

Title Sustainable Eco-Tourism Management A Case Study of Amphawa
Floating Market Amphawa District, Samut-Songkhram Province
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Abstract

The aims of this research : Sustainable Eco-tourism Management : A case study of Amphawa Floating Market, Amphawa District, Samut-Songkharm Province, were studying in Economic, Social, Cultures and Lifestyle of Amphawa community, current situation problems and effects of tourism. For finding the appropriate procedures of eco-tourism management with paradigm of the community, qualitative research was used : related documentary study, observation, focus group and in depth interviewing. The study found that Amphawa community has been recovered in 2004 and some effects caused huge changing in Economic, Social, Cultures, Lifestyle and environment of this area especially Amphawa Floating Market. Many people who came from Bangkok and nearby had been interested in this area, so the community had been adapted for new tourism and new occupations. Recovering and reservating traditional cultures, changing the production system from sufficiency economy to trading economy, they were the causes of unco-operative and conflictive community. The procedures of tourism management should create in systemative management by multilateral conference for making appropriate tourism management and constructing the path of tourism management. Defining the roles and function for all related people must be clear for the tourism could go on continuously. Many types of tourism with local people participating would make them realize and value eco-tourism management which could lead the community to sustainable tourism.