CHAPTER 4
RESULT

This chapter discussed the result of the questionnaires handed to four hundred (400) respondents or tourists.

The first and second part of this chapter covers personal or demographic information about the tourists (age, gender, educational background, occupation and income), general information about conservation-based tourism, the awareness of community members and tourists about environment effective. The data covers the whole area of Lampam sub-district particularly its tourist destinations. The methods used are getting the frequency, percentage, mean and variable.

The third part of this chapter covers the level of potentiality of 4 dimensions and 29 different factors. The data covers the whole area of Lampam sub-district particularly its tourist destinations. The methods used are the formula which modified from TAT and Forest Faculty of Kasertsart University and interview analyzed and interview content analysis.

4.1 Personal information of tourist, information about a conservation tourism and the awareness of community members and tourists about environment effective of Lampam tourist destination.

4.1.1 Tourist' Personal Information

The sample group is Thai tourists, who traveling in Lampam sub-district. The primary data of respondents for analyzing the relationship between the opinions of tourists with different demographic profile to evaluate the potential of Lampam sub-district for developed as a conservation tourist destination.

From Table 4.1 the survey showed that out of four hundred (400) tourists who participated in the research; Female is the most of Thai sample size at 53.3 percent and male 46.7 percent

Age of sample respondents mostly is 13-22 year at 47 percent, and secondly 23-32 year at 21.7 percent, thirdly 33-42 year at 14.5 percent, and 43-52 year at 14.3 percent, and 53-62 year at 1.7 percent, and 63-72 year at 0.7 percent respectively.

Occupation of sample respondents mostly are student at 46.75 percent, secondly government officer at 20 percent, and thirdly business owner at 16.7 percent, and private company officer at 9.5 percent, and agriculturist at 3.7 percent, and housewife at 2.2 percent and other occupation 1 percent respectively.

The income level of respondents, the result showed that mostly respondent have no income at 42 percent, secondly 10,000-29,999 Baht at 28.3 percent, thirdly 5,000-9,999 baht at 28.3 percent, and lower than 5,000 Baht at 9 percent, and

30,000-49,999 Baht at 4 percent, and more than 50,000 Baht at 2.2 percent respectively.

Moreover, education level of the most sample respondents have education level in a junior high school level at 31.5 percent, secondly bachelor degree level at 30.8 percent, thirdly diploma level at 12.75 percent, and other at 12.5 level, and a senior high school at 7 percent, and graduates school at 5.5 percent respectively.

Table 4.1: Demographic profile of sample respondents Lampam
sub-district tourists   destination

	No. of tourists	Percent
Gender		
Male	213	53.3
Female	187	46.7
Total	400	100
Age		
13-22	188	47
23-32	87	21.8
33-42	58	14.5
43-52	57	14.3
53-62	7	1.7
63-72	3	0.7
Total	400	100
Occupation		
Government Officer	80	20
Private Company Officer	38	9.5
Housewife	9	2.2
Agriculturist	15	3.7
Student	187	46.8
Business Owner	67	16.8
Others	4	1
Total	400	100
Income		
No income	168	42
Lower than 130 USD (5,000 Baht)	36	9
130-260 USD (5,000-9,999 Baht)	58	14.5
260- 770 USD (10,000-29,999)	113	28.3
770- 1,280 USD (30,000-49,999)	16	4
More than 1,280 USD (50,000)	9	2.2
Total	400	100
Education Graduated		
A Junior High School	126	31.5
A Senior High School	28	7
Diploma	51	12.7
Bachelor Degree	123	30.8
Graduated School	22	5.5
Others	50	12.5
Total	400	100

4.1.2 Information about conservation tourism of Lampam tourist destination

Information of Lampam sub-district about conservation tourists destination, the content of questionnaires are about cleanness of area, attractive of area, adequate area for activities, solid waste management, the management of noise, water management, appropriate facilities, the management of zoning, safety, utility and worthiness of learning, means and methods of interpretation, contents of the interpretation. From 400 of tourist's questionnaires found the result of conservation tourism information see table 4.2.

Table 4.2: Information result about conservation tourism of Lampam sub-district tourists destination

Factors	Number of tourist	Percent
Cleanness of area		
High	136	34.9
Moderate	227	58.4
Low	26	6.7
Total	389	100
Attractiveness of area		
High	149	37.5
Moderate	213	53.7
Low	35	8.8
Total	397	100
Adequate area for activities		
High	71	18.0
Moderate	215	54.4
Low	109	27.6
Total	395	100
Adequate wastebasket		
High	141	36.4
Inadequate	246	63.6
Total	387	100

Color of wastebasket harmonized to the environment of area		
High	82	20.5
Moderate	249	62.3
Low	69	17.2
Total	400	100

Table 4.2: Continued

Factors	Number of tourist	Percent
The material for made wastebasket is harmonized to the environment of area		
High	84	21.0
Moderate	241	60.3
Low	75	18.7
Total	400	100
Wastebaskets placement is harmonized to the environment of area		
High	75	18.7
Moderate	229	57.3
Low	96	24.0
Total	400	100
Noise warning signboard is display in tourist attraction		
Yes	133	33.3
No	266	66.7
Total	399	100
Tourist attraction has adequate a wayside shelter		
Adequate	192	48.0
Inadequate	208	52.0
Total	400	100
A wayside shelter is harmonized to the environment of area		
Yes	286	71.5
No	114	28.5
Total	400	100
Tourist attraction has adequate public toilet		
Adequate	167	41.7
Inadequate	233	58.3
Total	400	100
Public toilet is harmonized to the environment of area	219	54.8

Yes	181	45.2
No	400	100
Total		

Table 4.2: Continued

Factors	Number of tourist	Percent
Gaining information about tourist attraction		
High	68	17.0
Moderate	243	60.8
Low	89	22.2
Total	400	100
Gaining the impressiveness from local tourist authority		
High	74	18.5
Moderate	204	51.0
Low	122	30.5
Total	400	100
Gaining the worthiness of learning and knowledge of tourism education		
High	92	23.0
Moderate	238	59.5
Low	70	17.5
Total	400	100
Tourist attraction has any signboard (information of community and heritage)		
Yes	237	59.3
No	163	40.7
Total	400	100
Local tourist guide service in tourist attraction		
Yes	122	30.5
No	278	69.5
Total	400	100
Orientation tourist before visiting tourist attraction		
Yes	106	26.5
No	294	73.5
Total	400	100

Table 4.2: Continued

Factors	Number of tourist	Percent
Interesting content of interpretation (information, community and heritage) High Moderate Low Total	61 226 113 400	15.2 56.5 28.3 100
Clear and obvious colors, font of a letter of those sign board High Moderate Low Total	79 228 93 400	19.7 57 23.3 100
Understanding the contents of interpretation (information, community's story, heritage's story) High Moderate Low Total	75 230 95 400	18.7 57.5 23.8 100

4.1.3 The awareness of tourists about environmental effective.

From Table 4.3 the survey showed that 400 questionnaires filling of respondents, the most score of the awareness of community and tourist about environment effective is 8 scores at 19.8 percent, and secondly 9 scores at 19 percent and thirdly 7 scores at 18 percent and mean of score is 6.54.

Table 4.3: Score of the awareness of community members and tourists about environmental effective of Lampam sub-district tourist destination.

Score of the awareness about environment effective	Number of respondent	Percent
1 score	2	0.5
2 scores	9	2.2
3 scores	15	3.7
4 scores	59	14.8
5 scores	33	8.2
6 scores	55	13.8
7 scores	72	18
8 scores	79	19.8
9 scores	76	19
Total	400	100

From Table 4.4 the result of survey show that 400 questionnaires filling of respondents, the most score of the awareness of community and tourist about environment effective is between 8-9 score at 38.8 percent or the tourist had the awareness about environment effective at high potential level.

Table 4.4: The potential level of the awareness of community members and tourists about environmental effective of Lampam sub-district tourist destination.

Score of the awareness about environment effective	Number of respondent	Percent
0-5 score (Low potentiality)	118	29.5
6-7 score (Moderate potentiality)	127	31.7
8-9 score (High potentiality)	155	38.8
Total	400	100

4.2 The personal information of tourist, information about a conservation tourism and the awareness of community members and tourists about environmental effective of each tourist destination.

1. Lampam Beach
2. Wang Koa-Wang Mai
3. Four Temples
4. A Huge Floating Basket Village

4.2.1 Personal information of tourists each tourist attraction

From table 4.5 the result of survey 400 respondents each tourist attraction area in Lampam sub-district was found that:

(1) Lampam Beach

Out of two hundred respondents: there are a proportional number of male and female tourists. Age of respondents mostly is 13-22 year at 37 percent, secondly 23-32 year at 27.5 percent, and thirdly 33-42 year at 16.5 percent.

Most of respondents are student at 36 percent, secondly business owner at 23 percent, and thirdly government officer at 20 percent.

Income level of respondents mostly are no income at 38.5 percent, secondly 10,000-29,999 Baht at 30 percent, and 5,000-9,999 Baht at 20 percent.

While education level of respondents mostly are bachelor degree at 33 percent, secondly a junior high school at 25 percent, and thirdly a senior high school at 20 percent respectively.

(2) Wang Koa - Wang Mai

Out of eighty respondents was found that the respondents mostly are male at 62.5 percent, and male 37.5 percent.

Age of respondents mostly is 13-22 year at 70 percent, secondly 23-32 year at 12.5 percent, and thirdly 33-42 year at 8.8 percent.

Most of respondents are student at 75 percent, secondly government officer at 13.8 percent, and thirdly company officer at 6.25 percent.

Income level of respondents mostly are no income at 76.3 percent, secondly 10,000-29,999 Baht at 13.8 percent.

While education level of respondents mostly are a junior high school at 42.5 percent, secondly bachelor degree at 21.3 percent, and thirdly a senior high school at 18.7 percent respectively.

(3) Four Temples

Out of eighty respondents was found that there is male 60 percent and female is 40 percent Age of respondents mostly is 13-22 year at 50 percent, secondly 43-52 year at 21.3 percent, and thirdly 23-32 year at 15 percent.

Most of respondents are student at 46.7 percent, secondly government officer at 31.3 percent, and thirdly business owner at 11.7 percent.

Income level of respondents mostly are no income at 50 percent, secondly 10,000-29,999 Baht at 33.8 percent, and thirdly 5,000-9,999 Baht.

While education level of respondents mostly are bachelor degree at 40 percent, bachelor degree at 30 percent, and thirdly a senior high school at 17.5 percent respectively.

(4) A Huge Floating Basket

Out of forty respondents was found that there is male 37.5 percent and female is 62.5 percent. Age of respondents mostly is 13-22 year at 45 percent, secondly 23-32 and 33-42 year at 22.5 percent.

Most of respondents are student at 45 percent, secondly business owner at 25 percent.

Income level of respondents mostly are no income at 50 percent, secondly 10,000-29,999 Baht at 32.5 percent, and thirdly 5,000-9,999 Baht at 10 percent.

While education level of respondents mostly are bachelor degree at 40 percent, secondly a junior high school at 25 percent, and thirdly a senior high school at 22.5 percent respectively. Demographic profile of sample respondents in each tourist attraction is illustrated bellowing:

Table 4.5: Personal information of sample respondents each tourist attraction of Lampam sub-district

	Lampam Beach		Wang Koa-Wang Mai		Four Temples		A Huge Floating Basket	
Gender	No. of respondent	%	No. of respondent	%	No. of respondent	%	No. of respondent	%
Male	100	*50*	50	*62.5*	48	*60*	15	*37.5*
Female	100	*50*	30	*37.5*	32	*40*	25	*62.5*
Total	**200**	*100*	**80**	*100*	**80**	*100*	**40**	*100*
Age	No. of respondent	%	No. of respondent	%	No. of respondent	%	No. of respondent	%
13-22	74	*37*	56	*70*	40	*50*	18	*45*
23-32	56	*27.5*	10	*12.5*	12	*15*	9	*22.5*
33-42	33	*16.5*	7	*8.8*	9	*11.2*	9	*22.5*
43-52	32	*16*	4	*5*	17	*21.3*	4	*10*

	4	2	3	3.7	0	0	0	0
53-62	4	2	3	3.7	0	0	0	0
63-72	1	0.5	0	0	2	2.5	0	0
Total	**200**	*100*	**80**	*100*	**80**	*100*	**40**	*100*
Occupation	No. of respondent	*%*	No. of respondent	*%*	No. of respondent	*%*	No. of respondent	*%*
Government Officer	40	*20*	11	*13.8*	25	*31.3*	4	*10*
Company Officer	26	*13*	5	*6.3*	3	*3.7*	4	*10*
Housewife	4	*2*	1	*1.2*	3	*3..7*	1	*2.5*
Agriculturist	8	*4*	1	*1.2*	3	*3.7*	3	*7.5*
Student	72	*36*	60	*75*	37	*46.7*	18	*45*
Business Owner	46	*23*	2	*2.5*	9	*11.7*	10	*25*
Others	4	*2*	0	*0*	0	*0*	0	*0*
Total	**200**	*100*	**80**	*100*	**80**	*100*	**40**	*100*
Income	No. of respondent	*%*	No. of respondent	*%*	No. of respondent	*%*	No. of respondent	*%*
No income	77	*38.5*	61	*76.2*	40	*50*	20	*50*
Lower than 130 USD (<5,000 Baht)	9	*4.5*	1	*1.2*	6	*7.5*	1	*2.5*
130-260 USD (5,000-9,999 Baht)	40	*20*	3	*3.8*	7	*8.7*	4	*10*
260- 770 USD (10,000-29,999 Bht)	60	*30*	11	*13.8*	27	*33.8*	13	*32.5*
770- 1,280 USD (30,000-49,999Bht)	10	*5*	3	*3.8*	0	*0*	2	*5*
>1,280 USD/ (> 50,000)	4	*2*	1	*1.2*	0	*0*	0	*0*
Total	**200**	*100*	**80**	*100*	**80**	*100*	**40**	*100*

Table 4.5: Continued

Education	No. of respondent	%	No. of respondent	%	No. of respondent	%	No. of respondent	%
A Junior High School	50	25	34	42.5	32	40	10	25
A Senior High School	40	20	15	18.7	14	17.5	9	22.5
Diploma	35	17.5	8	10	4	5	4	10
Bachelor Degree	66	33	17	21.3	24	30	16	40
G r a d u a t e d School	9	4.5	6	7.5	6	7.5	1	2.5
Others	0	0	0	0	0	0	0	0
Total	**200**	*100*	**80**	*100*	**80**	*100*	**40**	*100*

From the data above, it was found that almost of tourist in each tourist attraction in Lampam sub-district tourist destination is student who has age between 13-22, the level of education is a junior high school and bachelor degree with no income status.

4.2.2 Information about conservation tourism each tourist attraction of Lampam sub-district tourist destination.

From Table 4.6 conservation tourists destination information are about physical condition of area (cleanness of area and attractive of area), adequate area for activities, solid waste management, the management of noise, appropriate facilities, quality of service, utility and worthiness of learning, means and methods of interpretation, contents of the interpretation. Questionnaires taken by 400 tourists or respondents in tourist attraction, it was found that:

From Table 4.6 the perception of 200 tourist who visit Lampam beach found that tourists consider the physical condition of area has moderate potential level (cleanness of area

at 63.7% and attractive of area at 58.1%), the adequate area for activities has moderate potential level at 52.5%, solid waste management has moderate potential level (inadequate waste basket at 65%, color, material used and placement of waste basket is harmonized to the environment of area at 64%, 63.5% and 57.5% respectively), the management of noise has low potential level at 77.4%, the appropriate facilities has moderate potential level (tourist attraction has inadequate a wayside shelter at 51.5% and public toilet at 58.5%, a wayside shelter is harmonize to the environment of area at 74.5% and public toilet at 59.5%), the quality of service has moderate potential level (gaining information about tourist attraction at 66% and creating impressive of local tourist officer at 53.5%), utility and worthiness of learning has moderate potential level at 60.5%, means and methods of interpretation has low potential level (tourist attraction has signboards at 60.5%, no local tourist guide service at 79% and orientation before visiting tourist attraction at 80.5%) and contents of interpretation has moderate potential level (interesting, clearing and understanding of content at 54%, 60.5% and 56.5% respectively) (See appendix A).

From Table 4.6 the perception of 80 tourist who visit Wang kao -Wang mai found that tourists consider the physical condition of area has high potential level (cleanness of area at 56.4% and attractive of area at 50%), the adequate area for activities has moderate potential level at 55.1%, solid waste management has moderate potential level, the management of noise has high potential level at 70%, the appropriate facilities has high potential level, the quality of service has moderate potential level, utility and worthiness of learning has moderate potential level at 51.3%, means and methods of interpretation has moderate potential level and contents of interpretation has moderate potential level (See appendix A).

From Table 4.6 the perception of 80 tourist who visit four temples found that tourists consider the physical condition of area beach has moderate potential level (cleanness of area at

61.6% and attractive of area at 55.7%), the adequate area for activities has moderate potential level at 59.5%, solid waste management has moderate potential level, the management of noise has low potential level at 63.8%, the appropriate facilities has low potential level, the quality of service has moderate potential level, utility and worthiness of learning has moderate potential level 56.3%, means and methods of interpretation has low potential level and contents of interpretation has moderate potential level(See appendix A).

From Table 4.6 the perception of 40 tourist who visit a huge basket floating village found that tourists consider the physical condition of area has moderate potential level (cleanness of area at 62.5% and attractive of area at 57.5%), the adequate area for activities has moderate potential level at 52.5%, solid waste management has moderate potential level, the management of noise has low potential level at 92.5%, the appropriate facilities has moderate potential level, the quality of service has moderate potential level, utility and worthiness of learning has moderate potential level at 77.5%, means and methods of interpretation has low potential level and contents of interpretation has moderate potential level(See appendix A).

Table 4.6: Information result of Lampam sub-district about Conservation Tourists Destination

Factors	Lampam Beach		Wang Koa-Wang Mai		Four Temples		A Huge floating Basket Village	
	No. of tourist	%	No. of tourist	%	No. of tourist	%	No. of tourist	%
Cleanness of area								
High	61	31.6	44	56.4	21	26.9	10	25
Moderate	123	63.7	31	39.8	48	61.6	25	62.5
Low	9	4.7	3	3.8	9	11.5	5	12.5
Total	**193**	**100**	**78**	**100**	**78**	**100**	**40**	**100**
Attractiveness of area								
High	65	32.8	40	50	29	36.7	15	37.5
Moderate	115	58.1	31	38.8	44	55.7	23	57.5
Low	18	9.1	9	11.2	6	7.6	2	5
Total	**198**	**100**	**80**	**100**	**79**	**100**	**40**	**100**
Adequate area for activities								
High	61	30.8	20	25.7	26	32.9	2	5
Moderate	104	52.5	43	55.1	47	59.5	21	52.5
Low	33	16.7	15	19.2	6	7.6	17	42.5
Total	**198**	**100**	**78**	**100**	**79**	**100**	**40**	**100**
Adequate wastebasket								
Adequate	69	35	33	45.8	30	38	9	23.1
Inadequate	128	65	39	54.2	49	62	30	76.9
Total	**197**	**100**	**72**	**100**	**79**	**100**	**39**	**100**

Table 4.6: Continued

Factors	Lampam Beach		Wang Koa-Wang Mai		Four Temples		A Huge floating Basket Village	
	No. of tourist	%	No. of tourist	%	No. of tourist	%	No. of tourist	%
Color of wastebaskets is harmonized to the environment of area								
High	39	19.5	33	41.3	9	11.2	1	2.5
Moderate	128	64	43	53.8	47	58.8	31	77.5
Low	33	16.5	4	5	24	30	8	20
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
The material for made wastebaskets is harmonized to the environment of area								
High	43	21.5	28	35	9	11.2	4	10
Moderate	127	63.5	43	53.8	48	60	23	57.5
Low	30	15	9	11.3	23	28.8	13	32.5
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Wastebaskets placement is harmonized to the environment of area								
High	40	20	23	28.7	12	15	-	-
Moderate	115	57.5	41	51.3	42	52.5	31	77.5
Low	45	22.5	16	20	26	32.5	9	22.5
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Noise warning signboard is display in tourist attraction								
Yes	45	22.6	56	70	29	36.2	3	7.5

	154	77.4	24	30	51	63.8	37	92.
No	154	77.4	24	30	51	63.8	37	92.
Total	**199**	**100**	**80**	**100**	**80**	**100**	**40**	**10**

Table 4.6: Continued

Factors	Lampam Beach		Wang Koa-Wang Mai		Four Temples		A Huge floating Basket Village	
	No. of tourist	*%*	No. of tourist	*%*	No. of tourist	*%*	No. of tourist	*%*
Tourist attraction has adequate a wayside shelter								
Adequate	97	48.5	44	55	37	46.2	14	3:
Inadequate	103	51.5	36	45	43	53.8	26	6:
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
A wayside shelter is harmonized to the environment of area								
Yes	149	74.5	64	80	48	60	25	62.5
No	51	25.5	16	20	32	40	15	37.5
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Tourist attraction has adequate public toilet or rest room								
Adequate	83	41.5	49	61.3	29	36.2	6	15
Inadequate	117	58.5	31	38.7	51	63.8	34	85
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Public toilet is harmonizes to the environment of area								
Yes	119	59.5	48	60	30	37.5	22	55
No	81	40.5	32	40	50	62.5	18	45

Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Gaining information about tourist attraction								
High	20	10	31	38.7	13	16.2	4	10
Moderate	132	66	43	53.8	51	63.8	17	42.5
Low	48	24	6	7.5	16	20	19	47.5
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**

Table 4.6: Continued

Factors	Lampam Beach		Wang Koa-Wang Mai		Four Temples		A Huge floating Basket Village	
	No. of tourist	%	No. of tourist	%	No. of tourist	%	No. of tourist	%
Creating impressiveness of local tourist authority	23	11.5	27	33.8	19	23.7	5	12.5
High								
Moderate	107	53.5	40	50	39	48.8	18	45
Low	70	35	13	16.2	22	27.5	17	42.5
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Gaining the worthiness of learning and knowledge of tourism education gaining								
High	30	15	37	46.2	21	26.2	4	10
Moderate	121	60.5	41	51.3	45	56.3	31	77.5
Low	49	24.5	2	2.5	14	17.5	5	12.5
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Tourist attraction has signboard (information of community heritage)								
Yes	121	60.5	46	57.5	58	72.5	12	30
No	79	39.5	34	42.5	22	27.5	28	70
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Local tourist guide service in tourist attraction								
Yes	42	21	55	68.8	16	20	9	22.5
No	158	79	25	31.2	64	80	31	77.5

Table 4.6: Continued

Factors	Lampam Beach		Wang Koa-Wang Mai		Four Temples		A Huge floating Basket Village	
	No. of tourist	%	No. of tourist	%	No. of tourist	%	No. of tourist	%
Orientation tourist before visiting tourist attraction								
Yes	39	19.5	37	46.2	19	23.7	11	27.5
No	161	80.5	43	53.8	61	76.3	29	72.5
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Interesting content of interpretation (information Of community and heritage)								
High	23	11.5	27	33.8	11	13.7	-	-
Moderate	108	54	50	62.5	46	57.5	22	55
Low	69	34.5	3	3.7	23	28.8	18	45
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Clear and obvious colors, font of a letter of those sign board								
High	32	16	27	33.7	20	25	-	-
Moderate	121	60.5	41	51.3	45	56.3	21	52.5
Low	47	23.5	12	15	15	18.7	19	47.5
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**
Understanding the contents of interpretation (information on community and heritage)								
High	30	15	25	31.2	17	21.3	1	2.5
Moderate	113	56.5	43	53.8	50	62.5	19	47.5

4.2.3 The awareness of tourists about environmental effective.

Lampam Beach

From table 4.7. A questionnaire taken by 200 tourists in Lampam Beach with 9 questions about the awareness of community members and tourists about environmental effects found that the most score of respondents are 9 at 24 percent, average score is 6.74 maximum score is 9 and minimum score is 2. Thus, tourist's awareness about environmental effective of Lampam Beach has high potential level.

Wang Koa-Wang Mai

From table 4.7. A questionnaire taken by 80 tourists in Wang Koa-Wang Mai with 9 questions about the awareness of community members and tourists about environmental effects found that the most score of respondents are 4 at 26.2 percent, average score is 5.8, maximum score is 9 and minimum score is 1. Thus, tourist's awareness about environmental effective of Wang Koa-Wang Mai has low potential level.

Four Temples

From table 4.7. A questionnaire taken by 80 tourists in Four Temples with 9 questions about the awareness of community members and tourists about environmental effects found that the most score of respondents are 8 at 22.5 percent, average score is 6.73, maximum score is 9 and minimum score is 2. Thus, tourist's awareness about environmental effective of Four Temples has high potential level.

A Huge Floating Basket Village

From table 4.7. A questionnaire taken by 40 tourists in A Huge Floating Basket with 9 questions about the awareness of community members and tourists about environmental effects found that the most scores of respondents are 7 at 37.5 percent,

average score is 6.68, maximum score is 9 and minimum score is 3. Thus, tourist's awareness about environmental effective of A Huge Floating Basket Village has moderate potential level.

The result score of the awareness of community members and tourists about environmental effects in each tourist attraction is illustrated bellow:

Table 4.7: The result score of the awareness of community members and tourists about environmental effective of each tourist attraction

Score of the awareness about environment effective	Lampam Beach		Wang Koa-Wang Mai		Four Temples		A Huge Floating Basket Village	
	No. of Tourist	%	No. of Tourist	%	No. of Tourist	%	No. of Tourist	%
1 score	0	0	2	2.5	0	0	0	0
2 scores	6	3	1	1.2	2	2.5	0	0
3 scores	9	4.5	3	3.7	2	2.5	1	2.5
4 scores	25	12.5	21	26.2	8	10	5	12.5
5 scores	11	5.5	11	13.8	7	8.8	4	10
6 scores	27	13.5	13	16.3	12	15	3	7.5
7 scores	32	16	8	10	17	21.3	15	37.5
8 scores	43	21.5	11	13.8	18	22.5	7	17.5
9 scores	47	23.5	10	12.5	14	17.5	5	12.5
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**

Table 4.8: Potential level of the awareness of community members and tourists about environmental effective of each tourist attraction

Score of the awareness about environment effective	Lampam Beach		Wang Koa-Wang Mai		Four Temples		A Huge Floating Basket	
	No. of tourist	%	No. of tourist	%	No. of tourist.	%	No. of tourist	%
0-5 scores (Low potentiality)	51	25.5	38	48	19	24	10	25

6-7 scores (Med potentiality)	59	29.5	21	26	29	36	18	45
8-9 scores (High potentiality)	90	45	21	26	32	40	12	30
Total	**200**	**100**	**80**	**100**	**80**	**100**	**40**	**100**

Table 4.9: The mean score of the awareness of community members and tourists about environmental effective of each tourist attraction

Tourist attraction	Number of respondent	Mean
Lampam Beach	200	6.74
Wang Kao-Wang Mai	80	5.80
Four temples	80	6.73
A Huge Floating Basket Village	40	6.68
Total	**200**	**6.54**

4.3 Result of analysis the potential of Lampam sub-district using the twenty nine factors

From 400 questionnaires taken by tourist and interview analysis, the result of 29 factors has found the following:

(1) Identity and Attraction

Lampam sub-district offers different kinds of tourist destinations. The most frequented place by tourists is Lampam Beach. It is part of the famous Songkla Lake or *"Talay Sap Songkla"*. The lake has some unique qualities. The lake has three (3) different sources of water; rain water, fresh water from canals and surfaced water from land. All of this water will then merge with the salt water of Gulf of Thailand. The lake also has a very good coastal lagoon.

The coast of Lampan beach is line with pine trees and there is a water pavilion called "Sala Lam Pam Thi Rak". Specie of dolphins called "Irrawady dolphins" can be seen frequently in the water of Lampam. There are several restaurants in the area who offer local cuisine and refreshments. Only one resort is operating in the area. Festival and cultural shows are celebrated in Lampam Beach. It is consider as the center for cultural activities in the province. Thus, Identity and Attraction factor of Lampam sub-district has high potential.

(2) The diversity of Art

Art plays an important role in a conservation-based tourism. The area offers 11 from 14 of art works for developed as a conservation tourism destination (See appendixD)

1. Painting and Drawing. Paintings and drawing are shown in the four temples in the area. One example is the painting at Wang Temple. Another is an important mural at Pa Lilai Temple. The mural is inside the "Phra Ubosot" and was made during the reign of King Rama IV. The mural is about the life of Lord Buddha.

2. Sculpture. All temples in Thailand contain a sculpture. And the temples in the area of Lampam are no exception. All the four temples contained sculptured image of Lord Buddha in different materials. Wang Temple has one hundred and eight sculptured Buddha images enshrined along Rabian Khot. Battlements of both Pa Lilai Temple and Wang Temple were made from red stone shape in "Kanok" design. Yang Ngam Temple has a bejeweled stucco Buddha image, seated in the gesture of a subduing Mara on a two (2) meter high base. It is the principal Buddha image of the temple and in front are two smaller standing Buddha images.

3. Architecture. Most of the architectural designs are "Traditional Thai" or "Rean Thai". An example is the royal pavilion at Lampam Beach and Wang Kao-Wang Mai. The designs of the temples are not different from the other places. The "Phra Ubosot" of each temple was made from bricks and mortar. The doors and windows are covered with sculptured designs of "old Thai" influence.
Among the four temples, only Wang Temple contained monuments of great interests. The "Phra Ubosot" of Wang Temple, although in a dilapidated condition, contained a ceremonial hall made of brick and stucco. It has originally two doors but a single door remains at present. Its brick walls contain a number of windows with intricate sculptured designs.

4. Audio Art. There a lot of photos available for display that show traditional Thai culture, antique furniture, old style houses or "Rean Thai" and palaces. These are present at Wang-Kao Wang- Mai.

5. Audio-Visual Art. The famous Manora dance (Native Thai Performance) can be seen during festivals and important holidays. Also, shadow plays are available in the area in times of festivals.

6. Metal Works. Most of the antique and modern metal works can be seen in Wang Koa - Wang Mai. Metal works include bowls, pans, ladles, caskets, trays, lamps, beds, lance, swords, wheel sewing machine and other kitchen utensils. Most of these are made from brass.

7. Wooden Works. The area is not famous for its wooden works. There are some antique products that are available for display like the cabin cruiser of King Rama V, river boats, carved rocking chair, carved shelves, old style cabinets, carved vanity table, walking sticks etc.

8. Ceramics. Ceramic products are available in the area. There are the usual kitchen utensils, teapots, earthen wares, jars in different sizes and shapes, water bowls and willow wares.

9. Mosaic and Tile. Exotic mosaic and tile decorations can be seen among the four temples in the area.

10. Glassware. Wang Koa- Wang Mai offers some glassware products like flower pots, trays, kitchen wares and house decor.

11. Textile. Textile products include reed mat made from bulrush plants. Baskets made from bamboo are also available.

Thus, The diversity of Art factor of Lampam sub district has high potential.

(3) Cultural Diversity and Ways of Life

Lampan sub-district is geographically located in the coastal lagoon of Songkla Lake. Its location provides contact to people in other regions. In most ways, the culture and ways of life of the community are similar to other places in the south. People are generally conservative and pay a high respect for religion.

Government officers who are highly involved in the tourism in the area stated that the life and culture of the people can be summed in five things;

(1) Eating Habits. People in the area have a very simple eating habit. Rice is still the staple food. Main dishes are normally meat with spicy curry and coconut milk, salty fish viscera curry and hot and sour vegetable soup with fish (Gaeng Som). Each meal is eaten with different vegetables, spicy chili paste and "boodoo", a famous southern sauce. Fish are easily available. Local vegetables include Parkia (sator), cashew nut leaf and string beans. Other famous foods are Kanom Jeen and Khow Yum. Famous desserts are Khanom Co, Khanom Lod Chong, Khanom Plakim and Kalamar.

(2) House Living. The construction of houses especially those who live near the river are traditional Thai Style. Most houses are elevated slightly and a sala is always available.

(3) Producing. Fishing and farming are the main sources of income. Most families also have a small animal farm and some do handicraft works.

(4) Playing and Past Time. Modern sports are not famous in the area though children play football regularly. Manorah and Talung shadow plays are still consider the famous past times.

(5) Cultural Ceremony. Most of the people in the area are Buddhists. Because of their firm belief and high respect for religion certain traditions did not change. Ceremonies like wedding, ordination and funeral rites still adhere to the old tradition (See appendix D). Thus, Cultural Diversity and Ways of Life has high potential.

(4) The tradition that Attracts Tourists

Lampam Beach is the primary location where annual festivals are being held. Festivals like Loy Krathong, Songkran, Phon Lak Phra and Chak Phra Buddha Image procession attracts a lot of tourists in the whole province. Other festivals include

long tail boat competition, paddle competition, and Manora local Thai Dancing (See appendix C) but these festival are similar to other region. According to TAT, these activities boost the popularity of the area in terms of tourism. Thus, the tradition that attracts tourist has moderate potential.

(5) Carrying Capacity for Changes in Eco-System and Culture

From interviewing and studied secondary data, it was found that tourism has had little impact on the eco-system and culture of the area even on the advent of tourism. The community remains conservative and faithful to their heritage. There are no major industries in the area that could adversely affect the surrounding. Most people are farmers and fishermen but more are trying to engage in tourism industry. Resorts and hotels are few. No factories or large industries in the area. Culture and environment remains almost the same but economic growth is very slow. Thus carrying capacity for changes in eco-system and culture has moderate potential.

(6) Access to tourist attraction

Lampam sub-district is geographically located in the coastal lagoon of Songkla Lake. The lake has a lot of influence in the area. It somehow affects the influx of tourists in the area.

Southern Thailand has two seasons; rainy season and dry season. Rainy season from October to January and the rest of the year it is rather dry and hot. Though is it near the Lake, flooding is not a regular occurrence in the area even during hard rains. According to the local government officer, the area has an average number of tourists even during rainy season.

Another factor is the location of the area from the main town. It is only ten kilometers away from the main town of Phatthalung. Easily accessible by roads from the town and means of transportation are available at any time. Roads are practically passable by both public and private transports. Thus, access to tourist attraction factor has high potential.

(7) Agricultural Activities

Based from the information on the secondary data from the local government and according to director of agro tourism, Phattalung, most farmers use natural and bio-fertilizers which does not affect the environment. The fishermen also apply natural way like fish nursery, which is harmless to the eco-system. Thus, agricultural activities factor in Lampam sub-district has high potential.

(8) Quantity and Safety of Water Supply

According to Mrs. Chana Tongtum, deputy officer of the Lampam sub-district government organization, there is an ample supply of water available all year. Some families are still using the wells in the area. The sources of water are safe and the area never had a water related diseases. The quantity of water will be enough even if the area will be developed. However, in some districts of the province, water pollution became a concern. It is due to the lack of water treatment facility in the other districts. At present, the provincial government plans to construct more water treatment facilities in the whole province. Thus quantity and safety of water supply factor in Lampam sub-district has moderate potential.

(9) Physical Condition of the Area

According to the four hundred (400) respondents who participated in the study, 58.4% said that the area is clean in moderate level and 53.7 % answered that the area is attractive in moderate level. Thus, the physical condition of the area factor has moderate potential.

(10) Adequate Area for Activities

According to the four hundred (400) respondents who participated in the study, 54.4 % of tourists stated that the area has an adequate space for different activities in moderate level. Thus adequate area for activities factor has moderate potential.

(11) Solid Waste Management

According to the four hundred (400) respondents who participated in the study, it was found that 63.6 % of tourists stated that there is rather little number of waste baskets available in the tourist places. 62.3% stated that the color of waste baskets were harmonized to environment of the place. 60.3 % stated that the materials used were harmonized to the environment of the place and 57.3 % stated that the baskets are properly placed. Thus, solid wasted management basket factor has moderate potential.

(12) The management of noise

According to the four hundred (400) respondents who participated in the study, it was found that 66.7 % of tourists stated that there is no noise control in the area. There are no warning signs or even people who monitor the noise level. Thus, the management of noise factor has low potential.

(13) Water Management

From interviewed Lampam sub district government officer and studied the secondary data, it was found that there are no water treatment facilities in the area and households diverted their waste water to the river or canals. Thus, water management factor has low potential.

(14) Appropriate Facilities

According to the four hundred (400) respondents who participated in the study, it was found that 52 % of tourists stated that there is an inadequate number of shelters, 58.3 % of tourists stated that public toilets are not enough. 71.5% of tourist stated that shelter are harmonized to the environment of area. 54.8% of tourist stated that public toilet construction are harmonize to the environment of area. Though, most agreed that the available facilities in the area are appropriate in terms of blending in their surroundings. Thus appropriate facility factor has moderate potential.

(15) Safety Management

From interviewing Lampam sub-district government officer and observation, it was found that there is only one police station located near Lampam Beach. There are no hospitals in the area only health centers. The nearest fire station is ten kilometers away. Police officers and security officers are few in numbers. Although, each village has some volunteers working from the Interior Ministry of Thailand and Department of Disaster Prevention and Mitigation. Their main duty is to monitor and check the community. Thus, safety management factor has low potential.

(16) The Management of Zoning

Based upon the observation of each tourist destinations, signboards and directional signs are not that many and are not strategically located. Thus, the management of zoning has low potential.

(17) Carrying Capacity

From interviewing Lampam sub-district Government officers, it was obvious that if demand increase in the future, the supply side may not able to respond to it relevantly due to the lack of planning. Therefore, if there are no policies as of yet to control the capacities in term of supply and demand side of the area if it will be develops, this may cause carrying capacity factor getting low potential.

(18) Measurement for Preventing Environmental impacts.

In recent years, the province faced some minor environmental concerns. There was the isolated water pollution problem. The erosion of soil in Lampam Beach area and the shallowness of its river. The Provincial Government of Phatthalung already made some adjustments to counter these minor concerns. Projects like construction of water treatment facilities, digging of the Lampam Beach water and tree planting activities are being done at present. Thus, measurement for preventing environment impacts has moderate potential.

(19) Quality of Service

According to the four hundred (400) respondents who participated in the study, it was found that 60.8% of tourist gain the information about tourist attraction in moderate level and 51% of tourist gain the impressiveness from local tourist authority in moderate level as well. Thus, the quality of service factor has moderate potential.

(20) Utility and Worthiness of Learning

According to the four hundred (400) respondents who participated in the study, it was found that 59.5 of tourists stated that in visiting the tourist destinations in the area tourists gain understanding about the importance of conserving the natural environment in moderate level. Thus, utility and worthiness of learning has moderate potential.

(21) Means and Methods of Interpretation

According to the four hundred (400) respondents who participated in the study, it was found that 59.3% of tourist stated that each tourist destination has a moderate level of information signs regarding history or heritage. 69.5% of tourist agree that there is no local tourists guide providing in tourist attraction and 73.5% agree that there is no orientation. Thus, mean and methods of interpretation has low potential.

(22) Contents of the Interpretation

According to the four hundred (400) respondents who participated in the study, it was found that 56.5% of the tourists stated the interesting content of interpretation (information on community and heritage) has moderate level. 57% of tourist stated that clear and obvious color of front has moderate level. And 56.6% of tourist stated that the understanding of content has moderate level. Thus, contents of the interpretation have moderate potential.

(23) Diversity of Activities

Lampam sub-district offers a wide variety of activities in each of its tourist destination. It is important to note

that this is due to the fact that the area has four types of tourist attractions.

1. Natural Attraction. Lampam Beach
2. Cultural and Historical Attractions. Royal Pavilion, Wang Koa -Wang Mai, Wang Temple, Pa Lilai Temple, Yang Ngam Temple and Pa Khom Temple.
3. Agricultural Attraction. "Huge Floating Basket" village.

Thus, diversity of activities factor has high potential.

(24) The Appropriateness of the Activities to Promote Conservation Awareness

From interviewing, it was found that the activities and ways of life of the community in the area promote conservation awareness. For instance, "The Huge Floating Basket Village", a natural and safe way of fishing. It does not affect the eco-system at all.

In terms of farming, the farmers use bio-fertilizers in cultivating their farms. In terms of cultural and historical conservation, the annual festivals that are being held in Lampam Beach promote cultural conservation. Thus, the appropriateness of the activities to promote conservation awareness factor has high potential.

(25) Benefit of the Community in terms of Environment Resource Conservation

An example of this factor; the head of the "Huge Floating Basket" village stated that the whole community of Lampam sub-district gained a lot in utilizing the "floating basket" system. This system of fishing conserves the eco-system of the aquatic animals thus providing longer ability of consumption and sustainable development. It is almost the same in terms of using bio-fertilizers in farming.

In the vicinity of Pa Lilai Temple, the conservation of the mangrove trees help prevents soil erosion that could damage the natural landscape of the area and it could even hurt

some people. Thus, benefit of the community in terms of environment resource conservation has high potential.

(26) Benefit of the Community

The community of the area is optimistic about the plans for developing a better tourism industry. It means more jobs will be available, more income can be generated and more opportunities will be presented. More investors will open new business in the area; more roads will be built and more information will be offered to the community but it will grow slowly. Thus, benefit of the community factor has moderate potential.

(27) Support from Government and Private Agencies

From studied secondary data, it was found that Lampan is getting a considerable support from both the government and private sectors.   More budgets are being allocated for the area and the government is trying to educate the area in terms of tourism and conservation awareness. One example is the Royal Development of Visiting Tourist Attraction in Phatthalung of King Chulalongkorn which main goal is to develop the area of Lampam Beach as a conservation-based tourist attraction. Thus, support from government and private agencies has high potential.

(28) Participation and Acceptance of the Community

According to some local government officials, the people are appreciated about the plan development. Moreover, more local people are participating in the festivals that are being held in the area. Although the responses are positive, the community still lacks the active participation the government expects from them. The community is still not involved in the actual planning in which direction the development must go. Thus, participation and acceptance of community has low potential.

(29) Awareness of Community Members and Tourists regarding Environmental Effects

According to the four hundred (400) respondents who participated in the study, it was found that 38.8% of tourists understand the environmental effects of bigger and more develop tourism. In this regard, the district of Lampam sub-district has a high potential.

4.3.1 Result of analysis the potential of Lampam sub-district tourist destination by using the 29 factors

From Result of analysis the potential of Lampam sub-district tourist destination using the twenty nine factors (29), the potential level of 29 factors are as follows:

Table 4.10: Result of analysis the potential of Lampam sub-district using the 29 factors

No.	Factors	Potentiality		
		High	Moderate	Low
1.	Identify and attraction	▩		
2.	The diversity of art	▩		
3.	The diversity of the activities for culture and ways of life	▩		
4.	The tradition that attracts tourists		▩	
5.	Carrying capacity for changes in ecosystem and culture		▩	
6.	Access to tourist attraction	▩		
7.	Agricultural activities	▩		
8.	The quantity and safety of water supply		▩	
9.	Physical conditions of area		▩	
10.	Adequate area for activities		▩	
11.	Solid waste management		▩	
12.	The management of noise			▩
13.	Water management			▩
14.	Appropriate facilities		▩	

No.	Factor			
15.	Safety			▨
16.	The management of zoning			▨
17.	Carrying capacity			▨
18.	Measurement for preventing environment impacts		▨	
19.	Quality of service		▨	
20.	Utility and worthiness of learning		▨	
21.	Means and methods of interpretation			▨
22.	Contents of the interpretation		▨	
23.	Diversity of activities	▨		
24.	The appropriateness of activities to promote conservation awareness.	▨		
25.	Benefit for the community in term of environment resource conservation	▨		
26.	Benefit for the community		▨	
27.	Support from government and private agencies	▨		
28.	Participation and acceptance of community			▨
29.	The awareness of tourists about environmental effects.	▨		
	Total	**10**	**12**	**7**

From the formula which modified from Tourism Authority of Thailand and Forestry Faculty of Kasertsart University (1994:6-11). All of factors will range to be 3 levels.

1 High Potentiality 3 Points
2 Moderate Potentiality 2 Points
3 Low Potentiality 1 Point

The formula to calculate all factors;

Expected Potential (EP) = $R_1 + R_2 + R_3 + \ldots R_n / n$

$R_{1 \ldots n}$: Level points of factor from the first to n factor

Thus, ranging of EP point will evaluate the potential of Conservation tourism destination

2.51-3 =an area has high potential to be a conservation tourist destination

1.51-2.50 = an area has moderate potential to be a conservation tourist destination

0-1.50 = an area has low potential to be a conservation tourist destination

Thus, EP $= [(10\text{x}3)+(12\text{x}2)+(7\text{x}1)] / 29$
$= 2.1$

Thus, Lampam sub-district has moderate potential for development to be a conservation tourist destination.

From Result of analysis the potential of Lampam sub-district using 29 factors, the potential level of 4 dimensions are following:

Table 4.11: The dimensions of area of Lampam sub-district

No.	Factors	Potentiality		
		High	Moderate	Low
1.	Identify and attraction	▓		
2.	The diversity of art	▓		
3.	The diversity of the activities for culture	▓		

No.		High	Moderate	Low
	and ways of life	▨		
4.	The tradition that attracts tourists		▨	
5.	Carrying capacity for changes in ecosystem and culture,		▨	
6.	Access to tourist attraction	▨		
7.	Agricultural activities	▨		
8.	The quantity and safety of water supply		▨	
9.	Physical conditions of area		▨	
10.	Adequate area for activities		▨	
	Total	**5**	**5**	**0**

Thus, EP $= [(5 \times 3) + (5 \times 2) / 10 = 2.5$

The dimension of area of Lampam sub-district has moderate potential.

Table 4.12: The dimension of management of Lampam sub-district

No.	Factors	Potentiality		
		High	Moderate	Low
11.	Solid waste management		▨	
12.	The management of noise			▨
13.	Water management			▨
14.	Appropriate facilities		▨	
15.	Safety			▨
16.	The management of zoning			▨
17.	Carrying capacity			▨
18.	Measurement for preventing environment impacts		▨	
19.	Quality of service		▨	
	Total	**0**	**4**	**5**

Thus, EP $= [(4 \times 2) + (5 \times 1)] / 9 = 1.4$

The dimension of management of Lampam sub-district has low potential.

Table 4.13: The dimension of activity and process of Lampam sub-district

No.	Factors	Potentiality		
		High	Moderate	Low
20.	Utility and worthiness of learning,		▓	
21.	Means and methods of interpretation			▓
22.	Contents of the interpretation		▓	
23.	Diversity of activities	▓		
24.	The appropriateness of activities to promote conservation awareness.	▓		
	Total	**2**	**2**	**1**

Thus, EP = [(2x3)+(2x2)+ (1x1)/ 5   = 2.2

The dimensions of activity and process of Lampam sub-district has moderate potential.

Table 4.14: The dimension of community participation of Lampam sub-district

No.	Factors	Potentiality		
		High	Moderate	Low
25.	Benefit for the community in term of environment resource conservation	▓		
26.	Benefit for the community		▓	
27	Support from government and private agencies	▓		
28.	Participation and acceptance of community			▓
29.	The awareness of community members and tourists about environmental effects.	▓		
	Total	3	1	1

Thus, EP = [(3x3)+(1x2)+ (1x1)]/ 5   = 2.4

The dimension of community participation of Lampam sub-district has moderate potential.

4.3.2 Result of analysis the potential of each tourist attraction of Lampam sun-district by using the 29 factors are following

1. Lampam Beach
2. Wang Koa-Wang Mai
3. Four Temples
4. A Huge Floating Basket Village

Lampam Beach

From result of analysis the potential of Lampam Beach using 29 factors, the potential level of 29 factors are as follows:

Table 4.15: Result of analysis the potential of Lampam Beach using the 29 factors

No.	Factors	Potentiality		
		High	Moderate	Low
The dimensions of area				
1.	Identity and attraction	▓		
2.	The diversity of art	▓		
3.	The diversity of the activities for culture and ways of life	▓		
4.	The tradition that attracts tourists		▓	
5.	Carrying capacity for changes in ecosystem and culture		▓	
6.	Access to tourist attraction	▓		
7.	Agricultural activities	▓		
8.	The quantity and safety of water supply		▓	
9.	Physical conditions of area		▓	
10.	Adequate area for activities		▓	
The dimension of management				
11.	Solid waste management		▓	
12.	The management of noise			▓
13.	Water management			▓
14.	Appropriate facilities		▓	
15.	Safety			▓
16.	The management of zoning			▓

No.	Factor			
17.	Carrying capacity			▪
18.	Measurement for preventing environment impacts		▪	
19.	Quality of service		▪	
The dimension of activity and process				
20.	Utility and worthiness of learning,		▪	
21.	Means and methods of interpretation			▪
22.	Contents of the interpretation		▪	
23.	Diversity of activities	▪		
24.	The appropriateness of activities to promote conservation awareness.	▪		
The dimension of community participation				
25.	Benefit for the community in term of environment resource conservation	▪		
26.	Benefit for the community		▪	
27.	Support from government and private agencies	▪		
28.	Participation and acceptance of community			▪
29.	The awareness of tourists about environmental effects.	▪		
	Total	10	12	7

Result of analysis the potential of Lampam Beach using 29 factors

Expected (EP) = [(10x3)+(12x2)+(7x1)] / 29
= 2.1

Lampam Beach has moderate potential to be development as conservation tourist destination.

The potential level of 4 dimensions are as follows:

(1). The dimensions of area of Lampam Beach
Expected (EP) = [(5x3)+(5x2)] /10 = 2.5
The dimension of area of Lampam Beach has moderate potential.

(2). The dimension of management of Lampam Beach

Expected (EP)   = [(4x2)+(5x1)] /9 = 1.4

The dimension of management of Lampam Beach has low potential.

(3). The dimension of activity and process of Lampam Beach

Expected (EP)   = [(3x2)+(2x2)+(1x1)]/5 = 2.2

The dimension of activity and process of Lampam Beach has moderate   potential.

(4). The dimension of community participation of Lampam Beach

Expected (EP)   = [(3x3)+(1x2)+(1x1)]/ 5 = 2.4

The dimension of community participation of Lampam Beach has   moderate potential.

Wang Koa-Wang Mai

From Result of analysis the potential of Wang Koa-Wang Mai using 29 factors, the potential level of 29 factors are as follows:

Table 4.16: Result of analysis the potential of Wang Koa-Wang Mai using the 29 factors

No.	Factors	Potentiality		
		High	**Moderate**	**Low**
The dimensions of area				
1.	Identify and attraction	▨		
2.	The diversity of art	▨		
3.	The diversity of the activities for culture and ways of life	▨		
4.	The tradition that attracts tourists		▨	
5.	Carrying capacity for changes in ecosystem and culture,		▨	
6.	Access to tourist attraction	▨		
7.	Agricultural activities	▨		
8.	The quantity and safety of water supply		▨	
9.	Physical conditions of area	▨		
10.	Adequate area for activities		▨	

The dimension of management				
11.	Solid waste management		▨	
12.	The management of noise	▨		
13.	Water management			▨
14.	Appropriate facilities	▨		
15.	Safety			▨
16.	The management of zoning			▨
17.	Carrying capacity			▨
18.	Measurement for preventing environment impacts		▨	
19.	Quality of service		▨	
The dimension of activity and process				
20.	Utility and worthiness of learning,		▨	
21.	Means and methods of interpretation		▨	
22.	Contents of the interpretation		▨	
23.	Diversity of activities	▨		
24.	The appropriateness of activities to promote conservation awareness.	▨		
The dimension of community participation				
25.	Benefit for the community in term of environment resource conservation	▨		
26.	Benefit for the community		▨	
27.	Support from government and private agencies	▨		
28.	Participation and acceptance of community			▨
29.	The awareness of and tourists about environmental effects.			▨
	Total	**12**	**11**	**6**

Result of analysis the potential of **Wang Koa-Wang Mai** using 29 factors

Expected Potential (EP)   = [(12x3)+(11x2)+(6x1)] / 29

= 2.2

Wang Koa-Wang Mai has moderate potential to be developed as a conservation tourist destination.

The potential level of 4 dimensions are as follows:
(1). The dimensions of area of Wang Koa-Wang Mai
Expected Potential (EP) = [(6x3)+(4x2)]/ 10 = 2.6
The dimensions of area of Wang Koa-Wang Mai has high potential
(2). The dimension of management of Wang Koa-Wang Mai
Expected Potential (EP) = [(2x3)+(3x2)+(4x1)]/ 9= 1.8
The dimension of management of Wang Koa-Wang Mai has moderate   potential
(3). The dimension of activity and process of Wang Koa-Wang Mai
Expected Potential (EP) = [(2x3)+(3x2)]/ 5   = 2.4
The dimension of activity and process Wang Koa-Wang Mai has moderate   potential
(4). The dimension of community participation of Wang Koa-Wang Mai
Expected Potential (EP) = [(2x3)+(1x2)+(2x1)]/ 5 = 2.0
The dimension of community participation Wang Koa-Wang Mai has   moderate high potential

Four Temples

From Result of analysis the potential of Wang Four Temples using 29 factors, the potential level of 29 factors are as follows:

Table 4.17: Result of analysis the potential of Four Temples using the 29 factors

No.	Factors	Potentiality		
		High	**Moderate**	**Low**
The dimensions of area				
1.	Identify and attraction	▓		
2.	The diversity of art	▓		
3.	The diversity of the activities for culture and ways of life	▓		
4.	The tradition that attracts tourists		▓	
5.	Carrying capacity for changes in ecosystem and culture,		▓	
6.	Access to tourist attraction	▓		
7.	Agricultural activities	▓		
8.	The quantity and safety of water supply		▓	
9.	Physical conditions of area		▓	
10.	Adequate area for activities		▓	
The dimension of management				
11.	Solid waste management		▓	
12.	The management of noise			▓
13.	Water management			▓
14.	Appropriate facilities			▓
15.	Safety			▓
16.	The management of zoning			▓
17.	Carrying capacity			▓
18.	Measurement for preventing environment impacts		▓	
19.	Quality of service		▓	

	The dimension of activity and process			
20.	Utility and worthiness of learning,		�	
21.	Means and methods of interpretation			▓
22.	Contents of the interpretation		▓	
23.	Diversity of activities	▓		
24.	The appropriateness of activities to promote conservation awareness.	▓		
	The dimension of community participation			
25.	Benefit for the community in term of environment resource conservation	▓		
26.	Benefit for the community		▓	
27.	Support from government and private agencies	▓		
28.	Participation and acceptance of community			▓
29.	The awareness of community members and tourists about environmental effects.	▓		
	Total	**10**	**11**	**8**

Result of analysis the potential of **Wang Koa-Wang Mai** using 29 factors

Expected Potential (EP) = [(10x3)+(11x2)+(8x1)] / 29

$\qquad$ = 2.**1**

$\qquad$ **Four Temple has moderate potential to be developed as a conservation tourist destination**

$\qquad$ The potential level of 4 dimensions are as follows:

(1). The dimensions of area of Four Temples

$\qquad$ Expected Potential (EP) = [(5x3)+(5x2)]/ 10 = 2.5

$\qquad$ **The dimension of area of four temples in Lampam sub-district has $\qquad$ moderate potential.**

(2). The dimension of management of Four Temples

$\qquad$ Expected Potential (EP) = [(3x2)+(6x1)]/ 9 $\quad$ = 1.3

$\qquad$ **The dimension of management four temples in Lampam sub-district has $\qquad$ low potential.**

$\qquad$ **(3).** The dimension of activity and process of Four Temples

Expected Potential (EP) = [(2x3)+(2x2)+(1x1)]/ 5 = 2.2

The dimension of activity and process of four temples in Lampam sub-   district   has   moderate potential.

(4). The dimension of community participation of Four Temples

Expected Potential (EP) = [(3x3)+(1x2)+(1x1)]/ 5 = 2.4

The dimension of community participation of four temples in Lampam   sub-district   has   moderate potential.

Huge Floating Basket Village

From Result of analysis the potential of A Huge Floating Basket Village using 29 factors, the potential level of 29 factors are as follows:

Table 4.18: Result of analysis the potential of A Huge Floating Basket Village using the 29 factors

No.	Factors	Potentiality		
		High	Moderate	Low
1.	Identify and attraction	■		
2.	The diversity of art	■		
3.	The diversity of the activities for culture and ways of life	■		
4.	The tradition that attracts tourists		▨	

5.	Carrying capacity for changes in ecosystem and culture,		■	
6.	Access to tourist attraction	■		
7.	Agricultural activities	■		
8.	The quantity and safety of water supply		■	
9.	Physical conditions of area		■	
10.	Adequate area for activities		■	
11.	Solid waste management		■	
12.	The management of noise			■
13.	Water management			■
14.	Appropriate facilities		■	
15.	Safety			■
16.	The management of zoning			■
17.	Carrying capacity			■
18.	Measurement for preventing environment impacts		■	
19.	Quality of service		■	
20.	Utility and worthiness of learning,		■	
21.	Means and methods of interpretation			■
22.	Contents of the interpretation		■	
23.	Diversity of activities	■		
24.	The appropriateness of activities to promote conservation awareness.	■		
25.	Benefit for the community in term of environment resource conservation	■		
26.	Benefit for the community		■	
27.	Support from government and private agencies	■		
28.	Participation and acceptance of community			■
29.	The awareness of tourists about environmental effects.		■	
	Total	**9**	**13**	**7**

Result of analysis the potential of **The Huge Floating Basket Village** using 29 factors

Expected Potential (EP)   = [(9x3)+(13x2)+(7x1)] / 29
                             = 2.1

The Huge Floating Basket Village has moderate potential to be developed as a conservation tourist destination.

The potential level of 4 dimensions are as follows:

(1). The dimensions of area of A Huge Floating Basket Village

Expected Potential (EP) = [(5x3)+(5x2)]/ 10 = 2.5

The dimension of area of the Huge Floating Basket Village has moderate   potential.

(2). The dimension of management of A Huge Floating Basket Village

Expected Potential (EP)= [(4x2)+(5x1)]/ 9   = 1.4

The dimension of management of the Huge Floating Basket Village has   low potential.

(3). The dimension of activity and process of A Huge Floating Basket Village

Expected Potential (EP)= [(2x3)+(2x2)+(1x1)]/ 5 = 2.2

The dimension of activity and process of the Huge Floating Basket Village   has moderate potential.

(4). The dimension of community participation of A Huge Floating Basket Village

Expected Potential (EP) = [(2x3)+(2x2)+(1x1)]/ 5 = 2.2

Thus, The dimension of community participation of the Huge Floating   Basket Village has moderate potential.

Table 4.19: Evaluating the potential of Lampam sub-district to be developed as a conservation tourist destination.

N o.	Tourist destination	Level of Potentiality for Development to be a Conservation Tourists Destination (Dimensions)				
		Area	Management	Activity and process	Community participation	Total
1.	Lampam Beach	Moderate	Low	Moderate	Moderate	Moderate
2.	Wang Koa-Wang Mai	Moderate	Low	Moderate	Moderate	Moderate
3.	Four Temples	High	Moderate	Moderate	Moderate	Moderate
4.	A Huge Floating Basket	Moderate	Low	Moderate	Moderate	Moderate
	Total	Moderate	Low	Moderate	Moderate	*Moderate*