

CHAPTER 4

RESULTS

The study: the Implication of Local Development Plan for Tourism Destination Development: The Case of Tambon Sakoo, Amphur Thalang, Changwat Phuket were considered, to study the development strategies of Tambon Sakoo Administration Organization (TSAO) in terms of tourism destination development, and to investigate local satisfaction and participation towards local development in Tambon Sakoo that was initiated from the development strategies of TSAO together with to study the implication of local development plan for tourism destination development within the tambon. The results of the study were outlined as follows: -

4.1 The analysis of the local development plans

4.1.1 The development projects analysis of TSAO

4.1.2 Completed projects analysis (fiscal year 2005)

4.2 Questionnaire analysis

4.2.1 Personal data profile of respondents

4.2.2 The frequencies and mean scores for local satisfaction with reference to the benefits of development projects

4.2.3 The frequencies and mean scores of local satisfaction towards participation to local development and tourism development of TSAO

4.2.4 The frequencies and mean scores of local opinions on local development and tourism management in Tambon Sakoo

4.2.5 The multiple comparisons of local satisfaction on the benefits of development projects by village, tested by one way ANOVA

4.2.6 The multiple comparisons of participation satisfaction in development projects of TSAO by village, tested by one way ANOVA

4.2.7 The multiple comparisons of local opinions upon local development and tourism development of TSAO by village, tested by one way ANOVA

4.1 The analysis of the local development plans

According to the first objective of this study was to analyze the development strategies of Tambon Sakoo Administration Organization (TSAO), so as to study the local development direction and tourism destination development in Tambon Sakoo.

The secondary data used in this report was the ‘three year development plan 2005 to 2007, and 2006 to 2008’, ‘completed projects of 2005’, together with ‘the planning manual for the three year development plan of Tambon Administration Organization from the Department of Local Administration, Ministry of Interior affairs’.

The main material of secondary data analysis was the three year development plan and development strategy plan of TSAO; in particular, concentration was directed towards the three year development plan that comprised of development projects for local people. The researcher applied the three year development plan of 2005 to 2007 and of 2006 to 2008 to consider in isolation the development plan of 2005 and the completed projects in that year. However, the main material was from the three year development plan of 2006 to 2008.

This research considered the budget weighting of development projects in each development strategy rather than mentioned the source of funding. The budget weighting also showed that the consideration of TSAO had higher priority to local problems and their solutions within such a limited budget. In the completed projects of 2005, TSAO acknowledged that the performances of local people were categorized by the source of funding. However, the researcher concentrated on the development strategy revealed in the three year development plan to fit this report.

Table 4.1 The summary of development projects by fiscal year (2005-2008)

| Development strategies and concepts | 2005 | | | 2006 | | | 2007 | | | 2008 | | |
|--|-----------------|--------------------------|---------------|-----------------|--------------------------|---------------|-----------------|--------------------------|---------------|-----------------|--------------------------|---------------|
| | No. of projects | Budget (B. x1,000) | <i>Budget</i> | No. of projects | Budget (B. x1,000) | <i>Budget</i> | No. of projects | Budget (B. x1,000) | <i>Budget</i> | No. of projects | Budget (B. x1,000) | <i>Budget</i> |
| 1. Infrastructure and Public Utility | 42 | 167,805 | 43% | 53 | 173,600 | 42% | 58 | 205,315 | 47% | 50 | 109,215 | 34% |
| 1.1 Construct and improve accessibility, drainage, and public buildings | 25 | 151,820 | 39% | 31 | 154,365 | 38% | 42 | 189,290 | 44% | 34 | 91,590 | 29% |
| <i>% strategy budget</i> | | <i>91%</i> | | | <i>88.9%</i> | | | <i>92.2%</i> | | | <i>83.9%</i> | |
| 1.2 Construct and improve water supplies for adequate consumption | 5 | 4,600 | 1% | 8 | 6,800 | 2% | 3 | 2,850 | 1% | 3 | 4,450 | 1% |
| <i>% strategy budget</i> | | <i>2.7%</i> | | | <i>3.9%</i> | | | <i>1.4%</i> | | | <i>4.1%</i> | |
| 1.3 Install, improve and develop traffic systems alongside power supplies system throughout tambon | 12 | 11,385 | 3% | 14 | 12,435 | 3% | 13 | 13,175 | 3% | 13 | 13,175 | 4% |

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|--------------------------|--|------|--|--|------|--|--|------|--|--|-------|
| <i>% strategy budget</i> | | 6.8% | | | 7.2% | | | 6.4% | | | 12.1% |
|--------------------------|--|------|--|--|------|--|--|------|--|--|-------|

Table 4.1 (Continued)

| Development strategies and concepts | 2005 | | | 2006 | | | 2007 | | | 2008 | | |
|--|-----------------|--------------------|--------|-----------------|--------------------|--------|-----------------|--------------------|--------|-----------------|--------------------|--------|
| | No. of projects | Budget (B. x1,000) | Budget | No. of projects | Budget (B. x1,000) | Budget | No. of projects | Budget (B. x1,000) | Budget | No. of projects | Budget (B. x1,000) | Budget |
| 2. Promote the well being and quality of life | | | | | | | | | | | | |
| for locals, socio-culture, traditions, and local knowledge | 37 | 32,593 | 8% | 44 | 36,223 | 9% | 35 | 33,823 | 8% | 35 | 17,473 | 5% |
| 2.1 Promote and persuade morality amongst religions, traditions and cultures | 9 | 1,704 | 0.4% | 10 | 1,924 | 0% | 9 | 1,304 | 0.3% | 9 | 1,304 | 0.4% |
| <i>% strategy budget</i> | | 5.2% | | | 5.3% | | | 3.9% | | | 7.5% | |

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|---|---|--------|------|---|--------|----|---|--------|------|---|--------|------|
| 2.2 Promote good health for local people and to prevent an epidemic in tambon | 9 | 15,630 | 4% | 9 | 15,750 | 4% | 9 | 15,750 | 4% | 9 | 750 | 0.2% |
| <i>% strategy budget</i> | | 48.0% | | | 43.5% | | | 46.6% | | | 4.3% | |
| 2.3 Promote and support sport and recreation activities in the tambon | 6 | 490 | 0.1% | 9 | 2,390 | 1% | 3 | 609 | 0.1% | 3 | 609 | 0.2% |
| <i>% strategy budget</i> | | 1.5% | | | 6.6% | | | 1.8% | | | 3.5% | |
| 2.4 Prevent and provide contingency plans for public disasters within the tambon | 7 | 13,850 | 4% | 8 | 13,850 | 3% | 7 | 13,850 | 3% | 7 | 13,850 | 4% |
| <i>% strategy budget</i> | | 42.5% | | | 38.2% | | | 40.9% | | | 79.3% | |

Table 4.1 (Continued)

| | 2005 | 2006 | 2007 | 2008 |
|--|------|------|------|------|
|--|------|------|------|------|

| Development strategies and concepts | No. of projects | Budget (B. x1,000) | Budget | No. of projects | Budget (B. x1,000) | Budget | No. of projects | Budget (B. x1,000) | Budget | No. of projects | Budget (B. x1,000) | Budget |
|--|------------------------|-------------------------------|---------------|------------------------|-----------------------------------|---------------|------------------------|-----------------------------------|---------------|------------------------|-----------------------------------|---------------|
| 2.5 Promote public welfare and assistance for local people | 3 | 530 | 0.1% | 4 | 1,880 | 0.5% | 3 | 1,880 | 0.4% | 3 | 530 | 0.2% |
| <i>% strategy budget</i> | | 1.6% | | | 5.2% | | | 5.6% | | | 3.0% | |
| 2.6 Prevent and solve drug abuse problems, and support drug rehabilitation | 3 | 390 | 0.1% | 4 | 430 | 0.1% | 4 | 430 | 0.1% | 4 | 430 | 0.1% |
| <i>% strategy budget</i> | | 1.2% | | | 1.2% | | | 1.3% | | | 2.5% | |
| 3. Education and Learning | 10 | 3,451 | 1% | 21 | 12,050 | 3% | 6 | 9,531 | 2% | 6 | 9,531 | 3% |
| 3.1 Develop and increase the efficiency and effectiveness of education alongside academic institutes' development within | 10 | 3,451 | 1% | 21 | 12,050 | 3% | 6 | 9,531 | 2% | 6 | 9,531 | 3% |

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|---|-----------|---------------|------------|-----------|---------------|------------|-----------|---------------|------------|-----------|---------------|------------|
| the tambon | | | | | | | | | | | | |
| 4. The conservation of natural resources and Environment | 10 | 84,050 | 22% | 15 | 88,450 | 22% | 18 | 85,550 | 20% | 18 | 85,550 | 27% |
| 4.1 Waste disposal system development | 3 | 6,600 | 2% | 6 | 7,000 | 2% | 6 | 6,600 | 2% | 6 | 6,600 | 2% |
| <i>% strategy budget</i> | | 7.9% | | | 7.9% | | | 7.7% | | | 7.7% | |

Table 4.1 (Continued)

| Development strategies and concepts | 2005 | | | 2006 | | | 2007 | | | 2008 | | |
|---|-----------------|--------------------|--------|-----------------|--------------------|--------|-----------------|--------------------|--------|-----------------|--------------------|--------|
| | No. of projects | Budget (B. x1,000) | Budget | No. of projects | Budget (B. x1,000) | Budget | No. of projects | Budget (B. x1,000) | Budget | No. of projects | Budget (B. x1,000) | Budget |
| 4.2 Recovery of natural resources and the environment within the tambon | 6 | 70,450 | 18% | 7 | 71,450 | 17% | 7 | 70,450 | 16% | 7 | 70,450 | 22% |
| <i>% strategy budget</i> | | 83.8% | | | 80.8% | | | 82.3% | | | 82.3% | |

| | | | | | | | | | | | | |
|---|----------|---------------|-----------|----------|---------------|-----------|----------|---------------|-----------|----------|---------------|-----------|
| 4.3 Conservation of natural resources and the environment within the tambon | 1 | 7,000 | 2% | 2 | 10,000 | 2% | 5 | 8,500 | 2% | 5 | 8,500 | 3% |
| <i>% strategy budget</i> | | 8.3% | | | 11.3% | | | 9.9% | | | 9.9% | |
| 5. The promotion of Politics and Local Governance | 6 | 17,200 | 4% | 8 | 16,872 | 4% | 6 | 17,180 | 4% | 6 | 17,180 | 5% |
| 5.1 Promote and develop local management and governance within the tambon | 4 | 17,120 | 4% | 4 | 16,450 | 4% | 4 | 17,100 | 4% | 4 | 17,100 | 5% |
| <i>% strategy budget</i> | | 99.5% | | | 97.5% | | | 99.5% | | | 99.5% | |
| 5.2 Promote, develop and strengthen Communities within the tambon | 2 | 80 | 0.0 % | 4 | 422 | 0.1 % | 2 | 80 | 0% | 2 | 80 | 0.0 % |
| <i>% strategy budget</i> | | 0.5% | | | 2.5% | | | 0.5% | | | 0.5% | |

Table 4.1 (Continued)

| Development strategies and concepts | 2005 | | | 2006 | | | 2007 | | | 2008 | | |
|--|-----------------|--------------------------|----------------|-----------------|--------------------------|----------------|-----------------|--------------------------|----------------|-----------------|--------------------------|----------------|
| | No. of projects | Budget (B. x1,000) | %Annual Budget | No. of projects | Budget (B. x1,000) | %Annual Budget | No. of projects | Budget (B. x1,000) | %Annual Budget | No. of projects | Budget (B. x1,000) | %Annual Budget |
| 6. Economic and Tourism development | 11 | 82,950 | 21% | 21 | 82,174 | 20% | 18 | 81,500 | 19% | 18 | 81,500 | 25% |
| 6.1 Develop and promote the occupation of local people, both the main and any supplementary occupation | 8 | 72,500 | 19% | 17 | 71,724 | 17% | 14 | 71,050 | 16% | 14 | 71,050 | 22% |
| <i>% strategy budget</i> | | 87.4% | | | 87.3% | | | 87.2% | | | 87.2% | |
| 6.2 Support and assist tourist security | 3 | 10,450 | 3% | 4 | 10,450 | 3% | 4 | 10,450 | 2% | 4 | 10,450 | 3% |
| <i>% strategy budget</i> | | 12.6% | | | 12.7% | | | 12.8% | | | 12.8% | |
| 7. Information and Communications Technology | 1 | 850 | 0.2% | 2 | 850 | 0.2% | 2 | 850 | 0.2% | 2 | 850 | 0.3% |

| | | | | | | | | | | | | |
|---|------------|----------------|-----------------|------------|----------------|-----------------|------------|----------------|-----------------|------------|----------------|-----------------|
| 7.1 Promote and develop information and communications technology within the tambon | 1 | 850 | 0.2% | 2 | 850 | 0.2% | 2 | 850 | 0.2% | 2 | 850 | 0.3% |
| Grand Total | 117 | 388,900 | <i>100</i> % | 164 | 410,219 | <i>100</i> % | 143 | 433,749 | <i>100</i> % | 135 | 321,299 | <i>100</i> % |

4.1.1 The development projects analysis of TSAO

The following figures and tables are a summary of the development projects categorized from development strategies stated in the three year development plan of TSAO.

Figure 4.1 The budget weighting of development projects for development strategies by fiscal year

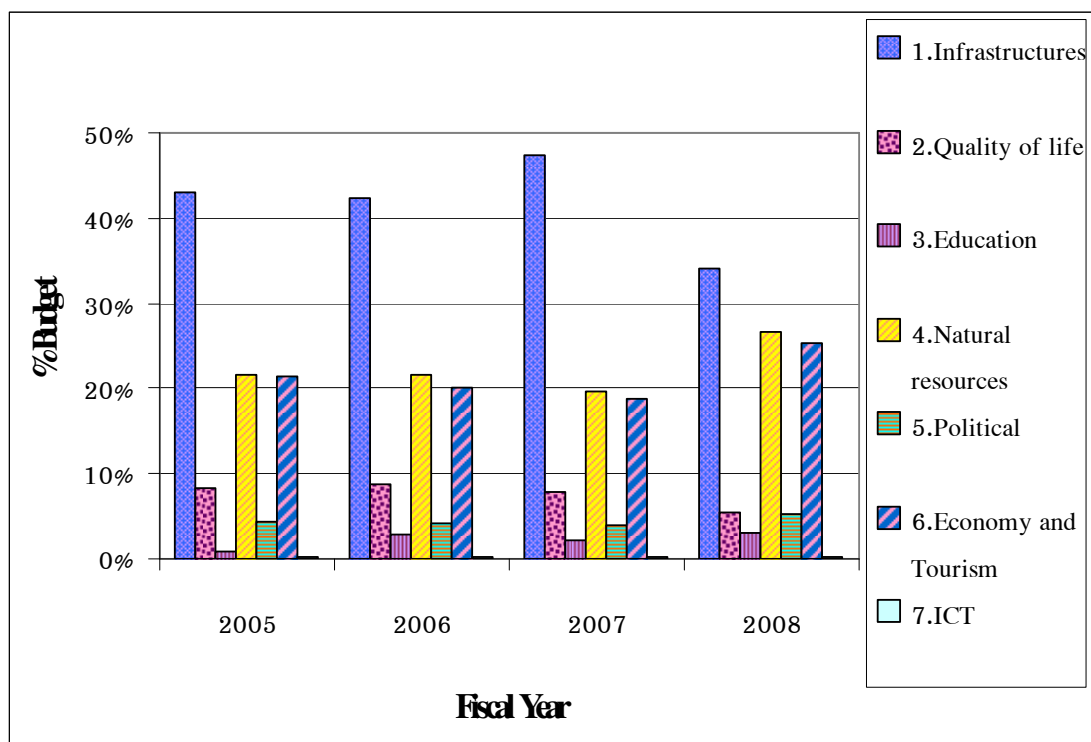


Figure 4.1 shows us that the majority of budget weighting in the development strategy plan of TSAO was the ‘infrastructure and public utility development strategy’ at 43% in 2005, 42% in 2006, 47% in 2007, and 34% in 2008. Approximately half the annual budget of the tambon was spent, inferring TSAO obviously thought this development important. Secondly, ‘the conservation of natural resources and environmental development strategy’ was weighted at 22% in 2005, 22% in 2006, 20% in 2007, and 27% in 2008; followed by ‘the economy and tourism development strategy’ was weighted at 21% in 2005, 20% in 2006, 19% in 2007, and 25% in 2008. These strategies represented the main three development strategies that TSAO considered to be first priority and the solution to local problems.

The influence of the National Economy and Social Plan that had been launched 30 years ago persuaded the government to try and boost up economy growth and increase infrastructures throughout country. Hence, local authorities applied such directions to boost economic growth in their area of jurisdiction. Also, local authorities in Phuket have been weighted budget towards the conservation of natural resources and environment plan in order to inherit the prosperity from tourism for future generations.

Further, the other development directions seem to be less important than the first three development directions. There are represented in order as follows: ‘the well being or quality of life, socio-culture, traditions, and local knowledge encouragement’, ‘the promotion of political and local governance development strategy’, ‘the promotion of education and learning development strategy’, and finally ‘the information and communications technology development strategy’.

Figure 4.2 The number of development projects for development strategies by fiscal year

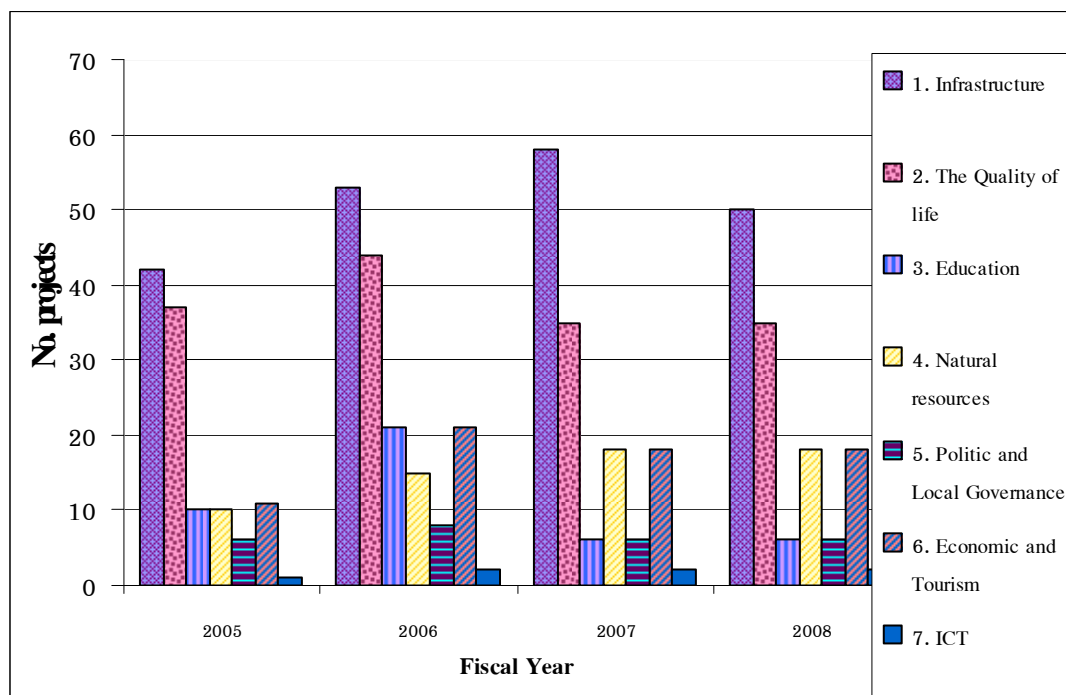


Figure 4.2 shows us that the infrastructure and utility development strategy had the majority of project number among other development strategies. A number of projects in such development strategy were 42 projects in 2005, 53 projects in 2006, 58 projects in 2007, and

50 projects in 2008. The second rank was ‘the well being of local people, socio-culture, traditions, and local knowledge promotion development strategy’, which 37 projects in 2005, 44 projects in 2006, 35 projects in 2007, and 35 in 2008. This shows us that TSAO launched projects in this development strategy more than ‘the conservation of natural resources and environmental development strategy’ which was the second rank in the budget weighting. The third rank was ‘the economy and tourism development strategy’, which had 10 projects in 2005, 21 projects in 2006, 6 projects in 2007, and 6 projects in 2008. Further, the least number of projects launched by TSAO was ‘the information and communications technology development strategy’, which was being last rank of budget weighting as well.

Additionally, the budget allocation of each development strategy could be analyzed in details as follows.

1. Infrastructure and public utility development strategy

In this strategy, TSAO created three main development directions which were 1) accessibility, drainage and public building management, 2) water supply management, and 3) traffic and power supply system management. Out of approximately 42 to 58 projects more than half were road and drainage construction projects. The projects attempted to be distributed to every area in the region. The budget for this strategy accounted of 43%, 42%, 47%, and 34% of total budget in 2005, 2006, 2007, and 2008 respectively. The budget weighting of this strategy was 90.5% in 2005, 88.9% in 2006, 92.2% in 2007, and 83.9% in 2008 respectively. However, the residue budget weighting that was distributed to the water supply, power supply and traffic system management was only about 10% in each year.

Moreover, the infrastructure developments of Tambon Sakoo were not only to serve the well-organized town and tourism destinations but to promote the economy of local people within the tambon. For example, the fishery house located in Nai Yang beach, the massage house located in Nai Yang beach, the project of OTOP commercial building, the project of fresh produce market building, etc.

2. The promotion of the well being of locals, socio-culture, traditions, and local knowledge development strategy

There were six development directions in this strategy which were as follows 1) the promotion of religions, socio-culture, local traditions, and morality in tambon, 2) the promotion of good health for local people and the prevention of epidemics, 3) the promotion and support for sport and recreation activities in tambon, 4) the prevention and contingency plans for public disasters, 5) the promotion of welfare and assistance for local people, 6) the prevention and solution to the drug abuse problems. The budget for this strategy accounted of 8%, 9%, 8%, and 5% of total budget in 2005, 2006, 2007, and 2008 respectively. The budget was weighted predominantly to the promotion of quality of life for local people at 48% in 2005, 43.5% in 2006, 46.6% in 2007, and 4.3% in 2008, respectively. The prevention and contingency plans for public disasters was weighted at a similar percentage of 42.5% in 2005, 38.2% in 2006, 40.9% in 2007, and 79.3% in 2008, respectively. Budgets for projects to support existing local activities or traditions were predominant. These included: Suad Klang Ban, Muslim teaching to Moo 5-Ban Bang Ma Lauw, etc. The residue projects were to support to existing project from other authorities such as ‘corporation with village healthcare volunteer-supported by Provincial Administration Organization’, ‘financial support for sport and recreation activities in tambon’, etc.

3. The promotion of education and learning development strategy

In this direction, TSAO had only one development direction which was to develop the efficiency and effectiveness of education alongside academic institutes. This was apparently by the way they weighted the budget at only 1% in 2005, 3% in 2006, 2% in 2007, and 3% in 2008, respectively. Although, there were few projects launched, local people were satisfied of the limited projects according to interviews and questionnaires. This included financial support for teachers in Mongkolwararam school, field study to Chiangmai province and supplementary English language and Mathematics courses to students who were weak in those subjects.

4. The conservation of natural resources and environmental development strategy

There were three directions which were as follows 1) ‘waste disposal development’, 2) ‘recovery of natural resources and the environment’, and 3) ‘the conservation of

natural resources and the environment' respectively. The budget for this strategy accounted of 22%, 22%, 20%, and 27% of total budget in 2005, 2006, 2007, and 2008 respectively. The majority of the budget weighting was in the recovery of natural resources and the environment at 83.8% in 2005, 80.8% in 2006, 82.3% in 2007, and 82.3% in 2008 respectively. Specific examples of these development directions include 'the landscape improvement of Nai Yang beach project', 'the landscape improvement of Nai Thon beach project', 'Tree plantation along the roads project', 'the embankment construction project', etc.

5. The promotion of political and local governance development strategy

There were two directions for development projects in this strategy, which were 1) 'the promotion of local governance and management, and 2) 'the promotion and development of community strengthens and politics in tambon. The budget for this strategy accounted of 4%, 4%, 4%, and 5% of total budget in 2005, 2006, 2007, and 2008 respectively. The majority of the budget was weighted on the promotion of political and local governance within the tambon. This was 99.5% in 2005, 97.5% in 2006, 99.5% in 2007, and 99.5% in 2008 respectively. Specific examples of projects include 'the TSAO office building improvement and construction', 'the study experienced for students and the administrations of TSAO', 'the vehicles purchasing for official affairs', etc. Contrary to this, the budget weighting in the promotion of political and development of community strengthens and politics within the tambon was frugal.

6. The promotion of economy and tourism development strategy

There were two directions for development projects in tambon Sakoo. They were 1) 'The development and encouragement of the economy through occupation and supplementary occupation', and 2) 'The promotion and prevention for tourist security'. The budget for this strategy accounted of 21%, 20%, 19%, and 25% of total budget in 2005, 2006, 2007, and 2008 respectively. The majority of the budget in this strategy was weighted on the development of economy through occupation and supplementary occupation to support local people. This was 87.4% in 2005, 87.3% in 2006, 87.2% in 2007, and 87.2% in 2008 respectively. It could be said that there was almost the same percentage of budget weighting in the whole four years. The project details imply that there were almost the same projects in each year. However,

the majority of the budget was in the construction of a fresh produce market place project and the construction of the OTOP center project. The residue was to support such OTOP groups as Kha Num La association, Batik production association, and to support saving funds in each village. Nevertheless, the tourism development projects were mostly for tourist security purposes, supporting such projects as ‘assistance to the tourist security center’, ‘warning signs’, ‘the construction of fencing for sharp curves’, etc.

7. The promotion of information and communications technology development strategy

There was only one strategy that the TSAO launched which was ‘the promotion and development of Information and Communications Technology within the tambon’. This project was to purchase computers and equipments for schools together with the arrangement of training courses for students and interested people. The budget for this was 0.2% in 2005, 0.2% in 2006, 0.2% in 2007, and 0.3% in 2008 respectively. This can implied that TSAO set this development strategy as the least important strategy than all of the others. From interviews, it was apparent that opinion raged against the ignorance of TSAO. For example the fixed-line phone utility, one of the most important fundamental public utilities for internet promotion and settlement, had not been included into the development direction even though local people and businesses needed it. The TSAO authorities said that the Phuket TT&T is in charge of this infrastructure, so they had only proposed the projects but not approved yet.

Likewise, the development projects of 2007 and 2008 were quite similar to projects in 2006 including budget. It could be that they were the same projects as listed previously. One could surmise that the authorities were told that those projects needed continual operation in order to achieve sustainability. Alternatively such projects may have been important for locals and worthwhile to keep them going.

The above budget weighting represented the importance of each development strategy and what it meant to TSAO administrators. The projects were supposed to be commitments from villagers’ representatives via meetings or advisory councils both of formal and informal form, but the researcher found that they were poorly attended and represented the lowest participation in the development process. Surprisingly the questionnaires revealed that the respondents were satisfied the overall performance TSAO, even though they hardly participated

in the development process. The questionnaires result was supported this fact which represented in the next part.

Unfortunately, when the researcher considered the tourism plan of TSAO, it was found that **TSAO didn't have an individual tourism plan**, but that it was part of the economy and tourism development strategy. Furthermore, the construction and improvement of tourist destinations was proposed in the first development plan i.e. infrastructures and public utility development.

Along with the economy and tourism development strategy, TSAO had launched additional projects as follows.

In 2005:

1. To Promote and develop the occupation of local people

(1) The construction of a fresh produce market building for local people in the tambon project

(2) OTOP commercial building construction project

(3) Fishery house construction project

(4) Thai massage house construction at the Nai Yang beach project

(5) Occupational support for local people project

(6) Dam construction for agriculture project

(7) Reconstruction of nature streams and ponds in the tambon project

(8) Financial support for saving funds and supplementary occupation, i.e.

Kha Num La, Batik clothes, and saving funds, etc.

2. To Promote and assist to tourist security

(1) Tourist assistant and service center at Nai Thon beach project

(2) Warning sign installation in Nai Yang and Nai Thon beach i.e. 'Do not swim during monsoon period project'.

(3) The installation of wooden fencing along sharp curves throughout the tambon project.

In 2006:

The different projects from 2005 were as follows:

1. To Promote and develop the occupation of local people

(1) Purchasing of sawing equipment occupation group project

Projects for the next 2 years i.e. 2007 and 2008 respectively were the same as 2005 and 2006. This would indicate that the authorities were told that TSAO was to be categorized into a smaller size of TAO, thus, there were less subsidies to support projects from higher authorities or outsiders. Projects had to be identified that were significant to promote tourism in tambon Sakoo together with local development.

4.1.2 Completed projects analysis (fiscal year 2005)

Table 4.2 The announced completed projects of fiscal year 2005 (October, 2004 to September, 2005)

| Projects | Tar get Vill age | Used Budget (Baht) | % <i>Annua l Budget</i> |
|---|---------------------------|-----------------------|------------------------------------|
| 1. Infrastructure and Public Utility development strategy | | 4,880,415 | 61.5% |
| <i>1.1 Development direction: construction, improvement, and development accessibility together with drainage alongside public buildings.</i> | | <i>14,880,415</i> | <i>61.5%</i> |
| 1) Asphalt reinforced concrete and cement block for footpath and street along public area in Nai Yang beach | 1 | 2,920,000 | 12.1% |
| 2) Reinforced concrete street at Soi Ban Kok Mud 3 | 1 | 1,058,000 | 4.4% |
| 3) Reinforced concrete street at Soi Trong Muang 3 | 1 | 1,960,000 | 8.1% |

| | | | |
|--|---|-----------|-------|
| | 2 | | |
| 4) Reinforced concrete street at Ban Na Tai | : | 1,920,000 | 7.9% |
| | 3 | | |
| 5) Reinforced concrete street at Soi Trong Muang 2 | : | 464,015 | 1.9% |
| | 2 | | |
| 6) Reinforced concrete street at Soi Mae Kleun | : | 350,000 | 1.4% |
| | 1 | | |
| 7) Reinforced concrete street in village | : | 325,000 | 1.3% |
| | 2 | | |
| 8) Reinforced concrete street fencing of Sakoo-Nai Thon road | : | 15,800 | 0.1% |
| | 4 | | |
| 9) Wired fencing installation at Ban Nai Thon school | : | 57,600 | 0.2% |
| | 4 | | |
| 10) Drainage improvement along Sakoo-Nai Thon road | : | 1,000,000 | 4.1% |
| | 3 | | |
| 11) Ta Liam construction at Soi Sudaporn - in case of flood prevention and drain liquid disposal from household consumption | : | 570,000 | 2.4% |
| | 5 | | |
| 12) Reinforced concrete street with drainage at Soi Tronk Maung 4 | : | 516,000 | 2.1% |
| | 2 | | |
| 13) Funeral pyre construction of Wat Mongkolwararam | : | 3,400,000 | 14.0% |
| | 1 | | |
| 14) TSAO office maintenance | | 324,000 | 1.3% |
| <i>1.2 Development direction: Construction, improvement of the public water distribution system sufficient for consumption in tambon</i> | | 0 | 0% |
| <i>1.3 Development direction: Improvement, installation and</i> | | 0 | 0% |

| | | |
|--|------------------|-------------|
| <i>development of traffic systems and public electricity distribution</i> | | |
| 2. The promotion of well being of local people, socio-culture, traditions, and local knowledge development strategy | 2,211,255 | 9.1% |
| <i>2.1 Development direction: Promote and persuade morality amongst Religions, traditions and cultures within the tambon</i> | 225,840 | 0.9% |
| 15) Financial support for Muslim teaching of Ban Bang Ma Laow :5 | 30,000 | 0.1% |

Table 4.2 (Continued)

| Projects | Target | Used Budget (Baht) | % Annual Budget |
|---|---------------|---------------------------|------------------------|
| 16) Local traditions support (Suad klang ban) | :2 | 15,840 | 0.1% |
| 17) Local traditions arrange (Songkran festival) | :1-5 | 180,000 | 0.7% |
| <i>2.2 Development direction: Promote good health for local people and to prevent an epidemic in the tambon</i> | | 844,300 | 3.5% |
| 18) Supplementary milk for Ban Nai Yang kindergarten center :1 | | 61,500 | 0.3% |
| 19) Food distribution (lunch support) to Ban Nai Yang kindergarten center :1 | | 100,000 | 0.4% |
| 20) Financial support for fundamental public health of local people :1-5 | | 50,000 | 0.2% |
| 21) Supplementary milk for schools in tambon :1-5 | | 360,800 | 1.5% |
| 22) Food distribution (Lunch support) to schools :1-5 | | 272,000 | 1.1% |

| | | |
|--|------------------|--------------|
| in tambon | | |
| <i>2.3 Development direction: Promote and support sport and recreation</i> | 184,915 | 0.8% |
| <i>activities in the tambon</i> | | |
| 23) The healthy of local people enhancement (promotion of sport expenditure) :1-5 | 184,915 | 0.8% |
| <i>2.4 Development direction: prevent and provide contingency plans for public disasters in the tambon</i> | 0 | 0% |
| <i>2.5 Development direction: promote welfare and give assistant to local people</i> | 956,200 | 3.9% |
| 24) Tsunami victims assist (supported by Phuket red cross association). | 500,000 | 2.1% |
| 25) Fishery equipment purchase for Tsunami victims | 275,000 | 1.1% |
| 26) Financial support for elders in tambon (supported by the Department of Local Administration) | 115,200 | 0.5% |
| 27) Financial support for the cost of living of TSAO's officers | 36,000 | 0.1% |
| 28) Financial support for the handicapped in tambon | 30,000 | 0.1% |
| <i>2.6 Development direction: Prevent and solve drug abuse problems</i> | 0 | 0% |
| 3. Education and Learning development strategy | 3,427,002 | 14.2% |
| <i>3.1 Development strategy: develop efficient and effective</i> | 3,427,002 | 14.2% |

| | | | |
|---|----|---------|------|
| <i>education and</i> | | | |
| <i>academic institutes in tambon</i> | | | |
| 29) Computer purchase for Wat Mongkolwararam school | :1 | 300,000 | 1.2% |
| 30) Financial support for Dern Tao tradition (Sea Turtle conservation) of Wat Mongkolwararam school | :1 | 225,000 | 0.9% |
| 31) Equipment purchase for lunch to support Ban Sakoo school | :3 | 160,000 | 0.7% |
| 32) Financial support to the study experienced of Ban Sakoo school | :3 | 400,000 | 1.7% |

Table 4.2 (Continued)

| Projects | Targ eted Villa ge | Used Budget (Baht) | % Annua l Budget |
|--|---------------------------------------|-------------------------------|-------------------------------------|
| 33) Assistant teachers hire for Ban Sakoo school | :3 | 261,360 | 1.1% |
| 34) Summer course at Ban Sakoo school | :3 | 795,500 | 3.3% |
| 35) Non formal education support in Thalang district (Computer purchasing) | | 100,000 | 0.4% |
| 36) Education materials support at Ban Nai Yang kindergarten | :1 | 9,750 | 0.04% |
| 37) Compensation for teachers in Ban Nai Yang kindergarten center | :1 | 167,040 | 0.7% |
| 38) Financial support for social welfare for | :1 | 8,352 | 0.03% |

| | | |
|---|------------------|-------------|
| assistant teachers at Ban Nai Yang kindergarten center 39) Construction of news distribution tower :1-5 | 1,000,000 | 4.1% |
| 4. Natural resources and Environment development strategy | 0 | 0% |
| <i>4.1 Development direction: develop waste disposal system</i> | 0 | 0% |
| <i>4.2 Development direction: recovery of natural resources and environment in tambon</i> | 0 | 0% |
| <i>4.3 Development direction: conservation of natural resources and the Environment in tambon</i> | 0 | 0% |
| 5. Political and governance development strategy | 1,350,000 | 5.6% |
| <i>5.1 Development direction: Promote and develop local management and Governance within the tambon</i> | 1,350,000 | 5.6% |
| 40) Purchase multi purpose vehicle car purchasing for Official affairs | 1,250,000 | 5.2% |
| 41) Purchase of motorcycle for official affairs | 100,000 | 0.4% |
| <i>5.2 Development direction: Promote, develop and strengthen community politics within the tambon</i> | 0 | 0% |
| 6. Economy and Tourism development strategy | 2,339,165 | 9.7% |
| <i>6.1 Development direction: develop and support the occupation of local People</i> | 2,339,165 | 9.7% |
| 42) Financial support to Ban Din Sai saving fund :1 | 50,000 | 0.2% |
| 43) Financial support to village saving fund of Ban Bang Ma Lauw :5 | 50,000 | 0.2% |

| | | | |
|---|--------|---------|------|
| 44) Financial support to village saving fund of Ban Bang Ma Lauw | :5 | 50,000 | 0.2% |
| 45) Financial support to Ban Din Sai occupation association (supported by Thailand Red Cross association) | :1 | 70,600 | 0.3% |
| 46) Financial support to community association (increasing harmony within the village) | :2,3,4 | 150,000 | 0.6% |
| 47) Financial support to community association | :2,3,4 | 150,000 | 0.6% |

Table 4.2 (Continued)

| Projects | Targ eted Villa ge | Used Budget (Baht) | % <i>Annua l Budget</i> |
|---|-----------------------------|-----------------------|------------------------------------|
| 48) Construction of fishery and a Thai massage house | :1 | 1,700,000 | 7.0% |
| 49) Financial support of sawing occupation group of Ban Tronk Maung | :2 | 55,000 | 0.2% |
| 50) Financial support of Sakoo's housewife association (Stirred durian and Kha Num La local dessert making group) | | 63,565 | 0.3% |
| <i>6.2 Development direction: promote and support tourist security</i> | | 0 | 0% |
| 7. Information and Communications Technology development strategy | | 0 | 0% |
| <i>7.1 Development direction: promote and develop information and</i> | | 0 | 0% |

| | | |
|--|-------------------|-------------|
| <i>communications technology in the tambon</i> | | |
| Grand Total | 24,207,837 | 100% |

Some projects that were stated in the three year development plan, were done within fiscal years, however, there were some that continue from the last fiscal year but were not included in the three year development plan. Highlighted projects were listed in the three year development plan of 2005. Authorities said that some were continuous project from the three year development plan of 2004.

This emphasizes that some projects were waiting for subsidies from all provincial organization levels. Authorities said that there was an insufficient budget to complete these projects at the planning stage. Thereby, the value of completed projects accounted only 6.22% of planned budget (24,207,837/388,900,000 Baht). Unfortunately, the value of completed projects to ‘natural resources and environmental conservation development strategy’ and ‘the promotion and support to tourist security’ were at 0%, although these developments are essential for the viability of tourism destination within the tambon.

TSAO applied the Environmental Impact Assessment of Thailand to be a guideline to control the construction of tourism projects within the tambon e.g. hotels, resorts, and guesthouses, etc. This Act stated that Phuket, Krabi, and Pattaya had been set to be environmentally protected areas effective since 2000. The chief administrative officer of TSAO together with a committee from the civil engineers department of TSAO considers the permission of each enterprise or project, case by case.

TSAO allocated the majority of their annual budget to the infrastructure and public utilities development strategy; which could be interpreted towards ‘the development of tourism destinations in Tambon Sakoo’. TSAO considered that the development of infrastructures, accessibility and town planning were paramount to achieve its objective of being a good town to live in. It is clear that TSAO considered that a well organized town will ultimately lead to a better quality of life for both local people and tourists, which in turn will automatically increase the number of people visiting the province.

4.2 Questionnaire analysis

The questionnaire data was analyzed by SPSS program for Windows version 13.0. The questionnaire result from 315 respondents of tambon Sakoo revealed the following information: -

4.2.1 Personal data profile of respondents

The Cross tabulation of SPSS program was adopted to show the number and percentage of respondents of each village, as follows.

Table 4.3 The Gender of respondents in each village

| Descriptions | | Frequency by Domicile* | | | | | Total |
|---------------------|-------------------|------------------------|--------------|--------------|--------------|--------------|------------|
| | | <i>Moo 1</i> | <i>Moo 2</i> | <i>Moo 3</i> | <i>Moo 4</i> | <i>Moo 5</i> | |
| Gender | Male | 55 | 14 | 38 | 13 | 37 | 157 |
| | <i>Percentage</i> | 50.00% | 38.0 | 51.3 | 56.50% | 18.70% | 49.80% |
| Female | Number | 50 | 22 | 31 | 10 | 30 | 152 |
| | <i>Percentage</i> | 45.50% | 61.1 | 44.3 | 43.50% | 51.30% | 48.20% |
| Did not specify | Number | 5 | 0 | 1 | 0 | 0 | 6 |
| | <i>Percentage</i> | 4.50% | 0.00% | 1.40% | 0.00% | 0.00% | 1.90% |
| Total sample | | 110 | 36 | 70 | 23 | 76 | 315 |

*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.3 showed that in total males accounted for 49.8% (157) compared to females at 48.3% (152) and 1.9% (6) unspecified gender. It also suggested that there were more females than males in Moo 2 and Moo 5.

Table 4.4 The Age of respondents in each village

| Descriptions | Frequency by Domicile | | | | | Total |
|--------------|-----------------------|--------------|--------------|--------------|--------------|-------|
| | <i>Moo 1</i> | <i>Moo 2</i> | <i>Moo 3</i> | <i>Moo 4</i> | <i>Moo 5</i> | |

| Age | | | | | | | |
|---------------------|------------|------------|-----------|-----------|-----------|-----------|------------|
| Below 20 years old | Number | 2 | 1 | 0 | 0 | 0 | 3 |
| | Percentage | 1.8% | 2.8% | 0.00% | 0.00% | 0.00% | 1.00% |
| 21-30 years old | Number | 16 | 13 | 19 | 6 | 18 | 72 |
| | Percentage | 14.5% | 36.1 | 27.1 | 26.1 | 23.7% | 22.0% |
| 31-40 years old | Number | 45 | 8 | 17 | 6 | 29 | 105 |
| | Percentage | 40.0% | 22.2 | 24.3 | 26.1 | 38.2% | 32.3% |
| 41-50 years old | Number | 34 | 7 | 18 | 5 | 16 | 80 |
| | Percentage | 30.0% | 10.4 | 25.7 | 21.7 | 21.1% | 25.4% |
| 51-60 years old | Number | 10 | 1 | 15 | 5 | 9 | 40 |
| | Percentage | 0.1% | 2.8% | 21.4 | 21.7 | 11.8% | 12.7% |
| Above 60 years old | Number | 3 | 3 | 1 | 1 | 4 | 12 |
| | Percentage | 2.7% | 8.3% | 1.4% | 4.3% | 5.3% | 3.8% |
| Did not specify | Number | 0 | 3 | 0 | 0 | 0 | 3 |
| | Percentage | 0.0% | 8.3% | 0.0% | 0.0% | 0.0% | 1.0% |
| Total sample | | 110 | 36 | 70 | 23 | 76 | 315 |

*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.4 showed that the age of respondents were mostly in the range of 31 to 40 years old at 33.3% (105), 25.4% (80) between the age of 41 to 50 years old, and 22.9% (72) between the ages of 21 to 30 years old respectively. The majority was compatible with age records of local people held by the TSAO. In addition, the distribution of ages in Moo 2, Moo 3, and Moo 4 were in the range of 21 to 30 years old.

Table 4.5 The Education of respondents in each village

| Descriptions | Frequency by Domicile* | | | | | Total |
|--------------|------------------------|--------------|--------------|--------------|--------------|-------|
| | <i>Moo 1</i> | <i>Moo 2</i> | <i>Moo 3</i> | <i>Moo 4</i> | <i>Moo 5</i> | |
| Education | | | | | | |

| | | | | | | | |
|---------------------|-------------------|------------|-----------|-----------|-----------|-----------|------------|
| Primary school | Number | 30 | 9 | 15 | 15 | 24 | 93 |
| | <i>Percentage</i> | 27.3% | 25.0% | 21.4% | 65.2% | 31.6% | 29.5% |
| Secondary school | Number | 39 | 11 | 19 | 5 | 24 | 98 |
| | <i>Percentage</i> | 25.5% | 30.6% | 27.1% | 21.7% | 31.6% | 31.1% |
| Vocational | Number | 27 | 12 | 20 | 3 | 25 | 87 |
| | <i>Percentage</i> | 24.5% | 33.3% | 28.6% | 13.0% | 32.9% | 27.6% |
| Bachelor | Number | 11 | 3 | 16 | 0 | 3 | 33 |
| | <i>Percentage</i> | 10.0% | 8.3% | 22.9% | 0.0% | 3.9% | 10.5% |
| Above Bachelor | Number | 2 | 0 | 0 | 0 | 0 | 2 |
| | <i>Percentage</i> | 1.8% | 0.0% | 0.0% | 0.0% | 0.0% | 0.6% |
| Did not specify | Number | 1 | 1 | 0 | 0 | 0 | 2 |
| | <i>Percentage</i> | 0.0% | 2.8% | 0.0% | 0.0% | 0.0% | 0.6% |
| Total sample | | 110 | 36 | 70 | 23 | 76 | 315 |

*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.5 showed that the majority of education was 31.1% (98) at Secondary school, 29.5% (93) at Primary school, and 27.6% (87) at Vocational school respectively. The distribution of education of Moo 1-5 was quite fragmented. The majority of the distribution of Moo 1 was in Secondary school meanwhile Moo 2 Moo 3 and Moo 5 were at Vocational schools. The distribution of education of Moo 4 was in Primary school.

Table 4.6 The Religion of respondents in each village

| Descriptions | | Frequency by Domicile* | | | | | Total |
|---------------------|-------------------|------------------------|--------------|--------------|--------------|--------------|------------|
| | | <i>Moo.1</i> | <i>Moo.2</i> | <i>Moo.3</i> | <i>Moo.4</i> | <i>Moo.5</i> | |
| Religion | | | | | | | |
| | | | | | | | |
| Buddhism | Number | 105 | 35 | 69 | 23 | 0 | 232 |
| | <i>Percentage</i> | 95.5% | 97.2% | 98.6% | 100.0 | 0.0% | 73.7% |
| Muslim | Number | 3 | 0 | 1 | 0 | 74 | 78 |
| | <i>Percentage</i> | 2.7% | 0.0% | 1.4% | 0.0% | 97.1% | 24.8% |
| Christian | Number | 0 | 0 | 0 | 0 | 1 | 1 |
| | <i>Percentage</i> | 0.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.3% |
| Did not specify | Number | 2 | 1 | 0 | 0 | 1 | 4 |
| | <i>Percentage</i> | 1.8% | 2.8% | 0.0% | 0.0% | 1.3% | 1.3% |
| Total sample | | 110 | 36 | 70 | 23 | 76 | 315 |

*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.6 showed that the majority of respondents were Buddhist at 73.7% (232), and 24.8% (78) were Muslim who mostly lives in Moo 5 (97.4%, population 74). This percentage was compatible with the religious records of local people held by the TSAO. This was Buddhist 77.68% and Muslim 22.32%. (see appendix B)

Table 4.7 The Occupation of respondents in each village

| Descriptions | | Frequency by Domicile* | | | | | Total |
|-------------------------|---------|------------------------|------------|------------|--------------|------------|------------|
| | | <i>Moo</i> | <i>Moo</i> | <i>Moo</i> | <i>Moo 4</i> | <i>Moo</i> | |
| Occupation | | | | | | | |
| Agriculture(Plantation, | Number | 8 | 10 | 8 | 3 | 10 | 39 |
| | Percent | 7.30% | 27.8 | 11.4 | 13.00% | 13.20% | 12.4 |
| Fisherv | Number | 5 | 1 | 0 | 0 | 5 | 11 |
| | Percent | 4.50% | 2.80% | 0.00% | 0.00% | 6.60% | 3.50% |
| Self-employed | Number | 44 | 9 | 21 | 3 | 28 | 105 |
| | Percent | 40.0 | 25.0 | 30.0 | 13.00% | 36.80% | 33.3 |
| Employee to the private | Number | 3 | 4 | 4 | 0 | 6 | 17 |
| | Percent | 2.70% | 11.1 | 5.70% | 0.00% | 7.00% | 5.10% |
| Civil Government | Number | 2 | 1 | 3 | 1 | 0 | 7 |
| | Percent | 1.80% | 2.80% | 4.30% | 4.30% | 0.00% | 2.20% |
| General employment | Number | 31 | 6 | 27 | 10 | 19 | 93 |
| | Percent | 28.2 | 16.7 | 38.6 | 13.50% | 25.00% | 29.5 |
| Housewife | Number | 8 | 3 | 3 | 4 | 8 | 26 |
| | Percent | 7.30% | 8.30% | 4.30% | 17.10% | 10.50% | 8.30% |
| Student | Number | 0 | 2 | 4 | 0 | 0 | 6 |
| | Percent | 0.00% | 5.60% | 5.70% | 0.00% | 0.00% | 1.80% |
| Others | Number | 0 | 0 | 0 | 2 | 0 | 2 |
| | Percent | 0.00% | 0.00% | 0.00% | 8.70% | 0.00% | 0.60% |
| Total sample | | 110 | 36 | 70 | 23 | 76 | 315 |

*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thon, and Moo 5-Ban Ma Laow.

Table 4.7 showed that the occupation majority of the people were self-employment at 33.3% (105) which supported to local people rather than tourist directly, general employment at 29.5% (93) which predominantly served the tourism industry whilst some served the agricultural sector, and agricultural fields at 12.4% (39). These included rubber and fruit plantation. It also indicated that the distributions of occupations of Moo 1-5 were fragmented. For example, both Moo 1 and Moo 5 had a majority occupation of self-employment while the majority of occupation of Moo 3 and Moo 4 was general employment. Moo 2 had occupations' distributed in agriculture.

Table 4.8 The Household income per month of respondents in each village

| Descriptions | | Frequency by Domicile* | | | | | Total |
|-------------------------------|------------------------------|------------------------|-----------|-----------|-----------|-----------|---------------|
| | | Moo | Moo | Moo | Moo | Moo | |
| Household income/month | | | | | | | |
| | Below 5,000 Baht | | | | | | |
| | Number | 0 | 0 | 1 | 2 | 1 | 25 |
| | Percentage | 8.20% | 25.00% | 5.70% | 8.70% | 1.30% | 7.00% |
| | 5,001 - 10,000 Baht | | | | | | |
| | Number | 57 | 19 | 24 | 19 | 26 | 145 |
| | Percentage | 51.80% | 52.80% | 34.30% | 82.60% | 34.20% | 46.00% |
| | 10,001-20,000 Baht | | | | | | |
| | Number | 28 | 3 | 31 | 2 | 29 | 93 |
| | Percentage | 25.50% | 8.30% | 44.30% | 8.70% | 38.20% | 29.50% |
| | 20,001-30,000 Baht | | | | | | |
| | Number | 7 | 2 | 9 | 0 | 15 | 33 |
| | Percentage | 6.40% | 5.60% | 12.90% | 0.00% | 19.70% | 10.50% |
| | 30,001 Baht and above | | | | | | |
| | Number | 9 | 2 | 2 | 0 | 5 | 18 |
| | Percentage | 8.20% | 5.60% | 2.90% | 0.00% | 6.60% | 5.70% |
| | Did not specified | | | | | | |
| | Number | 0 | 1 | 0 | 0 | 0 | 1 |
| | Percentage | 0.00% | 2.80% | 0.00% | 0.00% | 0.00% | 0.30% |
| Total sample | | 110 | 36 | 70 | 23 | 76 | 315 |

*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.8 showed that the majority of household income was in the range of 5,001-10,000 Baht a month at 46% (145), 29.5% (93) in the range of 10,001-20,000 Baht a month, and 10.5% (33) in the range of 20,001-30,000 Baht a month respectively. The majority household income of respondents was compatible with the records of local people held by the TSAO, which was 66,600 Baht per year or 5,550 Baht per month (please find appendix B).

4.2.2 The frequencies and mean scores for local satisfaction with reference to the benefits of development projects

Table 4.9 The frequencies and mean scores for local satisfaction with reference to the benefits of development projects

| Attributes | Very | Unsatisfie | Neutral | Satisfied | Very | Mean | S.D. | Assessmen t level |
|--|-----------|------------|-------------|-------------|-----------|-------------|--------------|-----------------------|
| 1. Local people obtain development benefits equally and thoroughly. <i>% to total</i> | 18 5.7 | 85 27.0 | 99 31.4 | 105 33.3 | 8 2.5 | 3.00 | 0.968 | Fair |
| 2. Local people obtain direct benefits from development projects. <i>% to total</i> | 7 2.2 | 57 18.1 | 125 39.7 | 114 36.2 | 12 3.8 | 3.21 | 0.861 | Fair |
| 3. The development projects contribute to Infrastructures and Public Utilities development. <i>% to total</i> | 6 1.9 | 34 10.8 | 135 42.9 | 120 38.1 | 20 6.3 | 3.36 | 0.831 | Fair |
| 4. The development projects are implemented to promote the well being of local people, socio-cultures, traditions, and local knowledge in tambon. <i>% to total</i> | 0 0 | 44 14.0 | 130 41.3 | 127 40.3 | 14 4.4 | 3.35 | 0.774 | Fair |
| 5. The development projects assist in local people obtaining Education and | 0 | 29 | 119 | 157 | 10 | 3.47 | 0.706 | Satis fied |

| | | | | | | | | |
|--|------------|-------------|-------------|-------------|------------|-------------|-------|------|
| Learning enhancement. | | | | | | | | |
| <i>% to total</i> | <i>0</i> | <i>9.2</i> | <i>37.8</i> | <i>49.8</i> | <i>3.2</i> | | | |
| 6. The development projects contribute to the conservation of Natural resources and the Environment in tambon. | 16 | 85 | 101 | 108 | 5 | 3.00 | 0.939 | Fair |
| <i>% to total</i> | <i>5.1</i> | <i>27.0</i> | <i>32.1</i> | <i>34.3</i> | <i>1.6</i> | | | |

Table 4.9 (Continued)

| Attributes | Very | Unsatisfie | Neutral | Satisfied | Very | Mean | S.D. | Assesmen |
|--|-------------|-------------|-------------|-------------|------------|-------------|-------|----------|
| 7. The development projects contribute to the development of politics and local governance in tambon. | 12 | 84 | 106 | 107 | 6 | 3.03 | 0.915 | Fair |
| <i>% to total</i> | <i>3.8</i> | <i>26.7</i> | <i>33.7</i> | <i>34.0</i> | <i>1.9</i> | | | |
| 8. The development projects are beneficial to the Economic Development. | 3 | 58 | 120 | 120 | 14 | 3.27 | 0.844 | Fair |
| <i>% to total</i> | <i>1.0</i> | <i>18.4</i> | <i>38.1</i> | <i>38.1</i> | <i>4.4</i> | | | |
| 9. The development projects are beneficial to the Tourism Development. | 8 | 58 | 120 | 118 | 11 | 3.21 | 0.871 | Fair |
| <i>% to total</i> | <i>2.5</i> | <i>18.4</i> | <i>38.1</i> | <i>37.5</i> | <i>3.5</i> | | | |
| 10. The development projects that assist local people to develop of Information and Communications Technology. | 33 | 85 | 98 | 95 | 4 | 2.85 | 1.011 | Fair |
| <i>% to total</i> | <i>10.5</i> | <i>27.0</i> | <i>31.1</i> | <i>30.2</i> | <i>1.3</i> | | | |

Table 4.9 revealed that respondents had the level of satisfaction at 'fair' level towards the benefits of development projects in almost every attributes except 'the promotion of education and learning development strategy' which was assessed to be 'satisfied' level. The top five highest levels of satisfaction were the development in 'education and learning' (mean=3.47, 'satisfied'), 'infrastructure and public utility' (mean=3.36, 'fair'), 'well being of local people, socio-cultures, traditions, and local knowledge' (mean=3.35, 'fair'), 'economic development' (mean=3.27, 'fair'), and 'tourism development' (mean=3.21, 'fair') respectively.

The least satisfaction level in this part was the development in 'information and communications technology' (mean=2.85, 'fair'), followed by 'obtaining development benefits equally and thoroughly' (mean=3.00, 'fair'), 'the conservation of natural resources and environment' (mean=3.00, 'fair'), 'the promotion of politics and local governance' (mean=3.03, 'fair'), 'obtaining direct benefits from such development projects' (mean=3.21, 'fair') respectively. However, these attributes were assessed to be 'fair' level of local satisfaction.

From interviews, respondents appreciated on the education supporting, the social welfare to older, and supporting to kindergarten center within the tambon of TSAO.

In this research, the perspective of economic and tourism development strategy was divided into the tourism development, and the economy development. This distinction was to help the respondents to clarify between the economic and tourism development, so as not to influence local people. Further, this was based on the assumption that the main economy of locals was not reliant on tourism. The level of satisfaction of the 'economy development within the tambon' had mean score at 3.27, and, the 'tourism development within the tambon' had mean score at 3.21 all these indicating a 'fair' level. It could be said that the economy and tourism development strategy of TSAO was accepted as indicated, from the local satisfaction level that this research suggests.

In conclusion, the research suggests that the respondents were mostly satisfied with the benefits of the development projects of TSAO despite the level of assessment being 'fair'.

4.2.3 The frequencies and mean scores of local satisfaction towards participation to local development and tourism development of TSAO

Table 4.10 The frequencies and mean scores of local satisfaction towards participation to the local development and tourism development of TSAO

| Attributes | Very | Unsatisfie | Neutral | Satisfied | Very | Mean | S.D. | Assesmen t level |
|--|-------------|------------|------------|------------|----------|-------------|-------|-----------------------------|
| 1. Regularly, participating in meetings conducted by TSAO <i>% to total</i> | 131 41.6 | 58 18.4 | 85 27.0 | 32 10.2 | 9 2.9 | 2.14 | 1.155 | Unsati sfied |
| 2. Proposing suggestions and directions to the issues concerned in the meetings conducted by TSAO <i>% to total</i> | 148 47.0 | 56 17.8 | 87 27.6 | 20 6.3 | 4 1.3 | 1.97 | 1.057 | Unsati sfied |
| 3. Directions or suggestions proposed in the meetings that are visibly implemented <i>% to total</i> | 154 48.9 | 46 14.6 | 86 27.3 | 24 7.6 | 5 1.6 | 1.98 | 1.101 | Unsati sfied |
| 4. Evaluation and monitoring the performance and projects of TSAO <i>% to total</i> | 189 60.0 | 35 11.1 | 74 23.5 | 12 3.8 | 5 1.6 | 1.76 | 1.037 | Very Unsati s Fied |
| 5. Participation in infrastructures and public utility development in | 136 | 55 | 85 | 24 | 15 | 2.13 | 1.192 | Unsati sfied |

| | | | | | | | | |
|---|------|------|------|------|------|-------------|-------|-----------|
| tambon | | | | | | | | |
| <i>% to total</i> | 43.2 | 17.5 | 27.0 | 7.6 | 4.8 | | | |
| 6. Participation in local activities and local traditions regularly | 8 | 38 | 96 | 131 | 42 | 3.51 | 0.956 | Satisfied |
| <i>% to total</i> | 2.5 | 12.1 | 30.5 | 41.6 | 13.3 | | | |

Table 4.10 (Continued)

| Attributes | Very | Unsatisf | Neutral | Satisfied | Very | Mean | S.D. | Assessment level |
|---|------|----------|---------|-----------|------|-------------|-------|------------------|
| 7. Participation in public disaster contingency plans, or occasional training courses | 118 | 50 | 84 | 47 | 16 | 2.34 | 1.258 | Unsatisfied |
| <i>% to total</i> | 37.5 | 15.9 | 26.7 | 14.9 | 5.1 | | | |
| 8. Participation in supplementary knowledge training or experiential study arranged by TSAO | 133 | 62 | 77 | 31 | 12 | 2.13 | 1.179 | Unsatisfied |
| <i>% to total</i> | 42.2 | 19.7 | 24.4 | 9.8 | 3.8 | | | |
| 9. Participation in the waste disposal or cleaning campaign arranged by TSAO or in tambon | 20 | 43 | 108 | 101 | 43 | 3.33 | 1.073 | Fair |
| <i>% to total</i> | 6.3 | 13.7 | 34.3 | 32.1 | 13.7 | | | |
| 10. Participation in the natural resources and environmental | 11 | 51 | 128 | 85 | 40 | 3.29 | 0.999 | Fair |

| | | | | | | | | |
|---|-----------|------------|-------------|------------|------------|-------------|-------|------|
| conservation together with a sensible establishment to youth culture in tambon <i>% to total</i> | 3.5 | 16.2 | 40.6 | 27.0 | 12.7 | | | |
| 11. Participation in the development of the economy in tambon <i>% to total</i> | 21 6.7 | 34 10.8 | 163 51.7 | 79 25.1 | 18 5.7 | 3.12 | 0.917 | Fair |
| 12. Participation in the development of tourism destinations in tambon <i>% to total</i> | 25 7.9 | 78 24.8 | 116 36.8 | 55 17.5 | 41 13.0 | 3.03 | 1.124 | Fair |

Table 4.10 showed that the top five highest satisfaction level was ‘participation in local activities regularly’ (mean=3.51, ‘satisfied’), followed by ‘participation in the waste disposal or cleaning campaign’ (mean=3.33, ‘fair’), ‘participation in conservation of natural resources and the environment in tambon’ (mean=3.29, ‘fair’), ‘participation in the development of economy in tambon’ (mean=3.12, ‘fair’), ‘participation in the development of tourism destinations in tambon’ (mean=3.03, ‘fair’) respectively. In other words, most of respondents were satisfied to these participation attributes which were participation in waste disposal, participation in the conservation of natural resources and environment, participation in the development of local economy and tourism destinations within the tambon.

The least satisfaction level in this part was ‘evaluation and monitoring TSAO projects’ (mean=1.76, ‘very unsatisfied’), followed by ‘proposing suggestions and directions about the issues concerned to TSAO’ (mean=1.97, ‘unsatisfied’), ‘suggestions and directions proposed to TSAO that were visibly implemented’ (mean=1.98, ‘unsatisfied’), ‘supplementary knowledge training or experiential study’ (mean=2.13, ‘unsatisfied’) respectively. This could imply that respondents were not satisfied to participation in development process within Tambon Sakoo particularly in ‘evaluation and monitoring the performance of TSAO’.

It might be most of the respondents only acknowledged the final decisions of development projects from TSAO, and did not participate at any level of these processes, as they told. However, TSAO authorities said that in some cases they didn’t have enough time to follow procedures, and needed a quick decision. Moreover, TSAO also said that they discussed matters with the tambon council over every project that was implemented, and had representation from each of the villages themselves.

In conclusion, respondents had a low satisfaction participating in the development process of tambon, but were satisfied on the issues of local activities, and the waste disposal service of TSAO together with the conservation of natural resources and the environment within the tambon.

4.2.4 The frequencies and mean scores of local opinions on local development and tourism management in Tambon Sakoo

Table 4.11 The frequencies and mean scores of local opinions on local development and tourism management in Tambon Sakoo

| Attributes | Strongly | Disagree | Neutral | Agree | Strongly | Mean | S.D. | Assessmen |
|---|-------------------|-------------------|--------------------|-------------------|------------------|------|-------|-----------|
| 1. TSAO conducts its meetings to discuss that area of issues concern and to implement suggestions from local people together with local experts regularly. <i>% to total</i> | 37 <i>11.7</i> | 40 <i>12.7</i> | 115 <i>36.5</i> | 99 <i>31.4</i> | 24 <i>7.6</i> | 3.23 | 2.551 | Fair |
| 2. The development directions of TSAO are proper to both inner and outer factors of local development and tourism destination development. <i>% to total</i> | 27 <i>8.6</i> | 40 <i>12.7</i> | 142 <i>45.1</i> | 83 <i>26.3</i> | 23 <i>7.3</i> | 3.11 | 1.008 | Fair |
| 3. TSAO has transparent governance along with democratic and suitable disclosure of information policy. <i>% to total</i> | 36 <i>11.4</i> | 57 <i>18.1</i> | 126 <i>40.0</i> | 72 <i>22.9</i> | 24 <i>7.6</i> | 2.97 | 1.084 | Fair |
| 4. Being a member of the occupation association or | 6 | 11 | 116 | 122 | 60 | 3.70 | 0.883 | Agre e |

| | | | | | | | | |
|---------------------------------------|------------|------------|-------------|-------------|-------------|--|--|--|
| cooperation benefits to local people. | | | | | | | | |
| <i>% to total</i> | <i>1.9</i> | <i>3.5</i> | <i>36.8</i> | <i>38.7</i> | <i>19.0</i> | | | |

| | | | | | | | | | |
|--|-------------------|-----|------|------|------|------|------|-------|------|
| | <i>% to total</i> | 7.6 | 10.5 | 24.4 | 43.8 | 13.7 | | | |
| 11. There is a sufficient contingency plans and education of any public disasters in the tambon. | | 21 | 69 | 134 | 69 | 22 | 3.01 | 0.994 | Fair |
| | <i>% to total</i> | 6.7 | 21.9 | 42.5 | 21.9 | 7.0 | | | |

Table 4.11 (Continued)

| Attributes | Strongly | Disagree | Neutral | Agree | Strongly | Mean | S.D. | Assesmen |
|---|-------------------|-----------|-----------|------------|-----------|-------------|--------------|------------------|
| 12. The alternative tourism should be encouraged into tambon. | 7 | 17 | 80 | 150 | 61 | 3.77 | 0.900 | Agree |
| | <i>% to total</i> | 2.2 | 5.4 | 25.4 | 47.6 | 19.4 | | |
| <i>13. The number of tourists should be controlled visiting Tambon Sakoo.</i> | <i>100</i> | <i>54</i> | <i>53</i> | <i>91</i> | <i>17</i> | <i>2.59</i> | <i>1.336</i> | <i>Dis Agree</i> |
| | <i>% to total</i> | 31.7 | 17.1 | 16.8 | 28.9 | 5.4 | | |

Table 4.11 showed that the top five highest level of agreement was ‘the alternative tourism should be encouraged into Tambon Sakoo’ (mean=3.77, ‘agree’), ‘being a member of the occupation association or cooperation benefits to local people’ (mean=3.70, ‘agree’), ‘obtaining direct benefits form tourism’ (mean=3.47, ‘agree’), ‘there is sufficient water supplies to households, agriculture, and businesses consumption’ (mean=3.45, ‘agree’), ‘there is a proper waste disposal system in the tambon’ (mean=3.41, ‘agree’) respectively.

In further, most of the respondents realized the advantage of a membership, as research suggested at 'agree' level (mean=3.70). They also told that they were a member of the occupation association or saving fund, but some of them told that they didn't realize the advantage of such an association, so they finally left.

Contrary to this, the least top five level of agreement in this part was 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.59, 'disagree'), followed by 'TSAO has transparent governance along with democratic and suitable disclosure of information policy' (mean=2.97, 'fair'), 'there is sufficient and proper development of occupation or shop zoning in tourism attractions and local area' (mean=2.97, 'fair'), 'there is a sufficient contingency plans and education of any public disasters in tambon' (mean=3.01, 'fair'), and 'there is sufficient and thorough distribution of news and information to the local people' (mean=3.10, 'fair') respectively.

According to the meaning over 'disagree' level of '(13th attribute) the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.59) in this part, it might because of tourists visit Tambon Sakoo mainly in the high season and that the numbers of tourists were less than other beaches in Phuket. The high season in Tambon Sakoo is from November to April. Additionally, respondents were committed to the promotion of alternative tourism in order to increase the number of tourists visiting Tambon Sakoo, revealing from interviews. This indicated that they realized the benefits and disadvantages of tourism, but still preferred obtaining income from it.

Regarding the low satisfaction of the proper development of occupation and shop zoning in the local area, this was due to the long time conflict between local people who own shops, TSAO, and the Sirinath National Park (SNP). Nai Yang beach faces beach intervention problems. At the beginning of tourism destination development, community leaders promised local people to establish shops along beach areas without any plans or regulations. It then became a problem when TSAO wanted to develop the landscape of Nai Yang beach. After that TSAO tried to organize shops along the beach by constructing the new buildings for them in 2003. Unfortunately, the buildings were encroached the boundary of Sirinath National Park (SNP). The authority of SNP stated that the buildings were constructed without their permission or public voting. Thus, they sued the owner of that land (about 5-2-32 rais). The case of public

intervention from the Act of National Park B.E. 2504 (for further information please find in appendix G). However, there was a conflict of interest in the said buildings. The owner of the land was an accomplice of the TSAO's authority. The buildings were destroyed in 2006. The researcher attempted to ask for more information about this project from the TSAO authorities, but failed. The building was in the court; therefore it was not appropriate to disclose any information to an outsider (at 2005-2006), as TSAO authorities told. Currently, it reveals that SNP constructing the buildings to solve this beach encroachment problem within its area. Contrarily, the beach encroachment within the boundary of TSAO still exists.

In the local development aspect, there have conflict of interests in developmental benefits amongst local people from different villages. It was found from interviewing with respondents and village chiefs on development issues together with a general observation of the area by researcher. The visible differences could be seen by unsolved problems within the area of the TSAO jurisdiction. Specific problems included: -

(1) Nai Yang Beach located in Moo 1 was poorly organized e.g. streets, public utilities, beach encroachment problem, etc., whilst Nai Thon Beach located in Moo 4 was well organized.

(2) There are flood problems on some parts of road no. 4031 (Thep Krasattree-Sakoo-Airport) located in Moo 5 and there is little temporary solution to solve this problem i.e. the improvement of drainage along the road.

(3) There is none to little public water distribution system to serve local people in the area. Locals consume their own subsurface under ground water. (There is water distribution available in Moo 4, whilst TSAO authority told that they try to construction and recovery the damaged water pipes which cause inaccessibility of tap water).

Although those evidences are the local development concerned, but they are in the destination zone of Tambon Sakoo. The well developments of the tambon will contribution to the good experience and satisfaction of tourists visiting Tambon Sakoo. A fair distribution of development is one of the combinations of a better community that TSAO aim to make for its people within the tambon. Thus, the researcher considered to investigate the different levels of satisfaction and opinion attributes among respondents from each village. The one way ANOVA

test was adopted to find significant different levels of satisfaction mean scores to each attribute amongst respondents from each village, a significant level at 0.05.

4.2.5 The multiple comparisons of local satisfaction on the benefits of development projects by village, tested by one way ANOVA

Table 4.12 The multiple comparisons of local satisfaction on the benefits of development projects by village, tested by one way ANOVA

| Attributes | Moo 1 | | Moo 2 | | Moo 3 | | Moo 4 | | Moo 5 | | F | Sig |
|--|------------|------|------------|------|------------|------|------------|------|------------|------|-----|------|
| | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | | |
| 1. Local people obtain development benefits equally and thoroughly. | 3.0 | 1.0 | 2.7 | 0.9 | 3.5 | 0.8 | 3.0 | 0.4 | 2.5 | 0.7 | 12. | |
| | 0 | 58 | 5 | 96 | 7 | 94 | 9 | 17 | 7 | 18 | 067 | 0.00 |
| 2. Local people obtain direct benefits from the development projects. | 3.1 | 0.9 | 3.1 | 0.8 | 3.6 | 0.7 | 3.2 | 0.4 | 2.9 | 0.7 | 5.3 | |
| | 4 | 72 | 7 | 78 | 0 | 88 | 2 | 22 | 9 | 39 | 75 | 0.00 |
| 3. The development projects contribute to Infrastructure and Public Utility development in tambon. | 3.2 | 0.9 | 3.3 | 0.9 | 3.8 | 0.5 | 3.6 | 0.8 | 3.0 | 0.5 | 10. | |
| | 0 | 65 | 9 | 03 | 3 | 38 | 5 | 32 | 7 | 74 | 914 | 0.00 |

| | | | | | | | | | | | | |
|--|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|-----------|------|
| 4. The development projects are implemented to promote the well being of local people, socio-culture, traditions, and local knowledge in tambon. | 3.2 3 | 0.7 86 | 3.3 9 | 0.9 64 | 3.7 9 | 0.4 78 | 2.8 7 | 0.6 94 | 3.2 6 | 0.7 37 | 9.6 90 | 0.00 |
| 5. The development projects are implemented to promote the well being of local people, socio-cultures, traditions, and local knowledge. | 3.2 3 | 0.7 86 | 3.3 9 | 0.9 64 | 3.7 9 | 0.4 78 | 2.8 7 | 0.6 94 | 3.2 6 | 0.7 37 | 9.6 90 | 0.00 |

Table 4.12 (Continued)

| Attributes | Moo 1 | | Moo 2 | | Moo 3 | | Moo 4 | | Moo 5 | | F | Sig |
|------------------------------------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|-----------|-----------|
| | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | | |
| 6. The development projects assist | 3.5 4 | 0.6 86 | 3.5 0 | 0.8 11 | 3.7 7 | 0.5 69 | 2.9 1 | 0.6 68 | 3.2 5 | 0.6 56 | 9.8 79 | 0.00 0 |

| | | | | | | | | | | | | |
|--|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------|-----------|
| in local people obtaining Education and Learning enhancement. | | | | | | | | | | | | |
| 7. The development projects contribute to conservation of Natural resources and the Environment. | 2.8 9 | 0.9 80 | 3.1 4 | 0.9 90 | 3.4 1 | 0.9 40 | 2.9 6 | 0.7 06 | 2.7 4 | 0.7 89 | 5.8 11 | 0.00 0 |
| 8. The development projects contribute to the development of political and local governance. | 2.9 8 | 0.9 48 | 3.1 7 | 0.8 45 | 3.4 9 | 0.8 80 | 3.1 7 | 0.3 88 | 2.5 9 | 0.8 36 | 10. 186 | 0.00 0 |
| 9. The development projects are beneficial to the Economic Development. | 3.0 8 | 0.8 25 | 3.4 4 | 0.9 98 | 3.6 3 | 0.7 05 | 3.3 0 | 0.7 03 | 3.1 1 | 0.8 42 | 6.0 04 | 0.00 0 |

| | | | | | | | | | | | | |
|---|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------|-----------|
| 10. The development projects are beneficial to the Tourism Development. | 3.1 0 | 0.8 67 | 3.3 9 | 0.9 64 | 3.6 4 | 0.6 60 | 3.4 3 | 0.7 28 | 2.8 2 | 0.8 44 | 10. 564 | 0.00 0 |
|---|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------|-----------|

Table 4.12 (Continued)

| Attributes | Moo 1 | | Moo 2 | | Moo 3 | | Moo 4 | | Moo 5 | | F | Sig |
|--|-------|------|-------|------|-------|------|-------|------|-------|------|-----|------|
| | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | | |
| 11. The development projects that assist local people to develop of Information and Communications Technology. | 2.5 | 1.1 | 3.3 | 1.0 | 3.2 | 0.9 | 3.0 | 0.7 | 2.5 | 0.6 | 10. | 0.00 |
| | 8 | 20 | 6 | 46 | 7 | 47 | 0 | 98 | 5 | 61 | 103 | 0 |

The mean difference is significant at the 0.05 level.

Remark: Moo 1- Ban Nai Yang, Moo 2- Ban Trok Maung, Moo 3- Ban Sakoo, Moo 4- Ban Nai Thon, and Moo 5- Ban Bang Ma Laow.

Table 4.12 shows that there were significantly differences in the satisfaction level among respondents from different villages at every attribute, at less than 0.05. The respondents of Moo 3 were satisfied with the benefits of development projects at satisfied level more than those from others villages. This was the highest mean score of each attribute, which assessed to 'satisfied' level. Likewise, the respondents of Moo 2 had 'fair' satisfaction level in every attribute.

Contrary to this, the respondents of Moo 5 had 7 attributes that showed lower satisfaction level than the respondents of other villages. These were the lowest mean score of each attribute. These 7 attributes were 'local people obtain development benefits equally and thoroughly' (mean=2.57, 'unsatisfied'), 'local people obtain direct benefits from the development projects' (mean=2.99, 'fair'), 'the development projects contribute to infrastructure and public

utility development in tambon' (mean=3.07, 'fair'), 'the development projects contribute to conservation of natural resources and the environment in tambon' (mean=2.74, 'fair'), 'the development projects contribute to the development of political and local governance in tambon' (mean=2.59, 'unsatisfied'), 'the development projects are beneficial to the tourism development' (mean=2.82, 'fair'), and 'the development projects that assist local people to develop of information and communications technology' (mean=2.55, 'unsatisfied').

It reveals that respondents from different village had different satisfaction level to the development projects that beneficial to the tourism development significantly. The respondents from Moo 3 shows the highest satisfaction level (mean=3.64, 'satisfied'), followed by those from Moo 4 (mean=3.43, 'satisfied'), those from Moo 2 (mean=3.39, 'fair'), those from Moo 1 (mean=3.10, 'fair'), and finally those from Moo 5 (mean=2.82, 'fair') respectively. It notices that respondents from Moo 1 Ban Nai Yang and Moo 5 Ban Bang Ma Laow have low satisfaction level to tourism development of TSAO.

Further, it reveals that respondents from different village had different satisfaction level to the conservation of natural resources and environment of TSAO significantly. The respondents from Moo 3 shows the highest satisfaction level (mean=3.41, 'satisfied'), followed by those from Moo 2 (mean=3.14, 'fair'), those from Moo 4 (mean=2.96, 'fair'), those from Moo 1 (mean=2.89, 'fair'), and finally those from Moo 5 (mean=2.74, 'fair') respectively. It exhibits that the respondents from villages where tourism attractions located had low satisfaction levels to the natural resources and environmental conservation, those from Moo 1 Ban Nai Yang and Moo 4 Ban Nai Thon.

Further, respondents from different villages had a different high and low satisfaction levels which are shown as follow: -

Moo 1 had the highest satisfaction level on 'the education and learning enchantment development strategy' (mean=3.54, 'satisfied'), and had the lowest satisfaction level on 'the promotion of information and communications technology development strategy' (mean=2.58, 'unsatisfied').

Moo 2 had the highest satisfaction level on 'the Education and Learning enchantment development strategy' (mean=3.50, 'satisfied'), and had the lowest satisfaction level on 'local people obtain development benefits equally and thoroughly' (mean=2.75, 'fair').

Moo 3 had the highest satisfaction level on ‘the infrastructure and public utility development strategy’ (mean=3.83, ‘satisfied’), and had the lowest satisfaction level on ‘the promotion of information and communications technology development strategy’ (mean=2.58, ‘unsatisfied’).

Moo 4 had the highest satisfaction level on ‘the infrastructure and public utility development strategy’ (mean=3.65, ‘satisfied’), and had the lowest satisfaction level on ‘the promotion of well being of local people, socio-cultures, traditions, and local knowledge development strategy’ (mean=2.87, ‘fair’).

Moo 5 had the highest satisfaction level on ‘the promotion of well being of local people, socio-cultures, traditions, and local knowledge development strategy’ (mean=3.26, ‘fair’), and had the lowest satisfaction level on ‘local people obtain development benefits equally and thoroughly’ (mean=2.57, ‘unsatisfied’).

The respondents from different villages had different satisfaction level to local developments of TSAO. These findings indicated the development projects were unevenly distributed among village.

4.2.6 The multiple comparisons of participation satisfaction in development projects of TSAO by village, tested by one way ANOVA

Table 4.13 The multiple comparisons of participation satisfaction in development projects of TSAO by village, tested by one way ANOVA

| Attributes | Moo 1 | | Moo 2 | | Moo 3 | | Moo 4 | | Moo 5 | | F | Sig |
|---|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------|-----------|
| | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | | |
| 1. Regularly participating in meetings conducted by TSAO | 2.1 9 | 1.2 08 | 2.4 4 | 1.4 03 | 2.5 4 | 1.0 17 | 2.6 5 | 1.0 71 | 1.4 1 | 0.6 57 | 13. 411 | 0.00 0 |
| 2. Proposing suggestions and directions to the issues concerned in the meetings conducted by TSAO | 2.1 5 | 1.1 40 | 2.1 9 | 1.1 17 | 2.2 3 | 0.9 66 | 2.4 3 | 1.1 21 | 1.2 4 | 0.4 86 | 14. 631 | 0.00 0 |
| 3. Directions or suggestions proposed in the meetings that are visibly implemented | 2.0 2 | 1.1 57 | 2.4 4 | 1.1 82 | 2.3 7 | 1.0 79 | 2.5 7 | 0.7 88 | 1.1 8 | 0.4 82 | 18. 890 | 0.00 0 |
| 4. Evaluation and | 1.8 5 | 1.1 16 | 2.1 7 | 1.1 34 | 2.0 3 | 1.0 35 | 2.1 3 | 1.1 00 | 1.0 7 | 0.2 50 | 14. 033 | 0.00 0 |

| | | | | | | | | | | | | |
|---|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------|-----------|
| monitoring the performance and projects of TSAO | | | | | | | | | | | | |
| 5. Participation in infrastructures and public utility development | 2.2 0 | 1.2 84 | 3.1 4 | 1.2 46 | 1.9 9 | 0.9 55 | 2.7 4 | 1.2 87 | 1.5 1 | 0.7 02 | 15. 924 | 0.00 0 |
| 6. Regularly participating in local activities and local traditions | 3.6 5 | 0.9 63 | 3.3 6 | 1.0 73 | 3.4 7 | 0.7 75 | 3.6 1 | 1.0 76 | 3.3 9 | 0.9 94 | 1.1 39 | 0.33 8 |

Table 4.13 (Continued)

| Attributes | Moo 1 | | Moo 2 | | Moo 3 | | Moo 4 | | Moo 5 | | F | Sig |
|---|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------|-----------|
| | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | | |
| 7. Participation in public disaster contingency plan or occasional training courses | 2.5 6 | 1.3 31 | 2.9 4 | 1.0 13 | 2.3 3 | 1.0 59 | 3.1 7 | 1.55 7 | 1.5 0 | 0.80 8 | 16.7 41 | 0.0 00 |
| 8. Participation in supplementary knowledge training or experiential study arranged by TSAO | 2.3 3 | 1.3 42 | 2.4 4 | 1.1 32 | 2.3 4 | 1.0 48 | 2.0 4 | 1.26 1 | 1.5 4 | 0.79 1 | 7.32 5 | 0.0 00 |
| 9. Participation in the waste disposal or cleaning campaign arranged by TSAO or in | 3.4 9 | 1.0 64 | 3.0 3 | 1.2 30 | 3.3 1 | 0.8 94 | 3.8 3 | 1.37 0 | 3.1 1 | 0.98 8 | 3.50 6 | 0.0 08 |

| | | | | | | | | | | | | |
|---|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|-----------|-----------|
| tambon | | | | | | | | | | | | |
| 10. Participation in the natural resource and environmental conservation together with a sensible establishment to youth culture in tambon | 3.4 5 | 1.0 89 | 3.1 4 | 0.9 31 | 3.1 7 | 0.7 42 | 3.4 3 | 1.37 6 | 3.2 0 | 0.95 2 | 1.49 3 | 0.2 04 |
| 11. Participation in the development of the economy in tambon. | 3.3 1 | 0.8 65 | 2.9 7 | 1.0 82 | 3.0 3 | 0.7 01 | 3.3 0 | 1.42 8 | 2.9 6 | 0.85 5 | 2.42 5 | 0.0 48 |
| 12. Participation in the development of tourism destinations | 3.5 1 | 1.2 17 | 2.7 5 | 1.0 52 | 2.6 7 | 0.9 28 | 3.2 2 | 0.90 2 | 2.7 4 | 0.99 8 | 9.76 8 | 0.0 00 |

The mean difference is significant at the 0.05 level.

Remark: Moo 1- Ban Nai Yang, Moo 2- Ban Trok Maung, Moo 3- Ban Sakoo, Moo 4- Ban
Nai Thon and Moo 5- Ban Bang Ma Laow.

Table 4.13 shows us that the satisfaction level of each village was significantly different in almost all attributes, the significant level at 0.05. 'regularly, participation in local activities and traditions' and 'participation in the natural resource and environmental conservation together with a sensible establishment to youth culture in tambon' was the only two attribute that were not significantly different among respondents of the villages.

Unfortunately, the respondents of Moo 5 had 9 attributes that showed a lower level of satisfaction than respondents of other villages and they are as follows: - 'regularly, participating in meetings conducted by TSAO' (mean=1.41, 'very unsatisfied'), 'proposing suggestions and directions to the issues concerned in the meetings conducted by TSAO' (mean=1.24, 'very unsatisfied'), 'directions or suggestions proposed in the meetings that are visibly implemented' (mean=1.18, 'very unsatisfied'), 'evaluation and monitoring the performance and projects of TSAO' (mean=1.07, 'very unsatisfied'), 'participation in infrastructures and public utility development in tambon' (mean=1.51, 'very unsatisfied'), 'participation in public disaster contingency plan or occasional training courses' (mean=1.50, 'very unsatisfied'), 'participation in supplementary knowledge training or experience study arranged by TSAO' (mean=1.54, 'very unsatisfied'), 'participation in the development of the economy in tambon' (mean=2.96, 'fair'), 'participation in the development of tourism attractions' (mean=2.74, 'fair').

Contrary to this, the respondents of Moo 4 had 6 attributes that showed higher levels of satisfaction than the respondents of other villages and they are as follows: - These 6 attributes were 'regularly participating in meetings conducted by TSAO' (mean=2.65, 'fair'), 'proposing suggestions and directions to the issues concerned in the meetings conducted by TSAO' (mean=2.43, 'unsatisfied'), 'directions or suggestions proposed in the meetings that are visibly implemented' (mean=2.57, 'unsatisfied'), 'participation in public disaster contingency plan or occasional training courses' (mean=3.17, 'fair'), 'participation in the waste disposal or cleaning campaign arranged by TSAO or in tambon' (mean=3.83, 'satisfied'), 'participation in the natural resource and environmental conservation' (mean=3.43, 'satisfied').

Furthermore, the respondents of Moo 1 had 3 attributes that showed higher levels of satisfaction than the respondents of other villages. These 4 attributes were 'regularly,

participation in local activities and traditions in tambon' (mean=3.65, 'satisfied'), 'participation in the development of economic in tambon' (mean=3.31, 'fair'), 'participation in the development of tourism destinations' (mean=3.51, 'satisfied').

The respondents from Moo 1 Ban Nai Yang shows the highest satisfaction level to participation in the development of tourism attractions at 3.51 mean score followed by those from Moo 4 Ban Nai Thon shows the second rank of satisfaction level to this attribute at 3.22 mean score. Likewise, respondents from Moo 1 and Moo 2 shows the highest satisfaction level to the participation in the natural resources and environmental conservation of TSAO at 3.45 and 3.43 mean scores respectively.

Alternatively, the highest and lowest satisfaction level to participation in the development of TSAO among respondents from different villages can be seen as follows:-

Moo 1 had the highest satisfaction level on 'regularly, participation in local activities and local traditions' (mean=3.65, 'satisfied'), and had the lowest satisfaction level to 'evaluation and monitoring the performance and projects of TSAO' (mean= 1.85, 'unsatisfied').

Moo 2 had the highest satisfaction level on 'regularly, participation in local activities and local traditions' (mean=3.36, 'fair'), and had the lowest satisfaction level on 'evaluation and monitoring the performance and projects of TSAO' (mean=2.17, 'unsatisfied').

Moo 3 had the highest satisfaction level on 'regularly participation in local activities and local traditions' (mean=3.36, 'fair'), and had the lowest satisfaction level on 'participation in infrastructure and public utility development in tambon' (mean=1.99, 'unsatisfied').

Moo 4 had the highest satisfaction level on 'participation in the waste disposal or cleaning campaign arranged by TSAO or in tambon' (mean=3.83, 'satisfied'), and had the lowest satisfaction level on 'participation in supplementary knowledge training or experiential study arranged by TSAO' (mean=2.04, 'unsatisfied').

Moo 5 had the highest satisfaction level on 'regularly, participation in local activities and local traditions' (mean=3.39, 'satisfied'), and had the lowest satisfaction level on 'evaluation and monitoring the performance and projects of TSAO' (mean=1.07, 'very unsatisfied').

In conclusion, the respondents from Moo 5 had lower levels of satisfaction in local participation than respondents from all the other villages. This was because some of the respondents from Moo 5 didn't participate in meetings held by TSAO or alternatively they had a conflict of interests and participants felt uncomfortable to attend.

4.2.7 The multiple comparisons of local opinions upon local development and tourism development of TSAO by village, tested by one way ANOVA

Table 4.14 The multiple comparisons of local opinions upon local development and tourism development of TSAO by village, tested by one way ANOVA

| Attributes | Moo 1 | | Moo 2 | | Moo 3 | | Moo 4 | | Moo 5 | | F | Sig |
|--|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|-----------|-----------|
| | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | | |
| 1. TSAO conducts its meeting to discuss issues that are of concerned and to implement suggestions from local people together with local experts regularly. | 3.0 4 | 1.21 9 | 3.0 8 | 1.33 9 | 4.1 1 | 4.89 8 | 3.3 0 | 1.02 0 | 2.7 4 | 0.91 5 | 3.08 6 | 0.01 6 |
| 2. The development directions of TSAO are proper to both inner and outer factors of | 3.2 3 | 1.17 8 | 2.9 2 | 1.33 9 | 3.3 9 | 0.64 4 | 3.2 6 | 0.44 9 | 2.7 4 | 0.83 9 | 4.98 5 | 0.00 1 |

| | | | | | | | | | | | | |
|--|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|------------------------|-----------|-----------|-----------|
| local development and tourist destination development. | | | | | | | | | | | | |
| 3. TSAO has transparent governance along with democratic and suitable disclosed information. | 3.1 1 | 1.22 2 | 2.6 1 | 1.31 5 | 3.3 9 | 0.64 4 | 3.0 9 | 1.04 1 | 2.5 3 | 0.88 7 | 7.90 7 | 0.00 0 |

Table 4.14 (Continued)

| Attributes | Moo 1 | | Moo 2 | | Moo 3 | | Moo 4 | | Moo 5 | | F | Sig |
|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|--------|-------|
| | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | | |
| 4. Being a member of the occupation association or cooperation benefits to local people. | 3.92 | 0.814 | 3.11 | 1.237 | 4.04 | 0.751 | 3.43 | 0.662 | 3.41 | 0.696 | 12.523 | 0.000 |
| 5. There is sufficient and thorough distribution of news and information suitable to the local people. | 3.14 | 1.161 | 3.08 | 1.156 | 3.56 | 0.773 | 3.26 | 0.449 | 2.59 | 0.851 | 9.229 | 0.000 |
| 6. There is sufficient development of education and learning in tambon. | 3.63 | 0.887 | 2.97 | 1.158 | 3.51 | 0.717 | 3.22 | 0.518 | 2.92 | 0.813 | 10.295 | 0.000 |

| | | | | | | | | | | | | |
|---|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------------|-------|-------|-------|
| 7. There is sufficient and proper development of occupation or shop zoning in the local area. | 3.16 | 1.138 | 3.03 | 1.134 | 3.11 | 0.894 | 2.83 | 0.778 | 2.57 | 0.869 | 4.632 | 0.001 |
| 8. You obtain Direct benefits from tourism. | 3.69 | 1.011 | 3.08 | 1.296 | 3.31 | 0.713 | 3.70 | 0.822 | 3.39 | 1.072 | 3.553 | 0.007 |
| 9. There is a proper waste disposal system in tambon. | 3.32 | 1.022 | 3.14 | 1.246 | 3.71 | 0.617 | 3.35 | 1.152 | 3.39 | 0.953 | 2.697 | 0.031 |

Table 4.14 (Continued)

| Attributes | Moo 1 | | Moo 2 | | Moo 3 | | Moo 4 | | Moo 5 | | F | Sig |
|--|------------|------|------------|------|-------------|------|------------|------|-------------|------|------|------|
| | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | Mea | S.D. | | |
| 10. There are sufficient water supplies to | 3.5 | 1.2 | 3.0 | 1.21 | | 0.80 | 3.0 | 0.67 | | 0.95 | 4.86 | 0.00 |
| | 2 | 76 | 0 | 9 | 3.81 | 4 | 0 | 4 | 3.38 | 2 | 6 | 1 |

| | | | | | | | | | | | | |
|---|------------------------|-----------|------------------------|-----------|-------------|-----------|------------------------|-----------|-------------|-----------|-----------|-----------|
| household, agriculture, and businesses. | | | | | | | | | | | | |
| 11. There is a sufficient prevention plan and education of any public disasters in tambon. | 2.9 0 | 1.1 33 | 3.2 2 | 1.26 7 | 3.33 | 0.71 7 | 3.4 3 | 0.59 0 | 2.63 | 0.78 0 | 6.82 4 | 0.00 0 |
| 12. The alternative tourism should be encouraged into Tambon Sakoo. | 3.8 5 | 0.8 44 | 3.4 7 | 1.46 4 | 4.09 | 0.58 3 | 3.8 3 | 0.38 8 | 3.46 | 0.87 1 | 6.00 1 | 0.00 0 |
| 13. The number of tourists should be controlled visiting Tambon Sakoo. | 2.7 5 | 1.4 35 | 2.9 2 | 1.42 2 | 2.63 | 1.40 6 | 2.8 3 | 0.93 7 | 2.09 | 1.04 8 | 3.93 2 | 0.00 4 |

The mean difference is significant at the 0.05 level.

Remark: Moo 1- Ban Nai Yang, Moo 2- Ban Trok Maung, Moo 3- Ban Sakoo, Moo 4- Ban
Nai Thon and Moo 5- Ban Bang Ma Laow.

Table 4.14 shows that there were significant differences in the levels of agreement among respondents from different villages at every attribute, at less than 0.05. The respondents of Moo 3 had higher levels of agreement with 8 attributes than those from all the other villages. They can be seen as follows:- 'TSAO conducts its meeting to discuss issues that are of concern and to implement suggestions from local people together with local experts regularly' (mean=4.11, 'agree'), 'TSAO has transparent governance along with democratic and suitable disclosed information' (mean=3.39, 'fair'), 'being a member of the occupation association or cooperation benefits to local people' (mean=4.04, 'agree'), 'there is sufficient and thorough distribution of news and information suitable to the local people' (mean=3.56, 'agree'), 'there is proper waste disposal system' (mean=3.71, 'agree'), 'there is sufficient prevention plan and education of public disaster' (mean=3.33, 'fair'), 'it should encourage alternative tourism into Tambon Sakoo' (mean=4.09, 'agree').

Contrary to this, the table also shows that the respondents of Moo 5 had a lower level of agreement with 5 attributes than those of other villages and they can be seen by the following results:- These 5 attributes were 'being a member of the occupation association or cooperation benefits to local people' (mean=3.41, 'agree'), 'there is sufficient development of education and learning' (mean=2.92, 'fair'), 'TSAO conducts its meeting to discuss issues that are of concern and to implement suggestions from local people together with local experts regularly' (mean=2.74, 'fair'), 'the development directions of TSAO are proper to both inner and outer factors of local development and tourism attraction development' (mean=2.74, 'fair'), 'there is sufficient contingency plans and education of any public disasters' (mean=2.63, 'fair') respectively.

Further, respondents of Moo 5 also had a lower level of disagreement with 4 attributes than those of other villages; they could be seen by the following results: - 'there is sufficient and thorough distribution of news and information for local people' (mean=2.59, 'disagree'), 'there is sufficient and proper development of occupation or shop zoning' (mean=2.57, 'disagree'), 'TSAO has transparent governance along with democratic and suitable disclosed information.' (mean=2.53, 'disagree'), 'it should control the number of tourists visiting Tambon Sakoo' (mean=2.09, 'disagree') respectively.

Alternatively, the highest level of agreement and the lowest level of disagreement with the attribute of participation in local developments among respondents from different villages can be seen as follows:-

Moo 1 had the highest level of agreement with 'being a member of the occupation association or cooperation benefits to local people' (mean=3.92, 'agree'), and had the lowest level of agreement with 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.75, 'fair').

Moo 2 had the highest level of agreement with 'the alternative tourism should be encouraged into Tambon Sakoo' (mean=3.47, 'agree'), and had the lowest level of agreement with 'TSAO has transparent governance along with democratic and suitable disclosed information' (mean=2.61, 'disagree').

Moo 3 had the highest level of agreement with 'TSAO conducts its meeting to discuss issues that are of concerned and to implement suggestions from local people together with local experts regularly' (mean=4.11, 'agree'), and had the lowest level of agreement with 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.63, 'fair').

Moo 4 had the highest level of agreement with 'the alternative tourism should be encouraged into Tambon Sakoo' (mean=3.83, 'agree'), and had the lowest level of agreement with 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.83, 'fair').

Moo 5 had the highest level of agreement with 'the alternative tourism should be encouraged into Tambon Sakoo' (mean=3.46, 'agree'), and had the lowest level of agreement with 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.09, 'disagree').

In conclusion, the majority of respondents from Moo 3 had a higher level of agreement with local development and tourism management in Tambon Sakoo than those of all the other villages. On the other hand, the majority of respondents from Moo 5 had a lower level of agreement with local development and tourism management in Tambon Sakoo than those of all the other villages.

From the findings, local satisfaction of TSAO development directions were assessed 'fair'. Unfortunately, the satisfaction level of each attribute relating to the development strategy of TSAO was fragmented when considered in details. Some development strategies were

considered to be 'highly satisfied', whilst others had a low mean score and were considered to be 'very unsatisfied'. The local participation in the development process was assessed to be at a very low level. The TSAO should consider the fragmented satisfaction level. If sustainable development is the goal of development strategies then these results are a good indication of the opinion of local people's satisfaction.