Title

Community - Based Tourism Management : A Case Study of

Tha-Kha Community Amphawa District , Samut – Songkhram

Province

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Abstract

This research on Community -Based Tourism Management : a case study of Tha-Kha Community Amphawa District , Samut - Songkhram Province had aimed to study in the components, problems and obstacles of community - based tourism management of Tha-Kha floating market for making the procedures and the ways of. sustainable community -based tourism management . Many instruments of collecting the data were utilized such as focus group discussions, doing activities, observing, indepth interviewing, surveying by questionnaire, brain stroming and seminars to analyze the strengths, weaknesses, opportunities and threats of this local tourism management. The results of this research pointed that the existing of sustainable community-based tourism in Tha-Kha involving with many factors as community participation, fairly in distribution of income and the leader who have powerful sacrificial and vision to make procedures of all activities for promoting consciousness in environmental conservation, traditional cultures, partnerships not only tourists merchants, local people but related persons also. Preserving the ecological system and strengthen local people could lead the Tha-Kha to sustainable community -based tourism management.