

**THE EVALUATION OF ECOTOURISM MANAGEMENT
PLANNING BY THE LOCAL COMMUNITY OF KLONG KHONE
MANGROVE CONSERVATION CENTER, TAMBON KLONG KHONE,
AMPHOE MAUNG, SAMUT SONGKHRAM PROVINCE**



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ABSTRACT

The objective of this research was to create the guideline for increasing efficiency in ecotourism management planning of Klong Khone community. By applying the evaluation model schema of the CIPP model, it consisted of Context, Input, Process and Product elements. In this study, a semi-structured in-depth interview schema was used to interview five leaders of the community and a survey of community participation was used to collect questionnaire data from people who live in the Klong Khone community (90 sets), including the study of tourist attitudes about Klong Khone community and their basic knowledge of ecotourism (99 sets).

The results of this study were the following. In context evaluation, it was shown that Klong Khone Conservation Center (KC) has plenty of natural resources, outstanding activity programs, and is perceived as the lifestyle of Klong Khone community. However, there is an obstacle for tourists to travel to KC, for instance, inconvenient roads and insufficient and unclear street signs. For input evaluation, it was shown that the activity programs which were arranged by KC are in alignment with the concept of ecotourism but there were some problems about insufficient staff, facilities and equipment such as travelling by boat and washrooms. For processing evaluation, the study found that the operation management of Klong Khone community performs well, with an overall picture that is very high capacity, and people in the community are mostly interesting in participating in KC activity programmes. Moreover, there was a knowledge transfer between KC, people and tourists, and tourists are given an opportunity to learn from doing activity programs. However, there was a lack of techniques to transfer knowledge that are attractive the tourists, a lack of staff who can support the tourists, and a lack of information and evaluation for continuous improvement. For product evaluation, most tourists are satisfied with the ecotourism programmes of KC, and the overall scores weight were at a high level as well as the average scores for tourists to understand ecotourism knowledge, whereas some tourists have less opportunity to share their opinions about the KC in order to improve the program.

In conclusion, KC has plenty of natural resources which support the promotion of ecotourism activity programmes, and Klong Khone community prefers to participate in all KC activity programs which align with the ecotourism concept. However, in order to increasing the work performance of KC, the KC has to encourage the people in Klong Khone community by organizing knowledge management, improving communication skills to attract tourists, and creating monitoring tools for health checking the business operation. This monitoring tool helped to evaluate all members in the program in order to improve the business operation of KC, which had the issue of evaluation of tourist satisfaction inserted into the evaluation schema. In addition, the KC should improve other factors that relate to operation, for instance local roads, staff, facility equipment, vehicles and other facilities.

Finally, this study has shown the significant benefits of applying the CIPP model as an important component for evaluation of the ecotourism management; the CIPP model can be used as a guideline to improve the efficiency of ecotourism and further bring it toward sustainable travel. Furthermore, the CIPP model can be used perfectly as a prototype for ecotourism management in the community.

KEY WORDS: EVALUATION/ CIPP MODEL/ ECOTOURISM/ COMMUNITY.

134 pages

การประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนของศูนย์อนุรักษ์ป่าชายเลนคลองโคน ตำบลคลองโคน อำเภอเมือง จังหวัดสมุทรสงคราม

THE EVALUATION OF ECOTOURISM MANAGEMENT PLANNING BY LOCAL COMMUNITY OF KLONG KHONE MANGROVE CONSERVATION CENTER, TAMBON KLONG KHONE, AMPHOE MAUNG, SAMUT SONGKHRAM PROVINCE

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บทคัดย่อ

การวิจัยครั้งนี้ มีวัตถุประสงค์เพื่อสร้างแนวทางการเพิ่มประสิทธิภาพการจัดการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์ป่าชายเลนคลองโคน โดยประยุกต์ใช้รูปแบบการประเมินแบบซิป (CIPP Model) ซึ่งประกอบด้วย การประเมินด้านองค์ประกอบของพื้นที่ ด้านปัจจัยเบื้องต้น ด้านกระบวนการ และด้านผลผลิต ทั้งนี้ ได้ใช้แบบสัมภาษณ์กึ่งโครงสร้าง (semi-structured interview) ดำเนินการสัมภาษณ์ข้อมูลทั้ง 4 ด้าน ข้างต้น กับกลุ่มผู้นำ 5 คน และใช้แบบสอบถามการมีส่วนร่วมกับกลุ่มประชาชนที่เกี่ยวข้อง 90 คน รวมถึงใช้แบบสอบถามความพึงพอใจ และความรู้เบื้องต้นเกี่ยวกับการท่องเที่ยวเชิงนิเวศกับกลุ่มนักท่องเที่ยว 99 คน

การประเมินด้านองค์ประกอบของพื้นที่ พบว่า ศูนย์อนุรักษ์ฯ มีแหล่งธรรมชาติที่อุดมสมบูรณ์ มีกิจกรรมท่องเที่ยวโดดเด่น และเชื่อมโยงกับวิถีชีวิตของชุมชน อย่างไรก็ตาม ยังพบปัญหาเส้นทางคมนาคมไม่สะดวก และป้ายบอกทางไม่ชัดเจนและไม่เพียงพอ ด้านการประเมินด้านปัจจัยนำเข้า พบว่า การจัดรูปแบบการท่องเที่ยวของศูนย์อนุรักษ์ฯ มีความสอดคล้องกับแนวทางการท่องเที่ยวเชิงนิเวศ แต่ยังพบปัญหาบางส่วน ในด้านความไม่เพียงพอของบุคลากร วัสดุอุปกรณ์ ยานพาหนะ และสิ่งอำนวยความสะดวก เช่น เรือนำเที่ยว และห้องน้ำ

ด้านการประเมินด้านกระบวนการ พบว่า ในภาพรวมของผู้ที่เกี่ยวข้อง มีการดำเนินงานอย่างเป็นระบบ ประชาชนในชุมชนมีส่วนร่วมต่อกิจกรรมของศูนย์อนุรักษ์ฯ โดยรวม อยู่ในระดับสูง นอกจากนี้ ยังมีการให้ความรู้แก่นักท่องเที่ยว และเปิดโอกาสให้นักท่องเที่ยวได้ทดลองทำกิจกรรมต่างๆ หากแต่ยังขาดเทคนิคการให้ความรู้ที่ดึงดูดนักท่องเที่ยว รวมถึงจำนวนเจ้าหน้าที่อำนวยความสะดวกและให้ข้อมูลยังไม่เพียงพอ และขาดการประเมินผลการดำเนินงานที่ต่อเนื่อง

สุดท้ายด้านการประเมินด้านผลผลิต พบว่า นักท่องเที่ยวส่วนใหญ่ มีความพึงพอใจต่อการจัดการการท่องเที่ยวเชิงนิเวศในภาพรวมของศูนย์อนุรักษ์ฯ ในระดับสูง และส่วนใหญ่มีความรู้ความเข้าใจเกี่ยวกับการท่องเที่ยวเชิงนิเวศ อยู่ในระดับปานกลาง อย่างไรก็ตาม นักท่องเที่ยวบางส่วนเห็นว่า มีโอกาสน้อยที่จะได้ร่วมแสดงความคิดเห็น เพื่อปรับปรุงการดำเนินงานของศูนย์อนุรักษ์ฯ

จากผลการวิจัย แสดงให้เห็นว่า ศูนย์อนุรักษ์ฯ มีความพร้อมในด้านทรัพยากรธรรมชาติที่อุดมสมบูรณ์ ซึ่งเอื้อต่อการส่งเสริมการท่องเที่ยวเชิงนิเวศ อีกทั้งประชาชนในชุมชนตื่นตัวในการมีส่วนร่วมบริหารจัดการกิจกรรมของศูนย์อนุรักษ์ฯ ทุกระดับ และมีการดำเนินงานที่สอดคล้องกับการจัดการท่องเที่ยวเชิงนิเวศ อย่างไรก็ตาม ในการเพิ่มประสิทธิภาพการดำเนินงานของศูนย์อนุรักษ์ฯ ควรส่งเสริมให้ชุมชนมีการพัฒนาด้านการจัดการความรู้อย่างเป็นระบบ พัฒนาเทคนิคการสื่อสารเพื่อดึงดูดนักท่องเที่ยว รวมถึงสร้างเครื่องมือติดตามผลการดำเนินงาน เพื่อประเมินผลผู้ที่เกี่ยวข้อง และนำไปปรับปรุงการดำเนินงานของศูนย์อนุรักษ์ฯ โดยอาจแทรกประเด็นการประเมินความพึงพอใจของนักท่องเที่ยวไว้ในเครื่องมือดังกล่าว ตามแต่รูปแบบที่เหมาะสม นอกจากนี้ ศูนย์อนุรักษ์ฯ ควรปรับปรุงปัจจัยต่างๆ ที่เกี่ยวข้องเพิ่มเติม ได้แก่ เส้นทางมายังศูนย์อนุรักษ์ฯ จำนวนทีมงาน วัสดุอุปกรณ์ ยานพาหนะ และสิ่งอำนวยความสะดวก ในท้ายที่สุด งานวิจัยได้แสดงให้เห็นว่าการประยุกต์ใช้ CIPP Model เป็นองค์ประกอบสำคัญของการประเมินการจัดการท่องเที่ยวเชิงนิเวศ และสามารถใช้เป็นแนวทางในการพัฒนาการท่องเที่ยวเชิงนิเวศให้มีประสิทธิภาพยิ่งขึ้น นำไปสู่การท่องเที่ยวอย่างยั่งยืน อีกทั้งสามารถใช้เป็นต้นแบบของการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนได้อย่างสมบูรณ์

CONTENTS

	Page
ACKNOWLEDGEMENTS	iii
ABSTRACT (ENGLISH)	iv
ABSTRACT (THAI)	v
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER I INTRODUCTION	
1.1 Background Justification	1
1.2 Objective of Study	4
1.3 Assumption of Study	5
1.4 Scope of Study	5
1.5 Conceptual Framework and Internal Factors	7
1.6 Expected Results	10
1.7 Research Definition	10
CHAPTER II LITERATURE REVIEW	
2.1 Ecotourism	11
2.2 Community-based Tourism	19
2.3 Sustainable Tourism Management	20
2.4 Evaluation	26
2.4.1 Definition of Evaluation	26
2.4.2 Important of Evaluation	27
2.4.3 Characteristics of Evaluation	28
2.4.4 Evaluation Model	29

CONTENTS (cont.)

	Page
2.5 Klong Khone Mangrove Conservation Center	32
2.5.1 General Information	32
2.5.2 Economic, Social and Cultural Conditions	35
2.5.3 Natural Resources	36
2.5.4 Tourism Resources	37
2.5.5 Potential of Community	37
2.5.6 Ecotourism Program of Klong Khone Mangrove Conservation Center in Samut Songkhram	38
2.6 Related Researches and Literatures	39
2.6.1 Researches of Successful Story and Sustainability on Communal Ecotourism Management	39
2.6.2 Researches of Successful Evaluation	44
CHAPTER III RESEARCH METHODOLOGY	
3.1 Research Methodology	50
3.2 Targeted Groups	50
3.2.1 Formal and Informal Leaders	51
3.2.2 Klong Khone Subdistrict Population	51
3.2.3 Tourists in Klong Khone Mangrove Conservation Center	53
3.3 Survey Methodology	54
3.3.1 Questionnaire	54
3.3.2 interview	56
3.4 Data Acquisition	57
3.5 Data Analysis	57

CONTENTS (cont.)

	Page
CHAPTER IV RESULTS	
4.1 The Evaluation of Suitable Land Use for Klong Khone Mangrove Conservation Center to Organize The Ecotourism Programs (Context Evaluation)	70
4.2 The Evaluation of Activity Programs That Are Suitable for Klong Khone Mangrove Conservation Center (Input Evaluation)	71
4.3 The Evaluation of The Ecotourism Management Process of Klong Khone Mangrove Conservation Center (Process Evaluation)	73
4.4 The Evaluation of Productivity from The Organization of The Activity Programs of Klong Khone Mangrove Conservation Center (Product Evaluation)	82
CHAPTER V DISCUSSIONS CONCLUSIONS AND RECOMMENDATIONS	
5.1 Discussions	94
5.1.1 Context Evaluation on Ecotourism Locations of Klong Khone Mangrove Conservation Center	94
5.1.2 Input Evaluation on Ecotourism Programs of Klong Khone Mangrove Conservation Center	95
5.1.3 Process Evaluation on Ecotourism Management of Klong Khone Mangrove Conservation Center	97
5.1.4 Product Evaluation on Ecotourism Programs of Klong Khone Mangrove Conservation Center	101

CONTENTS (cont.)

	Page
5.2 Problems, Obstacles and Limitations of Researched	102
5.2.1 Context Evaluation	102
5.2.2 Input Evaluation	103
5.2.3 Process Evaluation	103
5.2.4 Product Evaluation	103
5.3 Conclusions	104
5.4 Recommendations to Ecotourism Management of the Conservation Center	105
5.4.1 In Ecotourism Locations	105
5.4.2 In Ecotourism Programs	106
5.4.3 In Ecotourism Management	106
5.4.4 In Ecotourism Products	109
5.5 Recommendations for Further Study	110
REFERENCES	111
APPENDICES	118
Appendix A Communal Member Questionnaire	119
Appendix B Tourist Questionnaire	124
Appendix C The In-depth Interview with Semi-Structured Interview	130
BIOGRAPHY	134

LIST OF TABLES

Table	Page
2-1 The Population of Klong Khone Subdistrict	35
3-1 Population and Activities of Klong Khone Mangrove Conservation Center	51
3-2 Grouped Samples from Simply Sampling Method	52
3-3 The Tendency of Tourist Numbers between January – July 2010	53
3-4 Overall Research Methodology	60
4-1 General Information of Local People	76
4-2 Levels of Participation in The Ecotourism Management of Klong Khone Mangrove Conservation Center	78
4-3 General Information of Tourists	83
4-4 Tourists Satisfaction with The Management of Ecotourism of Conservation Center	86
4-5 Background Knowledge of Tourists	88
4-6 Ecotourism Acknowledgement Levels	89

LIST OF FIGURES

Figure	Page
1-1 The Relational Flowchart of Ecotourism Quality Standard and Sustainable Tourism Criteria of The Ministry of Ecotourism and Sports Compared with CIPP Model Evaluation	8
1-2 Conceptual Framework of Research	9
2-1 The Relationship between Evaluation and Decision-making in CIPP Model	31
2-2 The Land areas and Location of The Community and Participate with Ecotourism Programs With Klong Khone Mangrove Conservation Center	34
3-1 Procedural Diagram of Research Methodology	58

CHAPTER I

INTRODUCTION

1.1 Background Justification

Thailand economy had impacted from the global economic crisis since the last quarter of 2008 continued to 2009 (1). The crisis can cause of the problems those affected to Thailand in various ways such as the increasing of crude oil price, the decreasing economic growth, etc. which are related to decreasing the quality of people's life (2).

In 2008, Thailand had generated the urgent policy about the economic restoration and one of strategies is the campaign for promote tourism which emphasize to restore and develop the sustainable tourism standard including explore the new place to reinforce capacity of tourist attraction cluster. The strategy requirement consisted of the sustainable tourism that can be linked to nature, culture, community life and the tourism industrial of neighbor countries; those will be conducted with the specific tourists market that interested in their attention such as elder activities, health care, exhibition, ecotourism, local culture, historical site, ancient remains, etc. This strategy was set the central area of Thailand to be the tourism center of civilization, world heritage and natural heritage and set the guideline for develop the travelling place in term of the conservation and development of the existing travelling place both natural, historical, cultural tourist attraction and manmade attraction by related to community way of life (3).

Referring to the policy, ecotourism would be an optionally traveling activity which government would intentionally support due to ecotourism has presented in the trend of tourists for interesting into the nature, lifestyle, culture and adventure. Ecotourism could gain much more valuable experience of the nature friendly to the tourists. However, this tourists still need the principal service and accommodation that support them to have better understanding about the nature, raise their experience and their satisfy (4).

The ecotourism can be divided by activity into the natural ecotourism activity, semi-ecotourism activity, cultural and historical tourism activity (5). Instead of traveling classification, ecotourism is remarkable in terms of the carrying capacity of the natural system and the awareness of public participation with the communal linkage of fundamental norm and culture. Moreover, the communities would have equitably beneficial from ecotourism with the compatibility of communal needs in each traveling place (6). Therefore, not ecotourism only could enhance the natural education and conservation, but also provide incomes and native occupation in the communities. That is benefit of ecotourism in particular way of economic development for the country parallel with natural conservation, reaching to the sustainable development eventually (4).

Samut Songkhram Province has categorized in a provincial group of Samut Sakhon, Phetchaburi and Prachuap Khirikhan which located at the seashore area in the lower central region of Thailand (7). It has the capacity on marine tourism, including with ecotourism, historical tourism and healthcare tourism that can make benefits from tourism by use their resources. Besides, the benefits would bring both mutual benefits to the communities and marine rehabilitation for increasing sea-life numbers and decreasing coastal erosion. Especially, Samut Songkhram, there is a vital strategy for develop a provincial center of canal ecotourism and recreation with purposing to natural rehabilitation and conservation by empowering the communal capacity, prohibiting some businesses due to harm to both ecotourism and fundamental norm, promoting the carrying capacity of serviced sector and communal agency network and occupying more professions and incomes to the communities (7).

Klong Khone Mangrove Forest, a remarkable ecotourism in Samut Songkhram that had formed the communal enterprise named Klong Khone Mangrove Conservation Center by the community cooperating. Goal of the center is needed to promote planting more mangrove area for rehabilitating the ecosystem and after the campaign was succeed, there are numerous people interested to make a tour of inspection for their activities and joined with the center (8) such as site-visiting to natural and communal life-being of canals community, mangrove-planting campaign, offering food to the crab-eating macaque, catching the blood cockle by using mud sled etc. (9).

By the way, although ecotourism could beneficially provide more incomes backward to Klong Khone communities, there are various negative impacts of tourism affected to the communal baseline such as land use, ecotourism capacity, financial support and the imbalance between tourism and mangrove conservation together with a lack of both understanding and public participation in communal ecotourism management (9).

Consequently, it would be better if Klong Khone communities could possibly strengthen in pattern of ecotourism management by guide lining and enhancing to the result-based management. Regarding to the main idea, the principal concept would not only witness to the success story, but also empower to a better chance. For this reason, the executions would be done by starting planning in terms of working references, all procedural steps would proceed following to the operation parallel with the evaluation for comparatively reviewing and internally linking to the relationship between conceptual ideas and implementations. Therefore, the evaluation is the eventual procedure for analyzing how planning could exactly reach to the settled goal and how much the estimated variation is. This is a way to correctly adapt the gap of the differences, directed to the compatibility with the same dimension.

As mentioned above, it is obviously that Klong Khone Mangrove Conservation Center is a potential area where is full of capability and capacity in pattern of natural resources, human resources and management with goal for building the sustainable development of ecotourism while the other several communities where have grateful prosperity of natural resources and are interested to establish ecotourism in their communal areas but lack of experiences and best practices, a pilot project of communal ecotourism could play with an outstanding model for developing whether ecotourism management or sustainable development from a community to the others. Because of these problems, the evaluation of ecotourism management planning by local community of Klong Khone Mangrove Conservation Center have been selected as good case study for informing situation in the area, problematic state and recommendation. The evaluated results would be very informative and geographically systematic bases in the dictation of planning framework, implemented mechanism of sustainable development and ecotourism management of conservation center together

with the achievable extension of ecotourism performance, bringing back to apply with any other communities as similar to a pilot project.

In this research, it would apply the evaluation method by using CIPP Model, an instrument of management mechanism that is an empirical model with the qualification of flexibility and dynamicity. Thereby, CIPP Model would be used as the mechanism for review and evaluate the implemented information to improving and editing the dynamically implemented framework, following to the internal factors and relevant circumstances. CIPP Model could not only evaluate how ecotourism could reach to the specific purposes, but also provide to the positioning details for gathering any necessary information and making decision. Hence, the evaluation of CIPP Model is substantial in an empirical equation of linear regression with demonstrating ecotourism strength and weakness of programmable lists and itineraries and reengineering the solid activities. Because CIPP Model could provide more effective data with conveniently understanding and flexibly modifying the traveling program, it is very practical and useful in worldwide (10). The final evaluation would offer and guideline to provide the recommendations and resolutions of ecotourism management for Klong Khone Mangrove Conservation Center with maintaining an abundance of natural resources, communal life-being and valuable culture. Overwhelmingly, the conservation center would serve as a pilot project of ecotourism management for any other communities together with the sustainable development for the long-lasting time.

1.2 Objective of Study

To evaluate the ecotourism management of Klong Khone Mangrove Conservation Center by using CIPP Model evaluation to create the efficient operation guideline on ecotourism management.

1.3 Assumption of Study

CIPP Model evaluation can use for evaluate the ecotourism management of Klong Khone Mangrove Conservation Center, for developing and improving its operation guideline, to achieve the sustainable tourism goal.

1.4 Scope of Study

This study focuses on the evaluation on ecotourism management conceptual of Klong Khone Mangrove Conservation Center at Samut Songkhram Province. It has been conducted by using the combination of the qualitative and quantitative research methodology. Scope of the study is shown as the following.

1.4.1 Scope of CIPP Model Evaluation

There are four issues for evaluating ecotourism management of Klong Khone Mangrove Conservation Center as follows.

1) Context Evaluation (C): will apply for evaluate the component of the ecotourism management which consists of the related data as follows:

- 1.1) Governmental policy for promoting ecotourism
- 1.2) History of the Conservation Center
- 1.3) Natural resources in the Conservation Center area
 - Physical Data
 - Biological Data
 - Economic Social and Cultural Data
 - Site/Location Data
- 1.4) Attractive Tourism Activities for tourists
- 1.5) State of Ecotourism in the relevant area

2) Input Evaluation(I): will apply for evaluate the compatibility of internal factors in the ecotourism management which consists of the related data as follows:

- 2.1) Objectives of Ecotourism Formation
- 2.2) Communal Leaders, Organizers, and Guide
- 2.3) Personnel Data
- 2.4) Budget, Materials and Equipment, Vehicle and Accommodation
- 2.5) Attitude of People in Klong Khone Community about

Ecotourism Management

3) Process Evaluation (P): will apply for evaluate the compatibility of the operation procedure which consists of the related data as follows:

- 3.1) Services on tourism of the Conservation Center
- 3.2) Administrative and management of the Conservation Center
- 3.3) Cooperation with the relevant sectors
- 3.4) Public participation by Klong Khone community

4) Product Evaluation (P): will apply for evaluate the outputs of the ecotourism management which consists of the related data as follows:

- 4.1) Satisfaction of tourists in terms of ecotourism management
- 4.2) Participation of tourists in terms of ecotourism management
- 4.3) Knowledge of tourists in terms of ecotourism management

1.4.2 Scope of study area

Klong Khone Subdistrict area in Moo 1 to 3 and Moo 5 to 7, which had the communal activities to participate with the Conservation Center.

1.4.3 Scope of sampling population

This study divided the sampling population into 3 groups as follows:

- 1) Formal and Informal Communal Leaders.
- 2) Members of Klong Khone Subdistrict Community
- 3) Tourists of the Conservation Center

1.5 Conceptual Framework and Internal Factors

CIPP Model was used for systematic evaluation review by categorizing into four main issues that include Context, Input, Process and Product. This would be concluded information for making decision by the administrative level for targeting the ambitions and performing structural decisions as well (11).

Especially in studying scope, it would be considered to the internal factors, according to both the composition of CIPP Model and the conceptual framework of ecotourism quality standard as referred by the Ministry of Tourism and Sports in which was classified ecotourism indexes in four specific dimensions include; 1) ecotourism capacity, 2) sustainable land use management, 3) knowledge and public awareness management and 4) public participation in tourism activities (13).

In particular with sustainable tourism criteria, it would focus on an outstanding issue of ecotourism management with the most efficiency and effectiveness by means of not only the proficient management but also most usefulness and least destruction of socio - economic community, cultural heritage and environment(26). It could realize that both the evaluation of ecotourism quality standard and sustainable tourism criteria from the Ministry of Tourism and Sports mentioned was compatible with the guideline principle of CIPP Model.

- Ecotourism capacity evaluation is consistent with context and input evaluation of CIPP Model.

- Sustainable land use management, knowledge and public awareness management and public participation in tourism activities of ecotourism quality standard are consistent with process evaluation of CIPP Model.

- Sustainable ecotourism management with the most efficiency and effectiveness are consistent with output of evaluation of CIPP Model.

For this reasons, the relations above are shown in the relational flowchart in Figure 1-1.

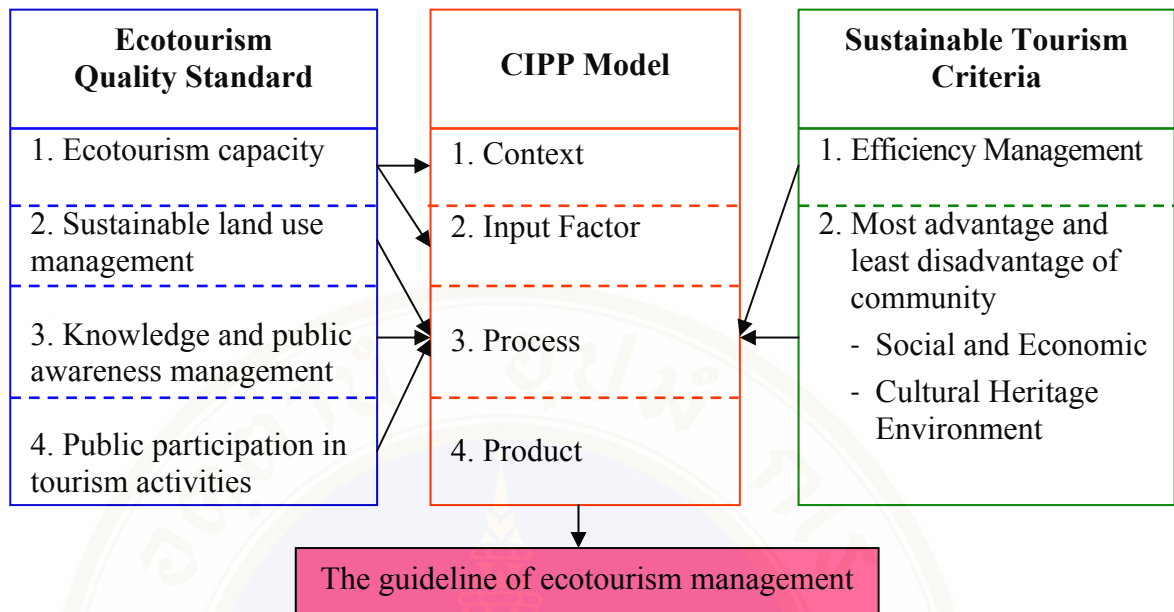


Figure 1-1: The Relational Flowchart of Ecotourism Quality Standard and Sustainable Tourism Criteria of The Ministry of Ecotourism and Sports Compared with CIPP Model Evaluation

Despite the relational flowchart in Figure 1-1, the evaluation would identify the parameters of ecotourism management from Klong Khone Mangrove Conservation Center as demonstrated to the independent parameters of the success story in ecotourism management from the conservation center such as surroundings or initial/input factors. Soon after operating through ecotourism management of the conservation center, it would later head to dependent parameters such as the output and outcome of ecotourism implementation from the conservation center together with the right to know and satisfaction of tourist acknowledgement and public participation in ecotourism management. Ultimately, the successful result was sustainable ecotourism of the country. For this reason, It would technically gather all parameters to scope with conceptual framework for evaluation of ecotourism management from the conservation center as identified in Figure 1-2.

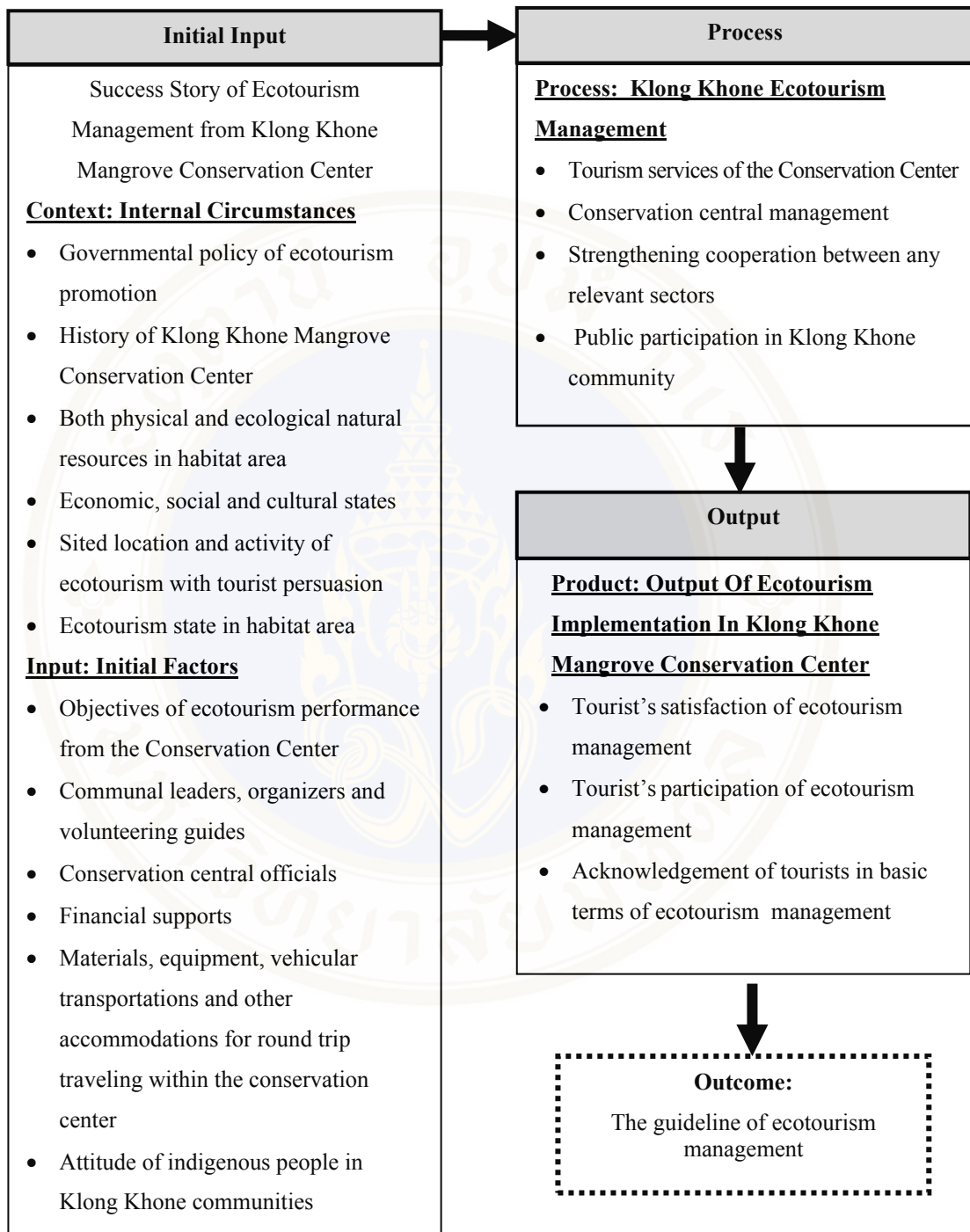


Figure 1-2: Conceptual Framework of Research

1.6 Expected Results

The thesis would be purposely to evaluate ecotourism management of Klong Khone Mangrove Conservation Center for initiating the resourceful guideline of ecotourism management with performing a pilot project of communal ecotourism management.

1.7 Research Definition

1.7.1) Conservation Tourism: trekking to both indigenous ecological and cultural tourism in relation to the environment and tourism. Regarding to the conservation tourism, it exactly performed to acknowledge and participate with any other people collaboratively. Certainly, it would enhance the public awareness in performance of ecological conservation together with upgrading the quality of communal life, heading to sustainable development indeed.

1.7.2) Small and Micro Community Enterprise (SMCE): implementing communal activities due to communal marketable production, including with SMCE who mutually had well life-being with communal relationship for cooperating the activities in a group of either juristic enterprise or individuality. Therefore, SMCE was focused to increase beneficial incomes and sufficient communities for their families, communities and inter-communities.

1.7.3) CIPP Model: continuously evaluating Dynamic Model with the objectives of enhancing informative system for making eventual decision. Instead of CIPP Model, the evaluated procedure was enhanced to identify, provide and represent to geographical informative system for administrative level, gaining overall information supported and making decision to point out the directional activities operated. Certainly, CIPP Model was appropriately used for mutually managing because CIPP Model was abbreviated from the explanations of Context, Input, Process and Product in particular.

CHAPTER II

LITERATURE REVIEW

In this paper, the evaluation of ecotourism management planning of Klong Khone Mangrove Conservation Center is based on the study of secondary data, such as academic papers, documents, books and thesis researches. The important subjects of data analyzing will be proposed as follow:

- 2.1 Ecotourism
- 2.2 Community Based Tourism
- 2.3 Development of sustainable tourism
- 2.4 Evaluation
- 2.5 Klong Khone Mangrove Conservation Center
- 2.6 Related Researches and Literatures

2.1 Ecotourism

Tourism Authority of Thailand defined the meaning of ecotourism as conservative tourism which it is clearly identify and correctable. Eventually, the meaning of ecotourism is considered to be covered the conservation for all types of the tourism attraction which its own by government sector or private sector (5).

Moreover, various organizations give the meaning of ecotourism more meaningful than conservative tourism keyword. For this reason, ecotourism is rethinkable by means of natural tourism with unique identity and cultural heritage with the connectivity between ecosystem and tourism together with awareness by integrating and participating to all stakeholders and communities. Certainly, it is obviously to initiate public awareness for sustainable ecological conservation eventually.

Besides, mentioned that there are a several definitions of ecotourism in a myriad ways as detailed below (5):

Ecotourism as sustainable tourism management, based on natural resources together with not only initiating the environmental and cultural knowledge management programs, but enhancing the environmental conservation and tourist satisfaction as well (12).

Ecotourism means responsible of the environment and quality of life (6).

Ecotourism means travel with public awareness of natural system, unique identity and cultural heritage. In order to perform the connectivity ecosystem, environment and tourism, it is required to cooperate with knowledge management integration from all stakeholders beneath of public participation and awareness of sustainable ecological conservation (13).

Ecotourism is also identified as tourism with reliable to traveling places in scoping of natural system, unique identity and cultural heritage. Ecotourism is connected ecosystem, environment and tourism in order to drive force knowledge management mechanism with all stakeholders by public participation within the communities. Certainly, it would aim to build up public awareness in conserving the ecological sustainability (14).

Ecotourism in this study is the travel to unique natural system and cultural heritage with the connectivity between the environment and tourism. Furthermore, ecotourism would have the administrative management in the performance of empowering knowledge management and strengthening public participation relevant to all stakeholders by the initiation of public awareness to care and share with the ecological conservation parallel with enhancing the communal quality of life and sustainable development.

From the definition above, it is concluded that the scope of ecotourism could be consisted of four areas as following these (15):

1. Composition in area based

The tourism attraction associated with a unique natural habitat as well as cultural, history and related ecosystems in the area that is regarded as the space tourism based on nature.

2. Composition of management based

Ecotourism means responsible travel, does not cause any environmental and social impacts. In addition, ecotourism is the sustainably managed tourism that includes the conservation of resources and environmental management. Then it is preventing, eliminating pollution and controlling the development of tourism to some extent because of the environmental and social impacts. All of These, ecotourism is the responsible travel.

3. Composition of activity and procedure based

Tourism is a learning process which happens through education about the environment and ecology of tourism. To enhance the knowledge, experience and impression as well as help raise awareness that is required to tourists, local people and stakeholders involved. Tourism is an environmental education-based tourism.

4. Composition of participation based

Local community or People should have participation in activities of brainstorming, planning, implementation, public cobenefit and evaluation, joining with ecotourism conservation and strengthening civil society in sections of notably income distribution and better quality of life, but also co-benefit for tourism conservation and management. Eventually, the communities will participate in development control of the tourism quality by starting from the grassroots to the government administration which may include the participation of those involved. Therefore, tourism is considered as a part of the community.

In addition, the elements of four main components of ecotourism that could be classified as follows (5):

1. Ecotourism does not cause any environment impacts or less impact to society.
2. Ecotourism is enhanced the knowledge of each tourism location.
3. Ecotourism is resulted in the participation of people in community.
4. Ecotourism is brought the benefits to the community.

Summarize, the definition of ecotourism as follows (16):

1. Traveling places are suitable for ecotourism management would have natural resources, maintaining with ecological conservation. Perhaps, ecotourism would be related to historical, archaeological and cultural heritages in communal area.

2. All stakeholders would keep in mind to participate with public awareness and cooperation of ecological conservation by managing tourism activities without harmful to the natural system.

3. Ecotourism allows the tourism to learn about environment; therefore the tourists are not only satisfy in tourism but also enhancing knowledge and communal awareness as well.

4. Ecotourism is beneficial to the conservation of environment and also beneficial to the community at the same time.

5. Ecotourism focus on the unique identity of tourism location more than focus on development or build facilities.

It can be concluded that ecotourism is a tourism that focus on enhancing the economic along with the conservation of tourism attraction. So that, the focus on quality control of tourism by providing knowledge and services to tourists. As well as create environment awareness among the tourists and community, and contribute the community to distribute the income along with the feeling of possession to preserve the environmental integrity and focus to retain the environment as possible rather than develop facilities to meet the needs of tourists.

Ecotourism programs are consisted of several activities, depending on public interest. However, all activities are focused on the awareness of tourism that focuses on awareness of the value of the environment. The main activities of ecotourism are summarized as follows (17):

1. Hiking / Trekking
2. Natural Education
3. Natural Photography, Video Taping and Sound of Natural Audio Taping
4. Bird Watching
5. Cave Exploring / Visiting
6. Sky Interpretation
7. Boat Sightseeing
8. Canoeing / Kayaking / Browbeating / Sailing
9. Snorkelling Skin Diving
10. Scuba Diving

Likewise, generally categorized ecotourism into seven activities as follows (17):

1. Natural Relaxation and Leisure
2. Mountain Biking Terrain
3. Rock/ Mountain Climbing
4. Tent Camping
5. Hang Glider
6. White Water Rafting
7. Picnicking

Ecotourism business is developing rapidly, so it would be in concern how to control and standardize the quality of traveling business compatible to ecotourism and ecological conservation. Especially, the benchmark is required to enhance quality control of tourism location. The ecotourism quality standard has set to assess the quality of ecotourism location that can be found in four major areas (13).

1. Ecotourism Capacity

The ecotourism capacity is the most important factor relatively how to work well on ecotourism management. Certainly, ecotourism should be a traveling place that can satisfy for learning and being a part of the natural system by interlinking to cultural heritage in the communities. Hence, tourists could admire how indigenous life-being and natural-being. Moreover, public security would be one related factor of ecotourism to concern for protecting all tourists with care and share as well.

2. Ecotourism Landuse Management

The landuse management of ecotourism would demonstrate in pattern of zoning management and capacity evaluation, including with ecotourism services and activities without detrimental to the ecological system and native culture. Besides, one of the most importance is follow up and evaluate the changing landuse of ecotourism from traveling activities.

3. Knowledge Management and Public Awareness

Both knowledge management and public awareness of ecotourism could determine from planning and implementing of local administration in reliable areas together with organizations, traveling agencies and relevant communities surrounding to ecotourism areas. Purposely, it would initiate acknowledgement and public

awareness to all tourists and stakeholders for valuably admiring to ecological system and natural conservation.

4. Public Participation in Ecotourism Activities

Normally, communities could participate to ecotourism via various traveling activities. Communities would also have solidable advantages from ecotourism in both direct and indirect mechanisms. This would enhance local communities for caring and awaring in value added of ecotourism parallel with ecological conservation possibly.

Each ecotourism base has various disparity and capacity for being better quality of ecotourism. Therefore, it would have a particular guideline for demonstrating the capacity of traveling places in order to develop and reorganize by using a myriad of substantial ways to proceed as following below:

The capacity is either the capability or readiness for no matter what could enhance to the ecotourism development, adaptation, management or change in advance. Focusing into the details, the capacity demonstration in ecotourism would identify how each traveling place is suitable for capacity and prioritization in sequential level of ecotourism management with addressing the criteria of capacity investigation as indicated below:

- 1) The value of tourist locations including the characteristics, beautiful, historical, religion, surrounding landscape and liftstyle.
- 2) Transportation facilitate including a condition of access routes, transportation facilitate and distance.
- 3) Accomodation facilities including a restaurant, beverage, service utilities such as, electric, water supply, telephone, medical and security system.
- 4) Environment surrounded including ecological system, physical feature, weather condition and other conditions are adjacented the tourist areas.
- 5) Tourist restriction including tourist areas restriction, utilities restriction and security issues.
- 6) Tourist location is widely well-know, so it makes a lot the number of tourists in each tourist location.

In addition, there are criterias to evaluate the capacity of tourist location which it is consistent to the ecotourism in order to qualify the tourist location in the beginning phase as follows the criterias below (6):

1) To consider the capacity of natural resources of its tourist location from identity of natural resources, outstanding of ecological system, native culture and tourist attraction. However, the main criteria to consider the tourist attraction to tourist location is the environment surrounded the tourist areas, such as remain its original condition, modified in some areas, created substitute objects and renovation. The qualification of tourist location will be considered to approach to the originality of ecological system as mainly.

2) To consider the unique components of tourist locations that are important because it makes the area unique or attract to tourists in a different ways. It takes into consideration the components of natural resources, historical and local cultural.

3) To consider the operation management of tourist location based on the concept of ecotourism and defined an opportunity to increase the capacity of tourist location shown as follows:

- To educate the knowledge about tourist attraction during provide the activities.
- The management of tourist attraction preserve and protect the environment within tourist attraction to be effective including the security life of tourists and property. The management complies to limit the number of tourists and efficient services.
- Consideration of management organizations that focuses on the organization of the people both public and private sectors, and consider the level of participation by local communities to control tourism.

Criterias to consider the capacity of tourist location, it consists of four areas as follows (19):

1) Land use: attracting tourists with its unques natural resources, including historical heritages, archaeological relics and sites with associating between ecosystem, native tradition and culture parallel with any other persuasive factors for

example landscape, transportation access, season, mainway condition and the distance estimation from the conservation center in the area.

2) Operation management: consists of security life, accommodation facilities such as transportation and electricity included the regulation to limit the number of tourists not exceeding to the capacity of its tourist areas.

3) Activity programs and processes to organize: the variety of activity programs along with the concept of ecotourism and educate the ecotourism knowledge in order to create awareness among the group of tourists.

4) Community participation: determine by a local organization

In addition, the guidance book of evaluation of the capacity is ranked the tourist locations that urgently needs to be developed also defines the key criteria in evaluating the capacity of tourist location on two criterias (20):

1) Evaluation criterias of the capacity of ecotourist attractive to prioritize the important of tourist locations, the evaluation criterias are consist of

- The ecotourism locations are well-know.
- The ecotourism locations have unique identity by considering the type of attraction that related to the originality of natural resources and the archeology and cultural value.
- To create the occupation and income in local community.
- To create a unity in the group, build strong community, maintain a unique tourist attraction and make community proud of unique tourist attraction.
- Development in community based on the amount of accomadation facilities within the comminty.
- The conservation of natural resources and environment by considering the nature of treatment include increased biodiversity.
- The conservation of buildings, archaeological restoration, maintenance, maintenance and historical integrity.
- The conservation and preservation of art, culture and local knowledge, such as dress, language and lifestyle.
- Learning center of environment, history arts, culture and science which valuable to acedamic and learning.

- The communities are interesting to create a tourist attraction within the community areas for tourist to relax and entertain.

2) Evaluation criterias of the capacity of ecotourist attractive to prioritize the deteriorate of tourist attractions, the evaluation criterias are consist of

- Physical evaluation, the characteristics that are considered compose of the access path from the outside which is determined from malfunctioning of the route and suitable for travel in all seasons. Also, the adequacy of the internal tourist traffic and convey a clear path to the destination signs.

- Facility evaluation: supplying with public utilities and services of ecotourism within the communal area in terms of tourist information center, restrooms, parking areas, food center, souvenir shops, hotels, electrical system, water supply and telecommunication.

- Ecotourism and ecological system values: relating to the environmental deterioration in ecotourism area, natural clarity, historical and archaeological parks and valued chain of artistic, historical, cultural and intellectual properties together with academic value and basic knowledge management.

- Economic and social changes: informing to the infrastructural change of communal occupation from permanent livelihood to parttime traveling services with unstable incomes or the decrease of communal incomes due to social impact and argument. Moreover, it would be clear for investigating into negative impacts, distrusting public awareness and less joining communal collaboration.

2.2 Community-based Tourism

The community-based tourism (CBT) means the development in community by adapting tourism in terms of substantial measure for strengthening the communal unity together with cooperating to tourism management in the communal area. The CBT is important to the compositions of public participation, public responsibility and beneficialness together with transparency organization and controlling and preventive measures of environmental, social and cultural impact

assessment. The activity programs are designed based on the internal factors such as activities, accommodations, natural resources capacity, public information with targeted groups, the relevancy of tourism activities for targeted groups based on communal culture and environment, well collaboration and teamworking compatibility. Moreover, it would be a process to evaluate the outcomes of operation in term of tourist satisfaction (21).

Likewise, it also explain that the another factor, building up tourist capacity with the right to learn in communal life-being ever better, was interpretive guiding by human based interpretive guiding for providing information, explaining, tour-leading in communal activities. In type of group tour, it would exactly give an opportunity to tourists for self-practicing not only by their own implementation but also assistant volunteers. Furthermore, tourists would be available to live and learn in apart of the communal life-being, so that tourists would have more understanding about communal lifestyle and fundamental base within the communities. In the same manner, tourists would have a chance to share and exchange their opinions in pattern of knowledge management by using non human based interpretive guiding in various ways such as public signs, exhibitions, ecotourism booklets, brochures and handouts for tourist's acknowledgement (21).

One more thing, the most importance of community-based tourism is evaluation process for following upto the progressive implementation and efficient results. This would head to the improvement of implemented development much better and could apply as a typical tool for evaluating the implementation by using questionnaire or welcoming booklet for tourists, applying questionnaire, interview or official meeting for the communities and creating specific checklist for analyzing the evaluation and change of tourism management.

2.3 Sustainable Tourism Management

The sustainable tourism management is developed program with balancing economy, human-being and the environment (22). Obviously, it means to the development in which is beneath the limitation and ability of ecological capacity.

Especially in the environmental manner, it creates awareness with the mechanism of ecological and environmental systems by remarking the sustainably procedural implementation together with efficiently ecological conservation. It would importantly lead to the sustainable biodiversity, ecological conservation and life-being in long term (23).

Exactly, the sustainable tourism is the type of tourism in which could retain natural conservation and involve with satisfaction of tourists eternally by improving tourism quality with more profitable including to participate with the communities and share marketable access and beneficialness appropriately. Moreover, it would be limited the number of tourists suitable to tourism capacity not only protecting for less environmental impact, but initiating proper tourism management as well. Due to the meaningful definition, sustainable tourism is composed of six components as the information below (24):

1. To integrate any types of tourism such as, natural, historical and cultural tourism.
2. To focus on valuable and unique identity of tourism.
3. To take responsible for the natural resources and environment of tourism.
4. To share knowledge and experience about natural and cultural tourism.
5. To offer the benefits to the entrepreneur in long term.
6. To offer the benefits to the communities in returning the local environment and resources.

As mentined above, ecotourism and sustainable tourism are the relationship due to the activity programs; there are developed and managed communal tourism by remarkably mainstreaming with tourism capacity of natural system and communities. Besides, ecotourism would give a communal opportunity for participating and building capacity in dealing with ecotourism and performing knowledge management between tourists and communities. It would initiate public awareness and morality of tourism conservation. Likewise, the communities could generate more incomes in the long-lasting time together with managing sustainable tourism further (25).

However, the sustainable tourism criteria had developed by the Partnership for Global Sustainable Tourism Criteria and classified into four dimensions of sustainable

development principle. Each criterion would comprise of more details to technically indicate how the organization would be concentrated and implemented for reaching upto the minimum requirement of sustainable tourism as shown in below (26):

1. Demonstrate effective tourism management.

- To initiate the management system with deliberating to sustainability and compatability of the reality, organization mass and the significances of environment, civil society, culture, quality of life, health and public security.
- To implement following to rules and regulations related.
- To train the trainees for acknowledging about role, function and guideline how to willingly act well in terms of management.
- To continuously evaluate the satisfaction of tourists and services for improving the serviced procedure suitably and functionally.
- To apply mass multimedia and advertisement completely and correctably with provisional situation.
- To design and construct all buildings and infrastructural accommodations restrictedly beneath the notrifications of both urban planning and environmental conservation and protection areas. Additionally, it would be respectful to the natural system and indigenious culture in surrounding areas, and it would stand for sustainably infrastructural construction with compatible to ecological system, cultural heritage and unique identity, including with all serviced accommodations for tourist's access.

2. Give rise to social and economic benefits to local communities and create a negative impact to a minimum.

- To technically support the communal development in sections of public utility and fundamentality such as education, health care and clarity.
- To employ and build capacity of civil society with acknowledging and best-practicing in preliminary skills needed.
- To reform maketable access of microfinancial products and services within the communities and compliance small and medium communal enterprises for sustainably developing and vending any kinds of goods originated from native materials and intellectual property such as food, beverages, handicrafts, artistic performances and agricultural products.

- To support the initiation of rule, agreement or code of practice for establishing communal guideline by means of the mutual conformity and collaboration from the communities.

- To confront with operational policy and commercial utilization and would be solidable with gender equity of female employees and minority groups in the communities.

- To esteem with labour laws and regulations, labour protection laws and regulations nationally and international together with formulating the minimum incomes rate with compatible to communal life-being.

- To reform the fundamental service for civil society such as water supply, energy supply and public health in order to not in danger or dispute settlement with adjacent communal areas.

3. Give the benefits to cultural and traditional heritages with less negative impacts for the communities.

- To implement following to tourism laws, notifications and agreements in traveling of cultural and historical heritages due to the purposes of less negative impacts and the most tourist's satisfaction.

- To not allow for trading, exchanging or exhibiting archaeological relics and archaeology except legally permissional allowance.

- To protect public areas and prosperities of historical and traditional heritages together with intellectual believe and give a chance to construct transportational access for the communities reaching to the areas and prosperities.

- To apply either artistic performance, native architecture or cultural heritage in design, decoration and culinary with respectful to communal intellectual property.

4. Give the benefits to an environmental system with least negative impact for the communities.

1) Natural resources conservation

- A procurement policy that focuses on environmentally friendly products.

- Counting the purchase products that are not biodegradable. To find ways to reduce the use of such products.

- To measure the energy and water consumption for proving the generation source and establishment of energy-saving and renewable energy-using.

2) Reduce environmental pollution and reduce greenhouse gas emissions

- Measurement of greenhouse gas emissions from various sources. In their responsibility. The process of reducing greenhouse gas emissions and create a balance.

- Efficiency of waste water treatment including the reuse.

- Management of waste management system is effective. The remaining volume of waste to a minimum.

- Reduce the use of substances that are harmful. And substances that do not harm a healthy alternative.

- Practice that reduces noise and light pollution. Water pollution from runoff. Erosion of soil erosion. The use of chemicals that destroy ozone. The residue in the environment.

3) The conservation of biodiversity, ecosystems and landscapes.

- To feed livestock for consuming, selling, exporting or showing with legal-binding permission.

- To not detain wildlife in restricted area.

- To prevent alien floral species for planting in communal area.

- To support biodiversity conservation.

- To aware with all operations not both harmful to wildlife survival and damaged to ecological system. Conversely, it would be cooperative with natural rehabilitation and donation for joining into conservative activities.

According to the relationship between ecotourism and sustainable tourism, the sustainable tourism criteria would be practical no matter when applied using in the reality. Certainly, it would enhance for immensely distributing incomes and public beneficialness in conservation of natural resources and environment to the country.

However, the sustainable development of ecotourism would be obviously and efficiently in force with the crucial policy and developing plans related. Especially in Thailand, the chained effect of economic crisis, political problem and communicable diseases would be enormously critic to tourism sector. Therefore, it

would have an emergency plan both short and long terms for recovering country economy as soon as possible. In apart of the emergency plan, the Draft Strategic Plan of Crisis Recovery and Measure for Tourism Motivation between 2009-2012 would enhance the cooperation from integrated sectors and stakeholders to recover the deniable crisis of tourism sector as quickly as possible. The ecotourism declaration with relevant strategies as informed below (27):

1. The strategy of activity renovation and tourism program for value creation and value added: by having the motivative approach and performing value creation and value added with the purposes of various activities generated. However, the activities will be setup in different activities which it depends to the interest of targeted groups such as urban tourism, ecotourism, adventure tourism, agricultural tourism, health care tourism, sport-activity tourism, boat-activity tourism, culinary tourism, tourism of meetings, incentives, conventions and exhibitions, religion-activity tourism, educational tourism, long-term statement tourism and new-modernized tourism.

2. The strategy of rehabilitation and quality improvement of sustainable tourism: by applying tourism rehabilitation and improvement approaches for leveling up tourism quality and standard. Accordingly, it would have strengthening programs for training municipalities and communities in knowledge management of ecotourism and cultural heritage. Besides, municipalities and communities would have a chance for participating into integrated planning, public beneficialness and communal cobeneficial management from public resources integration. In the same manner, there are remarkable strategies of communal tourism network and public participation in empowering tourism quality with the supportive guideline of training to communal trainees for acting as locally volunteering guides. This training program is the right to learn and experience to volunteering guides together with occupying much more incomes to the communities.

3. The strategy of tourism protection and public security: by assuring tourism integrity of public safety and security approach. In particular, this strategy would emphasize to the protection and public security of tourism with driving force to the establishment of tourism standard and criteria such as service standard, public

security standard of ecotourism and adventure tourism activities for example cliff-climbing, cliff-rolling, sea-walker, scuba-diving and white water rafting.

2.4 Evaluation

2.4.1 Definition of Evaluation

From the past to the present, in the evaluation process has developed steadily. Many of the researchers have given a definition of the evaluation varies according to the concept of the importance of each point. In the early, Tylor has focused on the objectives of the evaluation by demonstrating the results and comparing with the objectives has settled. Soon after the objectives were reachable, the goal is accessible as well (28). Sooner or later, the meaning of evaluation had periodically developed together with invariably changing by the time-being. Anyhow, the preliminary concept of the evaluation process could divide into two main ideas. The former was value-oriented education by highlighting to evaluation process of valuable purposes while the latter was decision-oriented education by informing to the evaluation process of information system with providing to the administration for making decisions (29).

Moreover, the simulation model of the evaluation process during that time. Mostly, the simulation model generally initiated to the educational evaluation; for a while, the simulation model has modified using with the project evaluation by classifying into three group models as simplified below (30):

1. Objective Based Model: focusing onto the comparative comparison between results and objectives by academic researchers in this concept such as Tyler and Cronbach.
2. Judgmental Evaluation Model: Remarking to the valuable of evaluation for no matter what items were evaluated with a group of targeted researchers for example Stake Scriven and Provus.

3. Decision – oriented Evaluation Model: simulating to the model of information system for making decisions with conceptual researchers of Stufflebeam and Alkin.

However, the concept of evaluation models above, it can be combined to be a complete model. It concluded that the definition of evaluation is procedure to gathering the connectivity of related information and preceding the analytical evaluation of relative issues, comparwith the reachable criteria. The specific criteria would be categorized into evaluating purposes, following to evaluated criteria and sequencial time period. In spite of the integrated evaluation, all information would be very useful in an advancement of information system for decision-making in developing the operational implementation more efficiently.

2.4.2 Important of Evaluation

In any other making decision steps, the evaluation process could play with a role model in a procedural action for improving to all practical dimensions for example explicated about the essential evaluations in three dimensions (31). The first is the administrative section for driving force the resulted evaluation in terms of administrative mechanism for controlling and evaluating the execution with improving to workable operations better. Second is the psychological section was for applicably evaluating to strategic mechanism of operational motivation while the last was political section for not only observing the responsible evaluation, but empowering the solidable mechanism of public participation.

In pattern of administrative issue, the evaluation is still used in a myriad of fruitful ways; the results are summarized in the details below (32):

1. To enhance the information system for making decisions and performing planning and evaluation of essential resources with implementing and providing different activities.
2. To contribute actively information system, problems and obstacles from workable implementation, improvement and reedition in reliable direction.

3. To provide information system about success story and failure of activities for gaining into making decisions and investigations in progressive step of operation or cancellation.

4. To indicate the efficiency of implementation and profitable availability of investment.

5. To inform information system for officials with improving capability for working better in the future.

According to the co-benefits of evaluation could generalize in alternations of firstly policy section for evaluating the positive availability of pilot model and pushing into decision-making at policy level, secondly administrative section for reviewing strength and weakness of implementations for highlighting into making decisions and eventually implementation section for lesson-learning in the pros and cons of working procedures and activities and enhancing the implementing process efficiently and effectively (33).

Obviously, the benefits of evaluation can be classified into 2 categories. The former is in administrative level for reviewing policy, and the latter is in implementing level for improving the operational procedures better.

2.4.3 Characteristics of Evaluation

The characteristic of best evaluation, in planning to evaluation and reviewing informative projects would intentionally investigated into entire topics, or provided methodologies in evaluating projects much better. However, to evaluate the quality has set the standard for assessing a project that consists of four topics (34).

1. Utility: taking into account the objectives and reasons to clarify the evaluation. Explained the benefits to be gained from the evaluation as well. It can be linked to the development of the information to others.

2. Feasibility: taking into account the possibility of bringing the evaluation to use in practice, also taking into account the variability of political will affect the evaluation including the costs for evaluation.

3. Propriety: considered the appropriate for related members. By respecting the rights of those involved and to be able to communicate openly and

clearly the goal of the assessment should also examine the strengths and weaknesses and to improve further.

4. Accuracy: precisely in the context of the project and the evaluation of process is adequacy of resources, as well as reliability. The appropriate ways to analyze and conclusion as to prepare the evaluation report should be no bias in order to get the most accurate of data.

2.4.4 Evaluation Model

The evaluation model could be divided into two characteristics, the model was created to use for explanation or describe any other qualifications and programs no matter what it could be in the model, called Descript Model and the latter was well known in the name of Prescriptive Model was used to evaluate of guidelines and code of practices. This typical evaluation would indicate the model with specific purposes and key performance indexes for evaluating. In addition, there was not only the model that used to evaluate but also the concepts out there could be applied to the same viewpoint. Therefore, academic researchers had enhanced the models for conveniently using in the reality. No matter what the models were useful and conceptual, the models would intensify to the mainideas of researchers with compatible to use in differentiate ways. That was why the auditors would keep in mind to learn overall relevancies, modeling profiles and conceptions before applying using in working details and compatabilities. Obviously, there were significantly typical models as indicated below (30):

1) Tyler Evaluation Model

Tyler Evaluation model has educated compositions such as educational purposes, knowledgeable experience and educational outcomes. This is a particular evaluation in which would be reviewable the project outcomes, compared with objectives. Therefore, it would be compatible to results-based evaluation (35).

2) Cronbach Evaluation Model

Cronbach had improved the model in 1963 for recorrecting to faults of Tyler Evaluation by evaluating to circumstancing factors. The outstanding point is the creation of information system for making decisions (36).

3) Stake Evaluation Model

Stake Evaluation or Countenance Model could be divided into two issues between description and judgment. Hence, it is a systematic evaluation method by preparing descriptive information and valuable judgment, following to the explicit evaluation standard. Anyway, the limitation is due to this evaluation method was in terms of metric formulation. Some metric cells are conjugated with each other and uncleared between dissimilar cells. That could be occurred to the internal conflict within the projects eventually (37).

4) Provus Evaluation Model

Provus Evaluation or Discrepancy Evaluation Model. It is a model with evaluating to the imbalancing standards, compared with the virtual occurrences. It would be comparatively evaluating all subsections of the projects, compared with project standard. No matter when the outcomes could not be compatible with, it would bring to reprocceed the project repeatedly and entirely (28).

5) CIPP Evaluation Model

CIPP evaluation is an analytical process for gaining available and informative data for making decisions. CIPP evaluation is not only to evaluate following to objectives, but to indicate strength and weekness of the execution as well. This was a way that auditors could be able to view in whether advantages, disadvantages or operational efficiency entirely in which could be offerable for administrative decision-making. Obviously, CIPP evaluation is divided into four issues as following (37):

- Context Evaluation (C): to evaluate for revising most significant data together with demonstrating project objective and feasibility. The evaluation is observable to problematic response, fundamental need, purposed clarification, organizational policy, compatibility and supported availability.

- Input Evaluation (I): to investigate the project possibility, resourceful sufficiency and compatibility with resulting from specific data input and well-performed preparation such as budget, human resources, materials, time period, technologies and operational plans which were suitable, qualified and trustable in managing for better efficient results.

- Process Evaluation (P): to evaluate during project operation for defining to the negative breakdown of the projects and revising to improve and edit further operation technically. Likewise, it would be reviewed the activities, time period, project resources, leadership and public participation within the project.

- Product Evaluation (P): to compare with project outputs, outcomes, objectives or targets parallel with the investigation of project cancellation, extension, change or evaluation of policy, plans outcomes and impacts.

CIPP evaluation model is an evaluation to obtain information for decision making. When using to evaluate the environment, it will provide information for planning, factors evaluated. The finding of data will obtain information for the project structure. Generally, it was used for planning, reviewing principal factors for composing to project structure, analyzing process for driving force to the implementation and considering outcomes for making decisions of project implementation or cancellation (38).

Nevertheless, CIPP evaluation could demonstrate projects in three characteristics as informed below (10):

1. To provide research projects with clarified objectives.
2. To define existing projects without operation.
3. To indicate exiting projects during operation.

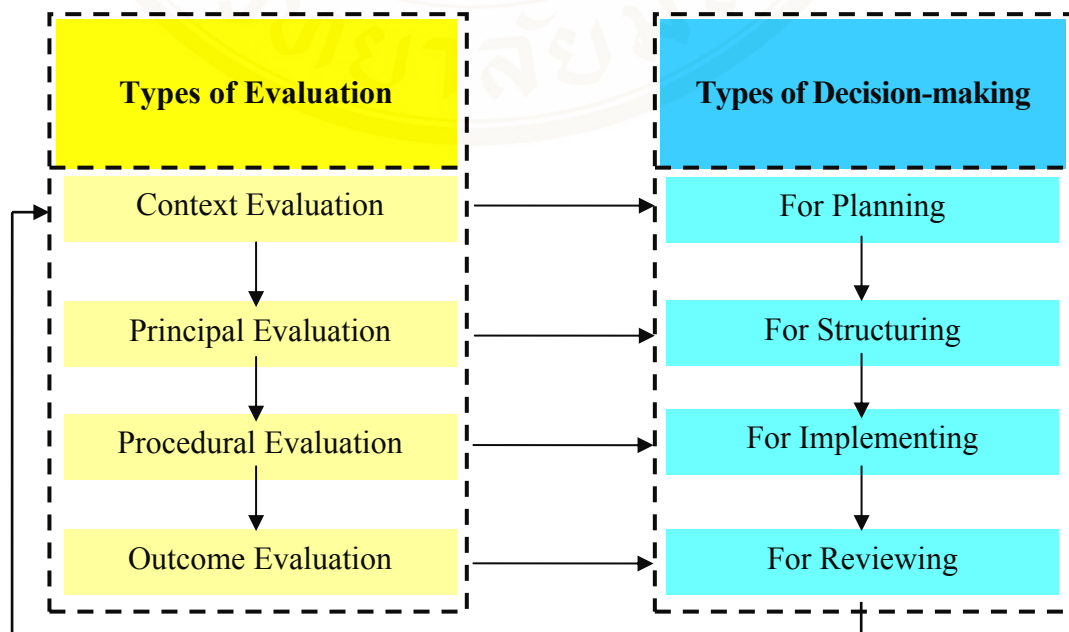


Figure 2-1: The Relationship between Evaluation and Decision-making in CIPP Model (10)

The model was designed to be consistent in applying for various applications which it depends on the objectives of each research study. The selection of model is something that should be considered along with the topics in the evaluation as well (30). It would obviously investigate the evaluation-timed period during project beginning, operation and finale or all-timed operation. Because each evaluation point had duration time for gaining information differently, the evaluation would identify to the project types, understanding in details, development objectives, targeted groups and methodologies. Likewise, the procedure would signify to the evaluation point of which it could be able to initiate in various ways, including with integrated meeting for maintaining beneficialness for any other sectors and stakeholders related.

In this study, the CIPP evaluation model was used as a tool to evaluate the the ecotourism management of Klong Khone Mangrove Conservation Center. Because of this model can indicate the overall performance as good as possible. Not only take action to achieve the objectives but also evaluate the environmental surrounded of input, output, process and productivity as well. This is especially useful to improve performance even further.

2.5 Klong Khone Mangrove Conservation Center

2.5.1 General Information

1) Sited Location

Klong Khone Subdistrict, Muang District at Samut Songkhram where far from city approximately 15 kilometers and border with the areas (39):

Northern Region: Connected to Ban Bang Khan Taek Subdistrict, Muang District in Samut Songkhram

Southern Region: Connected to Ban Laem Subdistrict in Phetcha Buri

Eastern Region: Connected to Laem Yai Subdistrict, Muang District in Samut Songkhram and Thai Gulf

Western Region: Connected to Yee Sarn Subdistrict in Amphawa District

2) Geographical

Most of the areas in Klong Khone Subdistrict are a coastal plain. The areas that adjacent with the wetlands are areas where saltwater. The mangrove forests and avicennia were found in this area while apart landareas are in brackish water (39).

3) Administrative zones

Klong Khone Subdistrict comprises of 7 villages as detailed below:

- Moo 1 Ban Klong Kod
- Moo 2 Ban Klong Khone
- Moo 3 Ban Klong Khone
- Moo 4 Ban Prak Tha Lae
- Moo 5 Ban Klong Chong
- Moo 6 Ban Pracha Chomchuen
- Moo 7 Ban Klong Chong Noi

In addition, the display areas, the location of the community and the activities of the community in each village. As shown in Figure 2-2.

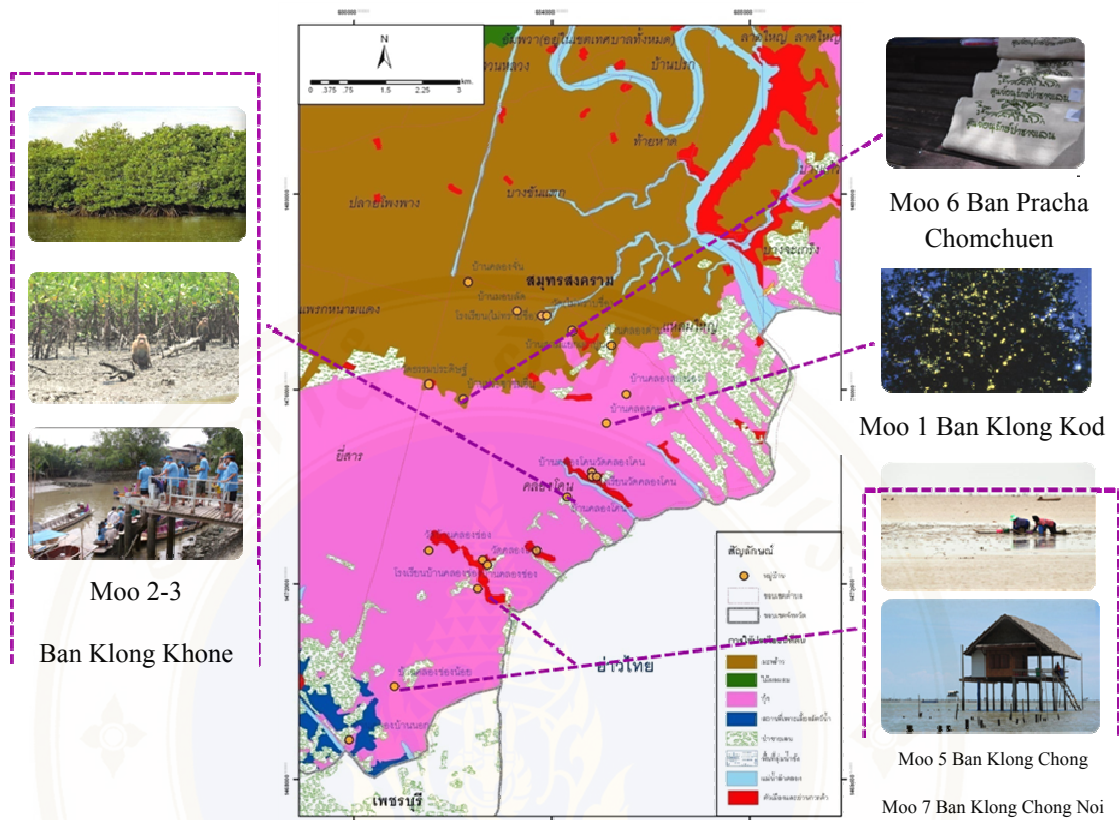


Figure 2-2: The land areas and location of the community and participate with ecotourism programs with Klong Khone Mangrove Conservation Center

Fromn Figure 2-2, the geographical mapping was explained to the land areas of Klong Khone Subdistrict and six villages involved with ecotourism activities of Klong Khone Mangrove Conservation Center. Generally, each village had dissimilarly cooperative activities with the conservation center, based on natural resources and communal life-being availably. For example, Moo 1 Ban Klong Kod had the activity of fire fly-sited visit together with Moo 2 and 3 for vital activities of natural and communal life-being sited visit on both sides of canals, mangrove-planting campaign and offering food to Crab-eating Macaque. In the same manner, Moo 5 Ban Klong Chong and Moo 7 Ban Klong Chong Noi nearby the coastline havd a pilot model of fishery and life-being in fishery communities, and Moo 6 Ban Pracha Chomchuen had civil society of communal enterprises for marketing as well.

4) Population

There were population in Klong Khone Subdistrict approximately 4,304 persons with 1,084 families. There were 2,147 males and 2,157

females with average population density about 130 persons per square kilometers as shown in Table 2-1 below:

Table 2-1: The Population of Klong Khone Subdistrict

NO.	Villages	Population			Family NO.
		Male	Female	Total	
Moo 1	Ban Klong Kod	203	212	415	115
Moo 2	Ban Klong Khone	404	401	805	188
Moo 3	Ban Klong Khone	313	256	569	124
Moo 4	Ban Prak Tha Lae	259	286	545	136
Moo 5	Ban Klong Chong	436	466	902	215
Moo 6	Ban Pracha Chomchuen	236	212	448	136
Moo 7	Ban Klong Chong Noi	295	324	619	169
Total		2,147	2,157	4,304	1,084

Source: Klong Khone Subdistrict Administrative Organization, 2009: Online (39)

2.5.2 Economic, Social and Cultural Conditions

Most population were buddhism with having importantly native traditions in the communities such as International New Year, Thailand New Year with Songkran Festival, Buddhist Rain Retreat with offering food to monks, Buddhist Rain Retreat with Candle Procession, Buddhist Rain Outreach with offering food to monks. By the way, most people had communal fishery life-being with building households beside the canal and transporting by boats for occupying and daily outgoing. It was pretty obvious that the communities had peaceful incohabitation, mutuality, sufficiency economy and Mangrove conservation in terms of a livable source for variously newborned sealives (40).

Moreover, most people in communal area occupied with fishery and aquaculture such as prawn farm, Blood Cackle farm and Mussel farm parallel with prawn paste. Apart of the people acted as hiring labors in coconut yard. Especially with communal enterprises, producing coconut sugar could be available in Moo 1, and Klong Khone was well known in a good quality of prawn paste as well (39).

In pattern of civil society and political and local administration of the communities, communal leader was the one who always took care villages by public participation and communal cooperation for brainstorming, making decisions, planning and developing in each village. The way how to participate was by establishing public hearing in vilallages with enhancing the unity. No matter when there was a conflict in villages, communal leader would be the one to dispute settlement and reconciliation.

2.5.3 Natural Resources

1) Mangrove forest: Klong Khone Subdistrict was abundant of natural resources. The outstanding landmark was mangrove forest in which could be not only a conservable area of newborned sealives's living, but also famous ecotourism of Samut Songkhram province. As mentioned to mangrove forest, there were the landarea much more than 2,500 rais, planting by communities and becoming to plentiful mangrove forest with purposes for lesson-learning and researching into the ecological system (39).

2) Soil: Due to Klong Khone Subdistrict adjacent to the ocean, it would be resulted of basidically saline soil and insuitable for agriculture. Hence, the landuse management would be less than usual, and it is mostly used for inhabiting households for living (40).

3) Water resources: Klong Khone Subdistrict had significant inland water resources in types of canals such as Klong Khone Canal. Anyway, canal water body normally qualified to saline base of which could not be used in daily utilization and consumption. The people only used canals for transportation and the exiting pathway to Thai Gulf for working on marine fishery with the vital occupation of villages. For this reason, most water use here was provided by water supply and rainfall (40).

2.5.4 Tourism Resources

Summarily, Tourism campaign of Klong Khone Subdistrict could generalize in terms of tourism activities with resemble to the connectivity of communal life-being by remarking mangrove-planting activity for promoting. Certainly, it was not only offering public beneficialness to the communities, but expanding mangrove area as well. Besides, the communities still initiated any other alternatively traveling programs for welcoming tourists to visit in a myriad of groups such as homestays, native food, Kra-teng (a cottage used for watching over ark shells in the sea), traveling boats, mud sled and volunteering guides (8).

2.5.5 Potential of Community

All communities of Klong Khone Area had clusterally integrated for developing civil society variously with 11 groups. Remarkably, each group generally had disparate roles and functions. This was a way to show how communities could build capacity and enhancement from now and then. The working groups could be categorized as the details below: (39).

1) Mangrove Forest Conservation	1	group
2) Money-saving	1	group
3) Youth Cooperation	1	group
4) Prawn Paste Occupation	2	groups
5) Others	5	groups
6) Female Activity	1	group

However, there were a several internal factors for improving communal Klong Khone development for example 1) leadership with empowerment, sacrifice, accountability and public participation to use in communal development 2) unity with communal cooperation and public participation for developing the communities 3) plentiful natural resources and environment nearby coastline and mangrove forest in terms of seafood bank for the communities either consuming or trading into incomes for their families (40).

2.5.6 Ecotourism Program of Klong Khone Mangrove Conservation Center in Samut Songkhram

Ecotourism Program of Conservation Center was remarkable to the ecotourism connectivity of natural system and communal life-being. Not tourists could only be enjoyable from site-visiting programs, but also acknowledgeable from natural-classed trail and tourism activities, traveling for one-day and staying trip. The most outstanding activities were both mangrove forestry conservation and communal fishery life-being, depending on water-current, sealife's cycle and climatic seasons. Exactly, tourists could obviously recognize mangrove forestry rehabilitation, traveling boats and fishery catching such as krill and shell by a mud sled. Furthermore, tourist could enjoy beautiful seaview and tasty seafood at Kra-teng. Grouped activities could be divided in detailed below (8):

1) Mangrove forest conservation activity

Previously, Klong Khone Subdistrict used to illegally trespass and devastate mangrove forest by operating prawn farm and other beneficialness. It would be affected to mangrove ecological loss and negative fishery occupation. That was why fisherpeople would go out working at relevant areas.

In 1991, a communal leader, Chong Mayor, initiated the provisional concept of mangrove forestry rehabilitation for completely recovering. On the first phase, the plan faced with both procedural problem of mangrove forestry plantation and a lack of communal cooperation. However, Her Royal Highness Princess Maha Chakri Sirindhorn would foresee the significance of mangrove forestation in this area with royal patronage decree together with governmental cooperation. That was why Her Royal Highness Princess had continuously planted mangrove forest since 1997 – 2004. Soon after this royal compassion, not only communal people would play attention to plant mangrove forest, but also tourists with ecotourism lover could have a chance to join into mangrove forestry plantation campaign at Klong Khone Mangrove Conservation Center. For this reason, mangrove forestry plantation had been visible into a vital activity of the conservation center. That was the eventual result to recover the abundant mangrove forest of Klong Khone Subdistrict as soon as possible.

2) Communal fishery life-being activity

As soon as, the mangrove forest has been restored and returned to the fertile again, the quantity of sealives had gradually increased. Occupation of the fishery in the area can be fed back to sufficient again without moving the work elsewhere. Likewise, the people had grouped clusterally into each communal group such as fishery, native food and homestays. The positive result was that notably the communal people could bring back their original occupation, but ecotourism adaptation had well known due to most tourists did prefer to travel and stay any closer onto the oceanic nature at Kra-teng. Therefore, homestays had been constructed for feeding backward to tourist's interest with lesson-learning to life-being of Klong Khone communities and considering to natural resources and environmental conservation. That was why tourists could be enjoyable and leisuring to the activities for planting mangrove forest, admiring to communal fishery life-being by traveling ships along the way, offering food to Crab-eating Macaque, eating various seafood and catching shell by a mud sled. In the same manner, tourists could be acknowledgeable about ecotourism together with communal intellectual property. This would be memorable way how to be apart of cooperational network of natural resources and environmental conservation and protection for the nationally sustainable development.

2.6 Related researches and literatures

2.6.1 Researches of Successful Story and Sustainability on Communal Ecotourism Management

Prakobsiri Pakdiphinich, 2007 (41) possibly focused to the sustainable ecotourism management in a case study of waterway tourism at Talingchan Canal Communities in Bangkok. Purposely, this research would remark to study about sustainable tourism, tourist needs and the guideline of sustainable ecotourism management in particular area. As a result, this studying research could be able to build capacity of sustainable ecotourism due to various natural resources in natural-traveling places and communal life-being beside canals, convenient transportation, public

security and capacity of tourist quantity. It would lead tourist for visiting and admiring. Furthermore, the civil society could participate to tourism activities and share cobenefit with each other from tourism promotion. Thus, the eventual result of this research would advice the solidable ways to enhance tourism management in 5 strategies for example to increase various numbers of tourism trials and activities, to maximize public participation, to develop local marketing, to strengthen the capacity of tourism services in the communities and to conserve ecotourism.

Wichanan Phongsri and Sompong Thongchai, 2007 (42) researched about the creation of tourism programs and area-based integration in studying area of Khong Jiem District in Ubon Rajchathani. The objectives of this research were studied the states of resourceful ulilization and evaluated the capacity of communally resourceful management. It would scope to initiate a pilot project of integrated tourism and feasible analysis for integrating tourism program. The outcomes could explain that the capacity of communal tourism management in studing area was ranked in professional level. Each village could highlight into differentiate viewpoints. In some areas nearby national park boundary and water resources, tourism programs would emphasize in terms of ecotourism while apart agricultural areas would apply into agricultural tourism compatibly. Likewise, cultural tourism would promote specifically in some indigenious regions of minority-grouped inhabitation. Moreover, some villages had pretended to modify with integrated agricultural tourism, following to the provisional concept of agricultural integration with value-added of homestay service.

Salin Deosurin, 2003 (43) informed to the internal factors in which could influence to public needs in the management of ecotourism, particularly in the case study of Ban Khog Kad Village in Plai Pong Pang Subdistrict, Amphawa District at Samutsongkhram. According to the research, it purposes to quest for public needs in which could be able to improve ectourism by proceeding both qualitiative and quantitative researhes comparatively. The results showed that civil society would like to enhance much more ecotourism in high level and request governmental sector to subsidy financial support for operating ecotourism enterprises. There was a relationship with linkaging to ecotourism management such as gender, occupation, age, incomes, ecotourism acknowledgement, negative impact and communal beneficialness. By the way, there was another factor between the feasible development

and public needs for ecotourism management. As mentioned to the research, there were recommendations and advices to ask for governmental sector into lesson-learning about ecotourism knowledge management for the public in details of not only adapting tourist behavior and operation, but also giving an opportunity for public participation in ecotourism management directly and indirectly. Certainly, financial support would be important for motivating public participation in ecotourism management.

Pojanart Krungkrai, 2002 (44) indicated to study about municipal and public participation in the management of ecotourism and culture, underlying a case of Ban Pong Ngam Sub District, Mae Sai District in Chiang Rai. This research was purposed to the relationship between the role of communal leaders, public participation and individual factors in participating to ecotourism management and ancient culture of Pong Ngam Subdistrict, Mae Sai District in Chiang Rai. Considerably, the research had gained all data by methods of observation, working group and survey. The results showed that communal leaders would have a variety of roles and functions such as responsibility, notification of tourism conservative management and dissimilarity of public participation in brainstorming, cooperating, cobenefiting and evaluating. Anyway, female would play attention into tourism management rather than male whereas no matter who would be in brainstorming process, these communal people would join into any other procedures as well. Likewise, people who had long lived in the communities would participate into working group in principle.

Pornpimon Pathadecha, 2007 (45) concentrated to homestay tourism and ecotourism at Pasak Ngam Village, Luang Neur Sub district, Doi Saket in Chiangmai. The objectives of this study were for operational development, eventual results and obstacles. In the same matter, it focused to the relevancy between the guideline of ecotourism management from Pasak Ngam Village and the Tourism Authority of Thailand by applying methodologies of interview, observation and literature review. The outcomes represented that the communities had improved in pattern of ecotourism management with homestay and public participation. Accordingly, Pasak Ngam area had ecotourism capacity due to richful biodiversity together with knowledge management and public awareness from the activity of environmental encampment operated. It was obviously that ecotourism management of Pasak Ngam Village would

be resembled to the guideline of ecotourism management from the Tourism Authority of Thailand in issues of public education and awareness, performing to ecotourism infrastructures and services. Conversely, there lack of natural resources and environmental management parallel with a deficiency of public participation, marketing promotion and guide-traveling service.

Achana Annanon, 2004 (46) considered to administrative management of ecotourism in Samut Songkhram by good-practicing about social enterprises and problems. Regarding to secondary data from questionnaires and interviews, each social enterprise would have more than one enterprise, and most enterprises understood to the meaning of ecotourism. Obviously, most social enterprises had ingrouped from communal people. In terms of management, social enterprises would perform planning and compositioning analysis related. No mater who had invested to social enterprises, there was an accouting record by itself. Besides, most social enterprises would foresee to the tourism tendency by reviewing to tourist numbers, compared to previous year, but there was no market sharing and positioning. That was why most social enterprises could not communicate to targeted groups, such as families and students, who would be ecotourism lover, participating into public information. About the commercial problems, social enterprises mostly faced with marketing due to insufficiently public promotion and advertisement. This would lead to less income from tourist services and inadequate-skilled workers eventually.

Buppha Wongpanta, 2001 (47) presented to the capacity of ecotourism management in Hua Hin District at Prachuap Khiri Khan, and the feasible guideline of ecotourism management and promotion. The final results indicated that the tourism capacity in Hua Hin District would be valuable in performances of tradition, history, ecotourism activities and tourist satisfaction of clear sandbeach and beautiful ocean, convenient transportation and intermediate public security. The way how to promote ecotourism in this area would be considerable to external factors of marketing, media advertisement and vital policy of Hua Hin District with announcing to public participation for tourism capacity itself, knowledge management, understanding and the cooperation between governmental, private and communal sectors. Purposely, the specific pathway would focus to ecotourism management in a patern of peaceful incohabitation and sufficiency economy.

Traiwichit Khaokaew, 2003 (9) studied about tourism management in Klong Khone Subdistrict, Mueng District in Samut Songkhram. The topics of this research were detailed in tourism situation, management, obstacles, resolutions and recommendations to the relevancy of communal ecotourism management. As referred to qualitative methodology, tourism in studying area would highlight into the utilization and cooperation between civil society and mangrove forest by initiating tourism activities related to mangrove forestry and ecological conservation. The remarkable problems were in particular of landarea, communal limitation, development budget and the imbalance between tourism promotive policy and non public participation. Therefore, it would be incentive for motivating more public awareness and participation further. Likewise, it would enhance the preliminary phase of natural tourism management and then develop into ecotourism later with less impact and suitable beneficialness to the communities, underlying to the similarity of communal life-being previously.

Watcharaporn Chankham, 2004 (48) focused to the capacity of native Tai Lue minority group in managing to ecotourism as a case study of Ban Don Mun, Tha Wang Pha District in Nan by studying communal simplicity in tourism management. It was purposely to entail communal process for analyzing the capacity of Thai Lue communities in ecotourism management. Following to the results, Tai Lue communities had previously had communal history together with its cultural and traditional unity. The indigenous communities simply had life-being, following to social norms and natural inhabitation by managing to communal forestry conservation of water supply, native dam system and resourceful aquatic animals conservation. These were significant factors of which persuaded to the people with lesson-learning in resourceful management, tourist's sited visit into ecological system and communal life-being. This was a particular way for enhancing to the communities in prouiding and awaring to natural resources conservation in accordance with the protection of communal tradition, culture and life-being. Hence, the communal procedure of ecotourism management would drive force by operating public participation and knowledge management for planning of tourism management and preparation. It would initiate to the procedural connectivity of civil society and communal relation with communal strengthen and capacity. In terms of ecotourism

management, it would be reviewed from the fundamental cost of social base with communal cooperation, underlying to the ownership management, intellectual property and apparent norm together with the connectivity between life-being and environment, based on sufficiency economy and efficiently resourceful management.

Wilailak Ratanapeantamma, 2006 (49) would initiate the research guideline of sustainable ecotourism management in a case study of Amphawa Floating Market, Amphawa District in Samut Songkhram. The outcomes showed that tourism recovery of Amphawa communities could gradually affect to the communal change for supporting to tourism activities, communally commercial production. Furthermore, there was a lack of communal mutuality with following to public conflict. Therefore, the guideline of tourism management in this particular area would enhance systematically with participating to all sectors in managing sustainable tourism for the communities. Likewise, the scope of ecotourism management would be indicated with clarifying to communal roles and functions explicitly by continuously settling goals and various tourism activities. Certainly, the communities would be able to play attention into public participation in all procedural steps for initiating public awareness and sustainable tourism.

As mentioned to all researches above, it would be clear that ecotourism mostly originate from communal integration in initiating traveling places in their areas, depending on natural resources and environmental situation. As long as ecotourism could be sustainable, public participation would be involved by addressing goals and integrated management. Besides, public awareness would perform for empowering the ownership of natural resources conservation and native tradition with leading to sustainable tourism as a result.

2.6.2 Researches of Successful Evaluation

Atiros Yongstar, 2005 (33) demonstrated the evaluation research of ecotourism management from Had Chao Mai National Park in Trang by using CIPP Model. According to result, there was abundant of natural resources system in adjacent areas. The objectives of Had Chao Mai ecotourism and strategic plans were compatible to each other together with public participation process. The Head Office

of National Park could play with a role model in cooperation of any other stakeholders and civil society for administrating ecotourism. Moreover, the National Park would intentionally remind to natural resources by enhancing programmable activities such as public and tourist information. By the way, there was a scarcity of media advertisement for raising public and tourist awareness. Overall operations would be inspirable to public and tourist satisfaction and understanding in high level while public participation was in moderate level. Thus, this research would advice to strengthen more public participation with the connectivity between all sectors in managing ecotourism from planning, implementing and evaluating procedures.

Visoot Lertpitiwanich, 1998 (50) would review the international tourguide evaluation from the Tourism Authority of Thailand by purposely evaluating the tourguide program by applying CIPP model. Conclusively, it obviously showed that the tourguide objectives were suitable to, and academic programs would be liable for trainees and beneficial to handled occupation. In the same manner, training period was appropriately whereas the preliminary factor of distinguished speakers and trainees were properly in high level. In pattern of procedural terms, there was well-prepared for training curriculum, tentative program, technical presentation and outcome evaluation in comprehensive level. Lastly, the outcomes could specify to general specification and implementation in appropriate level.

Wimonsri Uthapattanacheep and Pinyada Umpairith, 2008 (51) evaluated the eventual implementation of Education Division in 2008 by modifying CIPP Model, comprised of 15 projects and four outcomes in which Education Division had involved with. Relying on the results, the implementation of Education Division could be reachable to all topped goals and outputs, compared with project objectives. Likewise, the successful outcomes could identify in terms of well public health in high blood pressure protection approximately 80.44%. It would be reacted to topped goals of the Department Of Health Service Support by representing to the acknowledgement and health behavior in taking care to public welfare and the compatibility of Ministry of Public Health in correcting to public health behavior and health care participation.

Somwang Pitiyanuwat, 2001 (37) determined the action plan meeting of educational evaluation program in academic students for investigating the improvement of each tentative program more efficiency and accuracy. The

investigation process exactly used CIPP model for overwhelming contexts, problems and resolutions with re-proceeding about suitable objectives. Likewise, it would be reviewed to not only the suitability of resources, but also the implemented evaluation for determining the pros and cons. Accordingly, the final results from action plan evaluation would define how distinguished professors had changed cooperative behavior during the meeting operated and ended. It could summarize that all action plan meetings could be accomplished to the objectives, and participants could understand exactly about the educational evaluation program of academic students. Mostly, all participants could be understandingly to the evaluation principle and system of academic students by directly analyzing case study and developing questionnaire for outcome evaluation and awareness in the significance of educational evaluation program much better. By the way, there was a recommendation to improve the action plan meeting further for example to daily establish dissimilar activities for preventing weary feeling of participants, to increase more times in each activity, to describe more about the presentation title for briefly informing to all participants. Likewise, the meeting could be separately into working group with grouped leaders for proceeding and limiting to participant qualification and number for more profitably participating. Moreover, the meeting would provide more service rooms for emergency and initiate the outcome evaluation of educational evaluation program for all participants before and after the meeting with pointing out the side effects, possibly occurred in the reality.

Wanchalee Noriya, 2005 (52) studied the evaluation of waterway sport competition project in Nakhon Pathom with purposing to review the project, problems and obstacles by applying to CIPP model. In this case, the research used questionnaire for gaining information of input factors and operational procedures from project administration, responsible committee, chairperson and secretariat. In output side, the research also applied questionnaire for measuring tourist satisfaction. The ultimate results could show that Nakhon Pathom had the capacity of location and context for establishing the waterway sport competition project. The problem was unexpected climatic condition due to heavy raining on the operational day. The implementation had well cooperation between relevant organizations, centralized by the Governor with full of authorization and decision for operating. The project could reach to the

objectives about input factors of committee, fiscal budget, materials and appropriate location. In procedural pattern, most operations had well organized and systematically implemented, following to the success story of the project. About output process, most visitors were satisfy to the project in high level. However, researcher would suggest to more media advertisement with establishing more coordination centers for addressing roles and functions. One more thing, it would be better if there was a meeting for establishing public hearing to the people for brainstorming, providing another solution of unpredictable weather condition and grouping activity zones for operating the waterway sport competition project successfully and compatibly, according to the objectives.

Pornpit Sittichoke, 2005 (53) found that the evaluation of communal fruit seggregation procedure center for improving quality in Pattani in 2004. The objectives would evaluate to the execution, problems and obstacles in operating process beneath the project of communal fruit seggregation procedure center for improving quality in Pattani. To gain the secondary data, the information had questioned from agriculturers in the project, separated to the communal administrative committees and members. This Research would apply gaining data by using questionnaire and statistic analysis in percentage and average values. The ultimate results could show the fundamental information of agriculturers participating to the project, fruit types and the operational process such as project overview, outputs and outcomes. Mostly, the communal agriculturers would like to play attention to public participation underlying the center operation together with reminding to member's satisfaction, problems and obstacles from project operation.

Wasileh, 1996 (54) purposely evaluated the quality control program of nursery hospitals in Amman of Jordan by using CIPP Model for reproceeding the success of development program with quality control from nursery section. The review had determined to relevant factors for example contexts, inputs, processes and outputs. Besides, this evaluation not only techcnically testran the successful development program, compared with objectives, but also tried simulating to various factors such as unstable human resources, communication improvement, commercial service committee and organizational problems. It could summarize that the programmable

initiation could achieve to the objectives in developing apart of nursery section, and the most serious problem was a lack of fiscal budget for handling.

Kannika Kloubwannarat, 2002 (55) generally focused to the evaluation of individual research and development. The specific methodology would occur to brainstorm and develop in proceeding and implementing training practices. In applying to, the research used CIPP Model for evaluating training program and individual evaluation. The problem of training practices was taking long time for operating with oral testing training. Likewise, time period was one problem of educational behavior. The summarization would change to the evaluation method, planning, design and knowledge accountability by testruning in targeted groups. Certainly, CIPP Model could be very useful to perform educational evaluation in advance.

Kannika Kloubwannarat, 2002 (56) reported to the research of reading, writing and studying mathematical evaluation by using CIPP Model. The research was specifically for evaluating mathematical reading, writing and studying from Das Mois in Iowa of the States between 1993–1994 with 2,968 students. The outputs could show that most primary schools would request to support teaching both in class and laboratory. The result showed that there were 73 students passed to the exam. After analyzing and evaluating to the educational program, there were 4 percent from 785 students passing through the evaluation. By the way, most teachers would provide reading and writing teaching in terms of school program while student's parents would ask for student learning in real partices.

Barbara and Flora, 2007 (57) normally studied about the preparation of family nursery program in the Republic of Tajikistan by performing policy to implementation of the primary health care. Before formulating the Union of Soviet Socialist Republics, primary health care would be arduously in the decentralization of efficiently primary health care service to the region. Family nursery program was the model, established by World Health Organization for distributing primary health care to the communities. This research would present to the quality evaluation of the preparation of family nursery program in the Republic of Tajikistan by applying to Stufflebeam's CIPP Model in evaluating four dimensions such as contexts, inputs, processes and outputs. The purpose was to perform progressive evaluation of the

nursery program and figure out the internally supportive and obstructed factors. Apart of research was for reviewing development roles of family nursery program in working hours, operating into five communal regions, six working-grouped communication, interviewing to 18 relevant people about family nursery program, observing four implementers and interviewing seven family members and nine doctors completely. All data would be relatively analyzed in the simulation of Stufflebeam Model. Although the Union of Soviet Socialist Republics would not notify health care in order to nurses could be able to make decisions and work with doctor team, the new program of family nursery would be successful in cooperation between doctors and families. In general, doctors would formulate to knowledge management of nurses, and families would have nurses to suggest about the way how solving health problem. Anyway, the failure was to pay monthly salary for nurses, so that the number of nurses had immensely decreased. The summary would remind that the success story of family nursery program in other states would depend on the civil society with affecting to health care system.

All previous researches implied that CIPP Model is the systematic evaluation with the data acquisition and analysis system for applying to information and decision-making. This model is valuable to educate and evaluate the project with continuous operation by means of circumstancing evaluation, project details and objectives. In terms of preliminary factor, the evaluation would be considerable to the relevancy for accommodating project operation. In procedural factor, the model could be able to determine project planning, implementation and output evaluation during project operated and ended due to the relation of project outcomes, compared with achieving to objectives settled.

Finally, this study has reviewed the academic papers and researches in order to define a framework to use in the components of evaluation and methodology in this research. The framework model is applied to evaluation the overall operation of the Conservation Center, such as contexts, inputs, processes and outputs.

CHAPTER III

RESEARCH METHODOLOGY

This research technically evaluated to communal ecotourism management of the Klong Khone Mangrove Conservation Center, Klong Khone Subdistrict, Muang District at Samut Songkhram by using CIPP Model for evaluating in terms of quantitative and qualitative research as explained below:

3.1 Research Methodology

3.1.1) Documentary Research: review from academic literatures, books, term papers, thesis and all secondary data from related organizations.

3.1.2) Survey Research: use questionnaire by interviewing to targeted groups include; communal members of the center and the visited tourists.

3.1.3) Case-studied Research: interview by purposive sampling method which would be considered to the Conservation Center Role of ecotourism management with comprising of formal and informal leaders such as chairperson of the center, expert of the center and the leader of people who have related activity with the center.

3.1.4) Observing Research: observation and informal conversation with stakeholders, participation to relevant activities and recorded the operation data of the Conservation Center both environmental management and communal life-being.

3.2 Targeted Groups

This research indicated the targeted groups to three groups as detailed below:

3.2.1) Formal and Informal Leaders

This research focus on five formal and informal leaders in the communities which consisting of chairperson of the center, expert of the center and the leader of people who have related activity with the center.

These targeted groups were selected by using non-probability sampling and purposive sampling. Certainly, the selectivity would be in the determination to the Conservation Center role of ecotourism management for qualitative data acquisition.

3.2.2) Klong Khone Subdistrict Population

1) The communal population of Klong Khone Subdistrict Area could comprise of villages with cooperating to the Conservation Center activities in ecotourism, as classifying to the activities in Table 3-1 below:

Table 3-1: Population and Activities of Klong Khone Mangrove Conservation Center

Moo	Villages	Population			Family Numbers	Activities
		Male	Female	Total		
1	Ban Klong Kod	203	212	415	115	Fire Fly Admiration
2	Ban Klong Khone	404	401	805	188	Traveling Boats and Mangrove Plantation
3	Ban Klong Khone	313	256	569	124	
4	Ban Prak Tha Lae	259	286	545	136	No Activity
5	Ban Klong Chong	436	466	902	215	Kra-teng (a cottage used for watching over ark shells in the sea)
6	Ban Pracha Chomchuen	236	212	448	136	Communal Enterprises
7	Ban Klong Chong Noi	295	324	619	169	Shell Watching Sites
Total		2,147	2,157	4,304	1,083	

Remark: Personal contact to the leader of Klong Khone Ecotourism Party (2009). (58)

2) Targeted Groups

The sizeable determination of targeted groups would use the empirical equation of Yamane (59). By calculating the grouped samples cooperated to the Conservation Center in Klong Khone Subdistrict, as the equation below:

$$n = \frac{N}{1 + Ne^2}$$

When n = Size of Grouped Samples

N = Size of Population

e = Sampling Standard Deviation ($e = 0.1$)

The obtained mean after simulating $N = 947$ in the equation above (as mentioned to Table 3-1: family number of population in Klong Khone Subdistrict is equal to 947 families except Moo 4) and $e = 0.1$, the size of grouped samples was estimated in the empirical equation below:

$$\begin{aligned} n &= \frac{947}{1 + (947 \times 0.1^2)} \\ &= 90 \text{ families} \end{aligned}$$

Thereby, this research would apply size of grouped samples at 90 families by representing 1 person per 1 family.

3) Sampling Method

Sampling method would simplify with simply sampling by running house identification numbers of population in six villages in studying areas with 947 family numbers and randomizing without returning numbers for 90 families as shown the numbers of grouped samples from each village in Table 3-2 below:

Table 3-2: Grouped Samples from Simply Sampling Method

Moo	Villages	Family Numbers	Size of Grouped Samples (Families)
1	Ban Klong Kod	115	13
2	Ban Klong Khone	188	16
3	Ban Klong Khone	124	14
5	Ban Klong Chong	215	17
6	Ban Pracha Chomchuen	136	14
7	Ban Klong Chong Noi	169	16
Total		947	90

3.2.3) Tourists in Klong Khone Mangrove Conservation Center

1) The number of tourists traveling to Klong Khone Mangrove Conservation Center can be divided into 5 groups include; 1) education institutes, 2) private sectors, 3) governmental sectors, 4) foreign tourists and 5) general tourists with families. Particularly in 2008 and 2009, there were the numbers of entire tourists annually 18,000 and 30,000 persons in sequence by indicating tourist numbers in Table 3-3.

Table 3-3: The Tendency of Tourist Numbers between January – July 2010

Month	Tourist Numbers
January	1,354
February	1,110
March	875
April	726
May	1,113
June	943
July	1,083
Total	7,204

Remark: Klong Khone Mangrove Conservation Center (2010). (60)

2) Targeted Groups

The determination of targeted groups would simplify the empirical formula of Yamane (59). By calculating tourist numbers of Klong Khone Mangrove Conservation Center as in an equation below:

$$n = \frac{N}{1 + Ne^2}$$

When n = Size of Grouped Samples

N = Size of Population

e = Sampling Standard Deviation ($e = 0.1$)

As substituting $N = 7,204$ in the equation above (as referred to tourist numbers of Klong Khone Mangrove Conservation Center between January – July 2010

approximately 7,204 persons) and $e = 0.1$, the size of grouped samples would generalize in the empirical equation below:

$$\begin{aligned} n &= \frac{7,204}{1 + (7,204 \times 0.1^2)} \\ &= 99 \text{ persons} \end{aligned}$$

Hence, this research would be agreeable to use the size of grouped samples for tourist numbers at 99 persons by applying to accident sampling method.

3.3 Survey Methodology

All research tools could be divided into two performances as follow:

3.3.1) Questionnaire: to classify into targeted groups as detailed below:

1) Communal Member Questionnaire: (See more information in Appendix A)

To interview with communal members cooperated to Klong Khone Mangrove Conservation Center by applying in two parts:

- Part 1: General information of community members
- Part 2: Five participation levels of ecotourism management for Klong Khone Mangrove Conservation Center such as brainstorming process, decision-making, activity implementation, communal co-benefit and monitoring or evaluation process. Specifically, there were 22 questions with scaling score in four levels of:

Most Participation	3	Scores
Moderate Participation	2	Scores
Less Participation	1	Score
No Participation	0	Score

Technically, the results of participation level would apply the average rank between 0 – 3 scores by referring to Best Criteria (61). As an equation below:

$$\text{Participation Level} = \frac{\text{Maximum} - \text{Minimum}}{\text{Interval}}$$

$$= \frac{3 - 0}{3}$$

$$= 1$$

Thus, the average score of participation level could be ranged as following:

Average score between 2.01 – 3.00 means most participation

Average score between 1.01 – 2.00 means moderate participation

Average score between 0 – 1.00 means less participation

2) Tourist Questionnaire: (See more information in Appendix B)

To ask tourists visiting within Klong Khone Mangrove Conservation Center by questioning in four parts:

- Part 1: General information of tourists for interviewing
- Part 2: Satisfaction level of ecotourism management for

Klong Khone Mangrove Conservation Center, comprising of 19 questions with scaling evaluation levels and focusing into four parts of activity areas in ecotourism programs, ecotourism management, knowledge management and activity and tourist participation of ecotourism. Instead of the evaluation, the evaluation rate could be categorized into five levels of:

Maximum	with satisfaction level equal as	5 Scores
Most	with satisfaction level equal as	4 Scores
Moderate	with satisfaction level equal as	3 Scores
Less	with satisfaction level equal as	2 Scores
Least	with satisfaction level equal as	1 Score

The satisfaction level could implicit to the results by ranking the average of 1 – 5 scores, as mentioned to Best Criteria (61).

$$\text{Satisfaction Level} = \frac{\text{Maximum} - \text{Minimum}}{\text{Interval}}$$

$$= \frac{5 - 1}{3}$$

$$= 1.33$$

Therefore, the average score of satisfaction level would be as informed below:

Average score between 3.68 – 5.00 means most satisfaction

Average score between 2.34– 3.67 means moderate satisfaction

Average score between 1.00 – 2.33 means less satisfaction

- Part 3: Ecotourism Knowledge Management

The tourists were collected the information about knowledge management to understand of ecotourism by using checklist mechanism. Most specifically, there were nine questions with two options for answering. one score was for correct answer while zero score was for wrong answer. The score could be scaled into three levels by equation of:

$$\begin{aligned} \text{Class Interval} &= \frac{\text{Maximum} - \text{Minimum}}{\text{Group Numbers}} \\ &= \frac{9 - 0}{3} \\ &= 3 \end{aligned}$$

Regarding to an empirical equation of class interval above, the score could imply as in ranges below:

Most understanding in correct answers between 7 – 9 scores

Moderate understanding in correct answers between 4 – 6 scores

Less understanding in correct answers between 0 – 3 scores

- Part 4: Open-end Questionnaire

To ask for the satisfaction of traveling places whenever previously having ecotourism management. Likewise, it would call for deniable suggestions to improve ecotourism management of Klong Khone Mangrove Conservation Center better.

3.3.2) Interview: (See more information in Appendix C)

This research will use the in-depth interview method with semi-structured interview would be applied for gaining all available data from formal and informal leaders and would indicate interviewing issues by the main objective of study for flexibility and relevancy of available circumstances.

3.4 Data Acquisition

The procedure of data acquisition would be operate as stepping below:

3.4.1) Study in area data and make an appointment to targeted groups before time schedule.

3.4.2) Survey in studying areas and proceed questionnaires to targeted groups.

3.4.3) Review the accuracy and completion of all questionnaires.

3.4.4) Analyze questionnaire results.

3.4.5) Interview the targeted groups with the same pattern of questionnaire procedure.

3.5 Data Analysis

3.5.1) Quantitative Analysis: to evaluate the results by applying SPSS program for Window with statistical tools of percentage, average and standard deviation in analyzing general information of communal members and tourists, satisfaction level, knowledge management of ecotourism and participation level of communal members for cooperating to Conservation Center Activities.

3.5.2) Qualitative Analysis: to deepen organize and analyze all information from not only literature review, but also interviews of formal and informal leaders. In the same manner, the data would be reviewed for rechecking both correct ability and accuracy for evaluating personal information from communal leaders, members and tourists and demonstrating data acquisition by using Methodological Triangulation from observation, interview and questionnaire procedures.

3.5.3) Overall Investigation: to accumulate all considerable results from quantitative and qualitative analysis for entirely scrutinizing problems and obstacles of ecotourism management in Klong Khone Mangrove Conservation Center. Later on, the outcomes would possibly indicate to the development of ecotourism management of Conservation Center together with expressing key performance success of communal participation in collaboration of integrated ecotourism management.

Certainly, the eventual results could play with a role model for making guideline to any other communities and leading to sustainable ecotourism in the long-lasting time by using the results in advance and interviewing to the chairperson or committee members of Conservation Center from then on.

According to the research methodology, it will be started by data acquisition and literature review related. Subsequently, this research would preliminarily survey in studying areas for updating recent information in the reality and well cooperating to actual communities. Moreover, the preliminary information would head to scope targeted groups and research methodologies for studying. Sooner or later, the theoretical review would be related to research objectives and bring backward to survey in the studying areas. The eventual results would be organized, analyzed, evaluated and concluded to the research outcomes by classifying into the procedural diagram on Figure 3-1.

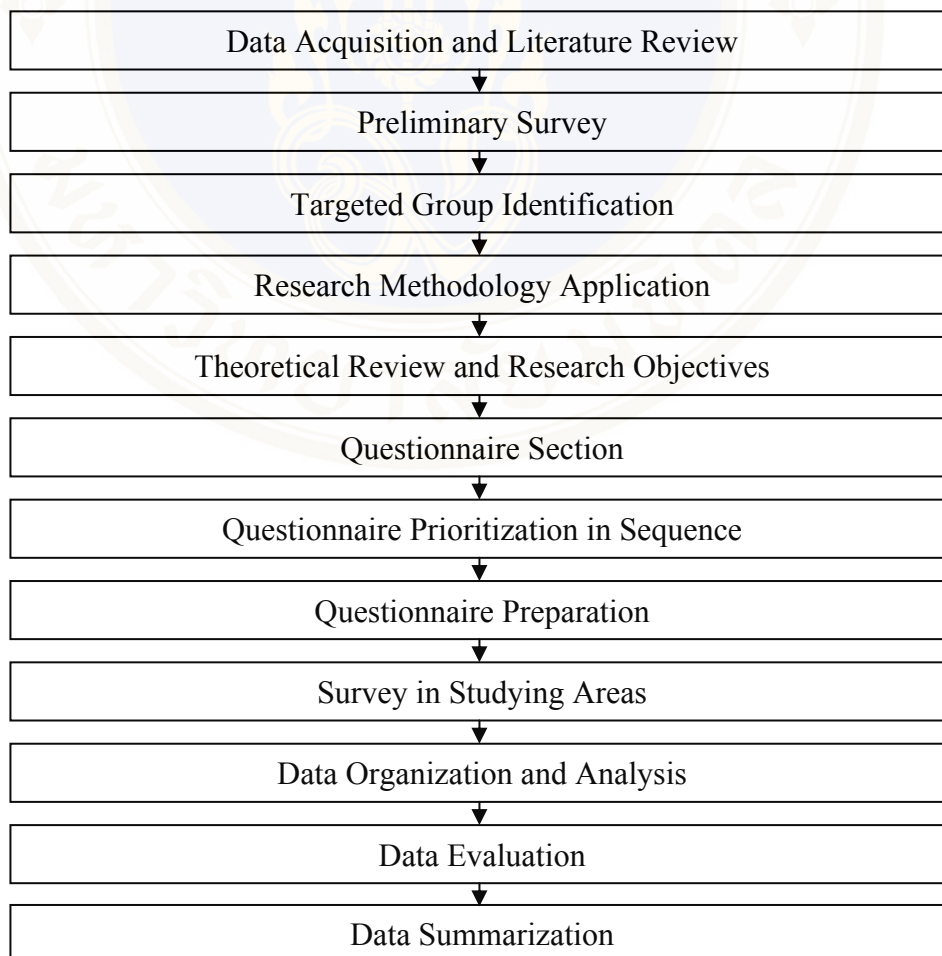


Figure 3-1: Procedural Diagram of Research Methodology

This research was purposely to initiate the capacity and guideline of ecotourism management for Klong Khone Mangrove Conservation Center. The investigation would preview the specific parameters, following to research issues and evaluating by using CIPP Model parallel with the standardized evaluation of ecotourism quality standard and sustainable tourism criteria. These parameters would replicate to key performance indexes, data resources, data acquisition, data analysis, comparative criteria and eventual summarization as detailed in Table 3-4:

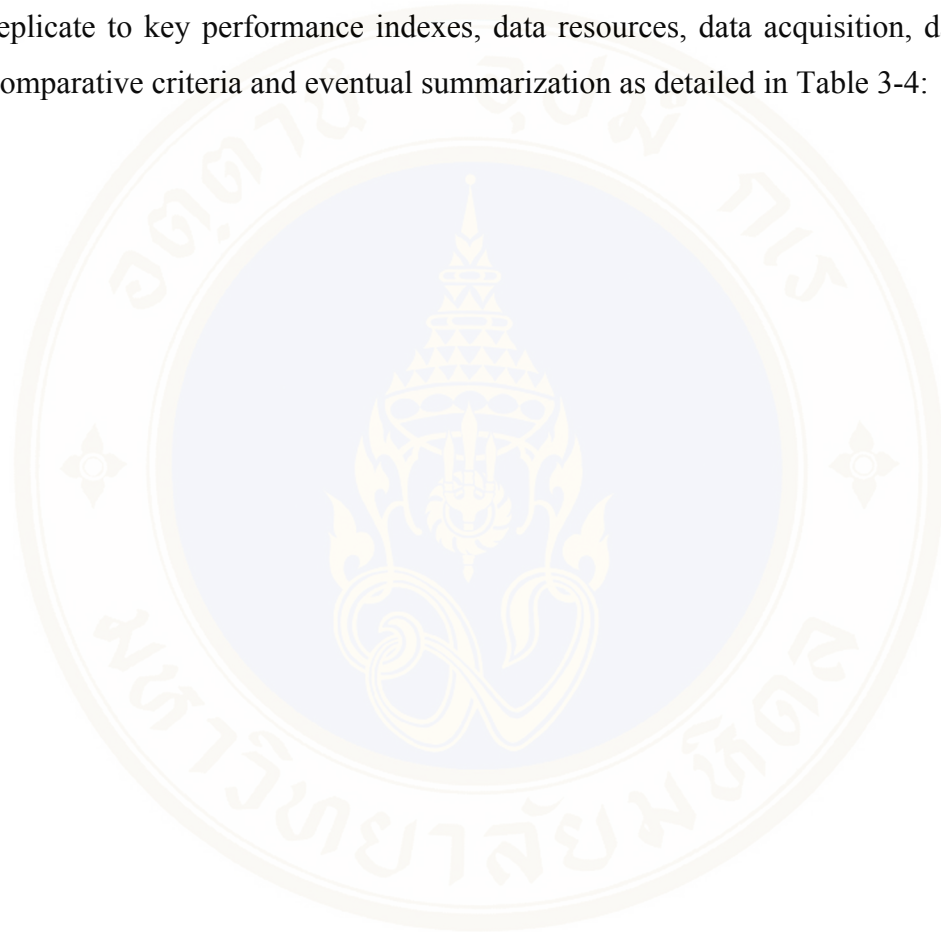


Table 3-4: Overall Research Methodology

Evaluation Topics	Parameters	Key Performance Indexes	Data Resources/ Targeted Groups	Data Acquisition	Data Analysis	Comparative Criteria
1. Context evaluation of ecotourism locations for Klong Khone Mangrove Conservation Center in Samut Songkhram	1. Governmental policy for promoting ecotourism 2. History of Conservation Center 3. Physical and biological resources in studying areas 4. Economic, social and cultural states 5. Sited location and ecotourism activities for persuading tourists visiting 6. Ecotourism state in studying areas	1. Sited location 2. Provincial border 3. Physical feature 4. Weather condition 5. Rainfall quantity 6. Transportation system 7. Religion 8. Tradition 9. occupation 10. Unique identity 11. Diversity and landmark of ecotourism activities 12. Accessible pathway to ecotourism resources 13. Operational continuity of Conservation Center 14. Tourism quantity variation	1. Past and present literature review 2. Past and present photography 3. Leaders of Klong Khone communities except Moo 4	1. Literature review 2. Indepth interview with semi-structure interview 3. Photographical recording 4. Sound recording	To summarize and explain qualitative results for evaluating to studying areas with the compatibility and accommodation for ecotourism management.	1. Ecotourism quality standard 2. Sustainable tourism criteria

Table 3-4: Overall Research Methodology (cont.)

Evaluation Topics	Parameters	Key Performance Indexes	Data Resources/ Targeted Groups	Data Acquisition	Data Analysis	Comparative Criteria
2. Input evaluation of ecotourism programs for Klong Khone Mangrove Conservation Center in Samut Songkhram	1. Objectives of ecotourism programs for the Conservation Center 2. leaders, facilitators and volunteering guides 3. Relevant officials of the Conservation Center 4. Fiscal budget. 5. Materials, quipment, transportation and accommodation for traveling in the Conservation Center	1. Relevancy of objectives and targets in ecotourism programs for the Conservation Center 2. Cooperation between leaders, facilitators and guides 3. Official quantity and quality in participating to ecotourism programs 4. Sufficient budget for ecotourism management of Conservation Center 5. Quantity and quality of materials, equipment, transportation and accommodation for traveling in the Conservation Center	1. Leaders of Klong Khone communities, except Moo 4 2. Officials of Klong Khone Mangrove Conservation Center 3. Communal members of Klong Khone communities, except Moo 4 4. Tourists in Klong Khone Mangrove Conservation Center	1. Literature review 2. Activity observation in ecotourism programs 3. Indepth interview with semi-structure interview 4. Questionnaire 5. Photographical recording 6. Sound recording	To summarize and explain qualitative results for evaluating to ecotourism programs with the compatibility of ecotourism management.	1. Ecotourism quality standard 2. Sustainable tourism criteria

Table 3-4: Overall Research Methodology (cont.)

Evaluation Topics	Parameters	Key Performance Indexes	Data Resources/ Targeted Groups	Data Acquisition	Data Analysis	Comparative Criteria
2. Input evaluation (cont.)	6. Attitude of Klong Khone communities in ecotourism management	6. Attitude of Klong Khone communities in ecotourism management				
3. Process evaluation of ecotourism management for Klong Khone Mangrove Conservation Center in Samut Songkhram	1. Tourism services of the Conservation Center 2. Administrative management 3. Governmental cooperation 4. Public participation of Klong Khone communities in ecotourism management of the Conservation Center	1. Official service in tourist information center for ecotourism programs 2. Knowledge management for initiating public awareness of natural conservation for communal members and tourists with cleanness and natural protection.	1. Observative participation 2. Leaders of Klong Khone communities except Moo 4 3. Officials of Klong Khone Mangrove Conservation Center 4. Communal members of Klong Khone communities except Moo 4	1. Literature review 2. Activity observation in ecotourism programs 3. Indepth interview with semi structure interview	To summarize and explain qualitative results for evaluating to ecotourism programs with the compatibility of ecotourism management.	1. Ecotourism quality Standard 2. Sustainable tourism criteria 3. Best Criteria with the consideration in public participation in communities with not less than moderate level in 3 scores

Table 3-4: Overall Research Methodology (cont.)

Evaluation Topics	Parameters	Key Performance Indexes	Data Resources/ Targeted Groups	Data Acquisition	Data Analysis	Comparative Criteria
3. Process evaluation (cont.)		3. Knowledge management for tourists in ecotourism management such as public information, grouped lecture, informative signs in suitable Conservation Center Areas 4. Management plan of natural resources and environment 5. Activity areas for ecotourism programs 6. Solidable standard of ecotourism programs 7. Solidable standard of environmental quality conservation in studying areas	5. Tourists in Klong Khone Mangrove Conservation Center 6. Related governmental organizations	4. Questionnaire 5. Photographical recording 6. Sound recording		

Table 3-4: Overall Research Methodology (cont.)

Evaluation Topics	Parameters	Key Performance Indexes	Data Resources/ Targeted Groups	Data Acquisition	Data Analysis	Comparative Criteria
3. Process evaluation (cont.)		8. Technology to control and manage pollution in studying areas 9. Any other sectoral cooperation 10. Ecotourism network with adjacent communities in developing natural continuity and relevancy 11. Public participation in 5 levels of: - Recommendation of ecotourism management with co-benefit to communities in order to maintain natural resources and environmental conservation				

Table 3-4: Overall Research Methodology (cont.)

Evaluation Topics	Parameters	Key Performance Indexes	Data Resources/ Targeted Groups	Data Acquisition	Data Analysis	Comparative Criteria
		<ul style="list-style-type: none"> - Decision-making for planning, proceeding and implementing in natural resources and environmental conservation in studying areas - Implementation following to cooperative plans, measures and guidelines such as integrated training and collaborating to any other sectors in order to maintain natural resources and environmental conservation with public participation in ecotourism programs 				

Table 3-4: Overall Research Methodology (cont.)

Evaluation Topics	Parameters	Key Performance Indexes	Data Resources/ Targeted Groups	Data Acquisition	Data Analysis	Comparative Criteria
		<ul style="list-style-type: none"> - Co-benefit from ecotourism management such as distribution incomes, better communal life-being, communal occupation, ecotourism conservation and well relation between communities and network - Cooperative evaluation in ecotourism management with recommendation to improve ecotourism implementation better 				
4. Product evaluation of ecotourism programs for	1. Tourist satisfaction in ecotourism management	1. Tourist satisfaction in ecotourism management in terms of sited location,	1. Tourists 2. Communal people of Klong Khone communities	1. Questionnaire in 1 and 2 targeted groups	1. To summarize and explain qualitative results for evaluating to not only the satisfaction,	As mentioned to Best Criteria with the consideration in

Table 3-4: Overall Research Methodology (cont.)

Evaluation Topics	Parameters	Key Performance Indexes	Data Resources/ Targeted Groups	Data Acquisition	Data Analysis	Comparative Criteria
Klong Khone Mangrove Conservation Center in Samut Songkhram	2. Tourist participation in ecotourism management 3. Knowledge management of tourists in ecotourism management	accessible pathway, ecotourism programs, accommodation, public information, natural signs and waste bin signs 2. Tourist participation and recommendation in improving ecotourism management 3. Tourist participation in natural resources and environmental conservation	in related to ecotourism management 3. Leaders of Klong Khone communities except Moo 4 4. Officials of Klong Khone Mangrove Conservation Center	2. Interview in 3 and 4 targeted groups 3. Sound recording	participation and knowledge management of tourists in ecotourism management, but also communal member participation in ecotourism management by statistically analyzing such as: - Average - Standard deviation	details below: 1. satisfaction level with not less than moderate level in 3 scores 2. Participation level with not less than moderate level in 3 scores

Table 3-4: Overall Research Methodology (cont.)

Evaluation Topics	Parameters	Key Performance Indexes	Data Resources/ Targeted Groups	Data Acquisition	Data Analysis	Comparative Criteria
		4. Knowledge management of tourists in ecotourism management			2. To summarize and explain qualitative results for evaluating the participation levels of tourists and communal members in studying areas.	3. Knowledge management level of tourists with not less than moderate level in 3 scores

CHAPTER IV

RESULTS

From the evaluation of ecotourism management model of Klong Khone Mangrove Conservation Center, was studied in Klong Khone Subdistrict, Muang District, Samutsongkhram by using the evaluation model of CIPP model in conjunction with quantitative research and qualitative research. The data was collected from three groups, communal leader (formal and informal), people in community and tourists.

The research conducted the in-depth interview comprising five people for detailed overview of the Context, Input, Process and Product, which these factors were evaluated according to the Klong Khone's activity programs.

To measure the level of people's participation. in Klong Khone activity programs, the questionnaire was applied to 90 households. The results were analyzed to support the operational management of the Klong Khone Mangrove Conservation Center.

For the group of tourist's Conservation Center, the questionnaire of 99 participants were analyzed. Tourists were asked about satisfaction, participation and basic knowledge of ecotourism.

In order to obtain outputs of the operation, the results were processed as by Conservation Center. The details of the findings were divided into four sections, as follow:

4.1 The Evaluation of Suitable Land Use for Klong Khone Mangrove Conservation Center to Organize The Ecotourism Programs (Context Evaluation)

4.2 The Evaluation of Activity Programs That Are Suitable for Klong Khone Mangrove Conservation Center (Input Evaluation)

4.3 The Evaluation of The Ecotourism Management Process of Klong Khone Mangrove Conservation Center (Process Evaluation)

4.4 The Evaluation of Productivity from The Organization of The Activity Programs of Klong Khone Mangrove Conservation Center (Product Evaluation)

4.1 The Evaluation of Suitable Land Use for Klong Khone Mangrove Conservation Center to Organize The Ecotourism Programs (Context Evaluation)

This research evaluates suitable land use for Conservation Center to organize the ecotourism programs by using in-depth interview to five communal leaders such as a chairperson of the Conservation Center, chairperson and secretariat of Klong Khone Ecotourism Conservation Club. Communal leaders inform the entire land use locations of the Conservation Center as follows:

Klong Khone Mangrove Conservation Center has informally been operated since 1984 while private sector has been illegally trespassing this area to their lands for prawn farming, in so doing, it led to the enormous devastation of mangrove forest, and to the obstruction of a local fishery industry. Therefore, communal leaders recognize how crucial the problem was to the communities. The brainstorming process of local people to solve this problem was conducted. The solution to this problem started from increasing mangrove forestation that offers newborn sealife. During that time, the Provincial Governor of Samut Songkhram as need to support the community operation. At the same time, communal leaders acted as a coordinator between communal members and Conservation Center. Initially, the communities faced the problem of non-growing mangrove trees due to disturbing factors such as the flowing of waterway into planting areas, tray-catching blood cockle affected to mangrove sprout, barnacle insects and rainy storm. However, the communities did well in solving problems. As a result, mangrove forestation has been planted continually, particularly in such events as Buddhist holy day, national days and important religious day. Sequentially, Her Royal Highness Princess Maha Chakri Sirindhorn had annually paid a visit to mangrove forestation campaign since 1997 to 2001. It could be said that, communal Klong Khone forestation was recognized in maintaining natural habitat activity. However, this mangrove forestation campaign has not received the Royal since Her Royal Patronage since Highness Princess Maha Chakri Sirindhorn did not participate in activity.

According to the lack of supports, the community establishes the tourism site and initiated the Klong Khone Ecotourism Conservation Club which was operated under the implementation of Klong Khone Mangrove Conservation Center. These

programs bring new techniques and ideas of mangrove plantation and carry on the activities of planting mangrove. With the operation of Conservation Center to organize the ecotourism programs it relies on government policy to promote the ecotourism program. The ecotourism management was operated within the community, and was taken into account as to promote the economy of the community and tourism capacity. As the same time, Conservation Center focuses on maintaining environment rather than developing facilities for tourists.

Commonly, Klong Khone communities are perceived as shrimp paste producing community with various kinds of local food and mangrove plantation activity. It is obviously that mangrove forest, taken care by the Conservation Center, is a plenty of biodiversity and prosperity together with friendly service when traveling within the Conservation Center. In addition, ecotourism of the Conservation Center is well known. A large number of tourists are attracted by eco-friendly activities. These are become the establishment of ecotourism network by the Conservation Center, which cover to adjacent areas and operating by communities with mutual cooperation. For example, when there were a myriad of tourists coming over than the capacity of the Conservation Center, cooperative mechanism would willingly perform to distribute remained tourists to available communities within the network.

4.2 The Evaluation of Activity Programs That Are Suitable for Klong Khone Mangrove Conservation Center (Input Evaluation)

To evaluate the suitability of organizing the ecotourism programs of Conservation Center, in-depth interview was used with the leader involved in the management of ecotourism programs which was the same group as the assessment of areas that suitable for Conservation Center to organize the ecotourism programs and community leaders provided the information on the pattern of ecotourism programs within Conservation Center as below:

The objectives and goals of ecotourism programs in the Conservation Center are consist of the expansion and conservation of mangrove forest. Because of a lack in financial support from governmental sector, the communities seek for incomes

to support the program of mangrove forest conservation by generated ecotourism programs. The purpose of the communities is to operate ecotourism programs together with natural resources and environmental conservation. There were several knowledge management programs to acknowledge and share experience and practices to tourists in forms of group presentation and self implementation. This was a right of tourists to learn communal life in Klong Khone communities and to raise public awareness in mangrove forest conservation. This could be considered as the principle accomplishment of the communities, while tourists benefit from to the communities well-being.

The Klong Khone Ecotourism Conservation Club has been established, under the Conservation Center operation. The club regulated rules and regulations of practices by the exchange of ideas and agreements among communal members, so that the party had transparent notification such as tourist numbers, co-benefit and penalty to outlawed implementation. Regardless of when all members have jointly satisfaction in party discipline together, the party legally rectified since 2005 and provided ecotourism programs within Klong Khone communities. According to communal cooperation, the communities have been organized in terms of team work approach and suitable co-benefit distributed to the communities, depended on role and function of members. Certainly, the party has substantially structural base and would like to invite most communal members for participating as much as possible by firstly beginning from communal members in mangrove forestation campaign and covering to communal relatives later with building capacity for classifying ecotourism programs as grouping below:

- Mangrove Preparation
- Traveling Boats and Mud sled
- Volunteering Guides
- Kra-teng (a cottage used for ark shell watch)
- Food Preparation

Although the Conservation Center has been organized human resources for each ecotourism program in service and taking care tourists, there is a deficiency of human resources in knowledge management program due to insufficiency and

incompetency of academic knowledge, technical presentation and hesitation of motivating tourist interest notification.

Regarding the lack of monetary support from the governmental sector, ecotourism programs have mutually invested from community collaboration in properly proportional varied according to the income. There is no internal conflict of ecotourism management due to an acceptable agreement in sharing benefits. Undoubtedly, the communities adopted the sufficiency economy principle, which are prevent development and operation according to communities' capacities. From phase to phase, the enhancement would provide as necessary as possible. First Traveling boat is inadequate in quality, so the communities would provide better boat condition soon after getting more incomes. Second development is used for preparing more restrooms with suitable for tourist numbers. By the way, the sectoral development would always remind to ecotourism management, and the communities have positive thinking in communal ecotourism due to mangrove forestation campaign could maintain to the conditional prosperity of natural resources and environment with full of sea lives. Therefore, the communities could dwell in fishery as in previous time. Likewise, the communities could earn more incomes to their families from ecotourism. This peaceful in cohabitation would lead to communal unity and new generation could stay working in the communities for long.

4.3 The Evaluation of The Ecotourism Management Process of Klong Khone Mangrove Conservation Center (Process Evaluation)

The finding of the ecotourism management process the ecotourism of Conservation Center can be divided into two sections:

4.3.1 In-depth interview with community leaders involved the ecotourism management of the Conservation Center. This is the same group, the group of leaders provided information relevant to the management of ecotourism and the conservation center.

There are sufficient and capable of staffs in each activity programs to support the number of tourists were approximately 300 to 500 persons per day by means of the Conservation Center would perform a team working group for take care each tourist group as well. Each team comprises one tour leader and 10 team members for 150 tourists, and a chairperson of Klong Khone Ecotourism Conservation Party would be responsible for overview ecotourism programs, including knowledge management of public awareness of ecotourism principle and natural conservation attitude.

The Conservation Center technically employs knowledge management for acknowledging experience from generation to generation and exchange knowledge between the communities, relying on each communal competency. Moreover, the communities have learned and participated to solve the problems cooperatively. In terms of tourism, the communities have trained volunteering guides for explaining the history of the Conservation Center, ecotourism acknowledgement and code of practices for traveling with public safety. Since booking ecotourism programs, the Conservation Center would ask for the general information of tourist groups what tourists prefer to either learn in some specific issues or joint in any ecotourism activities with planning and preparing for tourists in the daytime. Besides, each traveling boat would have one tour leader for giving more information about ecotourism activities and additional knowledge tourists would like to learn.

In the operation of the Conservation Center, there are a large number of problems beside the lack of financial support, such as insufficient equipment and fundamental facilities. For instance, These questions are the problems of transboundary pollution from outsources, the misunderstanding of the communities in ecotourism management, communal ecotourism principle and any other obstacles have been timely affected to ecotourism operation within the Conservation Center. Certainly, the communities could stand by their own with empowering communal temptation and unity in order to solve the problems and came up with the possible resolution sustainably. This is a way to strengthen communal capacity and perform cooperative meeting for improving working programs better. Proceedingly, the Conservation Center would open mind for communal participating in ecotourism management with each procedural step of brainstorming, making decision, implementation, co-benefit and evaluation. More remarkably, the communities still

provide environmental conservation, especially in waste management because ecotourism has generated abundance of municipal waste both inland and food wastage on shell-watching sites. Hence, the communities have regulated the way to dispose ecotourism waste. For example, municipal waste from shell-watching sites would be packed into wastage bags and bring back to dispose inland with not allowing disposing food wastage into oceanic water. Likewise, the communities have prepared well enclosure of waste collection protecting from domestic animals and communicative diseases, and work more on waste segregation for gathering the remains by Klong Khone Subdistrict Administration. However, the Conservation Center has not treated wastewater from tourist usage in restrooms before discharging it into water and not yet to provide applicable technologies for controlling and treating various pollutants such as wastewater from industries nearby before discharging into the water body and affecting to the communities.

The Conservation Center has clearly scoped each activity area of ecotourism programs by proving from natural resources condition, communal life-being and land use management for example mangrove plantation areas would determine to the propriety of planting areas with available growth possibility, tray-catching blood cockle, and food-offering to Crab-eating Macaque in mangrove forest would be in indigenous areas where animals live.

The Conservation Center has established ecotourism network interlinked between communal groups of shell-watching sites, fire fly admiration and Ampawa visiting. These communal groups have shared and cooperated with each other for long-lasting time. At this moment, there are 10 groups in which have similar objectives for maintaining ecotourism and facilitating resources properly. Anyway, the Conservation Center has not enclosed the participation from these communal groups due to the way to learn in various problems from any other groups and to exchange experience between each group. This is useful guideline for improving and managing in order to face and solve the problems entirely. In terms of Klong Khone Ecotourism Conservation Party, the connectivity of solidable network has immensely covered to adjacent areas in the same communities with giving and taking care to each other. In a case of over tourist numbers coming, the Conservation Center could be unavailable in servicing, and the procedural cooperation would offer to ecotourism network for

distributing tourist groups, sharing incomes and empowering the relationship within the communities.

4.3.2 Questionnaire with local community involved in the ecotourism management of the Conservation Center.

Participation of the local people was collected from sample of the local people involved in the activities of the conservation of the number of 90 people by the query.

Part 1: General information of local people

Part 2: Levels of participation in the ecotourism management of Conservation Center

The results are summarized as follows:

Part 1: General information of local people

General information of the people status: genders, ages, educational levels, occupation and average incomes (monthly) as shown in Table 4-1.

Table 4-1: General information of local people (N = 90 people)

Personal Information	Numbers (people)	Percentage (%)
Gender		
Male	42	46.7
Female	48	53.3
Total	90 people	100
Age		
< 30 years	27	30.0
31 – 40 years	30	33.3
41-50 years	17	18.9
51 – 60 years	13	14.4
> 60 years	3	3.3
Total	90 people	100

Table 4-1: General information of local people (N = 90 people) (cont.)

Personal Information	Numbers (persons)	%Percentage (%)
Education Level		
Elementary Graduation	31	34.4
Secondary Graduation	12	13.3
High School Education or Equivalent	24	26.7
Diploma or Equivalent	5	5.6
Bachelor Degree	17	18.9
Higher than Bachelor Degree	1	1.1
Total	90 people	100
Occupation		
Student	26	28.9
Labor	6	6.7
Commerce	7	7.8
Agriculture	1	1.1
Fishery	34	37.8
Government Official/ Enterprise	10	11.1
Private Employee	6	6.7
Total	90 people	100
Average Incomes per Month		
< 10,000 baht	62	68.9
10,001 – 20,000 baht	25	27.8
20,001 – 30,000 baht	2	2.2
> 30,000 baht	1	1.1
Total	90 people	100

Table 4-1 summarizes the status of personal information of the local people as follows:

Gender: The majority of local people were female, 53.3% and male, 46.7% respectively.

Age: Average age of local people were aged under 30 years representing 30%, between 31-40 years representing 33.3%, between 41-50 years representing 18.9%, between 51-60 years representing 14.4% and above 60 years representing 3.3%, respectively.

Educational Level: The majority of local people have the elementary education level representing 34.4%, followed by the high school education or equivalent representing 26.7%, bachelor degree representing 18.9%, secondary school representing 13.3%, diploma or equivalent representing 5.6% and postgraduate representing 1.1%.

Occupation: The principle occupation representing fishery representing 37.8%, followed by student representing 28.9%, governmental official/enterprise representing 11.1%, commerce representing 7.8%, labor representing 6.7%, private employee representing 6.7% and agriculture representing 1.1%.

Average monthly incomes: the majority of local people had average incomes not exceeding 10,000 baht representing 68.9%, followed by 10,001-20,000 baht representing 27.8% between 20,001-30,000 baht for 2.2% and exceeding 30,000 baht representing 1.1%.

In summary, most of local people are female, aged between 31-40 years, education in elementary level with fishery occupation and average incomes per month less than 10,000 baht.

Part 2: Levels of participation in the ecotourism management of Klong Khone Mangrove Conservation Center

To measure the level of participation in managing of ecotourism management of the Conservation Center, there were divided into five levels: 1) brainstorming process 2) decision making 3) plan, project or activity implementation 4) benefits and 5) evaluation as shown in Table 4-2:

Table 4-2: Levels of participation in the ecotourism management of Klong Khone Mangrove Conservation Center (N = 90 Persons)

Participation Topics	Average	Std. Deviation	Participation Levels
1. Brainstorming Process			
1.1 To participate in addressing problems in the management of ecotourism in community.	2.78	0.418	Most
1.2 To participate in the community to discuss problems in the management of ecotourism.	2.79	0.410	Most
1.3 To participate in providing guideline to manage the ecotourism that are beneficial to the conservation of natural resources and environment.	2.71	0.480	Most

Table 4-2: Levels of participation in the ecotourism management of Klong Khone Mangrove Conservation Center (N = 90 Persons) (cont.)

Participation Topics	Average	Std. Deviation	Participation Levels
1.4 To participate in providing plans, projects or activities related to ecotourism management.	2.67	0.474	Most
Brainstorming Process overview	2.73	0.302	Most Participation
2. Decision making			
2.1 To participate in considering the proper conservation guideline of natural resources and environmental in the community.	2.51	0.525	Most
2.2 To participate in decision making for selecting plans, projects and activities.	2.43	0.520	Most
2.3 To participate in selecting the implementation plan to accomplish the plans, projects and activities.	2.43	0.520	Most
2.4 To participate in distributing and promoting knowledge and understanding of ecotourism.	2.70	0.485	Most
Decision Making overview	2.51	0.329	Most Participation
3. Plan, Project or Activity Implementation			
3.1 To participate in performing site-visiting and training programs in the field of conservation and environment tourism.	2.52	0.524	Most
3.2 To participate in a coordinate network of both public and private sector in the conservation of natural resources and environment tourism.	2.43	0.520	Most
3.3 To participate in operating the method specified in order to achieve the plans, projects and activities of ecotourism programs.	2.56	0.522	Most
3.4 To participate in conservation of natural resources and environment tourism.	2.61	0.534	Most
3.5 To participate in supporting an organization to operate the conservation of natural resources and environment.	2.53	0.524	Most
Plan, Project or Activity Implementation Overview.	2.53	0.385	Most Participation

Table 4-2: Levels of participation in the ecotourism management of Klong Khone Mangrove Conservation Center (N = 90 Persons) (cont.)

Participation Topics	Average	Std. Deviation	Participation Levels
4. Benefits			
4.1 To participate to get benefits arising from tourism revenue in the community.	2.44	0.563	Most
4.2 To participate to gain the quality of life that resulted from tourism.	2.42	0.560	Most
4.3 To participate to gain benefits in term of natural resources and environment.	2.39	0.594	Most
4.4 To participate to get a good relationship with in the community.	2.70	0.461	Most
4.5 To participate in the initiation of network share to preserve the resources and environment.	2.68	0.470	Most
Benefits overview	2.52	0.320	Most Participation
5. Evaluation			
5.1 To participate in performing plans and follow up the results from the ecotourism management.	2.43	0.498	Most
5.2 To participate in contributing ideas and suggestions for improvement during the activity programs.	2.51	0.503	Most
5.3 To participate in summarize the results of operation.	2.51	0.503	Most
5.4 To participate in evaluating of the operation.	2.48	0.502	Most
Evaluation overview	2.48	0.353	Most Participation
Average scores of the levels of participation in the ecotourism management of Conservation Center	2.55	0.162	Most Participation

From Table 4-2, the results shown that people in the participation of community in the activities of the overall conservation level is high (average 2.55). Considered on each levels, The results are shown below:

In brainstorming process, most of communal members participated brainstorming in most participation level with 2.73 scores. There were 2.78 scores to address problems in communal ecotourism management, 2.79 scores to join

into communal meeting for solving problems of ecotourism management, 2.71 scores to advice a guideline of ecotourism management in conserving natural resources and environment and 2.67 scores to provide plans, projects or activities related to ecotourism management in average.

In decision making process, most of communal members had performed in most participation level with 2.51 scores. Obviously, there was 2.51 scores to consider compatible guideline in natural resources and environmental conservation, 2.43 scores to make decision for selecting plans, projects and activities of ecotourism management, 2.43 scores to choose implementing method for achieving to plans, projects and activities and 2.70 scores to participate in public information and advertisement for acknowledging and understanding to ecotourism in average.

In plan, project or activity implementation, most communal members had cooperated in most participation level with 2.53 scores. In each particular issue, there were 2.52 scores to perform site-visiting and training programs in conserving natural resources and environment within traveling areas, 2.43 scores to cooperate with governmental and private networks in conserving natural resources and environment within traveling areas, 2.56 scores to implement with role and function for achieving to plans, projects and activities of ecotourism programs, 2.61 scores to conserve natural resources and environment within traveling areas and 2.53 scores to support organizational implementation in conserving natural resources and environment in average.

In co-benefit, most communal members had addressed in most participation level with 2.52 scores. Accordingly, there were 2.44 scores to share co-benefit to the communities, 2.42 scores to provide better communal life-being from ecotourism, 2.39 scores to prosper better natural resources and environment, 2.70 scores to enhance well relationship within the communities and 2.68 scores to initiate network in conserving natural resources and environment in average.

In eventual evaluation, most communal members had informed in most participation level with 2.48 scores. Particularly in each issue, there were 2.43 scores to perform planning and evaluation in implementing communal ecotourism management, 2.51 scores to advice for improving communal activity implementation better, 2.51 scores to join in operational summarization and 2.48 scores to evaluate implementing results in average.

4.4 The Evaluation of Productivity from The Organization of The Activity Programs of Klong Khone Mangrove Conservation Center (Product evaluation)

From the data of the evaluation of productivity from the organization of the activity programs of Conservation Center that divided into two sections as follows:

4.4.1 Information from in-depth interview with group of leaders involved in the management of tourism of Conservation Center. This is the same group as above, however the group leader has given the information that derived from organizing the ecotourism programs.

At the first period of Conservation Center operation, the ecotourism activity programs were organized by the group of community leaders. There were questions asking the satisfaction of tourists by using the questionnaire as a tool to collect data. The findings of results were used to improve the operation of Conservation Center to satisfy the tourists and considered along with the concept of ecotourism. Tourists are informed with the concept of ecotourism, such as communication to the tourists to understand the creation of facilities in appropriate amount for tourists which did not affect the Conservation Center's areas and community life. The ecotourism is considered to the capacity of natural resources within community and safety to the tourists. For instance, the activity program of Mud Sled, the tourist will be informed about the high tide and low tide of water, so this program need to be reserved in advance.

Recently, the use of questionnaire to collect data on customer satisfaction will be less because of interference to the tourists. Instead of using questionnaire, the respondents will be randomly selected and observed from facile expression/reaction by volunteer from people in community. At the end the people in community will be paid as additional compensation. The results can be found in the initial stage whether the tourists are satisfied or not. Suppose that, if there were not reaction during the presentation, so the topic and presenting style will be adjusted in proper way immediately. In addition to the observation, The Conservation Center can monitor

satisfaction of the customer was impressed and returned again, recently, 80 percent of the tourists who come to travel again and bring a new group as well.

The Conservation Center tries to distribute knowledge of the ecotourism in the field of natural resources, ecosystems and livelihoods of communities. But it lacks the technical knowledge to support the knowledge that comes from the experience of the community.

4.4.2 Information from questionnaire with group of tourists was used to measure the level of satisfaction and level of basic knowledge of ecotourism.

The evaluation of productivity that derived from organizing the ecotourism programs of the Conservation Center was based on customer satisfaction and basic knowledge of ecotourism. The data was collected from a sample of Thai tourists traveling to the Conservation Center, with 99 people by using questionnaire. The questions were divided into three parts.

Part 1: General information of tourists

Part 2: Gathering the level of tourists satisfaction with ecotourism of Conservation Center

Part 3: The background knowledge of tourists

The results are summarized as follows:

Part 1 : General information of tourists

Describe the personal information of tourists such as gender, age, education level, occupation and monthly incomes shown as Table 4-3.

Table 4-3: General Information of tourists (N = 99 Persons)

Personal Information	Numbers (persons)	%
Gender		
Male	38	38.4
Female	61	61.6
Total	99 persons	100

Table 4-3: General Information of tourists (N = 99 Persons) (cont.)

Personal Information	Numbers (persons)	%
Age		
< 30 years	23	23.2
31 – 40 years	16	16.2
41-50 years	33	33.3
51 – 60 years	19	19.2
> 60 years	8	8.1
Total	99 persons	100
Education Level		
Elementary school	8	8.1
Secondary school	3	3.0
High School or Equivalent	11	11.1
Diploma or Equivalent	6	6.1
Bachelor Degree	57	57.6
Postgraduate	14	14.1
Total	99 persons	100
Occupation		
Undergraduate/Student	11	11.1
Employee	3	3.0
Running own business	13	13.1
Agriculture	1	1.0
Fishery	1	1.0
Governmental/Public officer	15	15.2
Private company employee	32	32.3
Others	23	23.2
Total	99 persons	100
Average Incomes per Month		
< 10,000 baht	22	22.2
10,001 – 20,000 baht	22	22.2
20,001 – 30,000 baht	19	19.2
> 30,000 baht	36	36.4
Total	99 persons	100

From Table 4-3, summarize the status of all tourists as follows:

Gender: Most of tourists were female representing 61.6% and male representing 38.4%

Age: The tourists were aged between 41-50 years representing 33.3%, aged below 30 years representing 23.2%, aged between 51-60 years representing 19.2%, aged between 31-40 years representing 16.2% and aged above 60 years representing 8.1%

Education Level: Most of tourists were in bachelor degree representing 57.6%, followed by the postgraduate representing 14.1%, high school or equivalent representing 11.1%, elementary school representing 8.1%, diploma or equivalent representing 6.1% and secondary education representing 3.0%

Occupation: The main occupation of the tourists were private company employees representing 32.2% and the rest as a sort of occupation other than the need for a given query representing 23.2%, government/public officer, representing 15.2%, own business representing 13.1%, undergraduate/student representing 11.1%, employee representing 3.0%, agriculture representing 1.0%, fishery representing 1.0%

Average Incomes per Month: Most of tourists had average incomes more than 30,000 baht representing 36.4%, between 10,001-20,000 baht representing 22.2%, less than 10,000 baht representing 22.2% and between 20,001-30,000 baht representing 19.2%

In summary, the general characteristics of the tourists were female, aged between 41-50 years of undergraduate study, an occupation was private company employees. The average income is 30,000 baht per month or above.

Part 2: Gathering the level of tourists satisfaction with ecotourism of Conservation Center

The evaluation of productivity that derives from organizing the activity programs of Conservation Center. The results were summarized in Table 4-4 which divided into four areas: Land suitability, Ecotourism programs suitability, Management of ecotourism processes suitability and Outcome of ecotourism programs.

**Table 4-4: Tourists satisfaction with the management of ecotourism of Conservation Center
(N = 99 Persons)**

Satisfaction practice	Mean	Std. Deviation	Satisfaction Levels
1. Land suitability			
1.1 The diversity and abundance of the ecosystem	4.10	0.622	Most
1.2 Characterized by the unique local tourist attraction	4.20	0.756	Most
1.3 Transport and communications to access ecotourism areas	3.91	0.858	Most
1.4 keep the ecotourism areas to be clean and tidy	3.83	0.821	Most
Overview satisfaction of land suitability	4.01	0.621	Most Satisfaction
2. Ecotourism programs suitability			
2.1 Variety of ecotourism activities which attract the tourists	3.87	0.888	Most
2.2 Connectivity of ecotourism activities linkage	3.79	0.895	Most
2.3 Ecotourism programs contribute to ecosystem and natural resources	4.00	0.937	Most
2.4 The Conservation Center provides information and facilities for tourists	3.70	0.909	Most
Overall ecotourism programs suitability	3.84	0.795	Most Satisfaction
3. Management of ecotourism processes suitability			
3.1 Accommodate to tourists and provide ecotourism information	3.78	0.932	Most
3.2 Ability to transfer knowledge of ecotourism to create awareness of conservation	3.55	0.895	Moderate
3.3 Demarcation for tourism activities	3.47	0.812	Moderate
3.4 Standardization of ecotourism programs	3.56	0.883	Moderate
3.5 Compliance with conservation natural resources and environment quality control	3.69	0.992	Most
3.6 Apply technology to control and manage the pollution in tourist areas	3.42	0.980	Most
3.7 The opportunity for the community to participate in a new browser	4.04	0.936	Most
3.8 The opportunity to earn income from tourism in the community	4.04	0.914	Most
3.9 The surrounding environment attracts the tourists	3.54	0.896	Moderate
Overall management of ecotourism processes suitability	3.68	0.735	Most Satisfaction

Table 4-4: Tourists satisfaction with the management of ecotourism of Conservation Center (N = 99 Persons) (cont.)

Satisfaction practice	Mean	Std. deviation	Satisfaction Levels
4. Outcome of ecotourism programs			
4.1 The opportunity to give opinions/suggestions and participation with the management of ecotourism	3.54	0.972	Moderate
4.2 Acquire knowledge of ecotourism	3.54	1.012	Moderate
Overall outcome of ecotourism programs	3.54	0.948	Moderate Satisfaction
Overall tourists satisfaction	3.76	0.679	Most Satisfaction

From Table 4-4, the finding of results shown that most of tourists were satisfied with the ecotourism programs of Conservation Center representing (Mean=3.76) and the details below were described as follows:

On land suitability, most tourist satisfaction was high with average score equal to 4.01, which was considered and found that tourists satisfied the variety and abundance of the ecosystem (Mean=1.10). The satisfaction with characteristics of unique local ecotourism areas (Mean=4.20), transportation and communications at high level (Mean=3.91) and keep the ecotourism areas to be clean and tidy at high level (Mean=3.83)

On ecotourism programs, most tourist satisfaction was high with average score equal to 3.68, which was considered and found that tourist satisfaction with facilities and information that derived from Conservation Center at high level (Mean=3.78), moderate satisfy with the ability to transfer knowledge of ecotourism to create awareness of conservation (Mean=3.55), moderate satisfy with the demarcation of ecotourism areas (Mean=3.47), moderate satisfy with the standardization of ecotourism programs (Mean=3.56), most satisfy the compliance with conservation natural resources and environment quality control (Mean=3.69), moderate satisfy to apply technology to control and manage the pollution in tourist areas (Mean=3.42), most satisfy the opportunity for the community to participate in a new browser (Mean=4.04), most satisfy the opportunity to earn income from tourism in the

community (Mean=4.04) and moderate satisfy the surrounding environment attracts to tourists (Mean=3.54).

The outcome of ecotourism programs, most of the tourists were moderate satisfy with average scores equal to 3.53, which was considered and found that the opportunity for tourists to give opinions/suggestions and participation with the management of ecotourism was moderate satisfy (Mean=3.54) and satisfy with acquisition the knowledge of ecotourism was moderate satisfy (Mean=3.54) as well.

Part 3: The background knowledge of tourists

Table 4-5: Background knowledge of tourists

Questions	True	False
1. Ecotourism is to provide knowledge about natural-based tourism and cultural-based tourism.	93 (93.9)	6 (6.1)
2. Ecotourism must contribute to the improvement and renovate of natural areas to be modern way.	55 (55.6)	44 (44.4)
3. Ecotourism is included with activities, such as hiking, nature cruises, climbing and diving.	87 (87.9)	12 (12.1)
4. Ecotourism must contribute to the awareness of conservation an environment.	97 (98.0)	2 (2.0)
5. Ecotourism is responsible to the needs and preferences of tourists.	56 (56.6)	43 (43.4)
6. Ecotourism development will be successful with the opportunity to participate in the community.	96 (97.0)	3 (3.0)
7. Mangrove forests are major source of producer and help to prevent the toxic through a body of plants to trap sewages.	5 (5.1)	94 (94.9)
8. lightning bugs are living surrounded the mangrove forests which glow flashing to lure small worms as foods and to show their living at that time.	40 (40.4)	59 (59.6)
9. Kra-teng is a bamboo cottage built to watch scallops.	75 (75.8)	24 (24.2)
Overall Knowledge Management of Ecotourism from Tourists	67.81	32.18

From Table 4-5, the results shown that most of tourists understand well about ecotourism, which must contribute to the awareness of conservation an environment representing 98.0%. When ordering all the background knowledge practices of tourists, it found that the tourists have understood correctly about

ecotourism is to provide knowledge about natural-based tourism and cultural-based tourism representing 93.9%

The tourists have understood correctly about ecotourism must not contribute to the improvement and renovate of natural areas to be modern way representing 55.6%

The tourists have understood correctly about ecotourism is included with activities, such as hiking, nature cruises, climbing and diving representing 87.9%

The tourists have understood correctly about ecotourism must contribute to the awareness of conservation an environment representing 98.0%

The tourists have understood correctly about ecotourism is not responsible to the needs and preferences of tourists representing 56.6%

The tourists have understood correctly about ecotourism development will be successful with the opportunity to participate in the community representing 97.0%

The tourists have understood correctly about Mangrove forests are major source of producer and help to prevent the toxic not only through a body of plants to trap sewages representing 5.1%

The tourists have understood correctly about lightning bugs are living surrounded the mangrove forests which does not glow flashing to lure small worms as foods and to show their living at that time representing 40.4%

The tourists have understood correctly about Kra-teng is a bamboo cottage built to watch scallops representing 75.8%

As the results shown in above, there were considered the level of knowledge in ecotourism as details below:

Table 4-6: Ecotourism Acknowledgement Levels

Level of knowledge and understanding of ecotourism	Numbers (persons)	%
High	38	38.38
Moderate	61	61.62
Low	0	0.00
Total	99	100

From Table 4-6, the understanding of tourists about experience to ecotourism, most of tourists had understood the ecotourism at moderate level representing 61.62% and high level representing 38.38%. However, the results did not show a low level of low experience to ecotourism.

In addition, the tourists had contributed opinions and suggestions to improve the management of ecotourism of Conservation Center as follows:

1. Improving the local road to access the community more convenient and comfortable, also sign boards which clearly to see and understand.
2. Requesting to have more restrooms to serve all tourists.
3. Providing with life jackets on the boat even it is the season where the water is not deep.
4. The staff in the community should be wear the same cloth suit.
5. The numbers of staffs to facilitate are not sufficient, so that the Conservation Center should increase the number of staffs to facilitate for all tourists as well as staffs to give knowledge in each activity stations.
6. Give a floor to tourists for contributing comments and suggestions to improve the Conservation Center operation.

The summarize of each results shown as, The operation of Conservation Center has established from the shortage of mangrove forests and natural resources because of the encroachment for shrimp farming. As a result of the issue, its direct affected the shortage of resources in the fishery, so that the rehabilitation of mangrove was happened among the communities. The initiate project was received the budget support from the Samut Songkhram Province but later, when there was not a budget to support in such matters. The idea is to generate income from tourism in order to promote the planting of mangrove trees that can be carried on. Ecotourism Society was founded by the tourism of Klong Khone conservation which operated under the Klong Khone Conservation Center. There was tourism activity programs that consistent and linked to the life of the community as well as the programs were aligned to the ecosystem surrounding. The programs that remarkable include the planting of mangrove trees, watching the life of coastal fishing communities, lunching on the Kra-teng, skiing on muddy by mud sled, feeding monkeys, and friendly services. However, the community tourism management with a focus of conservation the environment and

promote economically sustainable business in local communities. The management plans should take into account the fact that they will be used by tourists, and make suitable provisions for a sustainable use and visitation, and the variety of and abundance of the ecosystem, the characterized by the unique local tourist attraction, keep the ecotourism areas to be clean and tidy but there were some points need to be improved such as, the road in local community and the improvement of sign boards to be appropriate and clear.

In input evaluation, the travel patterns of the Conservation Center are consistent with the guidelines of ecotourism, that means, the activity programs of Conservation Center can generate the extra income and better quality of life in the communities, and conservation of an environment and community life, such as keep the mangrove forests growing by adding mangrove trees continuously and the abundance of the ecosystem. Therefore, it will make communities faithful and do not want abandon the profession. In addition, the activity programs of the Conservation Center can be trial practice, new knowledge and experience to the tourists, so it makes the tourists to understand and maintain awareness of mangroves and other natural resources. As well as, the community has a good attitude about ecotourism activities and tourists were high satisfied with the activity programs of the Conservation Center. In terms of variety and connectivity linkage to the activities are consistent with the ecosystem, and provide information and facilitate the tourists, however, some tourists see that the number of staffs, equipment and vehicles for the activity programs are not enough.

In process evaluation, the Conservation Center had clearly identified the scope of ecotourism activities according to the natural resources and land use. The staffs were assigned to take care in each activity programs whereas community leaders act as the team leader to monitor the operation of all activities and lecturer to give knowledge to the tourists. In everyday, the Conservation Center can support the tourists maximum approximately 300-500 people and planned to appropriate support each group of tourist also have the knowledge to enhance while doing the activities, however, the Conservation Center still lack of technical lectures that attract tourists. For the environmental management, the Conservation Center had focused on waste management but it still lack of water treatment before releasing into water sources.

Most of members in Conservation Center were female, aged between 31-40 years, education level in primary school, main occupation is fishery and average income less than 10,000 baht (Monthly). Most of people had participated in ecotourism management of Conservation Center and focused on sharing knowledge about the experiences of the community, exchange of knowledge and solve problems together. That means, Conservation Center has strong structure from inside operation as well as external operation by creating network with other group of tourisms, such as group of ecotourism and group of commercial tourism to exchange experience and problems of each group, and to guide the improvement and implementation of handling problem of the Conservation Center.

In product evaluation, most of tourists were in female, aged between 41-50 years, education level in bachelor degree, with private employee occupation and average incomes above 30,000 baht (Monthly). The evaluations of overall tourist satisfaction, Conservation Center had achieved a high level of satisfaction in ecotourism management which also shown high level of satisfaction in each practices, such as land use suitability, ecotourism programs suitability and management of ecotourism processes suitability except the outcome of ecotourism programs were a moderate level of satisfaction. In additional, most tourists have acquired knowledge and understanding the basic of ecotourism at moderate level, and knowledge form the activity programs less than expected due to the speaker lacks with experience in knowledge transfer. Also, the tourists were less participates in contributing comments and suggestions for the improvement the Conservation Center.

CHAPTER V

DISCUSSIONS CONCLUSIONS AND RECOMMENDATIONS

The evaluation of ecotourism management that cooperated between communal members and Klong Khone Mangrove Conservation Center in Klong Khone Subdistrict, Samut Songkhram Province, was applied both quantitative and qualitative research methodology to evaluate the ecotourism management in principle of CIPP Model for increasing the efficiency of ecotourism management for the Conservation Center. Particularly, this research has already simulated suitability of ecotourism management in four parts that include; 1) ecotourism locations, 2) ecotourism programs, 3) ecotourism management and 4) procedure and product of ecotourism programs. The in-depth interview method (semi-structure) was used to gather data with the formal and informal leaders who related to the operation of the conservation center (five persons), the questionnaires on the public participation from 90 relevant communal members and the questionnaires of tourist satisfaction and ecotourism knowledge levels from 99 tourists. From the gathered data, the analyzed data can be divided into two terms as follow:

1) Quantitative analysis; analyzed the general information of communal members , including to public participation of the communities in the Conservation Center activities and tourists, including to satisfaction levels and ecotourism knowledge levels.

2) Qualitative analysis; analyze the information from studying, observing and interviewing to communal leaders with technically reorganizing and analyzing the informative outputs in advance.

Subsequently, the result of quantitative and qualitative analysis were indicated the state of problem and barrier of the ecotourism management of the Conservation Center, for considerate to generate the guideline of ecotourism management for the Conservation Center.

5.1 Discussions

5.1.1 Context Evaluation on Ecotourism Locations of Klong Khone Mangrove Conservation Center

Ecotourism management of the conservation center was connected to community on fishery life-being and mangrove forestry ecosystem. There are some applicable activities of fishery that applied to ecotourism, for example, the using mud sled for skiing on muddy seashore. This result is resemble to the definition on the key composition for Area Base Ecotourism that defined by the Office of Permanent Secretary for Interior of Thailand as “The tourism in places which related to natural that have local identity/authentic/endemic/unique, cultural and historical heritages which connected to the ecosystem within communal boundaries” (15) and consistent with the study of Yuvadee Nirattakun that define to ecotourism as “The places that suitable to developed to the traveling ecotourism places that would be the natural area which able to conserve natural resources and environment, indigenous history, archeology and culture in communal areas and highlight to unique identity of the places rather than the development of tourists accommodations(16). Moreover, the participated of tourists activities that relied on the communal life-being, is consistent with the study of Potjana Suansri which indicates the guideline on the Communal Act for Tourist Guide as “The act should make a chance to the tourists to learn in all activities with self implementation together with joining into communal life-being directly. This would cause tourist understanding more in order to exchange their viewpoints in communal life-being (21).

Besides, the appropriate of the conservation center’s location which tourists were excessively satisfied includes the richness in ecosystem, unique identity of traveling places, suitable discipline of traveling places, which is compatible both; the Ecotourism Quality Standard as mentioned to dimensions of ecotourism capacity and sustainable land use management (13), and the concept of the Thailand Institute of Scientific and Technological Research (6) that is “Each travelling place has its different on ecosystem, natural resources and if its natural resources and culture is enough rich for favorable in protection and education parallel with motivation to

tourists and being well in management, which not affecting to communal areas, would act as it has capacity to support ecotourism”. However, some of tourists have strongly recommendation in the improving on route of transportation including with the clearness and appropriation of directional signs display. This recommendation is conflicted with the study of Wiwatchai Boonyapak, which proposed the Criteria for the Essential Component of Tourism Place Evaluation that related to the key composition evaluation on the importance of tourism place from the tourists opinions (18). The concept is defined as “The ecotourism places must have capacity to accessibility such as route condition, way to access, the distance between town and traveling places, etc.”. Similarly, a part of the Criteria for the Capacity of Tourism Place Evaluation of Jaruch Klindeeplee which covered to the area-based component, that is “The tourists attraction to the unique identity of natural resources with connectivity of ecosystem and culture. Besides, there are a several relevant factors for persuading tourists such as landscape preview and convenient way to access with the transportation conditions, seasons, distances from tourism center, etc.” (19).

Consequently, the recommendations are unsuitability to the Draft Strategic Plan of Crisis Recovery and Measure for Tourism Motivation in solving the structural problem, which should has the transportation network that can linked to other systems according to the Criteria of Tourism Place Evaluation, for prioritizing the tourism deterioration in term of physical features from the Office of Tourism Development, Ministry of Tourism and Sports, this considerate the condition of transportation access either restruction or traveling compatibility seasonally in accordance with the sufficiency of directional sign display (20).

5.1.2 Input Evaluation on Ecotourism Programs for Klong Khone Mangrove Conservation Center

Ecotourism activities of the Conservation Center have variously and directly to targeted groups with propriety to the tourist activity and program creation for worthy and value added strategy of the Draft Strategic Plan of Crisis Recovery and Measure for Tourism Motivation between 2009 – 2012, which encourage the tourism

for creating new tourism activities regarding to tourist's interesting including with the tourists that prefer to travel on ecotourism, adventure, boat-traveling and culinary (25).

These activities are measurable to the achievement on local natural resources and environment conservation, especially, the richness of ecosystem and the communal life-being maintenance through the continuing of communal activities and the communal fishery life-being that the communal people were proud and merit in their occupation. Furthermore, the activities could made the tourist understand and aware to the mangrove forest conservation through the experience and knowledge acknowledgement process of the Conservation Center by lecturing and self practicing. This consistent with the guideline of the Office of Permanent Secretary for Interior of Thailand which indicate the vital composition of ecotourism activities and their procedures, that is "The ecotourism is the knowledge management process by study its environment and ecosystem for increasing knowledge, experience, impression together with encourage tourists, local people and the relevant establishment agency to building their awareness (15).

For the ecotourism programs of the Conservation Center, are compatible with the ecotourism guideline of the Department of Environmental Quality Promotion (17) because it has the Boat-Sightseeing activity for admiring and learning to the tourist about natural system by travel along the river, ocean or dam that has well environment condition. Certainly, the Conservation Center has provided an outstanding trip for admiring to fishery life-being along both sides of canals, blood-cockle nursery and blood cockle and mussel farms. Moreover, the Conservation Center would offer a activity for enjoying the on-site seafood. Besides, the design of ecotourism programs are similar to major component of the study on ecotourism program designing of Potjana Suansri, that was "The ecotourism program design must considerate to activities and accommodations, carrying capacity of resources, limit of content for the target group and the appropriation of program when compared to the target group, which based on communal culture, environmental awareness and appropriate teamwork cooperation (21). Nevertheless, there is a deficiency of the Conservation Center Implementation in order to the evaluation in case of tourism impact and tourist satisfaction.

According to ecotourism programs cooperated to communal cooperation, there is functional in roles and responsibilities about activity leaders, volunteer guides and communal members between other sections. This would head the Conservation

Center Activities, moving forward smoothly, and communal members have positive attitude in ecotourism programs. However, the operation of the Conservation Center does not has collaboration with local administrative organizations which consistent to the study of Jaruch Klindeeplee guideline (19), that refer to the capacity of tourism place as “The communal members must satisfied or interested their local tourism places but contrasty in participation of local administrative organizations, which have to participate in the tourism place control. Besides, the well communal cooperation is suitable with the Manual Guideline of Tourism Capacity Evaluation for Prioritizing the Development Significance of the Office of Tourism Development, Ministry of Tourism and Sports, that describe about the evaluation criteria to considerate is consisting 1) communal incomes increasing, 2) communal unity and relation building and 3) strengthen the unique identity of traveling places by community (20).

However, some of tourists are agreed that there is an insufficiency of human resources, materials and transportations in the Conservation Center’s service which are necessary factors for the ecotourism management of the Conservation Center. This is conflict with the study of Somwung Pittyanuwat (37) that was indicates that the input factors evaluation for study the project feasibility, compatibility and the sufficiency of project resources: which are the results from specified and qualified input data such as fiscal budget, human resources, materials, time periods, technologies and implementation plans of which are suitable and qualified. It could assure that ecotourism management would have more efficiency and outcomes. Moreover, Phuket Educational Area District Office was explained about the preliminary factors process of CIPP Model’s evaluation is a procedural evaluation for gain informative data for making decision to perform the project structure (38).

5.1.3 Process Evaluation on Ecotourism Management of Klong Khone Mangrove Conservation Center

The Conservation Center has clearly scoped for the activity areas by considering to natural resources and the usage of resource management plan. Among various activities, we found a negligently service that may directly affect to the safety of tourists because the Conservation Center will only provide the life jacket for boat-traveling

to the tourist on water flood tide period and when water ebb tide period, the Conservation Center will not provide the jacket because they thought it will not danger for tourists in low water level. It is unsuitable to the Strategy of Tourism Protection and Safety for Tourism Confidential of Ministry of Tourism and Sports, that purposed to establish standard and measure of tourism protection and safety for tourists for example service and safety standards in ecotourism activities and adventure (27). Similar to the study of Wiwatchai Boonyapak, that proposed the Criteria for Tourism Capacity Consideration and Evaluation which decades the accommodation such as lodging house, food and drink shop, etc.; is a major factor to consider and it is included to the limitations of ecotourism capacity such as land use base, facility service and tourist safety (18). However, although the Conservation Center would not be aware to the importance of life jacket provided, but they remark to the significance of tourist safety by restricted to tourist numbers. Especially on weekend with having much tourists coming, the Conservation Center will limit the number of tourists to 300-500 tourists, and set up 10 workers (team-workers) for 150 tourists for taking care tourist safety appropriately and entirely. According to Thailand Institute of Scientific and Technological Research, the concept could show that the guideline of ecotourism capacity would be in the demonstration of carrying capacity in ecotourism management by indicating to an opportunity for increasing ecotourism capacity(6).

In spite of carrying capacity, it is concluded to the environmental protection and conservation by investigating to substantial standard for conserving the environment in traveling places, public safety and prosperity, tourist number limitation and servicing efficiency. Accordingly, Jaruch Klindeeplee, could have provisional to perform tourism capacity, comprised of management criteria in order to provide tourism safety in traveling boundaries, all accommodations and facilities such as electricity and water resources, and tourist numbers in controlling to not exceed than tourism capacity limited (19).

In terms of knowledge management, the Conservation Center has directed tourists joining into various activities, following to ecotourism programs. A tour leader and team-workers would pay attention to taking care, and a chairperson would look after in overview and act as a distinguished speaker for acknowledging tourists and informing academic ecotourism, communal experience in life-being and natural resources conservation. In stead of operational activities, the Conservation Center

would gain secondary data from preliminary tourist needed for prepare the presentation and adapt to tourist demanded. Definitely, it is compatible to the concept of Thailand Institute of Scientific and Technological Research, so that ecotourism means fundamental tourism, based on natural resources of traveling places with the connectivity of environmental acknowledgement and definition by planning administrative management and establishing the sustainability and compatibility of ecotourism quality indexes (6). As mentioned to Office of Tourism Development, Ministry of Tourism and Sports, the guideline of public awareness would initiate public responsibility in maintaining natural resources conservation and providing environmental education for acknowledging and understanding about natural resources and environmental system (13). Including with the summary of the Office of the Permanent Secretary of Interior, ecotourism has categorized into sectoral activity and procedure for enhancing knowledge management by means of researching environment and ecosystem in traveling places for acknowledging academic background, experience and impression in order to perform both public awareness and positive attitude to tourists, communities and communal enterprises in entire process of environmental education (15).

However, the Conservation Center still lack of human resources in the section of group presentation in each activity due to unskilled of presentation technique. This would be barrier for knowledge communication and public awareness to the tourists, especially it is conversely to the strategic approach of the Ministry of Tourism and Sports, in sustainable implementations of the recovery and development in tourism quality by proceeding recovering and developing tourism quality and upgrading quality, standardization and knowledge management of tourism to relevant members and organizations (27). Besides, another strategic implementation is related to the establish communal tourism network and public participation in form for tourism quality development by set the means to promote and support the volunteer guides to increase their knowledge, experience together with the community income.

In particular of environmental management, the Conservation Center emphasize on pollution control, emitted from ecotourism, especially with municipal waste due to much amount of municipal waste daily generated. Therefore, the Conservation Center has provided waste bins with enclosure, waiting for collecting

procedure and preventing to communicable diseases. Moreover, there is waste segregation process for partly recycling in scope of ecotourism management, announced by the Office of the Permanent Secretary of Ministry of Interior. The scoped idea has reviewed that ecotourism management would be liable to prevent environmental and social impacts, conserve natural resources, manage environment, protect and control pollution and perform tourism development in appropriate level (15). This would purpose to tourism performance with sustainable management without harmful to the environmental and social manners. Besides, the Tourism Authority of Thailand, has explained that a key success of ecotourism management is not or less detrimental to the environment while the Conservation Center is operational oppositely to ecotourism principle due to there is no wastewater treated from tourist washing before discharging into water body (5). Particularly in the guideline of the Tourism Authority of Thailand, the 4th criterion is indicated to initiate the most beneficial and least negative impact to the environment with reforming wastewater treatment and effluent system efficiently and reusing as possible (26). Anyway, the Conservation Center is compatibly operational in terms of municipal waste management systematically and efficiently by aiming to reduce waste as less as available, especially the waste that cannot recycle.

For the public participation, the Conservation Center gave opportunities to communal people to participate in high level and prioritized in the transfer and sharing of experience knowledge and problem-solving for conserving communal ecosystem. This would be a certain result of communal unity and empowerment, and the Conservation Center has cooperated to any other related areas to establish ecotourism network for exchanging experiences and problems in each sector, to be a guideline for improving, protecting and solving their problems. It is compatible to the mean of the Tourism Authority of Thailand, that ecotourism would be enhanceable by knowledge management integration from all stakeholders related to participation mechanism (5). This is for empowering public awareness of sustainable ecosystem conservation in accordance with ecotourism definition from the Office of Tourism Development, as mentioned to ecotourism meaning by the Royal Institute, it is knowledge management integration with all stakeholders, underlying to cooperative management in communal level for being aware in sustainable ecosystem conservation (18). In the same manner,

Thailand Institute of Scientific and Technological Research, as referred to Castas Christ would define that ecotourism could be tourism reliability to conserve the environment together with leveling up communal life-being. Certainly, ecotourism management of the Conservation Center is fully liable to traveling places with natural unique identity by cooperatively learning to all stakeholders beneath management procedure of the communities (6). Without a doubt, it is purposely to generate public awareness in sustainable ecosystem conservation. This concept is resemble to Srith Sangarun (14) and Office of the Permanent Secretary of Ministry of Interior, in compromising ecotourism participation for the communities in brainstorming, planning, implementing, co-benefitting, monitoring and maintaining natural resources and environment (15). This would be concentrated to the availabilities of communal co-benefit, incomes distribution, better life-being and fiscal budget for maintaining to ecotourism management. Eventually, the communities would be cooperatively in controlling and managing ecotourism quality, beginning from the communal bottom root to local administrative organizations and including with all stakeholders relatively.

5.1.4 Product Evaluation on Ecotourism Programs of Klong Khone Mangrove Conservation Center

In overview, the tourists were satisfied in the category of the high level to ecotourism management but still have moderate satisfaction level in ecotourism programs due to not only having insufficient ecotourism acknowledgement in each activity, but also lacking recommendations and resolutions for improving ecotourism management better. Because the Conservation Center was used to interview tourists, asking for operational improvement properly on the first phase, the evaluation has not kept interviewing later on. Nevertheless, the overall operations of the Conservation Center could stand on inspired base for tourists traveling together with importantly earmarking to natural resources and environmental conservation. With compatible to the concept of Buckley, R.C., ecotourism would have sustainably administrative management, depending on natural base and initiating knowledge management of environmental and cultural baselines (12). This is for both accomplishing naturally

conservative concept and satisfying tourist satisfaction eventually. Likewise, Yuvadee Nirattakun, has informed the main ideas that ecotourism would be directly learn to the nature, so that tourists not only could be satisfy in traveling, but also build capacity in acknowledgement and public awareness of ecotourism as well (16). However, the results are unsuitable to the guideline of sustainable tourism from Tourism Authority of Thailand, on the 1st criterion that relevant to the efficient management administration by evaluate the satisfaction of customers or continuously services parallel with improving serviced operations as significant as available (26). In addition, it is still incompatible to ecotourism quality indexes from the Office of Tourism Development, in issues of knowledge management and public awareness with the indication to establish tourist information center for informing and accommodating to tourists together with providing the volunteer guides who are knowledgeable in ecosystem and conservation for acknowledging to tourists, communal enterprises and the communities (13).

5.2 Problems, Obstacles and Limitations of Research

Relying on the evaluation of CIPP Model in four sections of context, input, process and product, there are feasible problems, obstacles and limitations of research as detailed below:

5.2.1 Context Evaluation

Locations of the Conservation Center are really far from the main transportation way and without public or rented transportations in service. Moreover, there is not properly direction sign display along the way. That is a barrier for access to traveling places.

5.2.2 Input Evaluation

The management of communal human resources who have been guides is not proper for sustainable development. It does not have the permanent team-working who is responsible in this activity but considers on the amount of tourists, that means the number of communal members who guide will depend on the situation of tourist.

Moreover, most of communal members already have their main occupation and when communal members would mainly go working in the same time with having more tourist numbers, it might have a lack of resources in tourism service eventually. Accordingly, there are insufficient in terms of materials and transportations such as traveling boat, Kra-teng for enjoying seafood luncheon, etc..

5.2.3 Process Evaluation

The communal members, who work on the booking of ecotourism programs and the person who make an appointment schedules, are differently, so there are some mistakes in settling traveling boats for tourists. Especially in observation day, there are large amount of tourists and it has not enough communal members for accommodate and provide the information, it has only presenting of distinguished speakers which cannot motivate to the tourist interesting due to a variety of tourist age, occupation and education background.

5.2.4 Product Evaluation

Basically, tourists have less participation in order to recommend for improving ecotourism management of the Conservation Center and cannot get ecotourism knowledge from each ecotourism activity.

5.3 Conclusions

In principle, CIPP Model could well apply using in evaluation of ecotourism programs and management from the Conservation Center, particularly in four dimensions of context, input, process and product.

According to ecotourism management, it could realize that the conservation Center has the competency of natural resources prosperity with initiating to ecotourism programs definitely. Besides, the Conservation Center purposes to clearly develop and expand ecotourism network with stably financial support and solidity experience for mutually solving problems. Although, the operation might not have supporting financial from local administrative organizations, the Conservation Center could still maintain the implementing situation stably and sustainably due to skill of communal members with full experiences, friendly relationship and positive attitude in ecotourism management.

However, the Conservation Center should develop and strengthen their process on knowledge management both transferring process and learning mutual process of communal leader and communal member who participated in the further generation, particularly in knowledge of technical and communal experiences that will advantage to initiating correctly understanding to communal members and tourists about ecotourism and would head to make meritable and valuable of natural resources conservation in communal boundary.

In terms of ecotourism operation, the Conservation Center has prior planned together with tourist members in servicing and preparing to human resources, materials and accommodations sufficiently and suitably. And when the tourists arrived, the Conservation Center would conduct following to cooperative plan. Technically, when settled plan has faced to problems and barriers, the Conservation Center would foresee backward for improving the plan with resemble to the circumstances and in order to be malfunctioning during operation, the problems would be investigated and solved respectively.

From the operation the Conservation Center in the past, the Conservation Center could be efficiently operated with achieved their objectives on ecotourism activities. The restore the area of the mangrove forest area was increasingly, the obviously satisfied of tourists on acknowledge and understand to ecotourism concept and the

immense for sharing co-benefit to the communities that indicted by the increasing of communal members which registered to the Conservation Center annually.

These could be concluded that the Conservation Center Operation could follow to ecotourism quality standard and sustainable ecotourism criteria with indicating to ecotourism operation by referring to ecotourism capacity, land-use management, public acknowledgement, awareness and participation. Certainly, this is for generating the most benefit with least impact to society, community, cultural heritage and environment, heading to sustainable ecotourism.

However, although the Conservation Center Operation is compatible to ecotourism concept, there are a several provisions for better promoting and developing such as technical support of knowledge management. It could be deniable to recommend on the next chapter in which could incentive empower ecotourism management of the Conservation Center efficiently and could apply with a role model to comply with communal ecotourism management entirely.

5.4 Recommendations to Ecotourism Management of the Conservation Center

The evaluation of communal ecotourism management for the Conservation Center could obviously earmark to solid strength, problems and the ways; to promote and develop the implementations for increasing ecotourism management efficiently. Therefore, it can provide a particular guideline for improving the efficiency of ecotourism management as following:

5.4.1 In Ecotourism Locations

The Conservation Center should improve the route of transportation to access to traveling places and provide more parking lot areas in the convenience and safety are for tourists arriving. Nevertheless, it would be grateful if the Conservation Center could increase the properly and clearly direction sign display along the way and maintain the roadway condition for ready to use in all seasons, especially in rainy

season with possibly having flooding. By the way, the Conservation Center would cooperate to Klong Khone Subdistrict Administration about the investigation on roadway condition and the direction sign display with covering to the entire traveling places in Klong Khone Subdistrict areas. This is for generating the connectivity of transportation network, distributed to any other ecotourism cooperation in long terms.

5.4.2 In Ecotourism Programs

According to the tourist recommendations that the Conservation Center has not enough communal members to their services while the Conservation Center stands for this recommendation that it has sufficient communal members for working. Therefore, the cause of this misleading might be most of tourists can not know who are permanently communal members that working for the Conservation Center. For this reason, it would be better if the Conservation Center could perform official uniform for all communal members to show their working status obviously. Even though, it could not set up a due date for wearing a uniform in the same pattern, it could be able to apply by stick the Conservation Center Symbol on. This is purposely to inform tourists for understanding, asking for help, giving some advices and training for much acknowledgement with mention further. Likewise, the Conservation Center would provide adequate boat-traveling and all equipments needed for working in all activities and appropriating to tourist numbers.

5.4.3 In Ecotourism Management

1) The Conservation Center should provide more restrooms with suitable to tourist numbers, including to treat wastewater from tourist washing and using before discharging into water body without accumulating and affecting to the nature later. For wastewater from outsources polluted, the Conservation Center would research for applying natural treatment system in solving pollution problem such as effective microorganisms for wastewater deodorization and treatment. In addition, effective microorganisms as referred previously could technically improve in pattern of communal enterprises for the communities as well. One more thing, the

Conservation Center would always provide life-saving in travelling boat for all water current, especially in less water level. This is to keep the standard of public safety for taking to tourists stably together with practicing communal members to all simulated emergency cases step by step for responding to any other worse cases happened unpredictably and correctly. Certainly, it is actually purposed to maintain public safety protected to all tourists at the right time eventually.

2) The Conservation Center should apply the information technology to support in the booking process of tourism program for decrease their fault in the operations on material preparation process for the tourists.

3) The Conservation Center would intend significantly in knowledge management of ecotourism manner for initiating public awareness to all tourists. Due to communal members have basic acknowledgement of ecotourism from experience-based learning, communal members still have a lack of not only academic acknowledgement of ecotourism for supporting the operation, but also presenting technique for making tourist interests. This is why communal members have less self confidence in communicating to tourists. Thus, the knowledge management system could play with an important model in accomplishing acknowledgement integration such as TUNA Model as mentioned to Thai –UNAids Model with comparing knowledge in symbolizing of a fish with 3 compartments (62).

- Fish Head of Knowledge Vision (KV): to set the vision of knowledge management of communities and define direction of operation. May be based on common interests or problem of communities.

- Fish Body of Knowledge Sharing (KS): to integrate knowledge sharing and knowledge learning in the communities and apply knowledge practice to objectives of knowledge management of communities.

- Fish Tail of Knowledge Assets (KA): to accumulate knowledge communities and connect both internal and external knowledge management within the communities.

4) No matter when the Conservation Center has already gathered from cooperative knowledge management, following to previously guidelining, it would perform training to communal members and ecotourism network for sharing information together. Subsequently, it would be in considerable to public

communication for informing tourists understanding by using communal members in speaking, servicing and providing any other information as available as the Conservation Center could be (21). In another way, the sharing information would represent without using personal speakers such as communicative signs, exhibitions, tourism guidebooks and natural education handbooks for tourists. These are for explaining more ecotourism information of the Conservation Center and Klong Khone Subdistrict by replacing to the insufficiency of communal members in knowledgeable speaking. Particularly in long terms, communal members would join into more training programs and sharing experience to any other communal members in the Conservation Center entirely.

5) The Conservation Center would enhance public participation of the communities for empowering and integrating generally cooperative concept of House – Temple – School with centralizing by Temples in the communities. Temples could be not only a holy place for Thais studying the Lord of Buddha Learning, but also a vital place in sharing knowledge and experience jointly in academic issues of knowledge, communal culture and tradition together with subsidizing a marketable access for communal exchange and co-benefit alternatively. Accordingly, the communities would be cooperative to most students in schools for knowledgeable transfer of ecotourism in Klong Khone areas for strengthening public awareness to young generation in the communities and performing young volunteering guides as well. This is a solid way to build capacity of young generation with full of responsibility, public act, natural resources and environmental conservation and team-working substitution of the Conservation Center possibly.

6) The Conservation Center has continuously implementing and improving the operational programs, adapting to surrounding changes. Conversely, the Conservation Center still has an inadequacy of implementing evaluation, particularly in public participation from all stakeholders related. To outstandingly solving and increasing the operationally problematic efficiency, the Conservation Center would apply the specific methodology for evaluating in a technique of 360 Degree Feedback with earmarking to the Competencies-based Team Relationship for evaluating to team-working process of the Conservation Center. According to a technical competency applied, the evaluation methodology is used for

reviewing team-working capacity in overall and measured the capable levels in each team-working members. The eventual result could obviously reach to the key success of team-working targets in order to consider the implementing compatibility and improve weaknesses in developing the Conservation Center Operation much better (63). Not only applying a technique of 360 Degree Feedback, the Conservation Center would generate a monitoring measure in a category of interviewing for tourists traveling or guest booking for communal members. Likewise, it would adapt questionnaire, interview or meeting for traveling places by applying using a form of check list in accommodating changed evaluation.

5.4.4 In Ecotourism Products

Relying to an insufficiency of tourist recommendations and suggestions for improving ecotourism operation, the Conservation Center would initiate a monitoring measure in terms of 360 Degree Feedback technically with complying with an issue of tourist satisfaction for evaluating. This is purposely to evaluate tourist satisfaction together with opening mind for tourist recommendations and suggestions, following to evaluation programs in suitably usable for example tourists daily coming would apply by a guestbook, questionnaire or evaluation form with relevant questions clearly for preventing tourists disappointed in answering questions and accommodating in systematic analysis. For tourist traveling in a several day programs, the evaluation process could perform either exchanging activity or sharing feedback to the communities before going back. This would be shared acknowledgeable view between the communities and tourists in general. In the specification of tourist groups who have not well informed of ecotourism acknowledgement from the Conservation Center inappropriately, it would be solved by applying ecotourism management guideline of the Conservation Center as mentioned previously.

5.5 Recommendations for Further Study

5.5.1 Due to the accuracy and precise of the model results, the further study should apply other evaluation models in order to evaluate ecotourism management of the Conservation Center, compared with the eventual results from the evaluation of CIPP Model.

5.5.2 Due to the accuracy and precise of the site results, the further study should study by compare the ecotourism management between from adjacent communities such as estuary of Phetcha Buri, Bang Taboon Rivers in Phetcha Buri, etc.

5.5.3 The further study should study on the relationship and collaboration in role of private sector that support the development of sustainable ecotourism of the Conservation Center for develop or improve its operation management.

5.5.4 The further study should evaluate on the efficiently on economic of the Conservation Center that related to its development of sustainable ecotourism.

5.5.5 The further study should develop the communal knowledge management process, especially on the knowledge transfer from the expert to the next generation that need tacit knowledge and experience on ecotourism management, in to the appropriate pattern for communal knowledge management in the area.

5.5.6 Due to the completion on public participation dimension, should be study on the relationship activities of local administrative organizations and the communities for ecotourism management.

5.5.7 Due to the consistence and continuing of ecotourism development in overwhelming areas of Samut Songkhram, should be study on the provincial planning for proceeding ecotourism management in overview.

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APPENDIX A

แบบสอบถามประชาชน

การวิจัย เรื่อง การประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนของศูนย์อนุรักษ์

ป่าชายเลนคลองโคโคน่า ตำบลคลองโคโคน่า อำเภอเมือง จังหวัดสมุทรสงคราม

คำชี้แจงแบบสอบถาม

1. แบบสอบถามฉบับนี้จัดทำขึ้น เพื่อประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนของศูนย์อนุรักษ์ป่าชายเลนคลองโคโคน่า ตำบลคลองโคโคน่า อำเภอเมือง จังหวัดสมุทรสงคราม
2. ข้อมูลจากการตอบแบบสอบถาม จะเป็นประโยชน์ต่อการจัดทำวิทยานิพนธ์ วิทยาศาสตร์มหาบัณฑิต สาขาวิชาเทคโนโลยีการบริหารสิ่งแวดล้อม (ภาคพิเศษ) มหาวิทยาลัยมหิดล
3. คำตอบที่ได้จากแบบสอบถามของท่านจะเป็นความลับ และไม่มีผลกระทบต่อท่านแต่อย่างใด
4. โปรดอ่านคำแนะนำในแต่ละส่วนของแบบสอบถามอย่างรอบคอบ และตอบคำถามทุกข้อ เพื่อให้ได้ข้อมูลที่มีความครบถ้วนสมบูรณ์สำหรับการวิจัยครั้งนี้
5. แบบสอบถามแบ่งเป็น 2 ตอน โดยปรากฏข้อมูลดังต่อไปนี้

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ตอนที่ 2 การสอบถามระดับการมีส่วนร่วมในการจัดการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์

ป่าชายเลนคลองโคโคน่า โดยแบ่งระดับเป็น 4 ระดับ ซึ่งมีความหมายในแต่ละระดับ ดังนี้

- | | | | | |
|---|-----|-------------------|---------|--|
| 3 | คือ | มีส่วนร่วมมาก | หมายถึง | มีส่วนร่วมในกระบวนการสม่ำเสมอ ขาดบ้างเป็นครั้งคราว |
| 2 | คือ | มีส่วนร่วมปานกลาง | หมายถึง | มีส่วนร่วมในกระบวนการตามแต่โอกาส และความสะดวก |
| 1 | คือ | มีส่วนร่วมน้อย | หมายถึง | มีส่วนร่วมในกระบวนการบ้างเพียงเล็กน้อย |
| 0 | คือ | ไม่มีส่วนร่วม | หมายถึง | ไม่เคยมีส่วนร่วมในกระบวนการเลย |

ผู้วิจัยขอกราบขอบพระคุณท่านเป็นอย่างยิ่ง ที่โปรดกรุณาใช้เวลาให้ข้อมูลที่เป็นประโยชน์แก่การวิจัยครั้งนี้

ด้วยความเคารพ

นางนวรรตน์ รุ่งศรีรัตนวงศ์

นักศึกษาวិทยาสตรมหาบัณฑิต

สาขาวิชาเทคโนโลยีการบริหารสิ่งแวดล้อม (ภาคพิเศษ) มหาวิทยาลัยมหิดล

แบบสอบถาม

การวิจัย เรื่อง การประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนของศูนย์อนุรักษ์
ป่าชายเลนคลองโคน ตำบลคลองโคน อำเภอเมือง จังหวัดสมุทรสงคราม

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

โปรดตอบแบบสอบถามโดยเลือกใส่เครื่องหมาย (✓) ลงใน ที่ท่านเห็นว่าตรงกับความเป็นจริงมากที่สุด

1. เพศ 1) ชาย 2) หญิง
2. อายุ

<input type="checkbox"/> 1) ไม่เกิน 30 ปี	<input type="checkbox"/> 2) 31 – 40 ปี
<input type="checkbox"/> 3) 41-50 ปี	<input type="checkbox"/> 4) 51 – 60 ปี
<input type="checkbox"/> 5) 60 ปีขึ้นไป	
3. ระดับการศึกษา

<input type="checkbox"/> 1) ประถมศึกษา	<input type="checkbox"/> 2) มัธยมศึกษาตอนต้น
<input type="checkbox"/> 3) มัธยมศึกษาตอนปลายหรือเทียบเท่า	<input type="checkbox"/> 4) อนุปริญญาหรือเทียบเท่า
<input type="checkbox"/> 5) ปริญญาตรี	<input type="checkbox"/> 6) สูงกว่าปริญญาตรี
4. อาชีพหลัก

<input type="checkbox"/> 1) นิสิต / นักศึกษา	<input type="checkbox"/> 2) รับจ้าง
<input type="checkbox"/> 3) ค้าขาย	<input type="checkbox"/> 4) เกษตรกรรม
<input type="checkbox"/> 5) ประมง	<input type="checkbox"/> 6) รับราชการ / รัฐวิสาหกิจ
<input type="checkbox"/> 7) พนักงานบริษัท	<input type="checkbox"/> 8) อื่นๆ โปรดระบุ
5. รายได้เฉลี่ย / เดือน

<input type="checkbox"/> 1) ไม่เกิน 10,000 บาท	<input type="checkbox"/> 2) 10,001 – 20,000 บาท
<input type="checkbox"/> 3) 20,001 – 30,000 บาท	<input type="checkbox"/> 4) 30,000 บาท ขึ้นไป

ตอนที่ 2 การสอบถามการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนของ
ศูนย์อนุรักษ์ป่าชายเลนคลองโคน
 โปรดเลือกใส่เครื่องหมาย (✓) ลงในข้อคำถาม เพื่อแสดงระดับการมีส่วนร่วมในการจัดการท่องเที่ยวเชิงนิเวศของ
 ศูนย์อนุรักษ์ป่าชายเลนคลอง โคน

การมีส่วนร่วม	ระดับการมีส่วนร่วม				สำหรับผู้วิจัย
	มาก (3)	ปานกลาง (2)	น้อย (3)	ไม่มี (4)	
การมีส่วนร่วมด้านการแสดงความคิดเห็น					
1. ร่วมเสนอปัญหาในการจัดการ การท่องเที่ยวเชิงนิเวศของชุมชน					
2. ร่วมประชุมหารือภายในชุมชนเพื่อ ร่วมกันแก้ไขปัญหาในการจัดการ ท่องเที่ยวเชิงนิเวศ					
3. ร่วมเสนอแนวทางการจัดการ ท่องเที่ยวที่เป็นประโยชน์ต่อ การอนุรักษ์ทรัพยากรธรรมชาติและ สิ่งแวดล้อม					
4. ร่วมเสนอแผนงาน โครงการหรือ กิจกรรม ที่เกี่ยวข้องกับการจัดการ ท่องเที่ยวเชิงนิเวศ					
การมีส่วนร่วมด้านการตัดสินใจ					
5. ร่วมพิจารณาแนวทางที่เหมาะสม ในการอนุรักษ์ทรัพยากรธรรมชาติและ สิ่งแวดล้อมในชุมชน					
6. ร่วมตัดสินใจคัดเลือกแผนงาน โครงการ หรือกิจกรรม เพื่อการท่องเที่ยวเชิงนิเวศ					
7. ร่วมตัดสินใจคัดเลือกวิธีการดำเนินงาน เพื่อบรรลุแผน โครงการ และกิจกรรม ที่ตั้งไว้					

การมีส่วนร่วม	ระดับการมีส่วนร่วม				สำหรับผู้วิจัย
	มาก (3)	ปานกลาง (2)	น้อย (3)	ไม่มี (4)	
8. ร่วมตัดสินใจในการเผยแพร่ และ ประชาสัมพันธ์ สร้างความรู้ ความเข้าใจในการท่องเที่ยวเชิงนิเวศ					
การมีส่วนร่วมด้านการปฏิบัติตามแผนงาน โครงการ หรือกิจกรรม					
9. ร่วมดูงาน และฝึกอบรมในด้านการ อนุรักษ์ทรัพยากรธรรมชาติและ สิ่งแวดล้อมในแหล่งท่องเที่ยว					
10. ร่วมประสานงานเครือข่ายทั้งภาครัฐ และเอกชน ในการอนุรักษ์ ทรัพยากรธรรมชาติและสิ่งแวดล้อมใน แหล่งท่องเที่ยว					
11. ร่วมปฏิบัติหน้าที่ตามวิธีการ ที่กำหนด เพื่อบรรลุแผนงาน โครงการ หรือกิจกรรมเพื่อการท่องเที่ยวเชิงนิเวศ ที่ตั้งไว้					
12. ร่วมรักษาทรัพยากรธรรมชาติและ สิ่งแวดล้อมในแหล่งท่องเที่ยว					
13. ร่วมให้การสนับสนุนการดำเนินงาน ขององค์กรด้านการอนุรักษ์					
การมีส่วนร่วมด้านการร่วมรับผลประโยชน์					
14. ร่วมรับประโยชน์ที่เกิดจากรายได้ใน การท่องเที่ยวของชุมชน					
15. ร่วมรับประโยชน์จากการยกระดับ คุณภาพชีวิต อันเป็นผลมาจากการ ท่องเที่ยว					
16. ร่วมรับประโยชน์ในด้านการมี ทรัพยากรธรรมชาติและสิ่งแวดล้อม ที่ดีขึ้น					

การมีส่วนร่วม	ระดับการมีส่วนร่วม				สำหรับผู้วิจัย
	มาก (3)	ปานกลาง (2)	น้อย (3)	ไม่มี (4)	
17. ร่วมรับประโยชน์ในการเกิด ความสัมพันธ์ที่แน่นแฟ้นของชุมชน					
18. ร่วมรับประโยชน์ในการเกิดเครือข่ายใน การร่วมกันอนุรักษ์ทรัพยากรธรรมชาติ และสิ่งแวดล้อม					
การมีส่วนร่วมด้านการประเมินผล					
19. ร่วมวางแผนเพื่อการติดตามประเมินผล การดำเนินงานในการจัดการท่องเที่ยว เชิงนิเวศของชุมชน					
20. ร่วมให้ข้อคิดเห็นและข้อเสนอแนะใน การปรับปรุง ระหว่างดำเนินกิจกรรม ของชุมชน					
21. ร่วมสรุปผลการดำเนินงาน					
22. ร่วมประเมินผลการดำเนินงาน					

ขอขอบพระคุณมา ณ โอกาสนี้

APPENDIX B

แบบสอบถามนักท่องเที่ยว

การวิจัย เรื่อง การประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนของศูนย์อนุรักษ์

ป่าชายเลนคลองโคกตำบลดงโคก อำเภอเมือง จังหวัดสมุทรสงคราม

คำชี้แจงแบบสอบถาม

1. แบบสอบถามฉบับนี้จัดทำขึ้น เพื่อประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนของศูนย์อนุรักษ์ป่าชายเลนคลองโคก ตำบลดงโคก อำเภอเมือง จังหวัดสมุทรสงคราม
2. ข้อมูลจากการตอบแบบสอบถาม จะเป็นประโยชน์ต่อการจัดทำวิทยานิพนธ์ วิทยาศาสตร์มหาบัณฑิต สาขาวิชาเทคโนโลยีการบริหารสิ่งแวดล้อม (ภาคพิเศษ) มหาวิทยาลัยมหิดล
3. คำตอบที่ได้จากแบบสอบถามของท่านจะเป็นความลับ และไม่มีผลกระทบต่อท่านแต่อย่างใด
4. โปรดอ่านคำแนะนำในแต่ละส่วนของแบบสอบถามอย่างรอบคอบ และตอบคำถามทุกข้อ เพื่อให้ได้ข้อมูลที่มีความครบถ้วนสมบูรณ์สำหรับการวิจัยครั้งนี้
5. แบบสอบถามแบ่งเป็น 4 ตอน โดยปรากฏข้อมูลดังต่อไปนี้

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ตอนที่ 2 การสอบถามความพึงพอใจในการจัดการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์ป่าชายเลน

คลองโคก โดยแบ่งระดับความพึงพอใจเป็น 5 ระดับ ซึ่งมีความหมายในแต่ละระดับ ดังนี้

มากที่สุด	หมายถึง	มีค่าความพึงพอใจเท่ากับ	5
มาก	หมายถึง	มีค่าความพึงพอใจเท่ากับ	4
ปานกลาง	หมายถึง	มีค่าความพึงพอใจเท่ากับ	3
น้อย	หมายถึง	มีค่าความพึงพอใจเท่ากับ	2
น้อยที่สุด	หมายถึง	มีค่าความพึงพอใจเท่ากับ	1

ตอนที่ 3 การสอบถามความรู้ความเข้าใจเกี่ยวกับการท่องเที่ยวเชิงนิเวศ โดยเลือกตอบว่า ใช่ / ไม่ใช่

หากตอบถูกได้ 1 คะแนน ตอบผิดได้ 0 คะแนน

ตอนที่ 4 สอบถามความเห็นเพิ่มเติม

ผู้วิจัยขอกราบขอบพระคุณท่านเป็นอย่างยิ่ง ที่โปรดกรุณาใช้เวลาให้ข้อมูลที่เป็นประโยชน์แก่การวิจัยครั้งนี้

ด้วยความเคารพ

นางนวรรณ์ รุ่งศรีรัตนวงศ์

นักศึกษาวิทยาสตรมหาบัณฑิต

สาขาวิชาเทคโนโลยีการบริหารสิ่งแวดล้อม (ภาคพิเศษ) มหาวิทยาลัยมหิดล

แบบสอบถาม

การวิจัย เรื่อง การประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนของศูนย์อนุรักษ์
ป่าชายเลนคลองโคน ตำบลคลองโคน อำเภอเมือง จังหวัดสมุทรสงคราม

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

โปรดตอบแบบสอบถามโดยเลือกใส่เครื่องหมาย (✓) ลงใน ที่ท่านเห็นว่าตรงกับความเป็นจริงมากที่สุด

3. เพศ 1) ชาย 2) หญิง
4. อายุ
- 1) ไม่เกิน 30 ปี 2) 31 – 40 ปี
- 3) 41-50 ปี 4) 51 – 60 ปี
- 5) 60 ปีขึ้นไป
3. ระดับการศึกษา
- 1) ประถมศึกษา 2) มัธยมศึกษาตอนต้น
- 3) มัธยมศึกษาตอนปลายหรือเทียบเท่า 4) อนุปริญญาหรือเทียบเท่า
- 5) ปริญญาตรี 6) สูงกว่าปริญญาตรี
4. อาชีพหลัก
- 1) นิสิต / นักศึกษา 2) รับจ้าง
- 3) ค้าขาย 4) เกษตรกรรม
- 5) ประมง 6) รับราชการ / รัฐวิสาหกิจ
- 7) พนักงานบริษัท 8) อื่นๆ โปรดระบุ
5. รายได้เฉลี่ย / เดือน
- 1) ไม่เกิน 10,000 บาท 2) 10,001 – 20,000 บาท
- 3) 20,001 – 30,000 บาท 4) 30,000 บาท ขึ้นไป

ตอนที่ 2 การสอบถามความพึงพอใจในการจัดการท่องเที่ยวเชิงนิเวศโดยชุมชนของศูนย์อนุรักษ์ป่าชายเลนคลองโคน
โปรดเลือกใส่เครื่องหมาย (✓) ลงในข้อคำถาม เพื่อแสดงระดับความพึงพอใจในการจัดการท่องเที่ยวเชิงนิเวศของ
ศูนย์อนุรักษ์ป่าชายเลนคลองโคน

คำถาม	ระดับความพึงพอใจ					สำหรับผู้วิจัย
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)	
ด้านความเหมาะสมของพื้นที่						
1. ความหลากหลายและความอุดมสมบูรณ์ของระบบนิเวศ						
2. ลักษณะความเป็นเอกลักษณ์เฉพาะถิ่นของสถานที่ท่องเที่ยว						
3. การคมนาคมที่สามารถเข้าถึงแหล่งท่องเที่ยวได้อย่างสะดวก						
4. ความเป็นระเบียบเรียบร้อยของสถานที่ท่องเที่ยว						
ด้านความเหมาะสมในการจัดรูปแบบรายการท่องเที่ยวเชิงนิเวศ						
5. ความหลากหลายของลักษณะกิจกรรมการท่องเที่ยวเชิงนิเวศที่เป็นสิ่งดึงดูดนักท่องเที่ยว						
6. ความเชื่อมโยงของกิจกรรมที่บรรจุอยู่ในรายการท่องเที่ยว						
7. การจัดรายการท่องเที่ยวที่มีความสอดคล้องกับระบบนิเวศและทรัพยากรธรรมชาติ						
8. การจัดศูนย์บริการให้ข้อมูลและสิ่งอำนวยความสะดวกแก่นักท่องเที่ยว						

คำถาม	ระดับความพึงพอใจ					สำหรับผู้วิจัย
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)	
ด้านความเหมาะสมของกระบวนการจัดการท่องเที่ยวเชิงนิเวศ						
9. การอำนวยความสะดวกและให้บริการข้อมูลต่างๆ ในการท่องเที่ยวเชิงนิเวศของศูนย์ฯ						
10. เทคนิคการถ่ายทอดความรู้ด้านการท่องเที่ยวเชิงนิเวศเพื่อสร้างจิตสำนึกด้านการอนุรักษ์						
11. การกำหนดเขตสำหรับแต่ละกิจกรรมการท่องเที่ยว						
12. มาตรฐานในการจัดรายการการท่องเที่ยวเชิงนิเวศ						
13. มาตรฐานการป้องกัน และรักษาคุณภาพสิ่งแวดล้อม						
14. การใช้เทคโนโลยีควบคุม และการจัดการมลพิษสิ่งแวดล้อมในพื้นที่ท่องเที่ยว						
15. การเปิดโอกาสให้คนในชุมชนมีส่วนร่วมในกิจกรรมท่องเที่ยว						
16. การเปิดโอกาสในการหารายได้จากการท่องเที่ยวในชุมชน						
17. การจัดการสิ่งแวดล้อมโดยรอบ นอกเหนือจากบริเวณพื้นที่กิจกรรมที่มีอยู่ในรายการท่องเที่ยว						

คำถาม	ระดับความพึงพอใจ					สำหรับผู้วิจัย
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)	
ด้านผลผลิตที่ได้รับจากการจัดรายการท่องเที่ยวเชิงนิเวศ						
18. การแสดงข้อคิดเห็นและข้อเสนอแนะ และการมีส่วนร่วมต่อการจัดการท่องเที่ยวเชิงนิเวศของแหล่งท่องเที่ยว						
19. การได้รับและการถ่ายทอดความรู้ด้านการท่องเที่ยวเชิงนิเวศ						

ตอนที่ 3 ความรู้ความเข้าใจเกี่ยวกับการท่องเที่ยวเชิงนิเวศ

คำชี้แจง โปรดเลือกใส่เครื่องหมาย (✓) ลงในช่องที่ท่านคิดว่าเป็นความหมายที่ถูกต้องของการท่องเที่ยวเชิงนิเวศ

คำถาม	ใช่	ไม่ใช่	สำหรับผู้วิจัย
1. การท่องเที่ยวเชิงนิเวศเป็นการให้ความรู้เกี่ยวกับแหล่งท่องเที่ยวทั้งที่เป็นแหล่งธรรมชาติและแหล่งท่องเที่ยวทางวัฒนธรรม			
2. การท่องเที่ยวเชิงนิเวศ มีการจูงใจนักท่องเที่ยวโดยการปรับปรุงตกแต่งสถานที่ท่องเที่ยวให้มีความทันสมัย			
3. ตัวอย่างกิจกรรมการท่องเที่ยวเชิงนิเวศ เช่น การเดินป่า การล่องเรือชมธรรมชาติ การปีนถ้ำ การดำน้ำ			
4. การท่องเที่ยวเชิงนิเวศ เน้นกระตุ้นจิตสำนึกอนุรักษ์สภาพแวดล้อม			
5. การท่องเที่ยวเชิงนิเวศ เน้นการตอบสนองต่อความต้องการและความพึงพอใจของนักท่องเที่ยวเป็นหลัก			
6. การพัฒนาการท่องเที่ยวจะประสบความสำเร็จได้ ขึ้นกับการเปิดโอกาสให้คนในชุมชนมีส่วนร่วม			
7. ป่าชายเลนเป็นแหล่งผลิตอาหารที่สำคัญ และช่วยป้องกันสิ่งแวดล้อมเป็นพิษ โดยอาศัยลำต้นเป็นตะแกรงดักสิ่งปฏิกูล			
8. หิ่งห้อยที่อาศัยอยู่บริเวณป่าชายเลนเรืองแสงกระพริบ เพื่อล่อหนอนขนาดเล็กเป็นอาหาร และเพื่อแสดงที่อยู่ในขณะนั้น			
9. กระจังคือกระท่อมที่สร้างไว้กลางทะเลเพื่อใช้เฝ้าหอยแครง			

ตอนที่ 4 สอบถามความเห็นเพิ่มเติม

1. ที่ผ่านมา ท่านเคยเดินทางท่องเที่ยวในแหล่งท่องเที่ยวเชิงนิเวศหรือไม่ และมีความประทับใจต่อสถานที่แห่งนั้น อย่างไร

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2. ท่านเห็นควรให้ศูนย์อนุรักษ์ป่าชายเลนคลองโคน ปรับปรุงการดำเนินการเพื่อจัดการท่องเที่ยวเชิงนิเวศ อย่างไร

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.....
.....

ขอขอบพระคุณมา ณ โอกาสนี้



APPENDIX C

แบบสัมภาษณ์

การวิจัย เรื่อง การประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์
ป่าชายเลนคลองโคน ตำบลคลองโคน อำเภอเมือง จังหวัดสมุทรสงคราม

แบบสัมภาษณ์ฉบับนี้จัดทำขึ้น เพื่อประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์ป่าชายเลนคลองโคน ตำบลคลองโคน อำเภอเมือง จังหวัดสมุทรสงคราม ทั้งนี้ ข้อมูลจากการตอบแบบสัมภาษณ์ครั้งนี้ จะเป็นประโยชน์ต่อการจัดทำวิทยานิพนธ์ วิทยาศาสตร์มหาบัณฑิต สาขาวิชาเทคโนโลยีการบริหารสิ่งแวดล้อม (ภาคพิเศษ) มหาวิทยาลัยมหิดล โดยจะถูกนำไปสรุปในภาพรวมเพื่อนำผลที่ได้ไปใช้เพื่อการศึกษาวิจัยเท่านั้น ดังนั้น คำตอบที่ได้จากการสัมภาษณ์ท่านจะไม่มีผลกระทบต่อท่านแต่อย่างใด

ผู้วิจัยขอกราบขอบพระคุณท่านเป็นอย่างยิ่ง ที่โปรดกรุณาสละเวลาให้ข้อมูลที่เป็นประโยชน์แก่การวิจัยครั้งนี้

ด้วยความเคารพ

นางนวรรตน์ รุ่งศรีรัตนวงศ์

นักศึกษาวิทยาศาสตร์มหาบัณฑิต

สาขาวิชาเทคโนโลยีการบริหารสิ่งแวดล้อม (ภาคพิเศษ) มหาวิทยาลัยมหิดล

แนวคำถามการสัมภาษณ์เชิงลึก**การวิจัย เรื่อง การประเมินรูปแบบการจัดการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์
ป่าชายเลนคลองโคน ตำบลคลองโคน อำเภอเมือง จังหวัดสมุทรสงคราม**

บันทึกผู้ให้สัมภาษณ์

วันที่ให้สัมภาษณ์ เดือน พ.ศ. เวลา

ด้านปัจจัยส่งเสริมความเหมาะสมของพื้นที่

1. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีการจัดการท่องเที่ยวเชิงนิเวศที่สอดคล้องกับนโยบายการส่งเสริมการท่องเที่ยวเชิงนิเวศจากภาครัฐที่ผ่านมา ในช่วงปี 2548 – 2552 หรือไม่อย่างไร
2. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีประวัติความเป็นมาอย่างไร ปัจจุบันมีการดำเนินการที่ต่อเนื่องหรือพัฒนาไปจากเดิมอย่างไร
3. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน และพื้นที่ใกล้เคียงที่มีการดำเนินกิจกรรมด้านการท่องเที่ยวเชิงนิเวศ มีสิ่งใดเป็นจุดเด่นที่เป็นเอกลักษณ์ดึงดูดให้นักท่องเที่ยวเดินทางมาท่องเที่ยว โปรดอธิบายโดยสังเขป
 - 3.1 ด้านทรัพยากรในพื้นที่ ทั้งทางด้านกายภาพและชีวภาพ
 - 3.2 ด้านสภาพเศรษฐกิจ สังคม และวัฒนธรรม
 - 3.3 ด้านการเข้าถึงสถานที่ท่องเที่ยว และกิจกรรมการท่องเที่ยว
4. สถานการณ์การท่องเที่ยวเชิงนิเวศในพื้นที่ศูนย์อนุรักษ์ป่าชายเลนคลองโคน และพื้นที่ใกล้เคียง ในปัจจุบัน

ด้านความเหมาะสมในการจัดรูปแบบรายการท่องเที่ยวเชิงนิเวศ

1. วัตถุประสงค์และเป้าหมายในการจัดรายการท่องเที่ยวของศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีความสอดคล้องกับวัตถุประสงค์ของแนวทางการท่องเที่ยวเชิงนิเวศหรือไม่ อย่างไร โปรดยกตัวอย่างกิจกรรมที่ดำเนินการได้สอดคล้องกับแนวทางการจัดการท่องเที่ยวเชิงนิเวศ
2. ผู้นำชุมชน ผู้จัดกิจกรรม และผู้นำเที่ยว มีส่วนร่วมในการร่วมกันจัดรายการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์ป่าชายเลนคลองโคนหรือไม่ อย่างไร

3. บุคลากรที่เกี่ยวข้องมีปริมาณและคุณภาพเพียงพอหรือไม่ กับการจัดรายการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์ป่าชายเลนคลองโคนในปัจจุบัน ทั้งนี้ เห็นควรให้มีการเพิ่มเติมบุคลากร หรือให้มีการพัฒนาทักษะด้านใดบ้างที่จะเป็นประโยชน์ต่อการจัดการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์ป่าชายเลนคลองโคน
4. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีงบประมาณเพียงพอต่อการจัดการท่องเที่ยวเชิงนิเวศหรือไม่ ใช้งบประมาณเพื่อกิจกรรมใดบ้าง และมีแหล่งทุนจากที่ใด
5. วัสดุ อุปกรณ์ ยานพาหนะ และสิ่งอำนวยความสะดวก มีปริมาณและคุณภาพหรือไม่ ต่อการจัดการท่องเที่ยวของศูนย์อนุรักษ์ป่าชายเลนคลองโคน ควรมีการปรับปรุงเรื่องใด
6. ประชาชนในชุมชนคลองโคนมีทัศนคติอย่างไร ต่อการพัฒนาการท่องเที่ยวเชิงนิเวศของชุมชน

ด้านความเหมาะสมของกระบวนการจัดการท่องเที่ยวเชิงนิเวศ

1. เจ้าหน้าที่อำนวยความสะดวกในการท่องเที่ยวเชิงนิเวศของศูนย์อนุรักษ์ป่าชายเลนคลองโคนมีเพียงพอหรือไม่ และมีการแบ่งหน้าที่ในการให้บริการอย่างไร
2. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีการถ่ายทอดความรู้เพื่อสร้างจิตสำนึกด้านการอนุรักษ์ให้กับประชาชนในพื้นที่ และนักท่องเที่ยวให้ตระหนักถึงคุณค่าของทรัพยากรธรรมชาติและสิ่งแวดล้อมของแหล่งท่องเที่ยว เช่น การรักษาความสะอาด และการไม่ทำลายธรรมชาติของพื้นที่ หรือไม่ และมีเทคนิคการถ่ายทอดอย่างไร
3. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน ใช้เทคนิคใดในการถ่ายทอดความรู้ด้านการท่องเที่ยวเชิงนิเวศให้กับนักท่องเที่ยว
4. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีแผนการจัดการทรัพยากรธรรมชาติและสิ่งแวดล้อมหรือไม่ และที่ผ่านมาได้ดำเนินการตามแผนแล้วหรือไม่ พบอุปสรรคอะไร และมีแนวทางแก้ไขอย่างไร
5. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีการกำหนดเขตสำหรับกิจกรรมการท่องเที่ยวในแต่ละกิจกรรมหรือไม่หากมีเหตุใดจึงกำหนดเขตเช่นนั้น
6. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน ใช้มาตรฐานใดเป็นแนวทางในการจัดการรายการท่องเที่ยวเชิงนิเวศ
7. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีการกำหนดมาตรฐานป้องกัน และรักษาคุณภาพสิ่งแวดล้อมในพื้นที่หรือไม่ อย่างไร
8. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีการใช้เทคโนโลยีในการควบคุมและการจัดการมลพิษสิ่งแวดล้อมในพื้นที่ท่องเที่ยวหรือไม่ อย่างไร

9. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีการประสานความร่วมมือกับภาคส่วนใดในการจัดการท่องเที่ยวเชิงนิเวศ
10. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน มีการสร้างเครือข่ายการท่องเที่ยวเชิงนิเวศร่วมกับท้องถิ่นอื่นหรือไม่ อย่างไร
11. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน เปิดโอกาสให้ประชาชนในพื้นที่ที่มีส่วนร่วมในการจัดการท่องเที่ยวเชิงนิเวศในเรื่องใดบ้าง

ด้านผลผลิตที่ได้รับจากการจัดรายการท่องเที่ยวเชิงนิเวศ

1. นักท่องเที่ยวมีความพึงพอใจต่อการจัดการท่องเที่ยวเชิงนิเวศหรือไม่ สังเกตได้จากสิ่งใด
2. ศูนย์อนุรักษ์ป่าชายเลนคลองโคน เปิดโอกาสให้นักท่องเที่ยวที่มีส่วนร่วมในการจัดการท่องเที่ยวเชิงนิเวศ อย่างไรบ้าง
3. นักท่องเที่ยวได้รับความรู้ด้านการท่องเที่ยวเชิงนิเวศจากศูนย์อนุรักษ์ป่าชายเลนคลองโคน เพียงพอและถูกต้องหรือไม่

BIOGRAPHY

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