

CHAPTER 2

RELATED CONCEPTS, THEORY, AND LITERATURE

This chapter introduces the related concepts, theories, and relevant researches that concerns to sustainable tourism development and the general information of Tambon Paklok, including Tourism, Tambon Paklok Local Administration Organization, and etc. The basic outlines are reviews as follows:

2.1 Related Concepts and Theories

2.1.1 Concept and theory of tourism

2.1.2 Concept and theory of sustainable development

2.1.3 Concept and theory of sustainable tourism

2.1.4 Concept and theory of sustainability

2.1.5 Concept and theory of tourism planning and management

2.1.6 Concept and theory of sustainable tourism indicator

2.1.7 Concept and theory of carrying capacity

2.1.8 Philosophy of sufficiency economy and self-reliance

2.2 Local Planning and Management at Tambon Paklok

2.2.1 Concept and theory of local administration organization

2.2.2 Tambon Paklok administration organization

2.2.3 General existing circumstance

- Thailand

- Changwat Phuket

- Tambon Paklok

2.1 Related Concepts and Theories

2.1.1 Concept and theory of tourism

2.1.1.1 Definitions of tourism

Many authors give the definitions of tourism in different meanings, such as the Tourism Society (1979, page 70) defines tourism as “it is deemed to include any activity concerned with the temporary short term movement of people to destinations outside the places where they normally live and work, and their activities during their stay at these destinations”.

Parks Victoria website (2000) explains that tourism is a service based industry comprising a number of tangible and intangible components. The tangible elements include transport, foods and beverages, tours, souvenirs and accommodation, while the intangible elements involve education, culture, adventure or simply escape and relaxation.

McKercher (2003) explains more that tourism can be seen as an economic activity that produces a range of positive and negative impacts.

World Tourism Organization (2004) gives the definition as relating to travel that tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any means of transportation

But all travel is not tourism.

Kitjanantawiwat (2004) explains that tourism stakeholders are people, who have benefit and interest in tourism such as the tourists, the private business sectors, the local communities, central government, and local government.

National Statistical Coordination Board (1997-2005) mentions that tourism comprises of activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure,

business and other purposes not related to the exercise of an activity remunerated from within the place visited.

In conclusion, tourism is an activity where people move themselves from one place to another for the purpose of relaxation within a short period of time. It will generate both positive and negative impacts, such as the economic flow on the destination the tourists visit.

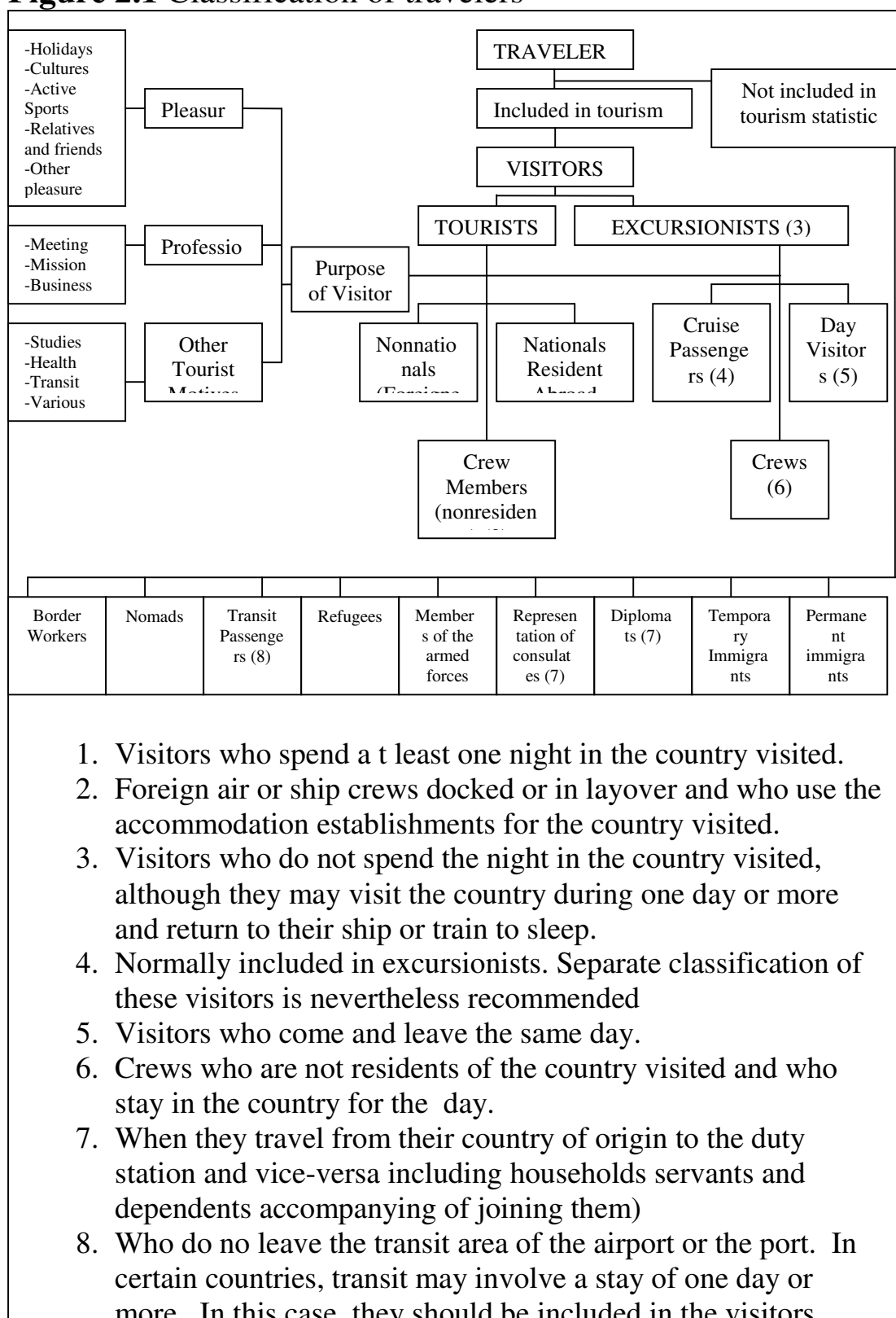
2.1.1.2 Definition of travelers

The United Nations Conferences on international travel and tourism (1963) states that a visitor is any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited. The term visitor includes two distinct types of travelers which are as follows;

1. Tourists are temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified as leisure, business, family, mission and meeting.

2. Excursionists are temporary visitors staying less than 24 hours in the destination visited and not making an overnight stay (including travelers on cruises).

Inskeep (1991) has adopted the classification of travelers. (See Figure 2.1) “It is important to note that tourists include not only holiday travelers but also visitors to a country for business, meetings, conferences and conventions, visiting friends, and relatives, study, religion, and other more obligatory purposes”.

Figure 2.1 Classification of travelers

Sources: Inskeep (1991), p. 20

The travelers who are included in tourism statistics are visitors, who can be separated into (1) tourists such as non-nationals, crew members, nationals resident abroad, and (2) excursionists such as cruise passengers, crews, day visitors. Travelers who are excluded in tourism statistics are; transit passengers, members of the armed forces, representatives of consulates, and diplomats (Inskeep, 1991).

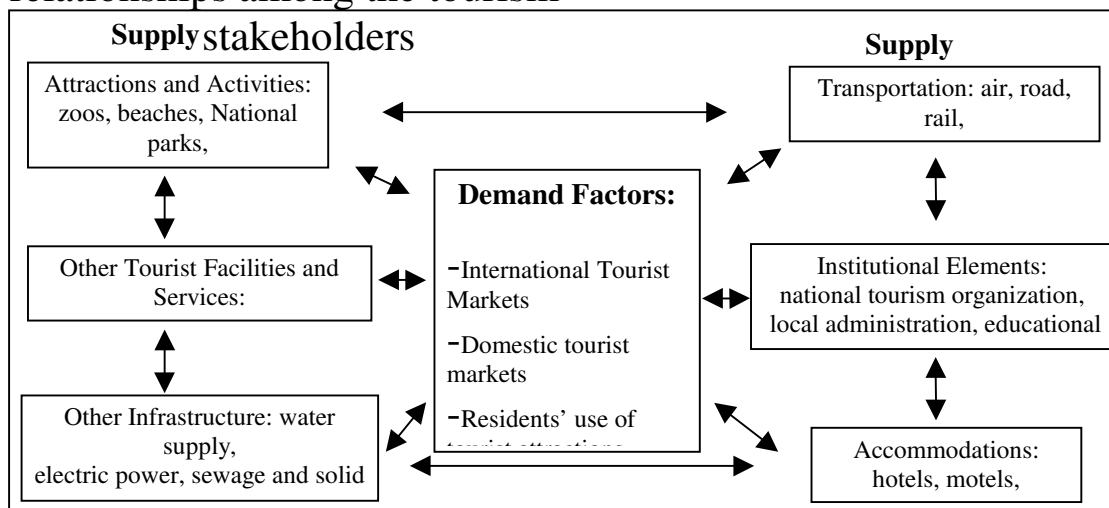
Moreover, the distinction between tourists and excursionists is an important one for planning tourist facilities and services. For example, day excursionists (such as ample, cruise ship passengers or border crossing shoppers) will make use of restaurants, bars, specialized types of retail shops, local ground transportation, and some entertainment and recreation services. But, they will not use overnight accommodation or other facilities and services. As there are many kinds of travelers, it is important to learn about their behavior and demand (Inskeep, 1991).

2.1.1.3 Tourism system

Beech and Chadwick (2005) refers to a tourism system framework that identifies tourism as being made up of a number of components, often taken to include the tourist, the tourist generating region, the transit route region, the tourist destination and the tourism industry.

Chaisawat (2002) explains the Changwat Phuket tourism system and its relationship with stakeholders in the Changwat Phuket tourism industry. This system can be viewed as an inter-related system of demand and supply factors. (See in Figure 2.2)

Figure 2.2 Changwat Phuket tourism system and its relationships among the tourism



Sources: Chaisawat (2002)

A tourism system, as shown in Figure 2.1, composes of supply factors and demand factors. The supply factors are tourist attractions and activities, tourism facilities and services, plus infrastructure. For demand factors, there is transportation, institutional elements, such as local administration, educational institutes, and accommodation. The demand factors also can be the demand of international tourism markets, domestic tourist market, or local residents' use of tourist attractions, facilities and services.

2.1.1.4 Tourism policy

Chaisawat (2006) states that the main principles of the tourism policy were established by the Ministry of Tourism and Sports during 2003-2006:

1. Develop as well as promote sustainable tourism with the least environmental, natural, social, and cultural impact, so as to preserve the existing national resources for the benefit of later generations.

2. Enhance the quantitative expansion of the tourism industry through the development, as well as management, of potential tourism resources in a manner that generates benefits.

3. Standardize tourism products in order to attract quality tourists.

4. Use Thai uniqueness as the country's selling point while establishing a brand image for each region and push them to be developed accordingly.

5. Present the products from different points of view in order to meet tourist's demands due to fact that 51 % of tourists to Thailand are repeat visitors.

6. Promote international sports events as a major tourist activity.

7. Develop an integrated management of information, public relations and customer relations through the use of information technology. The topmost target set by the government is that Thailand will become the tourism capital of Asia within three years starting from 2004-2006.

2.1.2 Concept and theory of sustainable development

2.1.2.1 Definitions of sustainable development

The World Commission on Environment and Development (1987) defines sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development is based on socio-cultural development, political stability and decorum, economic growth and ecosystem protection, which all relate to disaster risk reduction.

Inskeep (1991) refers to the concept of sustainable development as it explicitly recognizes interdependencies that exist among environmental and economic issues and policies. Sustainable development is aimed at protecting and enhancing the environment, meeting basic human needs, promoting current and intergenerational equity and improving the quality of life of all peoples.

Furthermore, the United Nation (2001) states that the most common elements of sustainable development are; firstly, managing the use, development and protection of resources in such a way that the economic, cultural, social and physical environmental well-being of communities is sustained. Secondly, managing those resources in order to meet the foreseeable needs of future generations, to safeguard the life-supporting capacity of air, water, soil, and ecosystems (including the food-chain), and thirdly to avoid, remedy or mitigate any adverse impacts of human activities on the resources.

Srinivas (2006) explains that sustainable development is maintaining a delicate balance between the human need to improve lifestyles and a feeling of well-being on

one hand, and preserving natural resources and ecosystems on the other.

Environmentally Preferable Products Procurement Program (2005) gives more explanations for sustainable development in terms of business: that it is the process of conducting business and commerce in a resource conservative and resource efficient manner so that operations do not compromise the ability of future generations to meet their own needs. The essential elements of this trend are the promotion and maintenance of business and community development strategies that lead to a better business environment in the future; one sustained by stable, healthful communities within a clean, safe environment.

Thus, sustainable development is development aimed to improve the quality of life of people and reach the needs of humans without destroying the preciousness of natural and cultural resources. It also precedes the development in sustainable ways such as promoting the preservation of natural resources and applying the sustainability in community development strategies and plans.

2.1.2.2 The report of World Commission on Environment and Development (WCED, 1987) identified a number of key principles including;

- Inter-generational equity -- It means the range of activities and the scope of ecological diversity available to future generations is at least as broad as that felt by current ones
- Intra-generational equity, social justice and poverty alleviation –
It is to improve the well-being of all residents in a community and does not just benefit the powerful or the rich

- Public participation -- It means people all share a role to play and communities need to collectively make decisions rather than having them imposed by external forces
 - Environmental protection as an integral component of economic development -- Economic development without environmental conservation is no longer acceptable
 - Dealing cautiously with risk and uncertainty -- In situations where environmental impacts of activities are not known, the preferred option is to proceed cautiously or not at all, until the likely impacts can be determined.
 - Use of renewable resources at a rate equal to or less than the natural rate of regeneration
 - Accountability -- It concerns setting clear standards, and ensuring, monitoring and enforcing them.

2.1.3 Concept and theory of sustainable tourism

2.1.3.1 Definitions of sustainable tourism

Jamieson, Walter and Alix Noble (2000) give the definition that sustainable tourism in its purest sense is an industry which attempts to make a low impact on the environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems. It is responsible tourism which is both ecologically and culturally sensitive.

World Tourism Organization (2003) defines sustainable tourism as tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essentials ecological processes, biological diversity and life support systems.

McKercher (2003) states that sustainable tourism seeks to achieve the best balance between economic benefits and social and environmental costs.

World Tourism Organization (2004) has defined sustainable tourism as sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development.

Dupagne and Teller (2005) explains that sustainable tourism is a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

DestiNet website as one of a United States Partnership for Sustainable Development (2006) also agrees

with the World Tourism Organization that sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems.

Therefore, sustainable tourism is tourism that generates a good quality of life, employment for local residents and an economic flow to community. It also aims to maintain, protect and preserve the natural and cultural resources or decrease harm to resources of the destination.

2.1.3.2 Goals and objectives of sustainable tourism

Kitjanantawiwat (2004) gives a definition of sustainable tourism as to generate benefit to tourism stakeholders, which are government, private sectors, tourists and local people, equally and justly. Sustainable tourism aims to reduce environmental impacts, particularly the use of non-renewable resources, using measurable benchmarks, and to improve tourism's contribution to sustainable development and environmental conservation.

World Tourism Organization (2004) sets the goals of sustainable tourism are as follows;

- 1.To develop greater awareness and understanding of the significant contributions that tourism can make to the environment and the economy.
- 2.To promote equity in development
- 3.To improve the quality of life of the host community
- 4.To provide a high quality of experience for the visitor
- 5.To maintain the quality of the environment on which the foregoing objectives depend.

2.1.3.3 Principles of sustainable tourism

Some of the most important principles of sustainable tourism development (WTO, 2004) including:

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

2.1.3.4 Characteristics of sustainable tourism (WTO, 2004)

1. It is informative. Travelers not only learn about the destination, they also learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.

2. It supports the integrity of place. Destination-savvy travelers seek out businesses that emphasize the character of the locale in terms of architecture, cuisine, heritage, aesthetics, and ecology. Tourism revenues in turn raise local perceived value of those assets.

3. It benefits residents. Travel businesses do their best to employ and train local people, buy local supplies, and use local services.

4. It conserves resources. Environmentally aware travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary nighttime lighting.

5. It respects local culture and tradition. Foreign visitors learn about and observe local etiquette, including using at least a few courtesy words in the local language. Residents learn how to deal with foreign expectations that may differ from their own.

6. It does not abuse its product. Stakeholders anticipate development pressures and apply limits and management techniques to prevent the "loved to death" syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.

7. It strives for quality, not quantity. Communities measure tourism success not by the sheer numbers of visitors, but by the length of stay, money spent, and quality of experience.

8. It means great trips. Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing - which provides continuing business for the destination.

2.1.3.5 The requirement of sustainable tourism (WTO, 2004)

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

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

3. Sustainable tourism should ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

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

5. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Furthermore, the guides for action in sustainable tourism development are; (1) make prudent use of the earth's resources, (2) alleviate poverty and reduce gender inequalities, (3) enhance the quality of life, (4) preserve biodiversity and life support systems for all natural habitats, (5) preserve indigenous knowledge and ways of life based on respect for different

traditions, and (6) encourage bottom-up responsibility for participation and enhanced capabilities for local level decision making (WTO, 2004).

2.1.4 Concept and theory of sustainability

2.1.4.1 Definitions of sustainability

The official website of Austin City (2001) explains that sustainability is a concept and strategy by which communities seek economic development approaches that benefit the local environment and quality of life. Sustainable development provides a framework under which communities can use resources efficiently, create efficient infrastructures, protect and enhance the quality of life, and create new businesses to strengthen their economies. A sustainable community is achieved by a long-term and integrated approach to developing and achieving a healthy community by addressing economic, environmental, and social issues. Fostering a strong sense of community and building partnerships and consensus among key stakeholders are also important elements.

The Parliamentary Commissioner for the Environment (2006) supports that sustainability is the ability to continue an activity for a long period of time while maintaining diverse, healthy and productive ecosystems.

The United Nations Environment Programme (2002) gives more explanation that sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability; firstly, to make the optimal use of natural resources; secondly, to respect the socio-cultural of authenticity of host community, and thirdly is to ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed.

University of Wisconsin Stevens Point (2006) mentions sustainability in its website that it is the ability of natural resources to provide ecological, economic, and social benefits for present and future generations.

Thus, sustainability is the ability to utilize local resources efficiently in the long-term by maintaining the ecosystem.

2.1.4.2 Principles of sustainability

McKercher (2003) explains that over last 10 years sets of principles have been developed to try to operate the idea. These principles identify sustainable tourism as having 4 pillars: economic, ecological, cultural, and community sustainability. Various guidelines have been developed for each.

- **Economic sustainability** that is profitable in both the immediate and long term
 - Form partnerships throughout the entire supply chain from micro-sized local businesses to multinational organizations
 - Use internationally approved and reviewed guidelines for training and certification
 - Promote among clients an ethical and environmentally conscious behavior
 - Diversify the products by developing a wide range of tourist activities
 - Contribute some of the income generated to assist in training, ethical marketing and product development
 - Provide financial incentives for businesses to adopt sustainability principles

- **Ecological sustainability** that it is the development that is compatible with the maintenance of essential ecological processes, biological diversity and biological resources.
 - Codes of practice (See Appendix F) should be established for tourism at all levels
 - Guidelines for tourism operations, impact assessment and monitoring of cumulative impacts should be established
 - Formulate national, regional and local tourism policies and development strategies that are consistent with overall objectives of sustainable development
 - Institute base line environmental impact assessment studies
 - Ensure that the design, planning, development and operation of facilities incorporate sustainability principles
 - Ensure tourism in protected areas, such as national parks, is incorporated into and subject to sound management plans
 - Monitor and conduct research on the actual impact of tourism
 - Identify acceptable behavior among tourists
 - Promote responsible tourism behavior
- **Cultural sustainability** that it increases people's control over their lives and is compatible with the culture and values of those affected and strengthens the community identity
 - Tourism should be initiated with the help of broad based community input

- Education and training programs to improve and manage heritage and natural resources should be established
- Conserve cultural diversity
- Respect land and property rights of traditional inhabitants
- Guarantee the protection of nature, local and the indigenous cultures and especially traditional knowledge
- Work actively with indigenous leaders and minority groups to insure that indigenous cultures and communities are depicted accurately and with respect.
- Strengthen, nurture and encourage the community's ability to maintain and use traditional skills
- Educate tourists about desirable and acceptable behavior
- Educate the tourism industry about desirable and acceptable behavior
- **Local sustainability** that it is designed to benefit local communities and generate/retain income in those communities
 - The community should maintain control over tourism development
 - Tourism should provide quality employment to community residents
 - Encourage businesses to minimize negative effects on local communities and contribute positively to them
 - Ensure an equitable distribution of financial benefits throughout the entire supply chain
 - Provide financial incentives for local businesses to enter tourism
 - Improve local human resource capacity

2.1.5 Concept and theory of tourism planning and management

2.1.5.1 Definitions of tourism planning and Management

Matthieson and Wall (1982, p.186) explains that planning is to ensure that opportunities are available for tourists to gain an enjoyable and satisfying experience and at the same time to provide a means for improving the way of life for residents of destination areas. It helps to shape and control physical patterns of development, conserve scarce resources, provide a framework for active promotion and marketing of destinations and can be a mechanism, to integrate tourists into other sectors.

Bureau of Justice Assistance website (1984) defines tourism planning is the process of anticipating future occurrences and problems, exploring their probable impact, and detailing policies, goals, objectives, and strategies to solve the problems. This often includes preparing options documents, considering alternatives, and issuing final plans.

Daniel J. Stynes and Cynthia O' Halloran (1987) describes that a tourism plan as significantly affected by many factors in the broader environment. Indeed, one of the complexities of tourism planning is the number of variables that are outside of the control of an individual tourism business or community. These include such things as tourism offerings and prices at competing destinations, federal and state policy and legislation, currency exchange rates, the state of the economy, and weather.

Also (Stynes, 1987), local populations also must be considered in tourism planning. As they compete with tourists for resources, they can be significantly affected by tourism activity, and they are an important source of support in getting tourism plans implemented. A survey of local residents can be

conducted to assess community perspectives toward tourism development, identify impacts of tourism on the community, and obtain local input into tourism plans.

Moreover, public hearings, workshops, and advisory boards are other ways to obtain public involvement in tourism planning. Local support and cooperation is important to the success of tourism programs and should not be overlooked.

In conclusion, tourism planning is the process of drawing a plan to give direction for development in tourism or anticipating the problems. It is important to involve tourism stakeholders in decision making such as LRHs, private sectors, and officers of local administration.

Middleton (1994) defines tourism management as strategies and action programs using and co-coordinating available techniques to control and influence tourism supply and visitor demand in order to achieve defined policy goals.

Mason (1995) also states that tourism management is concerned with ways to manage the resources for tourism, the interaction of tourists with physical resources and the interaction of tourists with residents of tourist areas.

Middleton and Hawkins (1998, p.85) provide a good summary of tourism management in practice when they stated that tourism management focuses on ways and means to influence visitors' choices of location, access, timing and product provision, and to develop local understanding and knowledge.

Wikipedia, the only encyclopedia website, (2006) defines management is the process of leading and directing all or part of an organization, often a business, through the deployment and manipulation of resources such as human, financial, material, intellectual or intangible. The main five management functions are planning, organizing, leading, coordinating, and controlling.

In summary, the tourism management is the action of creating a plan which includes directing and controlling people

and managing the resources following a set plan, especially timing, accessing, utilization of resources.

2.1.5.2 Objectives of tourism planning

William (1998) suggested that tourism planning has a number of key objectives. These are as follows:

- The creation of a mechanism for the structured provision of tourist facilities over quite large geographic areas.
- The coordination of the fragmented nature of tourism (particularly in relation to accommodation, transport, marketing and human resources)
- Certain interventions to conserve resources and maximize benefits to the local community in an attempt to achieve sustainability (usually through a tourism development or management plan).

The United Nation (2001) mentions that there are 4 main objectives of Ecotourism plan for Malaysia are; (1) building community capacity, (2) improving the local economy, (3) conserving the environment and creating greater environmental awareness and (4) cooperation and partnership at the community and project level. The methodology is based on bottom-up planning with the communities to ensure information transfer to enable local people to fully participate in the planning process and building community capacity to have the necessary skills for sustainable, effective implementation.

2.1.5.3 Methodologies for sustainable tourism planning at local level (United Nation, 2001)

- Participatory planning techniques
- Environmental and social impact assessment
- Economic costs-benefit analysis techniques
- Marketing and promotion techniques

- Visitor management and interpretation techniques
- Environmental management systems (EMS) and the application of environmentally-sound technologies
- Carrying capacity analysis
- Indicators of sustainable tourism development
- Monitoring techniques

2.1.5.4 Strategic approach planning to local tourism development (United Nation, 2001)

A strategic approach to local tourism development is needed with a long-term vision accompanied by action plans formulated for the short and medium terms. The phases and elements of a strategic plan should include the following:

- Formulation of vision and / or mission statement
- Assessment and analysis of current conditions
- Setting development objectives for the short, medium and long term according to priority needs
- Formulation and evaluation of alternative strategies to meet development objectives
- Formulation of action plans and specific projects based on the optimal strategy
- Implementation of action plans and projects
- Constant monitoring and evaluation of implementation
- Application of corrective when needed based on monitoring and evaluation.

The United Nation (2001) also mentions that the local tourism development requires a participatory approach, which means involvement of all sectors of society in decision-making processes for planning and management. Local stakeholders are comprised of diverse groups with a broad range of interests to be taken into account. The development of human resources by capacity building, education and awareness-raising programs are key factors for meaningful community participation in tourism development. The general public in the local area must be educated about tourism development plans and programs, current tourism events, benefits from tourism and how to cope with tourists of different backgrounds. Raising community awareness about environmental protection

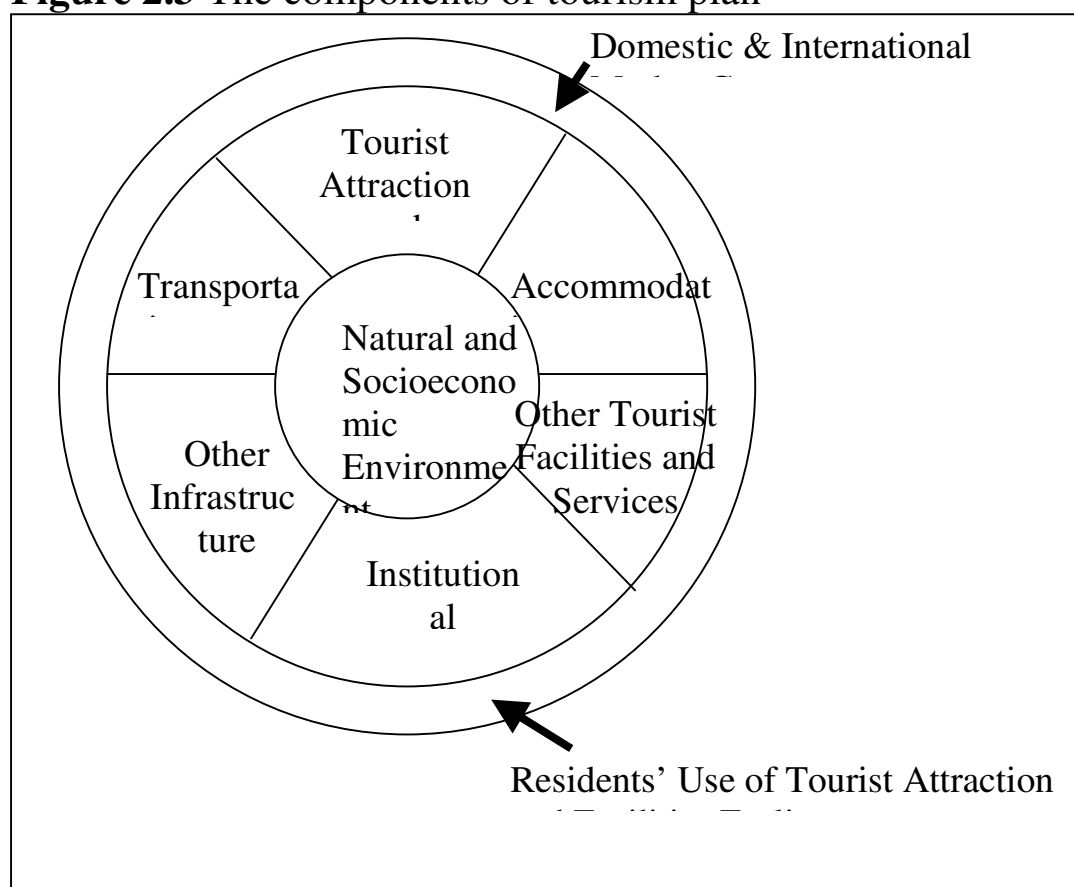
of nature areas, conservation of archaeological and historic sites, maintaining traditional arts and crafts, and improving environmental quality are issues that need public attention.

Public education through tourism awareness programs should be part of the tourism development plan and program. Basic techniques commonly used are radio broadcasts, television programs on tourism, newspaper articles and publications about tourism concepts, events and development projects, posters, brochures, booklets and instruction on tourism in the local school system.

Tourists should be informed about local customs, dress codes, acceptable social behavior, how to conduct themselves in religious and sacred places, and etc. Environmental conservation policies and rules may be included with this information. Information can be in the form of a tourist behavior code.

2.1.5.5 The components of tourism development

Figure 2.3 The components of tourism plan



Source: Inskeep (1991)

Inskeep (1991) states that the basic to understanding the planning of tourism is the knowledge of the components of tourism development, and their interrelationships. Various categories of these components are presented in literature on tourism, but the same basic types of components are always included. The components of tourism development are clarified and described as follows (See Figure 2.3);

- Tourist attractions and activities are all those natural, cultural, and special features and related activities of an area that attract tourists to visit it.
- Accommodation is hotels and other types of facilities and their related services where tourist stay overnight during their travels.
- Other tourist facilities and services is other facilities and services necessary for tourism development, including tour and travel operations (also called receptive services), restaurants and other types of eating establishments, retail outlets for handicraft, souvenirs, specialties, and convenience goods, banks, money exchanges, and other financial facilities and services, tourist information offices, personal services such as barbers and beauticians, medical facilities and services, public safety facilities and services of police and fire protection, and entry and exit travel facilitation of customs and immigration.
- Transportation facilities and services include transportation access into the country, region, or development area, the internal transportation system linking the attractions and development areas and transportation within the development areas, including all types of facilities and services related to land, water, and air transportation.
- Other infrastructure in addition to transportation, and infrastructure include water supply, electric power, sewage and solid waste disposal, telecommunications such as telephone, internet, and telefax, and sometimes radio at the development

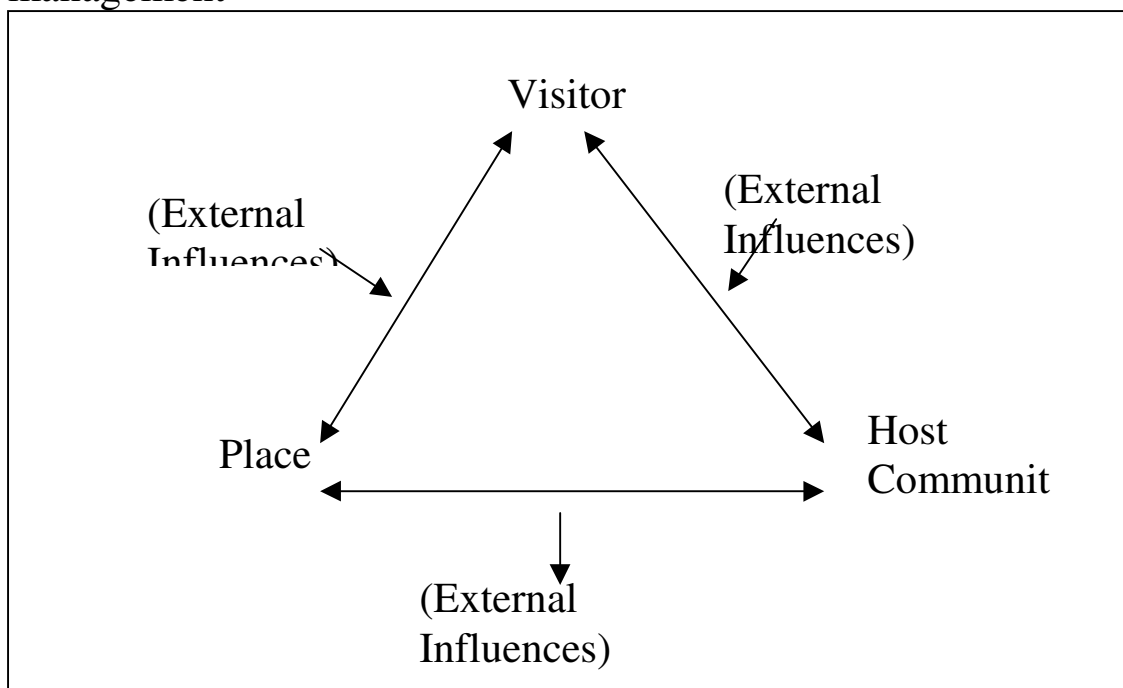
area level, drainage is also an important infrastructure consideration.

- Institutional elements necessary to develop and manage tourism, includes manpower planning and education, training programs, marketing strategies and promotion programs, public and private sector tourism organizational structures, tourism-related legislation and regulations, public and private sector investment policies, Programs of economic, environmental, and social cultural, and impact controls.

2.1.5.6 The component of Tourism Management

Middleton and Hawkins (1998, p.86) states that “in the early 1990s, the English Tourist Board produced an influential report on the relationship between tourism and the environment. The report included a triangle which can be considered to be at the heart of all approaches to tourism management”.

Figure 2.4 The triangle of three major components in tourism management



Source: Middleton and Hawkins (1998, p.86)

The figure 2.4 shows the triangle which indicated the three major components to be taken into consideration in tourism management are as follows; the visitor, the host community, and the environment.

2.1.5.7 Tourism planning process

Tourism planning is goal-oriented, striving to achieve certain objectives by matching available resources and programs with the needs and wants of people. Comprehensive planning requires a systematic approach, usually involving a series of steps. The process is best viewed as an iterated and on-going one, with each step subject to modification and refinement at any stage of the planning process. There are six steps in the planning process;

1. Define goals and objectives
2. Identify the tourism system (such as resources, organizations, market)
3. Generate alternatives
4. Evaluate alternatives
5. Select and implement
6. Monitor and evaluate

The United Nations (2001) explains that planning is an activity of both government and business and creates challenges from the complex interaction of many variables. Integrated planning is one of several management approaches used to address the increasing complexity. Integrated planning also means integration of goals, objectives, programs, projects, investment, and resource use. There are two dimensions of integrated planning: one is horizontal, across decision areas and programs and the other is vertical, through the components of decision-making and planning. Integrated planning in the tourism sector should include consideration of the following issues:

- Impacts on the natural environment, the host communities, the local (regional, national) economy, the indigenous culture;
- Demands made on human resources, including knowledge, skills,

- aptitudes and numbers
- Impact of and on transport and infrastructure systems, regional development, resource use and distribution
- Responsibilities derived from international agreements, accords and protocols

- Impact of and on other sectors of the economy, especially the primary sectors of agriculture, forestry, mining and fishing, but also some industrial sectors, transportation and various aspects of commerce
- Implications of tourism development for land ownership and land tenure, land and property values, alternative or substitute uses
- Linkages through the different levels of planning
- Linkages with governments and agencies, tourism industry, interest groups, host communities, indigenous communities, development industry (other than tourism)

Furthermore, the efficient integrated tourism planning can be expected to contribute positively to:

- Providing employment opportunities of various kinds, especially by diversifying the structure of the economy
- Generating income from the expenditures of foreign visitors
- Stimulating local commerce and industry
- Justifying expenditure on infrastructure improvements, and on the provision of services and amenities which may also be enjoyed by local residents
- Justifying the conservation of vulnerable environments, cultures and communities
- Generating and sustaining a favorable worldwide image of the destination

2.1.6 Concept and theory of sustainable tourism indicator

2.1.6.1 Definitions of sustainable tourism indicator

Farsari and Prastacos (2000) explained that sustainable tourism indicators are a tool which could be used for sustainable tourism development. Resulting from the expansion of the notion of sustainability and the need to implement it in practice, indicators are being developed for evaluating choices which are being made during the developmental process and impacts made upon the natural and socio-economic environment. They provide a framework for evaluating existing situation, as well as, future developmental activities in the field of tourist services production.

World Tourism Organization (2004) defines tourism indicators that it is information sets which are formally selected to be used on a regular basis to measure changes that is of importance for tourism development and management. The usage of indicator can lead to actions to anticipate and prevent undesirable or unsustainable situations at destinations.

Thus, the sustainable tourism indicator is the information sets or measured instrument used for measuring the changes in tourism management and resources. It will help to measure the desired level for sustainable tourism development.

2.1.6.2 The concept of sustainable tourism indicators (WTO, 2004)

The fundamental need for local sustainable tourism indicators is to demonstrate change that has occurred over a period of time, whether engineered or by chance. Given that the majority of decision making in tourism is at the micro or local level, it is necessary that an array of local sustainable tourism

indicators are created which have local meaning but wider comparison.

The primary focus on local indicators must remain on local needs and local solutions. But there would be value in sharing experience and good practice as the use of indicators passes through a number of phases, from piloting to implementation and evaluation of local indicators.

Implementing the indicators outlined in this guidance material will be an effective a pilot exercise, to test that the indicators are relevant, usable and cost-effective to compile. There should follow an interactive process to reflect lessons learned and to refine the indicators.

Information could usefully also be shared at a later stage, when indicators have been adopted and used over several years. By this stage gaining valuable experience begins on what the indicators look like in practice: how variable are they? How sensitive are they to policy changes or to external influences? It should then be possible to benchmark an authority or area against others with similar tourism characteristics.

2.1.6.3 The characteristics of good sustainability indicators

Good sustainability indicators must be easy to understand, as well as economically and technically feasible to measure. Some of the benefits from good indicators (WTO, 2004) including:

- Better decision-making, in order to lower risks or costs
- Identification of emerging risks and/or conflictive issues, thus allowing prevention
- Identification of impacts, to allow for timely corrective action when needed

- Performance measurement of the implementation of development plans and management actions, i.e. evaluating progress in the sustainable development of tourism
- Reduced risk of planning mistakes, thus identifying limits and opportunities
- Greater public accountability; i.e. providing credible information for the public and other tourism stakeholders fosters accountability for its wise use in decision-making
- Constant monitoring can lead to continuous improvement

2.1.6.4 Type of sustainable tourism -Baseline (WTO, 2004)

The basic types of indicators are selected in different utility to decision-makers (WTO, 2004) as follows;

- Early Warning indicators
- Indicators of stresses on the system
- Measures of the current state of the industry
- Measures of the impact of tourism
- Measures of management efforts
- Measures of management effects, results or performance

For sustainable tourism indicators, World Tourism Organization (2004) has mentioned the indicators for sustainable tourism as follows: (See Table 2.1)

Table 2.1 Indicators for sustainable tourism by WTO (2004)

Baseline Issue	Suggested Baseline Indicator(s)
Local satisfaction with tourism	- Local satisfaction level with tourism (Questionnaire)
Effects of tourism on communities	<ul style="list-style-type: none"> - Ratio of tourists to LRHs (average and peak period/day) - % who believes that tourism has helped bring new services or infrastructure (Questionnaire-Based) - Number of and capacity of social services available to the community (% which are attributable to tourism)
Sustaining tourist satisfaction	<ul style="list-style-type: none"> - Level of satisfaction by visitors (Questionnaire-Based) - % of value for money (Questionnaire-Based) - % of return visitors
Tourism seasonality	<ul style="list-style-type: none"> - Tourist arrivals by month or quarter (distribution throughout the year) - Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season) and % of all occupancy in peak quarter or month - % of business establishments open all year - Number and % of tourist industry jobs which are permanent or full-year (compared to temporary jobs)
Economic benefits of tourism	<ul style="list-style-type: none"> - Number of local people (and ratio of men to women) employed in tourism (also ratio of tourism employment to total employment) - Revenues generated by tourism as % of total revenues generated in the community

Energy management	<ul style="list-style-type: none"> - Per capita consumption of energy from all sources (overall, and by tourist sector-per person day) - % of business participating in energy conservation programs, or applying energy saving policy and techniques - % of energy consumption from renewable resources (at destinations, establishments)
Water availability and conservation	<ul style="list-style-type: none"> - Water use : (total volume consumed and liters per tourist per day) - Water saving (% reduced, recaptured or recycled)

Table 2.1 (Continued)

Baseline Issue	Suggested Baseline Indicator(s)
Drinking water quality	<ul style="list-style-type: none"> - % of tourism establishments with water treat to international potable standards - Frequency of water-borne diseases: number/% of visitors reporting water-borne illnesses during their stay
Sewage treatment (Wastewater management)	<ul style="list-style-type: none"> - % of sewage from site receiving treatment (to primary, secondary, tertiary levels) - % of tourism establishments (or accommodation) on treatment system(s)
Solid waste management (Garbage)	<ul style="list-style-type: none"> - Waste volume produced by the destination (tones) (by month) - Volume of waste recycled (m³) / Total volume of waste (m³) (specify by different types) - Quantity of waste strewn in public areas (garbage counts)
Development control	<ul style="list-style-type: none"> - Existence of a land use or development planning process, including tourism - % of area subject to control (density, design, etc)
Controlling use intensity	<ul style="list-style-type: none"> - Total number of tourist arrivals (mean, monthly, peak periods) - Number of tourists per square meter of the site (e.g., at beaches, attractions), per square kilometer of the destination, - mean number / per period average

Source: World Tourism Organization (2004)

2.1.6.5 The indicator and criteria for evaluating the standard quality of tourism sites

The research project, named “The Project of Developing Indicators for Evaluating the Standard Quality of Tourism Site in Thailand, was conducted by the Chiangmai University and Thai Environment Institute (March, 2002). The researcher of the project has established the indicator for evaluating the standard quality of tourism site, and the standard level that is at the “Acceptable Criteria”. This project has proposed the acceptable criteria for the standard quality of tourism site as follows (Chiangmai University, 2002).

Weighted Score (%)	Level of the Standard Quality
More than 81	Excellent
71-80	Very Good
61-70	Good
51-60	Neutral
41-50	Low

Moreover, the research project, named “The Project of Indicator Study and Establishment for Standard Quality of Eco-tourism Sites”, was conducted by The Environmental Research Institute Chulalongkorn (ERIC) University (2006). This research project has established the level of standard quality in eco-tourism sites. It takes the weight score to compare with the established standard level for evaluating the eco-tourism site as follows (ERIC, 2006).

Weighted Score (%)	Level of the Standard Quality
More than 81	Excellent
71-80	Very Good
61-70	Good

2.1.7 Concept and theory of carrying capacity

2.1.7.1 Definition of carrying capacity

Middleton and Hawkins Chamberlain (1997) defines tourism Carrying Capacity (TCC) as (...the level of human activity an area can accommodate without the area deteriorating, the resident community being adversely affected or the quality of visitors experience declining).

The United Nations (2001) states that carrying capacity measures the level of use that is sustainable. Carrying capacity can be useful because it draws attention to limits and thresholds beyond which a site should not be developed. There are a number of ways to measure carrying capacity, including: (1) tangible resource limits, (2) tolerance by the host population, (3) visitor satisfaction, (4) rates of growth, and (5) other quantifiable indicators.

World Tourism Organization (2004) gives more explanation that carrying capacity is the desired levels of tourism, or measures the level of use that is sustainable. The carrying capacity becomes complex in the management of tourism development. Every environment serves multiple purposes and sensitivity to different use levels depends on the values of all users.

The World Tourism Organization (2005) also defines the concept of carrying capacity as follows: the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic and socio-cultural environment and an unacceptable decrease in the quality of the visitors' satisfaction.

IDEA KNOWLEDGE website, as the improvement and development agency, (2006) mentioned that for any given environment, the carrying capacity is the amount of activity that can be supported in a sustainable manner. If pressures of

population, extraction of materials, or pollution exceed this limit, the environment will suffer long term damage.

In conclusion, carrying capacity is the acceptable or desired level of tourism activity allocated at the destination. It is to avoid the destruction of the environmental, physical, natural, and cultural resources by tourism.

2.1.7.2 The types of carrying capacity

Hunter (1995, p. 67) gives a more precise definition by distinguishing four different types of carrying capacity (Melta website, 2004):

1. Physical carrying capacity is the limit of a site beyond which wear

and tear will start taking place or environmental problems will arise.

2. Psychological (or perceptual) carrying capacity is the lowest degree

of enjoyment tourists are prepared to accept before they start seeking alternative destinations.

3. Social carrying capacity is the level of tolerance of the host

population for the presence and behaviors of tourists in the destination area, and/or the degree of crowding users (tourists) are prepared to accept by others (other tourists).

4. Economic carrying capacity is the ability to absorb tourism activities

without displacing or disrupting desirable local activities.

The World Tourism Organization (2004) explained more about carrying capacity as follows (WTO, 2004);

1. Ecological capacity is where biological and physical factors provide constraints to the maximum numbers which can be accommodated.
2. Cultural capacity is where the impact on a local community or the availability of human resources is the key limiting factors to the acceptance of tourism and tourist numbers.
3. Social or psychological capacity is the origin and background of tourists determines the number of tourists or the level of crowding they consider acceptable. Perception and psychological factors relating to both the host community and the tourist are determinants.
4. Infrastructural capacity is where current infrastructure such as water supply systems, sewage systems, transport systems, numbers of rooms to accommodate tourists are the short to medium term limiters for tourist numbers
5. Management capacity is where the key constraints are institutional, related to the numbers of tourist who can be realistically managed.

2.1.8 Concept and theory of participatory planning and management

2.1.8.1 Definitions of community participation and collaboration

The National Association of County and City Health Officials or NACCO (1988) state that public participation is the involvement of citizens in governmental decision-making processes. Participation ranges from being given notice of public hearings to being actively included in decisions that affect communities. Community collaboration is a dynamic, ongoing process of working together, whereby the community is engaged as a partner in public health action.

NACCO (1988) also states that community collaboration is a relationship of working together cooperatively toward a common goal. Such relationships may include a range of levels of participation by organizations and members of the community. These levels are determined by: the degree of partnership between community residents and organizations, the frequency of regular communication, the equity of decision making, access to information, and the skills and resources of residents. Community collaboration is a dynamic, ongoing process of working together, whereby the community is engaged as a partner in public health action.

The Wikipedia website (2006) defines participation is the condition of sharing something in common with others.

The United States Department of Transportation website (2006) mentions that collaboration is any cooperative effort between and among governmental entities (as well as with private partners) through which the partners work together to achieve common goals. Such collaboration can range from very informal, ad hoc activities to more planned, organized and formalized ways of working together. The collaborative parties work toward mutual advantage and common goals.

Thus, participatory planning and management requires the involvement of local people in sharing ideas and decision making in the planning and management process in order to achieve the desired goals of all parties.

2.1.8.2 The requirement of public participation in Tambon development planning due to Agenda 21 (See Appendix G, principles 10, 20, 21, and 22)

1. Participation of local residents

States shall facilitate and encourage public awareness and participation by making information widely available. Effective access to judicial and administration proceedings, including redress and remedy, shall be provided.

Indigenous people and their communities and other local communities have a vital role in environmental management and development because of their knowledge and traditional practices. States should recognize and duly support their identity, culture and interests and enable their effective participation in the achievement of sustainable development.

2. The role of women and men in developing the plan must be equal.

Women have a vital role in environmental management and development. Their full participation is therefore essential to achieve sustainable development.

3. Local residents-oriented in developing the plan.

Environmental issues are best handled with the participation of all concerned citizens, at the relevant level. At the national level, each individual shall have appropriate access to information concerning the environment that is held by public authorities, including information on hazardous materials and activities in their communities, and the opportunity to participate in decision-making processes.

4. Learning from experiences.

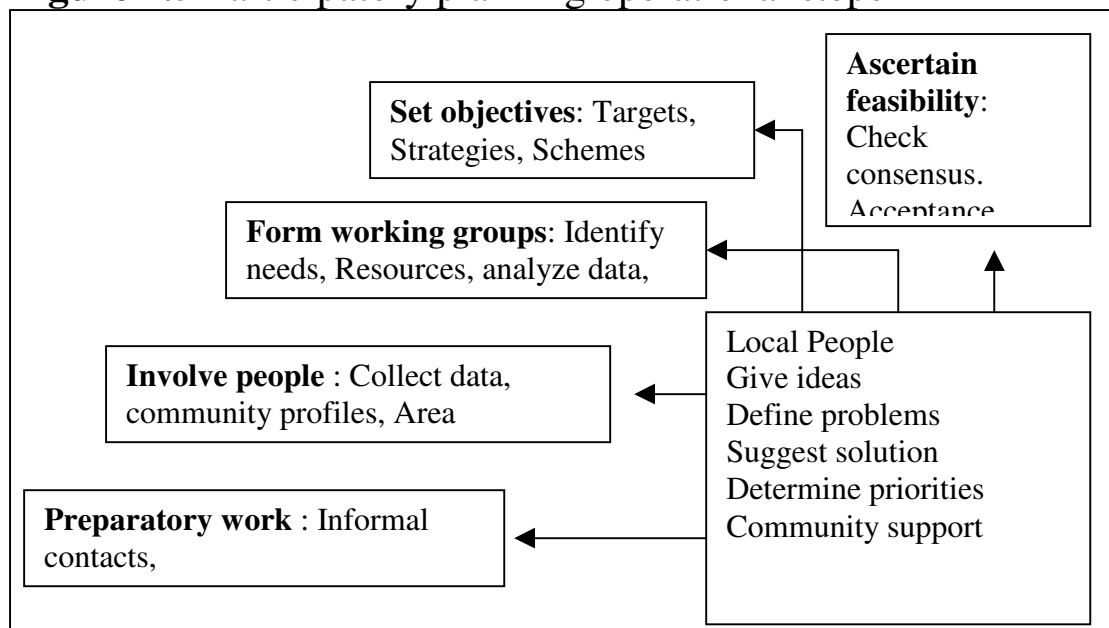
Moreover, the creativity, ideals and courage of the youth of the world should be mobilized to forge a global partnership in order to achieve sustainable development and ensure a better future for all (United Nations, 2000).

2.1.8.3 The module on participatory planning and management

(1) Awareness building on principles of participation

1. Development should be seen more as a change from the bottom up than from top down.
2. The development programs should aim to strengthen local organizations. New programs should be chosen according to the ability to increase local development management capacity.
3. The development process should be managed as a natural organic process rather than according to plans, goals, objectives, targets, and schedules, implying that goals and targets may change and timing should be tentative and flexible to make room for adaptation to local conditions.
4. The development process is supported by local institutions with villagers, primary cooperatives, religious, youth, community-based users and self-help groups playing a lead role. Strong local institutions are necessary as support posts quite independently of the technical skills and background they may have.
5. The development process must be based primarily on confidence and learning (Jain and Polman, 2003)

(2) Initiation of participatory planning (See Figure 2.5)

Figure 2.5 Participatory planning operational steps

Source: Jain and Polman (2003)

1. Identify local needs, particularly of rural poor families.

It is the best way to find what people need and what they see as possible solutions to their problems by asking them directly. This also creates awareness and willingness among the people to take part in any action that will follow. Before asking them, it is necessary to establish a common ground of understanding. Lastly, local officials, field workers of voluntary organization, teachers, women and retired people must be involved in discussion.

2. Collect basic data

Once local contacts are established, it is time to collect the basic data of community, characteristics of the area, resource situation, socio-economic status and other relevant facts. To seek people's cooperation, it is important to respect their ideas and abilities.

3. Formation of working groups

It is helpful to form working groups that include local officials, to prepare status reports and develop perspectives.

4. Formulation of the objectives

The first step in participatory local planning is to define precisely what specific objectives are to be achieved.

5. Deciding the strategy

It is the most difficult part of participatory local planning. It involves assessing and mobilizing needed resources and choosing the planning methods. Once a course of action is chosen, it should be explained and specified in clear terms to avoid confusion and misunderstanding among the local stakeholders.

6. Ensuring feasibility

It is important to identify potential project beneficiaries and check how the benefits would flow to them.

7. Preparing the work plan

The work plan should contain the information in tabular form which includes;

- Name of the activity
- Name(s) of the persons responsible
- Time schedule : when to start and complete
- Resources required (money, material, manpower)
- Checking for acceptance, and availability

It should define the outputs expected from each activity to measure performance during implementation or on completion of the project, for effective monitoring and evaluation.

8. Preparing the budget

The material and human resources must be given a monetary cost, which forms the project budgets. The cost is further broken down in terms of each period of time and also in terms of availability (Jain and Polman, 2003).

(3) Steps in implementation of local development projects (Jain and Polman, 2003)

1. Appointing a project coordinator
2. Setting up a project implementation and monitoring committee
3. Staff training
4. Transparency by displaying the project details, budget, and source of funds at different places in the project area.
5. Anticipating obstacles
6. Timely release of funds

(4) Monitoring (Jain and Polman, 2003)

1. Monitoring parameters such as time schedule, cost and process.
2. Integrity is important to maintain a high level of financial credibility.

2.1.9 The philosophy of sufficiency economy and self-reliance

2.1.9.1 Definitions and concept of sufficiency economy and self-reliance

Seri (1989, P.4-5) says that self-sufficiency builds self-reliance, for it constructs strong communities with the confidence to resist external pressures. Self-reliance is the ability of a community to take control of its destiny by making informed decisions about the future.

Chaipattana (1996) explains that "*Sufficiency*" means moderation and due consideration in all modes of conduct, as well as the need for sufficient protection from internal and external shocks. A self-sufficiency economy means having enough and being satisfied with the situation. If people are satisfied with their needs, they will be less greedy. Without greed, they will cause less trouble to other people.

Prawase (1999) argues that self-reliance is being able to stand on one's own feet, with sustainable development deriving from one's own initiative. "Sufficiency Economy" is a philosophy that stresses the middle path as the overriding principle for appropriate conduct by the populace at all levels.

The Public Relation Department (2004) gives a definition of "*Sufficiency*" means having enough to live on, moderation, reasonableness, and "immunity". His Majesty the King elaborated on the meaning of "self-sufficiency" that it means having enough to live on and to live for.

Athrisi clarified in geocities website (2006) that self-sufficiency, in English, means that whatever we produce, we have enough for our own use. People do not have to borrow from other people. They can rely on themselves, as people say, "we can stand on our own two legs."

In conclusion, a sufficiency economy is the idea of depending on oneself without disturbing others. People rely on themselves instead of asking for things or waiting to be helped by others.

2.1.9.2 Concept of sufficiency economy

The Office of the Royal development project board (2002) states that one of His Majesty's most important Royal Initiatives concerning rural development was to enable farmers to become self-sufficient. Activities carried out in many locales and Amphur share the goal of building self-sufficiency.

The Public Relations Department (2004) explains the concept of a Sufficiency Economy as stressing an appropriate conduct and way of life, while incorporating moderation, due consideration in all modes of conduct, and the need for sufficient protection from internal and external shocks. It requires the application of accurate knowledge, care and giving, mutual assistance, and collaboration.

Athisri (2006) refers to a royal speech on a self-sufficiency economy, His Majesty King Bhumibol Adulyadej of Thailand, graciously delivered to the entire nation in December of 1997. The key concept of His Majesty the King's philosophy of Sufficiency Economy is a step-by-step development on the basis of self-reliance and is based on the Buddhist principles of self-reliance, self-satisfaction, and the middle path.

2.1.9.3 His Majesty's methodology for self-sufficiency

The methodologies of His Majesty for self-sufficiency are shown as follows (Athisri, 2006);

1. Do not tell the people how to act
2. Stress self-reliance and self sufficiency
3. Stress people's participation
4. Use democratic principles
5. Act in a locally-appropriate way. Projects should be environmentally, geographically, and culturally sensitive for every region of the country.
6. Revitalize the community by building a structure based on essential production principles which lead to long term self-sufficiency. This kind of development helps prepare rural people in dealing with the outside world which His Majesty calls "an explosion from within" and must be done step by step.
7. To provide a means to obtain and create information for rural people. His Majesty stresses that people should know more about making a living, such as through appropriate agricultural technology. His Majesty notes that rural people must have "examples of success" to be self-sufficient which they can adopt and use effectively.
8. To introduce a bureaucratic reform, which promotes the "Single Management or Unity Administration" strategy.

2.1.9.4 The single management or unity administration strategy

With the "Single Management or Unity Administration" strategy, the Royal Development Study Centers are able to carry out two tasks effectively at the same time. These are administration of government work and provision of services to the people which are described as follows (Athisri,

2006):

- Organizing groups to solve problems of rural communities while the government sector would provide technical assistance.

- Collecting the true needs of the people to use as a consideration for project planning so that the goals and objectives of the project can be attained.

- Act as a medium between the state and the people to reduce the gap of misunderstanding.

- Act as a center of learning for both the people and government officials. It is a place where farmers can come and learn techniques to develop their occupations to increase their income. Similarly, government officials can learn of the methodologies for solving the problems of each different region which can be a model of development for other localities.

2.2 Local Planning and Management at Tambon Paklok

2.2.1 Concept and theory of Local administration organization, especially the TAO

2.2.1.1 Definitions of LAO

Choowong (1996) explains that LAO is the local administration organization which gets authority from central government to manage the social development in a specific area. This is to encourage local people to have the authority to share perspectives in social development as they are local people and know well what they want. As the process of social development is complex, the central government decentralizes authority to local people by established LAO. LAO are composed of the Changwat administration organization, municipal government (city, town, and sub-district municipalities), sanitary district, and the TAO.

Kampong (2004) also explains that the TAO is counted as the closest LAO to local residents. (See Appendix A) It takes responsibility to assist and serve the community in its own area instead of central government and is fast and convenient. For example, it provides water for utilizing and drinking, maintains the water supply and road ways, keeps the areas clean, encourages local residents to use local intelligence, and offers many public places for the community. Moreover, it assists to ensure the quality of life of people, maintain and protect the arts, ways of life, and cultures as well.

In conclusion, LAOs are the local administration organizations that are decentralized to maintain and protect local resources and rights such as natural resources, public health, public utilities. They are assigned to develop the area, serve the citizens and solve the problems in the specific area. The TAO

2.2.1.2 The responsibilities of the TAO

Election Commission of Thailand (ETC, 2004) states that the duties of the TAO are to serve the public in the village and Tambon. For example;

- It provides water for utilizing and drinking.
- It maintains the water supply and road ways.
- It keeps the areas clean.
- It encourages local residents to use local intelligence.
- It offers many public places for community.
- It has to ensure the quality of life of people, maintain and protect the arts, ways of life, and cultures as well.

2.2.1.3 The representatives of the TAO

There are 2 parties of representatives in the TAO, these are;

(1) *The local assembly member in the council of the TAO* elected by local people directly. They work for 4 years per election. The numbers of the local assembly members in the council of the TAO will not be equal for each the TAO. It is up to the number of villages in the Tambon (ETC, 2004);

- The TAO, which has a single village, will be able to have 6 local assembly members.
- The TAO, which has only 2 villages, will be able to have 3 local assembly members per village.
- The TAO, which has more than 2 villages, will be able to have 2 local assembly members per village.

The duties of the local assembly members of the TAO are listed as follows:

1. To establish the regulations for the TAO, this is called “Provision of the TAO”, such as wastewater management, and the utilization of the village water supply.

2. To examine and control the management of the TAO through a management team such as president and vice-president, especially in financial management, and budget requests.

3. To construct a Tambon 3LDP, which is from the requirements of local people, such as providing the education scholarships and money for old people.

4. To establish an annual expenditure budget, keeping tax from local people, that includes both direct taxes (such as poster tax, local maintenance tax, household tax, land tax), and indirect taxes (such as value added tax, money from taxes will be utilized in the local development)

(2) *The president of the TAO* is elected directly by local people. There is only one president per TAO. The president has the authority to delegate 2 vice-presidents, who are not the local assembly members, to assist in management. The vice-presidents will work for 4 years per an election. The Duties of the President of the TAO are as follows (ETC, 2004):

1. To manage the activities of the TAO in order to follow the provisions of the TAO and Tambon 3LDP.

2. To establish the Tambon 3LDP and the annual expenditure budget in order to present to the council of the TAO.

3. To report performance results and financial concerns to the council of the TAO.

2.2.1.4 The election method for the TAO

To elect the *president of the TAO*, local people can elect only one president per Tambon.

To elect *the local assembly members*, local people can only elect the number of local assembly members, which is up to the establishment of each area as follows (ETC, 2004);

1. The TAO, which has a single village, will be able to have 6 local assembly members.

2. The TAO, which has only 2 villages, will be able to have 3 local assembly members per village.

3. The TAO, which has more than 2 villages, will be able to have 2 local assembly members per village.

2.2.1.5 The definition of a 3 year-local development plan (3LDP)

A 3LDP is a local economic and social development plan which is in the consonance with a development strategic plan. It is composed of a detailed plan of establishing the development project per annual budget. It is continuous and progress for all 3 years. The revision is required annually.

The 3LDP is put into real practice. The concept of the development plan covers many ways of development. Each development strategy includes at least one project or activity in order to achieve the objectives and goals for each development strategy.

The 3LDP is closely related to the annual budget. A Tambon uses it as the instrument for setting annual expenditure. The project needs to be set the budget carefully, and will get through the process of community collaboration as well.

The benefits of the plan are to help the LAO to make decisions to establish the process method for local management resources (Paklok website, 2005).

2.2.2 Tambon Paklok administration organization (TPLAO)

2.2.2.1 General information (See Appendix C)

TPLAO is located approximately 10 kilometers away from the Heroine's Monument of Changwat Phuket. Tambon Paklok is located at the eastern part of Amphur Thalang or the Northeast part of Changwat Phuket with the area of 23,650 rai. (See Maps in Appendix B) The geographic area has both the plains and sloping areas. There are 10,845 local residents (record of June 19, 2005), 9 villages, and 3,129 LRHs in the area. Most of local residents work in agriculture as Para rubber planters, coconut planters, fruit planters, fishermen, or are general labors and traders. 80% of them are Muslims and 20% for Buddhist.

Tambon Paklok has many natural resources such as Bangpae and Para waterfalls, Prateaw national park, and Tala beaches. It is well-known for the Bangrong and Aow Por port which serves many tourists in traveling to nearby islands.

Moreover, transportation in Tambon Paklok includes both land transportation and waterway transportation. Electrical power is provided to 8 villages except a village located on a small island. A public water supply is available at 4 villages only. Lastly, the water sources are mostly man-made, or natural water sources (TPLAO, 2005).

2.2.2.2 Organization structure of Tambon Paklok (See Figure 2.6)

Figure 2.6 Organizational structure of Tambon Paklok

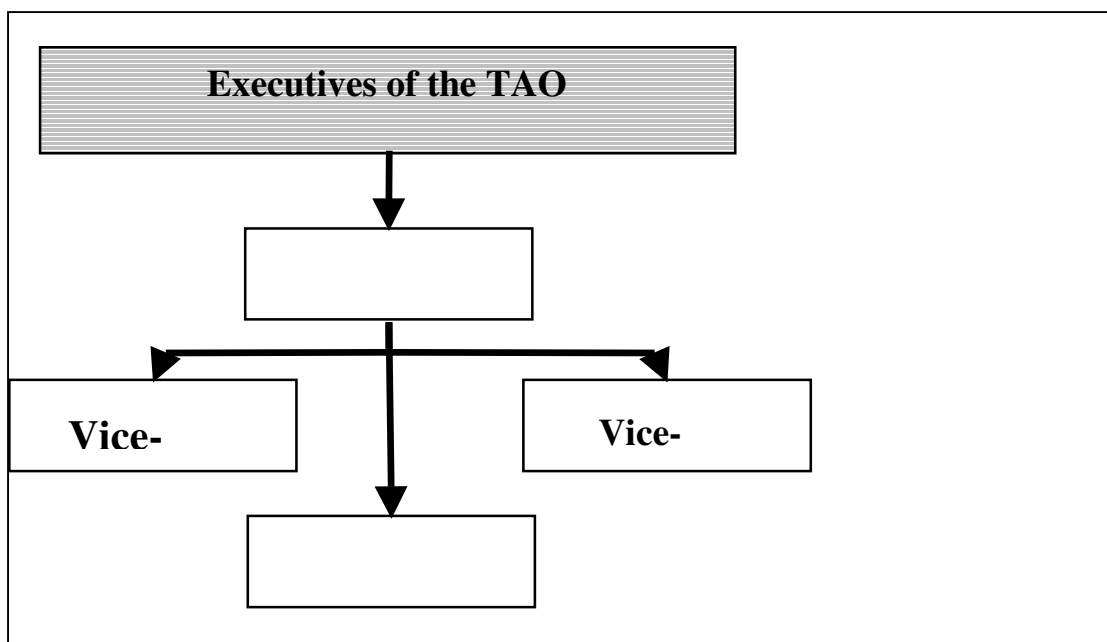
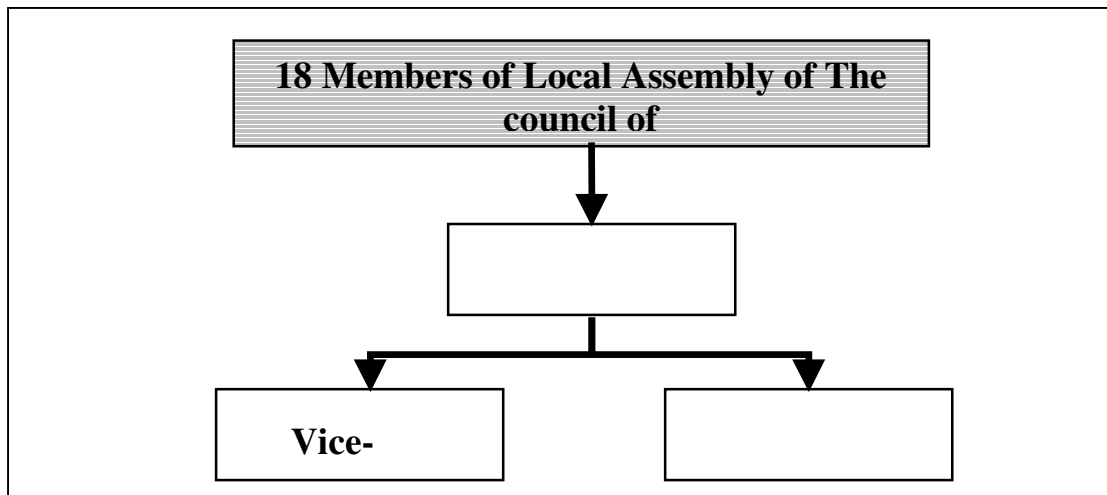
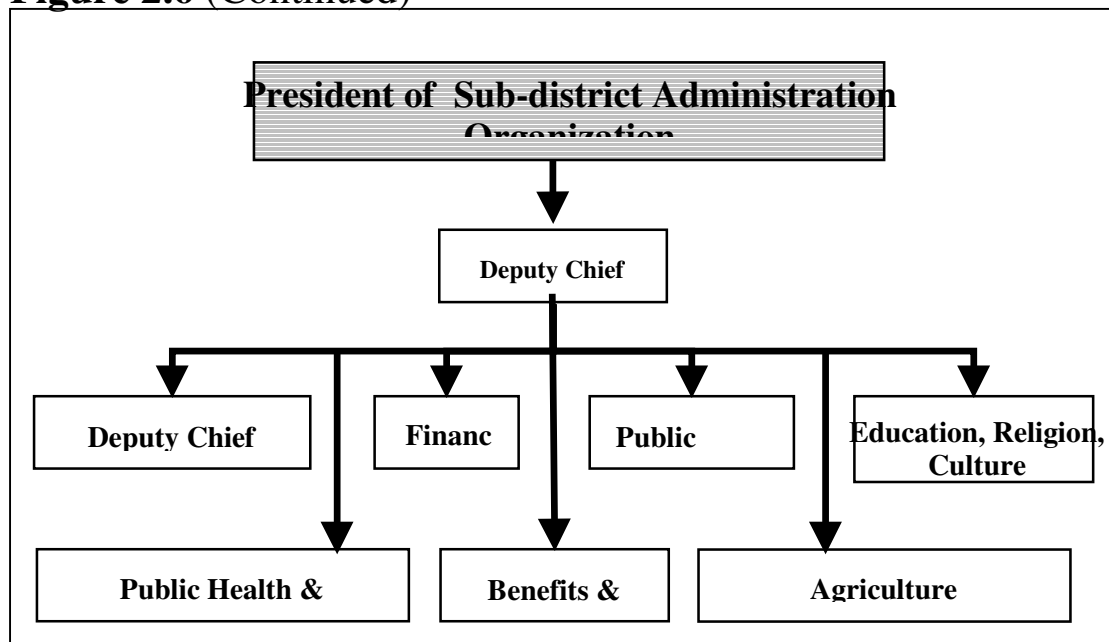


Figure 2.6 (Continued)

Source: Tambon Paklok (2006)

2.2.2.3 Vision

“Fertilization of Natural Resources with Nice Environment, Rich in Education, Sustaining Moral Principles, Good Quality of Life, Utilizing Local intelligence wisely, and Remaining a Strong Community with High Local Collaboration.” (Tambon Paklok, 2006)

2.2.2.4 The objectives of Tambon Paklok development (Tambon Paklok, 2006)

- To fertile natural resources
- To protect the environment
- To provide information in a variety of communication channels
- To sustain tradition and culture
- To provide a good quality of life
- To utilize local intelligence wisely

- To create a strong community and lead people to rely on themselves

2.2.2.5 Development strategy of the 3LDP (2006-2008)

1st Strategy: Development of preserve the natural resource and environment

- To create realization and appreciation
- To manage the garbage
- To recover coastal resources
- To manage the wastewater system
- To increase the effectiveness and capability of organizational management

2nd Strategy: Development of education

- To increase communication channels to provide information
- To support education
- To provide education for pre-school children

3rd Strategy: Development of Encouragement of local tradition and culture

- To encourage local residents to preserve local culture and tradition
- To recover original existing local tradition and culture
- To support local tradition and culture
- To encourage the activity religion

4th Strategy: Development of quality of life

- To encourage good health in people
- To encourage the development to children, juvenile, old people, and the handicapped
- To provide public health and information
- To provide public utilities and other infrastructure
- To provide security of life and property

- To encourage people to keep away from drugs
- 5th Strategy:** Development of economy
- To develop and encourage careers for people
 - To develop project standards for the One Tambon One Product (OTOP)

6th Strategy: Development of encouraging the local intelligence

- To increase the utilization of local intelligence

7th Strategy: Development of a strong community able to rely on

themselves

- To encourage knowledge in the community
- To create a network in the community
- To support a budget for strong community creation (Tambon Paklok, 2006)

2.2.2.6 Policies

Due to Tambon Paklok being one of the richest areas of natural resources in Changwat Phuket (such as forests, mangrove forests, waterfalls, corals, sea grasses, beautiful fish, ecology and environment), it is the sources of career of local people. Therefore, the social development plan will follow the general characteristics of the area and its way of life.

In order to utilize of those resources with sustainability, TPLAO needs to preserve them by educating people and getting the collaboration of local people. For investors or business owners in Tambon Paklok, TPLAO needs to set regulations to preserve and conserve the natural environment and ecology of the area in sustainable ways.

The policies are;

1. To develop and improve public utilities in order to provide convenience for agricultural product transferring, general transportation, safety and easy communication in each area.

2. To develop, improve, and maintain the hygiene, and garbage management in public areas.

3. To encourage public health by sharing the knowledge of disease prevention.

4. To develop the progress of schools, educational staff, child development programs, and providing knowledge of local culture, local traditional and religion.

5. To support aid and comfort to women, the elderly, children, the disabled, and other disadvantage people.

6. To support the preservation of natural resources and environment.

7. To support private business owners in Tambon Paklok development plan.

8. To develop and improve the water supply for daily use and agriculture, electricity, effective roads, cleans waterways and safety.

9. To develop and improve the sport stadium and public park.

To develop the management of the TPLAO in order to provide fair service effectively. (Tambon Paklok, 2006)

2.2.2.7 Procedures

The procedure of each strategy is clarified roughly as follows (Tambon Paklok, 2006);

1. Strategy type
2. Project name
3. Objectives of the project
4. The activities of the project

5. The budget of the project and source of the budget
6. Timeline
7. The expected results
8. The responsible official units

2.2.2.8 The budget for 3LDP of 2003- 2005 plan and 2006- 2008 plan (Tambon Paklok, 2006). (See Table 2.2 and 2.3)

Table 2.2 Approximate budget for 3LDPs of 2003- 2005 and 2006- 2008 by TPLAO

Development Strategies	Year 2003 Million (Baht) [%]	Year 2004 Million (Baht) [%]	Year 2005 Million (Baht) [%]	Year 2006 Million (Baht) [%]	Year 2007 Million (Baht) [%]	Year 2008 Million (Baht) [%]	Total Year Million (Baht) [%]
1. Preservation of natural resources	0.913 [3.28]	3.313 [11.91]	16.05 [57.71]	2.785 [10.01]	2.080 [7.47]	2.675 [9.61]	27.81 [4.82]
1.1 To create the realization and appreciation	0.105 [3.16]	0.120 [3.61]	0.060 [1.80]	0.280 [8.43]	1.080 [32.53]	1.680 [50.60]	3.32 [0.005]
1.2 To manage the garbage	0.300 [8.15]	0.600 [16.30]	2.435 [66.16]	0.115 [3.12]	0.115 [3.12]	0.115 [3.12]	3.68 [0.63]
1.3 To recover coastal resources	0.100 [2.26]	0.300 [6.80]	2.590 [58.73]	1.140 [25.85]	0.140 [3.17]	0.140 [3.17]	4.41 [0.76]
1.4 To manage wastewater systems	-	-	0.030 [14.28]	0.060 [28.57]	0.060 [28.57]	0.060 [28.57]	0.21 [0.03]
1.5 To increase the effectiveness and capability of organizational management	0.308 [1.91]	2.288 [14.22]	10.93 [67.97]	1.190 [7.40]	0.685 [4.25]	0.680 [4.22]	16.08 [2.79]

Table 2.2 (Continued)

Development Strategies	Year 2003 Million (Baht) [%]	Year 2004 Million (Baht) [%]	Year 2005 Million (Baht) [%]	Year 2006 Million (Baht) [%]	Year 2007 Million (Baht) [%]	Year 2008 Million (Baht) [%]	Total Year Million (Baht) [%]
2. Education	0.690 [4.36]	0.570 [3.60]	2.435 [15.41]	4.945 [31.29]	1.638 [10.36]	5.525 [34.96]	15.80 [2.74]
2.1 To increase the communication channel to provide information	0.51 [15.86]	0.01 [0.31]	0.900 [27.99]	0.465 [14.46]	0.985 [30.63]	0.345 [10.73]	3.215 [0.55]
2.2 To support education	0.035 [0.45]	0.005 [0.06]	1.375 [17.69]	0.820 [10.55]	0.520 [6.69]	5.020 [64.60]	7.77 [1.34]
2.3 To provide education for pre-school children	0.140 [2.92]	0.500 [10.46]	0.160 [3.34]	3.660 [76.56]	0.160 [3.34]	0.160 [3.34]	4.78 [0.82]
3. Local tradition and culture	0.120 [0.83]	0.120 [0.83]	7.530 [52.54]	1.625 [11.33]	2.465 [17.20]	2.475 [17.27]	14.33 [2.48]
3.1 To encourage local residents to preserve of local culture and tradition	0.100 [23.80]	0.120 [28.57]	0.050 [11.90]	0.050 [11.90]	0.050 [11.90]	0.050 [11.90]	0.42 [0.07]
3.2 To recover the original local tradition and culture	-	-	0.010 [25]	0.010 [25]	0.010 [25]	0.010 [25]	0.04 [0.006]
3.3 To support local tradition and culture	-	-	0.380 [42.69]	0.170 [19.10]	0.170 [19.10]	0.170 [19.10]	0.89 [0.15]

Table 2.2 (Continued)

Development Strategies	Year 2003 Million (Baht) [%]	Year 2004 Million (Baht) [%]	Year 2005 Million (Baht) [%]	Year 2006 Million (Baht) [%]	Year 2007 Million (Baht) [%]	Year 2008 Million (Baht) [%]	Total Year Million (Baht) [%]
4. Quality of Life	11.27 [2.23]	16.71 [3.31]	80.57 [16.00]	12.15 [2.41]	192.9 [38.31]	189.9 [37.71]	503.5 [87.37]
4.1 To encourage the good health of people	0.100 [1.02]	0.100 [1.02]	0.220 [2.24]	0.280 [2.86]	7.160 [73.36]	1.930 [19.71]	9.79 [1.69]
4.2 To encourage the development of children, juveniles, old people, and disabled	0.010 [0.24]	0.056 [1.39]	0.550 [13.71]	0.800 [19.95]	0.800 [19.95]	1.800 [44.88]	4.01 [0.69]
4.3 To provide public health and information	0.080 [0.03]	0.040 [0.01]	0.149 [0.07]	0.259 [0.12]	0.209 [0.09]	2.090 [0.98]	211.61 [36.72]
4.4 To provide public utilities and other constructions	10.99 [2.26]	15.95 [3.28]	78.64 [16.20]	10.20 [2.10]	184.1 [37.94]	185.3 [38.19]	485.18 [84.20]
4.5 To provide security for life and property	0.050 [3.17]	0.200 [12.69]	0.725 [46.03]	0.200 [12.69]	0.200 [12.69]	0.200 [12.69]	1.575 [0.27]
4.6 To encourage people to keep away from drugs	0.040 [2.46]	0.040 [2.46]	0.280 [17.28]	0.420 [25.92]	0.420 [25.92]	0.420 [25.92]	1.62 [0.28]
5. Economy	0.160 [1.82]	0.240 [2.73]	3.447 [39.25]	0.715 [8.14]	0.610 [6.94]	3.610 [41.11]	8.78 [1.52]

5.1 To develop and encourage careers for people	0.160 [5.97]	0.240 [8.95]	0.947 [35.33]	0.515 [19.21]	0.410 [15.29]	0.410 [15.29]	2.68 [0.46]
5.2 To develop and standardize the One Tambon One Product Project (OTOP)	-	-	2.500 [40.98]	0.200 [3.27]	0.200 [3.27]	3.200 [52.45]	6.1 [1.05]

Table 2.2 (Continued)

Development Strategies	Year 2003 Million (Baht) [%]	Year 2004 Million (Baht) [%]	Year 2005 Million (Baht) [%]	Year 2006 Million (Baht) [%]	Year 2007 Million (Baht) [%]	Year 2008 Million (Baht) [%]	Total Year Million (Baht) [%]
6. Local intelligence	-	-	0.040 [25]	0.040 [25]	0.040 [25]	0.040 [25]	0.16 [0.02]
6.1 To increase the use of local intelligence	-	-	0.040 [25]	0.040 [25]	0.040 [25]	0.040 [25]	0.16 [0.02]
7. Strong community and Self-reliance	-	-	0.130 [2.22]	0.350 [5.99]	1.530 [26.19]	3.830 [65.58]	5.84 [1.01]
7.1 To encourage knowledge of the community	-	-	0.050 [1.24]	0.170 [4.22]	0.150 [3.73]	3.650 [90.79]	4.02 [0.69]
7.2 To create a network for making stronger community	-	-	0.080 [4.39]	0.180 [9.89]	1.380 [75.82]	0.180 [9.89]	1.82 [0.31]
7.3 To support the budget in strong community creation	-	-	-	-	-	-	-
Total	13.15 [2.28]	20.95 [3.36]	110.2 [19.12]	22.61 [3.92]	201.26 [34.92]	208.05 [36.10]	576.22 [100]

Source: 3LDP of year 2003- year 2005 and year 2006-year 2008

According to Table 2.2, it shows the budget plans for each development strategies. Each of development strategies combines with the objectives. The budget plans for each year increase slightly, with 110.2 Million Baht in 2005, 201.26 Million Baht in 2007 and 208.05 Million Baht in 2008. The

Table 2.3 The summary budget in percentage for 3LDP of 2003-2005 plan and 2006-2008 plan by TPLAO

Development Strategies	Year 2003 Million (Bah t) [%]	Year 2004 Million (Bah t) [%]	Year 2005 Million (Bah t) [%]	Year 2006 Million (Bah t) [%]	Year 2007 Million (Bah t) [%]	Year 2008 Million (Bah t) [%]	Total Year Million (Bah t) [%]
1. Preservation of natural resources	0.913 [3.28]	3.313 [11.91]	16.05 [57.71]	2.785 [10.01]	2.080 [7.47]	2.675 [9.61]	27.81 [4.82]
2. Education	0.690 [4.36]	0.570 [3.60]	2.435 [15.41]	4.945 [31.29]	1.638 [10.36]	5.525 [34.96]	15.80 [2.74]
3. Local tradition and culture	0.120 [0.83]	0.120 [0.83]	7.530 [52.54]	1.625 [11.33]	2.465 [17.20]	2.475 [17.27]	14.33 [2.48]
4. Quality of Life	11.27 [2.23]	16.71 [3.31]	80.57 [16.00]	12.15 [2.41]	192.9 [38.31]	189.9 [37.71]	503.5 [87.37]
5. Economy	0.160 [1.82]	0.240 [2.73]	3.447 [39.25]	0.715 [8.14]	0.610 [6.94]	3.610 [41.11]	8.78 [1.52]
6. Local intelligence	-	-	0.040 [25]	0.040 [25]	0.040 [25]	0.040 [25]	0.16 [0.02]
7. Strong community and self-reliance	-	-	0.130 [2.22]	0.350 [5.99]	1.530 [26.19]	3.830 [65.58]	5.84 [1.01]
Total	13.15 [2.28]	20.95 [3.36]	110.2 [19.12]	22.61 [3.92]	201.2 6 [34.92]	208.0 5 [36.10]	576.2 2 [100]

Source: 3LDPs for 2003- 2005 and 2006- 2008

Due to 3 year-budget plans, the budgets are mostly set for social development based on sufficiency economy. TPLAO has planned the way that people can rely on themselves. At the same time, the development of quality of life is still going

Table 2.4 The summary of the infrastructures budget for 3LDP from 2003- 2008

Infrastructures	Year 2003 Million (Batt) [%]	Year 2004 Million (Batt) [%]	Year 2005 Million (Batt) [%]	Year 2006 Million (Batt) [%]	Year 2007 Million (Batt) [%]	Year 2008 Million (Batt) [%]	Total Year Million (Batt) [%]
Road / building	8.38 [4.03]	10.56 [5.09]	34.13 [16.45]	7.7 [3.76]	29.44 [14.19]	117.2 2 [56.51]	207.4 3 [44.56]
Port	0.005 [0.02]	0.005 [0.02]	5.5 [27.76]	7 [35.33]	1.9 [9.59]	5.4 [27.25]	19.81 [4.25]
Electricity	1.105 [6.06]	1.305 [7.15]	4.73 [25.94]	-	6.87 [37.68]	4.22 [23.14]	18.23 [3.91]
Water supply	-	2 [3.71]	2 [3.71]	-	38.39 [38.39]	11.5 [11.5]	53.89 [11.57]
Dam/water way	1.56 [0.93]	1.59 [0.95]	38.40 [23.12]	-	78.15 [47.06]	46.36 [27.91]	166.0 6 [35.67]
Total	11.05 [2.37]	15.46 [3.32]	84.76 [18.21]	14.7 [3.15]	154.7 5 [33.24]	184.7 [39.68]	465.4 2 [100]

Source: 3LDP in 2003-2005 and 2006-2008

From Table 2.4, TPLAO can see that the development of road, building, dams and waterways account for 2.37% of the budget for 2003, 3.32% of 2004, 18.21% of 2005, 3.15% of 2006, 33.24% of 2007, and 39.68% of 2008. From these development strategies, the researcher can use the

2.2.3 Existing tourism circumstance of Tambon Paklok, Changwat Phuket

2.2.3.1 Thailand

The World Tourism Organization (WTO) estimated that the average growth of international tourists in 2005 would be 5.5% (lower than in 2004, when the growth of world tourism experienced a 10% expansion), with 808 million international tourists. However, the tourism industry saw a slowdown, as a result of the world economic downturn. The region which was expected to grow at a higher rate was the Asia Pacific (+10%) owing to the fact that tourists paid more attention to finding new attractions in this region, especially in Cambodia, Vietnam, India and China, where there was high growth in the number of visitors. Other regions at the lower ranks were Africa (+7%), the Americas (+6%), Europe (+4%), and the Middle East (+3%), respectively.

In Thailand, the tsunami disaster and disturbance in the 3 southern provinces, as well as the increased market competition in new destinations (Vietnam, China, India) and tourism product creation (Japan, Hong Kong, and Korea) were key factors of Thailand's steady tourism growth in 2005, with 11.52 million inbound visitors, a 1.15 % decrease from the previous year. However, this slowdown is not that severe, due to the attempt of the public and private sectors to stimulate markets and recover the attractions affected by the disaster as fast as possible. These resulted in a slight impact of the above-mentioned factors on the Thai tourism industry.

In the first quarter, the tsunami dramatically discouraged Thai tourism growth (-10%) because visitors from all over the world were shocked by the unexpected terrible damage. Moreover, they waited and were looking forward to hearing of the safety, security measures, and what the disaster would bring. Nevertheless, in the second quarter, the situation gradually recovered. The rate of the slowdown decreased (-1%)

and improved to be positive during the second half of the year, with a growth rate of 2% in the third quarter and 4% in the final quarter, compared with the same periods in the previous year. In addition, most tourists who prefer visiting beaches and the sea changed to visit other alternative provinces in the Gulf of Thailand, such as Trat, Hua Hin and Samui, rather than the Andaman coast. Those destinations had the highest occupancy rate during the past five years. Also, the ceremony to commemorate the first anniversary of the tsunami disaster created Thailand's good image and showed the world that all affected areas were recovered.

During the crisis, the Americas and Oceania were only two main regions which still tended to continually visit Thailand in each quarter, because the affected areas were not popular destinations among Americans, who preferred cultural tourism, while Oceania was stimulated by the great successful sales promotion, especially to bring the market back to the Andaman rapidly. However, East Asia, which was the largest market of Thailand was quite sensitive to the crisis and experienced a sharp drop. Although there was a rebound in the last quarter, it had only a 1% increase. Therefore, the overview of the Asian market in this year experienced a rate of -5%, and this was the key factor of a slowdown of the Thai tourism situation (TAT, 2005)

2.2.3.2 Changwat Phuket (Phuket Province)

(1) History

Phuket Island has a long recorded history, and remains dating back to AD 1025 indicate the island's present day name derives in meaning from the Thamil manikram, or Crystal Mountain. For most of history, it was known as Junk Ceylon, which is the name found on the old maps. The name is thought to have its roots in Ptolemy's Geographic, written by the Alexandrian geographer in the third Century AD He mentioned

that in making a trip from Suwannapum to Malay Peninsula it was necessary to pass the cape of Jong Si Lang.

Phuket was a way station on the route between India and China where seafarers stopped to shelter. The island appears to have been part of Shivite empire (call in Thai the Tam Porn Ling) that established itself on the Malay Peninsula during the first millennium AD Later, as Muang Takua-Thalang, it was part of Srivichai and Siri Tahm empire. Governed as the eleventh in a constellation of twelve cities, Phuket's emblem, by which it was known to others in those largely preliterate times, was the dog.

During the sukothai Period Phuket was associated with Takua Pah in what is now Phang-nga Province, another area with vast tin reserves. The Dutch established a trading post during the Ayuthaya Period in the 16th Cent. The island's northern and western parts were given over to the tin trade, a concession in the hands of foreigners.

After Ayuthaya was sacked by the Burmese in 1767 there was a short interregnum in Thailand, ended by King Taksin, who drove out the Burmese and reunified the country. The Burmese, however, were anxious to return to the offensive. They outfitted a fleet to raid the southern provinces, and carry off the populations to slavery in Burma. This led to Phuket's most memorable historic event. A passing sea captain, Francis Light, sent word that the Burmese were en route to attack. Forces in Phuket were assembled led by the two heroines, Kunying Jan, wife of Phuket's recently deceased governor, and her sister Mook. After a month's siege the Burmese were forced to depart on 13 March, 1785. Kunying Jan and her sister were credited with the successful defense.

In recognition King Rama I bestowed upon Kunying Jan the honorific Thao Thep Kasarti, a title of nobility usually reserved for royalty, by which she is known today. Her sister becomes Thao Sri Suntorn.

During the Nineteenth Century Chinese immigrants arrived in such numbers to work the tin mines that ethnic character of the island's interior became predominantly Chinese, while the coastal settlements remained populated chiefly by Muslim fishermen.

In Rama V's reign, Phuket became the administrative center of a group of tin mining provinces called Monton Phuket, and in 1993, with the change in government from absolute monarchy to a parliamentary system, the island was established as a province by itself.

(2) Location and Boundaries

Phuket is an island connected by bridges to southern Thailand's Andaman Sea coast, in the Indian Ocean, lying between 7'45" and 8'15" north latitude, Thailand's largest island, Phuket is surrounded by 32 smaller islands that form part of the same administration, with a total area of 570 square kilometers. Measured at its widest point, Phuket is 21.3 kilometers; at its

longest, 48.7 kilometers. It is bounded (Andamanonline website, 2007) thus:

- On the North: Lies the Pak Prah Strait, spanned by two bridges running side-by-side, the older Sarasin Brides, and the newer Thao Thep Kraratri Bridge.
- On the South: Is the Andaman Sea.
- On the East: Is Ao Phang-nga Bay(In the jurisdiction mainly of Phang-nga Province).
- On the West: Is the Andaman Sea.

(3) Economy

Since, the early 1980's the tourist business has been Phuket's chief source of income. Hotels, restaurants, tour companies, and souvenir shops are mach in evidence on the west coast. However, while once all-important tin mining has ceased, tourism is by no means the island's only activity. Agriculture remains important to a large number of people, and covers by far the most part of the island. Principal crops are rubber, coconuts, cashews, and pineapples. Prawn farming has largely taken over the east and south coasts. Pearl farming is also important. Phuket's fishing port is at all times filled. and processing of marine products, mainly fish, makes a significant contribution to the economy.

With so many healthy industries supplying income, construction has become a major factor in employment. This ranges from massive public works projects, large office buildings and hotels, and housing estates with hundreds of units, down to single family homes, apartments and additions. (Andamanonline website, 2007)

(4) Population

Official population as of December 31, 1998, was 231,206. This figure numbers those who are registered as living

in Phuket. Phuket's attraction as a center of economic activity has resulted in many living on the island whose registration is elsewhere. The total population of Phuket varies considerably depending on the time of year, though it is never less than the figure given above. (Andamanonline website, 2007)

(5) Government

The island is divided into three districts, Thalang in the north, Kathu in the west, and Muang in the south. Thailand's system of government relies upon a strong central appointed by the Interior Ministry in Bangkok, as are the Nai Amphur, or District Chief. The cities of Phuket and Patong have their own city governments, with elected city councils, the leading members of which serve as mayor. There are also elected provincial, district, and sub district, or Tambon councils. The local constabulary is part of the Interior Ministry. (Andamanonline website, 2007)

(6) Tourist

“Phuket recorded a 26.77 per cent growth in direct foreign arrivals at its airport during the first three months of this year compared to the same period last year. However, total figures of Thai and foreign visitors to the island last year were still down by 6.12 percent compared to 2004, even though they represented a growth of 79.24 per cent over 2005. In addition, during this summer holiday from May to October, domestic flight have increased by 35 flights to 165 while international direct connections have raised by 48 flights to 180. This is also the first year the island welcomes 6 international charter flights per week during low season, Ms.Suwalai Pinpradab said. (TAT Southern Region Four Office Director) Moreover, the island had earlier this year seen a number of winter charter flights ending in April instead of March, and the upcoming winter charter connections would start earlier with Russia taking the lead from August, instead of October.” (TTGTravelHub, 2007)

2.2.3.3 Tambon Paklok (Paklok Sub-District)

The local newspaper, Phuket Post, had reported about Tambon Paklok with the title of The Paklok Billions. (Phuket Post, July 2006) The news was stated in page 3 as follows;

More than a dozen development companies are investing up to and over a billion baht each in projects around Paklok this year, with a special focus around Aow Por Port and Cape Yumu. Keeping in line with the private sector investments, Paklok Administration Organization (OrBorTor) has submitted plans for a 30 million baht beautification project in Ao Por and a 20 Million baht plan to revitalize Cape Yumu and support the growing tourist industry.

Panya Sampaorat, President of Paklok OrBorTor, told Phuket Post that the hotel and holiday villa projects that received approval last year commenced construction immediately afterwards. The 80-room Chandara Resort & Spa was the first of these to open (in September 2005) and the nearby 330-million baht, 164-room Best western Premier Supalai Resort & Spa is expected to open before the end of the year.

“Paklok OrBorTor receives about 20 million baht a year in taxes, mainly from land title transfers,” Panya explained. “A few million baht in taxes comes from projects that have already opened, such as Chandara. We expect that next year’s tax income will increase as all the properties currently under construction start operations.”

Panya believes that another benefit that the area will reap from this level of investment is an overall improvement in the quality of life for local people. He expects this will begin to show within the next two years as new residents contribute to the area’s economy. “People are receiving more income than before,” he said. “A fisherman used to get 100 to 200 baht from selling a kilo of fish but now he can earn 500 baht with the increased tourism and more people living in the area. Some

local residents are working in the new hotels, while others- such as the long-tail boat operators that transport tourists around Phang Nga Bay- are benefiting directly from the tourist industry.”

According to Chandara’s general manager, John Gill, the main concern local residents have about the new developments is their impact on the environment, but he believes that the Ao Por area is developing in the “correct” way. “Most of the developments are very small and very upmarket, so they have minimum impact on the environment”, he said, “and most of the tourists that will be attracted to the area will be upmarket.

Additionally, as the private sector develops, these companies will continue upgrading local infrastructure and maintain the roads, water supply and electricity – which will certainly help the community.”

The hotel’s employment policy is also geared towards community involvement, Mr. Gill explained. “We are happy to be the first development along here that is taking positive steps to help the local economy,” he said. “We employ quite a lot of local staff – probably half of the 150 staff members we have are from the Paklok area.” These are two restaurants in the hotel, Mr. Gill continued, and most of the seafood served is sourced fresh from local fishermen to help the area’s economy.

But, Apinan Wongna, Secretary of Paklok Mosque Association- which covers 13 mosques in the area and hosts regular meets with residents to hear their concerns- believes that, while the new developments will be good for the island’s tourism industry they will not necessarily benefit the majority of Paklok’s people. “Fishermen were used to earning a couple of hundred baht a day and were able to live happily with that,” Apinan told the Post. “It is not going to be like that when things have changed and affect their thoughts and occupations. Problems will follow if people are not really ready to change or adapt to the new developments.”

Though there is increasing demand in the local market for seafood, higher prices will not necessarily make the local fishermen better off, Apinan believes, because it will be the middlemen merchants, dealing directly with hotels, who will see the profits. “Catching fish to sell for their daily earnings is not as easy as it used to be because there are now more people coming who want to use the same natural resources as the fishermen,” he added.

Apinan is also unconvinced that local people are benefiting from improved employment opportunities at the new development, primarily due to their inability to communicate in foreign languages, though he does admit that taxes earned from the new developments may inject funds back into the local infrastructure. “But are local people really ready for all these new developments?” he asked. “I think they will need some time to adapt; otherwise outside people will come here and take advantage of them.” (Phuket Post, July 2006, p.3)

Paklok’s projects- below are just a few of the high-profile and high-end residential and hotel projects coming to Paklok over the next year, which is listed as follows(Phuket Post, July 2006, p.3);

- Best Western Premier Supalai Resort &Spa*: 330-million baht, 164-room hotel expected to open by the end of 2006

- Cape Yamu: High-end residential and hotel development. The Yamu will be managed by Adrian Zecha’s hotel group

- The Emerald Bay: South of Aoe Por Port, mixed hotel and residential development

- Bann Yamu/ Alana Yamu/ Pointe East/ The Estates/ The Estates Beachfront: Residential

- Barama Bay*: Mixed hotel, residential and marina development on Koh Roet

- Grove Gardens: Mixed apartment and townhouse development

-Italian Thai: Mixed marina, hotel and residential development

-Mission Hill Golf Club Hotel & Spa

-Mission Heights: Residential

-Paradise Bay: Marina, lifestyle and residential development

2.3 Conceptual Research Framework

The conceptual research framework is designed after the researcher reviews the related concepts, theories, and local development plan of Tambon Paklok. The research framework is shown as follows (See figure 2.7):

Figure 2.7 The conceptual research framework for proposing guidelines and indicators for sustainable tourism development

