

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The research topic of evaluate the potential of Lampam sub-district to be developed as a conservation tourist destination is to evaluate and find directions the potential of Lampam sub-district to be developed as a conservation tourist destination.

Researcher evaluates the potential of Lampam sub-district to be developed as a conservation tourist destination by using 4 dimensions and 29 factors of Suriyavarakul (2003).

5.1 Conclusion

Lampam sub-district has moderate potential to be developed as a conservation tourist destination by using 29 factors as following:

5.1.1 Dimension of area

1. Identity and attraction

According to Lampam Beach is one part of Songkla Lake (Talay Sap Songkla). It is the one in 117 of coastal lagoon in the world. There are three kinds of water; fresh water, salt water and brackish water. Besides, around the beach there are lined with pine trees, Loy isle, a water pavilion named “Sala Lampam Thi Lak” In Lampam Lake are Irrawady dolphins, several restaurants and shop and it is the place which help many important festival. Thus, identity and attraction of Lampam sub-district is high potential.

2. The diversity of art

There are 12 of 13 braches of art, those of art can find in Wang Kao-Wang Mai, and four Temples, thus the diversity of art of Lampam sub-district is high potential.

3. The diversity of the activities for culture and ways of life

Lampam sub-district has complete activities for culture and way of life; eating, house living, producing, playing activity and local ceremony. Thus, the diversity of the activities for cultural and ways of life is high potential.

4. The tradition that attracts tourists

The tradition that attracts tourists in Lampam sub-district is Phon Lak Phra Festival or Phon Drum-Beating Contest & Chak Pha Buddha Image Procession. However, it is annual festival and important in southern, there are places are also held up. Thus the traditional that attracts tourist is moderate potential.

5. Carrying capacity for changes in ecosystem and culture

There are a few changes in ecosystem and culture, which effect tourism from growing. People in the community are remaining to conserve the culture. Thus, carrying capacity for changes in ecosystem and culture has moderate potential.

6. Access to tourist attraction

There are tourist year round because of clear weather, easy and convenience to access. Also, there is local transportation providing, only 10 kilometers distance from town to Lampam. Thus, access to tourist attraction is high potential.

7. Agricultural activities

An agriculturist in Lampam use bio-fertilize, which has no side effect to environment, thus agricultural activities in Lampam sub-district is high potential.

8. The quantity and safety of water supply

People in Lampam sub-district have adequate both of natural water and city water, but there is no water treatment

factory. Thus the quantity and safety of water supply in Lampam sub-district is moderate potential.

9. Physical conditions of area

The cleanliness and attractive condition in area is moderate level, thus physical conditions of area in Lampam sub-district is moderate potential.

10. Adequate area for activities

There is adequate area for activities in tourist attraction in the present but inadequate for tourism development in the future, thus adequate area for activities in Lampam sub-district is moderate potential.

5.1.2 Dimension of management

11. Solid waste management

The color, material and placement of wastebasket are harmonized to environment in tourist attraction area. However, it is inadequate wastebasket. Thus, solid waste management is moderate potential.

12. The management of noise

Tourist attraction area has no authority officer and noise warning signboard, thus the management of noise is low potential.

13. Water management

It has no water treatment factory, household launch wastewater to the river. And it lack of water safety checking and controlling. However, there are ditches along the walk ways of main road. Thus, water management in tourist area is low potential.

14. Appropriate facilities

Tourist attraction has inadequate a wayside shelter and public toilet. However, those of them are harmonizes to the environment of tourist attractive. Thus, appropriate facility in tourist area is moderate potential.

15. Safety

Lampam sub-district has one police station and each village has local volunteers as a representative of Department of disaster Prevention and Mitigation, Ministry of Interior Thailand to check and protect people in community. But number of policemen is inadequate to monitoring area. There are two health public centers in 4th and 8th village, where is not far from main tourist attractive place.

The fire station of Phattalung Province is located in the town, which far from Lampam 10 kilometers, however there are more than 5 of fire extinguishers.

Thus, safety of Lampam sub-district is low potential.

16. The management of zoning

From observing in each tourist attraction place, it found that there is only direction sign of each tourist attractive place. The management of zoning is low potential.

17. Carrying capacity

Carrying capacity in Lampam sub-district is low potential because of there is no plan and policy about carrying capacity in order to control changing between supply side and demand side in tourist attraction.

18. Measurement for preventing environment impacts

Phattalung had facing to environment problem especially, water pollution and a shallow of Lampam Lake. Therefore, Phattalung municipality has environment prevention projects to cope those problems. Thus, measurement for preventing environment impacts of Lampam sub-district is moderate potential.

19. Quality of service

Tourists gain information and impressive of local authority in tourist attractive area is moderate. Thus, the quality of service of Lampam sub-district is moderate potential.

5.1.3 Dimension of activity and process

20. Utility and worthiness of learning

Tourists gain the worthiness of learning and knowledge of tourism education is moderate. Thus, utility and worthiness of learning of Lampam sub-district is moderate potential.

21. Means and methods of interpretation

Each tourist attractive places have few signboards (information, community's story, and heritage's story) there is no local tourist guide service orientation.

Thus, means and methods of interpretation of Lampam sub-district is low potential.

22. Contents of the interpretation

Contents of interpretation (information on community and heritage) are interesting, the letter is clear and obvious, and easy to understanding. Thus, contents of the interpretation are moderate potential.

23. Diversity of activities

Lampam sub-district has completely 4 types of conservation tourism: natural base tourism, cultural tourism, historical tourism and agro tourism. Thus, Diversity of activities of Lampam is high potential.

24. The appropriateness of activities to promote conservation awareness

All activities in Lampam sub-district are able to promote conservation awareness. Thus, the appropriateness of activities to promote conservation awareness is high potential.

5.1.4 Dimension of community participation

25. Benefit for the community in term of environment resource conservation

From interviewing, the head of a huge floating basket village stated that community member have better ways to use bio system in term of fishery and agricultural. It is benefits in term of reduce cost and also it can conserve the water and land environment in those areas. However, Wat Pa Lilai (Pa

Lilai Temple) is the one place that takes advantage from plant mangrove forest to protect destroying of land. Thus, benefit for the community in term of environment resource conservation is high potential.

26. Benefit for the community

Tourism in Lampam can generate income to community; however, it is not the principle income of community member. Thus benefit for the community is moderate potential.

27. Support from government and private agencies

Tourism development in Lampam sub-district is supported from government and private sector in term of budget and knowledge to develop area to be a conservation tourism destination. Thus, supporting from government and private agencies to Lampam sub-district is high potential.

28. Participation and acceptance of community

People in community are response to plan and policy of province by welcoming and giving knowledge to tourist but they have not involved in express opinion about the direction of development, thus participation and acceptance of community is low potential.

29. The awareness of community members and tourists about environmental effects

The awareness of community members and tourists about environmental effects has high potential.

5.2 Discussion

Lampam sub-district has moderate potential to be developed as a conservation tourism destination with 2.07

scores. The result of Lampam sub-district has been similar to Master plan for Songkla Lake Development of Leangpornpan (2003). It is a study on potential of resource for e-co tourism in Songkla Lake Lagoon area by using 6 main factors to identify the potentiality: (1) Identity and Attraction, (2) Value and important of place, (3) Management, (4) Tourism services and facility, (5) Supporting and (6) Community and organization participation. Each factor is considering the potentiality by scoring high potentiality is 60-100%, moderate potentiality 40-59% and low potential is less than 40% (See appendix J).

Besides, the research of Leangpornpan (2003) has been priority the important of tourist attractive in Songkla Lake by ranging it as level depend on the level of potentiality. Thus Lampam sub-district is moderate level which has moderate potential or it can be identify that it is the place that developing in management, community participation and cooperate and supporting of government for development to be a main tourist attraction around in Songklan Lake area.

SWOT analysis of Lampam sub-district tourist destination

From interviewing community and studying secondary data about general information of Phattalung Province, Lampam sub-district and tourist attraction around Songkla Lake. The SWOT analysis in terms of strengths, weaknesses, opportunities and threats for development to be a conservation tourist of Lampam sub-district as follows:

Strengths

- (1) The feature of area with long lake scenic and climate are suitable for tourist to visit tourist attractive places all year round.
- (2) Identify and attraction of Lampam sub-district tourist attraction are uniqueness.

The uniqueness and the identity of Lampam sub-district is natural tourist attraction “Lampam Beach”. It is the part of Songkla Lake (Talay Sap Songkla) where has 3 kinds of

water fresh water, salt water and brackish water. This cause led to comfortable of body. Lampam Beach is the only one beach in Phattalung that has overall view of Lake, Si-Ha Island (Koa Si-Koa Ha).

(3) Lampam sub-district has various kinds of conservation tourist attractive: natural, historical, cultural and agro tourism. It is charming in the legend since the settlement of Lampam community in the beginning of Ratthanokosin period. Originally a government place and the home of the city lord, the past called Wang Kao with four important temple which located not too far each other. Each place has differentiation in style of ancient remains construction and ruins. Besides, the attractive natural tourist is Lampam Beach where are lined with pleasant pine trees, a water pavilion named “Sala Lam Pam Thi Rak”.

In Lam Pam Lake, there is Irrawaddy dolphins, several of restaurants and shops placed along the beach. Addition, it is the place where held local and traditional festival for instance Long Tail-Boat Competition, Paddle Competition and Nora Local Thai Dancing Performance, Phon Lak Phra Festival or Phon Drum-Beating Contest & Chak Phra Buddha Image Procession.

(4) Agro tourism is named as “a huge floating basket”, where a tourist can experience the scenic and lifting a huge floating basket along the way in 11th village. A Huge Floating Basket Village declared as “Unseen Paradise Corner” of Tourism Authority of Thailand.

(5) The diversity of art and the activities for culture and ways of life are value to study.

Lampam sub-district has 11 branches of art: Painting and drawing, sculpture, architecture, audio art, audio-visual art, metal work, wooden work, ceramic, mosaic and tile glassware, textile. These various kinds of art touchable in four temples and cultural tourist attractive place “Wang Koa- Wang Mai”.

(6) Convenience accessing to tourist attraction

Lampam is far from Phattalung town only 10 kilometers to the eastern part of town pass through the main road number 4047 (Form Phattalung Town to Lampam). And others road which can access to tourist attraction is pass the street number 11009 (From Lampam to Ban Pak Pra). All main roads are asphalt road, which is convenience for tourist to visit. In additional there are local buses providing to access to tourist attractive places.

(7) Uniqueness of agricultural activities for attractive tourists

At the huge floating basket village, tourist can see the process of trapping aquatic animal by special huge tool, which call “Yor or basket”, and numerous of tool, it is the way of fishery’s life. Besides, it is a place that offer tourist fishery product. Tourist can purchase local product: local vegetable, Reed mat etc. Fishery Institute of Phattalung is also one place the tourist could learn method and process of fish nursing process. There are many of aquatic animal for displaying and commercial.

(8) There are club of handicraft and Thai dessert producing, which was, formed village member.

(9) Fresh and conserve product of aquatic animal can generate income to people in community.

(10) There are standard public utilities.

(11) The responsibilities of tourist attractive in Lampam are controlled under Tourism Authority of Thailand.

Weaknesses

(1) Tourist attractions lacked proper maintenance of construction and ancient ruins.

(2) The quantity and safety of water supply is inefficiency because of water pollution problem, which results from wastewater launching of households without treatment.

(3) Adequate area for activities in the present but does not adequate for development to be a conservation tourist destination in the future.

(4) The environment management in tourist attractive area is improper because of water pollution, inadequate of wastebasket and facilities (shelter, toilet) and noise warning signboard and officer to control and monitor.

(5) Inadequate in number police men and the volunteer of Department of disaster Prevention and Mitigation, Ministry of Interior Thailand to check and protect people cover community.

(6) Lack of fire safety plan and standard equipment.

(7) There is no any plan and policy about carrying capacity for changing between supply side and demand side in tourist attraction.

(8) There is no local tourist guide service and there is no orientation tourist before visiting tourist attraction, which led to lack of understanding and information on each tourist attractive places.

(9) Community has not involved participation in express opinion about the direction of development, which bring to lacking of skill and understanding the important of tourism.

(10) Because of Lampam has complete type of conservation tourist attractive places, each place take shot time and distance to go. Tourist can travel in Lampam within one day or one-day trip. Tourist will not prefer to stay over. It is mean that hotel and resort will lose their income.

(11) Lack of expertise in tourism development.

(12) There is no plan and system of resource allocation for tourism sustainable.

Opportunities

(1) Lampam has completed of conservation tourist attractive: natural, historical, cultural and agro tourism. Tourist can visit every place within one day because of short distance.

(2) Lampam is far from Phattalung town 10 kilometers to the eastern part of town pass trough the main street number 4047; these roads are connecting to important district. The street number 11009 (From Lampam to Ban Pak Pra) can pass through Kanoon District and the streets number 11037 (From Ban Pak

Pa to Ban Hua Pa, Changwat Songkla). Thus, people and tourist from others places could access to Lampam in many directions.

(3) Supporting from government sector in term of budget, knowledge, public relation and direction signboard for developing to be conservation tourism.

(4) Generating income in community from tourism development.

(5) Tourist attractive places in Lampam are controlled and projected by Phattalung municipality namely a pier, Traditional development center of Phattalung. Fine art department of Thailand is control for temple and Wang-Koa Wang-Mai.

(6) The awareness of community members and tourists about environmental effects is high.

(7) Water treatment factory and water pollution monitoring by the policy of the ministry of natural resource and environment is developing.

(8) Environment planning, this affected from natural for instance mangrove, and planting, pine trees which protect erosion of soil.

Threats

(1) Due to poor maintainance, the palcace construction may collapse, this can harm tourist's safety.

(2) Erosion of soil around beach area may cause landscape and scenery problems as well as ecosystem in water.

(3) Even if there is seldom flood in this area, but it is still many effects on tourism in terms of tourism resource sand the way of life of people in community.

Directions for development Lampam sub-district to be a Conservation Tourist Destination

From analyzed 4 criteria and 29 factor, There are 8 high potential factors to develop Lampam to be a conservation tourism: (1) Identify and attraction, (2) The diversity of art, (3) The diversity of the activities for culture and ways of life, (6) Access to tourist attraction, (7) Agricultural activities, (23) Diversity of activities, (24) The appropriateness of activities to promote conservation awareness and (25) Benefit for the community in term of environment resource conservation. Thus the others factors are should be found the direction for developing the areas to be a conservation tourist destination.

The directions of developed the area to be a conservation tourist destination are as follows:

Factor (4) The tradition that attracts tourists

The traditional that attracts tourist has not different from other places tourist destination in southern thus the tradition is not much attract tourist to come.

The direction of developing the tradition

From interviewing, the head of agro tourism association stated that to attract tourist to come and joint more in traditional, both of government and private sector have to reform the ancient tradition, which was lost for a long time. In the present, Phon Lak Phra Festival or Phon Drum-Beating Contest & Chak Phra Buddha Image Procession has hold on the land, local people use load as the way of procession but in the past, or 20 years ago before the developing of transportation, local people in Lampam sub-district use the river way as the main transportation which contact to other places for instance Sathing-Pha, Ranod and Songkla. Thus the river is also the way of cultural between Lampam and other district in Phattalung and other Province. Many temples are located close to the river and Lake of Songkla and Phattalung had join Phon Lak Phra Festival by use river way from one place to other place or the host province. The procession of Buddha images had placed in boat and pull by another boat that are full of crews. To make the tradition in Lampam more interesting, local government officer,

local people or community should reform the old traditions and make publish relation to pull tourist join in ancient and uniqueness of this tradition.

Factor (5) Carrying capacity for changes in ecosystem and culture

It found that there are a few of changing in ecosystem and cultural that effected from growing of tourism. Almost people in community has principle career as agriculturist while some of them are change their career to be tourism commercial, there is a few effect on ecosystem from tourism. People in community are remaining and conserve the cultural. Thus, Carrying capacity for changes in ecosystem and culture has moderate potential.

The direction of developing carrying capacity for changes in ecosystem and culture

Create awareness of community to realize in their cultural value. The government can create awareness to community by support and pronounce the policy that related between thire cultural (ecosystem) and tourism activities. Provide knowledge how their cultural and ecosystem important to tourism activities and how can they conserve those cultural and ecosystem for growing of tourism in the future.

Factor (8) and factor (13) The quantity and safety of water supply and water management

The quantity and safety of water supply is moderate potential because of in the current Phattulung had facing to some water pollution problem which results from waste water launching of households without treatment. Water management in tourist area is low potential because of there is no water safety checking and controlling even though there are ditches along the side ways of main road.

The direction of developing the quantity and safety of water supply and water management

Phattalung Municipality has plan and prepare to build water treatment factor of community to reduce water pollution problem in the future. Increase the system of checking and monitoring wastewater.

Factor (9) and factor (11) Physical conditions of area and Solid waste management

The result of physical condition of area was found that the cleanliness of tourist attractions and the attractive of tourist attractions have moderate potential. Solid waste management has moderate potential. The color, material and placement of wastebaskets are harmonized to the environment of area but in each tourist attractive place has inadequate wastebasket.

The direction of developing the physical conditions of area

1. The government should improve landscape of tourist attractions more attractive and unique.
2. Increase number of wastebasket in each tourist attractions.
3. Create awareness to tourist to keep and collect litter or any solid thing in wastebasket.
4. Placed wastebasket in notice areas.

Factor (10) Adequate area for activities

It was found that tourist attractions has adequate area for activities in the present but it is inadequate for growing of tourism in the future.

The direction of developing adequate area for activities

1. The government should have plan and policy in increase area for activities to supporting the growing of tourism in the future.
2. Zoning activities area.

Factor (12) The management of noise

The management of noise in tourist area has low potential because of there are no noise warning signboard.

The direction of developing the management of noise

1. Create noise-warning signboard in tourist attractive places.
2. Tourist authority officer should be in charge in tourist attractive places to control noise.
3. In area of restaurant and shops along the beach, it should be control noise from stereo each shop. The government officer should consult with every restaurant and shop owner to find the way to control noise.

Factor (14) Appropriate facilities

Tourist attraction has inadequate of facility: a wayside shelter and public toilet. However, those wayside shelters and public toilets are harmonizes to the environment of area. Thus, appropriate facility in tourist area is moderate potential.

The direction of developing facility in tourist attractive place

1. Increase number of a wayside and public toilet in tourist area.
2. Existing of wayside and public should be more cleanliness.

Factor (15) Safety

There is inadequate in number of policemen to check and monitor both of tourist attractions and community area. Thus, safety of Lampam sub-district is low potential

The direction of developing safety

1. Increase number of policemen to check and monitor tourist attractive place in nighttime or increase the number of lamp in dark area.
2. Some area should have tourist officer in charge in motoring and checking the security of tourist.

Factor (16) The management of zoning

It was found that there is only direction sign of each tourist attractive place. The management of zoning is low potential

The direction of developing the management of zoning

1. Create sign to indicate tourist attractive place and activities.
2. The sign should indicate map of each types of tourist attractive place.

Factor (17) Carrying capacity

From interviewing Lampam sub-district government officer about carrying capacity plan in Lampam sub-district, it was found that there is no any plan and policy about carrying capacity for changing between supply side and demand side in tourist attraction, thus carrying capacity in Lampam sub-district is low potential.

The direction of developing carrying capacity

The government should have plan and policy in estimated number of tourist in each tourist area to visit and use tourism resource without destroying tourist attractive feature in term of geographic and social.

Factor (18) Measurement for preventing environment impacts

Phattalung has faced to environment problem especially, water pollution and a shallow of Lampam. Measurement for preventing environment impacts is moderate potential.

The direction of developing measurement for preventing environment impacts

Phattalung municipality has project to prevent environment impacts: dig the river deeper, re-building Lampam Beach landscape and build water treatment factory.

Factor (19) Quality of service

The quality of service is moderate potential. From the result, it found that tourists gain information and local tourist authority create impressive to tourist moderate.

The direction of developing quality of service

1. Tourist authority officer should know and learn more about local and tourist attractive information.
2. Tourist authority officer should be willing to provide information to tourist and have service mind.
3. Government provides more information material such as brochure, hand out to introduce in detail of tourist attractive places.

Factor (20) Utility and worthiness of learning

Utility and worthiness of learning that tourists gain from tourist area is moderate potential.

The direction of developing utility and worthiness of learning

Government should provide more detail about historical and cultural of each tourist attractive place.

Factor (21) Means and methods of interpretation

It found that tourist attraction has signboard (information on community and heritage) is moderate level but there is no local tourist guide service and orientation tourist before visiting tourist attraction. Thus, means and methods of interpretation in tourist area is low potential.

The direction of developing means and methods of interpretation

1. Provide local tourist guide service in each tourist attractive places.
2. Tourist authority officer should provide orientation before visiting tourist attraction
3. Increase more signboard of information, story of each tourist attractive or local cultural.

Factor (22) Contents of the interpretation

It found that the interesting content of interpretation, clear and obvious colors, font of a letter of those signboard and understanding of contents to interpretation is moderate.

The direction of developing contents of the interpretation

1. Signboard should be clear and obvious more.

2. Use notice front and colorful.
3. The material of making signboard should harmonize to area's environment.
4. The content of story should interesting and increase tourist's knowledge.

Factor (26) Benefit for the community

Community got benefit from tourism but it is not the principle income of community member, thus benefit for the community is moderate potential.

The direction of developing benefit for the community

1. The government should be increase activity in tourist area such as aquatic-animal fresh market or local vegetable market in each weekend.
2. The government provides more of knowledge about producing and modifies raw material or resources in community to be local product.

Factor (28) Participation and acceptance of community

From interviewing community member, business sector and the Lampam sub-district organization officer mentioned that people in community is not participate in tourism in term of response to plan and policy, thus Participation and acceptance of community is low potential.

The direction of developing participation and acceptance of community

1. Government, private sectors and community should have group discussion to plan tourism strategy.
2. Community should participate both of plan and activities about tourism.

5.3 Recommendation

According to the result of evaluating the potential of Lampam sub-district for the development to be a conservation

tourist destination, it is indicated that Lampam has moderate potential for a conservation development. The researcher has analyzed for further development from 400 questionnaires of tourists, interview government, private sector and community found that Lampam sub-district should be develop as 4 dimensions following:

The dimensions of area

The result of evaluation level found that the dimension of area of Lampam sub-district has moderate potential because of the uniqueness and identity of tourist attraction. Lampam sub-district has various kinds of tourist attraction: historical, cultural, natural, agro tourist attraction and local festival. Moreover, each tourist has a short distance to visit in every place and there are main road for accessible. However, every tourist attraction should be developed and improved more in terms of construction physical and condition, and landscape of area as follows:

1. Restoring the construction of temple and palace.
2. Improve landscape of each tourist attraction for more attraction and charming in the area of Lampam beach and a huge floating basket village.
3. Expand area for increasing of activities in the future particularly Lampam beach. It will be advantage to hold up local festival.

However, from the study it found that most of tourists who come to visit. Lampam sub-district tourist destination is student thus the government should develop tourist attraction as the destination in learning and educating in historical, cultural and natural sites.

The dimension of management

For the dimension of management, the result of evaluating the potential of Lampam sub-district for the development to be a conservation tourist destination has found that it is low potential. Thus, this dimension should be the first step to develop. From the study, tourist and community required each tourist attraction be developed as follows:

1. Increasing of facilities such as shelter, table, public telephone, and toilet.
2. Increasing of wastebasket to disposal of solidwaste that bring to the cleanliness of the area.
3. In each tourist attraction, it should provide noise warning sign or the tourist officer to respond in controlling noising each tourist area.
4. Safety and security in tourist attraction should be increased time of monitoring and inspecting.
5. Provide tourist information center and tourist officer. That person should be trained well in terms of creating impression to tourist.
6. Zone the destination according to historical, cultural, natural, agro tourist sites.

Thus, the government should provide sign and direction for traveling in each different of tourist attraction.

Because of Lampam is the main tourist attraction so the government sector should have a plan and policy to control number of tourists to minimize negative impact on environment in the future.

The dimension of activity and process

The result of evaluation level found that the dimension of activity and process of Lampam sub-district has moderate potential. For the recommendation of this part, tourist attraction should have brochure, academic sign board to educate about historical and important of tourist attraction.

In additional, for tourists who visit as a group, the government should provide local guide who can introduce and

escort tour group to every tourist attraction in Lampam sub-district (historical, cultural, natural, agro tourist attraction).

The dimension of community participation

Tourism development in Lampam sub-district is the one Province's strategy; the government spend the budget for various tourism project i.e. construction, facility and landscape. This led to the development of area and community, people will take advantage for generating income, and therefore, the government should allow community to participate in planning process. The participation of community is not only provide the knowledge about the important of tourism but it is also create the awareness to community to conserve and protect natural environment for sustainable tourism development in the future.