

**THE ANALYSIS OF ECOTOURISM AS A DYNAMIC PROCESS
IN COMMON PROPERTY MANAGEMENT: A CASE STUDY OF
PLAI PONG PANG THAI- STYLE HOUSE CONSERVATION
CLUB, AMPHOE AMPHAWA, SAMUTSONGKHRAM
PROVINCE**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF SCIENCE
(TECHNOLOGY OF ENVIRONMENTAL MANAGEMENT)
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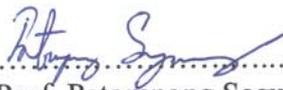
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THE ANALYSIS OF ECOTOURISM AS A DYNAMIC PROCESS IN COMMON PROPERTY RESOURCE MANAGEMENT: A CASE STUDY OF PLAIPONGPANG THAI-STYLE HOUSE CONSERVATION CLUB, AMPHOE AMPHAWA, SAMUTSONGKHRAM PROVINCE

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ABSTRACT

This study aimed to analyze the patterns of management for common property and tourism by Plai Pong Pang's Thai-style house conservation club. The analysis applies the conceptual framework of dynamic common property management (Oakerson) and the eco-tourism principle (Gail Nash) to explain change and tourism resource management patterns as community based common property. This study applies qualitative research methods by conducting a descriptive analysis according to Oakerson. The factors under study are resource patterns, utilization rules of each resource, internal and external factors affecting the decision-making structure, relationship patterns among community members, and the results of common property management. Finally, the researcher expected to see a changing pattern and adaptation to common property management. The researcher collected data through the methods of non-participant observation, in-depth interviews, and focus group discussions. This study found that there are three changing phases of tourism resource management as community common property; during the 1st phase (1999 - 2002), tourism activity was introduced to the community but was not highly prevalent at that time. During the 2nd Phase (2002 -2006), tourism in the area was very high. There were a higher number of tourists and of those who utilized common properties during this period. And for the the 3rd and final phase (2006 until now), more investors in resort development came to Plai Pong Pang and the nearby sub-districts in Amphawa. The analysis according to the four factors of Oakerson found that (1) tourism resources were open for free utilization and the rate of utilization seems to be higher; (2) the rule of common property utilization in the district is not clearly functioning through negotiation and the community information process. Additionally, the regulations of the marine transportation department functions to control the environmental impacts from motor boats; (3) sub-district members are living together in an agricultural society. All of them are living as kin. However, the individual living style is starting to gain more influence in the area; (4) when the results of tourism resource management as common property in Plai Pong Pang sub-district were compared with the principle of eco-tourism according to Gail Nash, it was found that recently the tourism management of the local conservation club has moved away from eco-tourism due to a lack of concern for and avoidance of the following factors: environmental impacts, saving funds for preservation, distribution of benefits among community members and nearby communities, and proper management accorded to the natural surroundings based on sustainable resource management.

KEY WORDS: COMMON PROPERTY MANAGEMENT/ ECO-TOURISM/ PLAIPONG PANG

152 pages

การวิเคราะห์การท่องเที่ยวเชิงนิเวศในแง่พลวัตของการจัดการทรัพยากรร่วมและรูปแบบการจัดการ กรณีศึกษา
ชมรมอนุรักษ์หมู่บ้านท่องเที่ยวบ้านทรงไทยปลายโพงพง อำเภอมัฒนา จังหวัดสมุทรสงคราม

THE ANALYSIS OF ECOTOURISM AS A DYNAMIC PROCESS IN COMMON PROPERTY RESOURCE
MANAGEMENT: A CASE STUDY OF PLAIPONGPANG THAI-STYLE HOUSE CONSERVATION CLUB,
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บทคัดย่อ

การศึกษาค้นคว้าครั้งนี้วัตถุประสงค์เพื่อวิเคราะห์รูปแบบการจัดการทรัพยากรร่วมและรูปแบบการจัดการการท่องเที่ยว
ของชมรมอนุรักษ์หมู่บ้านท่องเที่ยวบ้านทรงไทยปลายโพงพง โดยใช้กรอบแนวคิดการจัดการทรัพยากรร่วมของ
Oakerson และหลักการท่องเที่ยวเชิงนิเวศของ Gail Nash อธิบายการเปลี่ยนแปลง และรูปแบบของการจัดการ
ทรัพยากรการท่องเที่ยวในฐานะทรัพยากรร่วม การศึกษานี้เป็นการวิจัยเชิงคุณภาพ โดยวิเคราะห์ข้อมูลเชิง
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เปลี่ยนแปลงในการจัดการทรัพยากรร่วมของชุมชนปลายโพงพง เก็บข้อมูล โดยการสังเกต การสัมภาษณ์เชิงลึก
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CHAPTER I

INTRODUCTION

The business of tourism has been expanding rapidly, playing an increasing role in modern life. On the other hand, while tourism is growing, natural resources are being destroyed to support the increasing tourism related activities. Consequently, more preservation oriented types of tourism like “eco tourism” have been created. Eco tourism relies on the cooperation of the local community to take care of tourism resources as common property. All members of a community are the owner of those resources. For many sites, the success of tourism management is accomplished through the cooperation of community members, while in other sites there are serious problems with cooperation. This study intends to uncover the causes and motivation behind the cooperation among community members to preserve resources. This study focuses on eco-tourism management in terms of the mobility of common resource management.

1.1 Background

Tourism is the fastest growing industry in Thailand. In 2007, 14.46 million foreign tourists visited Thailand, bringing a total of 547,781.81 million Baht in income to the country. Thailand reached a tourism income of approximately 447,306.48 million Baht (Tourism Authority of Thailand; 2008). In the meantime, the Tourism Authority of Thailand has made it a priority to plan for the development of tourism sites in many regions of the country. Previous experience indicates that domestic tourism among Thais provides huge benefits and helps solve economic crisis as well as the income from foreign tourists. (Chanan Wongvipak and others; 2004). Tourism also helps increase local employment opportunities at the same time. Additionally, it

can also influence international investment, increasing the status of the country as reliable and secure, as well as the expansion of many business sectors.

The more the number of visitors to Thailand increases, the more consumption of natural resources rises. Natural resources have been transformed into a form of capital to be utilized in the development of tourism, and its degradation directly effects the environment. But over consumption is disturbing the carrying capacity of the nature. The Tourism Authority of Thailand is trying to solve this problem by proposing new forms of tourism which decrease the negative impact on tourism sites and the local communities as much as possible. These new forms of tourism not only emphasize recreation, but also educate people to be responsible towards the environment as well as local culture. The highest benefit should go to the local community. This is the heart of new form of tourism which has been called many different names, for instance: sustainable tourism, green tourism, alternative tourism and eco-tourism.

Eco-tourism development aims to build an understanding of nature and local culture integrated with an understanding of economic, social and environmental dimensions. In a practical way, eco-tourism has been used more with economic motivations. Tourism development tends to favour the provision of conveniences and benefits for tourists and tourism operators to the detriment of local communities and the degradation of natural resources.

Plai Pong Pang sub-district, Amphawa district is one community which has been influenced by the promotion of eco-tourism in Thailand. Preservative tourism originated in Plai Pong Pang in 1998 under the support of the Tourism Authority of Thailand, Department of Community Development, Ministry of Interior and the governor of Tanbom Plai Pong Pang administrative organization Mr. Thavatch Boonpat. A traditional Thai House has been built for the purpose of selling attractions and souvenirs. Social Investment Fund (SIF) also allocated funds for building guest houses and recruiting villagers for the project. In 2001, there were 25 households (out of a total 185 households in the community) joining the project. Staying in guest houses is promoted to tourists and some have been taken to stay with villagers who voluntarily joined the project (Yajai Sriviroj; 2002). The selling point for this kind of tourism is the promotion of local living styles and local culture. (Karuna

Dechativongsa, referred in Salin Deawsurin; 2003). This tourism strategy gets a warm reception from the tourism market. The tourism management of Plai Pong Pang, sub-district received the award of Urban and community tourism in the Tourism Award in 2000. This award guarantees a tourism site has been well managed in regards to the environment setting and has an appropriate tourism pattern for the area.

This village has welcomed many research projects such as the “Local participation in Eco-tourism management” by Misala Samart (2001) and the thesis of ChaiYan Luangdee (2001) on “Preservation tourism management of Koke Kate village, Plai Pong Pang, sub-district, Amphawa district, Samut Songkram”. Chai Yan found that there was no participation from villagers to study about any basic problems in the local area and propose their demands, apart from those who join the project. Sirinya Wattanasukchai (2002) studied “the relation between hosts and visitors: a case study of preservation tourism village – Plai Pong Pang, , Amphawa district, Samut Songkram” and found that only 50 percent of villagers receive any benefit from tourism, and instead found that they have to face increased noise pollution from motor-boats and stereos. They have to accept this situation to meet the demands of tourists rather than the community. The study of Yachai Sriviroj (2002) on the “Quality standard system of tourism management in Plai Pong Pang, , Amphawa district, Samut Songkram province” found that the main problem of tourism management in Plai Pong Pang, is the implementation of tourism management without integrating indigenous knowledge or planning concrete management to support tourists and villagers to learn and understand the unique identity of the community, such as vegetable and fruit orchards. Another problem is the unclear management pattern and lack of equitable interest distribution among community members which causes internal conflicts.

From studying about the usage of community forest as a common resource through successful cases in many areas, for instance the community forest in Maeta, Tha Tung Luang sub-district, Lamphun province (Tambon Administrative Organisation Tha Tung Luang; 2008), it has been found that villagers participate in determining the rules of utilization for community forests as well as cooperating to protect the forest. The community enforces concrete rules to control and punish those who invade and exploit the forest. The concept behind community forest management

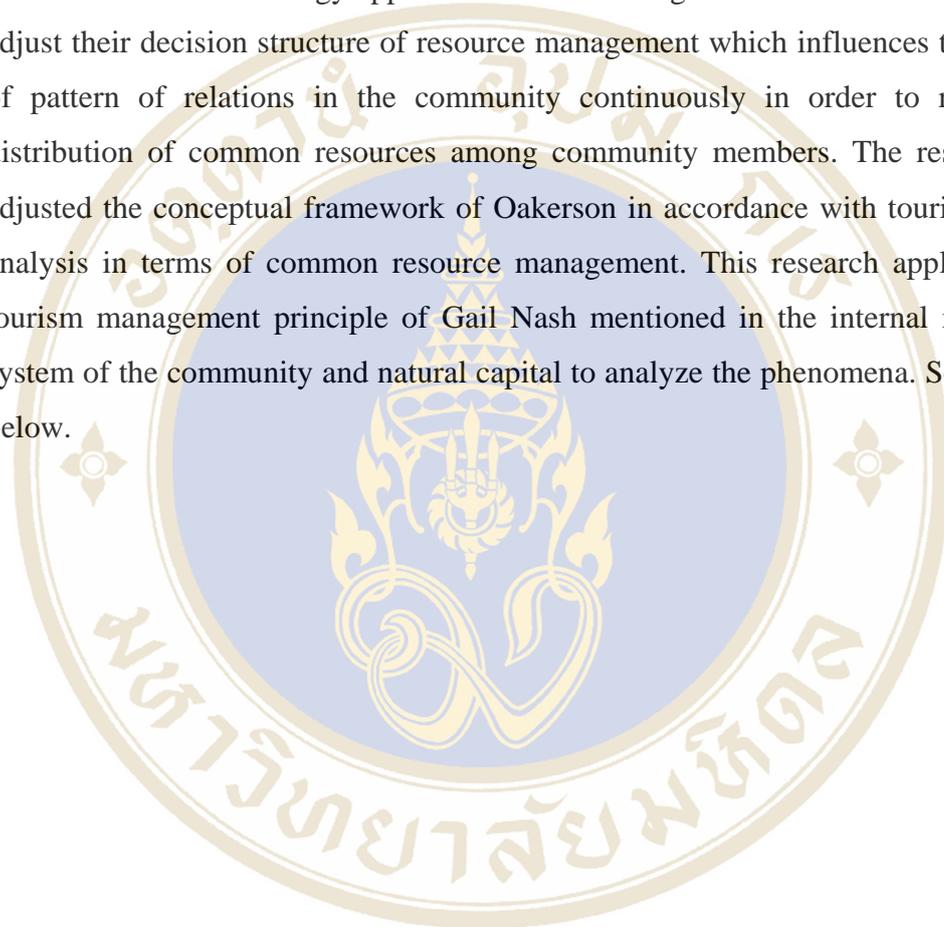
is public consciousness to care for and utilize common resources among community members in the form of “common action,” not the private accessibility of each individual. Similarly to the tourism resources in Plai Pong Pang sub district, there are valuable common resources, for instance the beauty of nature, peacefulness, and clean river environment, but unfortunately the management pattern today is functioning to meet the convenience of tourists and tourism operators, rather than the realization of benefits for the community and the environment. The operation is profiting from natural capital and common resources that belong to everyone in the community. Accordingly, this study intends to apply the framework of common resource management to explain tourism resource management and analyze the related factors and patterns of tourism resource management as a common resource. Finally, this study intends to understand the dynamics of community adaptation towards common resource management.

1.2 Objectives

1. To analyze the pattern of common resources and management pattern for tourism as common property according to the concept of Oakerson (1992) as detailed below;
 - Pattern and scope of the utilization of resources for tourism.
 - Analyze the internal and external factors causing or motivating the community’s eco-tourism.
 - Interaction patterns among community members.
 - Results of the eco-tourism management of the community
2. Analyze the pattern of eco-tourism management based on the principle of Gail Nash in terms of community participation and the interest distribution for the purpose of resource preservation.

1.3 Conceptual framework

This research applies the conceptual framework of Oakerson (1992) which proposes to study the management system of common property by mobilizing the learning process of the community from results of tourism management and the impact to resources and technology applied to tourism management. The community learns to adjust their decision structure of resource management which influences the changing of pattern of relations in the community continuously in order to reach a just distribution of common resources among community members. The researcher has adjusted the conceptual framework of Oakerson in accordance with tourism resource analysis in terms of common resource management. This research applies the eco-tourism management principle of Gail Nash mentioned in the internal management system of the community and natural capital to analyze the phenomena. See the figure below.



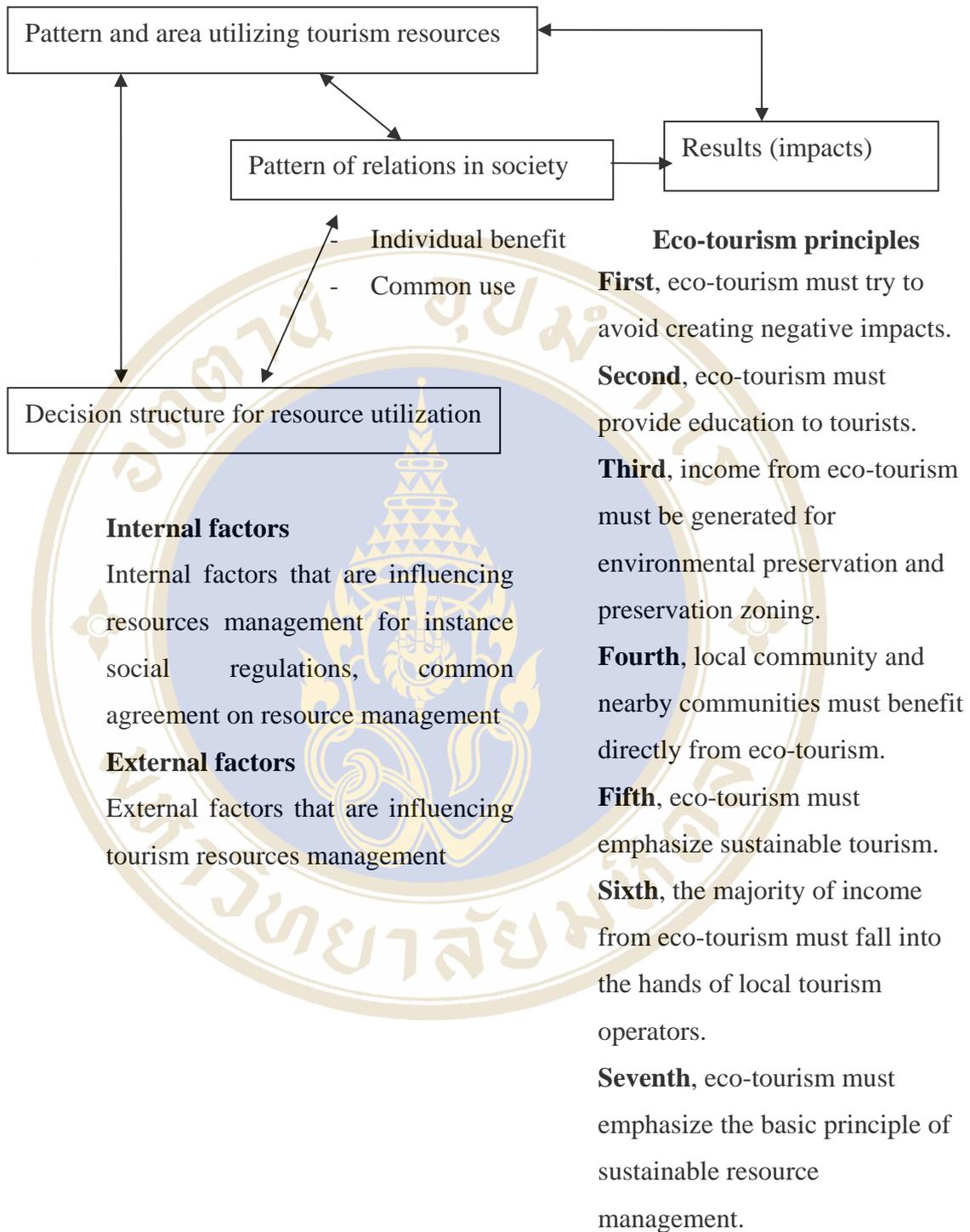


Figure 1-1: Conceptual Framework

1.4 Scope of Study

1.4.1 Target sites

Plai Pong Pang, sub-district, Amphawa district, province.

1.4.2 Target groups

- The leader of Plai Phong Pang Thai-style House conservation Club, villagers who join and not join the club
- Plai Pong Pang Sub-district leader and Plai Pong Pang administrative organization.
- Tourism, Sport and Recreation Center of Samutsongkram
Department of Natural Resources and Environment of Samutsongkram
- Riverine Transportation and Commercial of Samutsongkram
- Love Mea Klong Club

1.4.3 Scope of content

1. Analysis of the pattern of common resources and tourism management pattern for common property according to the concept of Oakerson (1992) as detailed below;

- Pattern and scope of the utilization of resources for tourism.
- Analyze the internal and external factors causing or motivating for community's eco-tourism
- Interaction pattern among community members
- Results of eco-tourism management of the community

2. Analyze the pattern of eco-tourism management based on the principle of Gail Nash in terms of community participation and the interest distribution for the purpose of resource preservation.

1.4.4 Time frame

- Literature review and data collection from December 2008 to February 2009.

1.5 Expected outcomes

1. Establishing the pattern and scope of the utilization of tourism's physical and biological resources.
2. Analyzing the internal and external factors that affect the management of eco-tourism in the community.
3. Understanding the pattern of interaction between community members.
4. Analyzing the results of eco-tourism management in the community through the comparison of the principle of sustainable eco-tourism in terms of community participation and the interest distribution for the purpose of resource preservation.

1.6 Definitions

Eco-tourism means careful visits to cultural or natural tourism sites without bringing any change to damage ecology, society and culture. All stakeholders learn from each other under the tourism management and community participation in order to build public consciousness to protect the environment, society and culture to create sustainable tourism (Salin Deawsurin; 2003).

Local community means groups of people staying in a specific area like in the same village, sub-district or district with a close relationship based on the self-reliance of economic connections (Yos Santasombat and others; 2004).

Participation to manage the tourism community means the process by which any pattern of groups of people, clubs, associations, foundations and volunteer organizations in the community gather to operate on specific matters relating to the administration of community tourism in order to accomplish this goal (Yos Santasombat and others; 2004).

Common resource means a resource that belongs to the public. Community members participate in the management of that resource. In this study common resource covers the peace and beauty of the natural environment, such as the trees and streams, which constitutes tourism capital.

CHAPTER II

LITERATURE REVIEW

According to the study of the Analysis of Eco-Tourism in terms of the Dynamic of Common Resource Management, the researcher conducted documentary based research and a literature review based on the following issues:

- 2.1. Eco-Tourism, the tourism market, and tourism planning and policy
- 2.2. Common resources, the right to access resources, and environmental resources as tourism capital
- 2.3. Local participation and the management of common resources
- 2.4. Conceptual framework and relevant theories
- 2.5. Relevant research

2.1 Eco-Tourism

- 2.1.1 The definition of Eco-Tourism
- 2.1.2 Tourism Market
- 2.1.3 Tourism Planning and Policy
- 2.1.4 Environmental Resources as Tourism Capital

2.1.1 The Definition of Eco-Tourism

The Thailand Institute of Scientific and Technological Research (as referred to in Ratchada Kachasaeng, 2000) defined Eco-Tourism as a type of responsible tourism involving the local and cultural uniqueness of the ecological area at nature-based sites. It includes a co-learning process between those who are involved in the local participatory management of the environment, and tourism, in order to

build public consciousness towards the preservation and sustainability of the ecological system.

Eco-Tourism contains 4 main elements (Prince DamrongRajanuphab Institute of Research and Development; 2000)

1. Area

Eco-tourism is characterized by its location in the natural environment in combination with local identity. Thus historical and cultural sites involving Eco-systems are also included.

2. Management

Ecology needs to be managed responsibly with sustainability and without negative impact to the environment or to society. It involves the preservation of resources, environmental management, the elimination of pollution, and protection of the environment, thus controlling the development of tourism.

3. Activities and Process

Eco-Tourism is based in environmental education which encourages the process of learning. It supports education relating to the environment and the eco-system of tourism areas with the aim to provide knowledge and a positive experience while building an appreciation of the environment for visitors. Additionally, it raises the public consciousness of tourists, local populations and businesses.

4. Participation

Eco-Tourism is community-based and focuses on the participation of local people for the benefit of the entire community. It includes factors such as equal income distribution, improving the quality of life and utilization of resources for sustaining and managing tourism sites. Finally, the community plays a role in effectively controlling tourism development at the local level, starting from grass root organizations to local government.

Eco-Tourism is distinct from other kinds of tourism in many ways, as demonstrated below:

Table 2-1 The differences between general tourism and Eco-Tourism

General Tourism	Eco-Tourism
1. The emphasis is on increasing economic income with little concern over the resulting changes in the eco-system and/or local society.	1. The focus is on an appreciation of tourism as a method for sustaining the natural environment and the identity of local society.
2. Does not specify limits for the format and size of tourist groups.	2. Limits the format and size of tourist groups in line with the carrying capacity of the area and eco-system.
3. Simple and economical management which focuses on the benefits rather than the effects of tourism.	3. Effective management to control and preserve the quality of the environment and the balance of eco-system
4. Designed to impress tourists with the comfort of the facilities.	4. Provision of education and building public consciousness among tourists in terms of sustainable environmental preservation.

Source: DamrongRajanuphab Institute (2000)

Castas Christ (referred in Prince DamrongRajanuphab Institute of Research and Development, Office of Permanent Secretary for Interior; 2000) from the Ecotourism Society of America defines Eco-Tourism as tourism with a responsibility to save the environment and lift up the quality of life for local people.

The Commonwealth Department of Tourism (1994) (referred in Environmental Research Institute, Chulalongkorn University; 2005) defines Eco-Tourism as nature-based tourism which includes the issue of education, understanding the natural environment, and sustainable management to preserve eco-system. The term “natural environment” also covers local traditions and customs; while “to

preserve a sustainable eco-system” means a fair system of sharing in the local community and the preservation of natural resources.

Elizabeth Boo (1991) defines Eco-Tourism as "nature-based tourism" which encourages preservation. This kind of tourism provides monetary resources for protecting the area and creates more employment for local populations, as well as educating and raising public consciousness about environment.

The Thai Royal Institute defines Eco-Tourism as “responsible tourism on natural sites with local identity and cultural sites relevant to the eco-system and tourism. This kind of tourism is focusing on the co-learning of relevant sectors under participatory management among locals to create public consciousness on sustainable eco-system preservation.”

The report on the process to determine tourism policies to preserve the eco-system conducted by Thailand Institute of Scientific and Technological Research (1997) defined the meaning of Eco-Tourism as a kind of responsible tourism at natural sites with local and cultural uniqueness, and involving the ecology of the area. It includes a co-learning process with those who are involved in the local participatory management of the environment and tourism in order to build public consciousness to preserve and sustain the ecological system.

Additionally, the Thailand Institute of Scientific and Technological Research (1997) explains the basic elements of Eco-Tourism as follows:

1. What

The process of tourism contains 3 different factors: the tourism market, tourism services and tourism resources. Tourism is a method to capitalize on tourists' appreciation with the goal of generating social and economic benefits. It is tourism that is responsible towards the environment and society, as well as safe guarding natural sites where tourism are being activities carried out.

2. Where

The characteristics of Eco-Tourism sites are natural environments with the local identity of the cultural area linked to the eco-system. Natural sites mean areas with impressive natural features, and highlight areas rich in natural resources, especially in terms of biodiversity. Natural sites for tourism are not necessarily

determined by any organization or regulating body, but can be created in any space with their own unique cultural identity.

The main outstanding characteristic of a tourist destination is its uniqueness. It is the real quality of that area which differentiates it from other places, especially in terms of the local eco-system. The uniqueness of an area has the potential to attract tourists' attention. Hence it should be preserved so that it can be sustained and withstand the effects of tourism. Any changes which occur should be the result of nature itself and not human beings nor their activities.

Cultural site refers to locations containing man-made structures such as ancient remains and archaeological sites. Cultural sites have their origins in the development of human civilization and the process of learning to control nature. The diversity of culture is one factor which attracts tourists. Eco-Tourism covers tourism sites which relate to the natural environment and the ecosystem remains linked to the culture of a specific community. It demonstrates the origins of the local identity and the relationship with the natural environment in the specific area.

3. How

Eco-Tourism contains a strong process of learning. This factor is a very important element, especially in regards to the natural environment. Societal learning is occurring at every step of tourism management. This factor encourages and cultivates experiences to better meet the objectives of sustainable tourism management, with the expectation that tourists access authentic natural environments and their preservation. Learning in this case covers not only tourists but also other relevant sectors including tourism administrators, businesses and local populations.

Eco-Tourism consists of responsible management and is in accordance to academic principles. It needs well thought out planning and ethical practices. The tourism environment needs to be well managed in order to avoid causing any negative environmental effects. The environment in this study refers to natural resources and/or existing cultural artifacts.

Local participation means the rights over controlling and managing the tourism process. Participation means to participate in the process of surveying, management planning, and conducting activities. This participation can increase the income or benefits as well as recognize the significance of the local community. It is

also the learning process which develops the capacity for the self-reliance of a community.

The management of Eco-Tourism sites is community-based. Local in this study means in terms of the community, people, or local government. In talking about local government, it is necessary to ensure that local officials came to power from local participation and decision making. Most of the people are supporting their government under the ideal of the democratic system. The development of Eco-Tourism is focusing on the participation of people who are in the same biosphere.

4. For What

Eco-Tourism aims to build a positive public consciousness. This is dependent on the identification of the right objectives for learning about environmental management. It aims to awaken people who are in the process of becoming involved to enhance awareness through their own 5 senses: sight, sound, smell, taste and touch. It focuses not only on understanding but also on the application of knowledge to put it into practice automatically and naturally.

To sustain the eco-system means protecting it from any harm and change as well as to sustain it in harmony with nature.

Eco-Tourism affects sustainable tourism in every element in accordance to sustainable development as determined in Agenda 21, which is a result from Earth Summit organized in Rio de Janeiro, Brazil on June 14th, 1992.

Gail Nash (1997, referred to in Yos Santasombatr et al, 2004), a researcher from the Ecotourism Society, has presented 7 basic principles on Eco-Tourism as follows:

Firstly, Eco-Tourism must avoid creating negative impact which damages or destroys natural and cultural surroundings in specific tourism areas.

Secondly, Eco-Tourism must educate tourists to become aware of the significance of preserving the natural environment and culture.

Thirdly, the income from Eco-Tourism must be generated to preserve the natural environment and areas declared restricted.

Fourthly, local community and nearby communities must be the ones who get direct benefit from Eco-Tourism.

Fifthly, Eco- Tourism must emphasize planning which expands the sustainable tourism growth by focusing on creating a guaranteed level of tourism which does not over-carry the capacity of the local ecology.

Sixthly, the majority of income from tourism must be reinvested within the country. Accordingly, Eco-Tourism has an emphasis on utilizing local products and services.

Seventh, Eco-Tourism must pay attention to the utilization of infrastructures which have been developed based on the idea of the realization of sustainable resource management. It should reduce or eliminate the use of fuel and instead preserve local plants and manage tourism in accordance with the natural surroundings.

Through documentary research, the researcher can conclude that Eco-Tourism can be defined as a type of tourism at natural sites with the responsibility to maintain and sustain the condition of these natural sites. This kind of tourism also focuses on sowing the idea of preservation among tourists and other relevant sectors. Sharing the benefits for application towards the improvement of tourist sites is another main factor. And finally, the participation of locals in sharing ideas and gaining equitable benefits from tourism will lead to sustainable tourism practices.

2.1.2 Tourism Market

Tourism marketing means the effort undertaken in order to convince tourists to travel in specific tourism sites and use tourism facilities as well as services provided in that area. (Ministry of Tourism and Sport, 2008)

2.1.2.1 Eco-market Ecological marketing is a marketing plan with a basic emphasis on the environment in a strategic plan for the future of tourism. It is also appropriate to merge this with traditional marketing techniques when done correctly. For example; it uses brochure presentations, tourism programs on TV, new technology for application in booking or room reservation processes and the provision of environmental information to tourists to instill a wider understanding of this issue. However, the utilization of diverse methods of marketing must be integrated in accordance with the environment of the specific area.

Internal Marketing plays an important role because it is a method of marketing which contains an emphasis on the environment. Internal Marketing is the active attempt to promote and push all sectors directly and indirectly involved with tourism to participate, for example, a 'Resort Package' which includes the involvement of all stakeholders in the area such as restaurants, farmers, shop owners, beach keeper, sport trainers, and the resort itself participate in determining and making all administrative decisions linked with the environment. This factor aims to merge all service oriented professions in accordance with each other as well as to coordinate between trade partners so that they concentrate more strongly on environmental issues.

In addition to internal marketing, external marketing is also important in the promotion of Eco-Tourism in terms of eco-system, environment, basic infrastructure, economy and investment, society, organizations, local culture, and law.

In conclusion, 4 factors including green-products, diverse prices, genuine communication as well as wider information distribution, and active marketing of Eco-Tourism are capable to convince higher numbers of tourists to visit the areas. This influences factors such as higher reservation rates during each season, longer stays, and more regular tourists. The number of tourists indicates that the environmental issues are being addressed. Additionally, we can say that the perception and realization of the environment as well as integrating management are necessary for human beings, nature and the survival of business (Source: Environmental Recommendations for Tourist Destination Areas, Deutcher Reiseburo and Reiseveranstalter Verband (DRV) translated and edited by statistic and Research Department, Tourism Authority of Thailand.)

2.1.2.2 The role of relevant external organizations to conduct external marketing (adapted from the role of tourism marketing by the local administrative organization on tourism administration and management, Ministry of Tourism and Sports, 2008)

1. Set up a information system about tourism sites by seeking the outstanding features and surveying the opinion of tourists to develop tourism sites.

2. Marketing and promotion to convince tourists to visit the tourism sites including advertisements, public relations, and creating activities in the areas to attract tourists.

3. Design a Tourism Development Plan

a) Diverse plans;

- Development and Restoration of Tourism Site Plan in order to improve the quality of the environment at tourism sites and other projects such as drain management, waste management, developing drain lines, development of a drainage system and so on, in order to preserve the environment at tourism sites.

- Tourism Site Development Plan aims to make tourism areas more impressive based on the capacity of the community and not the destruction of the environment and ecological system.

- Infrastructure Development Plan aims to improve basic facilities for the benefit of tourists as well as to develop transportation, water supplies and restroom facilities.

- Tourism service and administrative development plan together with environmental preservation.

- Marketing promotion plan in cooperation with other organizations.

b) Role of Tourism Site Administration by promoting community participation in management in order to gain equitable benefit from tourism and seek a sufficient promotional budget for Eco-Tourism.

The Role of Local Government in accordance with Thailand Constitution 2007;

Article 289 states that a local administrative organization has the right and authority to take care of art and traditions, indigenous knowledge, and the cultures of the community.

Local administrative organizations have the right to provide education or trainings appropriately and responsibly in accordance with the needs of the community. They are also able to participate in formal education provided by the central government in accordance with the national standards and education system.

In the provision for Educational Services in the second paragraph, the local administrative organization needs to promote the art, traditions, indigenous knowledge, and local culture.

Article 290 states that the local administrative organization has the just rights to promote and sustain the environmental quality as specified by laws.

Law mentioned in paragraph one at least has to include the following matters:

(1) Management, restoration, and utilization of natural resources and environment in the area.

(2) Participation in preservation of natural resources and environment outside the area, especially the those capable of causing impact on the local people in the area.

(3) Participation in consideration of the relevant factors for piloting the project or activities outside the area which are capable of causing impact to the quality of the environment or health conditions of local people in the area.

(4) Participation of local people

In conclusion, the Eco-Market means a marketing process focusing on environmental preservation. All tourism stakeholders need to insert preservation issues in their business or tourism activities such as restaurants, hotels, retail shops which show environmental consciousness in all tourism activities and lead to sustainability.

2.1.3 Eco-Tourism's Policy and Plan under the Ministry of Interior (Prince Damrong Rajanuphab Institute of Research and Development, Office of Permanent Secretary for Interior; 2000 and the 6th master plan of Ministry of Interior 1997- 2002) determined the objectives of restoration and rebuilding of natural resources and the environment through emphasizing the promotion and encouraging participation in administration and management of local natural resources and the environment by the locals, the private sector, Civil Society, and NGOs, with the specific goals as follows:

1. Restoration of declining natural resources and environment in order to activate ecological and economic development in a context appropriate manner.

2. Set up effective administration and management systems of natural resources and the environment.

3. Enhance the capacity of the local people, community organizations and local administrative organizations on natural resources and environmental planning and management.

4. Increase the capacity of the officers at every level under the Ministry of Interior on natural and environment management as well as encourage the development of data systems on natural resources and the environment for application in management.

Regarding the strategic plan to administrate natural resources and the environment, the 6th Master Plan of Ministry of Interior identified three main guidelines as follows;

1. The guideline to restore natural resources and the environment
2. The guideline to add the role of local people and the community to manage natural resources and environment, especially in terms of Eco-Tourism as detailed below:

- Run public relations campaigns as well as create media to educate and build understanding among local people and the community to enhance public awareness of the issue of natural resource preservation together with the right to utilize it without declining, and applying indigenous knowledge in administration and management.

- Run a public relations campaign to encourage local people and local administrative organizations to conduct Eco-Tourism in order to enhance the economy of the community without any declines in culture.

- Support and promote local people and the community to participate in the decision making process and evaluate through a continuous public hearing process starting from the initial concept formation, preparation and conduction phases.

3. The guideline to administrate natural resources and the environment includes the following issues;

Creation of an integrated resource management plan at the provincial level by focusing on development and preservation as well as controlling the utilization of resources in accordance with the carrying capacity of the natural environment and maintaining the balance in ecological areas with coral reef, mangrove forest, sea grass, and beach.

Determine the buffer zone between the preserved forest and the local ecology which is hosting the community in order to protect the restricted area from destruction. Additionally, the local community will be capable of asserting their rights to manage natural resources in terms of their preservation, utilization, and restoration, in order to encourage the people living in harmony with the forest and in accordance with indigenous knowledge.

Cooperation with international organizations to provide academic and funding support for data management systems as well as administrative projects for natural resources such as watershed mapping and participation patterns in natural management and so on.

Joint operation with relevant organizations to develop and promote provincial tourism after considering the readiness and tourism capacity of the province. Also clearly defining the specific type of tourism sites and support for setting up information centers at diverse levels.

Promote and support local organizations in order to increase natural resource development and preservation mechanisms in terms of tourism, thus improving the quality of tourism sites through the participation of the community and local people.

Increase the efficiency of planning and management of natural resources and the environment among personnel efficiency at every level of the Ministry of Labour.

Support and promote the inclusion of study and research involving with natural resources' planning and management in the mission of the Ministry of Labour.

Coordinate with relevant organizations in both government and the private sector to solve environmental problems as well as propose recommendations to improve the relevant laws to solve environmental problems effectively.

Collin Hall (1994, in Yos Suntasombatr et al, 2004) an Australian academic who specialized in studying problems of tourism has raised the observation that much research about tourism ignores basic political issues such as who are the real groups of beneficiaries from tourism, and what are their roles and power over the policy-making process and tourism planning at the regional and national levels. Hall proposed that tourism planning and policy is determined by the government or

governmental departments in response to the opinion and needs of people at higher levels. In the meantime, it has ignored the problems and needs facing local communities who welcome the promotion of tourism.

Due to tourism policy and planning determined by the government and representatives of some beneficiary groups such as hotels, and tour guide businesses at the local, national and international levels, it causes most of the benefit and income from tourism to fall into the hands of macro business or transnational companies such as hotel and tour guide networks. Just a minimal amount of benefit falls to members of the local community who are directly affected by the tourism business. Accordingly, the tourism industry is not as significant in terms of community development as it has been claimed (Pleumarom; 1994). It is just a compelling technique to pull communities to participate in the global market and is reproduced on overwhelming basis by big businesses in developed countries who are gaining benefit from tourism.

2.1.4 Natural Resources and Environment as the Tourism Capital

Environmental Recommendations for Tourist Destination Areas, Deutcher Reiseburo and Reiseveranstalter Verband (DRV) states that physical environments are important properties and capital for tourism; hence they must be preserved for the long term. Only beautiful and natural scenery can attract tourists' attention. On the other hand, devastated or damaged areas will cause the opposite (negative) feeling for tourists (Environmental Recommendations for Tourist Destination Areas, Deutcher Reiseburo and Reiseveranstalter Verband (DRV) translated and edited by Statistic and Research Department, Tourism Authority of Thailand)

Resource base or community capital includes 1) Natural resource capital such as mountain, forest, water fall, river, and so on 2) Social and culture capital such as lifestyle, livelihood, culture and local plays 3) Indigenous knowledge capital such local customs and rituals that have been passed from generation to generation, based on non-religious beliefs and faith inherited from their ancestors like tales, poetry, production patterns and indigenous knowledge of specific ethnic groups. 4) Economic capital such as infrastructure built by the government like road, electricity, water supply and so on.

However, many tourism sites are declining nowadays due to the utilization of areas without concern for the natural carrying capacity as well as lack of readiness to manage tourism areas appropriately in accordance to preservation and sustainable development principles.

The impact from the development of tourism without regard for proper guidelines has negative consequences for the ecology and environment around these areas. The balance of nature is also changed due to the mega tourism project of the government. Improper land use, incorrect utilization of common property without consideration for the natural capital, and no environmental and social impact analysis are other factors contributing to the decline in these areas. (Nithi Eawsriwongsa; 1995)

2.2 Common Resources and the Rights over Common Resources and Environmental resources as the cost of tourism.

2.2.1 The definition of common or public resources

2.2.2 Eco-Tourism in terms of common resources

2.2.3 Rights over resources

2.2.1 The definition of common or public resources or public awareness

What are common resources? Eco-anthropologists reject the extreme paradigm which looks at common resources as property which is accessible and utilizable by any individual. Ciracy-Wantrup and Bishop (1975), Anderson (1987), Durrenberger (1987) and Palsson (1982) propose that the way to consider common property is in terms of a wealth system for the whole community with a clear regulation indicating who are or are not members of the community. This conception includes the need to specify a set of rights for usage. On the other hand, McKay and Acheson (1987) determined that common resources are one of the social institutes which is a part of the web of the right to use controlled by the moral economy of a community. It is diverse from one community, culture and ecology to another.

The Ecologist (1992) indicates that a common resource system means the right of local community to define their own resource management structure. It covers the right to determine the community pattern of resource management and solving conflict in their own ways which are acceptable to the modern legal standards. In this view, common resource has a wider meaning than the right over natural resources, but covers the knowledge of language, plants, routes, as well as utilization by the community.

Water Resource as a Common Resource

From the case study of Ellen Wiegand in her writing entitled "From Principles to Action: Incentives to Enforce Common Property Water Management (2008)", Dasgupta and Heal (1979) stated that it is difficult to take care of water since it is capable of flowing and constantly spreading out, it is a kind of movable resource; hence it is too complicated to eliminate utilization and define ownership precisely.

Water utilization as a common resource

1. The nature of water is similar to other kinds of resources such as fish, air and petroleum; it is moveable and thus it is unfeasible to precisely identify an owner.
2. Some kinds of resources provide economic benefit for users like common utilization over resources by farmers such as cattle farming in the same grazing areas.
3. Should be sustained and common capital provided to take care of common resources, if necessary.
4. Common resources need efficient management and control because it is used by many people.

If unfair management or lack of control over common resource usage occurs, then resources could possibly be exhausted.

To solve the problems of common resources and to sustain the permanent existence of each resource, the relationship between environment and society must be balanced, as well as creating community welfare to protect the environment. However, it should be first taken into consideration the strength of the community to lead successful common resource management since they all share ownership.

2.2.2 Eco-Tourism as Common Resource

The case study on rights in Eco-Tourism management for Whale shark ecology in Bahia De los Angeles through multi-criteria stakeholder analysis found that the stakeholders are 1. Government sector 2. Academics and independent organizations 3. Resource users. This analysis also supports seeking out suitable options for managing the whale shark which is main resource for Eco-Tourism in the area. According to this study, it found three guidelines: 1. Open-resource 2. Allow only one person to be the owner over the resource 3. Accept a decision-making process together with locals. We found that the representatives of community members and stakeholders agree with a participatory approach. It shows that participation on any decision-making process among local tourism will create fairness and reduce conflict among beneficiary groups. The recommendations for management to preserve and protect the application of the rights over resources are to 1) limit utilization 2) operation among users and 3) respond to environmental conditions (Natalie Rodriguez-Dowdell'Roberto Enriquez –Andrade'Nirari Cardenas- Torres; 2006)

From the case study about international investment in the Caribbean Reef in Meso-America the impact of Eco-Tourism was examined in Ambergris Caye : Belize and The Bay Island, which contains common resources: both beach and marine resources. When foreigners invested in Eco-Tourism activities like resorts, coral reef visits, diving and so on, it was found that common resources and community rights in Ambergris Caye : Belize and The Bay Island are restricted by development, and prevent the community from benefiting from tourism business. This supports the area to be an open access resource rather than common property. This is the tragedy of common resources, when 'opening' leads to resource decline due to lack of responsible use since the benefits of short-term use outweigh nature's carrying capacity. The abundance of a coastal area is dependent on the community's capacity.

The weak points of resource management are caused by; 1) the physical characteristics. It is too complex to eliminate marine utilization. Also, there is a lack of regulations which limits the usage of resources and no impact analysis about foreign investment on tourism. Tourism is more accessible and has a higher cost, much higher than fishing. Thus the coastal area belongs to international investors. 2) The weakness

of common resource management originates from conflict forming within the community. Horwich and others define the goal of Eco-Tourism as a gathering of community. With a lack of unity inside the community, it is impossible to handle the pressure from international investment. 3) Policy and community development. Bay Island was supporting international investment while eliminating community utilization of resources.

This research involves the issue of international investment on Eco-Tourism and the adaptation capacity of the community to gain benefit from it. One interesting issue is the ignorance of community decision or community disobedience. Having a community head or community representation to give voice to the community which is very important in order to stand against international investment. (Peter S.Morena; 2005)

In this study, the researcher aims to learn about tourism resource management patterns as community resources. The common resources in this research are riverside, peaceful and beautiful settings owned and used by the community.

2.2.3 Rights over resources

Eco-anthropologists are interested in the institutional and rights systems to explain the relationship between human beings and the environment as it is a social mechanism to control human behavior in resource utilization, especially over common resources. (Social and Economic-Environment Theory)

2.2.3.1 Pattern of Rights over Property (or resource)

1. Unlimited right or opened access
2. Communal or common property
3. Private property
4. Government or State Property
5. Public Property

Open access is a condition of unlimited right over resources. With common property people have co-right to control resources. Private property means

the right of the individual to manage resources. If the resources are controlled by government, it can be assumed that the resources fall to the right of government.

As is generally known, when unclear rights over resources occur, the open access, or Res Nullius condition, is functioning. This situation can eventually lead to the decline of resource utilization (Hardin; 1968) due to the exploitation from people without motivation to invest or restore. This is an example of a saying “everybody’s property is nobody’s property”.

Patterns of common property play an important role in common resource management (McCay and Acheson; 1987; Ostrom; 1991; Bromley; 1992). In reality, if effective elimination over resources can be enforced, the common property regime will not differ from private property owned by a group of people (Bromley and Cernea; 1989). The main obstacle is if elimination over resources cannot function, resources will fall to an open access condition without any owners. As explained by Hardin (Hardin, 1968), the main cause of that problem occurs from selfish human behavior and survival instinct. According to this assumption, selfish people tend to not be concerned about common benefit (Chatthip Natsupa and others; 2000)

The reason why it is necessary to determine between private property or state property is based on the belief that good management needs external supporting factors. However, there is evidence showing community’s success on the administration of resources without any external supporting factors to determine the group’s motivation to build cooperation on resources control (McCay and Acheson; 1987 Ostrom; 1991 Bromley; 1992). The assurance game (Runge; 1986 Ostrom; 1991) is a tool used to analyze this. The main point is setting a condition for decision to build cooperation on resources control over resources by using mutual cooperation among group members. They can set rules based on information and culture existing in accordance with changing context appropriately (Runge; 1986 Ostrom; 1991).

Multiplex rights is the principle of managing rights in different dimensions within the same area or unit. In other words, patterns of rights over resources are definable in different ways to manage the same resource. This principle is generally found in Agro-societies, in order to control and define resource utilization. This is an idea based on the management of rights in each community in different eras. A

similar pattern was also found in land management of the countryside in the UK. The right over land is a private property pattern, as it is also a production factor while the environment and surrounding characteristics of the land are common property (Bromley Hodge; 1990 referred in Suthawal Satianthai; 2000).

In conclusion from documentary analysis, it is found that common property is a resource utilized by the community. It covers the environment, local natural features, and is benefited by the community and local traditions. Accordingly, local people have just right to use and manage those common resources as well as give cooperation to solve any problems that possibly occur to the resources. Those resources are the important capital for local tourism.

2.2.3.2 Property Rights Regime as the Institute and Motivation to Administrate Resources

An institute is the formal and informal regulations which frame and define human behaviors in society. The rights over resources include groups of rights which define the characteristics of the rights and duties of the owners over their resource utilization. At the same time, the rule of rights is a regulation to define that right and duty. When the right over resources and the rule to define rights are merged together, the outcome is a pattern of rights which is an important institute that builds security in response to people's expectations to gain benefit from resources. The pattern of rights is an important institute which frames up and motivates the sustainable utilization and restoration of natural resources and the environment. Additionally, the rights system can define the cost and benefits of investment as well as define who gains benefit from resources. It has power over the behavior patterns for resource utilization and motivates proper resource management. When there is no right or even unclear rights over resources recognized, it can mean open access to resources which decline the resource eventually; because people will exploit resources without motivation to restore them due to this condition of no ownership (Sythawal Satianthai; 2000).

2.2.3.3 Common-pool Resources and Common Property Regime)

The decline in common resources is a condition or a tragedy of common resources (Hardin; 1998) due to the circumstances of open access over resource utilization functioning as more than common property usage. Hence, the conflict point is confusion between the resources as a characteristic and institutional frame which determines the rights over that resource. The strategy to ensure maintenance of common resources is to ensure that community members are motivated to realize the benefit of cooperation for long-term advantages. Culture and customs themselves play important roles in building trust among community members (Wade; 1998, Gibbs and Bromley; 1990, Ostrom; 1991 referred in Suthawal Satianthai; 2000)

2.3 Local Participation and Common Resource Management

2.3.1 Definition of participation and patterns of participation

2.3.2 Community responsibilities towards tourism according to the law

2.3.3 Participation and environmental capital

2.3.4 Local community and Eco-Tourism participation

2.3.5 Management guidelines on community resources

2.3.1 Definition of participation and patterns of participation

Participation means creating the opportunity for people in tourism sites to play their role in the decision-making process, implementing the activities, gaining benefit and evaluating the impact of tourism in the area (Nipon Chuamuangparn; 1999)

Participation pattern

Cohen J.M. & Uphoff (1980; referred in Nipon Chuamuangparn; 1999) divided participation patterns into 4 categories as follows;

1. Participation on the decision-making process (we should do what and how?)
2. Participation on implementation includes supporting administrative resources and cooperation.
3. Participation to gain benefit. No matter if it is a kind of material, social or personal benefit.
4. Participation on evaluation

Chermsak Pinthong, (1984) divided participation into 4 steps:

- 1.Participation in the definition of problems and their causes
- 2.Participation in planning of activities
- 3.Participation in investment and employment
- 4.Participation in evaluation

The researcher concludes the participation in this study as follows:

1. Community members perceive problems and conflict happening in the community
2. Community members cooperate to solve problems
3. Community members participate in planning of activities
4. Sharing the benefit from tourism activities among community members
5. Participation in evaluation of activities

2.3.2 Community Responsibility towards Tourism according to the Law

Constitution 2007 of Thailand states in Section 12 Community Right that;

Article 66 Individuals gather to become a community. Local communities have the just right to preserve or restore traditions, indigenous knowledge, art and culture of a community and the nation. They can also participate in the management,

maintenance and utilization of the natural resources and environment as well as balancing biodiversity.

Article 67 A person has the right to cooperate with the state and the community to preserve, maintain and use natural resources and biodiversity. Also it is their right to protect, promote and restore the quality of the environment in order to live peacefully and continuously without any harm to their health, and the quality of life will be enforced appropriately.

Any project or activity management which possibly causes violent or negative impact to the community in terms of the quality of environment, natural resources, and health are prohibited; acceptance of environmental and health impact assessments together with public hearing process to be conducted. Additionally, recommendations from independent organizations, including representatives from the private sector working on the environment and health and lecturers in academic institutes working on the environment, natural resources and health are needed.

The community has the right to sue governmental organizations, state departments, state enterprises and local administrative organizations or other legal organizations under government to act in accordance with this law are protected.

2.3.3 Participation and Environmental Capital

Tourism Management with community participation to determine the direction of tourism is based on the idea that everybody is a resource owner and stakeholder in tourism. This is the solution to decrease conflict as well as the impact on the environment, through the use of natural capital to provide income for the community. This method can be accomplished by the application of local resources like nature, history, culture, lifestyle and community production patterns to be utilized as capital or factors for appropriate tourism management. Additionally, capacity enhancement for community members to practice implementation and lesson learned by emphasizing the sustainability for next generation use as well as the return of benefit to Eco-Tourism management are other factors. (Pikul Sitthiprasertkul; 2000). The best way to preserve local resources is through the participation of the people who are utilizing the resources, by mobilizing them to take care of the environmental capital. This also shows responsibility for their own actions, which are reflected upon

nature, and helps the community sustain a good quality of environmental capital for the next generation. Any businesses that are focusing on the benefit without capital preservation concerns tend to fail in their activities.

2.3.4 Local Community and Eco-Tourism Participation

The report on “The Implementation to Determine Tourism Policy for Ecology Preservation” conducted by the Thailand Institute of Scientific and Technological Research was presented to the Tourism Authority of Thailand in 1997; and mentioned the issue of merging between community and Eco-Tourism in two ways;

1. Benefits gained by the community on two dimensions;

1.1 Economic dimension

- New jobs created by tourism
- More career development on service provision
- Tourism factors like marketing of new, locally created, consumer products
- Local material production created to serve the tourism marketing system
- New sources of income

1.2 Social dimension

- Development of creativity
- Patterns of social interaction
- Social commitment due to the agreement on rights, duty, and responsibility among society members
- Development of public utility
- To activate desire for self-development
- Development of public health
- More attention for social services

2. The potential impact of merging has both positive and negative consequences. A positive impact is the benefit received by the community referred to earlier. Possible negative impacts are community expansion, and restructuring administration if there is not good management. Additionally the culture and locals’

livelihood will be overwhelmed or changed according to the influence of outside culture invading the community.

Community participation needs to be concerned with the significance of natural resources and the environment. Also preservation activities and the utilization of natural resources and the environment without any exploitation should be taken into account, starting from the provision of information to the community, management, planning, natural resource control, and participation on receiving services and other advantages.

The study of tourism management for the preservation of Pangmapha District, Mae Hong Son Province, by Pikul Sitthiprasertkul (2000) found that Tourism management for preservation should be based on three main factors; 1) Focusing on the benefit for locals 2) Increasing negotiation power for community and 3) That the agricultural base is not neglected. Those three factors should be addressed when seeking tourism patterns for preservation. This study has guided practitioners to start from an understanding of all the relevant aspects of tourism for preservation in order to determine the tourism patterns for preservation. All stakeholders should be involved in determining those patterns. The final process is the sharing of roles to enhance stakeholders in the management of tourism.

However, tourism activities for preservation should be practiced in accordance with the economic context, the lifestyle of community members and community ecology. These factors are the tourism resources existing in community, and should be involved in tourism for preservation.

To maximize tourism for the benefit of the community, many tourism options should be promoted to develop the community's quality of life. In the paradigm of sustainable agricultural systems, through the preservation of agriculture and the inter-dependence between human beings and the forest, attention is paid to community rights, traditional rights, and rights over utilization of the forest and water. Power distribution is also taken into account based on human rights concerns. Additionally, participation for development and planning to decentralize capital and prevent it from amassing with one social group to the disadvantage of other oppressed groups. (Tourism by Community: Concept and Experiences from Northern-part of Thailand; 2003)

The Thailand Institute of Science and Technology conducted a study and proposed to Tourism Authority of Thailand in 1997 that the creation of opportunity and benefit for the community to adapt themselves to development will decrease some of the negative impacts. Hence, community participation is a significant goal for Neo-tourism management, which is basic factor for sustainable development. Eco-Tourism focuses on community participation because the community is the central base linking all private and governmental sectors together;

- Community links with governmental institutes by playing a role as policy makers, implementers and long-term users.
- Community links with private sectors as it is a base for Eco-Tourism supported by private business in the provision of accommodation, shops and the presentation of art, culture and so on.

Community participation needs to be concerned with the significance of natural resources and the environment. Additionally preservation activities and the utilization of natural resources and the environment without any exploitation should be taken into account starting from the provision of accurate information to the community, management, planning, natural resource control, participation in receiving services and other advantages.

Accordingly, the development of Eco-Tourism to be sustainable tourism needs to rely on cooperation from all tourism related sectors like government, private sector, investors, tourists, and local community. All of the above parts have to pay attention to the careful utilization of tourism resources under the carrying capacity of the resources without negative impacts to the environment.

Dearden (1993, referred to in Yos Santasombatr et al; 2004) focuses on the role that forest tours play towards the distribution of economic benefits in the community. However the issues getting little or no attention are the role and participation of the local community towards tourism planning and management. It is widely accepted that these issues are the most influential in an economic and social context.

The problem of local participation in tourism management has influenced much recent research in terms of the attention paid to tourism from the perspective of the community. McIntosh and Goeldner (1986) propose to give priority to empowering

the community to have control over managing and gaining the benefits from tourism. Similarly the study of Murphy (1985) emphasized the application of an Eco perspective for tourism planning as it is important part of the local development process.

The process of planning from the bottom-up by focusing on tourism promotion to serve tourists and build community appreciation has been applied. The significance of community participation in administration and benefiting from fair distribution levels are concerned with this. Some academics even propose that “Community is the important tourism source for travelers. So community should play important role in tourism management and development in order to make sure that all activities are appreciated by them.” (Blank; 1986)

Tourism management by a community is significant in terms of the provision of opportunity to the community to play a role in tourism planning and the creation of a learning process about resource management planning, while at the same time decentralizing decision making power by emphasizing on the significance of natural resources management and community development. As a result, this study is taking the community as the unit for analysis.

2.3.5 Guidelines for Community’s resource management (Uraiporn Prangudomsap; 2001 referred in Salin Diewsurin; 2003) mentioned the concept and methods for community’s resource management that the system of resource management in community are generally based on these following 4 principles:

1. Acceptance of traditions and community rights on resource management by listening to the opinions and decisions of community members who own resources in order to build common understanding and avoid conflict.
2. Realization of the common benefit between community members and social justice. Fair resource distribution among community members is based on a preservation perspective.
3. Sustainability of the production system and the balance of the eco-system.

4. Study area and relevant population group participation in the community. Management will be accomplished with cooperation and support from people in society.

The principle of community based resource management: CBRM (Yaowalak referred to in Artit Kuanha, 1999) contains:

1. The major goal is for community members to gain knowledge over the details of resource systems, problems and capacities. However, to set a management system for the sustainability of the community eco-system, the social system, economic and cultural sustainability of that community have to be taken into account.

2. The main conditions for community resource management are:

A. Development or administration needs continuity and revision to respond to the needs and the quality of life of locals.

B. Changing the system in the community needs to take into account the community structure, social groups and the next generations who are going to handle the natural management system.

C. The existing management and activities in the eco-system of the community should preserve the diversity of natural resources and maintain the balance of the eco-system.

D. Appropriate technology for production in the community. The community's living standard and pattern of consuming should be restored and changed to a mode of saving.

3. Strategies for practice consist of; community action with attention paid to the physical area, understanding the resource utilization system and its worth as well as the pattern of relations in the community in terms of the individual, collective group, community and so on. The objective for problem analysis needs to be identified. Then a survey of the fundamental data about the system of utilization for any specific resource to determine the carrying capacity of all systems under the ecology. Also indigenous knowledge or community capacity should be taken into account as much as possible. In the long run, the community should be guided to be a center which stimulates all activities, as well as developing a decision making system from the "bottom up" through decentralization to local community, using the community master plan as guidance. Additionally, opportunity should be provided to

the community by creating acceptance standards in order to support learning from doing and practice. This is piloting a system to show the management capability of a community.

From the documentary research it was found that tourism resource management by the community works according to the principle of Eco-Tourism and CBRM with similar objectives on management conducted by the community to bring awareness of the worth of learning by doing, and participation from community members. Those principles similarly emphasize the income and benefit generating capacity in the community to sustain the balance of ecology, with appropriate implementation suitable for the local ecology and social dimensions.

2.4 Relevant Concepts and Theories

The concept of Oakerson is applied to examine common resources. This concept was designed to analyze common resources by indicating the relationship between basic resources and social institutions, and shows that management and control reflect the results. This concept is thus applicable to be a principle for analysis and decision-making. Changing continued relation patterns among community members to manage common resources in the community with justice is divided into 4 parts; 1) Physical and biological perspectives of resources and applied technology 2) Decision-making about system management 3) Relations between users of resources and individual behavior and 4) Results or consequences from the community plan (Saovapa Atsioarat; 2007 Oakerson;1992 Kai Lorenzen and Caroline J. Garaway; 2003)

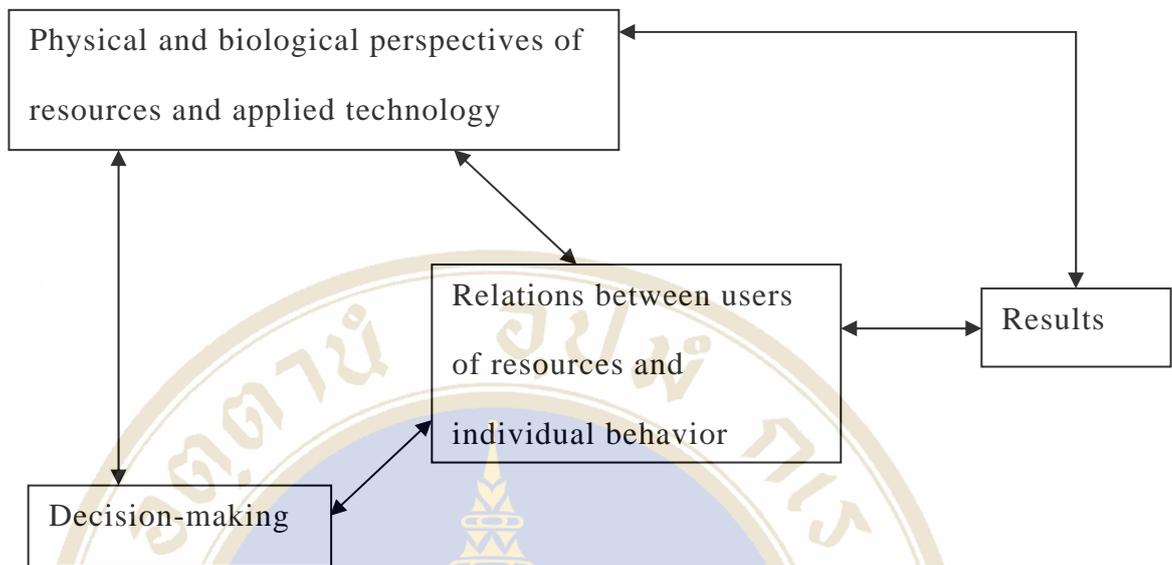


Figure 2-1: Oakerson Framework

Source: Oakerson 1992

Oakerson has divided the analysis of the physical and biological perspectives as follows:

1. The carrying capacity of the resource base to serve as many users at the same time without any disturbance or decrease in benefit. Physical characteristics are determined by nature and technology should be in accordance with the users' agreement
2. Exclusion or elimination of access to resources
3. Inability to divide the territory of resources but reliance on the efficiency of common management.

There are three factors which should be considered while using and managing resources:

1. Following the rules to enforce the control of resources.
2. Creating the guidance conditions for the group.
3. Market rules for sharing benefits and generating motivation to influence the internal decision making process.

This study will apply the pattern of internal and external markets as the guiding analysis for decision making.

The resulting assessment needs basic factors – a framework assessment in terms of efficiency, justice and sustainability.

1. Efficiency: The success of utilizing resources at the preferable level.
2. Justice: The justice on management and control over resources.
3. Sustainability: Sustainability can be separated into responsibility and flexibility. Responsibility is a trend of resource users to care for the production process and the ecological system while sustainability is the capacity of the system to handle any changes that occur.

The result of this study is tourism management patterns in accordance with the Eco-Tourism principles of Gail Nash. This also agrees with the result of the assessment guidance of Oakerson focusing on resource utilization by considering the carrying capacity of the environment and its sustainability, as well as the just sharing of benefits among community members.

Limitations influencing the decision are language barriers and literacy. To make decisions requires an understanding of the basic factors and social patterns of those who are involved with decision-making over resource management.

This conceptual framework will be applied to analyze and determine the objectives for understanding the impacts of technology use as well as change and adaptation. The framework will indicate the relations of each part in a time series. It is also a tool for retroactive relationship analysis. The analysis starts with examining the results of common resource usage and the community who use it. This helps us to understand the results of changes in the decision-making patterns of community members.

2.5 Relevant Research with Eco-Tourism: Traditional Thai House in Plai Pong Pang, Samut Songkram

Chaiyan Luangdee (2001) studied the “Tourism Management for Preservation: Ban Kokget, Plai Pong Pang Sub-district, Amphawa, Samut Songkram” and found that tourism management in environmental preservation zones specify areas for each activity but contain no measures to limit the number of tourists in some areas. Additionally, there are no fundamental regulations for tourists. In terms of communication and knowledge services about nature and the tourist sites, there are local guide services for tourists and exhibition boards showing a traditional Thai House and knowledge about nature, especially fire flies which are commonly found in this area. Regarding community participation, villagers participate in decision making, planning, implementing, and assessing but there is no participation in studying problems and proposing community requirements. Their participation is limited among those who join the projects only. There is currently no implementation on the issue of the protection of cultural impact. In terms of marketing and public relations, there is no clear implementing plan for general groups of tourists and tourism investors.

Sirinya Watanasukchai (2002) studied “The Relationship between Hosts and Visitors: A Case Study of Traditional Thai House Preservation Tourism, Plai Pong Pang, Amphawa District, Samut Songkram” and found that traditional Thai house preservation tourism in Plai Pong Pang does not only bring change but also creates interaction between hosts and visitors in Kokget village. Hosts provide an impressive and warm welcome for visitors – which gives visitors a sense of appreciation. However, this relationship was not as developed as was expected because hosts and visitors did not spend enough time learning about each other. Hence, there was less relationship building and more superficial cultural learning occurring than is the aim for Eco-Tourism. Additionally, as the tourism business runs in limited groups, there was no opportunity for participation from hosts in nearby villages. Also, it was found that Eco-Tourism would be successful with cooperation from the ‘inside’ and ‘outside’, through a powerful and respectful village coordinator. In this case, inside

cooperation is from villagers while outside cooperation is from traders, government institutes and the private sector for public relation support.

Salin Diewsurin found that:

1. Locals do not realize how important tourism sites are. Also there is no participation from them in Eco-Tourism activities.

2. People have no chance to share their opinion about management planning, maintenance, and the development of tourism. No specific institute is seriously promoting tourism. As a result, tourism development falls into the hands of powerful and influential local people.

3. Tourism management projects fall into the hands of powerful individuals in the private sector, even though some are under the Tambon Administrative Organization.

4. There is deep conflict between those who benefit and those who do not benefit from tourism.

5. Local people do not get a fair-share of income.

Sowatree Na Talang et al (2004) studied “The Impacts on Preservative Tourism towards Eco-Culture: A Case Study of Samutsongkram Province”. This study focuses on 3 tourism sites for preservation in Samutsongkram: the tourism sites in Plai Pong Pang, Khao Yi San Community and Thaka floating market, Amphawa district, Samutsongkram. It was found that each community had adapted themselves to welcome the development of preservation tourism. The inheritance of traditional culture and indigenous knowledge still appears at some levels and has been merged with tourism management. The trend of natural and environmental preservation has been applied as a baseline for tourism support, though tourism management relies on a concept of sustainable natural resource management, and there is no concrete practice based on it. This study also found that the culture, lifestyle, and thought pattern of the community tends to be urbanized and responds to consumer values and the consumption of tourists.

Nanthanuch Sangwal’s (Abstract:2003) study on the “Learning Process and Community Participation in Community Economic Development through the Pattern of Eco-Tourism: A Case Study of Tourism Village, Traditional House Plai Pong Pang, Samutsongkram,” found that there was a high participation level in the

implementing phase, such as the welcome and provision of services to tourists. Also the planning and assessment phases of the project were still in an initial stages, and less participation from villagers was found. Neeranuch suggested that the learning process and community participation should be promoted more. Apart from having houses and boats join the project, it should also promote the sale of food, souvenirs and agricultural products to support villagers in order to gain more income. Additionally, the government should provide knowledge and learning such as vocational trainings and tourism information to villagers in support of community economic development.

Yajay Sriviroj (2002) also studied the standard system for quality control on Tourism Management at Plai Pong Pang Sub-district, Amphawa, Samutsongkram. This study found that the new Tambol Administrative Working Group does not continuously support tourism due to conflict and fighting for power and political position. Tourism work that used to be common tasks were shifted to being under the control of the preservation club of Plai Pong Pang Sub-district, Samutsongkram, when it was reorganized by the old Tambol Administrative Working Group. This led to conflict inside community. Some villagers said that it seemed more like a personal business due to the centralized administration and lack of meetings with relevant persons according to the club's structure; such as reception and service, Home-stay, Food Store and kitchen. This is the reason behind the lack of cooperation among business owners inside the community. Another important point is the lack of transparency and declaration of the club's income.

Academics recommend a capacity building process for the community starting from the study of indigenous knowledge and its application for concrete management planning. This can support both tourists and villagers to learn about and understand the local identity of the merchant community. Another important point is an equal and transparent benefit sharing pattern for community to avoid conflict.

The case study of Pattarawan Lertsuchatawanich (2005) from "The Impact Assessment from Home-Stay towards Firlies Population at Ban Kokget, Samutsongkram" found that people do not join the Home-Stay Project because of a lack of readiness and capacity to welcome visitors, and they do not get any benefit from tourism. Some of those who not join Home-Stay Project do not agree with fire-

fly boat activity because of the loud and disturbing noise generated by the boats, tourists, and barking of dogs which annoy villagers living alongside the canal. Additionally, running these boats causes damage in the form of landslides along the river bank. The influx of tourists also causes people to lose their privacy.

Naowaratr Plainoi's (2003) study on "Tourist's Satisfaction towards Community Tourism: A Case Study of Traditional Thai House in Plai Pong Pang Village, Samut Songkram Province" found that the majority of Thai and Japanese tourists agree that they get what they expected before visiting this area. They will come back again and also convince other people to come. They also recommend that cultural and natural resource preservation should be taken into account for community tourism. Relevant organizations should provide financial and training support for tourism management.

In conclusion, from the related research about Eco-Tourism in Plai Pong Pang, Samut Songkram it is found that villagers do not participate in studying problems and proposing solutions or demands for improvement. Their participation is strictly limited to joining the Home-Stay Project and tourism activities. Culture, lifestyle and thought patterns tend to be urbanized and mainly in response to the needs of tourists. Conflicts occur inside the area from those who do not gain benefit from tourism. There is a lack of participation and the views of local people who also are the owners of community resources are not being heard, especially those who do not gain any benefit but rather encounter negative impacts from tourism, and this is the main cause of conflict.

CHAPTER III

RESEARCH METHODOLOGY

The research studies the impact of the factors of eco-tourism which affect tourism resource management as a common resource. Since the focus of the study is on resources which are a common property; the site of the study is the community, as any change on resources is assumed to be the cause of the community. Qualitative tools are applied in this research since this method supports understanding behavior of human beings through studying thoughts, culture, traditions, and lifestyles. This method intends to understand the significance of behavior, and in addition is often applied to understand the how changes in social process occur (Bongkotch Noppol; 2008). This research studies decision making behavior on the utilization of common resources as well as patterns of change and adaptation in utilization. Primary and secondary data were collected to complete the analysis. This chapter will present the following 5 issues:

- 3.1 Research procedures
- 3.2 Target site and population
- 3.3 Data collection
- 3.4 Research methods
- 3.5 Data analysis

3.1 Research procedure

This research studies community institutions and the regime on common tourism resources focusing on eco-tourism management, based on the conceptual framework of Oakerson (1992). The pattern of interaction for the utilization and management of common resource are highlighted as well as the characteristics of common resources in the area, the decision making process, rules or agreements for resource utilization, and pattern of relations among people in the area. Those factors

reflect the adaptation pattern over common resource utilization and eco-tourism management in the area.

Additionally, the researcher intends to compare the pattern of management for eco-tourism in Plai Pong Pang thai-style house conservation club using the seven principles of eco-tourism as conceptualized by Gail Nash (1997).

Principle 1 Eco-tourism must avoid creating any negative impacts or destroying the natural and cultural environment at any tourism site.

Principle 2 Eco-tourism must educate tourists in order to build public consciousness on natural and cultural preservation.

Principle 3 Income gained from eco-tourism must contribute to the preservation of the natural environment and the management of preservation zones.

Principle 4 The local community and nearby communities must directly gain benefit from eco-tourism.

Principle 5 Eco-tourism must emphasize the planning and growth of sustainable tourism. It must guarantee that the number of tourists will not exceed the carrying capacity of the local ecology.

Principle 6 Most of the income gained from eco-tourism must be given to the owner of tourism sites. Consequently, eco-tourism emphasizes the utilization local products and services.

Principle 7 Eco-tourism must consider the use of infra-structure which is developed based on the idea of sustainable resource management, saving fuel energy, the preservation of local plants, and the management of tourism in harmony with the natural environment.

The data collection process is demonstrated in the following table.

Table 3-1 Data collection process

Process	Methods	Result
Identification of problems	1. Study of primary and secondary data	Understanding conflict and the means to manage resources
Framing the research problem	2. Study of theories and concepts	Choice of an appropriate theory to examine common resource management
Research design	3. Study concepts of ecology and common resources	Conceptual framework on common resource management (Oakerson; 1992)
Select target area	4. Study primary and secondary data	Village site for research
Data collection	5. Non-participatory observation 6. In-depth interview 7. Focus Group	Pattern of tourism management by the community. Management mechanism for tourism marketing. Relation between tourism resources and the community. Pattern of relations between community members and changes in resource management.
Data analysis	8. Analyze the relations of all factors using the conceptual framework of Oakerson 9. Stakeholder analysis in terms of roles, responsibility and interest. 10. Analyze the results utilizing the Eco-tourism principles of Gail Nash(1997)	Tourism resources management as a common property of Plai Phong Pang sub-district and the condition of eco-tourism management.
Final interpretation of results	11. Conclusions	Pattern of eco-tourism resource management. The adaptation of community on tourism resource management

3.2 Target sites and population

This study was conducted Plai Pong Pang sub-district, Amphawa district, Samut Songkhram province. A total of 185 households were studied, and the population was divided into two groups. The first group consists of members who joined the tourism project; the second group consists of 160 households who did not join the project. The technique of snowball sampling was applied to select the sample population. This method proceeds by first choosing a key person such as the leader of a tourism project, and consequently this person can suggest the next person. Similarly, the second person can point out a third person, and so on. The sample groups were not stable. The researcher continued interviewing them until it was sufficient to uncover all necessary data. Relevant stakeholders are; leaders of the tourism project in the village, the village head, the head of the sub-district, the tambon administrative organization, tourists, the provincial tourism branch, the sport and recreation center, and the tourism information service center.

3.3 Data collection

This research focuses on the pattern of common resource and tourism resource management as a common property which containing four research questions according to the study objectives.

3.3.1 Examination of the physical and biological characteristics of tourism resources in terms of utilization, data to study the pattern and scope of tourism resource consumption, both physical and biological aspects. The tool of in-depth interviewing was applied to collect data from local people and the leader of the tourism project in the village.

Table 3-2 Data to study the pattern and scope of utilization of physical and biological tourism resources

Source of data	Factors for analysis
<ul style="list-style-type: none"> - The leader of Plai Pong Pang Thai-style House conservation Club. - Villagers who participate in the tourism project in the village - Villagers who do not participate in the tourism project in the village. 	<ul style="list-style-type: none"> - Determine the scope and accessibility to tourism resources, especially for project members. - Utilize resources based on agreement among community members. - Have a common agreement on the pattern of utilization for resources without any disruption or noticeable decrease in benefit among community members.

3.3.2 Study on the decision structure about resource utilization including internal and external factors that can influence or motivate eco-tourism management in the community

In-depth interviewing was applied to obtain this data from the sample groups.

Table 3-3 Data to be studied for the analysis of internal factors

Source of data	Factors for analysis
<ul style="list-style-type: none"> - The leader of Plai Phong Pang Thai-style House conservation Club - Villagers who participate in the tourism project in the village - Villagers who do not participate in tourism project in the village 	<ul style="list-style-type: none"> - Creation of rules and agreements to use resources - Distribution of interest in tourism resources through stakeholder analysis in the village - Changes must not impact sustainability of the environment

Table 3-3 Data to be studied for the analysis of internal factors (cont.)

Source of data	Factors for analysis
	- Community members participate in sharing and decision making about tourism activities

Study on the external factors that are supporting eco-tourism resource management, non-participatory observation and in-depth interviews were conducted to access information from relevant governmental organizations.

Table 3-4 Data to be studied for analysis of the external factors of eco-tourism management in the community

Source of data	Factors for analysis
- Village head	- Relevant laws and policies
- Tambon Administrative Organization	- Support and pattern of public relations
- Provincial tourism, sport and recreation center	- Prospective projects
- Tourism information service center	

3.3.3 Data to study the pattern of relations among between community members utilizing the method of non-participatory observation and in-depth interviews with local people and the project leader in the village.

Table 3-5 Data to study to analyze of the pattern of relations among community members

Source of data	Factors for analysis
<ul style="list-style-type: none"> - The leader of Plai Pong Pang Thai-style House conservation Club - Villagers who participate in the tourism project in the village - Villager who do not participate in the tourism project in the village 	<ul style="list-style-type: none"> - Cooperation to care for common resources - Cooperation to solve problems - Cooperation to manage tourism activities

3.3.4 The method of data collection utilized in this research were participatory and non-participatory observation methods as well as in-depth interviews among villagers and the tourism project leader. Data was used to analyze the results of eco-tourism management by the community through a comparison with sustainable eco-tourism principles in terms of community participation and benefit generation to preserve resources.

The eco-tourism principles of Gail Nash were used to analyze criteria on the efficiency of resource utilization, the fair allocation of benefits, and to sustain the utilization of resources.

Table 3-6 Data used for in-depth interview

Source of data	Factors for analysis
<ul style="list-style-type: none"> - The leader of Plai Pong Pang Thai-style House conservation Club - Villagers who participate in the tourism project in the village - Villagers who do not participate in tourism project in the village 	<ul style="list-style-type: none"> - Clear determination of territory for access to tourism resources, especially for the project members - Resource utilization based on acceptance among community members - Common agreement on resource utilization without any disturbance or decrease in benefit for other community members - Community members participate in sharing views and decision making pertaining to tourism activities - Creation of rules and agreements to utilize common resources - Community members aware of problems and conflicts arising in community - Community members cooperate in problem solving - Community members participate in activity planning - Cooperation to care for common resources - Cooperation in tourism management - Division of benefits from the utilization of tourism resources - Participation in activity assessment

Table 3-6 Data used for in-depth interview (Cont.)

Source of data	Factors for analysis
	<ul style="list-style-type: none"> - Changes in the area must not impact sustainability of the environment - Organization of activities to preserve tourism resources in the community - Setting up community fund to care for the environment - Tourism management in the area must appreciate the landscape of tourism sites and not disrupt the daily life of community members

3.4 Methods of data collection in the target area

- Non-participatory observation is a when the observer does not need to participate in the activity (Kornkaew Chantapasa; 2008). The researcher of this study utilized recordings and photographs as a means to observe activity in the village.

- In-depth interview is a personal interview to establish details. It is a dialogue between the interviewer and interviewee. It is utilized when there is a need to ask for more detailed information and deeper explanations behind answers. This method is highly relevant for the study of human behavior, attitude, demands, believe, and social values (Kornkaew Chantapasa; 2008). This tool is applied to study the management patterns of tourism resources in Plai Pong Pang sub-district which affect the patterns of eco-tourism.

- Focus Group discussion is a means to collect data via group dialogues on a specific problem. The moderator activates a process of dialogue and idea sharing, necessary to uncover the deepest and most detailed information. The proper number of

participants in each group is 6 to 10 people, selected from the target population groups. (Thai Research Fund – Section of research for local communities; 2008)

The collection of additional data through the organization of Focus Group discussions was achieved by dividing participants into two groups; those who participate and those who do not participate in the tourism project in the community and question them on the following issues.

- Landscape, and resources in the area before tourism, and the change after tourism. (Time line recording)
- Tourism management pattern at present and the process for the creation of rules ad agreements
- Problems and solutions
- The benefits arising from the management of tourism activities
- Demands or additional recommendations

3.5 Data analysis

3.5.1 The methods to describe overall data analysis from participatory and non-participatory observation, in-depth interview, and secondary data according to the conceptual framework of Oakerson (1992).

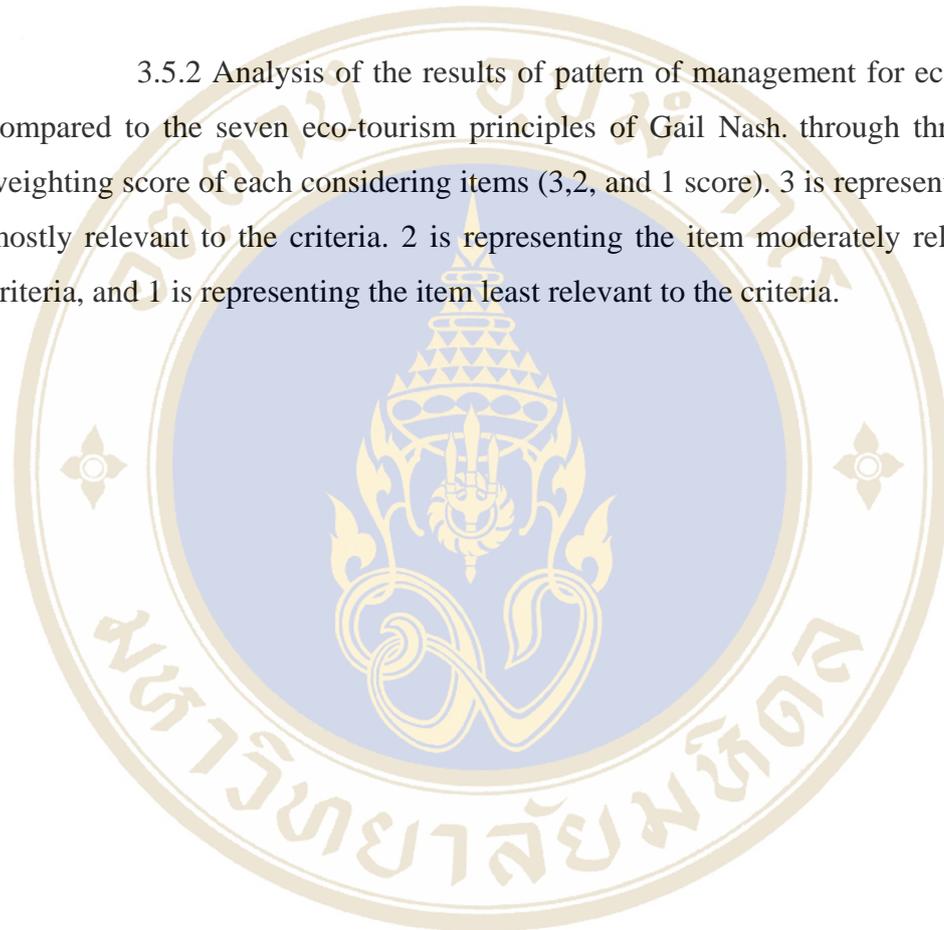
Table 3-7 Principles for analysis

Source of data	Principles for analysis
- Physical aspects of resource	- Scope of resource utilization - Management or utilization pattern over the resources
- The ability of the institution to make decisions over the resources	- How to manage resources. Rules and agreements on resource utilization - Stakeholder analysis in terms of roles and benefit sharing

Table 3-7 Principles for analysis (cont.)

Source of data	Principles for analysis
- Pattern of relations among community members	- Pattern of relations among community members
- Results	- Pattern of eco-tourism management

3.5.2 Analysis of the results of pattern of management for eco-tourism as compared to the seven eco-tourism principles of Gail Nash. through three levels of weighting score of each considering items (3,2, and 1 score). 3 is representing the item mostly relevant to the criteria. 2 is representing the item moderately relevant to the criteria, and 1 is representing the item least relevant to the criteria.



CHAPTER IV

STUDIED AREA

In the study on “Eco-tourism analysis: the dynamic of common resource management”, this chapter a researcher tries to show the general information of Plai Pong Pang sub-district. The history, general geography, the change of community mobility, and main resources like rivers of Amphawa district are presenting in this chapter. Especially the river is the significant resource to determine social pattern, relationship, and lifestyle of community members who depend on natural resources for their livelihood. Acquiring job is also depending on resource base. The abundant of natural resources alongside the river is also formed by the rivers. Rivers are the main resource of Plai Pong Pang sub-district and it is the origin of “Fire Fly” – a small insect creating beautiful to the nature. These are the main factors supporting Plai Pong Pang to be tourism site and the origin of Thai style – house.

4.1 The background of Mae Klong Watershed

Mae Klong river is the main stream in the west of Chao Praya lower plain. It originates from Thanon Thongchai-Tanaosri Mountain Range. It flows through Kanchanaburi, Ratchaburi and finally reach Thai gulf at Samutsongkram. There are two categories of topography alongside Mae Klong river; the upper Mae Klong is starting at where the Kwaie Yai meets the Kwaie Noi rivers in Muang district of Kanchanaburi backward to Thanon Thongchai-Tanaosri Mountain Range, while the lower Mae Klong is starting from Muang district of Kanchanaburi to Thai gulf. The lower Mae Klong contains a wide space of lower plain. The east of Mae Klong river is

plunging down to Tha Chin river and Thai gulf sea. In the past the area alongside Mae Klong river in Ratchaburi to Samutsongkram used to be the sea. It started to be the main land in Ayutthaya era. Since then people moved to settle there and the new town at estuary arise called Mae Klong city or Samutsongkram province nowadays.

4.2 History of Amphawa District

Amphawa is based in the Mae Klong lower plain. In the past, it was called Kwang Bangchang under govern of Ratchaburi. Another name of it is Suan Nork. In the late period of Ayutthaya, Suan Nork was separated from Ratchaburi with the new name “Mae Klong City” since the Mae Klong river flowing downward to Thai gulf in this Area. Hence Kwang Bangchang is one part of Mae Klong city. Since then the first King in the Chakri Dynasty (HM King Buddhayodfa the Great or Rama I) entitled as “Luang Yok Batr” of Ratchaburi at that time had married Miss Nak – a daughter of the millionaire of Kwang Bangchang. After Burma got victory over the war with Ayutthana in 1767 B.E. Luang Yok Batr fled to Kwang Bangchang. In the same year madam Nak had delivered a son (later became the second king of Chakri dynasty - Buddha Loetla Nabhalai)

King Taksin the great liberated the country after Ayutthaya was taken by the Burmese in 1767 and set Thon Buri to be capital city of Siam at that time. Luang Yok Batr presented himself to work with King Taksin the great until he finally had been promoted as “Somdetchaopraya Mahakasatsuek” in 1782 B.E. Somdetchaopraya Mahakasatsuek had succeeded to the throne as the first king in Chakri dynasty called “HM King Buddhayodfa the Great or Rama I” and he installed the 16 year-old son to be the price named “His royal highness Chaofah Kromluang Isarasuntorn” and later on he succeeded to the throne as the second king in Chakri dynasty. Hance Kwang Bangchange is the land of birth of Her Majesty Amarintramart (Nak) – the queen of King Rama I – and the second king in Chakri dynasty - Buddha Loetla Nabhalai.

During the period of King Rama V, he changed administration system according to the appropriate change time to time. He commanded to set up many

ministries in 1892 B.E. In the provincial areas, he commanded to set the intendency areas in the same year by merging all burghs spreading in the country to be “Monthol”. Each menthol was divided to different administration levels; province, district, sub-district and village. In 1894 B.E., The King Rama V commanded to merge Ratchaburi, Kanchanaburi, Petchaburi, Pranburi, Prachuabkirikhan and Samutsongkram together and called “Monthol Ratchaburi”. Next, in 1906 B.E., Pranburi had been separated to be Pranburi city and in 1915 B.E it became Prachuabkirikhan. So Monthol Ratchaburi comprised 5 small cities and it promoted kwang Bangchang to be the Amphawa District, according to the name of Amphawa canal. Bangchang became one district of Amphawa administrative area. Majority of people in Amphawa worked as the farmers. In Ayutthaya era, Amphawa is the main agricultural productive areas. Amphawa native people will build the house facing to the canal to facilitate water consumption and transportation of the household. This style was generally seen alongside Amphawa canal. The basic architecture mostly found in Amphawa is Thai style-house and the row house to accompany trading in that period. The house with a hip roof and single or double gables cover with rag. The door is like a wood partition can be opened widely to facilitate household trading.

4.3 Ethnic groups in lower plain of Mae Klong watershed

Due to the abundance of Mae Klong watershed, comfortable transportation and communication inside the area and beyond the seashore, many ethnic groups settled their livelihood in this area. In early of Rattanakosin era, the state released policy to collect people from nearby countries such as Lao PDR and Cambodia to provide service in the capital city. The state also supported those people fled to Thailand due to political conflict in their countries. These people were spreading in lower plain of Mae Klong watershed. There were the culture merging and created the high cultural diversity in this area. Mon is the majority ethnic group settling in Potharam, Ban Pong district, Ratchaburi province and spreading downward along with lower Mae Klong River. Lao Yuan, Lao Puan, Lao Song, Lao Krang and Khmer were

collected to Thailand during the wars with Lao PDR and Cambodia. They were also spreading alongside Mae Klong from Potharam district downward.

The most powerful group bringing changes into lower plain of Mae Klong watershed is Chinese. They settled in diverse cities alongside Mae Klong River for a long time, mostly around Mae Klong estuary. The number of them found dramatically increase after the King Rama III onwards due to the widely growth of sea trade (Srisak Walliphodom; 1993).

4.4 History and basic information of the studied area Plai Pong Pang sub-district

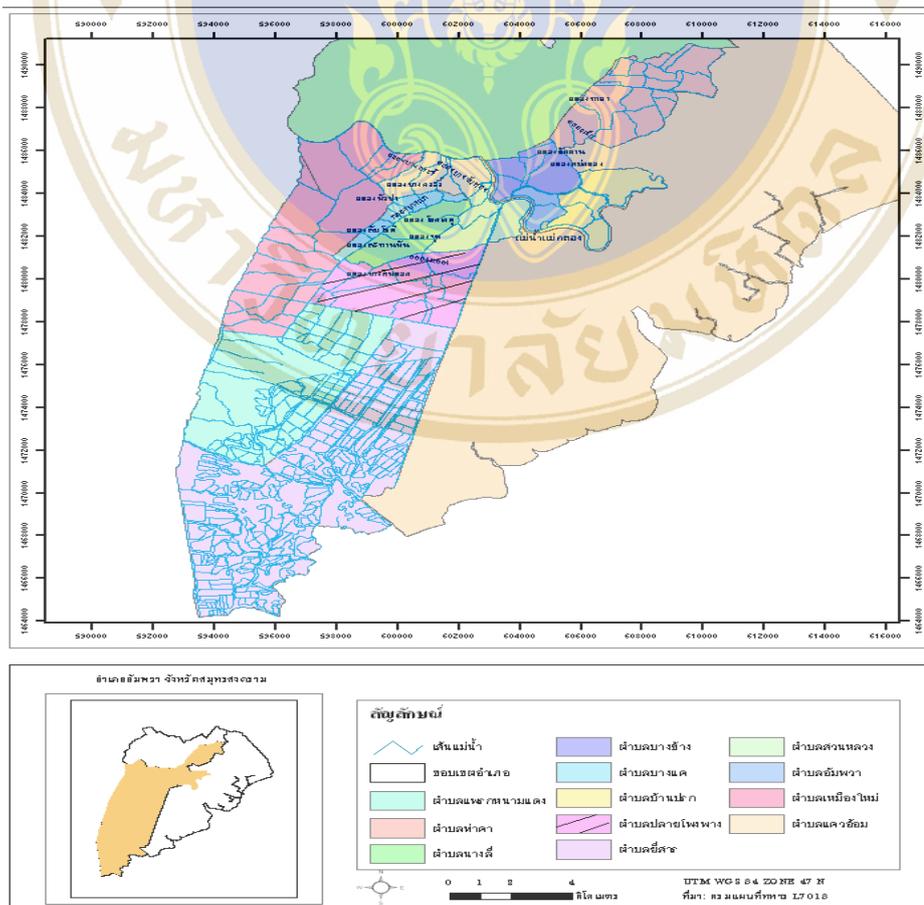


Figure 4-1: A map showing the boundary of Amphawa district

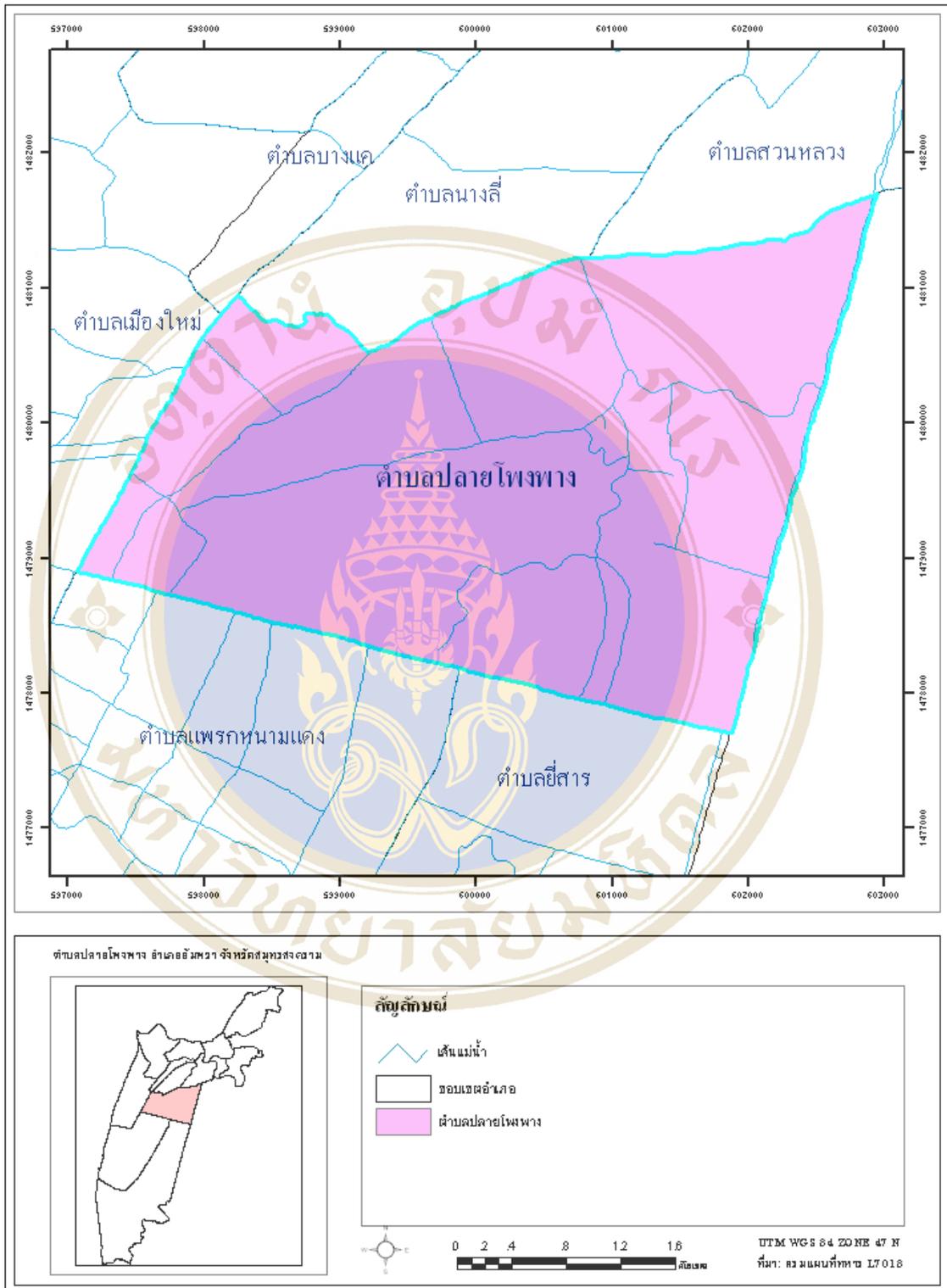


Figure 4-2: A map showing the boundary of Plai Pong Pang sub-district.

History of Plai Pong Pang sub-district

Plai Pong Pang sub-district was named base on the canal name flowing through the sub-district. This canal originate from Mae Klong river. There was the tale mentioning that Luang Yok Batr (King Rama I) had travelled by boat through many canals in Mae Klong city including seven canals of Plai Pong Pang sub-district. After his visit, the canals were expanded wider to provide sufficient support for local people's livelihood and transportation. This is the development origin of Plai Pong Pang sub-district.

Villagers living nearby these canals trap prawn and fish with Phong Pang (one kind of trapping tools for aquatic creatures). That is why the canals were named "Klong Pong Pang". During the era of The King Rama V, His Majesty commands digging more canals to link with the mean streams starting from PhumarinKudithong temple downward to Yisan sub-district, Amphawa district, Samutsongkram and Bangtaboon sub-district, Ban Lam district, Petchaburi. This canal was named "Klong Pracha Chomchuen" which cut across Pong Pang canal in front of Nangpim temple. One part of the canal laying on Muang district called "Klong Kao" while another part at Plai Pong Pang area called "Klong Wat Pracha" following the temple's name. Another name of it is "Klong Plai Khan Tak". This can be assumed that community leader probably merge two names together to create community name. Plai Khan Tak and Phong Pang merge together to name Plai Pong Pang sub-district.

After the World War II during 1782-1937 B.E., there was dramatically increase of population number in the area. The settling of outsiders expanded Plai Pong Pang territory to meet the boundary of Wat Pradu temple community, Nangli sub-district, Yisan sub-district and Wan Doa sub-district, Paktor district, Ratchaburi province.

Ancestors of Plai Pong Pang people

The majority of family ancestor in this sub-district are Buddhists migrated from Khao Yoi district, Patchaburi province longer than 200 years. They are the first group of people occupied the land and bared the forest for agricultures. Later on, there were some more villager from Ratchaburi settled in this community. After Buddhists occupying this area, three Muslim families who escaped from poverty in Tha Rang, Ban lam, Petchaburi also moved into Pai Phong Pang. This Muslim group is the first group who preempted the area of Moo 9.

Nowadays, the third generation of Muslim group in this community is over 60 year-old. After the first three families settled in Pai Pong Pang, other Muslim groups also moved in. Muslim people get married with Buddhists and spread out bigger Muslim community in this area.

General community information and geography

Plai Pong Pang is one among 12 sub-district of Amphawa district, Samutsongkram province. Plai Pong Pang occupies 14.7 square kilometers or 9,190 R. It comprises of 9 villages; Moo1 Ban Pak Won with 787 villagers, Moo 2 Ban Wat Pracha with 1,106 villagers, Moo 3 Ban Lad Tachai with 730 villagers, Moo 4 Ban Amornwadi with 1,821 villagers, Moo 5 Ban Klong Kud Lek with 682 villagers, Moo 6 Ban Na Wat Nangpim with 478 villagers, Moo 7 Ban Koke Kate with 1,532 villagers, Moo 8 Ban Si Yak with 614 villagers and Moo 9 Ban Tlong Kaek with 635 villagers. In 2008, the total population is 8,405 people, and total 1,839 households (Plai Pong Pang sub-district administration organization; 2008). Majority of Plai Pong Pang people is Buddhists and the next is Muslim. So one mosque is settling in Plai Pong Pang sub-district. Most of the area is lower plain comprising of seven canals 19 sub-canals and 1 duct. The main significant canals are Koke Kate, Pong Pang, and Pracha Chomchuen, Kaek, Kud Lek, and Bang Kae canals which originated from Mae Klong River. These canals are the main gates of salty and fresh water. Hence water condition in the canals is diverse since they were settled nearby the estuary which is affected from the sea level. Some areas are occupied with mangrove forest, mud and flooding zones. Many kinds of plants and creatures in mangrove area were found.

Most of them are important for economic. The main occupation of Plai Pong Pang is agriculture like coconut farming.

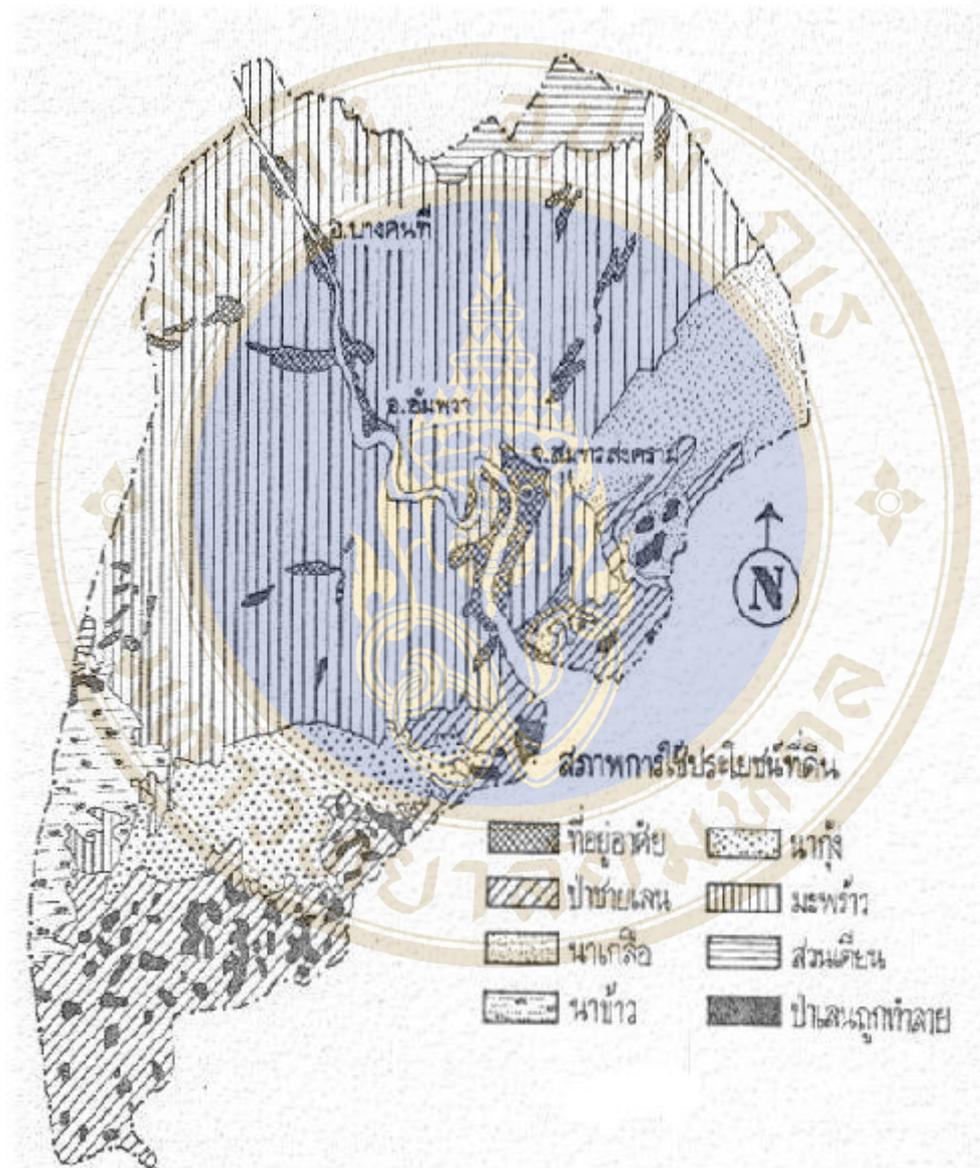


Figure 4-3: Land use pattern for agricultures of Samutsongkram province

Source: Research report on “the study of economic conditions of population in Samutsongkram, 1982”

Resource base and social pattern in Plai Pong Pang sub district

Water is the significant resource base of Plai Pong Pang because most of the land is lower plain nearby the sea. The area is occupied with brackish water. Each area in Plai Pong Pang is connected with canals spreading from Mae Klong River. Water is a factor to determine the local flora and fauna eco-system, community settling, and people's livelihood. The moisture from streams nourish the green in Plai Pong Pang and the abundance of local plants for instance Chak, Lamphu and many kinds of birds. Due to the abundance of natural environment and brackish water affecting from the sea level, Plai Pong Pang area is suitable to be the fire fly habitats the natural beauty that is sensitive to drought. The number of fire fly will decrease during winter and increase again in rainy season when the moisture is high. Thus, fire fly can be the environmental indicator since they mostly live in clean environment without any pollution.

In the past, the settlement of human community was determined by streams since it is the basic resource for livelihood, consumption and transportation. Similarly, community settlements in Plai Pong Pang rely on building houses close to canals. This is obviously seen through Thai style-house which is inherited from generation to generation longer than 200 years. It is a central Thai style-house in Ratanakosin era with higher space under the house to avoid flood. The stairs slope down to the waterside. Lives in Plai Pong Pang bind up with streams for the reason of household consumption, transportation, trading, and social interaction among people inside and outside Plai Pong Pang sub-district. The main vehicle is rowboat. Visitors can easily see traditional Thai style-house alongside the canal in Plai Pong Pang sub-district. This is the heritage from previous generation and a unique identity of Plai Pong Pang community members. There are 185 traditional Thai style-houses in the area.

Water is a factor to determine pattern of livelihood. Since the general physical quality of this area is lower plain consisting of many canals flowing through many villages. The water quality is brackish. The soil is clay and sand. Resource management in Plai Pong Pang is relying on agriculture. Main agricultural activity in

the area is coconut farming and coconut sugar. (See figure 4-3). This is a traditional economic activity in this sub-district since coconut prefers the land invaded with brackish water. The sea from Mae Klong estuary pushes fresh water into canals and orchards. The productivity of coconut sugar is relying on dynamic water system. Hence Plai Pong Pang sub-district has proper factors supporting the growth of coconut farming without any special care. During one and a half month, farmers can cultivate coconut sugar once. The process of making coconut sugar becomes a unique identity of Plai Pong Pang sub-district. The furrows and patch will be prepared to facilitate the growth of coconut trees. Apart from coconut fruit, coconut sugar is the main product in the area. Every morning around 5 am, villagers will go out to cut coconut anther and collect fresh coconut sugar to make sugar cube. The process of making sugar cube is time consuming (anther cutting and thickening).

In 1991 B.E., the offer from Agriculture Promotion office in Samutsongkram tried to introduce pomelo planting and the suitable area to grow it but not successful since it needs more caring. Another popular work in the area is local fishery. Plai Pong Pang is affecting by the water level dynamic, this encourage the abundance of aquatic lives in the area. Hence, villagers have optional occupation after cultivating coconuts – prawn trapping. They utilize indigenous trapping tool called “Sang” for prawn trapping and “Pong Pang” for another kinds of aquatic species.

Topography and resource base are the determining factors for occupation, activities, and indigenous knowledge for villager’s livelihood and lifestyle in accordance with water system – the main common resource in Pai Pong Pang. The pattern of product exchange in the past, villagers will put coconut, sugar or other products on rowboat for sell at Pak Tor and Klong Ko markets. Traders exchanged products directly without the middle man. However, nowadays the trade is relying on middle man who purchases agricultural products in the orchards directly.

People in Plai Pong Pang are connected as a kin and seniority relation. They respect each other. Many kinds of supports are share among relatives. The relationship between Buddhists and Muslim people is peaceful. Proper supports to each other can be obviously seen generally for instance Muslim people will donate money or cook during marriage ceremony or new house celebration as social

activities. Muslim people cannot join any religious activities like funeral or ordain ceremony of other religions.

The simple living along two sides of the canal has not been disturbed by civilization. It is obviously seen through the agricultural society, the existence of retails shop nearby canals, rowboat trading, and the lifestyle in stream for instance prawn trapping and fishing. The local lifestyle is determined by resource base in community.

The period of rice and coconut farming (during B.E. 1902-1968)

Previously, Plai Pong Pang villagers were Buddhists and Muslim. The fundamental economic activity in the area was rice farming. Later the land was invaded by salty water, and then villagers started coconut planting. However during raining season, rice farming was still conducted to maximize land use. The rice farming slightly disappears from the coconut farm due to the increasing amount of in the farm not suitable for rice. The high coconut trees were getting higher and blocked out the sunlight for rice growing. All households in the area turn to plant coconut for producing sugar only. Those who have no land possession started to rent land called “Tue Suan” for coconut planting. Some of them were employed to cut and thicken coconut sugar called “Kuen Tarn Jang” which is popular options for villagers nowadays.

The number of households operating sugar thickening is high as 510 braziers (1 brazier for one household) during B.E. 1965-1966. The indicator if sugar thickening business operations in Samutsongkram is the number of pan for each brazier of the household. Villagers mostly use two or three pans. This economic activity has been continued for more than twenty years. The knowledge of how to thicken sugar and cut coconut anther is inherited among family members and neighbor. None of family learn how to produce sugar cube from government officers. This phenomenon indicates the long term operating of this country. (National Research Council of Thailand referred in Sirina Wattanasukchai; 2002)

The era of occupation pattern changing (B.E. 1969-1998)

The changes affecting economic condition of farmers in Amphawa started when the dams were built with the purpose to expand irrigation area alongside Mae Klong River for instance Vachiralongkorn, Srinakarin, and Khaolam dams. Building Vachiralongkorn dam influenced the lowest reach area when the fresh water release by the dam push sea water away. Additionally, during B.E. 1976-1979 there was a drought which brought serious trouble to Mae Klong watershed. The salty water was spreading around the area. Coconut trees cannot survive in this condition or the rest of them produce very low productivities. The production of sugar cube was also decline. Villagers turned to cultivate young coconuts for sell. They can sell the whole coconut bunch or peel the rind off and sell only its kernel to factory with better price offered.

The farmer lifestyle in Plai Pong Pang has been continues simply. The occupation of sugar thickening also has been inherited for many generations. When the city expand, the dams were built in nearby provinces, the drought in 1967 B.E., and the growth of industrial factories (rice milling, sugar, paper, garment and textile and kinds of small plant industries) alongside Mae Klong River, these factors push youngster in the village to join industrial activities. Sugar thickening operation in the village dramatically decreased. To become employee for coconut collecting is the main career left over recently in Plai Pong Pang sub-district.

Moving to the Thai style-house conservation club

Due to the economic crisis in 1997, the government issued the campaign policy on Amazing Thailand during 1997-1998 to activate tourism industry. The Community Development Department under Ministry of Interior had promoted tourism village policy. This organization designed the promotion project on village tourism in order to response to the national policy. Each province had to conducts the relevant activities. Hence, the Community Development Department of Samutsongkram had activated every sub-district administrative organizations to enact according to this policy. Accordingly, the project of preservative Thai style-house tourism in Plai Pong Pang was developed in 1998. The village received the winner award on “the preservative Thai style-house competition” of Samutsongkram leading

by the village chief – Mr. Thavatch Boonpat (who was holding the chairman of Plai Pong Pang administrative organization at that time) who imitated the project. To cultivate knowledge of tourism management, he visited many villages in Chaing Mai, Lampun, Lamparng, Uthai Thani, Petchaburi and Ratchburi under the coordination of Community Development Department of Samutsongkram. He could see the capacity of Plai Pong Pang to be developed as tourism site. He started the tourism village project. Earlier the project examined operation with Mr. Thavatch's house and three houses nearby to welcome home stay tourists. The traditional Thai style-houses in the project were under the supervision of Plai Pong Pang sub-district administrative organization. Earlier, the operation was informal and depended on the project head – Mr. Thavatch and his relatives. After that, Plai Pong Pang sub-district administrative organization supported the building of four houses in Moo 7 Ban Koke Kate for the purpose of home stay operation. The Social Investment Fund (SIF) also supported the fund 1,830,000 THB to improve the scenery in Klong Koke Kate for tourism promoting tourism in Plai Pong Pang sub-district in 1999. This project was completed in A.D. 2000. Apart from supporting fund, this project also influenced on the reconstruction of social structure and power distribution in the long run by emphasizing on strengthening capacity of local institutions and participation of all communities (The Fiscal Policy Office; 1998). In the same year, the village received the Tourism award 2000 for the best urban and community tourism site from Tourism Authority of Thailand. This factor had drawn more attention on tourism in Plai Pong Pang from the tourists. Another supporting factor is social fund such as the natural environment and local orchard farming lifestyle around the Thai style-house. These factors promoted the fame of eco-tourism. This tourism project was popular among tourists. There were 25 (14 percent) out of 185 households joining the project. The number of tourists visiting the village was dramatically increased. In 2002, there were 400 visitors averagely. At that time, the Plai Pong Pang's Thai style-house conservation club had fundamentally success on tourism management to present the lifestyle of local community. However, after that the tourism in Plai Pong Pang became more flat due to the invasion of the Resort operation in tourism industry that providing more comfortable service to the tourists. It is a kind of more tourism

business comparing to the management of Plai Pong Pang club which is managed by villagers.

Tourism resources in Plai Pong Pang sub-district

Natural tourism resources

Fire-fly since the physical condition alongside canal systems of Plai Pong Pang sub-district is abundant. Hence it is a home of fire-flies. Fire-flies is the symbol of this area. The beauty of fire-fly bunches at night is a unique and attractive factor for tourists.

Canal network, natural scenario and beauty of river banks The linkage of canals in this area indicates the connection between physical aspects and the abundance of natural biology. The diversity of plants nearby canal like Chak, Lamphu and coconut tree as well as clean water and local lifestyle of people who stay alongside river are the unique of this area to draw attention from tourists.

Cultural resources for tourism

Traditional Thai-style house is the outstanding figure of Plai Pong Pang sub-district. It is also the local cultural heritage inherited in this area longer than 200 years ago. Recently, there are beautiful 185 traditional Thai-style houses settling alongside river in this sub-district. People in the past tended to build houses nearby to canal since they were depending on river transportation. In 2004, Koo Gam the famous drama used Plai Pong Pang village as a shot scene. This led Plai Pong Pang to become more famous among tourists.

Temples play an important role to consolidate people's spirit. There are four temples in this community 1) Koke-gate Boonsiri, Prachakositaram, Amarawadee, and Si Yaek temples which are reflecting the good morality and Buddhism respected in this community.

Mosques There is one mosque in Samut Songkhram province settling in Plai Pong Pang sub-district. This mosque was founded by Muslim people who move into Moo 9, Plai Pong Pang sub-district or Plai Klong Kaek. The reason to call Klong Kaek (Muslim or Indian) due to this community is mostly occupied by the number of Muslim

population. This is the only one mosque in Samutsongkram holding religious ceremonies.

Thai-orchard lifestyle is generally found in Plai Pong Pang sub-district. It is such a simply lifestyle and closely connecting with canals which has been seen through the boat transportation, cargo and trade in the canal, fish and shrimp trapping. The outstanding social activity showing how Plai Pong Pang closely relates to the canal is orchard lifestyle which is inherited from generations to generations. This is a real local occupation. The characteristic of orchards in Plai Pong Pang is setting up soil nooks to link canal network inside the orchard. The main plantation in this area is coconut which capable to sustain the dynamic of salty and fresh water.

This character is a charm of Plai Pong Pang to draw attention from tourists who fall in love with new local experiences and peaceful area. The Plai Pong Pang Thai-style house conservation club is the first community based tourism in Samutsongkram which trying to present community lifestyle and natural scenario.

CHAPTER V

TOURISM MANAGEMENT IN PLAI PONG PANG THAI- STYLE HOUSE CONSERVATION CLUB

To analyze ecotourism in through the dynamics of participatory management, it is necessary to understand the patterns of resource utilization and resource access, and also basic resource management of Plai Pong Pang Sub-District. Therefore, this chapter presents the patterns of tourism resource utilization and management from the inception of the association, the participatory tourism management of the community, and profit-sharing for the community, and finally the external factors related to change in resource management and resource utilization of the community.

5.1 Tourism Management in Plai Pong Pang Sub-District

The pattern of tourism in Plai Pong Pang Sub-District begins with a tourism service called Home-stay, which is staying with villagers in their homes. The way of life of the community, the livelihood of villagers in the community, cultural inheritance and the abundance of natural resources within Amphawa District are the main community resources. Plai-Pong-Pang Thai-style House Conservation Club Project was set up to increase income for the local community and to follow the government policy which implemented the Amazing Thailand Campaign from the period of B.E. 1998 to 1999. The project administration and committees were under the Sub-District Administrative Organization, which was divided into three sections by the Village Headman or Kamnan ‘Thawat’(who was holding the chairman of Plai Pong Pang administrative organization at that time), who was the committee’s the president at that time (Environmental Research Institute, Chulalongkorn University; B.E. 2005).

Section 1 : Welcoming and tour guide service. This section was in charge of welcoming the tourists, public relations, facilitating tour guide services to various locations related to the community way of life. This section was launched at the Tourist Service Centre, which is located at Baan Kok Kat on Moo 7 in the district of Mr. Tawat Boonpat, the president of the association. Therefore, these duties belonged to Mr. Tawat Boonpat.

Section 2 : Accommodation. This section was in charge of cleaning houses and ensuring preparedness with items such as mattresses, pillows, mosquito nets, bathrooms and toilets for the comfort of visitors. The tourist accommodation service was the duty of house owners in Moo 1, 2, 3, 6 and 7 of Plai Pong Pang Sub-District. House owners had to prepare and keep their houses clean to supporting tourist business.

Section 3 : Food and Kitchen. This section was in charge of preparing local food and facilities to be ready for tourist services. Coffee, breakfast and dinner were prepared to serve to tourists at the tourist service center. Cooks were hired on a monthly basis by the centre. Due to the advanced age of most of the house owners, they were not able to prepare food; and thus there was only one food centre to service tourists.

In B.E. 2000, the association's administrators changed from the Sub-District Administrative Organization to the association of Thai-style Houses Conservation Club in Plai Pong Pang located at Baan Kok Kat, Moo 7. Since there is a new setting up of administrative team of Tambol Administrative Organisation (TAO), Mr. Thavatchai Boonpat was elected to be a TAO committee not the chairman of this organization. The new Sub-District Administrative Organization did not have any policies to support tourism; so the association administration was managed by Kamnan Thawat, who was holding the position of president of the association. At the beginning, there was not much cooperation from villagers because they did not understand the concept of home-stay and were not confident about the security of having strangers in their houses. "The elderly are afraid. People aged 70-80 just want to live their lives as usual" (Chalo Gladgleeb, Interview). Also, the project was restricted to houses along the riverside only; so some were not allowed to enter the project. In addition, they lacked the necessary budget to prepare the houses, building bathrooms, and purchasing beds and accessories was another problem. Therefore,

there were only three pilot houses, including the house of Kamnan Thawat, and his neighbors - Auntie Dam and the village headman Wichit. However, there were another four houses built by the supporting budget of Plai Pong Pang Sub-District Administrative Organization and also four tourist boats in this project.

SELECTION CRITERIA Thai Style House Conservation Club and Regulations of the association of Thai-style houses in Plai Pong Pang

- Features of the Thai style house conservation club, pleasant surroundings, and facilities for tourists are required.
- The house owners can prepare food for tourists to offer monks in the morning.

Firstly, there was public relations through the magazine of the Telephone Organization of Thailand (TOT). The association's work had informally proceeded and duties were not clearly divided; so management and decision power were in hands of the president of the association.

At an early stage of management, tourists were sent to houses in a circular way. For instance, if a tourist stayed with the first house this week, a new tourist would go to the second house the next week; however it also depended on the tourists desire. The president of the association was managing this process of tourists joining home stays, presently is in the hands of Sasiwimon Bunpad, his daughter. To begin, a tourist was charged 400 Baht for a one night stay together with two meals, which did not include the price of the boat tour. In a full package, a tourist was charged 850 Baht for a daytime tour guide, observing the fireflies at night, and house owners also had to prepare food for tourists to offer monks. 120 Baht would be paid to each house owner and 500 Baht was the price for one round of a tour boat. The tourist route, which was determined by the association, focused on viewing the community lifestyle, the nature on the two canal sides, fireflies in the evening, and offering food for monks in the morning in order to respect the Buddhist way of life of the people in the Sub-District.

In B.E. 2000, Plai Pong Pang Village won the Outstanding Tourism Industry Award 2000 given to an urban community managed by the Tourism Authority of Thailand. The Tourism Industry Award is regarded as a positive measure to support and develop a sustainable tourism industry. The tourism industry competition aims to promote and develop every side of the industry so that it can be carried out in a

sustainable way. In addition, it can encourage the tourism industry in both management and service. By receiving this award, being supported by the Department of Community Development through public relations, broadcasting the village proceeding over MCOT channel 9, and publicizing the tourism pamphlet inside the magazine of Aur Sor Tor, the village of Thai style houses in Plai Pong Pang has become more well-known; and thus tourists, both domestic and international, have begun to arrive in increasing numbers.

After the Plai Pong Pang Sub-District became better known as a tourist destination, it affected the number of home stays, which climbed up to 25, spreading over Moo 1,2,3,6 and 7 within the Plai Pong Pang Sub-District. It was found that in B.E. 2002 there were eight tour boats belonging to the association and that the number of tourists were over 500 per month. The rising number of tourist arrivals has brought about environmental change and disturbed the way of life of the people in Plai Pong Pang Sub-District. Firstly, waves from tour boats have been eroding the land of the villagers due to the water currents; so villagers had to build a cement dam replacing the natural mud bank. “Mostly, the river bank is more destroyed because there are a lot of boats. In the old days, the bank was sometimes collapsed but not as much as it is happening these days. We had used small boats but now it is big boats” (Tawee Pueng-poe-thong, interview). Furthermore, the noise of the tour boats annoys and disturbs the daily life of the villagers who live at the riverside, in particular, if they have cork trees. “Some families might be annoyed. Many people had even cut a cork tree because a dog barked at it” (Aunty Thong-dam Krishana-seranee, Interview). This led to conflict in the Sub-District between groups of people who entered the project and those who had not. The president at that time, Tawat Bunpad (presently he is holding the position of Samutsongkhram provincial council), resolved the conflict between the two groups of people through negotiation, and gave gifts to those house owners who had shouldered the effects of tourism. Additionally, the problem within the group was resolved by improving the boat engines and training boat drivers. Therefore, conflicts have been reduced and less intense.

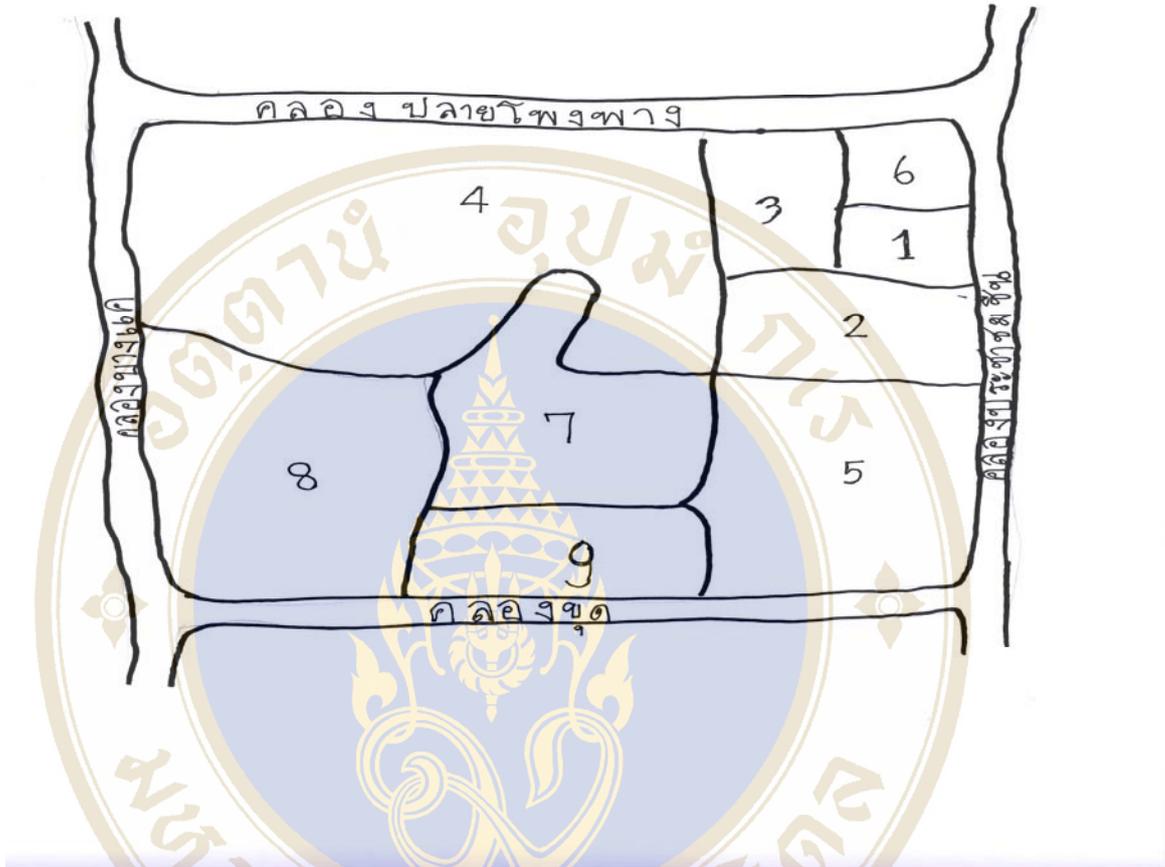


Figure 5-1: Villagers of the Plai Pong Pang Sub-District

The arrival of tourists changed the economic system from subsistence economics to commercial economics. Prices of coastal lands have been rising because they have attracted entrepreneurs to invest. As of B.E. 2006, resort accommodations increased, and villagers were selling part of their lands to entrepreneurs. Additionally from the interview and data collection in the area, there are 9 resorts founded in this sub-district. From this point, traditional tourism was replaced by facilities of the resort business. This had the effect of decreasing the abundance of resources and also the habitat of the fireflies, and an increase in pollution from tour boats declined the number of fireflies. According to Patrawan Lerdsuchatwanid (B.E.2005), the number of fireflies has significantly decreased, in particular, during the touring season; and due to the incoming resorts, the number of guests received by the association have declined, so the income of villagers, with 20 tour boats nowadays, has decreased. The

average number of tourists taking boat tours in Plai Pong Pang and Amphawa Sub-District are displayed as following picture.



Figure 5-2: The number of tourists between B.E. 1999-2008

Table 5-1 The number of tourists staying in Thai style-houses in Plai Pong Pang

Year	Number of Houses in the Project	Average person / a month (tourists)	Person / House / Week (Tourists)	Person / House / Month (Tourists)
1999-2002	10	100	3	12
2002-2006	25	400	6	24
2007-Present	18	300	4	16

As seen in table 9, the decline in tourist numbers has decreased the villagers’ income. During B.E. 2002-2006, tourism in the Thai-style houses in Plai Pong Pang attracted 400 tourists per month on average. Whereas, at present, there are average of 300 tourists during the tour season; except during long holidays, for instance, New Year or Song Kran festival, when there are only 100-200 tourists per

month. It can obviously be seen that there is a trend in declining tourism for the association.

The present tour program of Thai style houses in Plai Pong Pang

Day 1

- 13.00 Floating down the canal to see village lifestyle, Thai-style houses conservation club, coconut sugar production, and pomelo garden
- 15.00 Free time for relaxing or swimming in the canal
- 17.30 Having dinner from orchard recipes
- 19.00 Floating down the canal to see the night scenery and enjoying the inspiring sight of thousands of fireflies which twinkle to attract mates on the two side of the canal
- 20.00 Back to the homestays and free time to relax

Day 2

- 06.30 Waking up early and offering food for monks who come by boats
- 08.00 Having breakfast
- 09.00 Floating down the canal to see way of lifestyle of the villagers at Mae Klong riversides, to visit the museum of Wat Phummarin Kudi Thong (Golden hermitage temple), to view the carved wooden murals at Bang Kae Noin temple and Ubosot Prok Podhi at Bang Kung temple
- 12.00 Visiting the King Rama 2 Park to see the garden of flowers in literature, and Thai style House Museum (Fee 20 Baht per person) and having lunch
- 13.00 Back to the homestays

The orchard house, managed by the association, displays a coconut garden and coconut sugar production belongs to Taweesak Praipruerk. He is a member of the association of Thai-style houses in Plai Pong Pang. There is no charge for visiting the coconut garden; Taweesak might have received increased income from when the sale of his coconut sugar to tourists. The garden visit is led by Kamnan Tawat Boonpat, and the Pomelo Garden is in this area. His daughter informed that 3-4 years ago, the pomelo trees had bore enough fruit to sell to tourists, but these days the pomelo trees

are so weak that their fruits are not sufficient for sale but only for tourists to taste. As for floating down the canal to see the community lifestyle, tourists would be directed to take boats from the canal in front of their homestays leading to Mae Klong River to see the beauty of temples and to visit the King Rama 2 Park located at Mae Klong riverside.

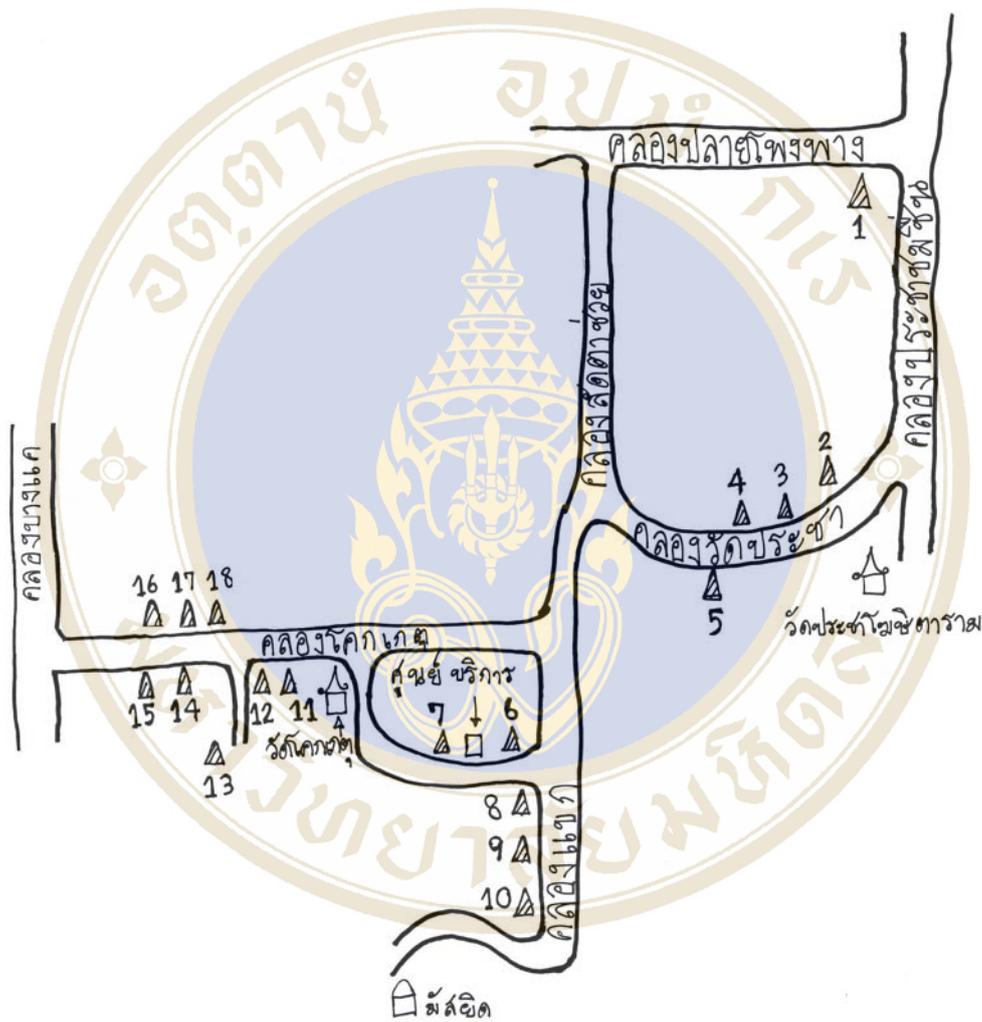


Figure 5-3: Displaying the number of houses entering the association of Thai-style houses in Plai Pong Pang

The location of houses in the project are scattered within the five villages of Plai Pong Pang sub-district, including 1 house on Moo 1 Pak-won village, 1 house on Moo 2 Wat Pracha village, 2 houses on Moo 3 Ladta village, 1 house on Moo 6 Wat Nang Pim village and 7 houses on Moo 7 Kok Ket village, a total of 25 houses. These houses connect to each other by canals through the Plai Pong Pang sub-district.

Table 5-2 The Lists of Household which are participating in the project

No./ Name	Moo
1. Thongsuk Yamasamitr	6
2. Taweesak Praipruet	1
3. Sompong Phumtian	3
4. Lek Sriwangprai	3
5. Somnuek Srakong	2
6. Thawatch Boonpad	7
7. Ban Suan Som of Gamnan Thavatch	7
8. Thongdam Krisnaserani	7
9. Atchara Sihachan	7
10. Glia Parnma	7
11. Glai Muangrom	7
12. Somphong Muangrom	7
13. Mali Yosviparn	7
14. Sanom Prasopsaeng	7
15. Thongdi Maprakop	7
16. Prapa (Tew) Boonpad	7

Table 5-2 The Lists of Household which are participating in the project (cont.)

No./ Name	Moo
17. Arun Glinthong	7
18. Samrui Nakphuma	7

5.2 Characteristics of Tourism Resource Management in Plai Pong Pang sub-district

5.2.1 Characteristics of access, rules and collaboration for resource preservation in Plai Pong Pang sub-district

As an agricultural society, the livelihood of the people in Plai Pong Pang sub-district has been connected and dependent on sharing natural resources. After B.E. 1999, their lives changed as a result of the arrival of tourism. Tour activities are still nature-based by utilizing and depending more on natural resources. As shared resources used for daily life and for the tourism occupations of the people in Plai Pong Pang sub-district, the access to natural resources has been open.

It is difficult to prevent people from using water resources, because boat transportation has been used within the sub-district since the old days. Although roads have been built since B.E. 1989, villagers still use boats for transportation, though the number is less. In B.E. 1999, the arrival of tourism revived the use of transportation by water. There is no zone determination or rules to coordinate boat tourism because water resources are seen as open access. “Here, boats can be ridden anytime and for the whole day. There is no prevention for tourists’ coming. The public resource is not forbidden” (Arun Klin-thong, interview). Moreover, there is no prohibition for boats from outside areas. Due to the fact that everyone can gain access, the problem of overuse has been brought about. After the number of tour boats have grown in both of inside and out side area. The number of both internal and external tourist boats is increasing to 48(Riverine Trasportation and Commercial of Samutsongkram), waves of boats have accordingly raised; so river bank erosion is increasing. The community’s

calm has been destroyed. Also, the number of fireflies is decreasing because of smoke from machine oil.

Natural resources, the environment and the beauty of two side of the canal are under a complex status of property rights. That is to say they belong to a person, in one pattern of land rights; on the other side, they are under community rights. Prohibition seems to be difficult. The change in land ownership and the change of land use into homestays and resorts are not controllable on account of the changing of way of community life. When the material development was introduced to community, local people were persuaded to change their land management pattern. Most of the natural land was changed to build houses and resorts to accompany tourists. This can be obviously seen through the degradation of land for agriculture in Plai Pong Pang. In 1988, there was 8,391 Rai but decrease to 5,187 Rai in 2008. (Agriculture Department of Samutsongkram; 2008). In conclusion, the agricultural land in Plai Phong Pang has been decreased nearly 40 percent activities were introduced to this community.

In Plai Pong Pang sub-district it is not easy to forbid access to natural resources or to determine limits for access because the water current is moveable and it is impossible to demark the ownership clearly. Even though the beauty of the trees and nature alongside the canals are in the area of one's rights, others can also gain access. The society in Plai Pong Pang sub-district is mainly one of orchard growers and generally, it is tied up with a relative system. Hence, there are no direct patterns or regulations for resource management and resource utilization within the community. Patterns of use and regulations are likely to be informative, to remind, and sympathetic. For example, people in Plai Pong Pang sub-district follow the rules of Riverine Transportation and Commercial of Samutsongkram. "Villagers usually remind each others as relatives. Just tell them to be quieter and then some people who understand would improve it (Aunty Urai Sarup-rad, interview). By the villagers' account, when there was a problem about noise from tour boats or waves eroding canal banks, they would talk to find a way out. A 'red flag', which indicated to ride the boat softly because of the strength of the waves, might be raised up at some houses. Boats in the area know this sign well. There are not any regulations, but it depends on gracious consideration.

Plai Pong Pang society has been connected with water currents since ancient times. Although the way of life, currently, has been changed to tourism oriented society, water remains a way of building income within the community. Tourism, which is based on rural society, the way of life and the natural environment alongside the canals, comes from the existence of water. Therefore, villagers collaborate for the preservation of water without regulations. The public consciousness of people in the sub-district is only one requirement. “We don’t throw rubbish into the water because we want it to be clean” (Aunty Urai Saruprad, interview).

5.2.2 Participation in tour activities of community members

Opinion Sharing meetings and summons regarding tourism management of the Plai Pong Pang Thai style house project were held for the first two months when the project was set up. Problems related with the house’s condition, improvement in the project, and tour routes were the subjects. From B.E. 2006, resort style buildings have started being built. Their characteristics emphasize comfort and the tourists’ privacy. Each house is divided. Resorts at the Plai Pong Pang sub-district are an investment of local people who have capital. Tourists, who demand comfort and privacy, prefer to choose resorts; so, the number of tourists entering the Thai-style houses of the association has decreased. Currently, a meeting is specifically called during the New Year or Song Kran festival due to the stability of the homestays management and the number of guests decreasing. Tourists have been distributed to new resorts emerging within the sub-district. There is 9 resorts at the moment; 1) Ban Rak Resort 2) At Plai Phong Pang Resort 3) Dowthong Homestay 4) Baan Rue Rim Clong 5) Baan Suan Leelawadee 6) Baan Klang Suan 7) Bann Lung Rueng 8) Baan Thep Hasadin and 9) Baan Sap Mahasarn. Therefore, there is not much trouble with guest service. Mostly, participants of the meeting are villagers who are members of the Plai Pong Pang Thai style house conservation club project. Opinion expression is usually from the project leader, and his daughter (Sasiwimon), takes further responsibility and presents ideas to the members. Members only say whether they agree or not. In addition, when the association is not informed about the exact number of tourists and the fee which is gained from tourists’ accommodation charges, villagers are not able to do anything. They lack self-confidence and do not dare to express any opinion because the

patronage system makes them aware of the people who started the Thai style house conservation club project at Plai Pong Pang.

Resolving and realizing problems of local people - Due to that fact that the community in Plai Pong Pang sub-district is a small society, the entire community knows if there is a problem. The project leader is in charge of resolving conflicts over tourism problems. The leader solves all problems within the project, and problems between people who enter the project and who do not. “We only perceive what happens but do not do anything. It depends on him” (Prapa Bunpad, interview). “There was a problem of cork tree-cutting at the beginning of the project. The sub-district headman negotiated with villagers” (Sasiwimon Bunpad, interview). There is no pattern for problem resolution. Talking is generally used for members of the project, whereas the village broadcasting tower is used to inform people who have not entered the association, and also the headman would go to negotiate with them.

The characteristics of the division of benefits from tourism resource utilization - Natural resources, trees and water, as shared resources of the people in Plai Pong Pang sub-district have been utilized for tour activities by people in Plai Pong Pang sub-district who join the association. It is essential to note that a reasonable share has been portioned to villagers who have not entered the association as they also owners of the tourism capital. So that there would be no problem with resource sharing it is as follows:

Proportion of benefits provided to participant groups of the association – portion is divided into two types, according to patterns of visiting tourists.

Type 1 250 Baht /1 person/ 1 night for a tourist who only requires staying over the house

The house owner would earn 120 Baht/1 person/ 1 night. The owner’s duty is to prepare food for a tourist to offer the monks in the morning. The house of the president of the association would obtain 130 Baht/1 person/ 1 night and also receive 100 Baht/1 person/1 trip from tour boat. A guest would get breakfast, coffee and dinner services prepared by the president’s family. A boat driver would earn 500 Baht per 1 trip. In general, if tourists purchase a tour package, the boat operation will be two trips as seen in the table below.

Table 5-3 Displaying the role and duties, and the amount of money received by members of the association of Thai-style houses in Plai Pong Pang

Role	Duties	Receiving Money (Baht)
a house owner	Preparation of accommodation/ food for offering monks	120
a boat driver	Operating a tour boat	500
the president of the association	Preparation of breakfast, coffee and dinner	230
Total Amount		850

In the case of expenses, there is no reimbursement due to the fact that offering food to monks is the house owners' daily routine. Also, water and electricity fees are not calculated because these are included in their expenses. Whereas, the president of the association pays for food 120 Baht/ 1 tourist/ 1 day, hiring a cook 5,000 Baht/month and a gardener 4,000Baht/month. As for the boat driver, fuel expense is 100 Baht/1 trip.

Proportion of benefits provided to group who are not member of the association

People who are not members of the association – At the very first step of the tourism industry project during B.E. 1999, there were not many tourists, only four tour boats, and there was no conflict in the community. By B.E. 2002, the number of tourists had started to increase and the number of tour boats in the community had risen to eight. Consequently, there were problems from boat noise, waves increasing caused by the frequency of boat travel, and boat riding to view fireflies in front of villagers' house. Plai Pong Pang community is an agricultural society and most orchid farmers keep dogs; consequently, dogs bark at the tour boats. Villagers, who live in the community but have not received the benefits from tour activities, were not satisfied and as a result they expressed their unhappiness by cutting cork trees. Therefore, the head of the Thai style house at Plai Pong Pang project (a member of provincial council: Buntawat Bunpad) negotiated and gave presents to villagers who did not join the project and who lived along the route of boat tours within the

community. In addition, boat engines were improved, new boat chimneys were added to decrease noise, and boat drivers were warned. Finally, the conflict has been reduced. “It could not compensate for us but it was a soothing reward” (Aunty Puntien as a person who not join the project, interview). Although it was not a big present and could not compensate for the loss of privacy, it was a display of kindness. After B.E. 2006, the Thai style house project stopped giving presents. Boats of resorts in the area and tour boats from other tourism traders started arriving, and the area of Plai Pong Pang sub-district was being used as a route to the Amphawa Floating market. This decreased the income from tourism during B.E. 2002-2006. However, villagers who are not members of the project still understood the reason that the association had abolished the present-giving system.

4) The indirect benefits from tourism

4.1) Environment and resource Dimensions

The coming of tourists draws people to more realize and take care of water resource since water is important for livelihood and capable to support earning from tourism. The clean water and canals build up impression for tourists.

4.2) The extra income for community

Population in Plai Phng Pang can earn higher income from selling agricultural products to tourists who also join homestay and orchard visit programmes. “30 percent of banana are sold out to tourists 15 THB for a cluster of banana (averagely 15 banana in one cluster)” (Ajarn Thongsuk Yamasmit, interview). As well as the coconut sugar price of Khun Taweesak Praipruек who is selling it to middleman for 27 THB per kilogram while he capable to sell to tourists for 30 THB for kilogram.

4.3) Service business and trading for tourism dimensions

Service business

Plai Pong Pang sub-district becomes more well-known and this influences the increasing of service business. Due to the data collection and interview in this area,

this research found that since 2002 until now there are nine resorts business providing accommodation service and restaurants. These business activities were introduced to community due to the expansion of tourism.

Another popular occupation in this area is tourism boat. Since the main transportation in this sub-district is rely on water, the main vehicle is boat. There are 48 registered boats in the sub-istrict. (Data from Riverine transportation and navy commercial department of Samutsongkram). In 1999, there were only 4 boats providing services in the Plai Pong Pang Thai-style house conservation club.

Trading

The products of One Tambol One Product Project such as healthy sandals made from coconut are very popular among tourists. From the interview with Khun Veerachit Chanpeng who starts making it for four years, he said Plai Pong Pang is quite popular among tourists so we should have some unique products to draw attention from tourists. This is the origin of production coconut bone sandals and it received four star awards from One Tambol One Product Project of Samutsongkram province. This product also had been brought to show in product exhibition at Muang Tong Thani Convention Hall which were impressed by many media such as Dailynews newspaper and Cable T.V. Many people who seriously care about health will know this product very well. People can purchase directly in community which the product will be promote at the office of the Plai Pong Pang Thai-style house club or get products by post. During the year 2002 when the tourism of Plai Pong Pang was very popular among tourists, there were 100 pairs of shoes could be sold out for a month. The price of female shoes is 250 THB while 350 THB for male shoes. Tourism in Plai Pong Pang is main factor to support the success of coconut bone-sandal business.

Another famous product under One Tambol One Prouct Project of the Plai Pong Pang Thai-style house club is the actor's mask which gain indirect benefit from the visit of Plai Pong Pang Thai-style house conservation club or the introduction from media. Media and the club are the main channels to promote public relation of these products. We said indirect benefit because the main market are still at Suvarnaphumi

airport, big department stores, and Amphawa floating market. There is no product selling at the Plai Pong Pang Thai-style house conservation club since the number of production is lower than the consumer demands.

All above mentioned products are the indirect benefits that Plai Pong Pang sub-district receives when tourism plays an important role in the area. Tourism creates part-time job and many service businesses.

5.3 Outside factors related to tourism resource management within the community

5.3.1 Policies, regulations and projects relevant to Eco-tourism

Samutsongkhram province has carried out a four-year action plan (B.E. 2005-2008). Samutsongkhram is a province which emphasizes development and promotes itself as a city of seafood and organic fruits. The province aims to be a center for vacation and canal-based ecotourism, and also to encourage Samutsongkhram people to love their native land and help each other.

Provincial Vision is “a city of seafood and organic fruits, a center for vacation and international canal-based ecotourism, a land of people who love their native land, environmental preservation, and precious culture”.

Strategy is

- To develop canal-based tourism
- To promote tourism marketing and public relations
- To develop the capacity of the service sector and community organizations/networks in order to support employment and to increase income
- To recover and to build the balance-point of ecotourism
- To strengthen the community and local areas in aspects of tourism resource management
- To prohibit businesses and activities which have an impact on ecotourism on both environmental and cultural sides, such as raft restaurants, floating discotheques, and scooters

Aim : income from tourism increase of 1.5 percent per year

From the four-year action plan of Samutsongkhram, it can be seen that the province has been aiming to develop the province's tourism into ecotourism. However, the huge growth of tourism in Samutsongkhram has led to many problems, i.e. the number of resorts has risen up to 113, the problem of solid waste management coming after the flow of tourists, and the over usage of natural resources as tourism capital. Samutsongkhram province has been aware of these problems and has resolved some of them.

Table 5-4 Government office and other organization involving with tourism and environment management

Stakeholder	Mission
The community head of Plai Phong Pang sub-district.	- Plays a role to organize natural preservation activities in the area.
Plai Pong Pang Tambol Administrative Organization	- Promote tourism and develop the scenario of Plai Pong Pang sub-district to draw attention from tourists - Settle the service center for tourists
Public Relation Office of Samutsongkram Province	- Implement public relation policy to promote tourism
The Office of Riverine Transportation and Navy Commercial of Samutsongkram Province	- Enforce the regulation to control boat rowing in this area -Measure how fast and loud noise of the boats

Table 5-4 Government office and other organization involving with tourism and environment management (cont.)

Stakeholder	Mission
The Office of Tourism and Sport of Samutsongkram Province	<ul style="list-style-type: none"> - Coordinate implement project regionally on behalf of the Ministry of Tourism and Sport - Coordinate, promote and support the development of tourism industry - Produce the update report on tourism - Protect and provide solutions about tourism - Promote, support and share suggestions with local development organizations, community network, population and relevant organizations which are also working on tourism mangement. - Conduct secretariat works of the committee for tourism development
Office of Natural Resources and Environment of Samutsongkram Province	<ul style="list-style-type: none"> -Design environmental planning of Samutsongkram -Take care of environmental issues of Samutsongkram province as well as seek for solution of environmental problems created by riverine tourism in Samutsongkram province together with the Riverine Transportation and Navy Commercial of Samutsongkram

Table 5-4 Government office and other organization involving with tourism and environment management (cont.)

Stakeholder	Mission
	<ul style="list-style-type: none"> -Support villagers to love and care about their homeland -Provide capacity-building training and exposure trip for TAO to equip them about specially waste management -Organize training about eco-tourism curriculum
Office of Agriculture of Samutsongkram	<ul style="list-style-type: none"> -Develop agriculture tourism sites -Promote Agro-tourism sites
Office of Tourism Authority of Thailand	<ul style="list-style-type: none"> -Promote preservation tourism of Samutsongkram in the website of Tourism Authority of Thailand -Create the introduction handbook of preservation tourism of Samutsongkram to provide more information about tourism sites, accommodation and restaurant of this area -Coordinate with relevant organization to develop the traffic sign
The Coordination Center of Local Research of Samutsongkram	<ul style="list-style-type: none"> - Support local community to manage their knowledge and create mechanism to solve their own problems based on the consideration of community needs. Local community must be included in all processes of the research for instance to indentify the research issue, analyse and build the linkage between local wisdom and modern knowledge

Table 5-4 Government office and other organization involving with tourism and environment management (cont.)

Stakeholder	Mission
	<p>through research.</p> <ul style="list-style-type: none"> - Promote the creation of knowledge to develop structure and tourism management pattern in order to determine the tourism policy and planning in term of regional and local tourism. This strategy intends to provide more benefit for the country as well as generate the income to local communities through the creation of local knowledge on history, culture, bio-diversity, historic venues, historic materials, and community based tourism. Through these promotion, community can access more choices to develop themselves and utilize local resources for sustainable tourism. <p>The research guidelines of 2009 are;</p> <ol style="list-style-type: none"> 1. To develop local research project at least three projects to promote community strength and capable to develop learning process properly for the faculty of Agricultural Technology. 2. To follow-up the support on resreach project for local community which is on the process of implementing.

Table 5-5 Private organization

Stakeholder	Mission
Kon Rak Mae Klong Community	<ul style="list-style-type: none"> - Gathering people in Samutsongkram province to follow-up any movement in the province to create learning for the Kon Rak Mae Klong Community - Provide forum to other sub-districts in Samutsongkram on these following issues; <ol style="list-style-type: none"> 1. Community development 2. Environment 3. Technology and Information 4. Culture <p>Most of the programmes are in pilot phase which implementing in some sub-districts only.</p>

Administration of Samutsongkhram province and government agencies

Problem resolving by limiting the number of resorts and determining the carrying capacity of the area

Owing to the great popularity of the Amphawa district, resort business has been taking interest and has emerged at a significant level in the area. However, it has become a problem recently because many resorts try not to register with the government agency. It is difficult for the government agency to control or resolve this problem because it can not thoroughly follow up. Therefore, it is not easy to limit the number of resorts and this finally has the effect of an excessive number of tourists in the area.

To resolve the problem of greater numbers of tourists than can be supported by the area, natural resources and environment, the province has established a plan for preservation, a parks principle by means of letting nature recover itself. For

instance, Phu Kradung will be closed for a fixed time. Likewise, there was a suggestion to close the floating market for three months a year. However, this was not acceptable to the committee members. The conflict or the misunderstanding was caused by the tourism sector, which considers the income gained from tourism. It can be seen from the aim of the province, which requires an increase of income by 1.5 percent every year; that certainly, if the market is closed, some income will be lost so this plan was canceled.

In B.E. 2008, Samutsongkhram province launched the floating market project at Bang Noi of Bangkoktee district through cooperation between the office of Natural Resource and Environment, and the Department of Environmental Quality Promotion. The project first aimed to redistribute the tourist density from Amphawa, whereby green community and the recovery of riverside culture is built as an alternative for tourists. Secondly, problems in Amphawa have a plan for resolution. Furthermore, it is the solution for the overall picture of tourism income because tourists remain traveling in the province. Finally, marketing promotion for Tha ka floating market has been addressed, and the opening days have been extended from the second, third and seven nights, to include weekends as well, for supporting tourists from Amphawa.

Creating consciousness to local people

One problem of the Samutsongkhram province is land sales. The popularity of tourism attracts investors to do business and outsiders possess capital desire to build riverside vacation houses. This leads to a rising price in riverside land. Some villagers have divided their land to sell because of these high prices. “At past villagers had lived their lives without cutting trees. Cork tree is even indicated in the title deed but after the lands purchased by outsiders; trees were cut to build the dam for protecting the bank erosion, to identify the area scope and to make the fence. So, the community has lost the diverse riverside-area because trees were cut to dam. It could be viewed in two points; the first is it is personal rights according to the title deed but the second is the community rights. However, they have their personal rights to do it” (Natural Resources and Environment of Samutsongkhram, interview). Thus, the province applied a strategy for environmental management of Samutsongkhram between B.E. 2009-2011. Villagers are encouraged to care for and preserve their

native land for their descendants, and so this led to the establishment of the Love Mae Klong Association in B.E. 1999 by Thai Volunteer Service Foundation (TVS). The association has launched a volunteer youth program for preserving the Mae Klong project within the area of Samutsongkhram, focusing on activities which encourage youth to realize the value of their own environment and local resources. The activities promote a learning process in local areas of Mae Klong, and educate students in the subjects of tourism and environment studies. Furthermore, TVS has cooperated with the local Education Service area to set up a Love Mae Klong youth group. It raises consciousness among teenagers in to value the environment and local resources. Wat Kok Ket school has joined with activities to adjust the landscape on important days.

The project of creating consciousness and activities for natural resources and environmental preservation

Due to the fact that Samutsongkhram is city that is popular among tourists, there have been negative impacts on the area. The governor of Samutsongkhram province has initiated a policy and activities to create public consciousness, and to preserve natural resources and the environment. Between B.E. 2006 – B.E. 2008, there was a pilot project and a provincial project. The pilot project included a cork tree reforestation project by villagers and the development of land into buildings and public utilities. The project, by Samutsongkhram province, was a strategy to build appreciation for peoples' hometown. Amphawa and Klongkone sub-districts were at the beginning point by campaigning for and distributing cork trees for people to grow. Plai Pong Pang sub-district has accepted the policy, and there is cork tree reforestation project as of B.E. 1979. The second one is a beautification of the canals and clean water project, which is a demo project of The Ministry of Natural Resources and Environment, trialed at Thaka. The project has run a solid waste collection program by boats, held community meetings on how to manage solid waste, oil wells and water quality measurement, and also the distribution of oil earnings. In B.E. 2006, a clean canal competition was held to encourage all of the areas area to follow this policy. Moreover, there was the soundproof box project implemented with the cooperation of the office of Natural Resource and Environment of Samutsongkhram and the private sector. Exhaust pipes and soundproof boxes were distributed for free to 2 tour boats and then it was found that the noise level of these boats was under the noise standard

level when tested by the Riverine Transportation and Commercial of Samutsongkram . In B.E. 2008, a noise test was held every Friday and 40 percent of those over the standard level of acceptance were found at the end of the project.

These projects were a pilot held by Samutsongkhram as a model, and subsequently drafts of the projects were distributed to the sub-district Administrative Organization. The project designed by Samutsongkhram provincial policy, which all the Sub-District Administrative Organizations have to follow at the same time, included a big cleaning day project. In B.E. 2008 there was a cleaning project of the whole province, emphasizing the collection of waste in the canals. Normally, a big cleaning day was set up twice a year, on World Environment Day and River and Canal Preservation Day. All the Sub-District Administrative Organizations developed performance plans and also attached photographs of the activity. The department head was then sent out to examine the performance because every local administrative organization was obligated to take action.

Supporting and Encouraging People to participate in decision making

On behalf of Samutsongkhram Province, the governor has called tourism entrepreneurs for a meeting once every two months so that entrepreneurs can share opinions and co-operate in problem solving. There is, however, a limitation in that some entrepreneurs do not like to join the meeting and to understand the problems. Additionally, public relations are not distributed thoroughly. Only some boat drivers, resort entrepreneurs and the president of the association of Thai-styled houses in Plai Pong Pang usually participate in the meeting, whereas people who have no tourism-based business will not join because they think it does not concern them.

Future plans for natural resources and the environment in B.E. 1979, Samutsongkhram include the creation of an environmental volunteer network and the provision of a workshop on water quality measurement by Dissolved Oxygen (DO), whereby the application is open for use by representatives from all sub-districts and villages. This project emphasizes water preservation as environmental capital of Samutsongkhram province and also focuses on people's participation so that they will know and understand the water situation in their local area (Natural resource and environment of Samutsongkhram, interview). In addition, there will be a project, in

cooperation with the Regional Environment Office 8, on training in knowledge of community rights and the environment.

Public Relations

Public Relations is one of the means by which Samutsongkhram campaigns or publicizes environmental activities and also ecotourism in the province. Samutsongkhram province has announced the campaign for solid waste management, city cleaning, local participation, and city tourism through radio and television programs once a week, broadcasted by the 'Governor meets the people' show. In addition, there is public relations to encourage cooperation in cork tree forestation in the pilot project areas, including Amphawa and Klongkone, though this also was distributed to other areas of the province. Another project is to decrease the noise of the boats for fireflies in order to encourage compliance of tour boat entrepreneurs. Firstly, boats that are regularly tested for noise level with the Riverine Transportation and Commercial of Samutsongkram will receive one coupon each time, and the collection of ten coupons means a discount in purchasing a sound proof box. Additionally, a blue flag is given as a sign that the boat has joined the effort for firefly preservation. This is promotion of tourism which realizes the value of environment. Moreover, there is promotion done through the website of the Samutsongkhram Agricultural Extension Office to inform tourists of the ecotourism activities.

A future plan for B.E. 1979 is to publish tour guide book, containing explanations of the resorts and homestays in both Thai and English, supported by the budget of Samutsongkhram Province.

These projects are promoted by Samutsongkhram and distributed to local areas to implement. Samutsongkhram has worked to creating public consciousness and publicize to everyone in the province, encouraging them to love and realize the value of their native land. However, Plai Pong Pang has gained only indirect results because it has been carried in out at the level of pilot projects. Although project plans have been distributed to the Local Administrative Organizations, action depends on the Organizations' deliberations and policy response to the province. "The area of Plai Pong Pang depends on the demands of the Local Administrative Organization and our duty is only to spread knowledge. Tourism is no exception; the local area has to take

care itself and does the budget. Development is from the local administrative organization because we already have given them the power” (Tourism and Sports of Samutsongkham province, interview). This is one of the limitations of the policy. If the local administration does not have any project or budget to respond to the provincial policy, local development project is not able to implement the plans of the province.



CHAPTER VI

AN ANALYSIS OF THE MANAGEMENT OF TOURISM AS A COMMON RESOURCE

In this chapter, change in the management of tourism as a common resource in Plai Pong Pang Sub-District is analysed utilizing the framework of Oakerson (1992). According to this framework Tourism management can be categorized in 3 phases: 1) 1999 – 2002: The first period of Tourism Management within Plai Pong Pang Sub-District; 2) 2002 – 2006: The peak period when the Thai traditional style houses in Plai Pong Pang were the most popular for tourism; and 3) 2006 – present: The period when the Tourism association for Thai traditional style houses in Plai Pong Pang has been affected by the emergence of resorts in the area. The analysis illustrates the change in resource management respectively in each period, which leads to the current management of tourism by the Association of Thai-style Houses in Plai Pong Pang. Lastly, the 7 basic principles on Eco-Tourism by Gail Nash (1997) are used to analyze the outcome of the management.

In the analysis of Tourism Management in terms of the Dynamics of Common Resource Management, according to the framework of Oakerson (1992), all 3 periods of Tourism management show adjustment and changes in the pattern of common resource management for tourism by the community members of Plai Pong Pang year by year, as illustrated by the following figures:

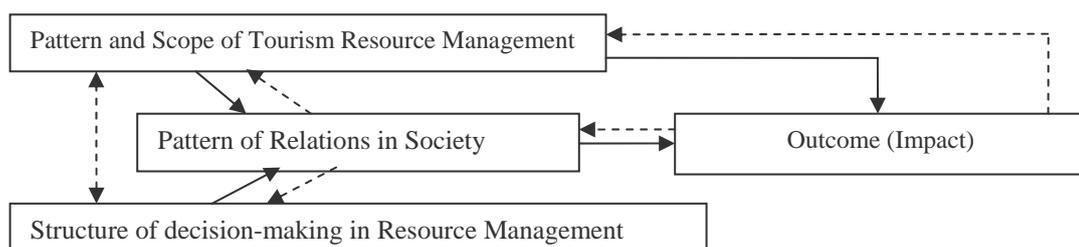


Table 6-1 Dynamics of Tourism Resource Management in terms of Common Resource Management for each phase from 1999 to present

Analysis of Tourism Resource Management	1999 – 2002	2002 – 2006	2006 – present
Pattern and Scope of Tourism Resource Management	<ul style="list-style-type: none"> - No restrictions or control on the exploitation of resources - The use of resources for livelihood of people in the community - Rich in resources and communal style of living 	<ul style="list-style-type: none"> - Increase in exploitation of resources for touristic activities by the Association of Plai Pong Pang Thai-style Houses Comservation club. - Change in environment due to increase of resource exploitation 	<ul style="list-style-type: none"> - Exploitation of resources by investors and entrepreneurs - The natural environment replaced by resort-styled buildings
Structure of decision-making in resource management	<ul style="list-style-type: none"> - Informal pattern of tourism management; no definite regulations and agreements 	<ul style="list-style-type: none"> - Conflicts between the beneficiaries of the tourism activities and people who were negatively affected by tourism 	<ul style="list-style-type: none"> - The Association of Thai-style Houses terminates giving gifts to people who were negatively impacted - Regulation to control boats in Ampawa district by Riverine Trasportation and Commercial of Samutsongkram - Environmental management scheme 2009 – 2011 by Samutsongkram Province encouraging people to preserve and conserve their community’s areas

Table 6-1 Dynamics of Tourism Resource Management in terms of Common Resource Management for each phase from 1999 to present (cont.)

Analysis of Tourism Resource Management	1999 – 2002	2002 – 2006	2006 – present
Pattern of relationships of people in society	<ul style="list-style-type: none"> - Interdependent relations between members of the community 	<ul style="list-style-type: none"> - Relations in conflict between people who benefited from tourism and people who were negatively affected by tourism 	<ul style="list-style-type: none"> - Decrease in attachment to locality and in community cohesion
Outcome (Impact)	<ul style="list-style-type: none"> - The first phase (1999 – 2002 A.D.) was highly implemented in accordance to the ecotourism framework - Tourism pattern was trying to present the local lifestyle and local traditions. 	<ul style="list-style-type: none"> - The second phase (2002 -2006), a reduction of ecotourism was found - The pattern of tourism changed to benefit individuals or their relatives - Change in environment and natural resources due to exploitation by tourism 	<ul style="list-style-type: none"> - The last phase (2006 until recently), the reduction of ecotourism was found in the area due to the high utilization of tourism resources. - Decrease in natural resources due to over-exploitation in the area; tendency towards unsustainable development

6.1 An Analysis of Tourism Resource Management in 1999 – 2002

6.1.1 Pattern and Scope of Tourism Resource Management

In this first phase, natural resources in Plai Pong Pang Sub-District were abundant. For instance, fishing in the canals or streams was essentially effortless. People easily caught fish or other freshwater creatures for their meals since there was a plentiful supply of fish and aquatic life in the canals. Nipa palm trees were also bountiful in the area during this period. Local people could cut their fruits without permission from others. As one local said, “They [nipa palms] are naturally grown by themselves; we only cut for our consumption, not for sale” (Mali Yosavipan, interview). In terms of navigation, most local people usually used boats as their form of transportation within the community or to nearby communities, since the inhabitants of this area are mainly connected by rivers and canals. Rivers are utilized as the main thoroughfare for the area, including trade, which is reflected in the daily life of people of the Plai Pong Pang community. The access to natural resources was without restriction or limitation. The utilization patterns of natural resources were primarily for livelihood and self-reliance.

There was a low level of exploitation of natural resources for tourism since the local people were hesitant to organize tourist related activities. There was uncertainty regarding the attractiveness of representing rural and community life for tourists and the potential to generate income for the community. Tourism in this first phase was necessarily characterized by the pristine and abundant conditions of the natural environment and rural lifestyle. It was evident in standard of living of the community members, who were dependent upon natural resources. These natural resources were freely accessible and there was no conflict or contestation over their use. During the first period with the introduction of tourism activities into the community, the traditional local life of the community could be accurately portrayed. The management of common resources in the community was not a concern due to the fact that the community resources were unspoiled and, therefore, local people did not realise the necessity of restriction or regulating the access to resources in Plai Pong Pang Sub-District.

6.1.2 Structure of Decision-making in Resource Management

The pattern of Tourism Management during this period of the inception of the Thai-style house association can be characterized as informal. There were only some initial agreements for who wanted to apply for membership. For example, for houses to be eligible for registration in the association they were required to be traditional Thai-style with sanitation and facilities to accommodate tourists. Management of the association was mainly in the hands of the Sub-District Administrative Organisation (TAO). However, the administrative power of the association was transferred to the president of the association in 2000 because there was a change in administration and the new administration did not continue a policy of tourism promotion. Kamnan Tawat Boonpat, the president of the association, is responsible for organising and allocating tourists to each member equally. This agreement was merely an initial mutual understanding among members for the administration of the association. There was no establishment of an administrative committee or the distribution of labour into sections or departments. As one member mentioned, “There was no such a committee for the association. I have entered this project since its inception in the end of 1999”(Put Muangrom, interview). In terms of its administration, the decision making process was singularly in the hands of the president, particularly in regards to the utilisation of common resources in the community between members of the association and people who did not have membership during this initial phase. There was no rule, agreement, or consensus among the people of the community in terms of the exploitation of natural resources within the area of Plai Pong Pang Sub-District. Additionally, people who came from outside of the community could utilise and exploit the resources freely without any restriction in time or space. As local people have mentioned, any boat could pass through the community without restrictions. In an interview, one community member said, “Boats from outside could enter the community without any permission. They could come freely” (Put Muangrom, interview).

6.1.3 Pattern of Relationship of People in Society

Since the pattern of relations in Plai Pong Pang Sub-District was traditionally based on agricultural society, it is characterized by the common use of natural resources; no competition for resources; and interdependence among people. The arrival of tourism in this period did not necessarily affect pattern of natural resource management and the lifestyle of people in the community because of the restricted number of tourists in the area. Additionally, the presence of tourism entrepreneurs in the community was limited to the initial 3 members of the association of traditional Thai-style houses. The management and administration of the association was somewhat simplistic and there were only a few houses running tourism related activities. Problems and disturbances in the community did not exist in this first phase of tourism.

6.1.4 Outcome

The arrival of tourism in this first period introduced a new concept of tourism which portrayed daily lifestyle, nature and traditional cultural practices of people in the community. Because it was a new concept of tourism, the idea was not popular in Plai Pong Pang Sub-District. There were not many tourists travel in the community. The touristic activities during this time did not disturb daily life of local people. The nature resources and environment in the community were plentiful and people in the community mostly worked in agricultural sector – for instance, coconut and pomelo plantation – and they also did fishing additionally for their living. The economy in the community was agricultural based and self-reliant. It was not commercialised or competitive. Therefore, the tourism in this period was characterised the genuine lifestyle of people in Plai Pong Pang where there were abundant natural resources.

6.2 An Analysis of Tourism Resource Management in 2002 – 2006

6.2.1 Pattern and Scope of Tourism Resource Management

Aquatic resources and rivers in Plai Pong Pang Sub-District were a major resource which had connected the ecology and people in the area from the former period up until the emergence of tourism (1999 – 2002). Even though tourism in Plai Pong Pang community became popular and peaked in this period, rivers and canals were still common resources for the navigation of people among villages and sub-districts in Ampawa district. Boats were commonly used for navigation as was their tradition. The arrival of tourist boats created more burden and impacted the environment since the natural resources in the community were regarded as a common resource which could be used without restriction. It was difficult to change the belief and traditions of the local people in terms of restricting or limiting the utilisation of resources by outsiders, since this pattern of usage had been practiced for a long time.

The promotion and advertisement of the Tourism Award in 2000 had far reaching consequences for Plai Pong Pang Sub-District. The community received more than 500 tourists per month, both Thai and foreigner; 25 houses joined the association; and there were 8 new tourist boats. Increases in the usage of tourism resources led to the destruction of the environment and the erosion of riverbank soil, which was subsequently replaced by concrete banks. “The economy is getting better but the riverbanks are getting eroded. Some houses construct the concrete river bank instead”(Atchara Singhachan, interview). The daily life of the local people was regularly disturbed by noise from the engines of the tourist boats. Local people became more aware of the management of natural resources, the sanitation of rivers and canals, and the orderliness of trees along the canals, since a clean environment would be more attractive and impressive for tourists. This kind of management was informal and relied on the public consciousness and cooperation among the local people.

6.2.2 Structure of Decision-making in Resource Management

Since the promotion of Thai-style houses conservation club for tourism in Plai Pong Pang was successful, tourists became more interested in and gained knowledge of them, generating more income for the local people who participated in the association. Consequently, membership in the association became more attractive to the local community members. Meanwhile as the initial number of members was insufficient to accommodate the tourists, the association of Thai-style houses of Plai Pong Pang Sub-District received new members increasingly. In this period, the members of the association climbed to a total of 25 houses, 14 percent of all 185 traditional Thai-style houses in the community. The other 160 houses did not participate in the association, as some were not yet ready, some wanted privacy, and others were the residence of elderly community members.

Given that the management of the association was informal since its inception, the power and authority to make decisions was pre-dominantly held by the president. Any changes originated from decisions taken by the president and members were simply informed without being asked for input. As a result, any changes regarding the admission of new members to the association primarily facilitated membership for relatives of the president. For example, there was a change in the regulations to allow houses which were not traditional Thai-style houses. “That concrete house owned by nephew of the president. He wanted his nephew to earn money” (Mali Yosavipan, interview). Then, in 2002, the President of the association constructed a resort within his area, where there were already 5 houses available to accommodate tourists. This situation implies a lack of transparency in the management of the association. Particularly, it contradicts the initial objectives for establishing the association. Furthermore, the allocation system of tourists to association members by the president was problematic. The fact that the president’s house operated as the reception centre for tourists prior to their transferral to other houses, tourists generally decided to stay at his house or nearby houses for their convenience. This was a clear disadvantage for the houses which were located far from the association, since the tourists did not see the houses before they decided where to stay. While there was an agreement to rotate and distribute the allocation of tourists equally among the

association members, it was also dependent on the satisfaction of the tourists themselves. When tourists were content to stay in the Thai-style houses nearby the association, members who were in a remote area missed the opportunity to receive guests. As one mentioned, “We sent the tourists to some houses. Sometime we didn’t send to some houses because they are too far. Tourists don’t want remote places. They want to stay in houses nearby so they can stay longer.” (Tongsuk Yamasamitra, interview)

6.2.3 The Pattern of Relations in Society

Previously, when tourism in Plai Pong Pang was not popular, the way of life and existence of the local community was not essentially interfered with by the tourist activities. But, as a result of receiving the Tourism Award in 2000 and the subsequent increase in promotion and advertisement, the Association of Thai-style Houses in Plai Pong Pang became more recognised and well-known. The influx of tourists in this period resulted in an increase in the number of tourist boats (to 8 boats) and boat trips of the association. It undoubtedly generated more income for the association. But there was also an impact from the increasing noise generated by the tourist boats. Local people who did not participate in the association were unhappy since their privacy was being disturbed by tourists who came to see the fireflies around the *Sonneratia (Lampu trees)* nearby their houses, and by the increasing noise from dog barking at the tourist boats. Since these local people who suffered did not gain any benefits from the association, they cut the trees in retaliation. This led to a conflict among the community members. Subsequently, Tawat Boonpat, the President of the association, negotiated with the people who suffered from the noise and tourist activities of the association and gave them gifts as compensation. While giving gifts may not seem to be a significant action, it represented the sympathy and concern of the association to those people who had suffered. As a consequence, the conflict was resolved.

6.2.4 Outcome

The influx of tourists and the increasing number of resource users created a change in the environment of the tourism activity area. As a result, the everyday lifestyle of people in the community was disturbed and interfered with. The riverbanks that were composed of soil had been transformed into concrete banks since the natural riverbanks could not resist intensifying erosion by waves from the tourist boats. The privacy of local people was invaded, and the normal silence and peacefulness of the evenings was disrupted. The number of tourists in the area, which averaged at 500 tourists per month, can indicate the level of interference.

Due to the fact that the management of the Association was not formalised in the beginning, self interest became one of the key factors leading to changes in the rules and regulations of the association with the increasing number of tourists. The earlier rule that admitted only traditional Thai-style houses for membership was changed by the President. Later, it allowed the President to construct a resort and also it allowed relatives of the President to become members despite not having traditional Thai-style houses. Tourism in this period, therefore, differs from the beginning period of tourism in the community when emphasis was placed on the traditional and authentic lifestyle of the local people in Plai Pong Pang Sub-District.

6.3 An Analysis of Tourism Resource Management in 2006 – present

6.3.1 Pattern and Scope of Tourism Resource Management

Between 2002 and 2006, tourist attractions in Plai Pong Pang Sub-District generated the interest of a huge number of tourists as well as income for local people who participated in the tourism association on a continual basis. Tourist activities in the area also attracted investors and entrepreneurs to provide funds for the construction of tourist resorts. As a result, the price of land in the community increased and some of the local people sold their land to these investors. Agricultural lands were replaced by

more buildings and resorts for tourists. Moreover, there was a reduction the number of trees, especially nipa palms, due to the concrete construction of riverbanks to prevent their erosion by the tourist boats. As one local said in the interview, “Nowadays people commonly construct concrete bank so they cut Nipa palms and trees. There were a lot of them along the riverbanks earlier!”(Tongdee Maprakob, interview). Therefore, the exploitation of common resources in the community peaked during this period. For instance, there were visits to the natural environment for tourists; many building were constructed in natural spaces; and there was an increase in the number of boats run by the association and private resorts in the area. With regard to the common management of natural resources for people in the community from 2006 to present, it still relies on the voluntary cooperation of people in the community. There is no fund or allocation of income from the tourist industry. The management and safeguarding of common natural resources is strictly on a voluntary basis as in previous years. Local people usually participate in activities to preserve natural resources and the river as organized by authorities around their households. Even though the interference with common resources has become more intensified, the access to common resources is still free and without restrictions.

6.3.2 Structure of Decision-making in Resource Management

As a result of a growing number of resorts in The Plai Pong Pang community, the tourist activities of the association have been affected. There has been a decrease in the number of tourists staying with the association, lowering their income. There was an average of 300 tourists per month during this period. The association cancelled the practice of giving gifts to the local people who have been affected by tourism with the excuse that the association receives less income and that the tourist activities of the resorts also impact the community. They also claim that it is unfair that the association is the only one who bears responsibility.

Because of the increasing number of tourist boats in 2006, the Riverine Transportation and Commercial of Samutsongkram issued a regulation to control the boats and navigation within the Ampawa district. Every boat has to be registered and

there is a license for the boat operators. The regulation also places a limit on the noise generated by boats to 100 dB. In collaboration with the Samutsongkram provincial unit of the Department of Natural Resources and Environment, the Riverine Transportation and Commercial of Samutsongkram Authority can examine the noise level of each boat. Moreover, the Provincial Administration issued a strategic plan to encourage people to love and preserve their own native land and local community. There is a province wide campaign to preserve the land for the next generation which is included in the Environment Management Plan of Samutsongkram Province during 2009 – 2011; for instance, planting *Lampu trees* and organising a “Big Cleaning Day”. These activities are an external factor which controls and encourages the conservation of common resources in Samutsongkram Province. Accordingly, Plai Pong Pang Sub-District is subjected to these regulations and campaigns as set by the Province, and the Local Administrative Organisation has to submit their work plan and projects to the Province within the framework of the Local Administrative Organisation budget for the support of the Provincial Administration.

6.3.3 Pattern of Relations in Society

The pattern of relations of the community of Plai Pong Pang has changed to become more interest-based. Attachment or commitment to land and the community is lowering, as the sale of local land to external investors suggests since the price of lands along the riverbanks has risen from 100,000 Baht to 500,000 Baht per *Rai* (a unit of area equivalent to 1,600 square metres or 0.4 acres). The increase in the price of land is one of the reasons that the local people sold their land. At the same time, there has been increasing competition among investors in resort business. According to some locals, the resorts are owned by rich people in the community who transformed their land to accommodate the tourist industry in the area. The traditional way of life which is connected with nature and local resources has been submerged by the mounting wave of business interests in society and there is a tendency to change in order to accommodate and satisfy more tourism.

6.3.4 Outcome

Tourism in Plai Pong Pang Sub-District from 2006 to present has changed owing to the arrival of the resort business. The natural environment has been modified and invaded by resort buildings to accommodate and satisfy tourists who prefer the privacy, convenience and beauty of the area. The abundance of natural resources has been reduced because of the construction of concrete river banks and tourist resorts. These also destroy the habitat of the fireflies. The locale tends to be more composed of housing and resorts. The local people who do not participate in this tourism industry do not only fail to benefit but they have also suffered from the growing tourist activities. Although there is a measure to control noise from the tourist boats by the authority, the problem cannot be easily solved. Enforcement and control can be sanctioned only when the offence is committed in front of officers at the checkpoint. When the boats operate after the checkpoint, the regulation can be easily ignored. Furthermore, there is still no restriction on the number of tourist boats that can enter the community due to the fact that the rivers and canals in Plai Pong Pang are considered as public property which anyone can use freely. As a consequence, there are more users of the resources exceeds the carrying capacity of the area.

6.4 Conclusion on Dynamics of Tourism Resource Management as the Common Resources

According to a previous analysis in this chapter, there is a change in Natural Resource Management in The Plai Pong Pang community for tourism activities which has evident impacts on the way of life of for the people and common resources in the community; for example, the conflict over resources, the loss in daily lifestyle, and the destruction of the natural environment due to cutting trees for the construction of resorts. There is also a decreasing population of fireflies in the area due to the loss of their habitat through the construction of concrete riverbanks and increases in air pollution from tourist boats. Fireflies are normally very sensitive to

change in the environment. All of these problems are the result of mismanagement or unplanned management of the natural resources of The Plai Pong Pang community. There is no regulation, restriction or limitation in the use of natural resources in the area. There is no rule for common resource management and no prohibition for using resources, meaning when tourism rates climb, both outsiders and local people can still freely utilize the resources without restriction. Environmental degradation and conflicts among people still exist since the people in the community have in the past normally solved their problems on a short term basis. People in the community usually think that problems are minor, and if they can be solved, it will be resolved quickly. They do not consider long-term problems or consequences, or the potential for problems in the future, like the construction of concrete riverbanks to solve the erosion of the riverbank from the tourist boats. This problem is literally a result of the massive amount of boats in the area which overburdened the capacity of the natural riverbank. In this case, the problem then became the continuous transformation of soil riverbanks into concrete banks which degrades the environment of the community continuously. One of reasons making the management of the Association of Traditional Thai-style Houses for tourism in Plai Pong Pang unsuccessful in Eco-Tourism is that in the beginning the tourism industry in the area did not stem from the participation of people in the community and a strong community awareness. At that time, there was no learning process in cooperative problem-solving. Thus there is a flaw in the ability to respond to change or make adjustments when they encounter problems.

Even when the Samutsongkram Provincial Administration has issued rules for boat navigation or other measures to solve problems, all of them are largely counter-measures after problems had arisen. There are no preventive measures taken for the future and it tends to be more unsustainable. Moreover, the Samutsongkram Provincial Administration does not have an approach in Tourism Development which directly involves the policy of Tourism Development in Plai Pong Pang. There have been some policy or pilot projects in certain areas in which the Provincial Administration has allocated some of their resources and instructs the local administration to make proposals for their projects in designated areas. If the local administration does not have a responsive policy or has budget limitations, those

policies from the Province will be not effective. Currently, the Plai Pong Pang Local Administrative Organisation does not have a policy on tourism development and promotion for the Association of Traditional Thai-style Houses of the Plai Pong Pang community. The local administration only supports a project for the production of coconut-palm sugar. The responsive level to provincial policy is one of the problems which obstructs Eco-Tourism Development in the province and the effective management of provincial administration throughout their territory. It is evident that a successful organisation requires cooperation and support from the involved parties. The Association of Traditional Thai-style Houses in Plai Pong Pang, which has been administered and managed only by the President, exemplifies a case study in mismanagement. An increase in resource users and a lack of restriction or regulation, particularly regarding common resources among people in society, is a key obstacle to the dynamic of successful and effective common resource management.

Concluded that the 4 elements. Oakerson (1992) is as follows.

1. Pattern and Scope of Tourism Resource Management

Since the area of Plai Pong Pang Sub-District is naturally connected to other sub-districts in Ampawa District through canal network, the navigation of people through areas was free and without restrictions. However, as tourism in the area gained in popularity, the exploitation of resources has increased steadily by the investors and tourists. Interference with the common resources of The Plai Pong Pang community is likely to keep increasing if people are allowed to freely use them without any restrictions as at the present time.

2. Structure of Decision-making in Resource Management

The Common Resource Management of people in The Plai Pong Pang community has been not formalised. There is no common rule or common agreement. There are no regulations for people who exploit the resources. There has been only been negotiation or mediation to resolve the conflict among users which depend on each specific incident. There are also indirect measures to safeguard the environment from the Provincial Administration including the “Big Cleaning Day” project and the *Lampu Tree* planting project. These are the projects run by the Province which require the

implementation by the local administrative organisations. Regarding rules and regulations, there has only been regulation to control the boats navigating in Ampawa district in terms of the noise and speed of the boats.

3. Pattern of Relations in Society

The arrival of tourists and an increase in tourist boats has created the conflict within The Plai Pong Pang community. Due to the fact that this community was previously and traditionally an agricultural society, the conflicts and tensions can be viably mitigated and resolved through dialogue and negotiation for mutual understanding. Tourism has not only created a negative impact on the local community, Community capable to sale more products for tourists with higher price rather than sell through middle-man. Furthermore, the obvious indirect impact of tourism is the rise in the price of land. This is a positive impact from an economic aspect because outsider came in and built guesthouse in the area. Villagers who have enough capital have changed their own lands to build resorts. On the other hand, this situation has led to a decrease in the attachment and preservation of the native land of the local people in the community. It is easily seen in the sale of land to investors in which the local people consider their financial interest rather than with the tourism development. People are likely to act more individualistic and their relationships with others in the community and with nature are weakening.

4. The study results of ecotourism pattern based on the principles of Gail Nash (1997)

Table 6-2 Analysis of ecotourism management according to the principle of Gail Nash

Conceptual	During 1999 – 2002	During 2002-2006	2006to Present
Principle 1 Eco-tourism must avoid creating any negative impacts or destroying the natural and cultural environment at any tourism site.	3	2	1
Principle 2 Eco-tourism must educate tourists in order to build public consciousness on natural and cultural preservation.	2	2	2
Principle 3 Income gained from eco-tourism must contribute to the preservation of the natural environment and the management of preservation zones.	1	1	1
Principle 4 The local community and nearby communities must directly gain benefit from eco-tourism.	1	2	1
Principle 5 Eco-tourism must emphasize the planning and growth of sustainable tourism. It must the guarantee that the number of tourists will not exceed the carrying capacity of the local ecology.	3	2	1
Principle 6 Most of the income gained from eco-tourism must be given to the owner of tourism sites. Consequently, eco-tourism emphasizes the utilization local products and services.	2	2	2
Principle 7 Eco-tourism must consider the use of infrastructure which is developed based on the idea of sustainable resource management, saving fuel energy, the preservation of local plants, and the management of tourism in harmony with the natural environment.	3	2	1
sum	15	13	9

From the analysis on ecotourism management of the Plai Pong Pang conservation club during three phases according to the seven ecotourism principles of Gail Nash (1997), it was found that tourism management of the club during the first phase (1999 – 2002 A.D.) was highly implemented in accordance to the ecotourism framework. In the first phase, tourism pattern was trying to present the local lifestyle and local traditions. During the second phase (2002 -2006), a reduction of ecotourism was found. Due to an affective public relations strategy and receipt of the best tourism award, tourism in the area could draw bigger numbers of tourists. The increasing number of tourists affects the environment without any conditions. During the last phase (2006 until recently), the reduction of ecotourism was found in the area due to the high utilization of tourism resources. The tourism management tends to appreciate tourists instead of the natural surroundings. This trend has affected changes on the natural environment. This research also found that there was no proper plan for sustainable tourism management and no spare money for the implementation of conservation. The majority of people who gain benefits are tourism operators, so there was not enough income distribution among community members who are not directly involved in tourism but own the same common properties.

From the analysis result of eco-tourism management under the responsibility of the Plai Pong Pang Thai-style house club through three different periods according to the principle of eco-tourism of Gail Nash (1997), this research found that tourism management of this club tend to be considered having less eco-tourism concern than before since there are only two figures relevant to the principle of Gail Nash.

Principle 1: *Eco-Tourism must avoid creating a negative impact which damages or destroys the natural and cultural surroundings in specific tourism areas.*

Since there is no restriction and limitation on tourism management in Plai Pong Pang Sub-District and outsiders can freely access the community resources, especially rivers and canals, it is difficult to avoid the negative impact to the surroundings in the area. Moreover, the increase of tourism activities from 2006 to present has changed the natural surroundings, degraded the environment along the

canals, created more resort buildings which change the surroundings of the area, and reduced the habitat of fireflies by deforestation and the construction of concrete riverbanks. These problems have occurred constantly and it is difficult to solve them by restricting the number of users over resources.

Principle 2: *Eco-Tourism must educate tourists to become aware of the significance of preserving the natural environment and culture.*

There is educational activity in the centre of the Association in the form of posters of the life cycle of the firefly, leaflets introducing important sites in the area, and the Association's website promotion of tourism activities. There are some activities which authentically portray the traditional life-style of the people in the community, including observing the coconut-palm sugar production which is a traditional occupation of the local people in Plai Pong Pang; and morning offerings to the monks which represent the Buddhist traditional way. However, there is still a lack of explanation about the community's way of life, ecological system and instructions of proper behaviour for tourists during the firefly tour in the tourist boats.

Principle 3: *The income from Eco-Tourism must be utilized to preserve the natural environment and areas declared restricted*

There is no actual plan or system to allocate income received from tourism activities for environmental conservation or the creation of a conservation zone. Environmental conservation or related activities have been done by voluntary cooperation of local people in the Plai Pong Pang community and the participation of local people in activities organised by local authorities or the provincial administration.

Principle 4: *Local community and nearby communities must be the ones who receive direct benefit from Eco-Tourism*

In the initial period, the direct beneficiaries from tourism were the local people who had participated in the association by the providing tourist lodging and boats. This benefit is obviously concentrated among members of the association. However, after the arrival of the resort business in the community, the income of local

people decreased since their income from tourism has been shared with that of the resort industry. The local people in The Plai Pong Pang community also gain indirect benefit from selling fruits like pommelos and coconuts. The prices of these fruits have risen constantly, according to trends in the pricing of fruit. From 2001 – 2005 there was a gradual increase in prices. Local people also earn more money from selling coconut-palm sugar directly to the tourists from 25 Baht per kilogram to 30 Baht per kilogram, apart from supplying middle men.

Principle 5: *Eco-Tourism must emphasize planning which expands sustainable tourism growth by focusing on the creation of a guaranteed level of tourism which does not overburden the carrying capacity of the local ecology.*

The restriction and limitation on access to resources to a level which is appropriate to the carrying capacity of the area has been unsystematic and insufficient. Findings indicate that while there are some regulations, the exceptions are still very high. For example, with regards to restricting the number of tourists, if the number of tourists exceeds the capacity of the available lodgings, there is flexibility to allow more tourists to stay in an excess of the capacity. This results in overcrowding of the accommodations and common facilities. Regarding the regulations of the association which places a limit on only 4 boat tours per night and limits the time for the last trip by 10 pm, it is not strongly enforced. Since there are also boats run by the resorts in the community, it is difficult to limit the number of rounds for boat tours or times which will not overburden the capacity of environment, because there is no existing agreement among these groups. Thus there are tourist boats operating in the community at all times, even at night. This disturbs the community members who have a rural and agricultural lifestyle – retiring to bed early in the evening and rising early in the morning. In the category of agricultural area according to law on town planning from the Office of Environmental Policy and Plan, this community is characterized as rural and agricultural area A, which calls for a quiet and tranquil environment.

Principle 6: *The majority of income from the Eco-Tourism must be re-invested within the community. Accordingly, Eco-Tourism places an emphasis on utilising local products and services for the benefit of the community members of Plai Pong Pang.*

Tourism activities in Plai Pong Pang have introduced a way of life for the local people through visits to the local village. Some activities including visits to the coconut-palm sugar production sites and the pommelo orchard in the area. All services also use local people in the area and these generate income for the community, including tourist boat trips and selling coconut-palm sugar to the tourists, generating additional benefit for the farmers apart from supplying middle men and increasing the retail price to 30 Baht per Kilogram. Also, stores and grocery stores can generate more income due to tourism.

Principle 7: *Eco-Tourism must pay attention to the utilisation of infrastructures which have been developed based on the idea of the realisation of sustainable resource management. It should reduce or eliminate the use of fuel and instead preserve local plants and manage tourism in accordance with the natural surroundings.*

The natural resources and natural surroundings in Plai Pong Pang Sub-District have been replaced by resort buildings. Some adjustments have been made to prevent impacts from tourism such as the construction of concrete riverbanks to prevent waves from tourist boats. Natural flora and trees have been degraded and lost due to the construction of resorts. The construction of concrete riverbanks has also destroyed the ecological system on the soil surface in the area which is the native habitat of fireflies, the symbol of the Plai Pong Pang area. These consequences from tourism stem from the failure of the local people to adapt themselves to the impact of actions like the sale of the land or transformation of land into tourist accommodations.

6.5 Conclusion and Discussion

The lifestyle of local people from Plai Pong Pang Sub-District is connected with the river and canal environment. This environment is the key resource that nourishes and connects the ecological system in the community, especially lives of fireflies along the rivers, and the culture and traditions of local people in the community. Rivers and canals are also a source of income for the local people, for example, fishing for shrimp, coconut plantations and coconut-palm production. It is this uniqueness of the community which brings security for the community such as food security and also generates jobs for people in the area. Until the government had promoted a tourism campaign which allowed the provincial administration and community developers implement project promoting a traditional way of life, changes in lifestyle of people in the community have occurred. The tourist activities that have emerged in Plai Pong Pang Sub-District and tourism in the area have also been dependent on common resources which have affected the lifestyle of community members. The daily life and traditional lifestyle has been disrupted by the arrival of tourists, and the tourist activities have had direct impact on the ecological system in the area. The increase of tourist boats which creates erosion of the riverbanks has forced the local people to construct concrete riverbanks in order to prevent the erosion of their land. Lands which were formerly coconut plantations or pommelo orchards have been transformed into resorts and lodges to accommodate tourists. Trees and the natural environment along the canals are not continuous, and the habitat of fireflies has gradually decreased. It has changed the traditional resources of the community, society and self-sufficient economy. "The self-reliant system becomes to rely on the market system. Dependency is not detrimental if you have a bargaining power. Otherwise, you will become an underdog of those business people. Eventually, our increase in production for the market happens by increasing factors of production including exploitation of land (exploration of land) and of labour. This means we will waste many resources and I am doubtful that how long the community can do like this. It might reach to its limitation soon since this expansion depletes resources continuously." (Chatr-tipya Natsupa, 1994) Likewise, the Plai Pong Pang community has become a market economy in which natural resources have been increasingly disrupted. This is in

accordance to the research results of Sowati Na Thalang (2004) which studied about the impact of preservation tourism towards eco-culture in Samutsongkram found that the culture, lifestyle and livelihood of people in this area tend to be more urban style and respond to the value and consumption of tourists. If this continues to occur, the decent and healthy social system, relationship and resource base of the community will be destroyed in the near future.

From the result analysis of the common properties management principles and eco-tourism principle of Gail Nash, it is found that tourism management pattern in Plai Pong Pang sub-district tend to be less eco-tourism than before (see table 6.7). The important cause of negative changes towards environment is the unclear management on common properties. There is no regulation or limitation to access those resources, and very less participation of sharing, seeking solution and decision making on tourism activities. This finding is relevant to the study of Yajai Sriviroj (2002) which mentioned about the critiques from academics on tourism management in Plai Pong Pang. The academics said that Plai Pong Pang is lacking of local knowledge application on the concrete management planning to support learning process for tourists and villagers about the identity of farmers or orchard owner. The pattern of management is nuclear in terms of equal benefit generation for the whole community. This brought conflicts to community. The basic conflict originates since the government promote tourism in this area without any concern on community capacity building first.

The popularity of this area supports the use of resources by villagers and tourists without limitation. No restoration regulation after using resources. The tourism development stream are proposing more options for tourists. This possibly changes resource base in community to be more concern on the marketing rather than local livelihood.

CHAPTER VII

CONCLUSION AND RECOMMENDATIONS

In this chapter, the researcher will conclude arguments from the study and all analysis in this research in order to understand the tourism management system in Plai Pong Pang Sub-District and recommend appropriate measures for the case study as a true Eco-Tourism area.

7.1 Common Resources and Tourism Management as Common Resources according to Oakerson's framework (Oakerson, 1992)

The pattern and scope of utilisation of the tourism resources in both physical and biological

The environment of the area in Plai Pong Pang is associated with other sub-districts in Ampawa district by water resources like canals network. Navigation between areas in the community and among communities has been open and unrestricted since previous times. Since tourism came to the community, resources have been increasingly exploited by more investors and tourists. It is likely that common resources in Plai Pong Pang will be increasingly disturbed by both the locals and outsiders if there remains no restriction on resource utilization.

An analysis of internal and external factors or motivation for Eco-Tourism management

Internal factor: The management of common resources is unstructured. There is no agreement or regulations among the users, only negotiation and compromise when problems or conflicts arise.

External factor: Policy from the Samautsongkram Provincial Administration is the external and indirect factor which comes in the form of Projects on Environmental Care and Planting Lampoo Tree along the canals. These are implemented as pilot projects and they are suggested as a feasibility study to the local governments. It is optional for the local government to implement such a project. The Sub-District Administrative Organisation of Plai Pong Pang also implements a policy of cleaning the rivers and planting Lampoo trees. In terms of regulations and controls, there is a regulation on the navigation of boats in Ampawa district which merely controls the noise and speed of boats. There is still no policy on Eco-Tourism in Plai Pong Pang community.

Pattern of relations of people in the community

There is no structure or system for common resource management of the local people in Plai Pong Pang. There are no rules and regulations to control and limit the use of resources. There are only negotiations to mitigate conflicts which are temporary. There is only a regulation on the navigation of boats in Ampawa district controlling the noise and speed of boats.

Outcome of Eco-Tourism management in the community

The result of eco-tourism management by community comparing to the seven eco-tourism principles of Gail Nash, this research found that tourism management of the club recently tend to be less concern on eco-tourism since there are only two figures found relevant to Gail Nash criteria. The main cause is lacking of clear regulation and accessibility limitation on common property management. There is lacking of environmental concern, local style preservation and sustainable resource utilization.

7.2 Recommendations on Effective Measures for Eco-Tourism

The suggestion on decision-making structure. If there are any change on internal and external factors, the accessibility on resources, relation pattern and tourism management results will also be changed in accordance with the mobility of common resource management as follow;

Internal Factor

1. Creation of common measures to control and regulate the access to utilize canals and natural resources in the local area. There should be a creation of zones for natural resource and firefly habitat conservation or a limitation on the time and number of tourists allowed access to the area.
2. The Association of Traditional Thai-style Houses should have systematic management which allows the local people to know and keep updated in tourism management. There should be a committee from the members of the Association, not only the president to control the management
3. There should be meetings and exchange of ideas among members in the Association on any potential changes, tourism management or problems solving from both members and non-members.
4. The Association of Traditional Thai-style Houses or resorts in Plai Pong Pang community should organise activities for the environment to compensate for the loss of natural capital to tourism and maintain the richness of the natural surroundings in the community. Eco-Tourism management and home-stay tourism should be practiced in order to promote the Eco-Tourism in the area.

External Factor

1. There should be promotion and public relations to introduce and educate tourists on home-stay tourism and Eco-tourism.
2. Tourists should be encouraged to understand and be aware of how to behave in the area when they travel particularly regarding local sensitivities and local practices.

3. There should be a billboard introducing the history, lifestyle and culture of people in Plai Pong Pang as well as the life cycle of fireflies and how to behave and practice during firefly tours.
4. There should be awareness-raising among the local people on how to conserve and look after natural resources and the environment in the community and for appreciation of their native land.
5. There should be a campaign or promotion to preserve and safeguard rivers and canals and create awareness of importance of common natural resources in the community.
6. There should be trainings for local guides in order to understand and better introduce information to the tourists. Moreover, it can educate the young generation to care for and safeguard nature and their own community land.
7. There should be education for the community in terms of tourism management in order to strengthen the community capabilities
8. There should be a clear and serious policy on the management of natural resources or environments which are affected by tourism. It should not be a sideline policy after the economic policy.
9. The Province should provide a clear policy which promotes Eco-Tourism management and there should be education on Eco-Tourism and how to build a genuine Eco-Tourism area for tourism entrepreneurs and the community.
10. Authorities who are related to tourism in the province including the local authorities should cooperate and coordinate their work and activities regarding tourism or environmental conservation. There should be an evaluation on the output of activities or policy implemented for successful tourism management.
11. The Local Administrative Organisation should be the medium and facilitator to coordinate and create mutual understanding between local people who are in the tourism sector and those who are not. Activities should be beneficial for members in the community without self-interest or individual conflict.

7.3 Recommendation for Future Research

Study on proper tourism management to encourage villagers who are the owners of this area and other common properties to gain benefit from tourism. Also study about the tourism benefit management pattern in order to meet the purpose of preservation and management of common properties for the sake of sustainable management.



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APPENDIX A

ประกาศกระทรวงทรัพยากรธรรมชาติและสิ่งแวดล้อม

เรื่อง กำหนดระดับเสียงของเรือกล

โดยที่ได้มีการปฏิรูประบบราชการ โดยให้มีการจัดตั้งกระทรวงทรัพยากรธรรมชาติและสิ่งแวดล้อมขึ้นมา และให้โอนภารกิจของกระทรวงวิทยาศาสตร์ เทคโนโลยีและสิ่งแวดล้อมในส่วนที่เกี่ยวข้องกับพระราชบัญญัติส่งเสริมและรักษาคุณภาพสิ่งแวดล้อมแห่งชาติ พ.ศ. ๒๕๓๕ ไปเป็นของกระทรวงทรัพยากรธรรมชาติและสิ่งแวดล้อม ประกอบกับได้มีการแก้ไขปรับปรุงประกาศกระทรวงวิทยาศาสตร์ เทคโนโลยีและสิ่งแวดล้อม เรื่อง กำหนดระดับเสียงของเรือ โดยนำประกาศกรมควบคุมมลพิษ เรื่อง การกำหนดตำแหน่ง ระยะ และวิธีการหันแกน ไมโครโฟนของมาตรฐานเสียง สำหรับตรวจสอบระดับเสียงของเรือ มาไว้เป็นภาคผนวกท้ายประกาศ จึงเห็นสมควรแก้ไขปรับปรุงประกาศกระทรวงวิทยาศาสตร์ เทคโนโลยีและสิ่งแวดล้อม เรื่อง กำหนดระดับเสียงของเรือ

อาศัยอำนาจตามความในมาตรา ๕๕ แห่งพระราชบัญญัติส่งเสริมและรักษาคุณภาพสิ่งแวดล้อมแห่งชาติ พ.ศ. ๒๕๓๕ แก้ไขโดยมาตรา ๑๑๔ แห่งพระราชกฤษฎีกาแก้ไขบทบัญญัติให้สอดคล้องกับการโอนอำนาจหน้าที่ของส่วนราชการ ให้เป็นไปตามพระราชบัญญัติปรับปรุงกระทรวง ทบวง กรม พ.ศ. ๒๕๔๕ พ.ศ. ๒๕๔๕ อันเป็นพระราชบัญญัติที่มีบทบัญญัติบางประการเกี่ยวกับการจำกัดสิทธิและเสรีภาพของบุคคล ซึ่งมาตรา ๒๙ ประกอบกับมาตรา ๓๕ มาตรา ๔๘ มาตรา ๕๐ และมาตรา ๕๑ ของรัฐธรรมนูญแห่งราชอาณาจักรไทยบัญญัติให้กระทำได้ โดยอาศัยอำนาจ ตามบทบัญญัติแห่งกฎหมาย รัฐมนตรีว่าการกระทรวงทรัพยากรธรรมชาติและสิ่งแวดล้อม โดยคำแนะนำของคณะกรรมการควบคุมมลพิษ และโดยความเห็นชอบของคณะกรรมการสิ่งแวดล้อมแห่งชาติ

จึงออกประกาศไว้ ดังต่อไปนี้

ข้อ ๑ ให้ยกเลิกประกาศกระทรวงวิทยาศาสตร์ เทคโนโลยีและสิ่งแวดล้อม เรื่อง กำหนด

ระดับเสียงของเรือ ลงวันที่ ๑๔ มิถุนายน พ.ศ. ๒๕๓๗

ข้อ ๒ ในประกาศนี้

“เรือกกล” หมายความว่า เรือกกล ตามกฎหมายว่าด้วยเรือไทย

“น่านน้ำไทย” หมายความว่า น่านน้ำไทย ตามกฎหมายว่าด้วยเรือไทย

“ความเร็วรอบสูงสุด” หมายความว่า ความเร็วรอบของเครื่องยนต์ดีเซลขณะที่เร่งเครื่องเต็มที่ หรือความเร็วรอบของเครื่องยนต์เบนซินขณะที่เครื่องสามารถให้กำลังงานสูงสุด โดยเครื่องยนต์ต้องอยู่ในตำแหน่งเกียร์ว่างหรือไม่มีภาระ

“มาตรฐานระดับเสียง” หมายความว่า เครื่องวัดระดับเสียงตามมาตรฐาน ฉบับที่ ๖๕๑ หรือ ๖๖๗๒ ของคณะกรรมการระหว่างประเทศ ว่าด้วยเทคนิคไฟฟ้า ซึ่งเรียกโดยย่อว่า ไอ อี ซี (International Electrotechnical Commission, IEC) หรือเครื่องวัดระดับเสียงอื่นที่เทียบเท่ามาตรฐาน ฉบับที่ ๖๖๗๒

ข้อ ๓ ระดับเสียงของเรือกกลที่ใช้ในน่านน้ำไทย ขณะที่เดินเครื่องยนต์อยู่กับที่ โดยไม่รวมเสียงแทรกสัญญาณ ต้องไม่เกิน ๑๐๐ เดซิเบลเอ เมื่อตรวจวัดระดับเสียงในระยะห่างท่อไอเสียของเรือกกล หรือกราบเรือกกล ๐.๕ เมตร

ข้อ ๔ วิธีตรวจสอบค่าระดับเสียงของเรือกกล ให้เป็นไปตามภาคผนวกท้ายประกาศนี้

ข้อ ๕ ประกาศนี้ให้ใช้บังคับนับตั้งแต่วันถัดจากประกาศในราชกิจจานุเบกษาเป็นต้นไป

ประกาศ ณ วันที่ ๗ พฤศจิกายน พ.ศ. ๒๕๕๘

ยงยุทธ ดิยะไพรัช

รัฐมนตรีว่าการกระทรวงทรัพยากรธรรมชาติและสิ่งแวดล้อม

APPENDIX B

ท้าย

ประกาศกระทรวงทรัพยากรธรรมชาติและสิ่งแวดล้อม

เรื่อง กำหนดระดับเสียงของเรือกล

ข้อ ๑ ก่อนทำการตรวจสอบค่าระดับเสียงของเรือกลทุกครั้ง ให้ปรับมาตรฐานระดับเสียงไว้ที่วงจรถ่วงน้ำหนัก “เอ” (Weighting Network “A”) และที่ลักษณะความไวตอบรับเสียง “Fast” (Dynamic Characteristics “Fast”) รวมทั้งต้องสอบเทียบกับเครื่องกำเนิดเสียงมาตรฐาน เช่น พิสตันโฟน (Pistonphone) หรือ อะคูสติก คาลิเบรเตอร์ (Acoustic Calibrator) หรือสอบเทียบตามที่ระบุไว้ในคู่มือการใช้งานของผู้ผลิตมาตรฐานระดับเสียง มาตรฐานความเร็วรอบของเครื่องยนต์ที่นำมาใช้ตรวจสอบมีความคลาดเคลื่อนได้ไม่เกิน ร้อยละสามของค่าเต็มสเกล

ข้อ ๒ การตรวจสอบค่าระดับเสียงของเรือกล ให้กระทำตามวิธีการ ดังต่อไปนี้

(๑) ให้ตรวจสอบค่าระดับเสียงของสภาพแวดล้อมในขณะนั้นก่อนถ้าค่าระดับเสียงของสภาพแวดล้อมที่วัดได้ในบริเวณสถานที่ตรวจสอบเกินกว่า ๕๐ เดซิเบลเอ ให้เปลี่ยนสถานที่ตรวจสอบค่าระดับเสียง

(๒) ก่อนการตรวจสอบให้จอดเรือกลอยู่กับที่โดยเครื่องยนต์อยู่ในตำแหน่งเกียร์ว่าง หรือไม่มีภาระและเดินเครื่องยนต์มาแล้วไม่น้อยกว่า ๕ นาที หรือขณะที่เครื่องยนต์อยู่ในอุณหภูมิทำงานปกติ ถ้ามีขอบตลิ่งให้จอดเรือกลห่างจากขอบตลิ่งอย่างน้อย ๑ เมตร

(๓) หันแกนไมโครโฟนของมาตรฐานระดับเสียงเข้าหาเรือกลที่ตรวจสอบตามตำแหน่งระยะ และวิธีการ ดังนี้

(ก) ในกรณีที่ท่อไอเสียมีท่อเดียว ให้ตั้งไมโครโฟนในระดับเดียวกันกับปลายท่อไอเสีย หันไมโครโฟนเข้าหาปลายท่อไอเสีย โดยแกนไมโครโฟนจะต้องขนานกับผิวน้ำและทำมุม ๔๕ องศา กับทิศทางของปลายท่อไอเสีย และห่างจากปลายท่อไอเสียเป็นระยะทาง ๐.๕ เมตร

(ข) ในกรณีที่ท่อไอเสียมีสองท่อหรือมากกว่าซึ่งต่อจากหม้อพักใบเดียวกันและมีระยะห่างระหว่างปลายท่อไอเสียไม่เกิน ๐.๓ เมตร ให้ดำเนินการตาม (ก) เว้นแต่ให้ถือระยะและทิศทางของท่อไอเสียด้านบนหรือด้านบนนอกเป็นเกณฑ์

(ค) ในกรณีที่ท่อไอเสียมีสองท่อหรือมากกว่าซึ่งต่อจากหม้อพักใบเดียวกันและมีระยะห่างระหว่างปลายท่อไอเสียเกิน ๐.๓ เมตร หรือในกรณีที่ท่อไอเสียต่อจากหม้อพักคนละใบไม่ว่าจะมีระยะห่างระหว่างปลายท่อไอเสียเท่าใด ให้ดำเนินการตาม (ก) ทุกท่อและให้ใช้ค่าสูงสุดที่วัดได้

(ง) ในกรณีที่ท่อไอเสียของเรือกลอยู่ในแนวตั้ง ให้ตั้งไมโครโฟนในระดับเดียวกันกับปลายท่อไอเสีย โดยให้แกนไมโครโฟนอยู่ในแนวตั้งชี้ขึ้นข้างบน และห่างจากปลายท่อไอเสียเป็นระยะทาง ๐.๕ เมตร

(จ) ในกรณีที่ไม่สามารถหันแกนไมโครโฟนตาม (ก) หรือ (ข) หรือ (ค) หรือ (ง) ได้ให้ตั้งไมโครโฟนอยู่ในระดับเดียวกันกับกราบเรือ ด้านเดียวกับท่อไอเสีย และหันไมโครโฟนเข้าหากราบเรือตั้งฉากกับทิศทางออกของไอเสีย โดยแกนไมโครโฟนจะต้องขนานกับผิวน้ำ และห่างจากกราบเรือเป็นระยะทาง ๐.๕ เมตร

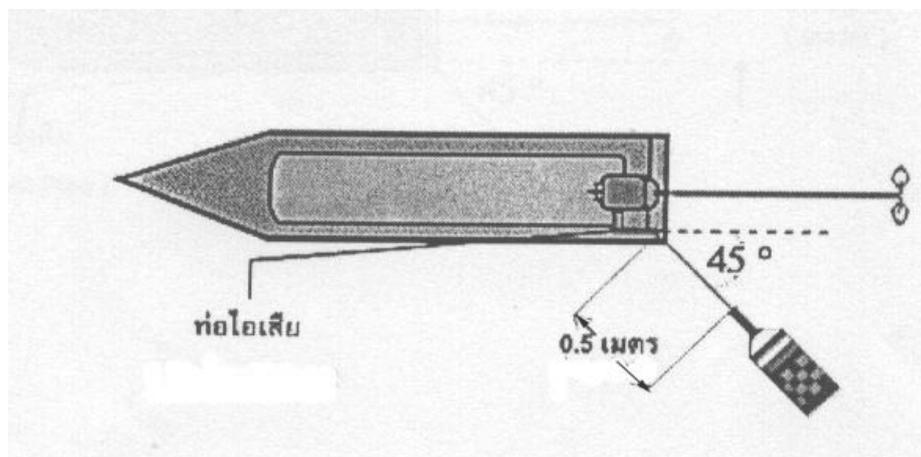
(๔) เร่งเครื่องยนต์ให้มีความเร็วรอบเท่ากับความเร็วรอบของการตรวจวัดเรือกลที่ใช้เครื่องยนต์ดีเซล หรือความเร็วรอบของการตรวจวัดเรือกลที่ใช้เครื่องยนต์แก๊สโซลีน แล้วแต่กรณี

(๕) ให้ตรวจสอบค่าระดับเสียงสองครั้ง และให้ถือเอาค่าสูงสุดที่วัดได้เป็นค่าระดับเสียงของเรือกล

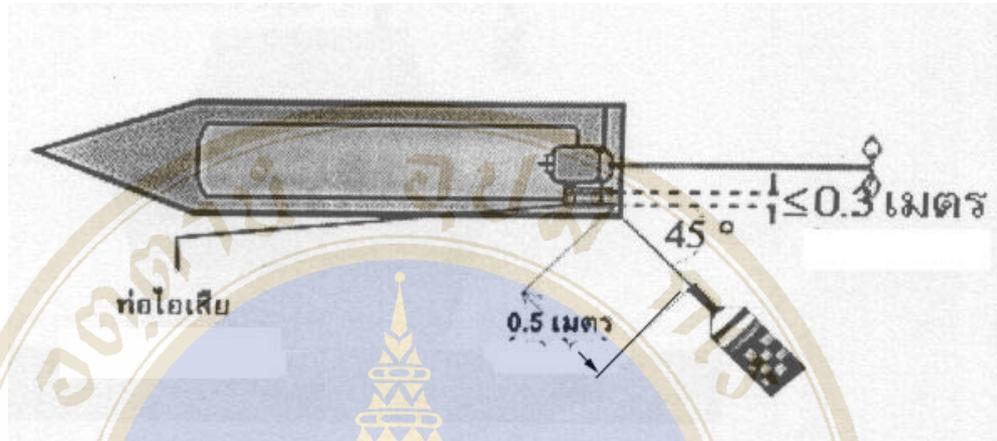
(๖) ถ้าค่าระดับเสียงของเรือกลที่ตรวจสอบทั้ง ๒ ครั้ง แตกต่างกันเกิน ๒ เดซิเบลเอ ให้ตรวจสอบระดับเสียงโดยเริ่มต้นใหม่

ข้อ ๓ การอ่านค่าระดับเสียงของเรือกลที่ทำการตรวจสอบจะต้องไม่มีบุคคล หรือสิ่งกีดขวางอยู่ภายในระยะ ๐.๕ เมตร ระหว่างไมโครโฟนของมาตรฐานระดับเสียงกับปลายท่อไอเสียของเรือกล

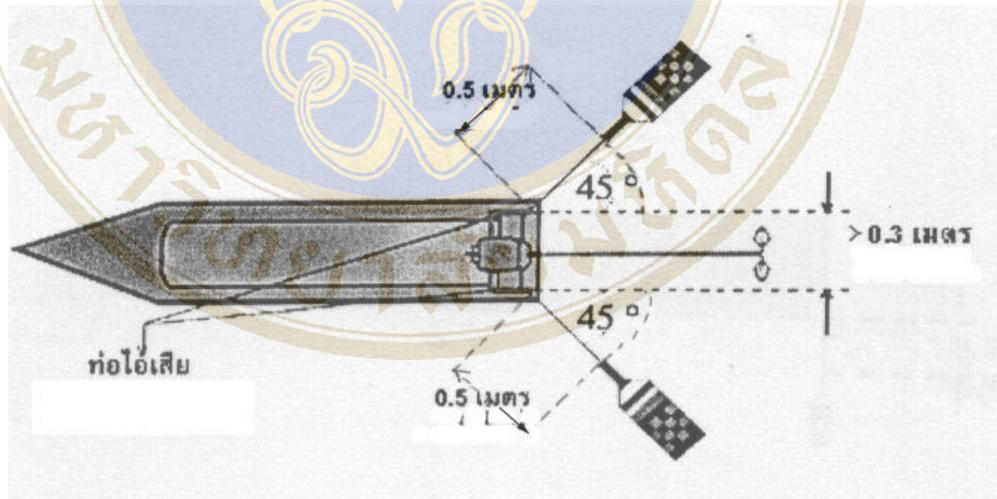
ภาพแสดง ตำแหน่ง ระยะ และวิธีการหันแกนไมโครโฟนของมาตรฐานระดับเสียง สำหรับตรวจสอบระดับเสียงของเรือกล ตามภาคผนวกท้ายประกาศกระทรวงทรัพยากรธรรมชาติและสิ่งแวดล้อม เรื่อง กำหนดระดับเสียงของเรือกล ตามข้อ ๒ (ก)



ภาพแสดง ตำแหน่ง ระยะ และวิธีการหันแกนไมโครโฟนของมาตรฐานระดับเสียงสำหรับ
ตรวจสอบระดับเสียงของเรือกล ตามภาคผนวกท้ายประกาศกระทรวงทรัพยากรธรรมชาติและ
สิ่งแวดล้อม เรื่อง กำหนดระดับเสียงของเรือกล ตามข้อ ๒ (ข)



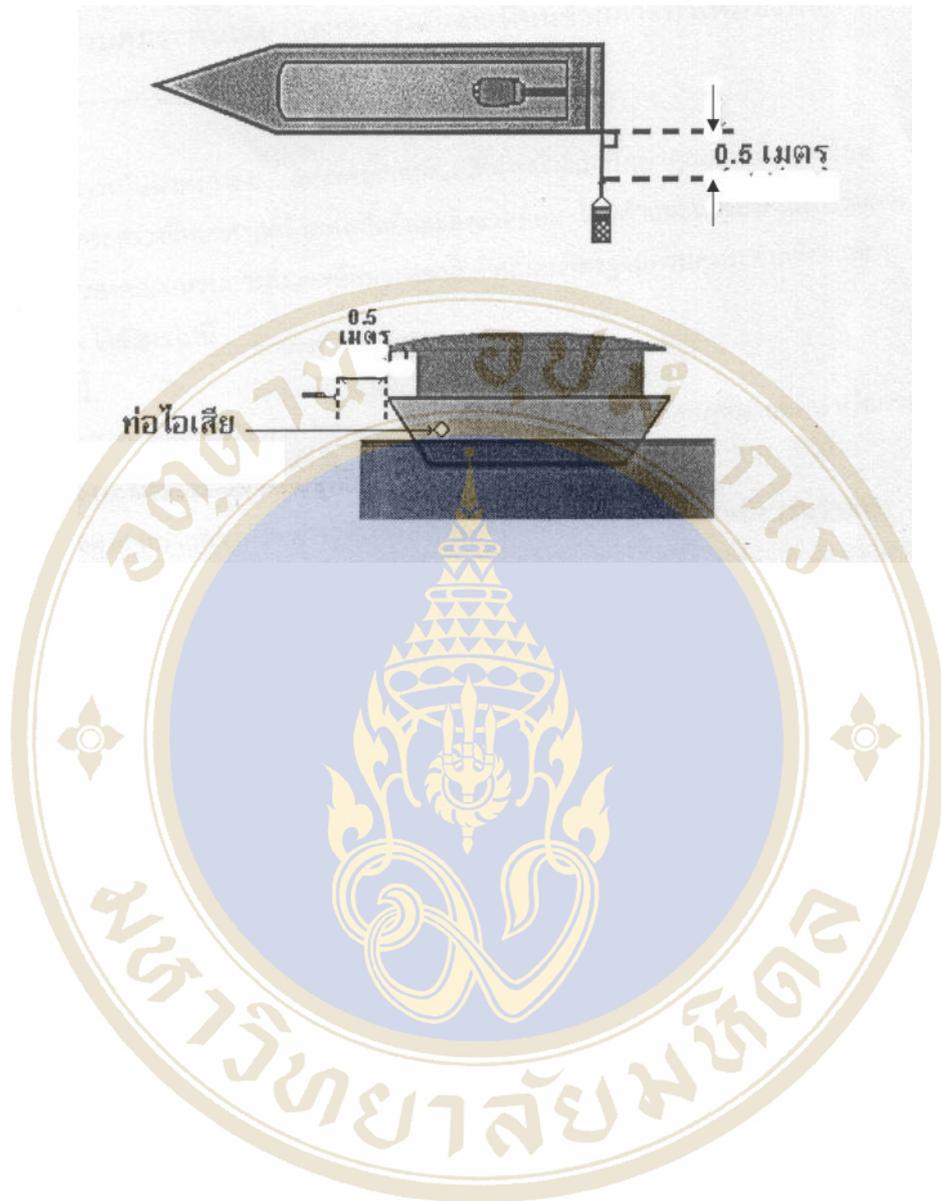
ภาพแสดง ตำแหน่ง ระยะ และวิธีการหันแกนไมโครโฟนของมาตรฐานระดับเสียงสำหรับ
ตรวจสอบระดับเสียงของเรือกล ตามภาคผนวกท้ายประกาศกระทรวงทรัพยากรธรรมชาติและ
สิ่งแวดล้อม เรื่อง กำหนดระดับเสียงของเรือกล ตามข้อ ๒ (ค)



ภาพแสดง ตำแหน่ง ระยะ และวิธีการหั่นแกนไมโครโฟนของมาตรฐานระดับเสียงสำหรับ
ตรวจสอบระดับเสียงของเรือกล ตามภาคผนวกท้ายประกาศกระทรวงทรัพยากรธรรมชาติและ
สิ่งแวดล้อม เรื่อง กำหนดระดับเสียงของเรือกล ตามข้อ ๒ (ง)



ภาพแสดง ตำแหน่ง ระยะ และวิธีการหั่นแกนไมโครโฟนของมาตรฐานระดับเสียงสำหรับ
ตรวจสอบ ระดับเสียงของเรือกล ตามภาคผนวกท้ายประกาศกระทรวงทรัพยากรธรรมชาติและ
สิ่งแวดล้อม เรื่อง กำหนดระดับเสียงของเรือกล ตามข้อ ๒ (จ)



APPENDIX C

รายชื่อบ้านที่เข้าโครงการ

หมายเลข/ชื่อ	หมู่ที่
1. อาจารย์ ทองสุข ยมะสมิตร	6
2. ทวีศักดิ์ ไพโรพฤกษ์	1
3. อาจารย์สมปอง	3
4. เล็ก ศรีวังไพโร	3
5. สมนึก สระคง	2
6. กำนันรัชช บัญพัค	7
7. บ้านสวนส้มของกำนันรัชช	7
8. ป่าทองคำ กฤษณเศรษฐี	7
9. อัจฉรา สิงหจันทร์	7
10. ป่าเกลี้ย ปานมา	7
11. ป่าไถ่ เมืองรัมย์	7
12. ลุงสมพงษ์ เมืองรัมย์	7
13. ป่ามะลิ ขสวิปาน	7
14. ป่าสนม ประสพแสง	7
15. ป่าทองดี มาประกอบ	7

หมายเลข/ชื่อ	หมู่ที่
16. ประภา(ตีว) บุญพืด	7
17. ป้าอรุณ กลิ่นทอง	
18. นายสำราญ นาคพума	7



APPENDIX D

แบบสอบถาม

1. ชื่อ/นามสกุล ผู้ให้สัมภาษณ์ _____ อายุ _____ ปี
 อาชีพ _____ เบอร์โทรศัพท์ _____ อาชีพ _____
2. การประกอบอาชีพในครัวเรือน _____ อาชีพ _____
 อาชีพหลัก คือ _____ รายได้ _____ บาท/เดือน
 อาชีพรอง _____ รายได้ _____ บาท/เดือน
 รายจ่าย _____ บาท/เดือน รายได้สุทธิ _____ บาท/เดือน
 รายได้จากการท่องเที่ยว _____ บาท/เดือน
3. ถ้าจะทำให้การท่องเที่ยวดีขึ้นที่อะไรที่อยากจะปรับปรุงเพื่อยกระดับการท่องเที่ยว(ปัญหาที่มีในการใช้ทรัพยากร ถ้ามืด) _____

 การจัดการแก้ไข คือ _____

กิจกรรมการท่องเที่ยวมีผลต่อชีวิตประจำวันหรือไม่ถ้ามี มีอย่างไร _____

มีการแก้ปัญหาหรือไม่ อย่างไร _____

4. สภาพทรัพยากรในอดีตก่อนมีการท่องเที่ยวเข้ามาเป็นอย่างไร

ลักษณะหรือกฎเกณฑ์ในการเข้าใช้เป็นอย่างไร

สภาพของทรัพยากรร่วมในปัจจุบันเป็นอย่างไรบ้าง ช่วยอธิบาย

อุดมสมบูรณ์ กำลังฟื้นตัว เสื่อมโทรม

การเข้าใช้ทรัพยากรร่วมในชุมชน

5. ขอบเขตของการเข้าใช้ทรัพยากร มีเกณฑ์การเข้าใช้หรือไม่ มีการดูแลรักษาจัดการเพื่อให้คนอื่น ๆ ได้เข้าใช้อย่างไร

- เข้าใช้ได้อย่างเสรี
- เข้าใช้ได้ตามกฎเกณฑ์
- เข้าใช้ไม่ได้เพราะถูกจำกัดสิทธิ์
- เข้าใช้ไม่ได้เพราะมีข้อจำกัดจากธรรมชาติ
- ไม่อยากเข้าใช้

6. ผลการเข้าใช้ทรัพยากรร่วมในฐานะทรัพยากรการท่องเที่ยวในชุมชน

- มีการรบกวนสมาชิกในชุมชน
- มีการลดทอนผลประโยชน์ของสมาชิกในชุมชน
- ไม่มีผล

ถ้ามี อย่างไร _____

พาหนะที่ใช้ในการพานักท่องเที่ยวชมสภาพแวดล้อมในพื้นที่ คือ _____

อุปกรณ์ที่ใช้บรรยายขณะชมหรือไม่ ถ้ามี คือ _____ มีเอกสาร

ประกอบการบรรยายหรือไม่ ถ้ามี คือ _____

7. การยอมรับรูปแบบการเข้าใช้ทรัพยากรการท่องเที่ยวในปัจจุบัน

- ยอมรับ
 - ไม่ยอมรับ เพราะ _____
- _____
- _____

รูปแบบการจัดการตลาดภายในชุมชน

8. มีการสร้างกฎและข้อตกลงการใช้ทรัพยากรร่วมกันหรือไม่ เวลา การขออนุญาต กฎเกณฑ์
ข้อกำหนด เช่น เสี่ยง การจัดการขยะ ความสะอาด

9. การบริหารจัดการใดๆ ตอบสนองต่อความต้องการ และคุณภาพชีวิตของคนในชุมชน
หรือไม่

10. ลักษณะการแบ่งปันผลประโยชน์ เป็นอย่างไร

11. ท่านได้ประโยชน์อะไรจากการท่องเที่ยวกลับคืนมาในรูปแบบใด เงิน/ไม่ใช่เงิน ทางตรง/
ทางอ้อม

12. มีการจัดการรายรับรายจ่ายของโครงการอย่างไร

รายรับ

รายจ่าย

รายจ่ายส่วนรวมมีการจัดสรรเพื่อการอนุรักษ์ทรัพยากรร่วมหรือไม่

มี ไม่มี ถ้ามี _____ บาท/เดือน

และคิดว่าควรนำเงินไปจัดการเพื่อการอนุรักษ์ทรัพยากรอย่างไร เพื่อให้การท่องเที่ยวยั่งยืน

13. การเปลี่ยนแปลงใดๆในชุมชนที่เป็นไปเพื่อกิจกรรมการท่องเที่ยว คงไว้ซึ่งสภาพแวดล้อมในพื้นที่หรือไม่อย่างไร

รูปแบบการจัดการตลาดภายนอกชุมชน

14. ท่านมีนโยบายที่เกี่ยวข้องสนับสนุนการท่องเที่ยวเชิงนิเวศหรือไม่ อย่างไร

15. มีคณะกรรมการในการดูแลและจัดการ โครงการการท่องเที่ยวหมู่บ้านทรงไทยหรือไม่ อย่างไร (ลักษณะการจัดการ แผนงาน การติดตามผล ประเมินผล)

16. มีการสนับสนุนประชาสัมพันธ์หรือไม่ อย่างไร (ประเภทสื่อ หน้าที่ประชาสัมพันธ์ ข้อมูล ความทั่วถึง)

17. โครงการที่เพื่อสนับสนุนการท่องเที่ยวที่จะเกิดขึ้นในอนาคต

18. ประโยชน์ที่ชุมชนได้รับจากการท่องเที่ยว เช่น ถ้าสาธารณูปโภคเสียแล้วปรับปรุงเร็วขึ้นหรือไม่

การมีส่วนร่วม

19. ท่านรับทราบเกี่ยวกับการจัดการการท่องเที่ยวภายในชุมชน ประวัตติความเป็นมาของการจัดการท่องเที่ยว (เล่า ประวัตติโดยย่อ)

20. มีการเรียกประชุมหรือเกี่ยวกับการจัดการท่องเที่ยวของกลุ่ม/ชุมชนหรือไม่ ความดี

ถ้าไม่มี เมื่อมีปัญหาเกิดขึ้น จัดการอย่างไร ใครเป็นผู้แก้ไข

21. ท่านมีส่วนในการแสดงความคิดเห็นต่อการปรับปรุงพัฒนาการท่องเที่ยวอย่างไร

22. ท่านมีส่วนร่วมในกิจกรรมการท่องเที่ยว

มี ไม่มี สาเหตุที่มี/ไม่มีเพราะ_____

23. ท่านมีส่วนร่วมในการดูแลทรัพยากรร่วมกัน

มี ไม่มี สาเหตุที่มี/ไม่มีเพราะ_____

24. ท่านรับทราบปัญหาที่เกิดขึ้น รวมทั้งความขัดแย้งที่เกิดขึ้นในชุมชน

ทราบ ไม่ทราบ สาเหตุที่ทราบ/ไม่ทราบเพราะ_____

25. ท่านมีส่วนร่วมในการแก้ไขปัญหา

มี ไม่มี สาเหตุที่มี/ไม่มีเพราะ_____

26. ท่านมีส่วนร่วมในการวางแผนดำเนินกิจกรรมการท่องเที่ยว

มี ไม่มี สาเหตุที่มี/ไม่มีเพราะ_____

27. ท่านมีส่วนร่วมในการประเมินผลของกิจกรรมที่เกิดขึ้น

มี ไม่มี สาเหตุที่มี/ไม่มีเพราะ_____

การแบ่งปันผลประโยชน์

28. มีการแบ่งปันผลประโยชน์ให้แก่สมาชิกในชุมชนเป็นอย่างไร

ท่านมีข้อเสนอที่คิดว่าควรปรับปรุงในการแบ่งปันผลประโยชน์อย่างไรให้เกิดความเป็น
ธรรมมากขึ้น

29. ผู้ที่ไม่ได้ร่วมกิจกรรมการท่องเที่ยวได้รับการแบ่งปันผลประโยชน์ด้วยหรือไม่อย่างไร ใน
ฐานะเป็นเจ้าของทรัพยากรร่วม

การอนุรักษ์ทรัพยากรการท่องเที่ยว

30. มีการจัดตั้งกองทุนเพื่อเพื่อการดูแลทรัพยากรร่วมในพื้นที่หรือไม่ อย่างไร

31. มีการจัดกิจกรรมเพื่อการอนุรักษ์ทรัพยากรหรือไม่อย่างไร

32. ท่านมีส่วนร่วมในกิจกรรมการอนุรักษ์ทรัพยากรหรือไม่อย่างไร

33. มีหน่วยงานที่เข้ามาช่วยสนับสนุนการอนุรักษ์ทรัพยากรร่วมหรือไม่ อย่างไร

34. ข้อเสนอแนะเพิ่มเติม



APPENDIX E

รายชื่อผู้ให้สัมภาษณ์เชิงลึก

ชื่อผู้ให้สัมภาษณ์	ที่อยู่	วันที่สัมภาษณ์
1. ธวัช บุญพัค	หมู่ 7 ตำบลปลายโพงพาง	5 ธันวาคม 2551
2. บ้านลุงน้อย(อาชีพซื้อกุ้ง)	ตำบลปลายโพงพาง	6 ธันวาคม 2551
3. บ้านอุดมสวัสดิ์(สวนส้มโอ)	ตำบลปลายโพงพาง	6 ธันวาคม 2551
4. ทองคำ กฤษณเสรณี	หมู่ 7 ตำบลปลายโพงพาง	24 ธันวาคม 2551
5. อัจฉรา สิงห์จันทร์	หมู่ 7 ตำบลปลายโพงพาง	24 ธันวาคม 2551
6. ศศิวิมล บุญพัค	หมู่ 7 ตำบลปลายโพงพาง	24 ธันวาคม 2551
7. ประภา บุญพัค	หมู่ 7 ตำบลปลายโพงพาง	25 ธันวาคม 2551
8. อรุณ กลิ่นทอง	หมู่ 7 ตำบลปลายโพงพาง	25 ธันวาคม 2551
9. สนม ประสบแสง	หมู่ 7 ตำบลปลายโพงพาง	25 ธันวาคม 2551
10. ทองสุข ยมะสมิต	หมู่ 6 ตำบลปลายโพงพาง	25 ธันวาคม 2551
11. มะลิ ขศิริปาน	หมู่ 7 ตำบลปลายโพงพาง	25 ธันวาคม 2551
12. ทองดี มาประกอบ	หมู่ 7 ตำบลปลายโพงพาง	25 ธันวาคม 2551
13. เฉลียว เมืองรัมย์	หมู่ 7 ตำบลปลายโพงพาง	25 ธันวาคม 2551
14. สมพงษ์ เมืองรัมย์	หมู่ 7 ตำบลปลายโพงพาง	25 ธันวาคม 2551

ชื่อผู้ให้สัมภาษณ์	ที่อยู่	วันที่สัมภาษณ์
15. พุฒ เมืองรัมย์	หมู่ 7 ตำบลปลายโพงพาง	25 ธันวาคม 2551
16. อารีย์ พุ่มเทียน	หมู่ 3 ตำบลปลายโพงพาง	25 ธันวาคม 2551
17. ทวีศักดิ์ ไพรพุกภัย	หมู่ 1 ตำบลปลายโพงพาง	25 ธันวาคม 2551
18. ร้านค้าหน้าวัดประชา	หมู่ 5 ตำบลปลายโพงพาง	25 ธันวาคม 2551
19. สมศักดิ์ อินทวิเชียร	หมู่ 4 ตำบลปลายโพงพาง	25 ธันวาคม 2551
20. ยอด แป้งหอม	หมู่ 4 ตำบลปลายโพงพาง	25 ธันวาคม 2551
21. ชลอ กลัดกลีบ	หมู่ 4 ตำบลปลายโพงพาง	26 ธันวาคม 2551
22. เส่า ฟิ่งโพธิ์ทอง	หมู่ 7 ตำบลปลายโพงพาง	26 ธันวาคม 2551
23. หวาน ภัคดีบัณฑิต	ตำบลปลายโพงพาง	26 ธันวาคม 2551
24. เสก ศาสนสำอางค์	ตำบลปลายโพงพาง	26 ธันวาคม 2551
25. เฉลียว กลิ่นอบเชย	หมู่ 7 ตำบลปลายโพงพาง	26 ธันวาคม 2551
26. ทวี ฟิ่งโพธิ์ทอง	หมู่ 7 ตำบลปลายโพงพาง	26 ธันวาคม 2551
27. แจ่ม กลัดกลีบ	ตำบลปลายโพงพาง	26 ธันวาคม 2551
28. เพ็ญศรี นุชศิริ	ตำบลปลายโพงพาง	26 ธันวาคม 2551
29. อุไร สรุปรายฤทธิ์	หมู่ 7 ตำบลปลายโพงพาง	26 ธันวาคม 2551
30. วิชิต ศิวกุล	ตำบลปลายโพงพาง	26 ธันวาคม 2551
31. ทวิน บุญหาเทียน	ตำบลปลายโพงพาง	26 ธันวาคม 2551

ชื่อผู้ให้สัมภาษณ์	ที่อยู่	วันที่สัมภาษณ์
32. ทองดี แซ่ตัน	ตำบลปลายโพงพาง	26 ธันวาคม 2551
33. จรูญ แซ่ตัน	ตำบลปลายโพงพาง	26 ธันวาคม 2551
34. เล็ก ศรีวังไพร	หมู่ 3 ตำบลปลายโพงพาง	26 ธันวาคม 2551
35. สมนึก สระคง	หมู่ 2 ตำบลปลายโพงพาง	26 ธันวาคม 2551
36. ไกล่ เมืองรัมย์	หมู่ 7 ตำบลปลายโพงพาง	26 ธันวาคม 2551
37. วีระจิต จันทร์เพ็ง	ตำบลปลายโพงพาง	6 ตุลาคม 2552

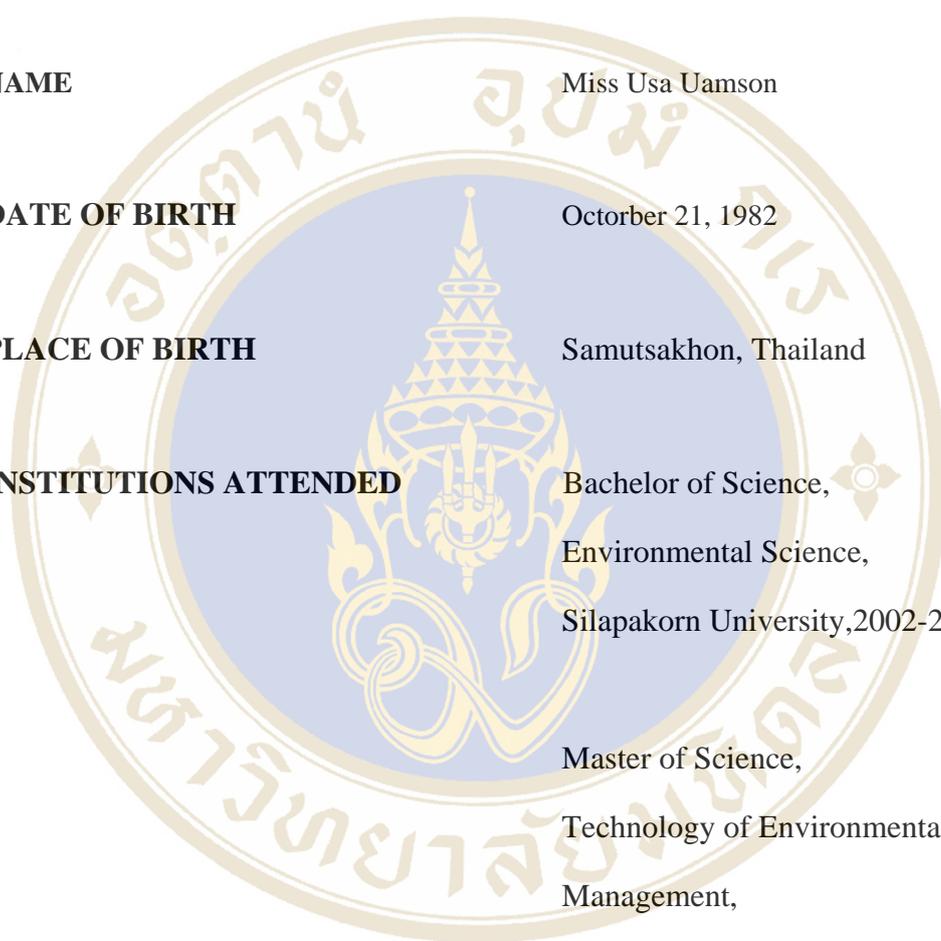
การสนทนากลุ่มย่อย

ชื่อผู้ให้สัมภาษณ์	ที่อยู่
1. ศศิวิมล บุญพัก	หมู่ 7 ตำบลปลายโพงพาง
2. ทองคำ กฤษณเสรณี	หมู่ 7 ตำบลปลายโพงพาง
3. อัจฉรา สิงห์จันทร์ และบุตรชาย	หมู่ 7 ตำบลปลายโพงพาง
4. ภูมิ สระคง	หมู่ 2 ตำบลปลายโพงพาง
5. อุไร สรุปรายฤทธิ์	หมู่ 7 ตำบลปลายโพงพาง
6. ขวลิต แซ่ตัน	หมู่ 7 ตำบลปลายโพงพาง
7. เฉลลา แจ่มดวงเดช	หมู่ 7 ตำบลปลายโพงพาง

หน่วยงานที่เกี่ยวข้อง

หน่วยงาน	วันที่สัมภาษณ์
ท่องเที่ยวและกีฬาจังหวัดสมุทรสงคราม	29 มกราคม 2552
ผู้ช่วยประชาสัมพันธ์จังหวัดสมุทรสงคราม	29 มกราคม 2552
รองนายกองค์การบริหารส่วนตำบลปลายโพรงพาง	3 กุมภาพันธ์ 2552
ฝ่ายสิ่งแวดล้อม(ทรัพยากรธรรมชาติและสิ่งแวดล้อมจังหวัดสมุทรสงคราม)	11 กุมภาพันธ์ 2552
ขนส่งทางน้ำและพาณิชยนาวีจังหวัดสมุทรสงคราม	11 กุมภาพันธ์ 2552
กำนันตำบลปลายโพรงพาง	6 ธันวาคม 2551
ผู้ประสานงานชมรมคนรักแม่กลอง(จังหวัดสมุทรสงคราม)	3 ตุลาคม 2552

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