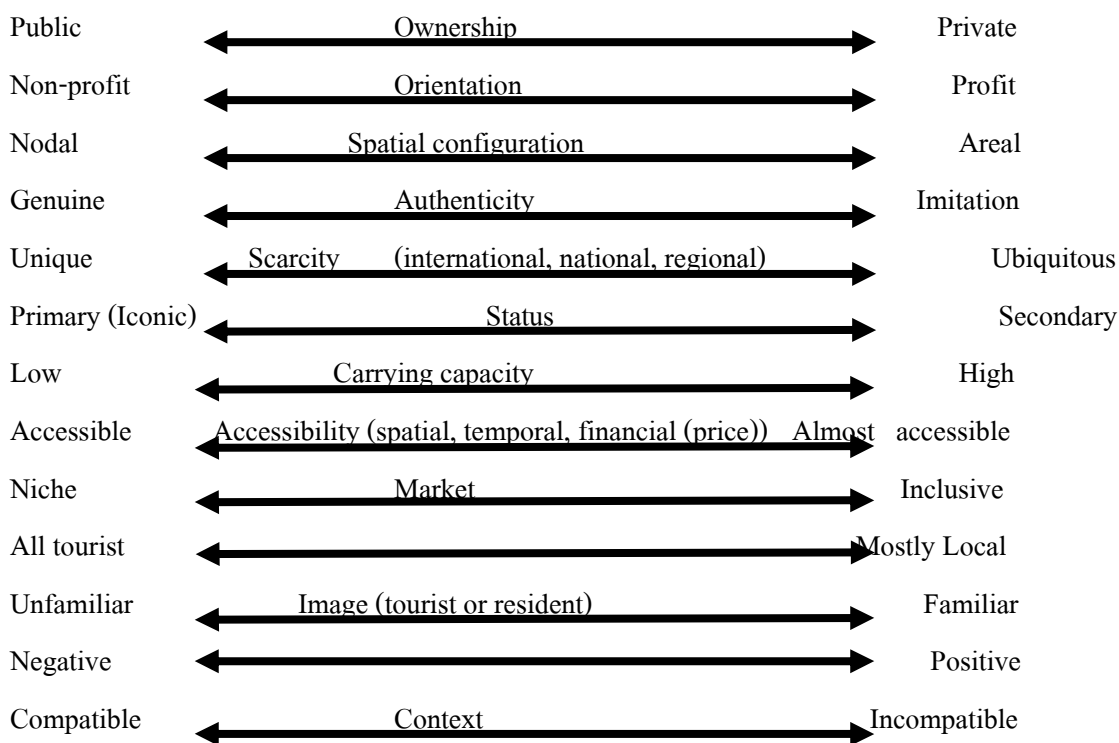
The attractions had invested and diversified their product base through retail areas were receiving additional benefits in relation to visitors spending at attractions. A crucial factor in the management of visitor attractions is that the long-term quality of the product and the visitor experience can be adversely affected by external and internal threats. Consequently, a strategy to

focus efforts on managing potential impacts from the internal environment can assist a visitor attraction in striving towards a viable future. The competition for leisure spending across the attraction, retail and entertainment sectors has led to a distinct visitor attraction life cycle (Lennon, 2001).

2.5 Concept of attraction attributes

Weaver & Lawton (2006) define the tourist attraction attributes that should be initially collected and investigated in order to process an effective management of the tourism sector. To list and categorize them are not adequate, so the status of them must also periodically assessed across all relevant attraction attributes to demonstrate an appropriate planning and management decisions (Figure 2.5). A spectrum is employed in each case to reflect the continuous nature of the variables. Hence, each attraction attribute will be considered, with no order of importance implied by the sequence of presentation.

Figure 2.5 Attraction Attributes



Source: Weaver & Lawton (2002 :149)

2.5.1 Ownership

If attractions are owned and managed by public agencies and non-profit foundations, taxes, admission fees, donations, grants and membership are main source of money in investment. Public ownership also suggests an extensive regulatory environment and long-term as opposed to shorter-term planning horizon. Support oriented to the long term preservation of resources. For example, a national park implies the injection of public rather than plicate funding, a high level of government decision-marking discretion and the assignment of a higher priority to environmental and social impacts over the profit generation. Types of attractions mostly publicly-owned and publicly-managed include most natural sited and cultural attractions such as museums, zoos, aquariums, and festivals/fairs.

If attractions are owned and managed by private organizations, fees, food and beverage sales, merchandise, special events, parking are main sources of the operating revenues. Support often oriented towards profits in the short term. Types of attractions: theme parks, amusement parks, private museums, gambling and casino

If attraction are owned by both public and private org.(or Mixed system) such as The government owns the attraction and a concession is given to a private firm to manage attraction, An example is nature reserves managed by nature association (for example, WWF),

2.5.2 Orientation

Generally, publicly-owned-and-managed attractions are not profit-oriented. In contrast, private sector ownership implies a profit-oriented character of attractions.

However, revenue-starved governments may need the public attractions to generate profit, thus the government modifies many management assumptions and actions with respect to the public attractions that they control. For example, profit re-orientation in a national park is the introduction or user fees, an easing of visitor quotas, greater emphasis on visitor satisfaction and increased latitude (a range of conditions) for the operation of private concessions. The national park, in essence, becomes a business and its visitor customers who must be satisfied.

2.5.3 Spatial configuration

The implication of geographical shape and size of attractions: Destinations and their attractions can be either 'NODAL' or 'LINEAR' in character follow as:

1. Nodal destination is not in which the attractions of the area are closely grouped geographically. Seaside resorts and cities are examples of typical nodal attractions, making them ideal for packing by tour operators. Long stay travels are promoted to tourist that travel to nodal destination.

2. Linear destination is one in which the attractions are spread over a wide geographical area, without any specific focus. Mostly, touring circuit travels are promoted to tourists.

Attractions of Touring circuit travels

- 1) Roadside scenic areas
- 2) Natural areas
- 3) Historic buildings, sites
- 4) Specially food places
- 5) Shrines
- 6) Zoos

Attractions of Long stay (focused) travels

- 1) Resorts
- 2) Campsites
- 3) Vacation home complexes
- 4) Gaming centers
- 5) Dude ranches complex
- 6) Convention centers

A circular or square site (e.g. some national parks) reduces that length of the attraction's boundary and thus the potential for conflict with adjacent land uses. This also has practical implications in matters such as the length of boundary that must be fenced or patrolled.

The classification of a site often is dependent on the scale of investigation. For example, a regional strategy for southeast Queensland would regard Dreamworld as an internally

undifferentiated “node” or “point” whereas a site-specific master plan would regard the same attraction as an internally differentiated ‘area’.

2.5.4 Authenticity

The attribute of “authenticity” is highly ambiguous and contentious (Weaver and Lawton, 2005) define authenticity can consider how “genuine” attraction is as opposed to imitative or contrived.

Imitative or contrived is not necessarily a negative characteristic of attractions. For example, a negative year-old Neolithic cave paintings at Lascaux (France) were so threatened by the perspiration and respiration of tourists, an almost exact replica is presented to tourists instead of the original one; if the tourist is made aware that it is an imitation, and that it is provided as part of the effort to preserve the original while still providing an educational experience, then the copy may be perceived in a very positive light.

Added information for Authenticity

Weaver and Lawton (2005) quoted the term ‘staged authenticity’, based on what he terms ‘front and back regions’. This front-back dichotomy can be expanded in to a continuum, within which six different stages can be identified:

Stage 1 the front region, a social space the tourist attempt to overcome or penetrate.

Stage 2 although it is still a front region, it has been decorated to appear as a back region in some aspects.

Stage 3 a front region that is totally organized in order to resemble a back region.

Stage 4 the tourists are permitted to move into a back region that is open to outsiders.

Stage 5 a back region, which is somewhat altered or cleaned up as occasionally some tourists are allowed to glimpse in.

Stage 6 the back region, which is the ultimate goal of the tourist, but rarely, if ever, reached.

The division of the stages are blurred and the tourist can break what is pseudo and the “tourist’s quest for authenticity can progress along the continuum”, until he reaches the back region at the final stage. This is said to be unlikely as the tourist rather encounters ‘staged authenticity’, which is within the stages two to five (Weaver D. and Lawton L. (2005). The

implication is that although tourists may claim they want to experience authentic attraction they prefer a mediated experience.

2.5.5 Scarcity

An important management implication of scarcity is that very rare or unique attractions are likely to be both highly vulnerable and highly attractive to tourists because of this scarcity. Ubiquitous attractions are found or can be established almost anywhere. Scarcity or uniqueness is most valuable at the global scale, as the ability of a destination to boast the world's deepest lake, for example, will generate far more tourist interest than claiming the deepest lake in South Australia or Tasmania.

2.5.6 Status

A distinction can be made between primary or iconic attractions and secondary attractions, which tourists are likely to visit once they have already been drawn to a destination by the primary attraction. A destination may have more than one primary attraction, as with the Eiffel Tower and Louvre in Paris, or the Opera House and harbor in Sydney. One potential disadvantage of iconic attractions is their power to stereotype entire destinations (e.g, the Pyramide of Egypt). If an iconic attraction is lost due to fire, natural forces or other factors, potential disadvantage is the negative publicity and loss of visitation may occur to secondary attraction.

2.5.7 Carrying capacity

Carrying capacity of a site, a resort or even a region refers to tire ability to absorb tourism uses without deteriorating. Carrying capacity is difficult to measure since it is not a fixed quality. A national park may have a low carrying capacity in the absence of tourism related services, but a high carrying capacity once a dirt trail has been covered in cobblestones and biological toilets installed to centralize and treat tourist wastes (a process of "site hardening"), managers of attractions must ensure that the remedial actions themselves do not pose a threat to the site or to the carrying capacity of affiliated resources such as wildlife. Managers must be aware of an attractions carrying capacity at all times, so that appropriate measures can be taken to either increase this capacity or reduce the stress, thus the existing carrying capacity is not exceeded.

2.5.8 Accessibility

Accessibility can be measured in terms of space, time and affordability. Spatial access only by a single road will have the positive effect of facilitating entry control, but the negative effect of creating potential bottlenecks and isolating the site in the event of flood or earthquake. Another issue of spatial accessibility is how well an attraction is identified on the roadmaps and in road signage. Temporal accessibility can be seasonal (e.g. and area closed by winter snowfalls) or assessed on a daily or weekly basis (hours and days of operation). Affordability is important in determining possible markets and visitation levels. All three dimensions should be assessed continually as aspects of an attraction that can be manipulated as part of an effective management strategy.

2.5.9 Market

Destination and attraction markets often vary depending on the season, time of day, cost and other factors. One relevant dimension is whether the attraction appeals to the broad tourism market, as with a theme park, or to a particular segment of the market, as with battle re-enactments or hunting. A second dimension identity sites and events that is almost exclusively tourist-oriented, as opposed to those that attract mostly local residents. Because of the tendency of clientele to be mixed to a treated or lesser extent, the term “visitor attraction” is often used in preference to the term “tourist attraction”. Positive and negative impacts can be associated with both tourist-dominant and resident-dominant attractions. For instance, and exclusively-tourist-oriented site may generate local resentment, but the mixing of tourist and locals in some circumstances can increase the probability of cultural conflict.

2.5.10 Image

Destination image: the destination image refers to the sum of the beliefs, attitudes and impressions that individuals or groups hold toward tourist destinations or aspects of destinations. Destination image is a critical factor in attracting or repelling visitors.

2.5.11 Context

Context describes the characteristics of the space and time that surrounds the relevant site or event such as is an attribute that considers the actual and potential impacts or external systems. An example of a compatible external influence is a designated state forest that serves as buffer

zone surrounding a more environmentally sensitive national park. In contrast, an adjacent strip mine is probably incompatible with that park. The influence of temporal context is demonstrated by a large sporting event that is held after a similar event in another city, which could either stimulate or depress public interest depending on the circumstances.

2.6 Concept of attraction potential assessment

Esichaikul (2001) suggested the measures to assessing potentiality of tourism resources. Ranking is identified as an analysis to discover strength of resources existing in a tourist attraction so that suitability of setting up a guideline of tour itinerary can be analyzed. The processes are described as follows:

Prior to analysis of tourism resources, an authorized person should firstly survey information relating to tourism resources in that area and then utilize the information for setting directions of tourism management. To inspect the tourist attraction, it must be known what tourism resources exist in the area, what type of tourism resources are, and what condition of tourism resources are.

The tourism resources obtained from the survey possess various attributes and suitability depending on potentiality of the tourist attraction. Hence, the tourist attraction with highest level of potentiality should be managed in an appropriate way. However, the tourist attraction with lowest level of potentiality should be considered in terms of its characteristic and management in order to improve the provision of tourism appropriately for the tourist attraction and also to have the management which is beneficial to the country and meets the requirement of the country as a whole.

Ranking assessment of potentiality and provision of tourism resources in tourist attraction consists of the important methods as the following:

1. To specify indicators for realizing the potentiality of tourist attraction by setting scores from 5 to 1, highest score to lowest score, as sample indicators are demonstrated below.

- a) Type of tourist attraction: It is to consider general conditions of tourist attraction, relation of ecological system existing in the area, and opportunity of tour itinerary arrangement, for example, to score 5 for the tourist attraction possessing unspoiled nature or

culture and tourist attraction slightly required some improvement of its area for promoting tourism will be scored 4.

b) Characteristic of tourist attraction: Three factors relating to general condition of the tourist attraction which are ecological system in the tourist attraction, identity and uniqueness, and various elements will be considered, for example, a natural tourist attraction with ancient remains having suitable resources for arranging tour itinerary will be scored 5.

2. To assess the potentiality of tourist attraction is to increase weighted score to tourist attraction based on value and its importance. Value scores are set from 15 to 5, highest score to lowest score, for example,

Indicator 1: Type of tourist attraction holds value score of 15.

Indicator 2.1: Condition of ecological system of tourist attraction holds value score of 15.

Indicator 2.2: Identity holds value score of 10.

Indicator 2.3: Having additional elements holds value score of 5.

As value scores multiply by highest score (5) until lowest score (1), those tourist attractions are likely to have the highest total scores of 225 ($15 \times 5 + 15 \times 5 + 10 \times 5 + 5 \times 5$) and the lowest total scores of 45 ($15 + 15 + 10 + 5$). Therefore, the potentiality is categorized into 5 groups or 5 levels which are group A, B, C, D, and E containing the highest score until the lowest score respectively as the following:

Group A contains score from 170 or above.

Group B contains score from 145 to 165.

Group C contains score from 125 to 140.

Group D contains score from 95 to 120.

Group D contains score from 90 or lower.

Tepsongkronh, P. (2009) evaluation he's thesis in construction of database for assessing potentials of community-based tourism destinations for supporting tourism decision planning in five southern provinces: Songkhla, Nakhon Si Thammarat, Phattalung, Saturn and Trang.

Changwat Songkhla has community-based tourist attraction 5 groups and distribution is in 2 Sup district. Conclusion of analysis is in high level such as Kao Yoa

community-based getting 87 points and community-based standard is Tha Hin community-based getting 80.4 points.

Changwat Phattalung has community-based tourist attraction 14 groups and distribution is in 11 Sup district. Conclusion of analysis is in high level such as Gong Hra community-based getting 87 points and community-based standard is Gong Hra community-based getting 79.75 points

Changwat NakhonSri Thammarat has community-based tourist attraction 32 groups and distribution 15 Sup district. Conclusion of analysis is in high level such as Ta Lay Mok Klao Lak Gung Ching group and learning center of Hoy Pan getting 83 points and community-based standard is Chang Kland Ago tourism getting 89.6 points.

Decision support system is a tool and tourist helpful decide to choose a tourist community attraction follow objective of the tourism that a tourist interesting. When decision support system applies with tourist attraction community map, tourist attraction community map can identify location in 5 provinces. It will in format website for tourists who are interesting tourist applies side all advantage such as tourist kind, tourist resource, tourist activity or tourist program, location and tourist information. Decision support system will develop tourist attraction community directly and private sector or government has developed system for appropriating more and more tourists such as public relation gives the private sector use program or spread in a way of the internet and format of E-Commerce will make advantage of communication tourist fast and more directly.

2.7 Concept of destination life cycle

Butler (1980) define his presented S-shaped resort cycle model, or Butler sequence, which proposes that tourist destinations tend to experience five distinct stages of growth under free market and sustained-demand conditions as follow:

The pattern which is put forward here is based upon the product cycle concept, whereby sales of a product proceed slowly at first, experience a rapid rate of growth, stabilize, and subsequently decline; in other words, a basic asymptotic curve is followed. Visitors will come to an area in small numbers initially, restricted by lack of access, facilities, and local knowledge. As facilities are provided and awareness grows, visitor numbers will increase. With

marketing, information dissemination, and further facility provision, the area's popularity will grow rapidly. Eventually, however, the rate of increase in visitor numbers will decline as levels of carrying capacity are reached. These may be identified in terms of environmental factors (e.g. land scarcity, water quality, air quality), of physical plant (e.g. transportation, accommodation, other services), or of social factors (e.g. crowding, resentment by the local population). As the attractiveness of the area declines relative to other areas, because of overuse and the impacts of visitors, the actual number of visitors may also eventually decline. (Butler, 1980)

The stages through which it is suggested that tourist areas pass are illustrated in The exploration stage is characterized by small numbers of tourists, Plog (1972) is allocentrics and Cohen (1972) is explorers making individual travel arrangements and following irregular visitation patterns. From Christaller (1963) is model they can also be expected to be non-local visitors who have been attracted to the area by its unique or considerably different natural and cultural features. At this time there would be no specific facilities provided for visitors. The use of local facilities and contact with local residents are therefore likely to be high, which may itself be a significant attraction to some visitors. The physical fabric and social milieu of the area would be unchanged by tourism, and the arrival and departure of tourists would be of relatively little significance to the economic and social life of the permanent residents. Examples of this stage can be seen in parts of the Canadian Arctic and Latin America, to which tourists are attracted by natural and cultural- historical features. (Butler, 1980)

As numbers of visitors increase and assume some regularity, some local residents will enter the involvement stage and begin to provide facilities primary or even exclusively for visitors. Contact between visitors and locals can be expected to remain high and, in fact, increase for those locals involved in catering for visitors. As this stage progresses, some advertising specifically to attract tourists can be anticipated, and a basic initial market area for visitors can be defined. A tourist season can be expected to emerge and adjustments will be made in the social pattern of at least those local residents involved in tourism. Some level of organization in tourist travel arrangements can be expected and the first pressures put upon governments and public agencies to provide or improve transport and other facilities for visitors. Some of the smaller, less developed Pacific and Caribbean islands exhibit this pattern, as do some less accessible areas of Western Europe and North America. (Butler, 1980)

The development stage reflects a well-defined tourist market area, shaped in part by heavy advertising in tourist-generating areas. As this stage progresses, local involvement and control of development will decline rapidly. Some locally provided facilities will have disappeared, being superseded by larger, more elaborate, and more up-to-date facilities provided by external organizations, particularly for visitor accommodation. Natural and cultural attractions will be developed and marketed specifically, and these original attractions will be supplemented by man-made imported facilities. Changes in the physical appearance of the area will be noticeable, and it can be expected that not all of them will be welcomed or approved by all of the local population. This stage can be seen in parts of Mexico, on the more developed Pacific islands, and on the north and West African coasts. Regional and national involvement in the planning and provision of facilities will almost certainly be necessary and, again, may not be completely in keeping with local preferences. The number of tourists at peak periods will probably equal or exceed the permanent local population. As this stage unfolds, imported labour will be utilized and auxiliary facilities for the tourist industry (such as laundries) will make their appearance. The type of tourist will also have changed, as a wider market is drawn upon, representing the mid-centrics of Plog (1972) is classification, or Cohen (1972) is institutionalized tourist. (Butler, 1980)

As the consolidation stage is entered the rate of increase in numbers of visitors will decline, although total numbers will still increase, and total visitor numbers exceed the number of permanent residents. A major part of the area's economy will be tied to tourism. Marketing and advertising will be wide-reaching and efforts made to extend the visitor season and market area. Major franchises and chains in the tourist industry will be represented but few, if any, additions will be made. The large numbers of visitors and the facilities provided for them can be expected to arouse some opposition and discontent among permanent residents, particularly those not involved in the tourist industry in any way, and to result in some deprivation and restrictions upon their activities. Such trends are evident in areas of the Caribbean and on the northern Mediterranean coast. The resort cities will have well-defined recreational business districts,* and, depending upon the length of time involved, old facilities may now be regarded as second rate and far from desirable. (Butler, 1980)

As the area enters the stagnation stage the peak numbers of visitors will have been reached. Capacity levels for many variables will have been reached or exceeded, with attendant environmental, social, and economic problems. The area will have a well-established image but it will no longer be in' fashion. There will be a heavy reliance on repeat visitation and on conventions and similar forms of traffic. Surplus bed capacity will be available and strenuous efforts will be needed to maintain the level of visitation. Natural and genuine cultural attractions will probably have been superseded by imported 'artificial' facilities. The resort image becomes divorced from its geographic environment. New development will be peripheral to the original tourist area and the existing properties are likely to experience frequent changes in ownership. The Costa Brava resorts of Spain and many cottage resorts in Ontario manifest these characteristics. The type of visitor can also be expected to change towards the organized mass tourist identified by Cohen and the psychometric described by Plog (1972). In the decline stage the area will not be able to compete with newer attractions and so will face a declining market, both spatially and numerically. It will no longer appeal to vacationers but will be used increasingly for weekend or day trips, if it is accessible to large numbers of people. Such trends can be clearly seen in older resort areas in Europe, such as the Firth of Clyde in western Scotland. Miami Beach would also appear to be entering this stage. Property turnover will be high and tourist facilities often replaced by non-tourist related structures, as the area moves out of tourism. This latter factor, of course, is cumulative. More tourist facilities disappear as the area becomes less attractive to tourists and the viability of other tourist facilities becomes more questionable. Local involvement in tourism is likely to increase at this stage, as employees and other residents are able to purchase facilities at significantly lower prices as the market declines. The conversion of many facilities to related activities is likely. Hotels may become condominiums, convalescent or retirement homes, or conventional apartments, since the attractions of many tourist areas make them equally attractive for permanent settlement, particularly for the elderly. Ultimately, the area may become a veritable tourist slum or lose its tourist function completely. (Butler, 1980)

On the other hand rejuvenation may occur, although it is almost certain that this stage will never be reached without a complete change in the attractions on which tourism is based. Two ways of accomplishing this goal can be seen at present. One is the addition of a man-made attraction, as in the case of Atlantic City's gambling casinos. Obviously, though, if neighboring

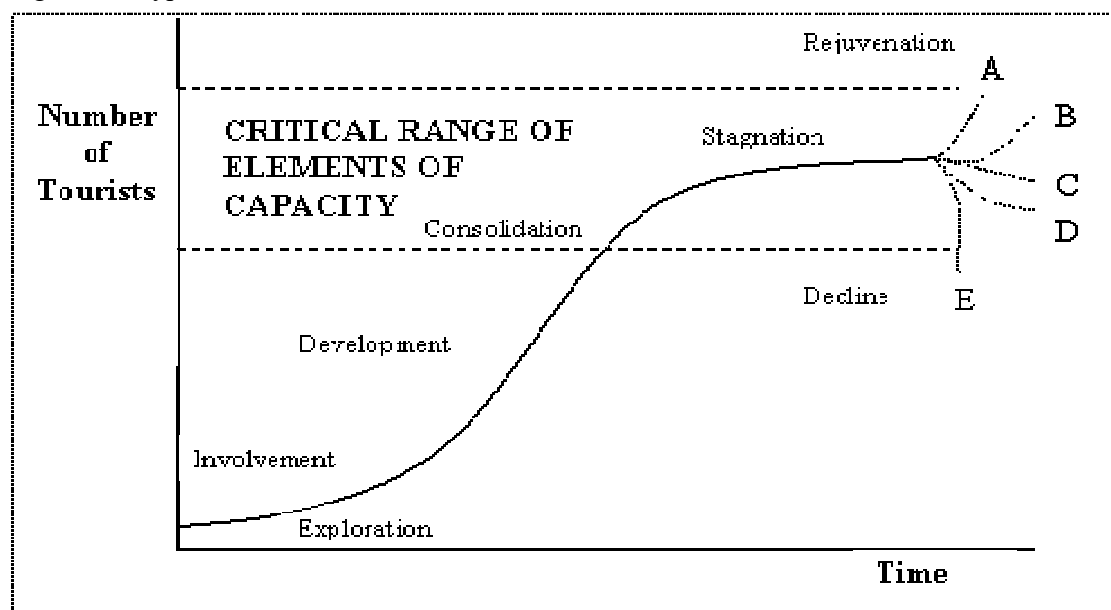
and competing areas follow suit, the effectiveness of the measure will be reduced; a major part of Atlantic City's anticipated success is the element of uniqueness which it has obtained by the change. (Butler, 1980)

An alternative approach to rejuvenation is to take advantage of previously untapped natural resources. Spa towns in Europe and the summer holiday village of Aviemore in Scotland have experienced rejuvenation by a reorientation to the winter sports market, thus allowing the areas to experience a year-round tourist industry. The development of new facilities becomes economically feasible, and simultaneously serves to revitalize the older summer holiday trade. As new forms of recreation appear, it is not impossible that other tourist areas will find previously unappreciated natural resources to develop. (Butler, 1980)

In many cases, combined government and private efforts are necessary, and the new market may be not the allocentric section of the population (which would suggest a recommencement of the complete cycle), but rather a specific interest or activity group. Ultimately, however, it can be expected that even the attractions of the rejuvenated tourist area will lose their competitiveness. Only in the case of the truly unique area could one anticipate an almost timeless attractiveness, able to withstand the pressures of visitation. Even in such a case, human tastes and preferences would have to remain constant over time for visitors to be attracted.

Niagara Falls is perhaps one example. Artificial attractions, such as the spectacularly successful Disneyland and Disneyworld, may also be able to compete effectively over long periods by adding to their attractions to keep in tune with contemporary preferences. Many established tourist areas in Britain, the United States, and elsewhere attract visitors who have spent their vacations in these areas consistently for several decades, and the preferences of these repeat visitors show little sign of changing. In the majority of cases, though, the initial selection of the area to be visited by these people was determined by cost and accessibility rather than specific preferences. (Butler, 1980)

Figure 2.7 Hypothetical Evolution of a Tourist Area



Source: Source: Weaver & Lawton (2002 :309)

2.8 Concept of product development

Rachman (1987) define a product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas. Physical objects offered in the marketplaces are as diverse as record albums and machine tools. Services, too, are varied, including haircuts and legal assistance. Persons include the performers and athletes you pay to watch. Places include where people choose to vacation or set up a new business. Ideas offered to the marketplace include antismoking messages.

In today's world, developing new products is difficult and expensive. Marketers must find a niche in an ever-changing marketplace. Government agencies check many aspects of the marketing mix, including contents, claims to effectiveness and possible side effects of packaging material. Competitors are working on innovations of their own. For product managers to navigate these shoals, they must find way of getting the public to notice their products amid shouts of competitors all promoting better, faster-acting and improved products. Clearly, new-product development is critical to any company's success. This chapter explores some of the decisions marketers must makes as they transform a new product form an idea in someone's mind to an item in a consumer's shopping cart.

2.8.1 Marketing by product types

1) Convenience goods that individuals buy quickly and often are convenience goods. Candy, drug products, food, snacks, cigarettes, and almost any ordinary household item may be included in this category. Such products may be staple items bought through habit, impulse item bought on the spur of the moment, or emergency items bought when an unexpected need arises. Convenience goods are the fastest-growing category of consumer goods. This is due in part to the increase in the number of working wives and mothers who no longer have the time to comparison shop. In addition, more goods are now considered convenience goods by consumers. Even drugstores now stock such items as radios and wristwatches in addition to cheaper, small items traditionally classified as convenience goods.

2) Shopping goods that individuals buy only after making comparisons in competing stores are known as shopping goods. If the basis of comparison is price, those products are known as homogeneous shopping goods because consumers see them as essentially the same except for price. For example, one would probably shop around for a desk lamp on the basis of price. If the basis of comparison is quality or style the products are called heterogeneous shopping goods. Shoppers looking for a dress or suit would probably go from store to store until they hit upon an appealing style.

3) Specialty goods are so named because consumers are willing to make a special effort to obtain them. Included in this category are such items as Ray-Ban sunglasses, Gucci handbags, Porsche sports cars, gourmet coffee and Rolex watches. Specialty-goods buyers differ from shopping-goods buyers in that the former know what they are looking for substitutes and will go out of their way to find an outlet handling the product. Specialty goods are usually high priced. But because they are so highly valued by the consumers who seek them, few sales outlets need to carry such items. Specialty goods are a growing category of products. Many Americans have more leisure time and are willing to spend more on such goods. Hobbyists are typical shoppers for specialty goods. Coin collectors for instance will make a special effort to find a 1907 buffalo-head nickel. People who enjoy gourmet cooking may travel a substantial distance to find a store that carries fresh basil or a particular brand of copper skillet.

2.8.2 The product life cycle

Rachman (1988) quoted the seven ages of man from birth to death. Like humans, products also pass through several phases. The product life cycle is composed of five phases as follow:

1) Incubation

In the incubation phase, a company conceives development and tests a product before bringing it to the marketplace.

2) Introduction

After testing, a product enters the introductory phase, during which a company brings the new product to the marketplace. Sale begins to build as potential buyers learn of the product from advertising. But profits are still generally low because the company must recoup some of its losses incurred in developing the product.

3) Growth

As buyer interest expands, a product moves into its growth phase. Other firms, sensing a marketing opportunity, introduce similar products at this phase. Both product availability and marketing efforts expand and sales and profits surge upward. Products in the growth phase include no aspirin pain killers, granola bars, compact disk

4) Maturity

The number of buyers continues to grow but more slowly until a leveling-off occurs. So many competitors have entered the field that supply exceeds demand. Competition becomes fiercer, money is spent to lure customers from one brand to another and profits may begin to decline. Most products now on the market are in this phase of the life cycle.

5) Decline

When products start losing a significant number of customers without replacing them, they enter the decline phase. Both sale and profits drop steadily and new products begin to take the place of declining products.

2.8.3 The developmental process

Product committees, product department and venture teams perform three important functions during the development process: screening, business analysis and planning for the production and marketing of the product. Screening refers to the first attempt to separate those ideas worth pursuing from those that are not. If properly done, screening can save companies time and money. But firms often make two types of errors in the screening process. Often companies develop products that are not complete failures but are not successful enough to continue producing. Some products may cover their costs but make no profit. Others may earn a profit but one that smaller than a company's normal rate of return. Marketing estimate that as many as 70 percent of the new consumer products that enter the marketplace fail. Obviously, many of these failures could have been prevented by eliminating poor ideas from the start.

How are poor ideas detected? One way is to subject them to careful business analysis, which involves estimating the future sales and profit potential of the new product. Most firms, before seriously entertaining all new product ideas return 20 percent of the cost of investment by the second year. In addition, the firm insists that this return on investment must increase to a minimum of 30 percent by the fifth year. After management has demonstrated a product's financial feasibility, it must convert the product idea into an actual physical product. That task involves the cooperation of experts in both production and marketing. If a product is complex, engineers may develop a model first and take the product through a limited production run. Even with such precautions, "bugs" may show up in the product. While production managers work out the physical dimensions of the product, marketing managers develop the image of the product. Branding and packaging decisions must be made at this time, as well as decision regarding pricing, promotion and distribution. Just as flaws in the physical product may show up despite careful planning, therefore too can flaws in the marketing program. Because of this possibility, marketing planners have developed a kind of dry run for the product, the next step in the incubation phase.

2.9 Concept of crab bank

Waharak (2012) quoted initially, the local population gathered to establish nursery farm which is called “crab bank” being under the support of the Department of Fisheries, aiming to conserve and maintain crab varieties and also restore the ecological system. The farm consists of two floating baskets with 3 meters in width and 3 meters in length each, containing approximately 1,000 mother crabs in the farm. Those mother crabs are donated by the local population and quantity of crabs donated will be recorded on a board. After baby crabs are released, the local population is able to sell those mother crabs to others and collect money obtained as the fund of crab bank. In addition, a conservation area of 50 Rai (approximate of 80,000 square meters) is established for crab nursery and preventing others from catching marine resources. The crab bank is declared as one of the Royal Development Project after Her Majesty the Queen Sirikit visited the village and provided the principles to conserve crab varieties and maintain them for the future use of next generation.

Mr. Jang, head of the group who is taking technical care of the crab bank activity of the project. He created concept “Crab-Bank” at Thoong Ma Ha bay in 2002. In the former, the amounts of crabs were down; local people can catch many crabs at Thungmaha bay. That is impact a source and food at Tambon Park klong. The concept become to another area such as Andaman Sea. Department of fisheries was help and supported them about information, implement and capital.

Jang quoted a crisis is during 2000-2001 after another person takes out crab at Thung Ma Ha bay and they use small net. Local people feel down because that is impact to income down and they destroy natural resources. Concept of Jang is conserving mother crab and he try to protect life circle of natural. Natural can't compare between money but people can useful. Market select nice and clean crab without mother crab is stick sand or net. Local people take back to cooking more than release to sea because it will die during back to nature.

In 2002, Jang suggested local people to create crab bank, but they didn't have capital. Therefore, they consulted department of fisheries at Changwat Chumphon concerning implement and capital.

Jang worked hard for one year. He was very happy because he didn't see baby crab for a long time. Local people can catch a lot of crab in 2003 and 2004, they were successful in Crab-Bank concept. Jang created rules as follow:

1. Baby crab or small fish can through a net.
2. Fisheries in Thoong Ma Ha or Tieb Island obey a rule that is to leave mother crabs at crab bank.

It was similar to the bank, but the things that deposited was crab not money and profit is baby crabs release from mother crab. Mother crabs were sold at market and local people kept income for fund. That was reason why people called it "crab bank". Jang kept money about 50,000 bath at bank for Agriculture and Agricultural co-operatives. Member can withdraw money in case of:

1. Health: they can withdraw 2,000 baht.
2. Accident; they can withdraw 2,000 baht because of flood.
3. Implement of cab they can withdraw 5,000 baht with applying interest 1% per 100 baht.

Local communities in Baan Bangpat gathered into group in year 2001. Local community need to refrain from killing animal or cutting trees. They also took the opportunity to release 1,500 crabs to the mangrove area as well as make this area form maturing crabs. It was as a nursing area for crab eggs. Local fisherman caught crabs with eggs put the crabs in the bank, then waited until the eggs released away from the mothers, and took the crabs for selling. Each mother crab produced around 500,000 eggs, but the surviving chances were only 10% or 50,000 eggs. The mangrove forest ordination ceremony and the crab bank were relying on each other. If there was no forest, it would impacted on crab. Hence, we needed to conserve our natural resources. Both mangrove and crab bank were lifecycle of nature and lives which included humans who had to learn to live sustainably with nature. They were successful in year 2007 and they were guarantee by award of best local community-based.

Conclusion, Mr. Jang and Baan Bangpat has same destination in conserve crab, mangrove and aquatic animals but different procession. There show respect to nature and learn to stay with nature because they have experience with nature. Now a day, crab bank is part of them and it a lesson to young generation.

2.10 Tourism development plan and policy of Changwat Phang Nga

2.10.1 The Office of Strategy Management for Southern Province Cluster (Andaman): (OSM Andaman)

OSM Andaman (2010) mentioned on Andaman Coast nearby Indian Ocean, Southern Province Cluster on Andaman Coast consists of five provinces: Ranong, Phang Nga, Phuket, Krabi and Trang. With their selling points including diving and cliff climbing, these provinces obviously have a potentiality for being international marine tourist attraction where are charmingly beautiful and renowned worldwide as “Andaman Paradise” or “Emerald in Southern Thailand.” Being as a hub of this cluster, Phuket is well-known as “Peal of Andaman,” other internationally popular tourist attractions are Phi Phi Island, Similan Island, Surin Island. In addition, some tourist attractions obtain a potentiality in development for increasing tourism’s variety, for instance, mangrove ecological venue and ecological place in forest and mountain area located in Phang Nga, Krabi, and Trang, and natural mineral water source in Ranong providing with health and spa tourism. In order to develop those to be world-class marine tourist attractions, there are important supporting transport infrastructures provided which are two international airport in Krabi and Phuket, international port, convenient and modern yacht dock, and educational institution specially for tourism development in Phuket.

Besides, to increase capability of exiting active tourism is managed, directions for industrial development or commercial sector concerned will be focus on sustainable development, that is to say, to make balance between income for the locals and natural resources’ beauty and abundance at the same time. Hence, the development of Southern Province Cluster on Andaman Coast needs integration from both public sector and private sector, and community’s requirements in order to obtain maximum benefit those areas by aiming to be the hub of word-class marine tourism while using natural resources in a sustainable manner and supporting an economic botany in local and community.

Strategy1: To manage infrastructure, general service, natural resources and environment to reach sustainable development

Procedure

1.1 To improve and development infrastructure and natural resources

- 1) To support development of Southern Province Cluster in order to have basic factor and peaceful community
- 2) To precipitate surveillance system, handle with crisis, and provide risk management of tourist attractions of Southern Province Cluster, for example, conflict, natural disaster, trespass to land and epidemic
- 3) To accelerate development of transport system for tourism
- 4) To expedite link of routes in tourist attractions situated in Southern Province Cluster
- 5) To rapidly provide awareness and responsibility towards natural resources and environment, especially for entrepreneur running business in tourism industry and for community
- 6) To underpin and develop eco-friendly energy, especially plant based energy (palm oil); palm is an economic botany in this cluster

1.2 To develop tourism management system

- 1) Development product, service and souvenir can reflect the Andaman directly with the requirement of a tourist.
- 2) To rapidly create regulation for controlling number of tourist suitable for each tourist attraction to suit its capacity, for example, environment management and tourism zoning
- 3) To rapidly increase potentiality of local administrative organization in order to be able to plan for tourism industry and economic management based on local resources and intellect of Andaman Coast
- 4) To accelerate development of personnel quality to reach standard with an cooperation from educational institution in local area in order to respond growth of tourism industry and economic in Southern Province Cluster, especially in ecotourism
- 5) To develop potentiality of the Office of Strategy Management for Southern Province Cluster in order to work efficiently and effectively

Strategy 2: To develop product and service relating to tourism in accordance with potential of agricultural sector, community enterprise, natural resources, culture and community

Procedure

2.1 To develop place and tourist attraction

1) To develop tourist attraction by linking history, culture, nature and agriculture

2.2 To develop product/activity to support tourism

1) To arrange tour activity while having awareness of environment and linking to potentiality if agricultural sector, another sector important for Southern Province

2) To develop product, service and souvenir all reflecting Andaman well-being in order to meet tourist's needs and wants

3) To boosts and support food quality in order to respond to tourism industry in Southern Province Cluster

2.3 To support and develop hospitality business related to tourism

1) To accelerate on creating network and opportunity of business in Southern Province Cluster in order to support trade and investment related to tourism

Strategy 3: To management integrated marketing

Procedure

3.1 To offer marking for retaining existing tourist

1) To underpin integrated marketing strategy to keep the existing tourist

2) To support more efficiency of public relations of tourism in Southern Province Cluster in order to attract more Thai and foreign tourists

3.2 To provide marking for targeting quality tourist

1) To develop integrated marketing strategy targeting quality tourist group, especially from emerging market

2.10.2 Tourism development plan and policy of Changwat Phang Nga in 2010-2012

Phang Nga Provincial Administration Organization (PAO) (2010) mentioned aim and achievements intended to meet or succeed within 4 year plan in order to achieve specific vision

Strategy 1: To support and develop ecotourism

- 1) To support and develop tourist attractions and alternative activities relating to ecotourism with diverse options and high standard
- 2) To ripen infrastructure and logistics
- 3) To increase efficiency of human resource and tourism management
- 4) To provide state-of-the-art safety and communication system
- 5) To reinforce image of ecotourism employing efficient marketing strategy and public relations
- 6) To extend new target market and retain old target market focusing on quality tourists

Strategy 2: To develop agriculture appropriately and sustainably

- 1) To support and develop agricultural products
- 2) To provide strengthening for agriculturist and their organization
- 3) To ripen infrastructure, and conserve as well as restore agricultural resources
- 4) To increase efficiency of agricultural management
- 5) To reinforce agricultural based on sufficiency economy philosophy

Strategy 3: To develop quality of life for people and sustainably strengthening community

- 1) To develop education and human resources to meet quality and be competitive
- 2) To support learning process/capability and participation of people in community management
- 3) To reinforce virtue and ethic
- 4) To encourage social welfare management thoroughly and fairly
- 5) To ripen infrastructure, public utility, and service system provided for people
- 6) To develop health system to reach quality and standard
- 7) To support safety in life and property
- 8) To provide stability of living of household with poverty
- 9) To encourage, restore, and conserve local culture and tradition
- 10) To support local wisdom

Strategy: 4 To suitably management natural resources and environment

- 1) To enforce crucial regulation for culprit having done a degradation of natural resources and environment
- 2) To restore natural resources and environment which are damaged and deteriorated
- 3) To create consciousness and promote participation in natural resources and environment conservation

2.10.3 Tourism development plan and policy of Ampur Muang

Phang Nga Provincial Administration Organization (PAO) (2010) mentioned aim and achievements intended to meet or succeed within 4 year plan in order to achieve specific vision

Strategy 1: Development Eco tourism and Historical tourism

- 1) To develop tourism attraction and supporting tourism activity.
- 2) To develop ability and skill to service person.
- 3) To support tourism investment.
- 4) Attraction potential hospitality.
- 5) To develop potential substructure.
- 6) To support and development system of communication and technology.
- 7) Restore natural resources and environment.
- 8) To learn restores historical tourism and cultural tourism.

Strategy 2: Development and increase product of agro-tourism

- 1) Promotion and development product of agriculture.
- 2) Supporting agro-tourism and market potential.
- 3) Developing ability and skill to agriculturist.
- 4) Promotion sufficiency economy.

Strategy 3: Development life

- 1) Promotion and supporting education.
- 2) Developing human resources.
- 3) Promotion the local people is healthy.
- 4) Supporting participation service public.
- 5) Developing a way of life and health.

6) Supporting for development government service.

Conclusion, OSM Andaman plan to development Andaman kitchen and support agriculture product by using local product for respond tourist industry of OSM Andaman. Tourism development plan and policy of Changwat Phang Nga plan to increase new market by agriculture goods and Andaman food center. There has plan in one way of Andaman food center or Andaman kitchen. Tourism development plan and policy of Amphur Muang plan to support agro-tourism and market potential, development ability and skill to agriculturist and support agriculture. However, there is no policy about crab bank.

2.11 Related research

The related research on Yao Noi Island' tourism to support and increase the variety of tourism activities, which were important to catch the attention of tourists, and it needed genuine support from the Government sectors and the local participation to conserve the local environment, might be the way to develop and sustain the tourism in the community. Koh Yao Noi community should carry out the proposed model of community participation in tourism plan for sustainable tourism development. Local authorities should be the leader to provide the tourism education, especially to the residents who were in between 18-25 year old because they tended to have higher interest than other age groups did. Local authorities should provide human resources and financial support to Koh Yao Noi resident as well. The residents should process the tourism plan in order to get the participation and tourism benefits. Afterwards, they should evaluate and find the ways or methods to improve the process of the model. Koh Yao Noi should continue participation in planning and decision-making in order to prepare the plan for improving the tourism at Koh Yao Noi. (Wichupankul, 2005)

CHAPTER 3

METHODOLOGY

In this study, the research methodology employed concurrent mixed method to investigate attraction attributes and potential of crab bank, also perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat PhangNga. Most of questions prepare to interview with stakeholder but tourist was design questionnaire.

3.1 Quantitative research

3.1.1 Population, Sampling Group, and Sampling Method

The population of this quantitative research is Thai tourists who visited Tambon Bang Toey, Phang Nga in (April-May).

As there is no reference of accurate data of tourists visiting Tambon Bang Toey, the research calculate a sample size by using the total number of 612,020 Thai tourists who traveled at Phang Nga province in the year 2007 as reference (Tourism Authority of Thailand, Southern Office Region 4, 2008). The Yamane formula was employed (Yamane, 1967) to identify appropriate total sample size of tourists of the study

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

n = Sample size

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

N = Number of population

The population was the number Thai tourist who traveled at Tambon Bang Toey in 2007. The sampling was determined by using the above formula:

$$n = \frac{612,020}{[1 + 612,020 \times 0.05^2]}$$

n = 399.99 \approx 400

Therefore, the sample size was 400 in total. Then, 400 questionnaires were distributed to Thai tourists who traveled at Tambon Bang Toey, Changwat Phang Nga by using the convenience sampling method.

3.2 Qualitative research

3.2.1 Population, Sampling Size, Sampling Method

The population or the key stakeholder, sampling size, and sampling method of this qualitative research are described as follows:

1) Leader of community and President of Crab Bank

They are two leading persons who are in charge of community management and crab bank operations at Tambon Bang Toey with an experience more than 2 years and live in Tambon Bang Toey more than 2 years, Purposive sampling was employed.

2) Representatives of Bang Toey Administration Organization, representative of Tourism Authority of Thailand, Region 4, travel agent and guides

The population in these groups must hold working experience at least one year. This research employed the purposive sampling and snowball sampling to get the 3 samples per group of population.

3) Local people

They are a representative in each house hold with the minimum age at 18 years old, living with their family at Tambon Bang Toey, Changwat Phang Nga more than 1 year. The research did not fix the sampling size but interviewed till data saturation.

3.3 Research Instrument

Questionnaires Design

A well structured questionnaire was designed for tourists using the assessment form to evaluate the potential of crab bank.

Part 1: Personal Demographic Characteristics.

Part 2: Attraction attributes

Part 3: Comment

Semi-structured Interview question

Semi-structured interview was designed for local people in Tambon Bang Toey, Representative of Bang Toey Administration Organization, Representative of Tourism Authority of Thailand, Region 4 and Travel agents.

Part 1: Opinion of crab bank and potential attraction attributes at Tambon BangToey, Amphur Muang, Changwat Phang Nga.

Part 2: Attraction attributes

Part 3: Perception of stakeholder of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

3.4 Data Collection

The researcher collected primary and secondary data as follow;

3.4.1 Primary Data

The primary data was collected from April 2012-May 2012 from questionnaires. First, the researcher distributed the questionnaire collect data from representative in each household with the age at least 18 years old and living with their family at Tambon Bang Toey, Changwat Phang Nga. Second, the questionnaires to collect data from Thai tourists arrived in Changwat Phang Nga. Finally, the researcher was collected data using semi-structure interview, who are representative of organization such as Bang Toey Administration, Representative of Tourism Authority of Thailand, Region 4 and Travel agents. Also, the researcher using in-depth interview collected data from leaders of community and enterprises in Tambon Bang Toey.

3.4.2 Secondary Data

The secondary data were collected information from journal, textbook, previous thesis and dissertation from library, internet and government document.

3.5 Data Analysis

The data gathering from the questionnaires were entered into a data file and analyzed by using the computer statistical analysis program as a tool. The researcher decided to use the frequencies, percentages, Means, One-Way ANOVA, t-test, Std. Deviation.

They were ranged into 5 levels from strongly agree to strongly disagree and excellent to bad as follow:

Likert Scale Response	Opinion Levels of Respondents
5	Excellent
4	Very Good
3	Fair
2	Poor
1	Bad

The data collecting from semi-structure interview were analyzed by using content coding and analysis.

$$\begin{aligned}
 \text{The interval level} &= \frac{[Max - Min]}{n} \\
 &= \frac{[5 - 1]}{5} \\
 &= 0.80
 \end{aligned}$$

Assessed levels	Score of Answer	Meaning Determine with Score
5	4.21 - 5.00	Strongly Agree
4	3.41 - 4.20	Agree
3	2.61 - 3.40	Neutral
2	1.81 - 2.60	Disagree
1	1.00 - 1.80	Strongly Disagree

CHAPTER 4

RESULTS

The researcher collected primary data of situation attraction attributes and potential of crab bank, employing 400 questionnaires from Thai tourist, also primary data potential of crab bank was collected by semi-structure interview from characteristic as follows; Part of semi-structure interview 7 Informants

The result were divided into specific sections;

4.1 Results from questionnaires

4.2 Results from interview

4.1 Results from questionnaires

The result collected primary data questionnaires from Thai tourist after that researcher analyzes primary data by statistic procession based on objective

4.1.1 Personal Demographic Characteristics

The personal demographic characteristics were analyzed individually into frequency and percentage. There were gender, age, education level, occupation and personal monthly income.

The study found that 37.00% of tourists were males and 63.00% of them were females. The tourists aged between 26-40 years old was amounted to 48.00% and approximate of 30.00% were tourists aged 18-25 years old. For education level, it was stated that tourists who graduated the bachelor's degree were amounted to 45.8% from secondary school 43% of tourists had their own business and 18.30% of tourists were students. Lastly, 13.30% of tourists worked as government officer or in the state enterprise. In terms of income, it was found that 50% of tourists had income of 9,501 baht or higher and 19% of tourists earned 5,500 baht.

Table 4.1 Personal Demographic Characteristic of respondents

Personal Demographic Characteristic		F	%
Gender	Male	148	37.00
	Female	252	63.00
Age	18-25	120	30.00
	26-40	192	48.00
	41-55	57	14.20
	Over 55	31	7.80
Education Level	Primary School	28	0.70
	Secondary School	109	27.30
	Vacation Diploma	41	10.30
	Bachelor's Degree	183	45.80
	Master's Degree	32	8.00
	Other	7	1.80
	Government Officer/State Enterprise	53	13.30
Occupation	Business Owner	172	43.00
	Company Officer/Employee	49	12.30
	Worker/Labor	7	1.80
	Student	73	18.30
	Unemployed/Retired	12	3.00
	Fisherman/Agriculturist	21	5.30
	Other	13	3.30
Personal Monthly Income	5,500 Baht or Lower	76	19.00
	5,501-6,500 Baht	28	7.00
	6,501-7,500 Baht	24	6.00
	7,501-8,500 Baht	42	10.50
	8,501-9,500 Baht	30	7.50
	9,501 Baht or Higher	200	50.00
Total		400	100

4.1.2 Attraction Attributes and Potential of Crab Bank

Table 4.2 Attraction Attributes and Potential of Crab Bank, The result analyzed whether attraction attribute were statistically significant different in the factors value. The male and female respondents indicated significant different such as dominant physical construction of crab bank (P-value=0.000), floating basket (P-value=0.000), statistic deposit and releasing crab on board (P-value=0.002), tourism activities such as releasing crab, growing tree forest and side seeing the community way of life (P-value=0.005), quality and interesting of crab bank tourism program (P-value=0.004)

Table 4.2 Attraction Attributes and Potential of Crab Bank by Gender

No.	Attraction Attributes	Mean		Std. Deviation		T-Test	
		Male	Female	Male	Female	F-value	P-value
1.	Dominant physical construction of crab bank	3.93	3.81	.523	.648	15.593	.000*
2.	Location of crab bank	4.06	3.90	.470	.587	5.066	.025
3.	Floating Basket	3.99	3.80	.595	.697	17.424	.000*
4.	Statistic deposit and releasing crab on board	3.93	3.73	.739	.787	10.172	.002*
5.	Tourism activities such as releasing crab, growing tree forest and side seeing the community way of life	3.97	3.88	.576	.673	8.030	.005*
6.	Quality and interesting of crab bank tourism program	4.07	3.83	.591	.692	8.480	.004*
7.	Home stay activity	3.95	4.02	.759	.575	4.560	.033
8.	Fertileness of mangrove forest	4.74	4.63	.526	.515	6.810	.009
9.	Quality and cleanliness of restaurant at crab bank	4.15	4.02	.539	.539	2.660	.104
10.	Quality of food	4.28	4.20	.548	.489	7.180	.008
11.	Safety of tourism attractions in community	4.13	3.97	.512	.520	1.460	.229

Table 4.2 Continue

No.	Attraction Attributes	Mean		Std. Deviation		T-Test	
		Male	Female	Male	Female	F-value	P-value
12.	Safety of Home stay	4.00	3.87	.535	.541	7.090	.008
13.	Qualities of local roads and walkways	3.93	3.78	.650	.648	6.560	.011
14.	Quality of bridge	4.00	3.89	.628	.586	2.220	.137
15.	Sign of crab bank	3.87	3.73	.712	.702	6.550	.011

Remark *=P<0.05

Table 4.2 it illustrated the result after an analysis of variance applying method one-way ANOVA of tourists by age based on attraction attributes. It was shown that age of tourists affected on assessment of priority of attraction attributes with statistical significance in these issues: quality and cleanliness of restaurant at crab bank (P-value=0.04), quality of food (P-value=0.00), facilities in Bang Toey community such as souvenir shop and supermarket (P-value=0.01), number and cleanliness of rest room in community (P-value=0.05), convenience of transportation to community (P-value=0.01) and information such as traveling, tourist attraction and accommodation (P-value=0.01).

As mentioned in Table 4.3 show the results find that there was statistically difference in terms of education such as dominant physical construction of crab bank (P-value=0.00), floating basket (P-value=0.00), statistic deposit and releasing crab on board (P-value=0.00), tourism activities such as releasing crab, growing tree forest and side seeing the community way of life (P-value=0.01), quality and interesting of crab bank tourism program (P-value=0.00), home stay activity (P-value=0.00), quality and cleanliness of restaurant at crab bank (P-value=0.03), qualities of local roads and walkways (P-value=0.04), quality of bridge, sign of crab bank (P-value=0.00), facilities in Bang Toey community such as souvenir shop and supermarket (P-value=0.00), convenience of transportation to community (P-value=0.00) and information such as traveling, tourist attraction and accommodation (P-value=0.00)

Table 4.3 Attraction Attributes and Potential of Crab Bank by Age

No.	Attraction Attributes	Mean				Std. Deviation				ANOVA	
		18-25	26-40	41-55	Over 55	18-25	26-40	41-55	Over 55	F-value	P-value
1.	Dominant physical construction of crab bank	3.84	3.82	3.89	4.00	.622	.696	.363	.000	.922	.430
2.	Location of crab bank	4.03	3.88	4.05	4.00	.533	.648	.294	.000	2.670	.047
3.	Floating Basket	3.93	3.79	3.93	4.00	.742	.708	.495	.000	1.802	.146
4.	Statistic deposit and releasing crab on board	3.91	3.68	3.93	3.94	.961	.772	.371	.250	3.299	.020
5.	Tourism activities such as releasing crab, growing tree forest and side seeing the community way of life	4.01	3.82	3.91	4.13	.558	.766	.342	.341	3.398	0.18
6.	Quality and interesting of crab bank tourism program	3.99	3.82	4.04	3.97	.750	.679	.499	.407	2.461	0.62
7.	Home stay activity	4.09	3.94	4.07	3.81	.778	.624	.495	.402	2.458	.063
8.	Fertileness of mangrove forest	4.64	4.66	4.81	4.61	.482	.548	.398	.667	1.606	.187
9.	Quality and cleanliness of restaurant at crab bank	4.22	4.01	3.96	4.03	.611	.551	.421	.180	4.586	.004*
10.	Quality of food	4.40	4.16	4.11	4.26	.525	.518	.409	.445	7.201	.000*
11.	Safety of tourism attractions in community	4.07	3.98	4.05	4.10	.645	.506	.350	.301	.887	.448
12.	Safety of Home stay	3.83	3.95	3.96	3.97	.631	.549	.325	.407	1.607	.187
13.	Qualities of local roads and walkways	3.77	3.83	3.84	4.06	.786	.642	.492	.250	1.728	.161
14.	Quality of bridge	3.90	3.92	3.96	4.06	.749	.578	.462	.250	.684	.562
15.	Sign of crab bank	3.76	3.71	3.96	4.00	.840	.722	.462	.000	3.030	.029

Table 4.3 Continue

No.	Attraction Attributes	Mean				Std. Deviation				ANOVA	
		18-25	26-40	41-55	Over 55	18-25	26-40	41-55	Over 55	F-value	P-value
16.	Facilities in Bang Toey community such as souvenir shop and supermarket	3.70	3.64	3.93	4.03	.751	.633	.417	.180	5.927	.001*
17.	Number of public telephone in community	2.41	2.40	2.19	2.03	.855	.752	.581	.795	3.020	.030
18.	Number and cleanliness of rest room in community	3.17	2.87	3.05	3.00	.853	.744	.479	.258	4.290	.005*
19.	Convenience of transportation to community	3.71	3.54	3.84	3.94	.715	.730	.492	.250	5.526	.001*
20.	Information such as traveling, tourist attraction and accommodation	3.90	3.69	3.93	4.00	.586	.684	.495	.000	5.317	.001*

Remark *=P<0.05

Table 4.4 Attraction Attributes and Potential of Crab Bank by Education

No.	Attraction Attributes	Mean					Std. Deviation					ANOVA			
		Primary School	Secondary	Vacation	Bachelor's	Master's Degree	Other	Primary School	Secondary	Vacation	Bachelor's	Master's Degree	Other	F-value	P-value
1.	Dominant physical construction of crab bank	4.07	3.94	4.02	3.82	3.31	3.71	.262	.404	.156	.676	.821	1.254	7.738	.000*
2.	Location of crab bank	3.96	4.00	4.12	3.93	3.75	4.00	.189	.385	.331	.570	1.047	.816	1.856	.101
3.	Floating Basket	4.07	3.95	3.98	3.84	3.34	4.43	.262	.439	.353	.760	.971	.535	6.560	.000*
4.	Statistic deposit and releasing crab on board	3.89	3.96	3.88	3.77	3.19	4.14	.497	.526	.400	.903	.931	.900	5.789	.000*
5.	Tourism activities such as releasing crab, growing tree forest and side seeing the community way of life	4.04	4.00	4.07	3.89	3.50	3.86	.189	.451	.469	.649	1.078	1.345	4.020	.001*
6.	Quality and interesting of crab bank tourism program	3.89	4.00	4.17	3.90	3.38	4.00	.497	.408	.381	.764	.871	.816	6.189	.000*
7.	Home stay activity	3.79	3.97	4.34	3.99	3.69	4.57	.418	.535	.530	.715	.693	.535	5.820	.000*
8.	Fertileness of mangrove forest	4.54	4.75	4.80	4.63	4.56	4.71	.693	.434	.401	.558	.504	.488	2.004	.077
9.	Quality and cleanliness of restaurant at crab bank	4.11	3.99	4.20	4.08	3.91	4.71	.315	.461	.401	.628	.466	.488	3.623	.003*
10.	Quality of food	4.21	4.20	4.27	4.26	4.13	4.29	.418	.403	.449	.559	.707	.488	.499	.777
11.	Safety of tourism attractions in community	4.00	4.02	4.22	4.01	3.91	4.14	.000	.509	.419	.555	.641	.690	1.594	.161

Table 4.4 Attraction Attributes and Potential of Crab Bank by Education

No.	Attraction Attributes	Mean					Std. Deviation					ANOVA			
		Primary School	Secondary	Vacation	Bachelor's	Master's Degree	Other	Primary School	Secondary	Vacation	Bachelor's	Master's Degree	Other	F-value	P-value
12.	Safety of Home stay	3.89	3.94	3.95	3.90	3.78	4.43	.315	.506	.218	.616	.553	.787	1.824	.107
13.	Qualities of local roads and walkways	4.07	3.83	4.07	3.75	3.69	4.29	.378	.500	.264	.765	.693	1.113	3.577	.004*
14.	Quality of bridge	4.07	4.04	4.07	3.84	3.75	4.14	.378	.302	.264	.779	.568	.690	3.059	.010
15.	Sign of crab bank	4.07	3.98	4.07	3.68	3.06	3.86	.262	.471	.264	.791	.840	1.069	13.232	.000*
16.	Facilities in Bang Toey community such as souvenir shop and supermarket	3.93	3.86	4.00	3.64	3.16	4.14	.378	.419	.316	.735	.628	.900	10.667	.000*
17.	Number of public telephone in community	2.25	2.17	2.15	2.47	2.50	2.43	.928	.606	.615	.831	.880	.535	2.955	.011
18.	Number and cleanliness of rest room in community	3.07	3.03	3.20	2.99	2.63	2.71	.378	.673	.511	.802	.751	1.254	2.607	.025
19.	Convenience of transportation to community	4.00	3.71	3.93	3.61	3.13	4.00	.385	.613	.412	.702	.871	.816	7.891	.000*
20.	Information such as traveling, tourist attraction and accommodation	4.04	3.91	3.93	3.80	3.28	3.43	.429	.442	.412	.661	.683	1.272	7.521	.000*

Remark *=P<0.05

Table 4.5 The study revealed that occupation of tourists influenced in assessment of priority of attraction attributes with statistical significance in these issues: dominant physical construction of crab bank (P-value=0.04), location of crab bank (P-value=0.01), tourism activities such as crab donation, growing tree forest and side seeing the community way of life (P-value=0.00), quality of food (P-value=0.00), safety of home stay (P-value=0.01), facilities in Bang Toey community such as souvenir shop and supermarket (P-value=0.01), number of public telephone in community (P-value=0.00), number and cleanliness of rest room in community (P-value=0.05), convenience of transportation to community (P-value=0.04) and information such as traveling, tourist attraction and accommodation (P-value=0.00).

Regarding the variance analysis of tourists by income-based on attraction attributes (Table 4.6), it was found that income of tourists influenced in assessment of priority of attraction attributes with statistical significance in these issues: facilities in Bang Toey community such as souvenir shop and supermarket(P-value=0.01), number and cleanliness of rest room in community (P-value=0.01), convenience of transportation to community (P-value=0.00), and information such as traveling, tourist attraction and accommodation (P-value=0.04)

Table 4.5 Attraction Attributes and Potential of Crab Bank by Occupation

No.	Attraction Attributes	Mean							Std. Deviation							ANOVA			
		Government Officer	Commercial Personnel	Company Officer	Worker/Labor	Student	Unemployed/Retired	Fishery/Agriculture	Other	Government Officer	Commercial Personnel	Company Officer	Worker/Labor	Student	Unemployed/Retired	Fishery/Agriculture	Other	F-value	P-value
1.	Dominant physical construction of crab bank	3.60	3.92	4.00	3.89	3.79	3.67	4.00	3.54	.817	.507	.677	.378	.552	.651	.000	.967	3.066	.004*
2.	Location of crab bank	3.79	3.98	4.12	3.86	3.95	3.50	4.00	4.31	.743	.358	.726	.378	.524	1.000	.000	.751	3.461	.001*
3.	Floating Basket	3.77	3.91	3.98	4.00	3.88	3.50	3.86	3.62	.847	.499	.803	.000	.725	.905	.359	1.044	1.269	.264
4.	Statistic deposit and releasing crab on board	3.60	3.86	3.88	3.71	3.89	3.50	3.62	3.69	1.132	.596	.807	.488	.774	1.000	.498	1.109	1.324	.237
5.	Tourism activities such as releasing crab, growing tree forest and side seeing the community way of life	3.58	4.01	3.98	4.00	3.96	3.42	4.00	3.85	.887	.535	.750	.000	.512	.996	.000	.689	3.964	.000*
6.	Quality and interesting of crab bank tourism program	3.77	3.91	4.12	4.00	3.99	3.69	3.90	3.69	.800	.550	.666	.000	.697	1.087	.301	1.109	2.067	.046
7.	Home stay activity	4.02	3.98	4.18	4.00	3.93	3.67	4.05	3.92	.909	.546	.697	.000	.673	.651	.498	.641	1.197	.303

Table 4.5 Continue

No.	Attraction Attributes	Mean							Std. Deviation							ANOVA			
		Government Officer	Commercial Personnel	Company Officer	Worker/ Labor	Student	Unemployed/Retired	Fishery/ Agriculture	Other	Government Officer	Commercial Personnel	Company Officer	Worker/ Labor	Student	Unemployed/Retired	Fishery/Agriculture	Other	F-value	P-value
8.	Fertileness of mangrove forest	4.68	4.74	4.65	5.00	4.58	4.67	4.52	4.38	.471	.537	.481	.000	.498	.492	.512	.768	2.004	.054
	Quality and cleanliness of restaurant at crab bank	3.92	4.05	4.20	3.86	4.15	4.17	4.00	4.00	.583	.449	.707	.389	.616	.389	.000	.816	1.534	.154
9.	Quality of food	4.06	4.18	4.39	4.00	4.41	4.42	4.00	4.31	.633	.429	.606	.000	.495	.515	.000	.751	4.381	.000*
10.	Safety of tourism attractions in community	3.83	4.06	4.12	4.00	4.01	4.08	4.00	4.08	.580	.392	.726	.000	.634	.515	.000	.641	1.501	.165
11.	Safety of Home stay	3.92	4.01	3.98	4.00	3.66	4.00	3.86	3.85	.646	.412	.692	.000	.558	.603	.359	.801	3.418	.001*
12.	Qualities of local roads and walkways	3.75	3.83	3.96	3.71	3.88	3.33	4.00	3.77	.731	.596	.763	.488	.666	.888	.000	.725	1.695	.109
13.	Quality of bridge	3.81	3.96	4.00	4.00	4.00	3.42	4.00	3.77	.735	.511	.677	.000	.667	.793	.000	.725	2.049	.048
14.	Sign of crab bank	3.62	3.88	3.69	4.00	3.74	3.58	4.00	3.38	.882	.601	.918	.000	.688	.900	.000	.768	2.179	.035

Table 4.5 Continue

No.	Attraction Attributes	Mean								Std. Deviation								ANOVA	
		Government Officer	Commercial Personnel	Company Officer	Worker/ Labor	Student	Unemployed/Retired	Fishery/ Agriculture	Other	Government Officer	Commercial Personnel	Company Officer	Worker/ Labor	Student	Unemployed/Retired	Fishery/ Agriculture	Other	F-value	P-value
15.	Facilities in Bang Toey community such as souvenir shop and supermarket	3.51	3.83	3.53	3.86	3.78	3.75	3.90	3.31	.750	.593	.616	.378	.583	.866	.301	.855	3.528	.001*
	Number of public telephone in community	2.17	2.22	2.47	2.00	2.60	2.92	2.10	2.85	.727	.688	.892	.000	.924	.793	.301	.376	4.86	.000*
16.	Number and cleanliness of rest room in community	2.83	2.95	3.06	2.86	3.26	2.83	3.14	2.54	.849	.660	.689	.690	.866	.718	.359	.519	2.974	.005*
17.	Convenience of transportation to community	3.66	3.74	3.49	3.71	3.64	3.58	3.90	3.00	.758	.566	.794	.488	.788	.900	.301	.577	3.808	.004*
18.	Information such as traveling, tourist attraction and accommodation	3.68	3.93	3.57	3.86	3.86	3.58	3.90	3.38	.803	.153	.645	.378	.713	.900	.301	.506	3.824	.000*

Remark *=P<0.05

Table 4.6 Analysis of Attraction Attributes and Potential by Monthly Personnel Income

No.	Attraction Attributes	Mean						Std. Deviation					ANOVA		
		5,500 Baht or Lower	5,501-6,500 Baht	6,501-7,500 Baht	7,501-8,500 Baht	8,501-9,500Baht	9,501 Baht or	5,500 Baht or Lower	5,501-6,500 Baht	6,501-7,500 Baht	7,501-8,500 Baht	8,501-9,500Baht	9,501 Baht or	F-value	P-value
1.	Dominant physical construction of crab bank	3.95	3.82	3.88	4.00	3.97	3.77	.278	.548	.612	.442	.669	.709	1.954	.085
2.	Location of crab bank	4.09	4.00	3.92	4.00	4.13	3.88	.406	.385	.504	.442	.730	.601	2.568	.027
3.	Floating Basket	4.07	3.96	3.92	3.81	4.03	3.77	.298	.429	.504	.594	.765	.783	2.939	.013
4.	Statistic deposit and releasing crab on board	3.91	4.00	3.92	3.76	3.73	3.74	.636	.385	.717	.656	.740	.887	1.082	.370
5.	Tourism activities such as releasing crab, growing tree forest and side seeing the community way of life	4.04	3.96	4.08	4.12	3.83	3.81	.381	.429	.504	.395	.699	.759	3.051	.010
6.	Quality and interesting of crab bank tourism program	4.03	3.79	4.04	3.90	4.13	3.85	.601	.686	.464	.431	.629	.737	1.918	.090
7.	Home stay activity	3.97	3.93	3.96	4.10	4.17	3.97	.541	.716	.908	.617	.747	.633	.768	.573
8.	Fertileness of mangrove forest	4.66	4.71	4.58	4.79	4.57	4.67	.478	.460	.504	.415	.504	.568	.829	.530
9.	Quality and cleanliness of restaurant at crab bank	4.12	4.11	4.04	4.02	4.13	4.05	.431	.629	.690	.468	.730	.533	.384	.860
10.	Quality of food	4.13	4.43	4.50	4.17	4.30	4.21	.340	.504	.590	.377	.596	.554	3.114	.009

Table 4.6 Continue

No.	Attraction Attributes	Mean						Std. Deviation						ANOVA	
		5,500 Baht or Lower	5,501-6,500 Baht	6,501-7,500 Baht	7,501-8,500 Baht	8,501-9,500Baht	9,501 Baht or Higher	5,500 Baht or Lower	5,501-6,500 Baht	6,501-7,500 Baht	7,501-8,500 Baht	8,501-9,500Baht	9,501 Baht or Higher	F-value	P-value
11.	Safety of tourism attractions in community	3.99	4.14	3.88	4.10	4.07	4.03	.476	.591	.797	.484	.691	.464	.951	.448
12.	Safety of Home stay	3.84	3.89	3.75	3.90	4.00	3.96	.434	.629	.737	.431	.643	.543	1.100	.360
13.	Qualities of local roads and walkways	3.93	3.96	3.92	3.74	3.90	3.78	.442	.576	.929	.497	.759	.698	1.233	.293
	Quality of bridge	4.00	4.11	4.04	3.90	4.03	3.86	.400	.629	.690	.297	.718	.680	1.592	.161
14.	Sign of crab bank	3.92	3.89	3.79	4.00	3.63	3.69	.510	.416	.721	.541	.928	.779	2.506	.030
15.	Facilities in Bang Toey community such as souvenir shop and supermarket	3.88	3.86	3.33	3.93	3.63	3.67	.431	.356	.565	.463	.615	.737	4.454	.001*
16.	Number of public telephone in community	2.32	2.68	2.29	2.19	2.53	2.32	.637	.945	.690	.505	.860	.830	1.861	.100
17.	Number and cleanliness of rest room in community	3.18	3.39	2.92	3.00	3.07	2.87	.559	.832	1.248	.663	.740	.678	4.203	.001*
18.	Convenience of transportation to community	3.93	3.46	3.50	3.57	3.37	3.67	.471	.508	1.063	.668	.809	.666	4.648	.000*
19.	Information such as traveling, tourist attraction and accommodation	3.99	3.79	3.54	3.81	3.53	3.82	.346	.630	.658	.552	.629	.671	3.544	.004*

Remark *=P<0.05

4.1.3 Attributes

The result of question answered by the respondent about main motivation to travel to crab bank in Table 4.7 was showed that crab bank had the highest percentage (42%) following with seafood (38%). For the favorite attraction attributes, it was stated that the community way of life had high percentage (29.50%) following with seafood (29.25%). For the highlighted image position of crab bank at Tambon Bang Toey, it was found that crab resources was as one of Queen's Royal projects with the highest percentage (26.25%) following with the way of life community at Tambon Bang Toey (18.25%). According to the overall satisfaction, it was shown that satisfied had the highest percentage (82.25%) following with neutral (8.25%). For the value of money, the respondent answered agree with the highest percentage (64.75%) following with strongly agree (23.25%). For the image of crab bank being remembered, seafood had the highest percentage (30%) following with the community way of life (25%).

Table 4.7 Attraction Attributes and Potential of Crab Bank

		F	%
Main motivation to travel at crab bank	Crab bank	168	42.00
	Seafood	152	38.00
	Mangrove forest activity	48	12.00
	Home Stay	7	1.75
	The community way of life	25	6.25
The favorite attraction attributes	Crab bank	79	19.75
	Seafood	117	29.25
	Mangrove forest activity	77	19.25
	Home Stay	9	2.25
	The community way of life	118	29.50
The highlight image position of crab bank at Tambon Bang Toey	To welcome tourist with fresh crab and hygiene food	57	14.25
	Crab resources is as one of Queen's Royal project	105	26.25

Table 4.7 Continue

		F	%
The highlight image position of crab bank at Tambon Bang Toey (cont.)	Crab bank and tourism activity such as growing mangrove etc.	64	16.00
	The way of life community at Tambon Bang Toey	73	18.25
	Home stay	38	9.50
The overall satisfaction	Very satisfied	20	5.00
	Satisfied	329	82.25
	Neutral	34	8.50
	Dissatisfied	8	2.00
	Very dissatisfied	6	1.50
The value of money for crab bank	Strongly agree	93	23.25
	Agree	259	64.75
	Neutral	35	8.75
	disagree	13	3.25
	Strongly disagree	0	0
Image of crab bank being remembered	Crab bank	100	25%
	Seafood	120	30%
	Mangrove forest activity	60	15%
	Home Stay	20	5%
	The community way of life	100	25%
Total		400	100%

4.2. Result from interview

Quality research method methods were conducted by semi-structured interview in 7 informants.

1. President of crab bank
2. Administration Organization of Tambon Bang Toey
3. Leader of community

4. Tourism Authority of Thailand, Region 4
5. Travel agents
6. Guide
7. Local people

4.2.1 Result from interview of public administrations and tourism organization

Public administrations includes Informant 1, Informant 2 and Informant 3 also, they live in Tambon Bang Toey and relation with crab bank.

4.2.1.1 Result the exiting attraction attributes and potential of crab bank as tourist attraction of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

It was found that the current crab bank in Tambon Bang Toey is situated at the center of Bang Pat Village because there is a dock for boat taken in order to catch some crabs to deposit in crab bank. Another reason is that crab bank can be easily monitored and have maintenance. The crab bank covers 50 rai (approximately 80,000 square meters) of its area where will be a preserve site for preventing baby crab and another marine animal from catching. Hence, crab bank's main purpose is to keep longer life cycle of crab. Mostly, fishermen in the village make their living with catching some crabs, so a large number of crabs are decreasing. They used to take 8-10 kilograms of crabs per day. Later on, they currently catch only 3-5 kilograms per day. The decreased number of crabs considerably effect on local people' life, so some households need loan shark and some must sell their own land to obtain money in order to substitute for income which they used to earn. Most of local people have only knowledge regarding fishery, therefore it is hard for them to earn the living with other occupations or work in another province. The purpose of crab bank help reinforce this community in 3 aspects which are: 1) community support, for example, to repair mosque; 2) crab bank, i.e. to have maintenance for crab bank and floating basket; and 3) fund for local people, which they can have a loan for buying equipment utilizing in their occupation and for their children's education. Having crab bank, the local people will catch crabs having own eggs to release them in floating basket and then the number of crabs caught on a board will be recorded by deputy village headman. Those crabs will be kept until they release their eggs, then mother crabs will be sold to gain

income which will be deposit back in the fund of crab bank. Most of crabs are sold to merchants who are local people in this village. Those merchants buy the crabs and deliver them to restaurants, especially in Phuket. Seafood is highly demanded by tourists, so crab bank is certainly a crucial part which is able to retain the number of crabs sufficient for export from the community each year. Some tourists know crab bank; crab bank is well known for some who are interested in community-based tourism because award of excellent community in 2008 is guaranteed for a success of community. As the result, this place is a tourist attraction and also learning center for tourists. Each time, up to 20 tourists can visit crab bank and view crabs in floating basket. At the same time, tourists can release mother crabs provided by local people to crab bank. Mother crabs are currently deposited in a small number; those activities can be provided not so often. As there is high demand for community-based tourism and a large number of tourists like to have some seafood meal in restaurant provided in the community, more restaurants is built up increasingly and rapidly. Hence, local people seem to sell crabs rather that to deposit crabs in crab bank. Then, seafood restaurant is the first place where tourists will visit because of seafood's freshness, cleanliness and reasonable price. There are both of tourists who coming by their own car and with tour, especially on public holiday and weekend. However, in the evening on other days, those restaurants are full of tourists because of natural atmosphere with sunset over clear sky making impressive moment for those tourists. Instead of gradually increasing of tourists, rapidly growth on the number of tourists can cause other activities in the community having good response, for example, homestay, mangrove planting, experience and learn local way of life, fishing, and shops in the community. Homestay is another choice for tourists to have more activities in the community with longer period, which is provided in 12 residential homes of local people.

Remarkably, the informant 2 gave his own opinion about the activities provided in the village: *"There should have additional activities at night, for instance, entertainment and traditional dance show by students because tourists who stay overnight don't have things to do; they may feel bored."*

To plant mangrove is an activity provided by this community mostly on special days, for example, HM the King's Birthday, HM the Queen's Birthday, New Year's Day, and Earth Day. It is

also arranged as a way to preserve our nature on another day; there are representatives from Phuket and Krabi coming to participate in this activity. Mangrove forest is very abundant where tourists can visit and see its surrounding along with marine life. Another activity is to experience and learn local way of life; tourists can travel by long-tail boat to see around the village, view clam farm, and mangrove forest. They can also see some activities done by local people such as making fishing net, getting fish from fishing net, feeding fish in floating basket, how to get crabmeat from its shell, and method of making shrimp paste. Some tourists may like to go fishing with local people and catch some fish to cook for meals. In addition, shops located in the community provide souvenirs made of shells and local products for sale. Most of them are made and sold by local people.

For transportation to this place, visitors can travel by their private car; there is no public transportation to get there, but guide signs and car park are available. There is a strong bridge across the sea to get through the village and tourists can walk by each other in opposite directions. Sometimes, local people may ride a motorcycle across the bridge, they always stop and wait for tourists walk across the bridge first. Under the bridge, there is an oyster farm using tire inner tubes of motorcycles as an equipment of feeding oysters. It is indicated that abundance of marine still exists. Tourists will see the large number of oysters stick at those tire inner tubes. To travel by boat is another option for transportation to this place. In the village, some boats are provided for tourists from nearby islands to stay and do many activities in this area.

Currently, the parking area is quite congested, especially in the evening and during the holiday. The village is launching the project to provide more space for can parking. It is worthy to note that the security in the village is a high concern of the villagers as confirmed by the key informant 2 opinion: *“For car park, because of lots of tourists coming to visit us in the evening, we are going to improve it to provide more space for them. Don’t worries about safety, the local people try to monitor and watch out the surrounding; cars can be parked all the night.”*

At the present, tourists are extremely satisfied in community-based tourism. Activities currently are improved all the time in order to satisfy tourists and provide more capacity for tourism while still retaining the community’s uniqueness which is Islamic community for tourist to

experience; they do not want to have this place similar to Panyi Island focusing more on commercial aspect.

According to an environmental management, the local people will help each other on its management such as mangrove forest and marine environment. Especially in marine environment, it is damaged by releasing waste water from prawn farming. To do this, the local people can only ask the owners of prawn farming to avoid damaging the sea like that. It is difficult to prohibit or order them to stop releasing waste water to the sea. As the result, a huge damage occurs towards the large number of marine animals and the local people have decreasing income obtaining from marine life. In addition, the local people will help prevent from deforesting and help arrange forest growing. A campaign for a right equipment and correct method of catching marine animals is provided in order to decrease damage towards marine life and coral reefs or to prevent from making rubbish into the sea.

According to tourism effects on community, there are both positive and negative inputs. Good effects are increasingly developed the community-based tourism and sufficient income for local people; it is no need for them to find out job outside their own home. Not to do jobs outside area is accordance with purpose of community which is to have the locals doing jobs and living in their own community for retain and convey the elders' intention to the next generations.

There is still the negative input on community. As the local people can generate more income, some may be gradually selfish and pay less attention to the community. Later, there are some investors and firm owners directly contact the local people rather than head of community for doing business. Therefore, it is difficult to solve this problem. Some land plots is suggested not to be sold to others who are not living in the community, but some local people consider to sell their own land plot and some have already sold it to others.

The official department is going to plan for attracting more foreign tourists to this area by demonstrating the outstanding aspect of community which is the way of life to be selling point. After creating promotion via website, lots of tourists are interested in it and would like to buy a trip to visit this place. Although, Informant 3 gave different opinion "crab bank is not a main tourist attraction of Tambon Bang Toey, it is an important part of way of life in the community". The main occupation of local people is crab catching and seafood restaurants are so popular, but homestay needs some

improvement on cleanliness, convenience, and capacity for responding tourism plan in the future which is to promote Changwat Phang Nga. This community may be one of regional tourist attractions.

4.2.1.2 Result the perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward Crab Bank as a tourist attraction.

It was found that a leader who is in charge of crab bank and provide training for local people can make crucial decision on Crab Bank management, so the leader will allocate tasks relating to crab bank to local people. For example, local people catching crabs with eggs must donate and deposit to crab bank until they release the eggs; and local people must attend the meeting in order to solve problem occurred in crab bank with immediate support and help from headman, assistant headman, and officer from Bang Toey Sub-District Administrative Organization. Department of Fisheries plays an important role which is to provide knowledge and help design crab bank. In addition, a foreign organization “CHARM” gives some budget for the coast on Gulf of Thailand and arrange information of environmental management on coast and marine life. Annually, a regional meeting is organized and representatives of crab bank from many provinces present their current situation of crab bank to provide improvement and development. Those representatives will visit the crab bank and obtain information needed in order to develop their own crab bank.

The local people believe that a reason of learning to adapt themselves to live in nature from ancestors can make them comfortable until the present times. Besides, the community has obvious goal which is to retain ecosystem rather than creating tourist destination. The crab bank is a clear project representing crab conservation. Nowadays, an increasing number of tourists visit here, so many local people open more seafood restaurants, arrange fishing activity, and provide sightseeing tour around the village.

As stated by the informant 1; *“In the past, crab bank was the outstanding place to go in this area, but at the present tourists are more interested in seafood restaurant. It seems better to have an official department or professional providing information about crab bank for tourists in order to specify importance of this crab bank.”*

New generations in this community will be fostered to participate in many activities and learn about crab bank because they are still young and are more obedient and easy to teach rather than the older ones. There are good responses from schools, universities, and organizations interested in participating in activities and learning about crab bank continuously each year. The representative is arranged to give information and huge support for them.

Marketing plan is focused on way of life provided information by tour guides. The official department will consult about tourism with community annually in order to support development plan of ecotourism. According to abundance of natural resources, tourists can visit this place all year round though there is a storm in rainy season. However, mangrove forest can protect this place from the storm.

4.2.2 Results from interview of private sector

4.2.2.1 Results the exiting attraction attributes and potential of Crab Bank as tourist attraction of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

It was found that a current position of Tambon Bang Toey has probably increasingly number of tourists each year. Most of them are from Phuket and Krabi because this area is not too far and there are many interesting places such as a venue to see firefly and Borsaeen waterfall. However, crab bank is not so popular in tourist group; they are more interested in seafood restaurant. Besides, the area of crab bank is quite small and contains not many floating basket. Its structure is not attractive and suitable for tourists. Therefore, information regarding crab bank should be improved including pictures, its history, and useful information. As tourists always visit seafood restaurant because of the freshness of seafood, this reason can attract more tourists. It would be better if those restaurants provide general information of marine life and also include detail of crab bank in order to generate more knowledge for tourists. Activity to release crab may be interesting for children, which is usually currently done in the community and suitable for this tourist attraction.

Though this site gains much recognition in terms of fresh seafood rather than crab bank, crab bank is one product included in a package tour. The example opinion from the informant 5 is

“Currently, there are some trips visiting here that crab bank is offered in those trips. After tourists experience it, they felt happy to see conservation of crabs and ‘crab bank’ makes them surprised. Anyway, critic for its current structure still exists. Most of tourists would like to see crab bank in better structure so that other tourists can come to visit and know more about it in the near future.”

In contrast, another informant has a different opinion on this point: *“The crab bank is suitable for being a learning center rather than tourist attraction. Some local people and people from some organizations have learned and studied conservation of crabs. In marketing aspect, villager’s way of life is a selling point which is interesting.”*

In addition, the study revealed that abundance of mangrove forest and marine life represents interesting activities, for example, planting mangrove, visiting seafood restaurant, fishing, learning local way of life, and staying in homestay, etc. Annually, a lot of tourists participate in planting mangrove activity arranged in many projects. Seafood restaurant is somewhere tourists and tour agency extremely pay attention to them. As the increasing numbers of tourists are shown every year, those existing restaurants are expanded and some new restaurants are provided. If seafood’s freshness and cleanliness in their area can be in the existing seafood restaurants, it probably doesn’t have any problem on decreasing of their customers even some new restaurants are constructed. However, those should do prepare for welcoming customers, utensils used in their restaurant, and cleanliness before and after having meals because various types of tourists and many mass media agency currently come to visit and broadcast programs to present the locals’ way of life. Those broadcasted programs are critical image illustrating the community. The way of life can considerably attract tourists; they can visit the community and the locals’ way of life, buy local products, and see catching method of crabs and fish, and clam farming. Some crabs are sold to tourists. For some tourists who would like to buy souvenirs and local products, there are shops of local people available for them. In addition, there is homestay provided for tourists wanting to stay overnight; its convenience is in acceptable level. However, it would be better to improve it because there are a large number of mosquitoes. It is surely not be good to have some bad critics from tourists. In safety aspect, it seems to be in good level because the local people try to monitor and watch out surrounding area of their community, and theft or action to harm tourists never happens. For safety in the

community, it is in a good level. Most of local people obey regulations, especially regulations relating to tourists. When a problem occurs, local people can inform the headman immediately. A walkway and bridge is in good condition, strong, and stable. It may only be inconvenience when two motorcycles across the bridge in opposite directions. Besides, it must be good to have own car to travel to this place; some guide signs are available. However, its entrance is hard to see. Some travel with first visit may miss the entrance. There are some guide signs provided after the entrance and car park is also available. Loss of car parking overnight can be prevented because the local people help monitor around the area. In addition, to provide sufficient information of accommodation is available; it is because this place is new and there is not enough human resources to do that. Although any telephone box is not provided, it is not a problem because most of tourists have their own mobile phone.

4.2.2.2 Results the perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward Crab Bank as a tourist attraction.

It was stated that the current situation of crab bank is provided in tour program to represent way of life in the community which helps retaining quantity of crabs in the sea and there are many interesting activities arranged in the community. Therefore, coordination with community relating to tourism is organized continuously because tourists can visit this site throughout year. Tour agency can plan for their activities.

Local people in the community have friendly manner, especially towards tourists. They help the tourists through the trip. Although some regulations need to follow, the local people inform tour agent and tourists directly. In addition, the local people agree to tourism plan, but the regulations set up must be obeyed.

Most of tourists behave well and are obedient to local people and guide's suggestions. Hence, no bad effect towards the community. The tourists are very impressive when seeing the smile and friendly people, so those tourists have repeated visit to this place.

4.2.3 Results from interview of local people

4.2.3.1 Results the exiting attraction attributes and potential of Crab Bank as tourist attraction of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

The result was found that current situation of crab bank in Tambon Bang Toey is important for this community. It is both tourist attraction and learning center for tourists and people who are interested in crab bank. Many interesting tourist attractions and things in Tambon Bang Toey are Borsae Waterfall, methods of making chalks, and making shrimp paste, etc. crab bank is constructed at the center of village where is convenient for local people to release crabs and for tourists to see. It should have more floating baskets for mother crabs to lay their eggs. Floating basket is appropriate for the sea condition in this area. In addition, a record of crabs released is done every time when releasing the crabs to floating basket. That record will be informed every month to see if there is an increase or decrease of crabs when comparing with amount of crabs caught. Therefore, local people can know current situation of crabs which is very important nowadays because lots of crabs are cooked for tourists' meals and sold out in form of crabmeat, and some of them are sold in whole shell to nearby provinces and Changwat Phang Nga. If tourists would like to buy some crabs, the local people can sell crabs to them with reasonable price.

The local people are quite happy with crab bank. One informant interestingly stated that *“It is very good to have crab bank which contains a lot of crabs for local people to catch. Nowadays, a lot of tourists visit here; if the number of crabs is decreasing, seafood restaurants and the local people will face the hard time for sure. That is because most of tourists are intended to have seafood meal and the local people can earn more money from selling souvenirs and local products.”*

Originally, seafood restaurant is opened for welcoming students and officers of organizations coming to visit crab bank from Changwat Phang Nga and another province. Each year those will revisit with friends and have meal as well as take some pictures. Then, they recommend their trip on website and online social network. Nowadays, large number of tourists comes to visit here. As the result, seafood restaurant is a main spot attracting tourists to travel to Tambon Bang Toey because seafood is fresh and inexpensive. Most of tourists are from Phuket and Krabi and they have

meal in those seafood restaurants. However, some of them come to stay in homestay including 11 homes, sufficient capacity for tourists who would like to participate in activities like fishing, planting mangrove, releasing crabs, and sightseeing way of life in the community. The mangrove forest is so abundant and very important for community because it is a nursery area and is as a wall blocking storm. For the security in the area of homestay and community, local people help each other to watch out around. The walkway and bridge is strong, although they are not quite wide and look convenient for tourists; tourists can use them with safe. There is a car park available for tourists who travel by their own car as no public transport car provided to reach to and depart from the community. Guide signs are available, so it is not difficult to arrive at the community. In an aspect of information for first-time visit tourists, there is an official unit provides information about accommodation and tourist attraction nearby car park. Besides, local people in the community participate in activities and suggest specified activities that can do together with nearby community on public holiday event i.e. New Year's Day, they bring some local products to sell to tourists.

4.2.3.2 Results the perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward Crab Bank as a tourist attraction.

It was found that local people can adapt themselves well towards the current situation of crab bank in Tambon Bang Toey as they would like to keep amount of crabs and crab bank is a part of the community. The local people also participate in activities provided by the community on public holidays, for example, long tail boat competition, releasing mother crabs, and planting mangrove. As the result, the local people can gain advantages from those activities such as more income and more jobs. The local people can earn more income from selling local products without going outside their village to sell the products; they just sell those items in front of their home or sell the products in community shop. Their living is better than the past. They are very glad that it is not necessary to work outside their community. No destruction of nature while providing tourism because most of people here are the locals; they obey the regulations set up and have consciousness on nature. For cleanliness, they keep all places in the community clean more and are more interested in tourism. There is no controversial issue between local people and tourism in the community and the tourism

does not badly affect on local people' living. A problem may occur because of some investors offering high benefits to the locals, so it is like a gap that can create a risk to the community and it is hard to solve. However, this problem is not critical one, so it may not affect on the community much.

The tourism in the community has no conflict with public sector, business sector, and people because the locals help each other and income is generated to everyone in the community; they can live in this community and develop it continuously.

CHAPTER 5

SUMMARY

5.1 Conclusion

As the result shown, it was stated that the crab bank in Tambon Bang Toey, Changwat Phang Nga in general was still lack of a complete attraction attributes. There was suddenly increasing number of tourists. Hence, it affected on a readiness of tourist attraction and potentiality to provide sufficient capacity for tourists who visit the community. Also, perception of stakeholder of community-based tourism was studied to acknowledge how they participate in crab bank.

5.1.1 Conclusion from questionnaire

There was a tourist attraction qualification and potential of crab bank. Five factors were created to find variables that made crab bank to be tourist attraction in Bang Toey community including: 1. Gender was male; 2. Age was 26-40; 3. Education was bachelor's degree; 4. Occupation was business owner; 5. Personal monthly income was 5,500-6,500 Baht.

5.1.2 Attributes

Conclusion regarding attraction attributes and potential of crab bank was shown that main motivation to travel to crab bank was crab bank; the favorite attraction attributes was the way of life; the highlighted image position of crab bank at Tambon Bang Toey crab resources was as one of Queen's Royal projects; the overall satisfaction was satisfied; the value of money for crab bank was agree; and image of crab bank being remembered was seafood.

5.1.3 Conclusion from interview

Quality research method methods were conducted by semi-structured interview in 7 informants characteristic.

1. President of crab bank
2. Administration Organization of Tambon Bang Toey
3. Leader of community
4. Tourism Authority of Thailand, Region 4
5. Travel agents

6. Guide

7. Local people

5.1.3.1 Conclusion of interview of public administrations and tourism organization

5.1.3.1.1 The exiting attraction attributes and potential of crab bank as tourist attraction of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

The crab bank is located at Bang Pat Village in Tambon Bang Toey, covering 50 rais, where will be a preserve site for preventing baby crab and another marine animal from catching. The main purpose is to keep longer life cycle of crab. Benefits from crab bank will be used for community support, crab bank and village fund.

Usually, merchants buy the crabs and deliver them to restaurants, especially in Phuket. Seafood is highly demanded by tourists, so crab bank is certainly a crucial part which is able to retain the number of crabs sufficient for export from the community. In addition, crab bank is a tourist attraction and also learning center for tourists; it is guaranteed by award of excellent community in 2008 for a success of community. Up to 20 tourists, each time, can visit crab bank and view crabs in floating basket and mother crabs are currently deposited in a small number. More restaurants are built up increasingly and rapidly. Therefore, local people seem to sell crabs rather than to deposit crabs in crab bank. Then, seafood restaurant is the first place where tourists will visit, especially on public holiday and weekend. However, in the evening on other days, those restaurants contain a lot of tourists. Instead of gradually increasing of tourists, rapidly growth on the number of tourists can develop other activities in the community showing a good response, for example, homestay, mangrove planting, experience and learning local way of life, fishing, and shops in the community. Homestay is provided in 12 residential homes of local people.

In this area, mangrove forest is very abundant where tourists can visit and see its surrounding along with marine life. Interesting activities are to experience and learn local way of life; tourists can travel by long-tail boat to see around the village, view clam farm, and mangrove forest. They can also see some activities done by local people such as making fishing net, getting fish from fishing net, feeding fish in floating basket, how to get crabmeat from its shell, and method of making shrimp paste. However, some tourists may love to go fishing with local people

and catch some fish to cook for meals. In addition, shops located in the community provide souvenirs made of shells and local products for sale. Most of them are made and sold by local people.

There is no public transportation to get there, but traveling by boat is another option for transportation to this place. Activities currently are improved all the time in order to satisfy tourists and provide more capacity for tourism while still retaining the community's uniqueness which is Islamic community for tourist to experience. After promotion via website is created, lots of tourists are interested in it and would like to buy a trip to visit this place. Despite crab bank is not a main tourist attraction of Tambon Bang Toey, it is an important part of way of life in the community.

The local people help each other on its management such as mangrove forest and marine environment, especially in marine environment; it is damaged by releasing waste water from prawn farming. Therefore, a huge damage occurs towards the large number of marine animals and the local people have decreasing income obtaining from marine life. In addition, the local people will help prevent from deforesting and help arrange forest growing. A campaign for a right equipment and correct method of catching marine animals is provided in order to decrease damage towards marine life and coral reefs or to prevent from making rubbish into the sea.

Regarding tourism effects on community, both positive and negative inputs are presented. Good effects are that the community-based tourism is increasingly developed and there is sufficient income for local people. Not to do jobs outside area is accordance with purpose of community which is to have the locals doing jobs and living in their own community for retaining and conveying the elders' intention to the next generations.

However, the negative input is also shown on community. As the local people can have more income, some may be gradually selfish and pay less attention to the community. Then, some investors and firm owners contact the local people directly rather than head of community for doing their business. Some local people consider to sell their own land plot and some have already sold it to those investors and firm owners.

5.1.3.1.2 The perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward Crab Bank as a tourist attraction.

For crab bank management, a leader who is in charge of it and provides training for local people can make crucial decision on its management, so local people have to attend the meeting to help solve problem occurred in crab bank with immediate support and help from headman, assistant headman, and officer from Bang Toey Sub-District Administrative Organization. Department of Fisheries plays an important role which is to provide knowledge and help design crab bank. In addition, a foreign organization “CHARM” gives some budget for the coast on Gulf of Thailand and arrange information of environmental management on coast and marine life. Annually, a regional meeting is organized and representatives of crab bank from many provinces present their current situation of crab bank to provide improvement and development. Those representatives will visit the crab bank and obtain information needed in order to develop their own crab bank.

Additionally, a learning to adapt themselves to live in nature from ancestors can make them comfortable until the present times. Besides, the community has obvious goal which is to retain ecosystem and crab conservation. Nowadays, local people open more seafood restaurants, arrange fishing activity, and provide sightseeing tour around the village. The official department will consult about tourism with community annually in order to support development plan of ecotourism and plan is focused on way of life provided information.

Community will be fostered to participate in many activities and learn about crab bank by new generations. There are good responses from schools, universities, and organizations interested in participating in activities and learning about crab bank continuously each year. The representative is arranged to give information and huge support for them.

5.1.3.2 Conclusion of interview of private sector

5.1.3.2.1 The exiting attraction attributes and potential of Crab Bank as tourist attraction of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

Most of tourists are from Phuket and Krabi and there are many interesting places in this area. In addition, the area of crab bank is quite small and contains not many floating basket,

so information regarding crab bank should be improved including pictures, its history, and useful information. They are more interested in seafood restaurant because of the freshness of seafood. Besides, children love releasing crabs very much.

Tourists can participate in mangrove planting activity arranged in many projects. As the increasing numbers of tourists are shown annually, those existing restaurants are expanded and some new restaurants are provided. If seafood's freshness and cleanliness in their area can be in the existing seafood restaurants, it probably doesn't have any problem on decreasing of their customers even some new restaurants are constructed. Additionally, those should prepare for welcoming customers, utensils used in their restaurant, and cleanliness before and after having meals because various types of tourists and many mass media agency currently come to visit and broadcast programs to present local way of life. They can visit the community and the local way of life, buy local products, see catching method of crabs and fish, and clam farming. In addition, there is homestay provided for tourists who would like to stay overnight. For safety in the community, it is in a good level. A walkway and bridge is in good condition, strong, and stable. There are some guide signs provided after the entrance and car park is also available. Loss of car parking overnight can be prevented because the local people help to monitor around the area. To provide sufficient information of accommodation is available; it is because this place is new and there is no enough human resources to do that. Although any telephone box is not provided, it is not a problem because most of tourists have their own mobile phone.

5.1.3.2.2 The perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward Crab Bank as a tourist attraction.

The way of life in the community is put on tour program and crab bank is represented which helps retaining quantity of crabs in the sea and there are many interesting activities arranged in the community. Therefore, coordination with community relating to tourism is organized continuously because tourists can visit this site throughout year. Tour agency can plan for their activities.

Most of tourists behave well and are obedient to local people and guide's suggestions. Hence, no bad effect towards the community. As the result, the tourists are very

impressive when seeing the smile and friendly people, so those tourists have repeated visit to this place.

5.1.3.3 Conclusion of interview of local people

5.1.3.3.1 The exiting attraction attributes and potential of Crab Bank as tourist attraction of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

As crab bank is both tourist attraction and learning center for tourists and people who are interested in crab bank, local people can know current situation of crabs which is very important nowadays because crabs are the main goods which can generate income for the local people in the community.

Seafood is so popular on online social community and there are lots of tourists visiting this area because of seafood. Most of tourists are from Phuket and Krabi and they have meal in those seafood restaurants because it is fresh and inexpensive. However, some of them come to stay in homestay consisting of 12 homes which has sufficient capacity for tourists who would like to participate in activities like fishing, planting mangrove, releasing crabs, and sightseeing way of life in the community. The mangrove forest is so abundant and very important for community because it is a nursery area and is as a wall blocking storm. For the security in the area of homestay and community, local people help each other to watch out around. The parking lot is large enough for tourists' cars. The walkway and bridge is strong. Guide signs are available, so it is not difficult to arrive at the community. In an aspect of information for first-time visit tourists, there is an official unit provides information about accommodation and tourist attraction nearby car park. Besides, local people in the community participate in activities and suggest specified activities that can do together with nearby community on public holiday.

5.1.3.3.2 The perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward Crab Bank as a tourist attraction.

Crab bank plays a crucial role which make the local people participate in the community's activities much more and they often have participation together with nearby community. Local people can adapt themselves well towards the current situation of crab bank as

they would like to keep amount of crabs and crab bank is a part of the community. The local people also participate in activities provided by the community on public holidays. Hence, the local people can gain advantages from those activities such as more income and more jobs. The local people put some products in front of their home for sale or sell the products in community shop. Their living is better than the past; they are very glad that it is not necessary to work outside their community. No destruction of nature while providing tourism because most of people here are the locals; they obey the regulations set up and have consciousness on nature. For cleanliness, they keep all places in the community clean more and are more interested in tourism. There is no controversial issue between local people and tourism in the community and the tourism does not badly effect on local people's living. A problem may occur because of some investors offering high benefits to the locals, so it is like a gap that can create a risk to the community and it is hard to solve. However, this problem is not critical one, so it may not effect on the community much.

The tourism in the community has no conflict with public sector, business sector, and people because the locals help each other and income are generated to everyone in the community; they can live in this community and develop it continuously.

5.2 Discussion

5.2.1 The exiting attraction attributes and potential of Crab Bank as tourist attraction of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga.

Bang Pat community has crab bank, the project that fits the way of life of the local people. The main policy of crab bank is to keep crab life cycle longer because fishery is the main career in this community. Income obtained by selling crab from crab bank is divided into 3 parts: 1. For community such as to repair mosque; 2. For crab bank such as to provide maintenance and repair crab bank and floating basket; and 3. For village fund which the locals can loan from this fund to buy equipment for their career and for their children's education fee. Crab bank is a source of learning for officials, teachers, lecturers, students, and people who are interested in it. Visitors can release the crabs to floating basket. Anyway, the quantity of crab is not many for visitors to do this activity.

The tourism of Bang Pat community is developed to reach involvement stage and primary facilities are going to provide for visitors. A communication between visitors and the locals can be expected to remain high and, in fact, increase for those locals involved in catering for visitors. As this stage progresses, some advertising specifically to attract tourist can be anticipated, and a basic initial market area for visitors can be defined (Butler, 1980).

The community provides tourist attraction and interesting activities such as seafood meal, the way of life, homestay, growing mangrove tree, and fishing, etc. The seafood restaurant is the first place to go for tourists because of its cleanliness, freshness, and cheap price. The tourists can visit here by their own car and tour agent brings a lot of tourists to have seafood meal especially on weekend. Even in the evening on Monday to Friday, there are a highest number of tourists. In the past, the number of tourists gradually increases. That supports more other activities in the community such as homestay, growing mangrove forest, visiting way of life, fishing, and local shops. However, some aspects should be improved including welcoming guest to the restaurant, table utensils, and cleanliness before and after having meal.

In addition to crab bank, 12 homestays are provided. These homestays could sufficiency receive tourists but tourist is dissatisfied about a lot of mosquitoes at night. For activity to learning way of life, the locals will lead the tourists to sightseer around the community by long tail boat, see clam farm, and visit mangrove forest. The tourists are satisfied to take long tail boat to see around. Other ways of life of the locals are weaving fishing net, getting fish from the net, fish feeding in floating basket, getting crabmeat from its shell, and making shrimp paste. Those can surprise tourists and they can see the real routine of the locals. Fishing activity is often another option for fishing enthusiasts. Additionally, the local shops provide souvenirs made of shells and local products.

For transportation to this place, visitors can travel by boat or private car because there is no public transportation, but guide signs and car park are available. There is a strong bridge across the sea to get through the village and tourists can walk by each other in opposite directions. Car park cannot provide sufficient space for a lot of cars nowadays, especially in the evening. The locals help each other to watch out around for visitors' security. Information about accommodation for tourists is not available because this place is at the beginning of being attraction and there are enough officers to do. There is no telephone box in the community, but

most of tourists have own mobile phone. By employing attraction attributes (Weaver and Lewton, 2006) to be indicator of readiness on being tourist attraction, it shows that this place is lack of readiness on being tourist attraction, but it has abundant of resources.

Tourism in Bang Pat community can maintain ecosystem and this place can provide seafood meal for tourist visiting the place each year. Also, the locals can sell lot of seafood to nearby provinces like Phuket and Krabi. The tourism in this area matches the plan of OSM Andaman which is to support Changwat Phan Nga to provide ecotourism and be seafood source (OSM Andaman, 2010). The locals give knowledge and foster their children about the environment such as crab bank , mangrove forest, marine life catching, and local products by leading them to often participate in activities in order to develop their quality of life of the locals and create sustainable tourism for the present and future (Phayakvichien, 2000).

5.2.2 The perception of stakeholders of community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga toward Crab Bank as a tourist attraction.

Bang Toey community is strong community where the locals help each other on any activities arranged in the community and they all obey the rules of the community (Choen and Uphoff, 1977). Participation of people in the community is categorized in self-mobilization of typology of participation (Pretty et.al., 1995). Therefore, local participation is developed by consulting external institutions about resources and technical advice they need, but they still manage resources by themselves. Crab bank is an important project in the community which crab bank leader has task to take care of all the things concerning crab bank, provide training to the locals, and make crucial decision on management of crab bank so that all tasks can be fairly arranged to the locals, for example, the locals who can catch mother crab with egg must donate to crab bank and wait until it releases the egg. The locals must go to meeting in order to help solve problem in crab bank. In the meeting, headman, his assistant, Bang Toey Subdistrict Administrative Organization officer will help on solution and recommendation. Department of fisheries help and support them about information and design of crab bank. In addition, a foreign organization “CHARM” gives some budget for the coast on Gulf of Thailand and arrange information of environmental management on coast and marine life. Annually, a regional meeting is organized and representatives of Crab Bank from many provinces present their current situation

of Crab Bank to provide improvement and development. Those representatives will visit the Crab Bank and obtain information needed in order to develop their own Crab Bank.

There are good responses from schools, universities, and organizations interested in participating in activities and learning about Crab Bank continuously each year. The representative is arranged to give information and huge support for them. Tourism in the community does not bring conflict to public sector, private sector, and local people, because the locals help each other and income is fairly generated to everyone in the community. Most of tourists behave well and are obedient to the locals and guide's suggestions. Hence, no bad effect towards the community. The tourists are very impressive when seeing the smile and friendly people, so those tourists have repeated visit to this place.

The community is still lack of good presentation of its place and readiness of being tourist attraction toward TAT and tour agent, so this place is not well-known for tourists. However, some agent put crab bank into tour program to reflect way of life that keep quantity of crabs in the sea and also interesting activities. Although tour agent is planning for their own program for this, crab bank is not put into development plan of OSM Andaman, 2010.

A problem after tourism can generate huge income may occur because of some investors offering high benefits to the locals, so it is like a gap that can create a risk to the community and it is hard to solve. However, this problem is not critical one, so it may not affect on the community much.

The community supports tourism to be an option for tourists in Changwat Phan Nga. Importantly, the way of life of the locals and natural resources in the community must be maintained and conserved as much as possible.

5.3 Recommendation

As the result was found that crab bank is important project for the community, crab catching is the main occupation, and seafood restaurant can provide sufficient quantity of seafood for tourists annually because preventing others from catching marine resources. An award of excellent community in 2008 is guaranteed for a success of community, so this community should be improved to provide fully community-based tourism in order to offer more capacity to fit the increasing number of tourists because the locals still maintain the environment, community

uniqueness, and culture; and they managed the community by themselves, namely that tourists can learn well the way of life of the locals (WTO, 2002).

Seafood is the most popular option for tourists, so more restaurants are built up increasingly every year to provide more capacity. However, table utensil preparation and service must be improved because there are many types of tourists and the restaurants must reach the standard to gain popularity of being seafood source of Andaman Sea (OSM Adman, 2010).

Homestay is still gain attention from tourists that they can do more activities, but at night more activities or shows should be arranged such as shows by students or the locals, so they can have something to do at the nighttime and they can learn more about the way of life of the locals. From the information provided by TAT and tour agent, most tourists like package including the way of life; it is quite popular because it maintain uniqueness of the community.

The mangrove forest is so abundant and very important for community because it is a nursery area and is as a wall blocking storm. Tourists can go sightsee mangrove forest and grow them. The activity to grow mangrove is popular and always arranged on official days such as HM the King's Birthday, HM the Queen's Birthday, etc.

Car park should be provided with more space for more capacity. Most tourists use a private car because there is no public transportation. At the present, there is an office to give tourist and accommodation information, but it is not enough to promote this kind of tourism.

The community should have more participation in activities provided by TAT and consult TAT for more information on tourism. The main problem is that the locals are lack of good skills on presentation of tourist attraction, so TAT seldom needs cooperation from the locals. In addition, the community should introduce their place to tour agent more so that the tour agent can use information given to promote and set a tour package for tourists who are interested in the community-based tourism. If there is a guideline for crab bank development and improvement of tourist attraction as well as an availability of tourist information, the crab bank must possibly become a core tourist attraction of Tambon Bang Toey, Changwat PhangNga in the future.

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APPENDICES

Appendix A



แบบสอบถามสำหรับนักท่องเที่ยว

เรื่อง : การสร้างแนวทางในการพัฒนาอาคารปูเป็นแหล่งท่องเที่ยวหลัก:กรณีศึกษาการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

ส่วนที่ 1 ข้อมูลพื้นฐานส่วนบุคคล

คำชี้แจง: กรุณาเขียนคำตอบลงในช่องว่าง และเติมเครื่องหมาย ✓ ลงใน ที่ตรงกับท่านตามความเหมาะสม

1. เพศ 1. ชาย 2. หญิง
2. อายุ 1. 18-25 ปี 2. 26-40 ปี
 3. 41-55 ปี 4. มากกว่า 55 ปี
3. ระดับการศึกษา
 1. ประถมศึกษา 2. มัธยมศึกษา/ปวช.
 3. อนุปริญญา/ปวส. 4. ปริญญาตรี
 5. ปริญญาโท 6. อื่นๆ (โปรดระบุ.....)
4. อาชีพ
 1. ข้าราชการ/รัฐวิสาหกิจ 2. ธุรกิจส่วนตัว/ค้าขาย
 3. พนักงานบริษัทเอกชน 4. รับจ้างทั่วไป/แรงงาน
 5. นักเรียน/นักศึกษา 6.ว่างงาน/เกษียณ
 7. ชาวประมง/เกษตรกร 8. อื่นๆ (โปรดระบุ.....)
5. รายได้จากอาชีพหลักต่อเดือน
 1. 4,500 บาทหรือน้อยกว่า 2. 4,501-5,500 บาท
 3. 5,501-6,500 บาท 4. 6,501-7,500 บาท
 5. 7,501-8,500 บาท 6. 8,501บาทหรือมากกว่า

ส่วนที่ 2: ความคิดเห็นต่อองค์ประกอบของแหล่งท่องเที่ยวธรรมชาติและทัศนียภาพในการพัฒนาเป็นแหล่งท่องเที่ยว

คำชี้แจง: กรุณาเขียนคำตอบลงในช่องว่าง และเติมเครื่องหมาย ✓ ลงใน ที่ตรงกับท่านตามความเหมาะสม

องค์ประกอบของแหล่งท่องเที่ยว	(5) ดีมาก	(4) ดี	(3) พอใช้	(2) ปรับปรุง	(1) ไม่ดี
1. มีการสร้างลักษณะกายภาพธรรมชาติให้เห็นเด่นชัด					
2. ทำเลที่ตั้งของธรรมชาติ					
3. กระทั่งที่ใช้เลี้ยงปูเห็นเด่นชัด					
4. การนำเสนอการเก็บข้อมูลการฝากและปล่อยปูให้เห็นชัดเจน					
5. กิจกรรมการท่องเที่ยวอื่นๆที่เกี่ยวข้องกับธรรมชาติ เช่น การปล่อยปู การปลูกป่าชายเลน และการนำเสนอมิวสิคชุมชน					
6. คุณภาพและความน่าสนใจของโปรแกรมนำเที่ยวของธรรมชาติ					
7. กิจกรรมท่องเที่ยวโฮมสเตย์					
8. ความอุดมสมบูรณ์ของป่าชายเลน					
9. คุณภาพและความสะอาดของร้านอาหารที่ธรรมชาติ					
10. คุณภาพของอาหาร					
11. ความปลอดภัยของสถานที่ท่องเที่ยวในชุมชน					
12. ความปลอดภัย ณ สถานที่พักโฮมสเตย์					
13. สภาพทั่วไปและความปลอดภัยของถนนและทางเดินในชุมชน					

องค์ประกอบของแหล่งท่องเที่ยว	(5) ดีมาก	(4) ดี	(3) พอใช้	(2) ปรับปรุง	(1) ไม่ดี
14. สภาพทั่วไปและความแข็งแรงของสะพานชุมชน					
15. มีป้ายบอกทางเข้าธนาคารปูที่ชัดเจน					
16. สิ่งอำนวยความสะดวกในชุมชนบางเตย เช่น ร้านขายของที่ระลึก และร้านสะดวกซื้อ					
17. จำนวนโทรศัพท์สาธารณะในชุมชน					
18. จำนวนและความสะอาดของห้องน้ำสาธารณะในชุมชน					
19. ความสะดวกของระบบการขนส่งสาธารณะเข้าสู่ชุมชน					
20. ข้อมูลเกี่ยวกับการเดินทาง สถานีพัก และที่พักของชุมชนในตำบลบางเตย					

21. ปัจจัยที่กระตุ้นให้ท่านตัดสินใจเดินทางมาท่องเที่ยวธนาคารปู มีอะไรบ้าง ?

1. ธนาคารปู
 2. อาหารทะเล
 3. การท่องเที่ยวป่าชายเลน
 4. โฮมสเตย์
 5. วิถีชุมชนบางเตย

22. ท่านสนใจส่วนใดของธนาคารปูมากที่สุด ?

1. ธนาคารปู
 2. อาหารทะเล
 3. การท่องเที่ยวป่าชายเลน
 4. โฮมสเตย์
 5. วิถีชุมชนบางเตย

23. จุดเด่นใดที่ถือว่าเป็นสัญลักษณ์ของธนาคารปู ต.บางเตย ?

1. ปูที่ใช้ทำอาหารต้อนรับนักท่องเที่ยวที่มีความสะอาด
 2. เป็นธนาคารปูแห่งเดียวที่เป็น โครงการพระราชดำริของพระราชินี
 3. เป็นแหล่งที่มีปูอุดมสมบูรณ์
 4. ธนาคารปูและกิจกรรมการท่องเที่ยว เช่น การท่องเที่ยวป่าชายเลน
 5. วิถีชีวิตชุมชน
 6. การท่องเที่ยวโฮมสเตย์

24. หลังจากเดินทางกลับท่านจดจำภาพลักษณ์ใดบ้างของธนาคารปู ?

.....

25. ความพึงพอใจในภาพรวม ?

1. พอใจมากที่สุด

2. พอใจมาก

3. เฉยๆ

4. ไม่พอใจมาก

5. ไม่พอใจมากที่สุด

26. แหล่งท่องเที่ยวธนาคารปูมีความคุ้มค่าเงิน ?

1. เห็นด้วยอย่างมาก

2. เห็นด้วย

3. เฉยๆ

4. ไม่เห็นด้วย

5. ไม่เห็นด้วยอย่างมาก

Appendix B



Questionnaire for Tourist

**Topic: Formulation of guideline to develop crab-bank as a core tourist attraction:
A case study of community-based tourism in Tambon Bang Toey, AmpurMuang,
ChangwatPhangNga**

Part 1: Personal Demographic Characteristic

Please write down your answer or tick ✓ in the box which applies to you.

- | | | |
|--------------------|---|--|
| 1. Gender | <input type="checkbox"/> 1. Male | <input type="checkbox"/> 2. Female |
| 2. Age | <input type="checkbox"/> 1. 18-25 years | <input type="checkbox"/> 2. 26-40 years |
| | <input type="checkbox"/> 3. 41-55 years | <input type="checkbox"/> 4. Over 55 years |
| 3. Education Level | <input type="checkbox"/> 1. Primary school | <input type="checkbox"/> 2. Secondary school |
| | <input type="checkbox"/> 3. Vocational diploma | <input type="checkbox"/> 4. Bachelor's degree |
| | <input type="checkbox"/> 5. Master degree | |
| | <input type="checkbox"/> 6. Others (please specify.....) | |
| 4. Occupation | <input type="checkbox"/> 1. Government officer/State Enterprise | <input type="checkbox"/> 2. Commercial Personnel |
| | <input type="checkbox"/> 3. Company officer/ Employee | <input type="checkbox"/> 4. Worker/ Labor |
| | <input type="checkbox"/> 5. Student | <input type="checkbox"/> 6. Unemployed/Retired |
| | <input type="checkbox"/> 7. Fishery/Agriculture | |
| | <input type="checkbox"/> 8. Others (please specify.....) | |

5. Monthly Personal Income

 1. 4,500 Baht or Lower 2. 4,501-5,500 Baht 3. 5,501-6,500 Baht 4. 6,501-7,500 Baht 5. 7,501-8,500 Baht 6. 8,501 Baht or Over**Part 2: The opinion of attraction attributes at crab bank and potential to develop as a core tourist attraction****Please respond to answer and tick ✓ in table**

Attraction Attributes	(4) Excellent	(3) Very Good	(3) Fair	(2) Poor	(1) Bad
4 Dominant physical construction of crab bank					
5 Location of crab bank					
6 Crab cage					
7 Presentation of data bank of deposit and releasing crab on board					
8 Tourism activities such as releasing crab, growing mangrove and the community way of life					
9 Quality and interesting of Crab Bank tourism program					
10 Home stay activity					
11 Fertileness of mangrove forest					
12 Quality and cleanliness of restaurant at crab bank					
13 Quality of food					
14 Safety of tourism attractions in community					

Attraction Attributes	(5) Excellent	(4) Very Good	(3) Fair	(2) Poor	(1) Bad
15 Safety of Home stay					
16 Qualities of local roads and walk ways					
17 Quality of bridge					
18 Sign show direction to crab bank					
19 Facilities in Bang Toey community such as souvenir shop, supermarket					
20 Number of public telephone in community					
21 Number and cleanliness of rest room in community					
22 Convenience of Transportation to community					
23 Information such as traveling and accommodation in Bang Toey community					

24 What is the main factor to motivate travel to crab bank ?

1. Crab bank
 2. Seafood
 3. Forest activity
 4. Home stay
 5. Way of community life

25 What would you like a section of Crab bank?

1. Crab bank
 2. Seafood
 3. Forest activity
 4. Home stay
 5. Way of community life

26 What symbol can be highlight of crab bank at Tambon Bang Toey?

- 1. Crabs use to welcome tourist with fresh and clean food
- 2. Crab is one of Queen's Royal project
- 3. Location has many crabs
- 4. Crab bank and tourism activity such as growing mangrove etc.
- 5. Way of community at Tambon Bang Toey
- 6. Home stay

27 After returning, what is the image of crab bank that you will remember?

.....

28 What is your overall satisfaction?

- 1. Very satisfied
- 2. Satisfied
- 3. Neutral
- 4. Dissatisfied
- 5. Very dissatisfied

29 Do you agree with worth the amount of money you spent for crab bank?

- 1. Strongly agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly disagree

Appendix C



แบบสัมภาษณ์กึ่งเชิงลึกสำหรับประธานธนาคารปู

เรื่อง : การสร้างแนวทางในการพัฒนาธนาคารปูเป็นแหล่งดึงดูดนักท่องเที่ยว:กรณีศึกษาการ
ท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

ส่วนที่ 1 ศักยภาพและองค์ประกอบของแหล่งท่องเที่ยว

1. ท่านมีนโยบายหลักในการสร้างธนาคารปูเพื่อหวังผลกำไร หรือเพื่อรักษาระบบนิเวศชุมชน เพราะอะไร
2. ธนาคารปูมุ่งเน้นการทำการตลาดเฉพาะกลุ่มหรือไม่อย่างไร ?
3. ธนาคารปูมีทิศทางการตลาดขัดแย้งกับชุมชนหรือไม่อย่างไร ?
4. ท่านจัดการตลาดเพื่อจำหน่ายแม่ปูที่สดักไข่แล้วอย่างไร ?
5. ธนาคารปูทำการตลาดโดยยึดชุมชน หรือนักท่องเที่ยวเป็นหลัก ?
6. ธนาคารปูกระจายรายได้ทั้งหมดของธนาคารปู และกิจกรรมการท่องเที่ยวสู่ชุมชน
อย่างเช่น
โฮมสเตย์อย่างไร ?
7. ธนาคารปู และกิจกรรมการท่องเที่ยวชุมชนอื่นๆเช่น โฮมสเตย์ สร้างผลกำไรแก่รายบุคคล
หรือกลุ่มบุคคลอย่างไร ?
8. ท่านได้มีการจัดการอาณาเขตของธนาคารปูอย่างไร ?
9. ท่านซ่อมแซมหรือปรับธนาคารปูบ้างหรือไม่ อย่างไร ?
10. ชุมชนใ้อะไรเป็นเกณฑ์วัดว่านักท่องเที่ยวพึงพอใจ ?
11. กลุ่มนักท่องเที่ยวส่วนใหญ่เป็นคนไทยหรือต่างชาติมีนักท่องเที่ยวสนใจธนาคารปูมากน้อย
แค่ไหน ?

12. มีการขายปูในหมู่บ้านหรือจัดการตลาดขายปูเพื่อคึงคุณักท่องเที่ยวหรือไม่ ?
13. ธนาคารปูถือเป็นแหล่งท่องเที่ยวหลักของชุมชนหรือไม่ ?
14. ธนาคารปูมีการกำหนดพื้นที่ และรูปแบบแหล่งท่องเที่ยวอย่างไรบ้าง ?
15. ธนาคารปูมีการจัดการสัดส่วนพื้นที่อย่างไรบ้าง ?
16. ธนาคารปูอยู่ในพื้นที่กลุ่มท่องเที่ยวเชิงเกษตรหรือไม่ อย่างไร?
17. โปรแกรมการท่องเที่ยวของธนาคารปูมีอะไรบ้าง ?
18. มีการสร้างธนาคารปูให้เห็นเด่นชัดในลักษณะทางกายภาพหรือไม่ อย่างไร?
19. ธนาคารปูที่ให้นักท่องเที่ยวเยี่ยมชมเป็นสถานที่จริงหรือจำลองขึ้นมา ?
20. ธนาคารปูที่นี้เป็นต้นแบบ หรือศึกษาแนวคิดจากที่อื่นหรือไม่ อย่างไร ?
21. ธนาคารปูคิดกระบวนการ และรูปแบบกระชัง โดยลอกเลียนแบบจากที่อื่นหรือไม่ อย่างไร?
22. นักท่องเที่ยวสามารถสัมผัสปูจริง โดยตรง หรือมีปูจำลองให้สัมผัส เมื่อตอนเข้าชมธนาคารปู
อย่างไร?
23. นักท่องเที่ยวสนใจธนาคารปูส่วนใด กิจกรรมการท่องเที่ยวหรือธนาคารปู ?
24. ธนาคารปูมีความจุในการรับนักท่องเที่ยวสูงสุดกี่คน ?
25. นักท่องเที่ยวทำกิจกรรมการท่องเที่ยวชุมชนอื่นๆร่วมกับการเยี่ยมชมธนาคารปูส่งผล
กระทบต่อธรรมชาติ และสังคมชุมชนบางเตยอย่างไรบ้าง ?
26. ความสะดวกของระบบขนส่งสาธารณะเข้าสู่ชุมชน ?
27. ความสะดวกของระบบขนส่งสาธารณะทางทะเลสู่ชุมชน ?
28. สภาพทั่วไปของทางเดิน และสะพานในชุมชนบางเตยในการให้บริการ ?

ส่วนที่ 2 ความคิดเห็นต่อการรับรู้ของกลุ่มผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

1. ท่านมีหน้าที่ในธนาคารปูอะไรบ้าง?
2. ท่านมีสิทธิขาดในการดูแลธนาคารปูทั้งหมดหรือไม่อย่างไร?
3. ท่านให้ความรู้ธนาคารปูกับชาวบ้านอย่างไร ?
4. ท่านให้ชาวบ้านทำหน้าที่อะไรบ้างในธนาคารปู?

5. ท่านมีหลักเกณฑ์ธนาคารปูเป็นอย่างไร ?
6. ท่านมีการแบ่งปันผลประโยชน์ธนาคารปูอย่างไร ?
7. ท่านได้รับการอบรมเกี่ยวกับธนาคารปูหรือไม่ อย่างไร ?
8. ท่านได้รับการอบรมหรือเอกสารความรู้จากกลุ่มธนาคารปูในส่วนภูมิภาคหรือไม่อย่างไร ?
9. มีภาครัฐ หรือหน่วยงานใดที่ให้ความช่วยเหลือและการสนับสนุนในการจัดการธนาคารปู ?
10. ท่านมีการพบปะหรือประชุมกับธนาคารปูที่อื่นหรือไม่ อย่างไร ?
11. ท่านได้นำเสนอธนาคารปูร่วมกับกิจกรรมการท่องเที่ยวชุมชนอื่นๆ หรือไม่ อย่างไร?
12. ท่านอบรมหรือปลูกฝังชาวบ้านเกี่ยวกับธนาคารปูอย่างไร ?

Appendix D



Appendix B: Semi-Structure Interview Form for President of Crab Bank

Topic: Formulation of guideline to develop crab-bank as a core tourist attraction:

A case study of community-based tourism in Tambon Bang Toey, AmpurMuang, ChangwatPhangNga

Part 1: Potential and Attributes of Tourist Attraction

1. According to establishing crab bank, what is the main policy, to gain profit or preserve ecosystem of community? Why?
2. Is crab bank focused on marketing for specific groups? How?
3. Does marketing trend of crab bank contradict perception of local people in community? How?
4. How can you manage marketing for selling mother crabs releasing eggs?
5. According to marketing of crab bank, what is it based on, community or tourist?
6. How can crab bank generate income and help provide activity like homestay in community?
7. What type of people can get profit from crab bank and activities including homestay in community, individuals or groups? How?
8. How do you manage area of crab bank?
9. Did you have crab bank fixed or improve it? How?
10. What are criteria to measure satisfaction of tourist?
11. Are most of tourists Thais or foreigners? Are lots of them interested in crab bank?
12. Do you sell crabs in village or have marketing on it to attract more tourists?

13. Is crab bank the main tourist attraction of community?
14. How are the extent of crab bank and feature of tourist attraction indicated?
15. How is the area of crab bank managed?
16. Is crab bank in agro-tourism area? How?
17. What details on tour program of crab bank will be?
18. Is crab bank built in obviously physical structure? How?
19. Is crab bank for tourist's visit real or virtual?
20. Is this crab bank a model or created from any concept? How?
21. Are instructions for crab bank and floating basket features imitated from others? How?
22. As tourists visit crab bank, can they directly touch the real crabs or just only mock-up crabs? How?
23. What part in crab bank area is tourist interested in, activity or crab bank?
24. What maximum capacity for tourist can be provided in crab bank area?
25. As tourists do the activities as well as visit crab bank, what are effects on nature and Bang Toey community?
26. How about convenience of land transport system for travel to community?
27. How about convenience of water transport system for travel to community?
28. What is general condition of walkway and bridge in Bang Toey community?

Part 2: Perception of stakeholders towards community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga

13. What is your duty in crab bank?
14. Do you crucially make all decisions on crab bank? How?
15. How do you give knowledge regarding crab bank to local people?
16. What are duties for local people?
17. What are criteria for crab bank?
18. How do you allocate all benefits obtained from crab bank?
19. Do you receive any training about crab bank? How?
20. Do you receive training or information document from regional crab bank group? How?
21. Does public sector or any official department give you a help or support on management of crab bank?

22. Do you have meeting about crab bank in other places? How?
23. Do you present crab bank together with other community-based activities? How?
24. How do you train or foster local people regarding crab bank?

Appendix E



แบบสัมภาษณ์กึ่งเชิงลึกสำหรับผู้ช่วยผู้ใหญ่บ้าน หมู่บ้านบางพัฒนา
เรื่อง : การสร้างแนวทางในการพัฒนาธนาคารปูเป็นแหล่งดึงดูดนักท่องเที่ยว:กรณีศึกษาการ
ท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

ส่วนที่ 1 ศักยภาพและองค์ประกอบแหล่งท่องเที่ยว

1. กลุ่มนักท่องเที่ยวส่วนใหญ่เป็นคนไทยหรือต่างชาติเพราะอะไร ?
2. ธนาคารปูถือเป็นแหล่งท่องเที่ยวหลักของชุมชนหรือไม่ อย่างไร ?
3. ท่านคิดว่าธนาคารปูมาสามารถช่วยเพิ่มรายได้ให้กับชุมชนหรือไม่ อย่างไร ?
4. ท่านมีการจัดการด้านอาณาเขตของธนาคารปูอย่างไรบ้าง ?
5. ท่านจัดการสิ่งแวดล้อมโดยรอบหมู่บ้าน โดยมีการปกป้องหรือดูแลอย่างไร?
6. ท่านมีการปรับปรุงหรือเปลี่ยนแปลงกิจกรรมการท่องเที่ยวในชุมชนหรือไม่ อย่างไร ?
7. ท่านคิดว่าจุดเด่นของธนาคารปูคืออะไร
8. ท่านคิดว่าจุดเด่นดังกล่าวสามารถดึงดูดนักท่องเที่ยวได้มากน้อยเพียงใด

ส่วนที่ 2 ความคิดเห็นต่อการรับรู้ของกลุ่มผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

1. ท่านทำหน้าที่ใดในธนาคารปู ?
2. ท่านให้ความช่วยเหลืออะไรบ้างกับธนาคารปู ?
3. ท่านให้ความช่วยเหลืออะไรบ้างแก่ชาวบ้านที่ร่วมกับธนาคารปู ?
4. ท่านคิดว่าธนาคารปูส่งผลต่อความเป็นอยู่ของชาวบ้านอย่างไร?
5. ท่านมีส่วนร่วมกับชาวบ้านในการดูแลธนาคารปูอย่างไรบ้าง ?
6. ธนาคารปูสอดคล้องกับการดำเนินชีวิตของชุมชนหรือไม่ อย่างไร ?
7. ชุมชนใช้เวลาในการปรับตัวกับธนาคารปูเป็นระยะเวลาเท่าไร ?

8. ท่านคิดว่าธนาคารปูสร้างขึ้นเพื่อหวังผลกำไร หรือเพื่อรักษาระบบนิเวศของชุมชน ?
9. ท่านได้นำเสนอธนาคารปูร่วมกับกิจกรรมการท่องเที่ยวชุมชนอื่นๆ หรือไม่ อย่างไร ?
10. ท่านจัดการจำนวนนักท่องเที่ยวอย่างไรเพื่อไม่ให้ส่งผลกระทบต่อธรรมชาติและรายได้ของชุมชน ?
11. ท่านมีการจัดการกับการท่องเที่ยวอย่างไรเพื่อไม่ให้ส่งผลกระทบต่อธรรมชาติ ?
12. ท่านประสานงานกับชุมชนเพื่อกิจกรรมการท่องเที่ยวในชุมชนอย่างไร ?
13. ท่านมีการพบปะหรือประชุมกับชุมชนธนาคารปูที่อื่นหรือไม่ อย่างไร ?
14. ท่านเข้าร่วมประชุมกับธนาคารปูหรือไม่ หากมีท่านทำหน้าที่ใดในที่ประชุม ?
15. ท่านเข้าร่วมประชุมหรืออบรมกับภาครัฐเกี่ยวกับธนาคารปูหรือไม่ หากมีการประชุม หรือการอบรมเกี่ยวกับข้อกับอะไรบ้าง ?
16. ภาครัฐมีโครงการเกี่ยวกับธนาคารปูให้ท่านดำเนินการหรือไม่ อย่างไร ?
17. ธนาคารปูได้เข้าร่วมกับบริษัททัวร์ ในด้านกิจกรรมการท่องเที่ยวหรือไม่ อย่างไร ?
18. ธนาคารปูได้เข้าร่วมกิจกรรมการท่องเที่ยวแห่งประเทศไทย ในด้านกิจกรรมการท่องเที่ยวหรือไม่ อย่างไร ?

Appendix F



Semi-Structure Interview Form for Assistant Headman of Bang Phat Village

Topic: Formulation of guideline to develop crab-bank as a core tourist attraction:

A case study of community-based tourism in Tambon Bang Toey, AmpurMuang, ChangwatPhangNga

Part 1: Potential and Attributes of Tourist Attraction

1. Are most of tourists Thai or Foreigners? Why?
2. Is crab bank the main tourist attraction of community? How?
3. In your opinion, can crab bank help increase income for community? Why?
4. How do you manage on the extent of crab bank?
5. How do you manage or take care of your environment surrounding community?
6. Do you improve or change community-based activities? How?
7. In your opinion, what is the strength of crab bank?
8. According to mentioned strength, how much attractiveness could gain from tourists?

Part 2: Perception of stakeholders towards community-based tourism in Tambon Bang

Toey, Amphur Muang, Changwat Phang Nga

1. What is your duty in crab bank?
2. What help do you contribute to crab bank?
3. What help do you give to local people participating in crab bank?
4. In your opinion, how does crab bank effect on local people's living?
5. How do you give coordination to local people for crab bank management?

6. Is crab bank relevant to local people in community? How?
7. How long do the local people adapt themselves for crab bank?
8. In your opinion, what is the purpose of crab bank establishment, to gain profit or preserve ecosystem of community?
9. Do you present crab bank together with other community-based activities? How?
10. How do you manage on quantity of tourists in order to prevent nature from damage and prevent income of community from bad effect?

Appendix G



แบบสัมภาษณ์กึ่งเชิงลึกสำหรับองค์การบริหารส่วนตำบลบางเตย

เรื่อง : การสร้างแนวทางในการพัฒนาธนาคารปูเป็นแหล่งดึงดูดนักท่องเที่ยว:กรณีศึกษาการ
ท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

ส่วนที่ 1 ศักยภาพและองค์ประกอบของแหล่งท่องเที่ยว

1. ท่านมีนโยบายหลักในการสร้างธนาคารปูเพื่อหวังผลกำไร หรือเพื่อรักษาระบบนิเวศชุมชน เพราะอะไร ?
2. ธนาคารปูทำการตลาดโดยยึดชุมชน หรือนักท่องเที่ยวเป็นหลัก ?
3. ธนาคารปู และกิจกรรมการท่องเที่ยวชุมชนอื่นๆเช่น โฮมสเตย์ สร้างผลกำไรแก่รายบุคคล หรือกลุ่มบุคคลอย่างไร ?
4. กลุ่มนักท่องเที่ยวส่วนใหญ่เป็นคนไทยหรือต่างชาติ มีนักท่องเที่ยวสนใจธนาคารปูมากน้อยแค่ไหน ?
5. ธนาคารปูถือเป็นแหล่งท่องเที่ยวหลักของชุมชนหรือไม่ อย่างไร?
6. ธนาคารปูมีการกำหนดพื้นที่ และรูปแบบแหล่งท่องเที่ยวอย่างไรบ้าง ?
7. โปรแกรมการท่องเที่ยวของธนาคารปูมีอะไรบ้าง ?
8. ธนาคารปูมีความจุในการรับนักท่องเที่ยวสูงสุดกี่คน ?
9. สภาพทั่วไปของทางเดิน และสะพานในชุมชนบางเตยในการให้บริการ ?
10. ท่านมีการแนะนำการจัดการสิ่งแวดล้อมโดยรอบหมู่บ้านหรือไม่ อย่างไร ?
11. ท่านมีส่วนร่วมในการเสนอแนะกิจกรรมการท่องเที่ยวในชุมชนหรือไม่ อย่างไร ?

ส่วนที่ 2 ความคิดเห็นต่อการรับรู้ของกลุ่มผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวชุมชนใน ต.บางเตย
อ.เมือง จ.พังงา

1. ท่านประสานงานระหว่างชุมชนกับกิจกรรมการท่องเที่ยวหรือไม่ อย่างไร
2. ภาครัฐมีโครงการเกี่ยวกับธนาคารปูให้ท่านดำเนินการหรือไม่ อย่างไร ?
3. ท่านให้ความช่วยเหลืออะไรบ้างกับธนาคารปู ?
4. ท่านมีส่วนร่วมกับกิจกรรมการท่องเที่ยวหรือไม่ อย่างไร ?
5. ท่านคิดว่าธนาคารปูส่งผลต่อความเป็นอยู่ของชาวบ้านหรือไม่ อย่างไร ?
6. ท่านเข้าร่วมประชุมกับธนาคารปูหรือไม่ หากมีท่านทำหน้าที่ใดในที่ประชุม?
7. ท่านมีการพบปะหรือประชุมกับธนาคารปูที่อื่นหรือไม่ อย่างไร ?
8. ท่านได้อบรม หรือให้ความรู้ธนาคารปูหรือไม่ หากมีอะไรบ้าง ?
9. ท่านได้นำเสนอธนาคารปูร่วมกับกิจกรรมการท่องเที่ยวชุมชนอื่นๆ หรือไม่ อย่างไร ?
10. ท่านมีการประสานงานกับชุมชนในการจัดการท่องเที่ยวในชุมชนหรือไม่ อย่างไร ?

Appendix H



Semi-Structure Interview Form for Bang Toey Sub-District Administrative Organization

Topic: Formulation of guideline to develop crab-bank as a core tourist attraction:

A case study of community-based tourism in Tambon Bang Toey, AmpurMuang, ChangwatPhangNga

Part 1: Potential and Attributes of Tourist Attraction

1. According to establishing crab bank, what is the main policy, to gain profit or preserve ecosystem of community? Why?
2. According to marketing of crab bank, what is it based on, community or tourist?
3. What type of people can get profit from crab bank and activities including homestay in community, individuals or groups? How?
4. Are most of tourists Thais or foreigners? Are lots of them interested in crab bank?
5. Is crab bank as the main tourist attraction of community? How?
6. How are the extent of crab bank and feature of tourist attraction indicated?
7. What are tour activities of crab bank?
8. What maximum capacity for tourist can be provided in crab bank area?
9. What is general condition of walkway and bridge in Bang Toey community?
10. Do you have recommendation on management of your environment surrounding community? How?
11. Do you have participation on community-based activities suggestions? How?

Part 2: Perception of stakeholders towards community-based tourism in Tambon Bang**Toey, Amphur Muang, Changwat Phang Nga**

1. Do you coordinate matter about tour activities with local people? How?
2. Does public sector provide you project to manage? How?
3. What help do you contribute to crab bank?
4. Do you participate in tour activities management? How?
5. In your opinion, does crab bank effect on local people's living? How?
6. Do you participate in the crab bank meeting? If yes, what is your duty in the meeting?
7. Do you have meeting about crab bank in other places? How?
8. Do you give training or information about crab bank? If yes, what are they?
9. Do you present crab bank together with other community-based activities? How?
10. Do you give coordination to local people for crab bank management? How?

Appendix I



แบบสัมภาษณ์กึ่งเชิงลึกสำหรับการท่องเที่ยวแห่งประเทศไทย ภาค 4

เรื่อง : การสร้างแนวทางในการพัฒนาการปูเป็นแหล่งดึงดูดนักท่องเที่ยว:กรณีศึกษาการ
ท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

ส่วนที่ 1 ศักยภาพของธนาคารปูและองค์ประกอบของแหล่งท่องเที่ยว

1. กลุ่มนักท่องเที่ยวส่วนใหญ่เป็นคนไทยหรือต่างชาติเพราะอะไร ?
2. ธนาคารปูถือเป็นแหล่งท่องเที่ยวหลักของชุมชนหรือไม่ อย่างไร ?
3. แหล่งท่องเที่ยวใดบ้างที่ท่านจะแนะนำนักท่องเที่ยวที่จะไปเที่ยวต.บางเตย อ.เมือง จ.พังงา?
4. โปรแกรมกิจกรรมการท่องเที่ยวของธนาคารปูน่าสนใจหรือไม่ อย่างไร ?
5. จำนวน โฮมสเตย์เพียงพอต่อการต้อนรับนักท่องเที่ยวหรือไม่ อย่างไร ?
6. กิจกรรมการท่องเที่ยวโฮมสเตย์ดีหรือไม่ อย่างไร ?

ส่วนที่ 2 ความคิดเห็นต่อการรับรู้ของกลุ่มผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

1. ท่านวางแผนการตลาดรูปแบบใดในการดึงดูดนักท่องเที่ยวสู่ธนาคารปู ?
2. ท่านวางธนาคารปูอยู่ในช่วงฤดูกาลท่องเที่ยวใด เพราะอะไร ?
3. ท่านได้นำธนาคารปูเข้าร่วมกิจกรรมการท่องเที่ยวแห่งประเทศไทย ในด้านกิจกรรมการท่องเที่ยวหรือไม่ อย่างไร ?

Appendix J



Semi-Structure Interview Form for Tourism Authority of Thailand Region 4

Topic: Formulation of guideline to develop crab-bank as a core tourist attraction:

A case study of community-based tourism in Tambon Bang Toey, AmpurMuang, ChangwatPhangNga

Part 1: Potential of Crab Bank and Attributes of Tourist Attraction

1. Are most of tourists Thais or foreigners? Why?
2. Is crab bank as the main tourist attraction of community? How?
3. What are tourist attractions that you will recommend tourists in in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga?
4. Is crab bank tour activity interesting? How?
5. Is quantity of homestays sufficient for tourists? How?
6. Is homestay activity good? How?

Part 2: Perception of stakeholders towards community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga

1. What is your marketing plan to attract tourists to visit crab bank?
2. What is period of time suitable for crab bank tour? Why?
3. Is crab bank a part of Tourism Authority of Thailand's activities? How?

Appendix K



แบบสัมภาษณ์กึ่งเชิงลึกสำหรับบริษัททัวร์

เรื่อง : การสร้างแนวทางในการพัฒนาธนาคารปูเป็นแหล่งดึงดูดนักท่องเที่ยว:กรณีศึกษาการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

ส่วนที่ 1 ศักยภาพของธนาคารปูและองค์ประกอบของแหล่งท่องเที่ยว

1. กลุ่มนักท่องเที่ยวส่วนใหญ่เป็นคนไทยหรือต่างชาติเพราะอะไร ?
2. ธนาคารปูถือเป็นแหล่งท่องเที่ยวหลักของชุมชนหรือไม่ อย่างไร ?
3. แหล่งท่องเที่ยวใดบ้างที่ท่านจะแนะนำนักท่องเที่ยวที่จะไปเที่ยวต.บางเตย อ.เมือง จ.พังงา?
4. โปรแกรมกิจกรรมการท่องเที่ยวของธนาคารปูน่าสนใจหรือไม่ อย่างไร ?
5. จำนวน โฮมสเตย์เพียงพอต่อการต้อนรับนักท่องเที่ยวหรือไม่ อย่างไร ?
6. กิจกรรมการท่องเที่ยวโฮมสเตย์ดีหรือไม่ อย่างไร ?

ส่วนที่ 2 ความคิดเห็นต่อการรับรู้ของกลุ่มผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

1. ท่านวางแผนการตลาดรูปแบบใดในการดึงดูดนักท่องเที่ยวสู่ธนาคารปู ?
2. ท่านวางธนาคารปูอยู่ในช่วงฤดูกาลท่องเที่ยวใด เพราะอะไร ?
3. ท่านได้นำธนาคารปูเข้าร่วมกับบริษัททัวร์ ในด้านกิจกรรมการท่องเที่ยวหรือไม่ อย่างไร ?
4. ท่านได้นำธนาคารปูเข้าร่วมกิจกรรมการท่องเที่ยวแห่งประเทศไทย ในด้านกิจกรรมการท่องเที่ยวหรือไม่ อย่างไร ?

Appendix L



Semi-Structure Interview Form for Tour Agent

Topic: Formulation of guideline to develop crab-bank as a core tourist attraction:

A case study of community-based tourism in Tambon Bang Toey, AmpurMuang, ChangwatPhangNga

Part 1: Potential of Crab Bank and Attributes of Tourist Attraction

1. Are most of tourists Thais or foreigners? Why?
2. Is crab bank as the main tourist attraction of community? How?
3. What are tourist attractions that you will recommend tourists in in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga?
4. Is crab bank tour activity interesting? How?
5. Is quantity of homestays sufficient for tourists? How?
6. Is homestay activity good? How?

Part 2: Perception of stakeholders towards community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga

1. What is your marketing plan to attract tourists to visit crab bank?
2. What is period of time suitable for crab bank tour? Why?
3. Is crab bank a part of tour program? How?
4. Is crab bank a part of Tourism Authority of Thailand's activities? How?

Appendix M



แบบสัมภาษณ์กึ่งเชิงลึกสำหรับไกด์

เรื่อง : การสร้างแนวทางในการพัฒนาธนาคารปูเป็นแหล่งดึงดูดนักท่องเที่ยว:กรณีศึกษาการ
ท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

ส่วนที่ 1 ศักยภาพของธนาคารปูและองค์ประกอบของแหล่งท่องเที่ยว

1. กลุ่มนักท่องเที่ยวส่วนใหญ่เป็นคนไทยหรือต่างชาติเพราะอะไร ?
2. ธนาคารปูถือเป็นแหล่งท่องเที่ยวหลักของชุมชนหรือไม่ อย่างไร ?
3. แหล่งท่องเที่ยวใดบ้างที่ท่านจะแนะนำนักท่องเที่ยวที่จะไปเที่ยวต.บางเตย อ.เมือง จ.พังงา?
4. มีการขายปูในหมู่บ้านหรือการจัดการตลาดขายปูเพื่อดึงดูดนักท่องเที่ยวหรือไม่ อย่างไร ?
5. มีการสร้างธนาคารปูให้เห็นเด่นชัดหรือไม่ อย่างไร ?
6. ท่าเลที่ตั้งของธนาคารปูเหมาะสมหรือไม่ อย่างไร ?
7. กระทั่งที่ใช้เลี้ยงปูดีหรือไม่ อย่างไร ?
8. การนำเสนอการเก็บข้อมูลการฝาก และปล่อยปูดีหรือไม่ อย่างไร ?
9. โปรแกรมกิจกรรมการท่องเที่ยวของธนาคารปูดีหรือไม่ อย่างไร ?
10. จำนวน โฮมสเตย์เพียงพอต่อการต้อนรับนักท่องเที่ยวหรือไม่ อย่างไร ?
11. กิจกรรมการท่องเที่ยวอื่นๆ เช่น ปล่อยปู ปลูกป่าชายเลน และการนำเที่ยววิถีชุมชนบางเตย
นักท่องเที่ยวให้ความร่วมมือดีหรือไม่ อย่างไร ?
12. กิจกรรมการท่องเที่ยวโฮมสเตย์ดีหรือไม่ อย่างไร ?
13. ความอุดมสมบูรณ์ของป่าชายเลนเป็นอย่างไรบ้าง ?
14. คุณภาพและความสะอาดของร้านอาหารที่ธนาคารปูเป็นอย่างไร ?
15. ความสะอาดของห้องน้ำสาธารณะในชุมชนเป็นอย่างไร ?
16. ความปลอดภัยของสถานที่เที่ยวในชุมชนเป็นอย่างไร ?

17. ความปลอดภัย ณ สถานที่พัก โฮมสเตย์เป็นอย่างไร ?
18. สภาพทั่วไปและความปลอดภัยของถนนและทางเดินในชุมชนเป็นอย่างไร
19. สภาพทั่วไปและความแข็งแรงของสะพานในชุมชนเป็นอย่างไร ?
20. สิ่งอำนวยความสะดวกในชุมชนบางเตย เช่น ร้านขายของที่ระลึก ร้านสะดวกซื้อเป็นอย่างไร ?
21. จำนวนโทรศัพท์สาธารณะในชุมชนเพียงพอหรือไม่ อย่างไร ?
22. ข้อมูลเกี่ยวกับการเดินทาง สถานที่พัก และที่พักของตำบลบางเตยดีหรือไม่ อย่างไร ?
23. ชุมชนมีป้ายบอกทางเข้าธนาคารปูที่ชัดเจนดีหรือไม่ อย่างไร ?
24. ความสะดวกสบายของระบบการขนส่งสาธารณะสู่ชุมชนดีหรือไม่ อย่างไร ?
25. ตำบลบางเตยมีการนำเสนอกิจกรรมการท่องเที่ยวชุมชนอะไรบ้าง อย่างไร?

ส่วนที่ 2 ความคิดเห็นต่อการรับรู้ของกลุ่มผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

1. บริษัทที่ท่านได้บรรจุธนาคารปูในโปรแกรมการท่องเที่ยวอย่างไรบ้าง?
2. ท่านนำนักท่องเที่ยวไปเยี่ยมชมธนาคารปูกี่ครั้งต่อสัปดาห์ ?
3. ท่านสามารถปรับตัวกับกฎระเบียบของชุมชนที่ชาวบ้านส่วนใหญ่เป็นชาวอิสลามได้หรือไม่ อย่างไร ?
4. แผนงานด้านกิจกรรมการท่องเที่ยวของชุมชนมีผลกระทบต่อการทำงานหรือไม่ อย่างไร ?
5. ท่านติดต่อหรือขอความช่วยเหลือใครในชุมชนด้านกิจกรรมการท่องเที่ยว เพราะอะไร ?
6. ท่านมีวิธีใดในการสานสายสัมพันธ์กับชุมชนเพื่อให้กิจกรรมการท่องเที่ยวผ่านไปได้อย่างดี?
7. ท่านคิดว่าพฤติกรรมของนักท่องเที่ยวมีผลกระทบต่อชุมชน ?

Appendix N



Semi-Structure Interview Form for Guide

Topic: Formulation of guideline to develop crab-bank as a core tourist attraction:

A case study of community-based tourism in Tambon Bang Toey, AmpurMuang, ChangwatPhangNga

Part 1: Potential of Crab Bank and Attributes of Tourist Attraction

1. Are most of tourists Thais or foreigners? Why?
2. Is crab bank as the main tourist attraction of community? How?
3. What are tourist attractions that you will recommend tourists in in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga?
4. Is there crab selling in village or marketing on it to attract more tourists?
5. Is crab bank built in obviously physical structure? How?
6. Is crab bank location suitable? How?
7. Is floating basket for crabs in good condition? How?
8. Are presentation on crab deposit and releasing good? How?
1. Is tour activity of crab bank good? How?
2. Is quantity of homestays sufficient for tourists? How?
3. Do tourists participate well in other activities such as crab releasing, mangrove growing, and experiencing local way of life in Bang Toey? How?
4. Is homestay activity good? How?
5. How about abundance of mangrove forest?
6. How about quality and cleanliness of restaurant surrounding crab bank?

7. Is public toilet clean? How?
8. How about safety of tourist attraction in community?
9. How is safety at homestay provided?
10. What is general condition and safety provided on road and walkway in community?
11. What is general condition and strength of bridge in community?
12. How about convenience in Bang Toey community (souvenir shop, convenience store, etc.)?
13. Are public telephones in community sufficient? How?
14. Is information on travelling and accommodation in Tambon Bang Toey sufficient? How?
15. Are guide signs to crab bank obviously seen? How?
16. Is public transport system to community good? How?
17. What are community-based activities in Tambon Bang Toey presented? How?

Part 2: Perception of stakeholders towards community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga

1. How about tour activities concerning crab bank on your tour program?
2. How many times per week do you lead tourists to visit crab bank?
3. Can you adapt yourself for regulations of community having most of muslim people?
How?
4. Does community-based activity plan effect on your job? How?
5. In community, who do you contact to ask for help about tour activity? Why?
6. How can you make relationship with local people to have smooth tour activities?
7. In your opinion, what behavior of tourists can effect on community?

Appendix O



แบบสัมภาษณ์กึ่งเชิงลึกสำหรับชาวบ้านใน ต.บางเตย

เรื่อง : การสร้างแนวทางในการพัฒนาธนาคารปูเป็นแหล่งท่องเที่ยวหลัก : กรณีศึกษาการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

ส่วนที่ 1 ศักยภาพและองค์ประกอบของแหล่งท่องเที่ยว

1. แหล่งท่องเที่ยวใดบ้างที่ท่านจะแนะนำนักท่องเที่ยวที่จะไปเที่ยวต.บางเตย อ.เมือง จ.พังงา?
2. ธนาคารปูถือเป็นแหล่งท่องเที่ยวหลักของชุมชนตำบลบางเตยหรือไม่ อย่างไร?
3. มีการขายปูในหมู่บ้านหรือการจัดการตลาดขายปูเพื่อดึงดูดนักท่องเที่ยวหรือไม่ อย่างไร ?
4. มีการสร้างธนาคารปูให้เห็นเด่นชัดหรือไม่ อย่างไร ?
5. ท่าเลที่ตั้งของธนาคารปูเหมาะสมหรือไม่ อย่างไร ?
6. กระชังที่ใช้เลี้ยงปูดีหรือไม่ อย่างไร ?
7. การนำเสนอการเก็บข้อมูลการฝาก และปล่อยปูดีหรือไม่ อย่างไร ?
8. โปรแกรมกิจกรรมการท่องเที่ยวของธนาคารปูดีหรือไม่ อย่างไร ?
9. จำนวน โสมสเดย์เพียงพอต่อการต้อนรับนักท่องเที่ยวหรือไม่ อย่างไร ?
10. กิจกรรมการท่องเที่ยวอื่นๆ เช่น ปล่อยปู ปูกลูป่าชายเลน และการนำเที่ยววิถีชุมชนบางเตย นักท่องเที่ยวให้ความร่วมมือดีหรือไม่ อย่างไร ?
11. คุณภาพและความน่าสนใจของโปรแกรมนำเที่ยวธนาคารปูดีหรือไม่ อย่างไร ?
12. กิจกรรมการท่องเที่ยวโสมสเดย์ดีหรือไม่ อย่างไร ?
13. ความอุดมสมบูรณ์ของป่าชายเลน ?
14. คุณภาพและความสะอาดของร้านอาหารที่ธนาคารปูดีหรือไม่ อย่างไร ?
15. ความสะอาดของห้องน้ำสาธารณะในชุมชน ?
16. ความปลอดภัยของสถานที่เที่ยวในชุมชนดีหรือไม่ อย่างไร ?

17. ความปลอดภัย ณ สถานที่พัก โฮมสเตย์ดีหรือไม่ อย่างไร ?
18. สภาพทั่วไปและความปลอดภัยของถนนและทางเดินในชุมชนดีหรือไม่ อย่างไร
19. สภาพทั่วไปและความแข็งแรงของสะพานในชุมชนดีหรือไม่ อย่างไร ?
20. สิ่งอำนวยความสะดวกในชุมชนบางเตย เช่น ร้านขายของที่ระลึก ร้านสะดวกซื้อดีหรือไม่ อย่างไร ?
21. จำนวนโทรศัพท์สาธารณะในชุมชนเพียงพอหรือไม่ อย่างไร ?
22. ข้อมูลเกี่ยวกับการเดินทาง สถานที่พัก และที่พักของตำบลบางเตยดีหรือไม่ อย่างไร ?
23. ชุมชนมีป้ายบอกทางเข้าธนาคารปูที่ชัดเจนดีหรือไม่ อย่างไร ?
24. ความสะดวกสบายของระบบการขนส่งสาธารณะสู่ชุมชนดีหรือไม่ อย่างไร ?
25. ตำบลบางเตยมีการนำเสนอกิจกรรมการท่องเที่ยวชุมชนอะไรบ้าง อย่างไร?

ส่วนที่ 2 ความคิดเห็นต่อการรับรู้ของกลุ่มผู้มีส่วนได้ส่วนเสียในการท่องเที่ยวชุมชนใน ต.บางเตย อ.เมือง จ.พังงา

1. ท่านสามารถปรับตัวกับการฝากปูที่ธนาคารปูได้หรือไม่ หากไม่ได้เพราะ ?
2. ท่านที่ส่วนร่วมในการจัดการกิจกรรมการท่องเที่ยวชุมชนของตำบลบางเตยหรือไม่ ถ้ามีส่วนร่วมท่านเข้ากิจกรรมใด ?
3. ท่านเข้าร่วมธนาคารปูของตำบลบางเตยหรือไม่ ถ้ามีท่านทำหน้าที่อะไร?
4. กิจกรรมการท่องเที่ยวชุมชนส่งผลกระทบต่อชุมชนในตำบลบางเตยอย่างไร ?
5. ประชาชนในชุมชนมีคุณภาพชีวิตและความเป็นอยู่ที่ดีขึ้นหรือไม่ อย่างไร ?
6. การท่องเที่ยวทำให้ท่านมีรายได้เพิ่มขึ้นและสามารถจับจ่ายซื้อของสะดวกมากขึ้นหรือไม่ อย่างไร ?
7. การท่องเที่ยวชุมชนก่อให้เกิดปัญหาการทำลายบุกรุกทรัพยากรธรรมชาติหรือไม่ อย่างไร ?
8. ชีวิตความเป็นอยู่ของประชุมชนในชุมชนถูกรบกวนจากจำนวนนักท่องเที่ยวที่เพิ่มขึ้นหรือไม่ อย่างไร ?
9. การท่องเที่ยวชุมชนช่วยให้ประชาชนในชุมชนรักษาความสะอาดบริเวณที่อยู่อาศัย และชุมชนมากขึ้นหรือไม่ อย่างไร ?
10. การท่องเที่ยวก่อให้เกิดการแตกแยกความสัมพันธ์ในชุมชนเนื่องมาจากผลประโยชน์จากการท่องเที่ยวหรือไม่ อย่างไร ?
11. การท่องเที่ยวชุมชนก่อให้เกิดความขัดแย้งระหว่างภาครัฐ ภาคธุรกิจ และภาคประชาชนในชุมชนหรือไม่ อย่างไร ?

12. การท่องเที่ยวชุมชนช่วยกระตุ้นให้ประชาชนในชุมชนช่วยกันทำนุบำรุงรักษาวิถีชีวิตและวัฒนธรรมของชุมชนหรือไม่ อย่างไร ?
13. กลุ่มผลประโยชน์ภายนอก เช่น นักท่องเที่ยวท้องถิ่น และนักลงทุนไม่มีอิทธิพลใดๆต่อการท่องเที่ยวชุมชนในตำบลบางเตยหรือไม่ อย่างไร ?
14. สภาพใดบ้างที่ท่านต้องการให้การท่องเที่ยวชุมชนในตำบลบางเตยดำรงอยู่หรือได้รับการอนุรักษ์เอาไว้มากที่สุด ?
15. รายได้จากนักท่องเที่ยวมีการกระจายหมุนเวียนในชุมชนหรือไม่ อย่างไร ?

Appendix P



Semi-Structure Interview Form for Local People in Tambon Bang Toey

Topic: Formulation of guideline to develop crab-bank as a core tourist attraction:

A case study of community-based tourism in Tambon Bang Toey, AmpurMuang, ChangwatPhangNga

Part 1: Potential and Attributes of Tourist Attraction

1. What are tourist attractions that you will recommend tourists in in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga?
2. Is crab bank as the main tourist attraction of community? How?
3. Is there crab selling in village or marketing on it to attract more tourists?
4. Is crab bank built in obviously physical structure? How?
5. Is crab bank location suitable? How?
6. Is floating basket for crabs in good condition? How?
7. Are presentation on crab deposit and releasing good? How?
8. Is tour activity of crab bank good? How?
9. Is quantity of homestays sufficient for tourists? How?
10. Do tourists participate well in other activities such as crab releasing, mangrove growing, and experiencing local way of life in Bang Toey? How?
11. How about quality and interest of crab bank tour? How?
12. Is homestay activity good? How?
13. How about abundance of mangrove forest?
14. How about quality and cleanliness of restaurant surrounding crab bank?

15. Is public toilet clean? How?
16. How about safety of tourist attraction in community?
17. How is safety at homestay provided?
18. What is general condition and safety provided on road and walkway in community?
19. What is general condition and strength of bridge in community?
20. How about convenience in Bang Toey community (souvenir shop, convenience store, etc.)?
21. Are public telephones in community sufficient? How?
22. Is information on travelling and accommodation in Tambon Bang Toey sufficient? How?
23. Are guide signs to crab bank obviously seen? How?
24. Is public transport system to community good? How?
25. What are community-based activities in Tambon Bang Toey presented? How?

Part 2: Perception of stakeholders towards community-based tourism in Tambon Bang Toey, Amphur Muang, Changwat Phang Nga

1. Can you adapt yourself for crab deposit at crab bank? If no, why?
2. Do you participate in community-based activity management in Tambon Bang Toey? If yes, what is that activity?
3. Do you participate in crab bank in Tambon Bang Toey? If yes, what is that task?
4. How does community-based activity effect on community in Tambon Bang Toey?
5. Do you have a better quality of life and living? How?
6. Can tourism give you more income and can you buy things without worry? How?
7. Does community-based tourism give problem on destruction of natural resources? How?
8. Is your life disturbed by increasing number of tourists? How?
9. Does community-based tourism help encourage local people to keep their places clean? How?
10. Does community-based tourism create disharmony among local people because of benefits obtained from tourism? How?
11. Does community-based tourism create conflicts among public sector, private sector, and local people? How?

12. Does community-based tourism help motivate local people to preserve way of life and culture of community? How?
13. Do outsiders obtaining benefit, for example, domestic tourists and investors, influence on community-based tourism in Tambon Bang Toey? How?
14. What conditions do you want community-based tourism in Tambon Bang Toey to preserve most?
15. Is income obtained from tourists generated widely in community? How?

VITAE

Name Mr. Viriyah Hongkhao

Student ID 5130120006

Education Attainment

Degree	Name of Institution	Year of Graduation
Bachelor of Art	Phuekt Rajabhat University	2008

Address

3/1 Moo6 Khuk Khak, Takuapa, Phang Nga 82190

Tel: +66 81 787 7273

Email: b_onenine@hotmail.com

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