CHAPTER 4

RESULTS

The results from the study of Guidelines of Community Participation for Sustainable Tourism Development: The Case of Tambon Cherngtalay, Amphur Thalang, Changwat Phuket were presented by descriptions and tables. All of the data were analyzed by using SPSS 11.0 for Windows. Independent-Samples T-Test value, One-Way Anova and Mean were used to evaluate the test results. The results the study shown as follows:

1) Demographic characteristics of respondents

2) The important level of community participation in planning and management

3) The important level of benefits gaining from the development plan to local community

The 399 questionnaires were distributed to 6 villages, and 392 of them were completed.

4) Analysis of recommendations from local authorities

4.1 Demographic characteristics of respondents

The demographic characteristics of respondents were analyzed by using frequency and percentage. This part was comprised of gender, age, education level, occupation, monthly income and communication of Tambon Cherngtalay LAO as indicated in Table 4.1. From the analyzing, demographic characteristics of respondents were explained as follows:

1) Gender. The respondents were male (233) at 59.4% and the rest were 159 female at 40.6%.

2) Age. The respondents were in range of 41-45 years old (97 persons), 24.7%; 31-35 years old (92 persons), 23.5%; 36-40 years old (68 persons), 17.3%; 26-30 years old (62 persons), 15.8%; over 45 years old (52 persons), 13.3% and 20-25 years old (21 persons), 5.4% respectively.

3) Education level. The respondents had education level at lower than Bachelor's degree (271 persons), 69.3%; Bachelor's degree (111 persons), 28.4% and higher than

Bachelor's degree (9 persons), 2.3%. Almost of respondents were educated at lower than Bachelor's degree level.

4) Occupation. The respondents were agriculture, including fishery that earlier occupation for those who live in southern of Thailand, growing vegetable and orchard (130 persons), 33.2%. Following with government officer or state enterprise (73 persons), 18.6%; worker (65 persons), 16.6%; business owner (64 persons), 16.3% respectively. The smallest was employee (60 persons), 15.3%.

5) Monthly income. The respondents earned 5,001-10,000 Baht per month (179 persons), 45.7%; lower than 5,000 Baht (97 persons), 24.7%; 10,001-20,000 Baht (75 persons), 19.1%; Over 30,000 Baht (25 persons), 6.4% and 20,001-30,000 Baht (16 persons), 4.1% respectively.

Table 4.1 Demographic characteristics of respondent

Demographic characteristics	Frequency	Percentage
1. Gender		
Male	233	59.4
Female	159	40.6
Total	392	100.0
2. Age		
20-25 years old	21	5.4
26-30 years old	62	15.8
31-35 years old	92	23.5
36-40 years old	68	17.3
41-45 years old	97	24.7
Over 45 years old	52	13.3
Total	392	100.0
3. Education level		
Lower than bachelor	271	69.3
Bachelor	111	28.4
Higher than Bachelor	9	2.3
Total	392	100.0

Table 4.1 (Continued)

Demographic characteristics	Frequency	Percentage
4. Occupation		
Agriculture	130	33.2
Government officer/state enterprise	73	18.6
Business owner	64	16.3
Employee	60	15.3
Worker	65	16.6
Total	392	100.0
5. Monthly income		
Lower than 5,000 Baht	97	24.7
5,001-10,000 Baht	179	45.7
10,001-20,000 Baht	75	19.1
20,001-30,000 Baht	16	4.1
Over 30,000 Baht	25	6.4
Total	392	100.0

4.2 The important level of community participation in planning and management

In this part, the level of community participation for sustainable tourism planning and management at local administration organization at Tambol Cherngtalay LAO was studied by comparing means between selected independent factors and participative indicators in planning, decision-making, problem solving, implementation and evaluation. In order to simplify of the comparisons and interpretation of analysis results, the researcher had determined to use Independent-Samples T-Test value, One-Way Anova, Mean to acquire test results. The level of local community participation for sustainable tourism planning and management, were measured with 5 levels of Likert scale as follows:

Scale	intervals	Meaning
1	1.00 -1.80	The least
2	1.81 -2.60	Less
3	2.61 -3.40	Average
4	3.41 -4.20	More
5	4.21 -5.00	The most

4.2.1 The evaluated level of community participation activities of local respondents

4.2.1.1 The assessed level of community participation activities

As indicated in Table 4.2, the level of community participation activities in planning was at “Less” level. The “Survey the community's requirement before planning the development plan” was the highest level at 2.38 and “Let community participate in the public hearing stage” was the lowest level at 2.19.

All components in decision-making were rated at “Less” level of participation.

The level of participation in problem solving indicated that the highest value was rated **"**Prevention of future problem" at "Average" level at 2.76 and the lowest value was rated "Cooperation to solve problems" at "Less" level at 2.22.

The level of participation in implementation indicated that "Voting of local election" was rated the highest value at "Average" at 3.38. There were 6 activities were rated at "Less" level and the rests were at "Average" level.

All participation activities in evaluation were rated at "Less" level.

Table 4.2 The level of participation activities

Participation activities	Meaning	Mean	S.D.
Planning Aspects			
1. Survey the community's requirement before planning the development plan	Less	2.38	1.118
2. Propose idea to prepare and organize plan or project	Less	2.30	1.115
3. Let local residents to propose idea	Less	2.33	1.114
4. To be a member of a committee	Less	2.29	1.139
5. Let community participate in the public hearing stage	Less	2.19	1.137
Decision-making Aspects			
6. Determine and priority the importance of the needs of resident	Less	2.32	1.222
7. Organize rules and regulations	Less	2.51	1.138
8. Determine and priority of project	Less	2.36	1.206
9. To find the solution of problem	Less	2.59	1.298
Problem solving Aspects			
10. Analyze cause of problems	Average	2.71	1.142
11. Cooperate to solve problems	Less	2.22	1.102
12. Prevention of future problem	Average	2.76	1.196
Implementation Aspects			

13. Joining athletic activities both youth and people level	Average	2.82	1.171
14. Regularly exercise	Average	2.74	1.181
15. Joining in disaster prevention and mitigation center	Less	2.32	1.160
16. Arranging activity for the older people and indigenous people	Average	2.74	1.805
17. Joining "To Be Number One" club	Less	2.29	1.198
18. Anti-drug campaign to resident	Average	2.92	1.336
19. Garbage classification before thrashing	Average	2.83	1.201
20. Campaign of waste recycle activity	Less	2.59	1.260
21. The neatness of housing	Average	2.86	1.247
22. Plant and improve scenery to be neatness	Average	2.79	1.184

Table 4.2 (Continued)

Participation activities	Meaning	Mean	S.D.
23. Protect forest and source of water	Average	2.67	1.167
24. Setting up waste water treatment before draining	Less	2.34	1.481
25. Contribution of information	Average	2.62	1.175
26. Voting of local election	Average	3.38	1.236
27. Joining local product occupation group	Less	2.55	1.254
28. Give advice to tourist	Average	3.00	1.143
29. Protect and improve tourism resource in the community	Average	2.77	1.170
30.To be trained of English language	Less	2.41	1.147
31. Joining local activity or festival such as Bang Tao Night Fishing Game	Average	2.97	1.238
32. Learning activity from Information Technology center	Less	2.49	1.142
Evaluation Aspects			
33. Follow up and evaluate on project	Less	2.27	1.194
34. To approve development project	Less	2.35	1.211

4.2.1.2 Statistical comparisons of the level of community participation in planning and demographic characteristics of respondents

The collected data were analyzed by using Independent-Samples T-Test, One-Way Anova, and P-value (significant statistical difference) to signify the difference.

Table 4.3 was indicated that there were significant statistical differences with gender at 0.01-0.05. Female participated in activities of "Let local residents to propose idea" and "To be a member of a committee" more than male at "Less" level.

Table 4.4 was indicated that there were 4 activities that were significant statistical differences among age groups. Opinions of 36-40 years old age group were more than other age groups regarding to "Propose idea to prepare and organize plan or project", "Let local residents to propose idea and 20-25 years old group rated "Let community participate in the public hearing stage" and "To be a member of a committee" more than other age groups.

Table 4.5 was not indicated significant statistical difference among education groups at 0.01-0.05.

Table 4.6 was not indicated significant statistical differences among occupation levels at 0.01-0.05. Worker group rated "Propose idea to prepare and organize plan or project", "Let local residents to propose idea" and "Let community participate in the public hearing stage" more than other occupation groups. Business owner group rated "Cooperate to be the committee" more than other groups.

As indicated in Table 4.7, there was only significant statistical difference regarding to "Let community participate in the public hearing stage" in opinion of lower 5,000 Baht monthly income group more than other monthly income groups.

Table 4.3 Statistical comparisons of "Planning" and gender of respondents

Planning	Gender		Summary of Test Result
	Male	Female	
1. Survey the community's requirement before planning the development plan	2.29	2.52	P-value=0.056 Indifference
2. Propose idea to prepare and organize plan or project	2.22	2.42	P-value=0.086 Indifference
3. Let local residents to propose idea	2.18	2.55	P-value=0.002 Difference
4. To be a member of a committee	2.18	2.46	P-value=0.017

			Difference
5. Let community participate in the public hearing stage	2.16	2.22	P-value=0.626 Indifference

Remark: 1. P-value = Level of significant statistical (2-tailed)

2. Shading as indicated represents significant statistical difference

Table 4.4 Statistical comparisons of "Planning" among age groups of respondents

Planning	Age						Summary of Test Result
	A	B	C	D	E	F	
1. Survey the community's requirement before planning the development plan	2.62	2.24	2.16	2.66	2.34	2.54	P-value= 0.053 Indifference
2. Propose idea to prepare and organize plan or project	2.43	2.06	2.03	2.57	2.52	2.25	P-value=0.006 Difference
3. Let local residents to propose idea	2.48	1.90	2.24	2.68	2.43	2.31	P-value=0.003 Difference
4. To be a member of a committee	2.81	1.85	2.10	2.46	2.36	2.60	P-value=0.001 Difference
5. Let community participate in the public hearing stage	2.67	1.69	1.99	2.18	2.41	2.52	P-value=0.000 Difference

Remark: 1. P-value = significant statistical level. Significant statistical difference between groups at 95% ($p<0.05$)

2. The highest mean score within a group was underlined

3. A = Respondents between 20-25 years old, B = 26-30 years old, C = 31-35 years old, D= 36-40, E = 41-45 years old, F = Over 45 years old

4. Shading as indicated represents significant statistical difference

Table 4.5 Statistical comparisons of "Planning" between education levels of respondents

Planning	Education level			Summary of Test Result
	Lower than	Bachelor	Higher than	
1. Survey the community's requirement before planning the development plan	2.38	2.37	2.33	P-value=0.990 Indifference
2. Propose idea to prepare and organize plan or project	2.32	2.26	1.89	P-value=0.483 Indifference
3. Let local residents to propose idea	2.38	2.21	2.11	P-value=0.323 Indifference
4. Cooperate to be the committee	2.26	2.36	2.11	P-value=0.653 Indifference
5. Let community participate in the public hearing stage	2.24	2.05	1.89	P-value=0.246 Indifference

Table 4.6 Statistical comparisons of "Planning" between occupations of respondents

Planning	Occupation					Summary of Test Result
	A	B	C	D	E	
1. Survey the community's requirement before planning	2.51	2.21	2.55	2.08	2.43	P-value=0.054 Indifference
2. Propose idea to prepare and organize plan or project	2.36	1.89	2.47	2.25	2.52	P-value=0.006 Difference
3. Let local residents	2.47	2.04	2.44	2.10	2.49	P-value=0.021

to propose idea						Difference
4. Cooperate to be the committee	2.44	2.15	2.48	1.97	2.26	P-value=0.039 Difference

Table 4.6 (Continued)

Planning	Occupation					Summary of Test Result
	A	B	C	D	E	
5. Let community participate in the public hearing stage	2.40	1.70	2.34	1.87	2.45	P-value=0.000 Difference

Remark: 1. A = Agriculture, B= Government officer/state enterprise,
C = Business owner, D = Private sector, E = Worker
2. Shading as indicated represents significant statistical difference

Table 4.7 Statistical comparisons of "Planning" between monthly incomes of respondents

Planning	Monthly Income					Summary of Test Result
	A	B	C	D	E	
1. Survey the community's requirement before planning the development plan	2.37	2.38	2.41	2.75	2.08	P-value=0.460 Indifference
2. Propose idea to prepare and organize plan or project	2.29	2.32	2.44	1.56	2.24	P-value=0.079 Indifference
3. Let local residents to propose idea	2.38	2.40	2.32	1.75	2.04	P-value=0.135 Indifference
4. Cooperate to be the committee	2.40	2.20	2.40	2.56	2.04	P-value=0.289 Indifference

5. Let community participate in the public hearing stage	2.45	2.05	2.41	1.75	1.72	P-value=0.001 Difference

Remark: 1. A = Lower than 5,000 Baht, B = 5,001-10,000 Baht, C = 10,001-20,000 Baht, D = 20,001-30,000 Baht, E= Over 30,000 Baht

2. Shading as indicated represents significant statistical difference

4.2.1.3 Statistical comparisons of the level of community participation in decision-making and demographic characteristics of respondents

The collected data were analyzed by using Independent-Samples T-Test, One-Way Anova, and P-value (significant statistical difference) to signify the difference.

As indicated in Table 4.8, there was not significant statistical difference with gender related to decision-making.

There were significant statistical difference regarding to "Determine and priority the importance of the needs of resident" and "To find the solution of problem" among the opinion of 41-45 years old group more than other age groups (Table 4.13).

Table 10 indicated that there was not show the significant statistical difference among education levels.

It was indicated that there were significant statistical differences among occupation groups. Agriculture rated "Determine and priority the importance of the needs of resident" and "Determine and priority of project" more than other occupation groups. Business owner group rated "To find the solution of problem" more than other groups (Table 4.23).

It was indicated that there were 2 activities that were significant statistical differences. Monthly income lower 5,000 Baht group rated "Determine and priority the importance of the needs of resident" more than other income groups. Monthly income 5,001-10,000 Baht group rated "To find the solution of problem" more than other income groups (Table 4.28).

Table 4.8 Statistical Comparisons of "Decision-making" and gender of respondents

Decision-making Aspects	Gender		Summary of Test Result
	Male	Female	
6. Determine and priority the importance of the needs of resident	2.30	2.35	P-value=0.706 Indifference
7. Organize rules and regulations	2.44	2.61	P-value=0.128 Indifference
8. Determine and priority of project	2.27	2.48	P-value=0.097 Indifference
9. To find the solution of problem	2.52	2.69	P-value=0.220 Indifference

Table 4.9 Statistical Comparisons of "Decision-making" among age groups of respondents

Decision-making	Age						Summary of Test Result
	A	B	C	D	E	F	
6. Determine and priority the importance of the needs of resident	2.33	1.74	2.20	2.54	2.64	2.37	P-value=0.000 Difference
7. Organize rules and regulations	2.71	2.24	2.36	2.56	2.65	2.67	P-value=0.145 Indifference
8. Determine and priority of project	2.48	2.08	2.22	2.32	2.66	2.38	P-value=0.058 Indifference
9. To find the solution of problem	2.76	1.89	2.41	2.74	3.05	2.62	P-value=0.000 Difference

Remark: 1. A = Respondents between 20-25 years old, B = 26-30 years old, C = 31-35 years old, D= 36-40, E = 41-45 years old, F = Over 45 years old

Table 4.10 Statistical Comparisons of "decision-making" between education levels of respondents

Decision-making Aspects	Education level			Summary of Test Result
	Lower than Bachelor		Higher than Bachelor	
6. Determine and priority the importance of the needs of resident	2.40	2.14	2.11	P-value=0.158 Indifference
7. Organize rules and regulations	2.49	2.53	2.33	P-value=0.867 Indifference
8. Determine and priority of project	2.33	2.43	2.11	P-value=0.650 Indifference
9. To find the solution of problem	2.64	2.45	2.44	P-value=0.406 Indifference

Table 4.11 Statistical comparisons of "Decision-making" between occupations of respondents

Decision-making	Occupation					Summary of Test Result
	A	B	C	D	E	
6. Determine and priority the importance of the needs of resident	2.57	1.99	2.48	1.93	2.42	P-value=0.001 Difference
7. Organize rules and regulations	2.61	2.27	2.56	2.38	2.63	P-value=0.222 Indifference
8. Determine and priority of project	2.56	2.07	2.48	2.07	2.43	P-value=0.016 Difference

Table 4.11 (Continued)

Decision-making	Occupation					Summary of Test Result
	A	B	C	D	E	
9. To find the solution of problem	2.92	2.01	2.98	2.03	2.69	P-value=0.000 Indifference

Remark: 1. A = Agriculture, B= Government officer/state enterprise, C = Business owner, D = Private sector, E = Worker

2. Shading as indicated represents significant statistical difference

Table 4.12 Statistical comparisons of "Decision-making" between monthly incomes of respondents

Decision-making	Monthly Income					Summary of Test Result
	A	B	C	D	E	
6. Determine and priority the importance of the needs of resident	2.65	2.28	2.20	1.94	2.00	P-value=0.023 Difference
7. Organize rules and regulations	2.69	2.50	2.41	2.50	2.12	P-value=0.200 Indifference
8. Determine and priority of project	2.48	2.35	2.35	2.25	2.04	P-value=0.568 Indifference
9. To find the solution of problem	2.18	2.50	2.44	2.44	2.24	P-value=0.013 Difference

Remark: 1. A = Lower than 5,000 Baht, B = 5,001-10,000 Baht, C = 10,001-

4.2.1.4 Statistical comparisons of the level of community participation in problem solving and demographic characteristics of respondents

The collected data were analyzed by using Independent-Samples T-Test, One-Way Anova, and P-value (significant statistical difference) to signify the difference.

Table 4.13 indicated that there was only "Prevention of future problem" significant statistical difference at "Average" level more than male.

It was indicated that there were significant statistical differences among age groups. 20-25 years old age group regarding to "Analyze cause of problems" and these rated "Cooperate to solve problems" more than other age group (Table 4.14).

All activities regarding to education level in problem solving was not indicated significant statistical difference among (Table 4.15).

As indicated in Table 4.16, there was not indicated significant statistical difference among occupation groups.

As indicated in Table 4.17, there was not indicated significant statistical difference among monthly income groups.

Table 4.13 Statistical Comparisons of "Problem solving" and gender of respondents

Problem solving	Gender		Summary of Test Result
	Male	Female	
10. Analyze cause of problems	2.16	2.29	P-value=0.255 Indifference
11. Cooperate to solve problems	2.14	2.28	P-value=0.201 Indifference
12. Prevention of future problem	2.62	2.97	P-value=0.004 Difference

Remark: Shading as indicated represents significant statistical difference

Table 4.14 Statistical Comparisons of "Problem solving" among age groups of respondents

Problem solving	Age						Summary of Test Result
	A	B	C	D	E	F	
10. Analyze cause of problems	3.05	1.74	2.32	2.00	2.41	2.15	P-value=0.000 Difference
11. Cooperate to solve problems	2.57	1.68	2.18	2.41	2.32	2.17	P-value=0.001 Difference
12. Prevention of future problem	3.19	2.44	2.65	2.79	2.90	2.86	P-value=0.082 Indifference

Remark: 1. A = Respondents between 20-25 years old, B = 26-30 years old, C = 31-35 years old, D= 36-40, E = 41-45 years old, F = Over 45 years old

2. Shading as indicated represents significant statistical difference

Table 4.15 Statistical Comparisons of "Problem solving" between education levels of respondents

Problem solving	Education level			Summary of Test Result
	Lower than	Bachelor	Higher than	
10. Analyze cause of problems	2.23	2.14	2.11	P-value=0.777 Indifference
11. Cooperate to solve problems	2.23	2.06	2.56	P-value=0.241 Indifference
12. Prevention of future problem	2.80	2.69	2.22	P-value=0.299 Indifference

Table 4.16 Statistical comparisons of "Problem solving" between occupations of respondents

Problem solving	Occupation					Summary of Test Result
	A	B	C	D	E	
10. Analyze cause of problems	2.33	1.92	2.41	2.18	2.14	P-value=0.081 Indifference
11. Cooperate to solve problems	2.27	1.96	2.45	2.05	2.20	P-value=0.074 Indifference
12. Prevention of future problem	2.88	2.60	2.94	2.50	2.77	P-value=0.149 Indifference

Remark: A = Agriculture, B= Government officer/state enterprise, C = Business owner, D = Private sector, E = Worker

Table 4.17 Statistical comparisons of "Problem solving" between monthly incomes of respondents

Problem solving	Monthly Income					Summary of Test Result
	A	B	C	D	E	
10. Analyze cause of problems	2.18	2.30	2.21	1.81	1.96	P-value=0.377 Indifference
11. Cooperate to solve problems	2.19	2.27	2.05	2.38	2.00	P-value=0.501 Indifference
12. Prevention of	2.88	2.79	2.65	2.94	2.28	P-value=0.197

4.2.1.5 Statistical comparisons of the level of community participation in implementation and demographic characteristics of respondents

The collected data were analyzed by using Independent-Samples T-Test, One-Way Anova, and P-value (significant statistical difference) to signify the difference.

Table 4.18 was indicated that there were significant statistical differences with gender. Female involved with “Joining athletic activities both youth and people level”, “Arranging activity for the older people and indigenous people”, “Joining "To Be Number One" association”, “Anti-drug campaign to resident”, “Protect forest and water’s source”, “Joining local product occupation group” and “Learning activity from Information Technology center” more than male at “Average” level.

It was indicated that there were 11 activities that were significant statistical difference among age groups. 20-25 years old participated in “Joining athletic activities both youth and people level”, “Regularly exercise”, “Joining "To Be Number One" association”, “Garbage classification before thrashing”, “Contribution of information” and “To be trained of English language” at “Average” level. Moreover, these group rated “Plant and improve scenery to be neatness”, “Joining local product occupation group”, “Learning activity from Information Technology” at “More” level more than other age groups. 31-35 years old group rated “Voting of local election” at “More” level more than other age groups. 36-40 and over 45 years old groups rated “Joining in disaster prevention and mitigation center” more than other age groups (Table 4.19).

Table 4.20 was indicated that there were significant statistical differences regarding to “The neatness of housing”, “Joining local activity or festival such as Bang Tao Night Fishing Game” and “Protect forest and water’s source” in opinion of respondents who were educated lower than Bachelor more than other education level. Bachelor group rated that “Give advice to tourist” more than other education level.

There were significant statistical difference regarding to “Joining athletic activities both youth and people level”, “Campaign of waste recycle activity”, “Setting up waste water treatment before draining”, “Joining local activity or festival such as Bang Tao Night Fishing Game” and “Learning activity from Information Technology center” in opinion of worker

more than other occupation groups. Government officer or state enterprise rated “Voting of local election” more than other occupation groups. Business owner group rated “To be trained of English language” more than other occupation groups. Private sector group rated “Give advice to tourist” more than other occupation groups (Table 4.21).

Table 4.22 was indicated that there were 9 activities that were significant statistical difference. Monthly income lower 5,000 Baht rated “Joining athletic activities both youth and people level”, “Garbage classification before thrashing”, “The neatness of housing” and “Joining local activity or festival such as Bang Tao Night Fishing Game” more than other income groups. Monthly income 20,001-30,000 Baht rated “Regularly exercise” more than other income groups. Monthly income 5,001-10,000 Baht rated “Plant and improve scenery to be neatness”, “Protect forest and water's source” and “Give advice to tourist” more than other income groups. Monthly income 10,001-20,000 Baht rated “Protect and improve tourism resource in the community” more than other monthly income groups.

Table 4.18 Statistical Comparisons of “Implementation” and gender of respondents

Implementation Aspects	Gender		Summary of Test Result
	Male	Female	
13. Joining athletic activities both youth and people level	2.66	3.06	P-value=0.001 Difference
14. Regularly exercise	2.70	2.81	P-value=0.386 Indifference
15. Joining in disaster prevention and mitigation center	2.32	2.32	P-value=0.988 Indifference
16. Arranging activity for the older people and indigenous people	2.56	2.99	P-value=0.039 Difference
17. Joining "To Be Number One" association	2.16	2.47	P-value=0.011 Difference
18. Anti-drug campaign to resident	2.72	3.21	P-value=0.000 Difference
19. Garbage classification before	2.77	2.90	P-value=0.275

thrashing			Indifference
20. Campaign of waste recycle activity	2.51	2.70	P-value=0.135 Indifference
21. The neatness of housing	2.82	2.93	P-value=0.387 Indifference

Table 4.18 (Continued)

Implementation Aspects	Gender		Summary of Test Result
	Male	Female	
22. Plant and improve scenery to be neatness	2.70	2.92	P-value=0.070 Indifference
23. Protect forest and water's source	2.57	2.81	P-value=0.047 Difference
24. Setting up waste water treatment before draining	2.27	2.43	P-value=0.296 Indifference
25. Contribution of information	2.56	2.71	P-value=0.220 Indifference
26. Voting of local election	3.35	3.43	P-value=0.522 Indifference
27. Joining local product occupation group	2.44	2.72	P-value=0.033 Difference
28. Give advice to tourist	3.02	2.96	P-value=0.615 Indifference
29. Protect and improve tourism resource in the community	2.77	2.78	P-value=0.945 Indifference
30.To be trained of English language	2.33	2.51	P-value=0.151 Indifference
31. Joining local activity or festival such as Bang Tao Night Fishing Game	2.91	3.08	P-value=0.183 Indifference
32. Learning activity from Information Technology center	2.37	2.68	P-value=0.008 Difference

Remark: Shading as indicated represents significant statistical difference

Table 4.19 Statistical Comparisons of "Implementation" among age groups of respondents

Implementation	Age						Summary of Test Result
	A	B	C	D	E	F	
13. Joining athletic activities both youth and people level	3.29	2.39	2.63	2.88	3.07	2.92	P-value=0.001 Difference
14. Regularly exercise	3.33	2.31	2.84	2.59	2.92	2.73	P-value=0.003 Difference
15. Joining in disaster prevention and mitigation	2.43	1.89	2.10	2.56	2.49	2.56	P-value=0.001 Difference
16. Arranging activity for the older people and indigenous people	3.00	2.79	2.67	2.51	2.97	2.53	P-value=0.589 Indifference
17. Joining "To Be Number One" association	3.10	2.18	2.24	2.18	2.26	2.37	P-value=0.049 Difference
18. Anti-drug campaign to resident	3.05	2.76	2.87	3.13	3.03	2.67	P-value=0.372 Indifference
19. Garbage classification before thrashing	3.19	2.84	2.93	2.42	2.94	2.77	P-value=0.050 Difference
20. Campaign of waste recycle activity	2.76	2.29	2.58	2.54	2.69	2.77	P-value=0.341 Indifference
21. The neatness of housing	3.05	2.94	2.80	2.62	3.05	2.79	P-value=0.316 Indifference

Table 4.19 (Continued)

Implementation	Age						Summary of Test Result
	A	B	C	D	E	F	
22. Plant and improve scenery to be neatness	3.76	2.68	2.77	2.76	2.73	2.73	P-value=0.009 Difference
23. Protect forest and water's source	2.81	2.66	2.64	2.68	2.70	2.60	P-value=0.986 Indifference
24. Setting up waste water treatment before draining	2.76	2.10	2.17	2.21	2.42	2.77	P-value=0.081 Indifference
25. Contribution of information	3.10	2.65	2.46	2.37	2.64	3.00	P-value=0.016 Difference
26. Voting of local election	3.57	3.24	3.70	3.17	3.15	3.65	P-value=0.010 Difference
27. Joining local product occupation group	3.52	2.27	2.25	2.82	2.56	2.67	P-value=0.000 Difference
28. Give advice to tourist	2.95	3.08	3.00	3.16	3.07	2.56	P-value=0.078 Indifference
29. Protect and improve tourism resource in the community	3.00	2.84	2.72	2.93	2.82	2.42	P-value=0.207 Indifference
30.To be trained of English language	3.10	2.11	1.98	2.63	2.63	2.52	P-value=0.000 Difference
31. Joining local activity or festival	3.24	2.65	2.83	3.18	3.09	3.04	P-value=0.090 Indifference

Table 4.19 (Continued)

Implementation	Age						Summary of Test Result
	A	B	C	D	E	F	
32. Learning activity from Information Technology center	3.48	2.30	2.21	2.54	2.70	2.40	P-value=0.000 Difference

Remark: 1. A = Respondents between 20-25 years old, B = 26-30 years old, C = 31-35 years old, D= 36-40, E = 41-45 years old, F = Over 45 years old

2. Shading as indicated represents significant statistical difference

Table 4.20 Statistical Comparisons of "Implementation" between education levels of respondents

Implementation Aspects	Education level			Summary of Test Result
	Lower than	Bachelor	Higher than	
13. Joining athletic activities both youth and people level	2.88	2.69	2.33	P-value=0.166 Indifference
14. Regularly exercise	2.77	2.70	2.22	P-value=0.369 Indifference
15. Joining in disaster prevention and mitigation center	2.27	2.41	2.44	P-value=0.551 Indifference
16. Arranging activity for the older people and indigenous people	2.64	2.94	2.67	P-value=0.356 Indifference

17. Joining "To Be Number One" association	2.26	2.32	2.44	P-value=0.856 Indifference
18. Anti-drug campaign to resident	2.93	2.92	2.44	P-value=0.560 Indifference
19. Garbage classification before thrashing	2.84	2.86	1.89	P-value=0.060 Indifference

Table 4.20 (Continued)

Implementation Aspects	Education level			Summary of Test Result
	Lower than	Bachelor	Higher than	
21. The neatness of housing	2.89	2.87	1.67	P-value=0.014 Difference
20. Campaign of waste recycle activity	2.63	2.53	1.89	P-value=0.195 Indifference
22. Plant and improve scenery to be neatness	2.85	2.70	2.11	P-value=0.124 Indifference
23. Protect forest and water's source	2.72	2.58	1.78	P-value=0.038 Difference
24. Setting up waste water treatment before draining	2.36	2.31	1.78	P-value=0.495 Indifference
25. Contribution of information	2.55	2.80	2.44	P-value=0.138 Indifference
26. Voting of local election	3.38	3.44	2.56	P-value=0.117 Indifference
27. Joining local product occupation group	2.52	2.65	2.33	P-value=0.564 Indifference
28. Give advice to tourist	2.88	3.22	2.33	P-value=0.001 Difference
29. Protect and improve tourism resource in the community	2.74	2.89	2.11	P-value=0.119 Indifference
30.To be trained of English language	2.35	2.52	2.33	P-value=0.422 Indifference
31. Joining local activity or festival such as Bang Tao	3.10	2.66	2.78	P-value=0.005 Difference

Night Fishing Game				
32. Learning activity from Information Technology center	2.45	2.62	2.11	P-value=0.249 Indifference

Remark: Shading as indicated represents significant statistical difference

Table 4.21 Statistical comparisons of "Implementation" between occupations of respondents

Implementation	Occupation					Summary of Test Result
	A	B	C	D	E	
13. Joining athletic activities both youth and people level	2.98	2.33	2.95	2.63	3.09	P-value=0.000 Difference
14. Regularly exercise	2.86	2.63	2.84	2.58	2.68	P-value=0.443 Indifference
15. Joining in disaster prevention and mitigation center	2.38	2.27	2.53	2.17	2.18	P-value=0.342 Indifference
16. Arranging activity for the older people and indigenous people	2.74	2.52	2.87	3.07	2.53	P-value=0.384 Indifference
17. Joining "To Be Number One" association	2.26	2.33	2.29	2.57	2.03	P-value=0.171 Indifference
18. Anti-drug campaign to resident	2.98	2.75	2.94	2.92	2.98	P-value=0.383 Indifference
20. Campaign of waste recycle activity	2.71	2.52	2.47	2.23	2.88	P-value=0.038 Difference

21. The neatness of housing	2.98	2.75	2.58	2.78	3.11	P-value=0.095 Indifference
22. Plant and improve scenery to be neatness	2.69	2.82	2.75	3.08	2.74	P-value=0.308 Indifference

Table 4.21 (Continued)

Implementation	Occupation					Summary of Test Result
	A	B	C	D	E	
23. Protect forest and water's source	2.52	2.55	2.77	2.90	2.78	P-value=0.178 Indifference
24. Setting up waste water treatment before draining	2.32	1.96	2.44	2.25	2.80	P-value=0.020 Difference
25. Contribution of information	2.60	2.55	2.61	2.83	2.57	P-value=0.662 Indifference
26. Voting of local election	3.10	3.86	3.13	3.55	3.50	P-value=0.000 Difference
27. Joining local product occupation group	2.68	2.21	2.73	2.42	2.63	P-value=0.052 Indifference
28. Give advice to tourist	3.01	3.03	3.16	3.20	2.60	P-value=0.025 Difference
29. Protect and improve tourism resource in the community	2.86	2.75	2.81	2.80	2.57	P-value=0.589 Indifference
30.To be trained of English language	2.56	2.15	2.66	2.02	2.49	P-value=0.002 Difference

31. Joining local activity or festival such as Bang Tao Night Fishing Game	3.07	2.44	3.00	3.00	3.34	P-value=0.000 Difference

Table 4.21 (Continued)

Implementation	Occupation					Summary of Test Result
	A	B	C	D	E	
32. Learning activity from Information Technology center	2.57	2.26	2.68	2.20	2.69	P-value=0.024 Difference

Remark: 1. A = Agriculture, B= Government officer/state enterprise,
C = Business owner, D = Private sector, E = Worker
2. Shading as indicated represents significant statistical difference

Table 4.22 Statistical comparisons of "Implementation" between monthly incomes of respondents

Implementation	Monthly Income					Summary of Test Result
	A	B	C	D	E	
13. Joining athletic activities both youth and people level	3.19	2.79	2.56	3.00	2.28	P-value=0.001 Difference
14. Regularly exercise	3.02	2.69	2.59	3.19	2.20	P-value=0.005 Difference
15. Joining in disaster prevention and mitigation	2.88	2.31	2.44	2.56	2.04	P-value=0.546 Indifference
16. Arranging activity for the older	2.65	2.60	2.83	2.94	3.64	P-value=0.093 Indifference

Table 4.22 (Continued)

Implementation	Monthly Income					Summary of Test Result
	A	B	C	D	E	
17. Joining "To Be Number One" association	2.25	2.31	2.29	2.88	1.88	P-value=0.140 Indifference
18. Anti-drug campaign to resident	2.98	2.98	3.00	2.38	2.40	P-value=0.123 Indifference
19. Garbage classification before thrashing	3.15	2.79	2.83	2.00	2.36	P-value=0.001 Difference
20. Campaign of waste recycle activity	2.84	2.55	2.52	2.69	2.04	P-value=0.062 Indifference
21. The neatness of housing	3.27	2.89	2.60	2.13	2.36	P-value=0.000 Difference
22. Plant and improve scenery to be neatness	2.82	2.95	2.52	2.88	2.32	P-value=0.023 Difference
23. Protect forest and water's source	2.54	2.89	2.51	2.69	2.04	P-value=0.003 Difference
24. Setting up waste water treatment	2.46	2.32	2.45	1.75	2.00	P-value=0.289 Indifference

Table 4.22 (Continued)

Implementation	Monthly Income					Summary of Test Result
	A	B	C	D	E	
25. Contribution of information	2.54	2.54	2.99	2.63	2.44	P-value=0.056 Indifference
26. Voting of local election	3.35	3.46	3.42	2.81	3.20	P-value=0.304 Indifference
27. Joining local product occupation group	2.56	2.56	2.47	2.88	2.52	P-value=0.838 Indifference
28. Give advice to tourist	2.71	3.18	3.20	2.69	2.36	P-value=0.000 Difference
29. Protect and improve tourism resource in the community	2.70	2.88	2.92	2.13	2.32	P-value=0.020 Difference
30.To be trained of English language	2.54	2.40	2.44	1.81	2.24	P-value=0.189 Indifference
31. Joining local activity or festival such as Bang Tao Night Fishing Game	3.23	3.08	2.77	2.13	2.40	P-value=0.000 Difference

32. Learning activity from Information Technology center	2.64	2.50	2.49	2.50	1.92	P-value=0.095 Indifference

Remark: 1. A = Lower than 5,000 Baht, B = 5,001-10,000 Baht, C = 10,001-20,000 Baht, D = 20,001-30,000 Baht, E= Over 30,000 Baht

2. Shading as indicated represents significant statistical difference

4.2.1.5 Statistical comparisons of the level of community participation in evaluation and demographic characteristics of respondents

The collected data were analyzed by using Independent-Samples T-Test, One-Way Anova, and P-value (significant statistical difference) to signify the difference.

There was no significant statistical difference to gender regarding to evaluation as indicated in Table 4.23.

As indicated in Table 4.24, there was no significant statistical difference among age groups.

Table 4.25 was indicated that there were significant statistical difference in "Follow up and evaluate on project" in opinion of respondent who educated at higher than Bachelor more than other education levels.

There was significant statistical difference regarding to "To approve development project" in opinion of business owner group more than others (Table 4.26).

As indicated in Table 4.27, there was significant statistical difference regarding to "Approve development project" in opinion of monthly income 10,001-20,000 Baht group more than other income groups.

Table 4.23 Statistical Comparisons of "Evaluation" and gender of respondents

Evaluation Aspects	Gender		Summary of Test Result
	Male	Female	
33. Follow up and evaluate on project	2.20	2.38	P-value=0.127 Indifference
34. To approve development project	2.34	2.37	P-value=0.809 Indifference

Table 4.24 Statistic comparisons of "Evaluation" among age groups of respondents

Evaluation	Age						Summary of Test Result
	A	B	C	D	E	F	
33. Follow up and evaluate on project	2.56	2.21	2.15	2.12	2.46	2.31	P-value=0.327 Indifference
34. To approve development project	2.28	2.21	2.35	2.21	2.58	2.33	P-value=0.385 Indifference

Remark: A = Respondents between 20-25 years old, B = 26-30 years old, C = 31-35 years old, D= 36-40, E = 41-45 years old, F = Over 45 years old

Table 4.25 Statistical Comparisons of "Evaluation" between education levels of respondents

Evaluation Aspects	Education level			Summary of Test Result
	Lower than	Bachelor	Higher than	
33. Follow up and evaluate on project	2.16	2.50	2.56	P-value=0.026 Difference
34. To approve development project	2.26	2.52	2.56	P-value=0.142 Indifference

Remark: Shading as indicated represents significant statistical difference

Table 4.26 Statistical comparisons of "Evaluation" between occupations of respondents

Evaluation	Occupation					Summary of Test Result
	A	B	C	D	E	
33. Follow up and evaluate on project	2.33	2.03	2.59	2.27	2.11	P-value=0.057 Indifference
34. To approve development project	2.43	2.07	2.75	2.48	2.00	P-value=0.002 Difference

Remark: 1. A = Agriculture, B= Government officer/state enterprise,
C = Business owner, D = Private sector, E = Worker
2. Shading as indicated represents significant statistical difference

Table 4.27 Statistical comparisons of "Evaluation" between monthly incomes of respondents

Evaluation	Monthly Income					Summary of Test Result
	A	B	C	D	E	
33. Follow up and evaluate on project	2.38	2.17	2.51	1.75	2.20	P-value=0.086 Indifference
34. To approve development project	2.30	2.27	2.69	2.57	2.00	P-value=0.047 Difference

Remark: 1. A = Lower than 5,000 Baht, B = 5,001-10,000 Baht, C = 10,001-20,000 Baht, D = 20,001-30,000 Baht, E= Over 30,000 Baht
2. Shading as indicated represents significant statistical difference

4.3 The important level of benefits gaining from the development plan to local community

In this part, the level of benefits gaining to community for sustainable tourism planning and management at Tambon Cherngtalay LAO was studied by focusing on means comparisons between selected independent factors and benefits gaining toward 7 development strategies including “Infrastructure Development Strategy, Enhancement of quality of life, cultural and local wisdom strategy, Education development strategy, Natural resources and Environment development strategy, Political and Management development strategy, Economy and Tourism development strategy and Information Technology development strategy” on Three year Development Plan of Tambon Cherngtalay Local Administration Organization.

In order to simplify of the comparisons and interpretation of analysis result, the researcher had determined to use Independent-Samples T-Test value, One-Way Anova, and Mean to acquire test results.

4.3.1 The evaluated level of benefits gaining to local community

4.3.1.1 The level of the benefits gaining to local community

As indicated in Table 4.28, the highest value on infrastructure development strategy was rated “Having good lighting along the road” at “Average” level at 3.39. “The decreasing of crime rate” was the lowest level at 2.90.

In enhancement of quality of life, cultural and local wisdom strategy was rated the highest value in “Providing enough space for all religious activities” and “The adaptation of religious practices in daily life” at “More” level. “Having "To Be Number One" club for prevent drug addicted” was rated the lowest value at “Average” level.

The highest value was rated “Youth equally received basic education” at “More” level (3.44) and “Improvement of foreign language of your children” was rated the lowest value at “Average” level on education development strategy.

In natural resources and environment development strategy, “Coastal scenery is beautiful” was rated the highest value at “Average” (3.14). “Conservation on forest and source of water” was rated the lowest value at “Average” level.

There was the highest value in political and management development strategy regarding to “Community leader and resident at “Average” (3.00). The lowest was “Propose an idea /suggestions at Tambon Local Administration meetings” at “Less” level at 2.59.

There was the highest value in economy and tourism development strategy regarding to “Accessibility of community to beautiful tourism site” and “Promotion local tourism such as arranging local activity or festival” at “Average” level (2.94). The lowest was rated “Family had more income” at “Average” level (2.72).

In information technology development strategy, the highest value was rated “Having enough and updating of the service of information technology” at “Average” level at 2.70. “Accessibility the service of information technology in other areas such as tourism information investment, public relations and others” was rated at “Less” level at 2.52.

Table 4.28 The level of the benefits from the development project

Benefits gaining	Meaning	Mean	S.D.
Infrastructure development strategy			
1. Convenient and safety of transportation system	Average	3.07	1.178
2. No flooding on road and housing compounds	Average	3.01	1.212
3. Having good lighting along the road	Average	3.39	1.162
4. Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque	Average	3.01	1.230
5. A good beautiful community	Average	3.06	1.119
6. Enough and clear water for drinking	Averag	3.14	1.169

	e		
7. The decreasing of crime rate	Averag e	2.90	1.199
8. No traffic jam and convenience	Averag e	3.12	1.242
Enhancement of quality of life, cultural and local wisdom strategy			
9. Providing enough space for all religious activities	More	3.49	1.171
10. The adaptation of religious practices in daily life	More	3.49	1.014
11. The youth in community are growing up in morality and ethical environment	Averag e	3.23	1.065
12. Providing the source of local wisdom to preserve local heritage	Averag e	2.92	1.155
13. Receiving a good quality of healthcare sufficiency and thoroughly	Averag e	3.07	1.089
14. Receiving a good healthy for both body and mentality	Averag e	3.39	1.016
15. The youth can spend free time more benefits	Averag e	2.80	1.158
16. There is enough space for exercise and sport complex	Averag e	3.15	1.266

Table 4.28 (Continued)

Benefits gaining	Meaning	Mean	S.D.
17. Having "To Be Number One" club for prevent drug addicted	Average	2.70	1.176
18. The elderly, the handicapped, children, women, ethic minority and indigenous people received their treatment	Average	3.13	1.214
19. More love and commit to your community	Average	3.23	1.070
Education development strategy			
20. The youth equally received basic education	More	3.44	1.093
21. The improvement of foreign language of your children	Average	3.04	1.025
22. The quality of schools/students were trusted by community	Average	3.21	1.020
Natural Resources and environment development strategy			
23. The cleanness and less garbage in community	Average	3.04	1.112
24. The efficiency of waste water treatment	Average	2.86	1.045
25. Coastal scenery is beautiful	Average	3.14	1.125
26. Rehabilitate of natural resource such as protect coral reef	Average	3.06	1.106
27. Conservation on forest and source of water	Average	2.85	1.134
28. Having public place for common uses	Average	3.08	1.026
Political and management development strategy			
29. Community leader and resident help each other to improve	Averag	3.00	0.986

their community	e		
30. Proposed an idea /suggestions at Tambon Local Administration meetings	Less	2.59	1.056
31. The operation of Local Administration officers were efficiency and timely	Averag e	2.73	1.036
32. The knowledge of politics, administration, and law	Averag e	2.74	1.043
Economy and tourism development strategy			
33. The family had more income	Averag e	2.72	0.999
34. Setting up occupation group	Averag e	2.77	1.048
35. Disaster victims received aid instantly and efficiency	Averag e	2.85	1.167
36. The accessibility of community to beautiful tourism site	Averag e	2.94	1.048
37. Public relations of local tourism site	Averag e	2.86	1.080
38. Promote local tourism such as arranging local activity or festival	Averag e	2.94	1.123

Table 4.28 (Continued)

Benefits gaining	Meaning	Mean	S.D.
Information Technology development strategy			
39. Having enough and updating of the service of information technology	Average	2.70	1.088
40. The accessibility the service of information technology in other areas such as tourism information investment, public relations and others	Less	2.52	1.055

4.3.1.2 Statistical comparisons of the level of benefits gaining in Infrastructure development strategy and demographic characteristics of respondents

The collected data were analyzed by using Independent-Samples T-Test, One-Way Anova, and P-value (significant statistical difference) to signify the difference.

It was indicated that there were significant statistical differences with genders. Female has more “Average” level more than male regarding to “Convenient and safety of transportation system”, “No flooding on road and housing compounds”, “Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque”, “A good beautiful community” and “No traffic jam and convenience” at 0.01 and 0.05 respectively (Table 4.29).

As indicated in Table 4.30, there were significant statistical differences among age groups. 36-40 years old group rated “No flooding on road and housing compounds” at “Average” level more than other age groups. 41-45 years old group rated “Having good lighting along the road”, “Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque”, “A good beautiful community”, “Enough and clear water for drinking”, and “The decreasing of crime rate” more than other age groups. 20-25 years old group rated “No traffic jam and convenience” at “More” level more than other age groups.

As indicated in Table 4.31, there were significant statistical differences among education groups. Respondents who were educated lower than Bachelor rated “Convenient and safety of transportation system”, “No flooding on road and housing compounds”, “Having good

lighting along the road" , and "A good beautiful community" "No traffic jam and convenience" at 0.01-0.05 more than other education level.

There were significant statistical differences in opinion of private sector occupation group rated "Convenient and safety of transportation system", "No flooding on road and housing compounds", "Having good lighting along the road", "Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque", "A good beautiful community", "Enough and clear water for drinking", and "No traffic jam and convenience" more than other occupation groups (Table 4.32).

All components were significant statistical differences among monthly income groups. Monthly income 5,001-10,000 Baht group rated "Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque", "The decreasing of crime rate" and "No traffic jam and convenience" at "Average" level more than other income groups and the rest were rated by monthly income lower than 5,000 Baht group more than others (Table 4.33).

Table 4.29 Statistical Comparisons of "Infrastructure development strategy" and gender of respondents

Infrastructure development strategy	Gender		Summary of Test Result
	Male	Female	
1. Convenient and safety of transportation system	2.94	3.26	P-value=0.008 Difference
2. No flooding on road and housing compounds	2.76	3.37	P-value= 0.000 Difference
3. Having good lighting along the road	3.31	3.49	P-value= 0.139 Indifference
4. Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque	2.81	3.30	P-value= 0.000 Difference
5. A good beautiful community	2.92	3.26	P-value= 0.003 Difference
6. Enough and clear water for	3.05	3.26	P-value= 0.077

drinking			Indifference
7. The decreasing of crime rate	2.85	2.98	P-value= 0.254 Indifference
8. No traffic jam and convenience	2.98	3.33	P-value= 0.007 Difference

Remark: Shading as indicated represents significant statistical difference

Table 4.30 Statistical Comparisons of "Infrastructure development strategy" between ages of respondents

Infrastructure development strategy	Age						Summary of Test Result
	A	B	C	D	E	F	
1. Convenient and safety of transportation system	3.05	3.10	2.95	2.99	3.14	3.27	P-value=0.659 Indifference
2. No flooding on road and housing compounds	3.00	2.79	2.78	3.31	3.02	3.27	P-value=0.036 Difference
3. Having good lighting along the road	2.81	3.02	3.46	3.47	3.63	3.38	P-value=0.006 Difference
4. Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque	2.67	3.08	2.86	2.91	3.44	2.65	P-value=0.001 Difference
5. A good beautiful community	3.05	2.88	3.03	2.79	3.38	3.08	P-value=0.020 Difference
6. Enough and clear water for drinking	3.24	3.03	3.20	2.90	3.46	2.85	P-value=0.013 Difference
7. The decreasing of	3.24	2.69	2.92	2.79	3.25	2.46	P-value=0.001

crime rate							Difference
8. No traffic jam and convenience	3.48	2.98	3.00	3.25	3.36	2.77	P-value=0.038 Difference

Remark: 1. A = Respondents between 20-25 years old, B = 26-30 years old, C = 31-35 years old, D= 36-40, E = 41-45 years old, F = Over 45 years old

2. Shading as indicated represents significant statistical difference

Table 4.31 Statistical Comparisons of "Infrastructure development strategy" between education levels of respondents

Infrastructure development strategy	Education level			Summary of Test Result
	Lower than	Bachelor	Higher than	
1. Convenient and safety of transportation system	3.17	2.93	1.89	P-value= 0.002 Difference
2. No flooding on road and housing compounds	3.08	2.88	2.22	P-value= 0.050 Difference
3. Having good lighting along the road	3.56	2.98	3.11	P-value= 0.000 Difference
4. Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque	2.96	3.15	2.56	P-value= 0.203 Indifference
5. A good beautiful community	3.13	2.95	2.22	P-value= 0.030 Difference
6. Enough and clear water for drinking	3.17	3.04	3.11	P-value= 0.577 Indifference
7. The decreasing of crime rate	2.89	2.97	2.00	P-value= 0.061 Indifference
8. No traffic jam and convenience	3.26	2.91	1.67	P-value= 0.000 Difference

Remark: Shading as indicated represents significant statistical difference

Table 4.32 Statistical Comparisons of "Infrastructure development strategy" between occupations of respondents

Infrastructure development strategy	Occupation					Summary of Test Result
	A	B	C	D	E	
1. Convenient and safety of transportation system	3.05	2.71	3.13	3.45	3.12	P-value=0.010 Difference
2. No flooding on road and housing compounds	3.04	2.58	3.05	3.22	3.22	P-value=0.010 Difference
3. Having good lighting along the road	3.44	2.84	3.11	3.63	3.85	P-value=0.000 Difference
4. Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque	3.16	2.60	3.13	3.25	2.83	P-value=0.006 Difference
5. A good beautiful community	3.10	2.67	2.90	3.37	3.28	P-value=0.002 Difference
6. Enough and clear water for drinking	3.27	2.64	3.03	3.32	3.80	P-value=0.001 Difference
7. The decreasing of crime rate	2.92	2.59	2.91	3.17	2.95	P-value=0.085 Indifference
8. No traffic jam and convenience	3.18	2.59	3.03	3.44	3.42	P-value=0.000 Difference

Remark: 1. A = Agriculture, B= Government officer/state enterprise,
C = Business owner, D = Private sector, E = Worker

2. Shading as indicated represents significant statistical difference

Table 4.33 Statistical Comparisons of "Infrastructure development strategy" between monthly incomes of respondents

Infrastructure development strategy	Monthly Income					Summary of Test Result
	A	B	C	D	E	
1. Convenient and safety of transportation system	3.25	3.14	3.01	2.31	2.60	P-value=0.008 Difference
2. No flooding on road and housing compounds	3.27	3.03	2.95	2.19	2.56	P-value=0.003 Difference
3. Having good lighting along the road	3.90	3.47	2.96	2.63	2.60	P-value=0.000 Difference
4. Having a beautiful landscape and good resting area for cultural visit at Mugarom Mosque	3.08	3.12	3.03	2.56	2.16	P-value=0.003 Difference
5. A good beautiful community	3.31	3.17	2.83	2.75	2.16	P-value=0.000 Difference
6. Enough and clear water for drinking	3.44	3.18	2.93	2.88	2.49	P-value=0.001 Difference
7. The decreasing of crime rate	2.67	3.19	2.81	2.38	2.32	P-value=0.000 Difference

8. No traffic jam and convenience	3.13	3.32	3.05	2.19	2.52	P-value=0.001 Difference

Remark: 1. A = Lower than 5,000 Baht, B = 5,001-10,000 Baht, C = 10,001-20,000 Baht, D = 20,001-30,000 Baht, E= Over 30,000 Baht

2. Shading as indicated represents significant statistical difference

4.3.1.3 Statistical comparisons of the level of benefits gaining in enhancement of quality of life, cultural and local wisdom development strategy and demographic characteristics of respondents

The collected data were analyzed by using Independent-Samples T-Test, One-Way Anova, and P-value (significant statistical difference) to signify the difference.

As indicated in Table 4.34, it was indicated that there were significant statistical difference to gender. Female has level of opinion more than male regarding to "The adaptation of religious practices in daily life", "Receiving a good quality of healthcare sufficiency and thoroughly", "The youth can spend free time more benefits", "There is enough space for exercise and sport complex", "The elderly, the handicapped, children, women, ethic minority and indigenous people received their treatment" and "More love and commit to your community" at 0.01 and 0.05 respectively.

There were 2 activities that were significant statistical differences among age groups. 41-45 years old group rated "The youth in community are growing up in morality and ethical environment" at "More" level more than other age groups. 20-25 years old rated "There is enough space for exercise and sport complex" at "More" level more than other age groups (Table 4.35).

There were significant statistical differences among education levels. Lower than Bachelor rated "The adaptation of religious practices in daily life", "Receiving a good quality of healthcare sufficiency and thoroughly", "The youth can spend free time more benefits", "There is enough space for exercise and sport complex", "More love and commit to your community" and "Receiving a good healthy for both body and mentality" more than other education level. Bachelor group rated "The youth in community are growing up in morality and ethical environment" at "Average" level more than other education levels (Table 4.36).

As indicated in Table 4.37, all components were significant statistical difference among occupation group. Worker occupation group rated "Providing enough space for all religious activities", "The adaptation of religious practices in daily life", "The youth in community are growing up in morality and ethical environment", "Receiving a good quality of healthcare sufficiency and thoroughly", "Receiving a good healthy for both body and mentality",

"More love and commit to your community" and "There is enough space for exercise and sport complex" at "More" level more than other occupation groups. Business owner occupation group rated "Providing the source of local wisdom to preserve local heritage" more than other groups.

Agriculture occupation group rated "The youth can spend free time more benefits" at "Average" level more than other occupation group. Private sector occupation group rated "The elderly, the handicapped, children, women, ethic minority and indigenous people received their treatment" more than other occupation groups.

As indicated in Table 4.38, all components were significant statistical difference. Monthly income lower than 5,000 Baht group rated "Receiving a good healthy for both body and mentality", "There is enough space for exercise and sport complex" and "More love and commit to your community" at "More" level more than other income groups. The rest were rated by monthly income 5,001-10,000 Baht group more than other monthly income groups.

Table 4.34 Statistical Comparisons of "Enhancement of quality of life, cultural and local wisdom development strategy" and gender of respondents

Enhancement of quality of life, cultural and local wisdom strategy	Gender		Summary of Test Result
	Male	Female	
9. Providing enough space for all religious activities	3.40	3.62	P-value= 0.071 Indifference
10. The adaptation of religious practices in daily life	3.37	3.68	P-value=0.003 Difference
11. The youth in community are growing up in morality and ethical environment	3.13	3.38	P-value= 0.020 Difference
12. Providing the source of local wisdom to preserve local heritage	2.78	3.13	P-value= 0.003 Difference
13. Receiving a good quality of healthcare sufficiency and thoroughly	2.87	3.36	P-value= 0.000 Difference
14. Receiving a good healthy for	3.38	3.42	P-value= 0.721

both body and mentality			Indifference
15. The youth can spend free time more benefits	2.64	3.04	P-value= 0.001 Difference
16. There is enough space for exercise and sport complex	3.02	3.33	P-value= 0.014 Difference
17. Having "To Be Number One" club for prevent drug addicted	2.60	2.84	P-value= 0.051 Indifference

Table 4.34 (Continued)

Enhancement of quality of life, cultural and local wisdom strategy	Gender		Summary of Test Result
	Male	Female	
18. The elderly, the handicapped, children, women, ethic minority and indigenous people received their treatment	3.00	3.32	P-value= 0.010 Difference
19. More love and commit to your community	3.09	3.44	P-value= 0.001 Difference

Remark: Shading as indicated represents significant statistical difference

Table 4.35 Statistical Comparisons of "Enhancement of quality of life, cultural and local wisdom development strategy" between age groups of respondents

Enhancement of quality of life, cultural and local wisdom development strategy	Age						Summary of Test Result
	A	B	C	D	E	F	
9. Providing enough space for all religious activities	3.38	3.32	3.51	3.43	3.61	3.54	P-value=0.740 Indifference
10. The adaptation of religious practices in daily life	3.43	3.26	3.48	3.57	3.62	3.50	P-value=0.376 Indifference
11. The youth in community are growing up in morality and ethical environment	3.05	2.79	3.04	3.47	3.55	3.27	P-value=0.000 Difference
12. Providing the source of local	3.00	2.89	2.83	2.97	3.15	2.62	P-value=0.145 Indifference

wisdom to preserve local heritage							
13. Receiving a good quality of healthcare sufficiency and thoroughly	2.83	3.05	2.97	3.00	3.26	3.08	P-value=0.436 Indifference

Table 4.35 (Continued)

Enhancement of quality of life, cultural and local wisdom development strategy	Age						Summary of Test Result
	A	B	C	D	E	F	
14. Receiving a good healthy for both body and mentality	3.67	3.05	3.41	3.41	3.54	3.37	P-value=0.057 Indifference
15. The youth can spend free time more benefits	2.95	2.81	2.74	3.01	2.88	2.42	P-value=0.113 Indifference
16. There is enough space for exercise and sport complex	3.76	2.97	3.29	2.84	3.15	3.23	P-value=0.038 Difference
17. Having "To Be Number One" club for prevent drug addicted	3.33	2.69	2.72	2.49	2.73	2.62	P-value=0.120 Indifference
18. The elderly, the handicapped, children, women, ethic minority and indigenous people received their treatment	3.24	3.32	3.12	3.00	3.24	2.85	P-value=0.296 Indifference
19. More love and commit to your community	3.19	3.06	3.15	3.22	3.45	3.19	P-value=0.279 Indifference

Remark: 1. A = Respondents between 20-25 years old, B = 26-30 years old, C = 31-35 years old, D= 36-40, E = 41-45 years old, F = Over 45 years old

2. Shading as indicated represents significant statistical difference

Table 4.36 Statistical Comparisons of "Enhancement of quality of life, cultural and local wisdom development strategy" between education levels of respondents

Enhancement of quality of life, cultural and local wisdom development strategy	Education level			Summary of Test Result
	Lower than	Bachelor	Higher than	
9. Providing enough space for all religious activities	3.57	3.34	2.67	P-value= 0.023 Difference
10. The adaptation of religious practices in daily life	3.55	3.41	2.67	P-value= 0.020 Difference
11. The youth in community are growing up in morality and ethical environment	3.29	3.14	2.33	P-value= 0.018 Difference
12. Providing the source of local wisdom to preserve local heritage	2.95	2.87	2.44	P-value= 0.394 Indifference
13. Receiving a good quality of healthcare sufficiency and thoroughly	3.12	3.00	2.00	P-value= 0.007 Difference
14. Receiving a good healthy for both body and mentality	3.44	3.38	2.22	P-value= 0.002 Difference
15. The youth can spend free time more benefits	2.89	2.68	1.67	P-value= 0.003 Difference
16. There is enough space for exercise and sport complex	3.20	3.11	2.00	P-value= 0.019 Difference
17. Having "To Be Number One" club for prevent drug addicted	2.65	2.83	2.44	P-value= 0.314 Indifference
18. The elderly, the handicapped, children, women,	3.18	2.99	3.11	P-value= 0.381 Indifference

ethic minority and indigenous people received their treatment				
19. More love and commit to your community	3.34	2.96	3.22	P-value= 0.008 Difference

Remark: Shading as indicated represents significant statistical difference

Table 4.37 Statistical Comparisons of "Enhancement of quality of life, cultural and local wisdom development strategy" between occupations of respondents

Enhancement of quality of life, cultural and local wisdom development strategy	Occupation					Summary of Test Result
	A	B	C	D	E	
9. Providing enough space for all religious activities	3.48	2.93	3.25	2.98	3.91	P-value=0.000 Difference
10. The adaptation of religious practices in daily life	3.37	3.33	3.41	3.43	4.08	P-value=0.000 Difference
11. The youth in community are growing up in morality and ethical environment	3.30	2.64	3.44	3.20	3.58	P-value=0.000 Difference
12. Providing the source of local wisdom to preserve local heritage	2.92	2.44	3.38	3.02	2.92	P-value=0.000 Difference
13. Receiving a good quality of healthcare sufficiency and thoroughly	3.02	2.68	3.20	3.13	3.40	P-value=0.002 Difference
14. Receiving a good healthy for both body and mentality	3.47	3.03	3.31	3.50	3.63	P-value=0.005 Difference
15. The youth can spend free time more benefits	2.84	2.47	2.72	3.18	2.83	P-value=0.010 Difference
16. There is enough space for exercise and sport complex	3.21	2.71	2.94	3.35	3.52	P-value=0.001 Difference
17. Having "To Be Number One" club for prevent drug addicted	2.54	2.70	2.75	2.83	2.83	P-value=0.389 Indifference

Table 4.37 (Continued)

Enhancement of quality of life, cultural and local wisdom development strategy	Occupation					Summary of Test Result
	A	B	C	D	E	
18. The elderly, the handicapped, children, women, ethic minority and indigenous people received their treatment	3.10	2.63	3.03	3.88	3.15	P-value=0.000 Difference
19. More love and commit to your community	3.31	2.78	3.00	3.42	3.65	P-value=0.000 Difference

Remark: 1. A = Agriculture, B= Government officer/state enterprise,
C = Business owner, D = Private sector, E = Worker
2. Shading as indicated represents significant statistical difference

Table 4.38 Statistical Comparisons of "Enhancement of quality of life, cultural and local wisdom strategy" between monthly incomes of respondents

Enhancement of quality of life, cultural and local wisdom strategy	Monthly Income					Summary of Test Result
	A	B	C	D	E	
9. Providing enough space for all religious activities	3.58	3.74	3.25	2.44	2.68	P-value=0.000 Difference
10. The adaptation of religious practices in daily life	3.51	3.64	3.55	3.00	2.60	P-value=0.000 Difference
11. The youth in	3.29	3.38	3.12	3.13	2.36	P-value=0.000

community are growing up in morality and ethical environment						Difference

Table 4.38 (Continued)

Enhancement of quality of life, cultural and local wisdom strategy	Monthly Income					Summary of Test Result
	A	B	C	D	E	
12. Providing the source of local wisdom to preserve local heritage	2.78	3.11	2.88	2.88	2.24	P-value=0.004 Difference
13. Receiving a good quality of healthcare sufficiency and thoroughly	3.08	3.26	2.85	2.88	2.44	P-value=0.002 Difference
14. Receiving a good healthy for both body and mentality	3.70	3.46	3.20	2.75	2.68	P-value=0.000 Difference
15. The youth can spend free time more benefits	2.76	3.07	2.48	2.63	2.08	P-value=0.000 Difference
16. There is enough space for exercise and sport complex	3.49	3.31	2.73	2.63	2.20	P-value=0.000 Difference
17. Having "To Be Number One" club for prevent drug addicted	2.45	2.98	2.53	2.81	2.04	P-value=0.000 Difference
18. The elderly, the	3.10	3.50	2.76	2.44	2.16	P-value=0.000

handicapped, children, women, ethic minority and indigenous people received their treatment						Difference

Table 4.38 (Continued)

Enhancement of quality of life, cultural and local wisdom strategy	Monthly Income					Summary of Test Result
	A	B	C	D	E	
19. More love and commit to your community	3.55	3.46	2.75	2.50	2.28	P-value=0.000 Difference

Remark: 1. A = Lower than 5,000 Baht, B = 5,001-10,000 Baht, C = 10,001-20,000 Baht, D = 20,001-30,000 Baht, E= Over 30,000 Baht

2. Shading as indicated represents significant statistical difference

4.3.1.3 Statistical comparisons of the level of benefits gaining education development strategy and demographic characteristics of respondents

The collected data were analyzed by using Independent-Samples T-Test, One-Way Anova, and P-value (significant statistical difference) to signify the difference.

There was only significant statistical difference to gender. Female has "More" level more than male regarding to "The youth equally received basic education" (Table 4.39).

There were 2 activities that were significant statistical differences among age groups. 20-25 years old group rated "The improvement of foreign language of your children" at "Average" level more than other age groups. 41-45 years old rated "The quality of schools/students were trusted by community" at "More" level more than other age groups (Table 4.40).

As indicated in Table 4.41, there were 2 activities that were significant statistical differences among education levels. Lower than Bachelor group rated "The youth equally received basic education" at "More" level more than other education level. And Bachelor group rate "The quality of schools/students were trusted by community" more than other education level groups.

As indicated in Table 4.42, all components were significant statistical difference among occupation group. Private sector occupation group rated “The improvement of foreign language of your children” and “The quality of schools/students were trusted by community” as “Average” level more than other occupation groups. Worker occupation group rated “The youth equally received basic education” as “More” level more than other occupation groups.

As indicated in Table 4.43, all components were significant statistical differences in opinion of monthly income 5,001-10,000 Baht group more than other monthly income groups.

Table 4.39 Statistical Comparisons of “Education development strategy” and gender of respondents

Education development strategy	Gender		Summary of Test Result
	Male	Female	
20. The youth equally received basic education	3.25	3.71	P-value= 0.000 Difference
21. The improvement of foreign language of your children	3.03	3.04	P-value= 0.896 Indifference
22. The quality of schools/students were trusted by community	3.22	3.21	P-value= 0.940 Indifference

Remark: Shading as indicated represents significant statistical difference

Table 4.40 Statistical Comparisons of “Education development strategy” between age groups of respondents

Education development strategy	Age						Summary of Test Result
	A	B	C	D	E	F	
20. The youth equally received basic education	3.43	3.52	3.50	3.35	3.42	3.38	P-value=0.943 Indifference

21. The improvement of foreign language of your children	3.05	2.97	3.16	3.10	3.18	2.54	P-value=0.006 Difference
22. The quality of schools/students were trusted by community	3.05	3.10	3.11	3.34	3.49	2.90	P-value=0.008 Difference

Remark: 1. A = Respondents between 20-25 years old, B = 26-30 years old, C = 31-35 years old, D= 36-40, E = 41-45 years old, F = Over 45 years old

2. Shading as indicated represents significant statistical difference

Table 4.41 Statistical Comparisons of "Education development strategy" between education levels of respondents

Education development strategy	Education level			Summary of Test Result
	Lower than	Bachelor	Higher than	
20. The youth equally received basic education	3.53	3.29	2.44	P-value=0.003 Difference
21. The improvement of foreign language of your children	3.04	3.05	2.56	P-value=0.365 Indifference
22. The quality of schools/students were trusted by community	3.20	3.30	2.44	P-value=0.049 Difference

Remark: Shading as indicated represents significant statistical difference

Table 4.42 Statistical Comparisons of "Education development strategy" between occupations of respondents

Education development strategy	Occupation	Summary of Test Result