

**MANAGEMENT OF KHLONG MAHASAWAT TOURISM
SYSTEM PHUTTHAMONTHON DISTRICT,
NAKHON PATHOM PROVINCE**



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THE DEGREE OF MASTER OF SCIENCE
(TECHNOLOGY OF ENVIRONMENTAL MANAGEMENT)
FACULTY OF GRADUATE STUDIES
MAHIDOL UNIVERSITY**

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Thesis
Entitled

**MANAGEMENT OF KHLONG MAHASAWAT TOURISM
SYSTEM PHUTTHAMONTHON DISTRICT, NAKHON PATHOM
PROVINCE**



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MANAGEMENT OF KHLONG MAHASAWAT TOURISM SYSTEM
PHUTTHAMONTHON DISTRICT, NAKHON PATHOM PROVINCE

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ABSTRACT

The 3 main objectives of this research are to study the Khlong Mahasawat Tourism System, to define quality standards for tour sites and to establish guidelines for sustainable tour site management. The study was done with research documents and field study using qualitative and quantitative methods. Samples selected for the study were 152 tourists, 4 participating owners of agricultural land in the tour project, 15 owners of tour boats and 5 concerned officers of Khlong Mahasawat Tourism System.

Results of the study indicated that Khlong Mahasawat tourism system consisted of internal and external components namely, tourism resources including Khlong Mahasawat, and 4 agricultural areas, lotus fields, an orchid Farm, mixed fields and an area used for processing agricultural products. Tourism services, are boat sightseeing tours along both sides of Khlong Mahasawat and the agricultural areas, foods services and the sale of agricultural products. Regarding marketing, the tourism system has provided news and information to tourists in numerous forms. The external components of tourism are the conditions of the agricultural areas along both sides of the khlong, community lifestyles, tour site locations, and convenience in communication and support from various divisions of both private and public sectors. The standard of value of the tour sites has remained of a very good level.

The guidelines for sustainable tour site management, include preservation of the community's unique identity and giving services in harmony with the surrounding environment and community culture. The main point is to rally farmers in the area to reduce chemical use in farming; instead they should be encouraged to use organic fertilizers.

KEY WORDS: KHLONG MAHASAWAT / AGRO TOURISM / SUSTAINABLE
TOURISM / PEOPLE PARTICIPATION IN TOURISM /
ENVIRONMENTAL MANAGEMENT

143P.

การจัดการระบบการท่องเที่ยวคลองมหาสวัสดิ์ อำเภอพุทธมณฑล จังหวัดนครปฐม (MANAGEMENT OF KHLONG MAHASAWAT TOURISM SYSTEM PHUTTHAMONTHON DISTRICT, NAKHON PATHOM PROVINCE)

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บทคัดย่อ

การศึกษาครั้งนี้มีวัตถุประสงค์ 3 ประการ ได้แก่ ศึกษาการจัดการท่องเที่ยวคลองมหาสวัสดิ์ มาตรฐานคุณภาพของแหล่งท่องเที่ยว และหาแนวทางในการจัดการแหล่งท่องเที่ยวให้เกิดความยั่งยืน วิธีการศึกษาใช้การวิจัยเอกสารและการวิจัยสนามทั้งในเชิงปริมาณและเชิงคุณภาพ ประชากรที่ศึกษาได้แก่นักท่องเที่ยวจำนวน 152 ราย เจ้าของพื้นที่เกษตรกรรมที่เข้าร่วมโครงการท่องเที่ยวจำนวน 4 ราย เจ้าของเรือนำเที่ยวจำนวน 15 ราย และเจ้าหน้าที่ที่มีหน้าที่เกี่ยวข้องกับการท่องเที่ยวคลองมหาสวัสดิ์จำนวน 5 ราย

ผลการศึกษาพบว่า องค์ประกอบของการท่องเที่ยวคลองมหาสวัสดิ์มีทั้งองค์ประกอบภายในระบบและภายนอกระบบการท่องเที่ยว องค์ประกอบภายในระบบการท่องเที่ยวได้แก่ ทรัพยากรการท่องเที่ยว อันประกอบด้วย คลองมหาสวัสดิ์ พื้นที่เกษตรกรรม 4 แห่ง ได้แก่ นาบัว สวนกล้วยไม้ ไร่ นา สวนผสม และจุดแปรรูปผลผลิตทางการเกษตร การบริการการท่องเที่ยวได้แก่ การจัดเรือนำเที่ยวยุคใหม่ ชมสองฝั่งคลองมหาสวัสดิ์และพื้นที่เกษตรกรรม การให้บริการอาหาร น้ำดื่ม และการจำหน่ายผลผลิตทางการเกษตร ในด้านตลาดการท่องเที่ยวมีการให้บริการข่าวสารแก่นักท่องเที่ยวทุกรูปแบบ ส่วนองค์ประกอบภายนอกระบบการท่องเที่ยวได้แก่ สภาพพื้นที่เกษตรกรรมของสองฝั่งคลอง วิธีชีวิตความเป็นอยู่ของคนในชุมชน ที่ตั้งของแหล่งท่องเที่ยว ความสะดวกในการคมนาคม และการสนับสนุนจากหน่วยงานต่างๆทั้งภาครัฐและเอกชน ค่ามาตรฐานของแหล่งท่องเที่ยวอยู่ในระดับดีมาก

สำหรับแนวทางในการจัดการแหล่งท่องเที่ยวให้มีความยั่งยืน ได้แก่ การรักษาความเป็นเอกลักษณ์ของชุมชนในพื้นที่ ให้การบริการการท่องเที่ยวที่มีความกลมกลืนกับสภาพแวดล้อมและวัฒนธรรมของชุมชน ส่งเสริมให้คนในท้องถิ่นเข้ามามีส่วนร่วมในกิจการการท่องเที่ยวให้มากขึ้น ที่สำคัญส่งเสริมให้เกษตรกรในพื้นที่ลดการใช้สารเคมีในการเกษตร แต่หันมาใช้สารอินทรีย์แทน

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CHAPTER I

INTRODUCTION

1.1 Background and Significance of the study

Thai Tourism Industry has been considered as service industry that generated gigantic amount of income for the country. According to Tourism Authority of Thailand, in 2004, there had been 11 million tourists visited the country which generated income of 384,359 million baht (Ministry of Tourism and Sport, 2004). World Tourism Organization (WTO) has forecasted the number of tourists to visit Thailand estimated 17.5 million visitors in 2010 and may increase to 36.9 visitors in 2020(Rumpaipun, 2001).

Currently, Thai Tourism Industry has received promotion and support from the government , aiming for the country development which generated income as much as hundred billions baht (Tourism Authority of Thailand, n.d.) and tourism has become significance part to build economic strength, leading to regional growth as well as promoting investment and trading domestic and international. It also helps to create employment, generate income locally and promote natural resources, environment and indigenous tradition.

Although, tourism industry needs to utilize domestic resources which are cultural resources and labor services of population in the country, industrial tourism growth has deteriorated surrounding environment and worsen image of tourism. Tourism management in general has frequently encountered conflicted problems between natural environmental and social preservation and development (Nipol, 1999) without raising life quality of general population. This has created inequality on resources utilization and revenues distribution because wealth concentrated among powerful group who often exercised economic influence on tourism business. Sometimes, locals never have the opportunity to participate officially. Some group of

tourists had unintentionally destroyed local's lifestyles until becoming social problems and damaging basic element in environment (Pongboon, 1999).

Because of few set backs in tourism which effected environment, culture and local, many countries have tried to find the design for sustainable tourism from "Earth Summit" at Rio de Janeiro of Brazil in the year 1992 with Agenda 21 and thus created so called guideline in, "Sustainable Tourism Development" to emphasize on prevention on hazardous effects caused by tourism industry in order to maintain tourism and create desirable results in politic, economic and social (Sombat, 1994). It had been arranged as sustainable tourisms which differed from each other based on tourism resources or Nature Tourism and Cultural Tourism (Rumpaipun, 2001).

Thailand is the country quite abundant with tourism resources, having over 1,200 tour sites that scattered all over Thailand, both urban and rural. These natural tour sites are included historical, archeological, cultural and agricultural sites that the government has tried to promote tourism growth extensively. There had been the local transferring of administrative power so that the local administration could closely administer the affairs of tourism. Local Organization also responded to the government policies in the effort to explore, develop, and restore tourism resources locally to generate income for the local community. Consequently, many tour sites have continued to increase every year. Some tour site had grown into well-known place, quite popular among tourists while few tour sites are unknown with low potential.

Agro tourism is touring at the Agricultural site as being another form of nature tour. The outstanding feature of this tour is the opening of opportunity for tourist to get in touch with natural environment as well as viewing farmers' lifestyles that mixed between religious activities, art and culture and tradition which should enable tourists to learn farmers' lifestyles closely through participation in activities with farmers. Also, this type of tourism is another way leading to income distribution among farmers (Thailand Institute of Scientific and Technological Research, 2000).

Current Thai Agro Tourism has tendency to increase its significance as well as receive wide attention and gain the support from various government agencies to become interesting Alternative Tourism. However, Agro Tourism is still active adventure for Thailand. Although, many farming areas had been developed into Agro

Tourism site, for instances, Bangruk Noi Agro Tourism, Bangruk Noi sub-district, Nonthaburi province, Jinda canal Boat Agro Tourism, Sampran district, Nakhon Pathom province. Anyhow, many Agro Tourism sites are still having low tourism potential due to lacking elements for developing into tour sites (Thailand Institute of Scientific and Technological Research, 2000). If those tour sites are still lacking good administration, farmers and local people would not benefit from using local resources at full potential or added value. Without increasing income, poverty among locals may not be subsided as well as failure to join together in developing farmers' lands that should lead to dependency between themselves and building strong society for the future.

Phutthamonthon district is one of the districts in total 7 districts of Nakhon Pathom province. It has occupied the total area of 63.33 square kilometers or 2.92 percents of the total provincial area. It consisted of 3 sub-districts which are Mahasawat sub-district, Salaya sub-district and Khlong Yong sub-district as illustrated in figure 1.1. It is believed that these 3 sub-districts contained resources bases which contributed to agriculture in various areas, for examples, soils and lands, water. Most areas of Phutthamonthon district or 53.5 percents of total areas are being used for agriculture (Table 1.1) which has made Phutthamonthon districts one of Nakhon Pathom province districts quite outstanding in agriculture.

Table 1.1: Farming area Percentages in Various sub-districts of Phutthamonthon in the year 2004

Sub District	Areas (Rai)	Farming area (Rai)	Sub-district Area Percentages
Salaya	19,830	4,390	9.2
Khlong Yong	19,768	15,323	32.1
Mahasawat	8,106	5,850	12.3
Total	47,704	25,563	53.5

Source: Phutthamonthon sub-district Agricultural Office, Nakhon Pathom Province.

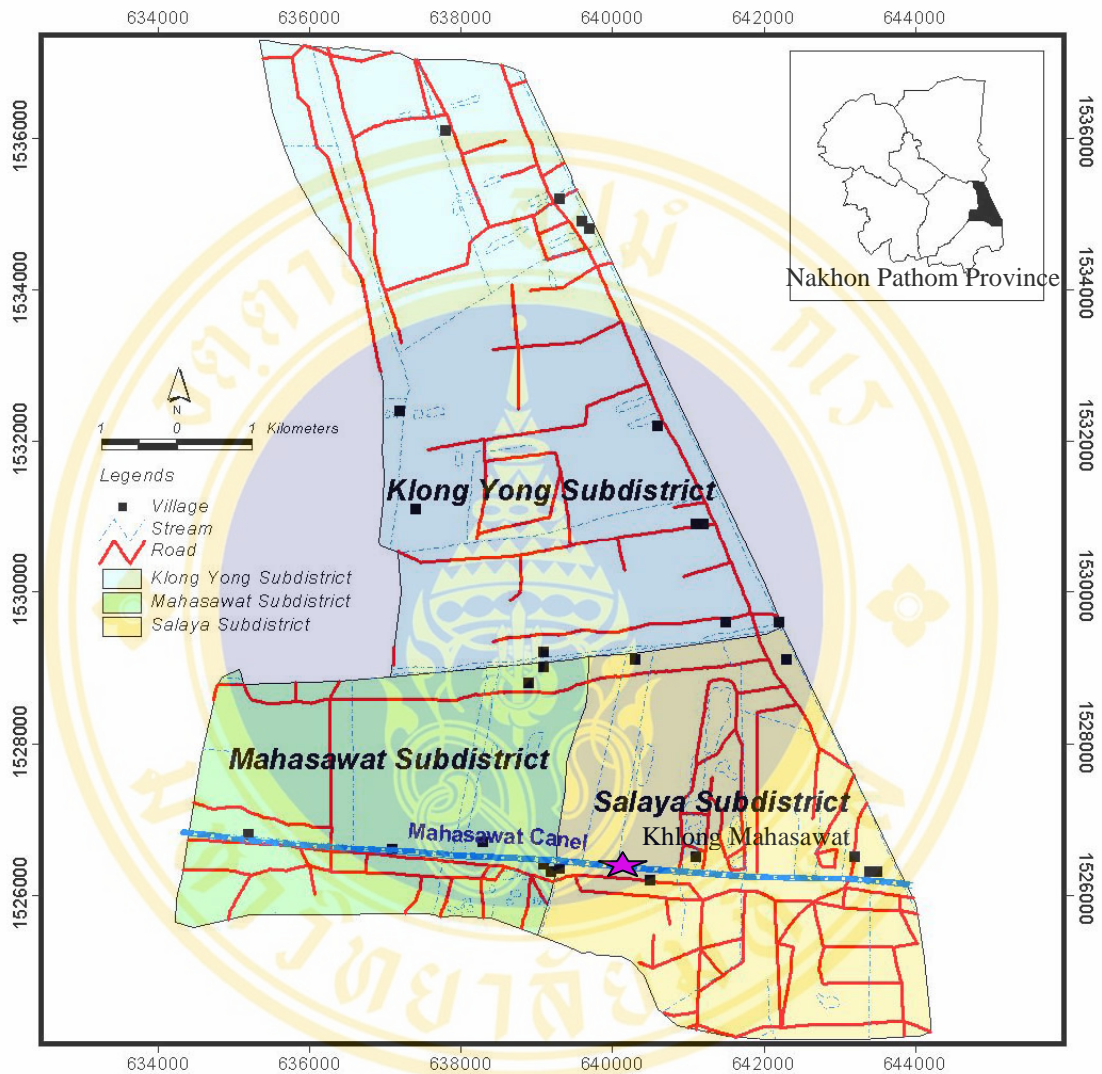


Figure 1.1: Map of Phutthamonthon district

Vegetables most grown in this sub-district are rice, fruits, perennial trees, lotus field and orchid. Agricultural products of this sub-district are at high ratio. In 2004, averaging rice products of Sub District were 850-800 kilogram per rai which considered quite high as compared to the country average products of 431.47 kilogram per rai. Lotus field yielded average products at 4,000 lotuses per rai. Furthermore, there are other occupations in agriculture that would yield large amount of products,

for examples, guava, pomelo, fragrant coconut, mangoes, garden vegetables, flowers orchard.

Since the increasing of education among local population as well as insufficient incomes from growing rice, rice fields had been turning into fruits, orchards, flowers farms, lotus fields and vegetables gardens instead by using irrigation water available for the whole year from Khlong Mahasawat.

Khlong Mahasawat or so called Khlong Kud Chaiyapluk that joined between Maenum Chao Phraya and Maenum Tha Chin, starting from Khlong Bangkok Noi at Wat Chaiyapluk Mala, Taling Chan district, Bangkok Metropolis, flowing to Maenum Tha Chin at Subin Shrine, Ngew Rai sub-district, Nakhon Chaisri sub-district, Nakhon Pathom province. Phrabat Somdet Phra Chomkloachaoyuhau (King Rama IV) had given his royal permission to Phraya Tippakorn Vong Mahakosatiplibordee (Kum Boonnak) to dig up the ditch in 1857 which had been finished in 1860 with 14 meters in width, 6 meters in depth and 27 kilometers in length. This route was used for royal visit to Phra Pathom Chedi and also gave his royal command for building 7 pavilions near the Khlong at 4 kilometers apart. The pavilion at Phutthamonthon sub-district which is called “ Sala 6 or Salaya ” located at Moo 3, Salaya sub-district as being the Sala for recording medicinal text and “ Sala 7 or Saladin” located at Moo 3, Mahasawat sub-district. Those areas were used as the burial in the old day. Presently, there is no trace of those 7 Sala (Department of Agricultural Extension, Ministry of Agriculture and Extension, n.d.). Khlong Mahasawat is being considered as Historical canal. It is large and straight. Besides using it as for royal visit to Phra Pathom Chedi, in the past, it had been used for transporting rice, sugar cane and sugar between Maenum Chao Phraya and Maenum Tha Chin. Currently, Khlong Mahasawat has been used in many purposes, not only in water communication that connect between Maenum Tha Chin and Khlong Bangkok Noi, but also being water source for agriculture and water supply production of Bangkok Metropolis.

The area along Khlong Mahasawat is well prepared and abundant with diversified agricultural resources. It has possessed manpower or community with unity and aggressive community leader which made all community members joined together to conduct activities (Jongkronpruch, 2004). Therefore, Nakhon Pathom Provincial Office of Agriculture, Department of Agriculture Extension and Tourism Authority of

Thailand had agreed that areas around Khlong Mahasawat were with potential and suitable for being Agro Tourism according to Agro Tourism Promotion Project, 2000 by emphasizing on strong point in the area of Salaya and Mahasawat sub-districts, This would be the selling point to promote tourism and generate income among community population who has made their living only from agriculture. It had created supplementary income beyond agricultural sector in Nakhon Pathom province as much as 3,941.11 to 10,640.98 baht per household annually (Narissara, 2002). Furthermore, current tour sites in Nakhon Pathom province has promoted Water Based Tourism to view beautiful sceneries of Maenum Tha Chin, together with Culture Based Tourism to study locals' lifestyles, tradition related to community's lifestyles along the riverbank as well as boat scenic tour of Maenum Tha Chin from Suan Sampran, (Rose Garden) passing Wat Rai King , having meals on the boat, viewing ancient Thai houses and porches beautifully decorated with flowers, visiting fruits orchards or boat tour at Wat Lumpaya Floating Market, Banglane district as well as seeing Herbal Garden and Ancient temple.

Agro Tourism by going along Khlong Mahasawat in a tour boat had originated in the year 2002 as well as Wat Lumpaya Floating Market, Banglane district, Nakhon Pathom province (Mimeographed, 2005). Through observation during participation as tourists in the middle of the year 2005, findings indicated that tourism activities had started from travelling by boat from the pier at Wat Suwannaram in Mahasawat sub-district to the following destinations in 4 agricultural activities.

1. Visiting Orchid Farm with demonstration of growing orchids, propagation, harvesting and selling. The star orchid of this farm is named Tassanee. It is the mixed orchid that produced bright orchid with strong petals and only available in this farm in Thailand.

2. Visiting Lotus Fields which is included the presentation of knowledge in planting lotus Chatkao, harvesting lotus, selecting lotus for sell as well as having boat service where tourist can enjoy rowing boat in the lotus field and feeding fishes.

3. Visiting processed agricultural products of Mahasawat Housewives Group. This activity involves with demonstration of processed foods, for example, making rice cake with filling, iodine salted eggs, strips preserved fruits and pickled fruits. These products are being sold to the tourists and every product had been

certified with approval sign from Nakhon Pathom Health Department and Institute of Nutrition Mahidol University, Salaya district Nakhon Pathom province.

4. Visiting mixed rice fields and orchards where walking tours are arranged, including narrator explained on how to grow fruits, trees, mainly different local species of pomelo, such as, Thong Dee, Kao Pan, Kao Puang, Kao NamPhung and other fruits grown mostly in the area, for example, jack fruit, coconut, maprang, olives and santol with the application of technology in organic agriculture through home made organic fertilizer. Thus giving tourists the opportunity to taste seasonal fresh fruits and preserved seasonal fruits. For any group of tourists who dislike walking tour, they may choose I-tan tour as another alternative.

Traveling to all 4 destinations is not compulsory. Tourists may choose any activity first depended on suitability. Touring normally takes 2-3 hours for all 4 destinations. During the boat tour, tourists may enjoy beautiful sceneries, view Khlong and locals' lifestyles along both sides of Khlong during the entire trip.

Khlong Mahasawat tourism arranged by Khlong Mahasawat community has used long-tailed boat as the vehicle for taking tourists sightseeing in Khlong Mahasawat and stopping at various agricultural sites so that tourists may experience boat tour by sightseeing for sceneries, houses and community's lifestyles along both sides of Khlong as well as land utilization in agriculture. This is considered as Water Based Tourism. Furthermore, Khlong Mahasawat Agro tourism had resulted in the cooperation between different community groups, especially farmers and housewives in the operation. Besides, touring itself happened in the community. Therefore, touring at Khlong Mahasawat is considered being the combination of Agro Tourism as well as Water Based Tourism and Community Based Tourism.

Narissara Sathonsaovapak (2002) stated that Agro tourism at Khlong Mahasawat has high potential for becoming tour site. However, the statistical study of numbers of tourists revealed that not many tourists had visited Agro Tourism site. The number of tourists who came to this tour site in 2002 was 3,553 visitors thus increasing to 3,968 visitors in 2003 and 5,762 visitors in 2004 (Jongkronpruch, 2004). However, the growth rate of tourists is averaged at 1,104 visitors yearly or 31.1 percents yearly. The number of tourists in 2004 was averaged at 15.8 percents yearly which had been considered very small in numbers in comparison with other tour sites

in the nearby areas, for example, Wat Lumpaya Floating Market where tourists as much as 4,110 visitors per day have visited this tour site. As being seen that the slow growth rate of tourists who visited Khlong Mahasawat tour had not coincided with the high development potential of the area. Perhaps, this was caused by threats or some problem of elements in Khlong Mahasawat touring system that needed better management.

With this reason, the researcher would like to study the quality of tour site and numerous threats of elements in Khlong Mahasawat by analyzing elements of touring system and environment beyond touring system to study the standard quality, problems and existing threats of Khlong Mahasawat tour site as well as finding guidelines to assist growth for sustainable tourism, leading to everlasting community and society of Nakhon Pathom province.

1.2 Research Objectives

1.2.1 To study Khlong Mahasawat tourism system of Phutthamonthon sub - district, Nakhon Pathom province

1.2.2 To study set backs, problems and threats of touring system which effected the development of Khlong Mahasawat tour site and standard quality.

1.2.3 To find guidelines management in touring system and environment of Khlong Mahasawat tour site for sustainable growth.

1.3 Research Scope

The study was done in Khlong Mahasawat's activity area located near Khlong Mahasawat, Phutthamonthon sub-district, Nakhon Pathom province. It has included Water Based Tourisms and Agro Tourism in all activities.

1.4 Research Variables

Variables in the study of Khlong Mahasawat touring system management consisted of the following.

1.4.1 Khlong Mahasawat touring system is divided into internal and external elements of touring system.

1.4.1.1 Internal element inside Khlong Mahasawat Agro Tourism resources, services and marketing are divided as follows.

1) Khlong Mahasawat Agro Tourism resources are defined as resources which induced touring in Khlong Mahasawat tour site, such as, agricultural sites, agricultural activities, and agricultural products grown and processed in the area, background, physical attributes and beautiful sceneries of Khlong Mahasawat.

2) Servicing Tourists is defined as servicing and welcoming tourists, providing convenience for tourists who had come to visit Khlong Mahasawat tour site, such as, serving drinking water, touring services, toilets, restaurants, souvenir shops as well as preparing hats and umbrella for tourists.

3) Tourism Market is defined as publicity about Khlong Mahasawat tour sites to be known among tourists in order to encourage more tourists coming to visit Khlong Mahasawat tour sites.

1.4.1.2 External elements is referred to environment outside touring system, such as, administration, physical structure, physical attributes and environment, social and cultural conditions.

1.4.2 Tour site standard quality is defined as standard for measuring and assessing tour site in checking standard quality for Khlong Mahasawat tour site consisted of 6 issues as follows;

1.4.2.1 Physical attributes of tour site in location, accessibility, fertility and prestige tour site.

1.4.2.2 Environmental Quality Maintenance in solid waste management, water quality management and air quality management.

1.4.2.3 Economic, social conditions of tour site which is planned to study in community benefits, self-support, worthy sight-seeing and community participation.

1.4.2.4 Arts and cultural value which contained cultural, historical and social value.

1.4.2.5. Value of learning and education which are included benefits, precious learning and knowledge distribution.

1.4.2.6 Administration which should direct the study in providing facilities, life and assets safety of tourists, managing staffs and budgeting as well as tourists' satisfactions .

Moreover, there had been the assessment of entire system of Khlong Mahasawat touring system, problems, threats, and to compare with sustainable tourism management concept as well as finding guidelines for sustainable tour site administration.

1.5 Research Theoretical Framework

The study of Khlong Mahasawat touring system and management was done through learning about elements of tourism and external environment. The system elements consisted of resources that induced tourism in the site. The study was done for qualitative and quantitative resources, touring services and tourism market. External environment is referred to opinion of tourists toward this tour site. The assessment of Khlong Mahasawat touring system was conducted to find tour site standard quality by studying physical attributes of tour site, maintaining environmental quality, economic and social conditions, preserving arts and culture, learning and education and administration and studying the existing problems, threats as well as studying sustainable tourism management concept for being guidelines to manage and develop tour site for proper growth as illustrated in figure 1.2.

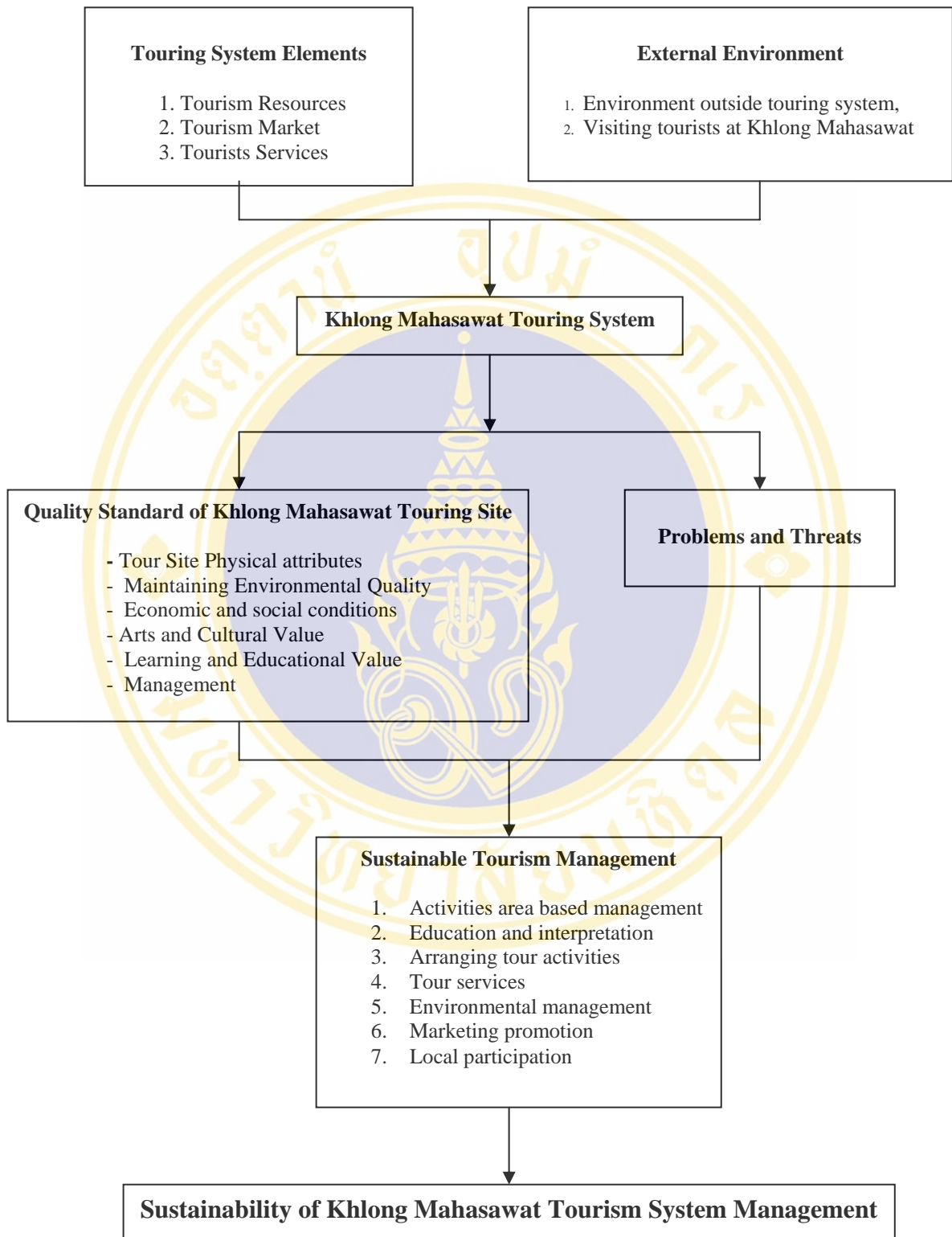


Figure 1.2: Research Theoretical Framework

1.6 Research Definitions

Khlong Mahasawat Touring System is defined as: elements that originated Khlong Mahasawat entire touring system which consisted of resources that induced tourism in the site which have 4 Agro Tourism activities as well as seeing agricultural activities and agricultural products and boat tour for sightseeing and learning about community lifestyles, including view Khlong Mahasawat farming area., touring services, tourism market, and external environment such as, physical structure, physical attributes and environment, social and cultural conditions.

Agro Tourism is defined as: visiting farming areas and activities at Khlong Mahasawat, including orchid farm, lotus fields, mixed rice fields and orchards and processed agricultural products of Mahasawat housewives group.

Water Based Tourism is defined as: touring by boat at Khlong Mahasawat to provide opportunity for tourists to observe beautiful sceneries of Khlong Mahasawat as well as experiences community ways of life along both sides of Khlong Mahasawat.

Tourism Management is defined as: the study of Khlong Mahasawat touring system to derive at real potential, existing problems and threats in order to achieve Khlong Mahasawat sustainable site by using sustainable tourism management tool

Sustainable Tourism Management is defined as: Khlong Mahasawat tourism resources management to respond to economic, social necessities while still maintain culture and preserve ecosystem via of process Zoning, Education and interpretation, Arranging tour activities, Tour services, Environmental management, Marketing promotion, Local participation.

Sustainable Tourism is defined as: tourism resources to respond economic, social, cultural and beautiful scenery necessities by carefully exploit resources in order to preserve nature unique identity and culture as long as possible with the minimum

impact and maximum benefit so that tourists may experience full enjoyment from visiting the tour site under safety and proper hygiene

Tour site quality standard is defined as: the assessment of tour site administrative system for maximum tourists' satisfaction by assessing 6 attributes of Khlong Mahasawat tour site by tourists in physical attributes, environmental, economic, and social and art and cultural preservation, learning value and education as well as administration and management.

1.7 Expected outcomes and Benefits

17.1 To have knowledge and understanding in Khlong Mahasawat touring system that related to locals.

1.7.2 To know true quality standard of Khlong Mahasawat touring system, problems and threats in servicing tourists.

1.7.3 To derive at guidelines for solving problems and correcting elements without potential in developing Khlong Mahasawat tour site properly and thus benefit sustainable tourism tour site management.

CHAPTER II

LITERATURES REVIEW

In the study of Khlong Mahasawat touring system, one must understand the policies of Tourism Authority of Thailand regarding tourism promotion, Agro Tourism concept, touring system, including relevant documents for knowledge base in the study and being guidelines in the research as follows;

- 2.1 Tourism Strategies
- 2.2 Water Based Tourism
- 2.3 Agricultural Extension Department Strategies
- 2.4 Agro Tourism
- 2.5 Tour Site Quality Standard
- 2.6 Sustainable Tourism Management Concepts
- 2.7 Relevant Researches

2.1 Tourism Strategies 2004-2008

Ministry of Tourism and Sports had built tourism strategies in accordance to the cabinet resolution on July 29th, 2004 as follows;

1) Objectives: Aiming for tourism to be one of the key industries with sustainable growth as well as being tourism center of Asia to generate income and provide opportunity for community development evenly.

2) Vision: Planning for Thailand to be tourism center of Asia within the year of 2008.

3) Target: Expecting numbers of tourists to increase to 20 million or gaining income from tourism at least 700,000 million baht in the year 2008.

4) It consisted of 3 strategies as follows;

1st strategy: Increasing ability to compete in tourism with the following objectives.

- 1) To motivate tourists to travel more to Thailand.
- 2) To act as tools for economic expansion in accordance with set objectives.
- 3) To operate market aggressively for quick results which would yield good benefit for overall country's economy, aiming to increase Market Share in Asian Region over 10 percents by the end of the year 2008. It consisted of 4 strategies as follows;

1st Strategy: Promoting competition in aggressive market both domestic and overseas

2nd Strategy: Promoting Thailand to be Asian Gateway

3rd Strategy: Developing Information Technology

4th Strategy: Promoting World Event Marketing

2nd Strategy: Developing goods and services related to tourism with the following objectives.

- 1) To encourage tourism as a key mechanism for distribution of income and build community strength.
- 2) To develop and restore tour site as marketing goal and selling point to attract tourists.
- 3) To build tourism goods and services with good standard to create satisfaction among tourists.
- 4) To create confidence among tourists regarding safety in life and assets.

This has aimed for tourism as marketing mechanism and magnet for attracting more tourists over 10 percents annually as well as increasing income for local population from tourism at 15 percent annually, including at least 80 percents of tour sites that local administration and community organization could maintain, preserve and manage effectively. This consisted of 4 strategies as follows;

1st Strategy: To develop, restore and connect tour site.

2nd Strategy: Raising standard level of goods and services

3rd Strategy: Increasing standard facilities for tourists.

4th Strategy: Increasing standard safety for life and assets of tourists

3rd Strategy: Developing integrated management with the following objectives.

- 1) To set up tourism administrative system with efficiency.
- 2) To increase ability of public and private organizations related to tourism.
- 3) To manage tourism coincided with National strategies, government policies and developing strategies of 19 Provincial groups.

Targeting on increasing organizations relevant to tourism with effective management system as well as adding more tourism staffs for better managing and operating in accordance with tourism planning which consisted of 3 strategies as follows.

1st Strategy: Increasing capability of Ministry of Tourism and Sports for being the main force in tourism strategies.

2nd Strategy: Increasing efficiency in managing integrated tourism for public, private and community levels both domestic and overseas.

3rd Strategy: Improving laws and regulations related to tourism.

In conclusion, tourism strategies from 2004-2008 has directed for tourism to be one of key industries for sustainable growth as well as being Asian Tourism Center that able to generate income and provide opportunity for community development evenly. The significant strategy involved with increasing ability to compete in tourism with developing goods and services in tourism. There had been increasing numbers of organizations related to effective management as well as adding more tourism staffs for better managing and operating in accordance with tourism planning.

2.2 Water Based Tourism

Water source is valuable natural resource for human that always bonded with Thai people's lifestyles from the past to present. Water has important role toward the settlement and lifestyle. Furthermore, water has become the symbol for the beginning, the existing and the ending of all living creatures which appeared through rituals, culture and custom.

Thailand is the country quite abundant with water resources due to availability of rivers and canals. In the past, people had depended on water source to make their livings, not only for settlement but also for transportation and agriculture as well. With continuous changes that has occurred throughout the time, water based transportation started to loose its importance. This had changed lifestyles, cultures and traditions of people who used to live near the riverbank. Seeing the value in lifestyles, cultures and traditions of people who lived in the area for sometime, Tourism Authority of Thailand had promoted Water Based Tour in many areas to provide opportunity for tourists to study lifestyles, cultures and traditions of people who lived at the riverbank as well as gaining experiences, knowledge ad enjoyment from taking tour boat along the river, canal, lake, and the shore. Currently, promotional activities for Water Based Tourism has been arranged for many rivers, canals, for example,

Touring Garden Shore, seeing exquisite paintings, Khlong Bangkok Noi, Khlong Bang Kroy, Khlong Ommoi

Khlong Bangkok Noi and Khlong Ommnoi are the old Chao Phraya river that curved as the horseshoe. It has been the significant agricultural site or so called, “Orchard in Bangkok”. Presently, orchards around Bangkok Noi, near Taling Chan, Bang Phrom, Bang Ramad are the sources of vegetables, fruits and flowers. At the entrance of Khlong Bangkok Noi located main attraction, Thonburi Training Station. The main activities are touring the National Museum with the Royal Barge used in the Royal Procession, seeing exquisite paintings by master painters during the reign of King Rama III at Wat Suwannaram, visiting Ban Bu the last place for stone handicrafts and shopping for merchandises and foods at Taling Chan Floating Market, taking boat tour down further to observe local lifestyles along both riverbanks.

Ommnoi starts from Nonthaburi Pier. The main activities is Thai-Chinese Agriculture at Wat Chalerm Phrakiet, visiting Ancient Thai Houses along the river bank, traditional gardening of Nonthaburi residences, such as, Durian Orchards or buying processed foods from the center of Agricultural processed foods, Bang Rak Noi Housewives Agricultural Group

Nauvarat Plainoi (1999) had stated that Phutthamonthon was considered as another East Venice of Thailand where significant Maenum Tha Chin and many Khlongs have flown through. The joining and weaving of these Khlongs have created network that covered entire area of in Phutthamonthon sub-district. Lifestyles in the past suggested that locals preferred to settle near the riverbank. Their lives were simple, peaceful and serenity. In the old day, they traveled mainly by boat and almost all houses at Khlong Yong, Khlong Mahasawat own private boats, rowing boats, engine boats, two section boats. As for long-tailed boat, it was used as hired boat, in traditional festivals and celebrations. Khlong was previously used for many processions by participants would get together at the house or temple before the ceremony, such as, ordain monk, marriage, funeral. Large boat would be decorated along the Khlong the same as using automobile in the procession in the present time. Traveling to temple festival, annual festival or other celebrations in the past was done by boat as well. Although traveling took very long time but it was rather enjoyable from viewing sceneries of both sides of the Khlongs. With the development in transportation, more roads had been constructed to reach the villages which also brought in progress by the arrival of automobiles. People traveled more by automobile and less on water which had reduced the dependency on boat. With the difficulties in boat maintenance, people started to sell large boats and keep only the small ones that could seat only few passengers.

At present, Maenum Tha Chin has promoted Water Based Tourism by arranging the tour of Maenum Tha Chin, starting from Suan Sampran , Nakhon Pathom province scenic tour of Maenum Tha Chin from Suan Sampran, passing Wat Rai King, having meals on the boat, viewing ancient Thai houses and porches beautifully decorated with flowers, watching fresh water fishes in front of Wat Rai King or so called “Fish Park” , seeing traditional lifestyles of Tha Chin locals, visiting Floating Market of King Rama V, seeing natural habitat. Furthermore, tourists could rent the row boat for sightseeing beautiful nature

2.3 Agricultural Extension Department Strategies 2006-2009

Vision of Department of Agricultural Extension has aimed for developing farmers' occupation with stable income, community strength and extended self-support with key objectives as follows;

- 1) Farmers should have capability to produce and manage agricultural products with efficiency, safety and standard.
- 2) Agricultural organization and community should be able to operate continuously with system management and network.
- 3) Farmers should receive agricultural news and services quickly, updated and useful for developing occupation in agriculture.
- 4) Farmers, communities and all sectors had gained knowledge and created development network.
- 5) Having expert staffs with full consciousness working together with farmers.
- 6) Organization maintained good managing system.

Additional strategies were stated as follows.

1st strategy: To build farmers' potential in production and managing agricultural products with safety standard as well as producing agricultural products and processed foods for domestic consumption and export through marketing and adapting modern technology to blend with local wisdom under cautious resources utilization and environmental conservation, including the development of warning system for pest invasion and natural disaster.

2nd strategy: To promote production based on self-sufficient theory and emphasize on reducing cost, increasing income, expanding opportunity through sustainable agriculture. The application of indigenous knowledge had generated supplementary income under participated learning process for farmers so that they could be self-support as well as depended on each other.

3rd strategy: To promote and develop agricultural organization as well as emphasizing on promotion and development for agricultural organization well equipped with knowledge and ability to administer organization and activities effectively.

4th strategy: To promote Community Enterprises and develop agricultural and community organization to operate task based on guidelines of community enterprises through guarantee status. Community enterprises and network had cooperated with other segments to promote community enterprises, building knowledge in community funds and support organizational network.

5th strategy: To build opportunity for accessing information, news and agricultural services. News and would be developed to meet the demand of farmers as well as building channel for farmers to access quickly and conveniently, not only in services on site but also mobile services, including cooperated with concerned agencies in providing services to farmers.

6th strategy: To promote learning and developing network for farmers as well as encouraging the development of self-learning among farmers and establishing agricultural development network in all regions and levels by stressing in knowledge management and adjusting working process to encourage agriculture for assisting in learning. Integrating work and networking in all regions which based mainly on local farmers and working environment.

7th strategy: To develop personnel for being expert in the field and self-conscious in working with farmers by emphasizing in working capacity as professional in specific occupation and develop Learning Organization.

8th strategy: To build good administration for the organization in accordance to strategic planning for transparency, accuracy as well as managing staffs with good ethic.

For the promotion of Agro Tourism, it is being classified into the 2nd strategic planning for promotion and improvement of production in accordance to self-

sufficient concept in the 3rd project to promote and develop Agro Tourism through the following activities.

- 1) To build and develop work sources and Agro Tourism sites, such as, Agricultural community Thai lifestyles, advance agriculture by preserving agricultural community unique identity and joining integration with private sector, Tourism Authority of Thailand, Association of Local Tourism Organization.
- 2) Developing staffs for sustainable management and being tour guide (Local Tour Guide).
- 3) Arranging standard level for tour site.
- 4) Promoting publicity on Agro Tourism, such as, making calendar for Agro Tourism and arranging annual festival as stated in the calendar, providing data for tour site and classification of tour sites.

2.4 Agro Tourism

Agro tourism is mainly touring in agricultural site which is considered one type of nature tour. The advantage of this tour has been presented in the opportunity for tourists to get close to nature as well as seeing lifestyle where agriculture is being mixed with religious, arts and cultures and traditions which enabled them to observe farmers' lifestyles closely, including participation in various agricultural activities. Such tourism may also be another way to generate income among farmers (Thailand Institute of Scientific and Technological Research, 2000).

2.4.1 Definitions

Surgen H. Holinhoij (1996, cited by Sciences and Technology Research Institute of Thailand, 2000) had referred to scope and definition of Agro Tourism as soft tourism which related to social and cultural surroundings as well as using community lifestyles to attract tourist to come and experience living with locals as guest or short-time visitor. Somehow, Agro Tourism has not involved with sea travel, historical sites, religious, enterprises and visiting relatives.

Goldberg (1997, cited by Yureeporn Sanyajai, 2001) had given his opinion that Agro Tourism related to many areas in productions and distribution of produce, farms' activities, maintenance, foods processed and selling agricultural products and agricultural by-products.

Meddrick (1996) had defined Agro Tourism as farming tour with many forms. In general, it provides accommodations and various services for tourists with 2 main types of services, staying in the area or nearby farms and finding own area in the farm, for example, setting up caravan, finding camping ground. Farm touring may occur in rural and often called Agro Tourism or Farm stay.

So far, Agro Tourism for Thailand has not been clearly identified. Previously, Agro Tourism originated from Department of Agricultural Extension, aiming for promotional activities by considering Agro Tourism as one of alternatives to generate income for local farmers because of diversified Agro Tourism sites. Furthermore, current agricultural community has revealed local lifestyles, cultures and traditions as well as locals' ways of living harmoniously blending with beautiful sceneries. Thus, it has created enjoyment, knowledge, experience and exciting tourists. Therefore, Developing agricultural community or agricultural village for tour site and open channel for foreign visitor should be another source of income for farmers in the rural areas and create distribution of income to rural from tourists spending.

2.4.2 Source of definition and definition of Agro Tourism

Judging from Agro Tourism conceptual trend, Agro Tourism contained elements in community resources, agriculture and tourism. Therefore, it could be concluded that Agro Tourism is referred to touring agricultural site, conducting activities related to agriculture and community resources. According to Thailand Institute of Scientific and Technological Research (2000), Agro Tourism is defined as follows;

1) Key elements: Tourism contained 3 significant elements which are of source or attraction, services and tourists. Considering 3 elements in Agro Tourism, they contained the following attributes.

(1.) Location is defined as: Agricultural activities that could attract and draw tourists' attention.

(2.) Services are defined as: Things that has been standard arranged to respond to tourists' demand.

(3.) Tourists are defined as person who eagerly acquired knowledge and enjoyment with capability and willingly pay for expenses to reach the source of services.

All 3 elements related to each other as illustrated in figure 2.1

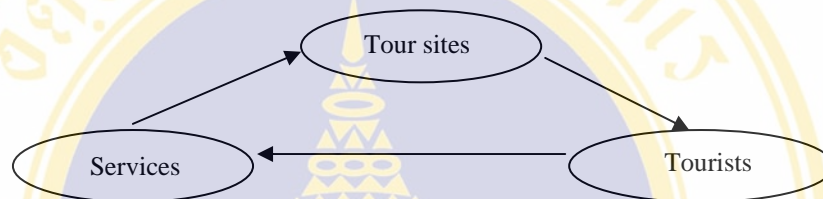


Figure 2.1 Tourism Elements

Source: Thailand Institute of Scientific and Technological Research (2000).

To conclude for definition and meaning of Agro Tourism, one must consider key component, such as, “Tourism with key activity in Agriculture that may attract tourists' attention with services to respond standard demand of tourists for knowledge and enjoyment”.

2) Definition based on Systematic Theory: It has linked tourism with Input, Process, Output and Impact as follows;

Input is defined as: Tourism site resources that base mainly on agriculture.

Process is defined as: Administrative and management to support tourism.

Output is defined as: Tourists satisfaction and farmers' incomes.

Impact is defined as: Positive and negative results from exploitation of tourism by tourists and management.

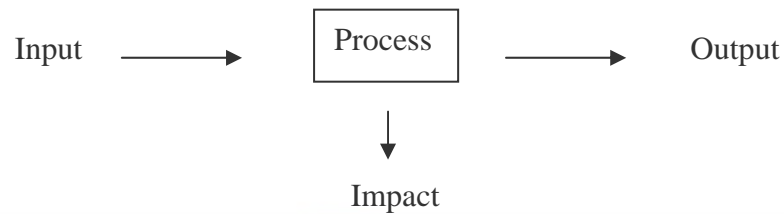


Figure 2.2: Tourism based on relevant system and elements

Source: Thailand Institute of Scientific and Technological Research (2000).

Conclusion of definition and meaning of Agro Tourism was made from the following principles.

“Tourism that employed agricultural resources for tourism is still being classified as agriculture with administrative and management system to support tourism in order to create satisfaction among tourists and thus generate income among farmers as well as managing effects systematically.

3) Definition based on sustainable resources management: It is considered mainly on tour site preservation together with environmental problems, community participation and good administrative and management. Therefore, Agro Tourism definition has limited the following scope.

“Tourism has directed attention mainly to agricultural activities with the application of conservation by farmers and community to participate in administrative system, quality management to derive at agricultural promotion, life quality of farmers, recreation and cultural study as well as environmental surrounding preservation”.

From the entire definition of Agro Tourism that the researcher had gathered, Agro Tourism is defined as traveling to agricultural site to visit the area that conducted mainly agricultural activities. There have been various services available for tourists to learn and experience. It is considered as recreation to create tourists’ satisfaction by the collaboration of farmers and community in administer tour site, including conservation area and local resources for qualified and sustainable agricultural activities.

2.4.3 Agro Tourism System

Key tourism factor has been classified into 3 elements (Thailand Institute of Scientific and Technological Research, 1999).

1. Tourism resources: It is the tour merchandise and final destination for tourist in traveling. Tourism resources are defined as thing that attract tourist so that he decide to visit or travel to.

2. Tourism market: For tourists to visit the place there must be some marketing tourism to motivate tourists. Marketing tourism is defined as the effort to make targeted tourist traveled to tour site in own area and used facilities and services. Marketing tourism may be done in 2 ways by distributing information and tourism publicity.

3. Tourism services: It is referred to the tourism services in the area or activities related to area tourism to provide conveniences during the tour, especially important touring services, such as, transporting services, accommodations, meals and entertainment, touring and tour guide, including souvenirs.

The consideration of touring system would enable us to understand conditions and changed of tourism clearly. This referred to considering sub-system of each element as well as system of tourism environment, for example, general physical of tour site, ecosystem, administrative system and governing system. These external environments have directed influence which effected tourism directly and indirectly (Thailand Institute of Scientific and Technological Research, 1994) as illustrated in figure 2.3 as being shown in the following areas.

1. Physical Basic Structure that consisted of basic necessities, not only Public Utilities, such as, electrical system, water work and communication or transportation route, Health Center, Police Station, but also basic necessities that community should have.

2. Economic conditions and investment is defined as occupation of community people and group joining to conduct economic activities in order to generate income for community population.

3. Social conditions and culture is defined as living conditions of community population, including culture, tradition that has been practiced in the community from one generation to another.

4. Physical, dwelling and community environment is defined as location of tour site and the surrounding which included geographical conditions, ecosystem and other conditions, for instances, physical conditions, air, noises, cloudy or clear water at the source and other facilities which could happen in own or nearby areas. Environmental problems may deteriorate tour site, devalue and reduce tourist good impression toward the tour site.

5. Laws and Organizations are defined as other concerned agencies with effecting roles toward community well- being, whether being public or private sectors, such as, Sub District Administration that responsible for enforcing laws and orders as well as creating rules , regulations and community rules for peaceful community.

In touring system as well as environmental system in certain area, amount of tourists are the best indicator to reveal development system or tour expansion because increasing numbers of tourists are associated with changes in facilities and tour services.

Khlong Mahasawat Agro Tourism is consisted of internal and external elements. Internal factor has contained 3 important parts as follows, Agro Tourism resources, and Tourism market as well as Tourism services.

1. Khlong Mahasawat Agro Tourism is defined as resources that have led to Khlong Mahasawat tour, for example, Agricultural sites, agricultural activities, and agricultural products and grown and processed in the area, background and beautiful sceneries of Khlong Mahasawat.

2. Tourists services referred to providing services and facilities for tourists who came to visit Khlong Mahasawat tour site, for example, providing drinkable water, toilets, restaurants, souvenirs shops and caps and umbrellas.

3. Tourism market is defined as publicity of Khlong Mahasawat tour site to be widely known among tourists and trying to attract more tourists to visit Khlong Mahasawat.

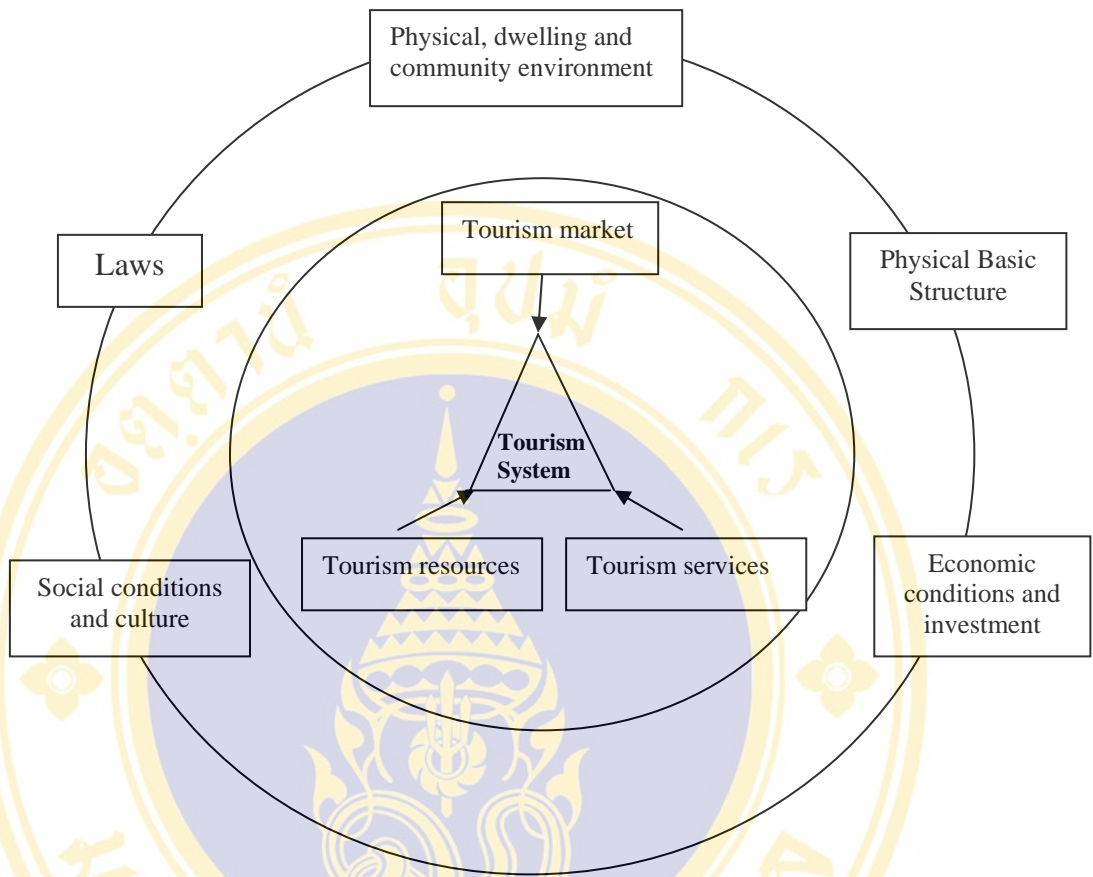


Figure 2.3: Tourism system

Source: Thailand Institute of Scientific and Technological Research (2000).

As for external factor, such as, environment beyond touring system which referred to administrative system, polices and operational plan of concerned agencies effecting Khlong Mahasawat tour site administration, basic physical structure, physical attributes and environment, social and cultural conditions which could effect entire touring system.

Judging from 3 important elements in touring system due to the use of agricultural resources while farmers are still maintained agricultural activities, there must be well arranged administrative system and management to support tourism to create satisfaction among tourists and generate income for farmers who own the areas as well as realizing the effects directed at tour sites. Therefore, preservation of tour site

has become important matter. Blending community tour site with nearby tour sites could create complete cycle of tourism management.

For this research, the researcher had taken the interest in the study of Khlong Mahasawat touring system by dividing touring system into tourism internal elements of tourism, such as, tourism resources, tourism market and services as well. Tourism external element consisted of tourists' opinion and area administration, governing system, basic physical structure, physical attributes and environment, social conditions and culture. These external environments have become key elements effecting touring system and standard quality of tourism at Khlong Mahasawat as well.

2.4.4 Development design for Agro Tourism

Agro Tourism development, no matter happened in which area, it could be identified by judging from agricultural site and marketing opportunity which had been classified into 4 types (Thailand Institute of Scientific and Technological Research, 2000).

1) Agro Tourism Sites in Main Tour site

It has developed guidelines for Agro Tourism site with support or supplementary tour site in main site as being shown in figure 2.4. It is being used in short tour with marketing aim to lure tourists into the main area, such as, touring Had Yai, Phuket, Hua Hin, Pattaya, Bangkok Metropolis, Chiangmai. In this case, there is no need for Agro Tourism site to possess high potential or large scale. Nonetheless, with location quite proper for marketing, tour site is extremely suitable for developing into agricultural market. As for other tour sites, it has been classified into short tour to make tourists who visited main tour site more satisfied with the tour.

Agro Tourism site that has been classified into such development guidelines since tour site lacked enough attraction to become tour site in traveling letter. Most tour sites remain in specific farmer group.

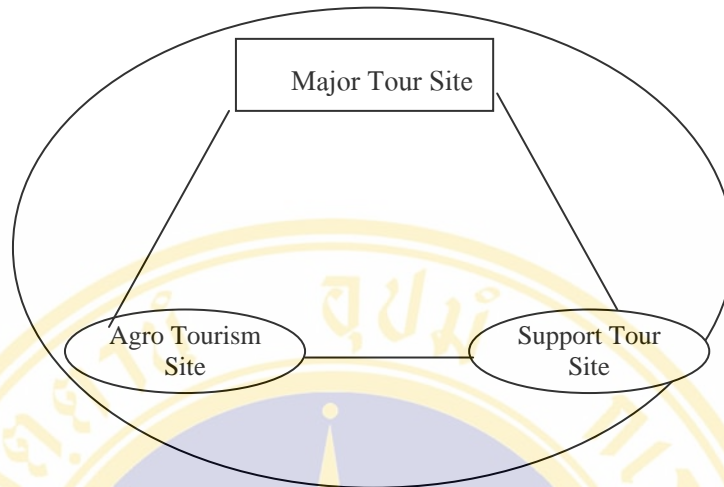


Figure 2.4: Agro Tourism Sites among main tour sites.

Source: Thailand Institute of Scientific and Technological Research (2000).

2) Agro Tourism in Agricultural Area and Agricultural Site

The developed design is needed for building name and being the destination site since the village or agricultural zone is large and contained agriculture that attracted tourists, especially group with high priority, such as, Floating Market at Damnoen Saduak district Ratchaburi province and Am Pa Wa district Samut Songkhram province, milk production and vine production at Loei province and other provinces with extended agricultural site and ability to develop tourism as illustrated in Figure2.5.

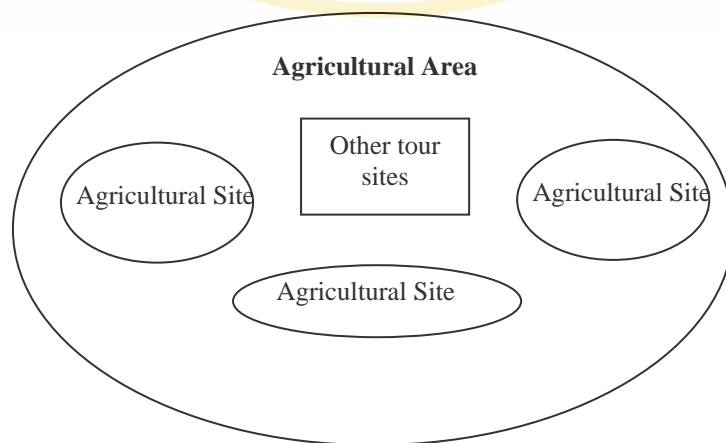


Figure 2.5: Agro Tourism Sites in Agricultural Area and Agricultural Sites.

Source: Thailand Institute of Scientific and Technological Research (2000).

The recommended development model may be applied with specific market. Tourists who needed field trips or cultural study would be able to develop this model into the complete Agro Tourism to sell agricultural products, production and observe lifestyle.

3) Agro Tourism Sites in Touring Network

Tour site scattering all over in many provinces with potential and capability to become tourism network by blending Agro Tourism with other tour sites until becoming the same tourism goods as illustrated in figure 2.6



Figure 2.6: Agro Tourism site in Tour Network.

Source: Thailand Institute of Scientific and Technological Research (2000).

Therefore, Agro Tourism with tour site potential but scattered all over the area are unable to develop into the traveling goal. If being placed in the tourism network, perhaps, farmers' market or interesting agricultural site that should be in the same group with general tour site, such site could become Agro Tourism site.

In the development of tour site to built fame for agricultural products, selling products or providing accommodations, it all depended on suitability by including accessible tourism market or touting destination in the traveling program.

4) Specific Agro Tourism Site

It is the agricultural site for specific location in the specific area with highly attractive items, for example, agricultural phenomenon or rare agricultural source, such as, winery with capability to develop into traveling destination or tour site as important elements for tourism network.

However, in the development of Agro Tourism, there must be the effort to understand the different between Agro Tourism site, Agro Tourism and Agro Tourism development since Agro Tourism site in overall picture of tourism only represented

tourism destination mainly related to agriculture itself while Agro Tourism included all elements that has led to tourism. As for Agro Tourism development, apart from mixing tourism elements in proper proportion and correct position, one must concern about blending ingredients of other tour site together to manage tourism in complete cycle as being shown in figure 2.7.

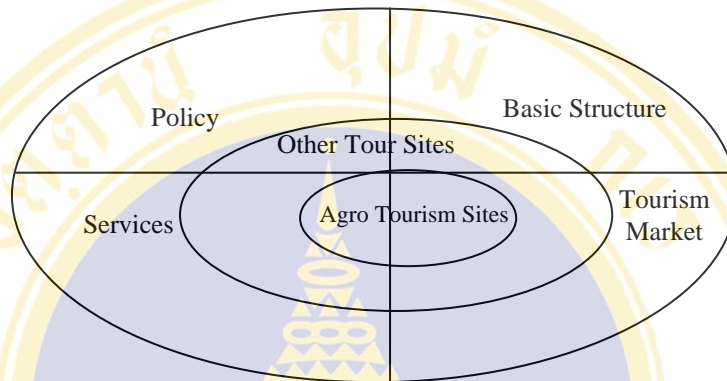


Figure 2.7: Agro Tourism Systematic Conceptual Management.

Source: Thailand Institute of Scientific and Technological Research (2000).

2.5 Tour Site Quality Standard

The quality development for tour site is considered crucial and important for tourism development for sustainable tourism as well as providing knowledge and understanding in tourism, including receiving tourism knowledge to motivate tourists to visit the place. Tourism quality standard is not only the assurance for new ventures or beauty of the area but also including the guarantee of fair prices, safety, convenience and cleanliness as well as other environmental management. Therefore, the purposes for certified standard quality of tour site had emphasized on the following areas (Chiangmai University, Graduate Studies and Thai Environmental Institute, 2001).

- 1) Giving attention for environmental quality, not only management design, economy utilization or conservation and prevention
- 2) Tourists' satisfaction in services, not only services, process, facilities, cleanliness but also safety.

3) Business entrepreneurs should be able to reduce expenses in operation and increase potential in competition.

4) Locals had participated in management and shared benefits from tourism development in the area.

In this study, indicator for standard quality of tour site in the studied project was brought in as basis for finding quality of the Nation tour site which consisted of 7 issues (Chiangmai University, Graduate Studies and Thai Environmental Institute, 2001) as follows;

- 1) Physical attributes of tour site
- 2) Environmental quality preservation
- 3) Economic, social conditions
- 4) Arts and culture value
- 5) History and Archeology
- 6) Learning and educational value
- 7) Management

In the case of khlong Mahasawat tourism, the researcher had decided that the indicator for quality of Khlong Mahasawat tourism site should consist of 6 issues that covered context of Khlong Mahasawat tourism. Each issue contained attributes that had been concluded as follows.

1. Physical attributes of tour site consisted of 3 important features.

- Tour site must locate in proper location to attract tourists and being accepted among community people without creating the effect toward community.

- Access to tour site is convenience in traveling and reaching tour destination which has been important matter for developing tour site. Location and transportation are also elements to support tourists' decisions for traveling.

- Abundance and prestige of tour site which should blend with nature, culture or natural state quite complete and attract tourist as well as being well-known place among tourists.

2. Environmental preservation with prevention to reduce effects that may occur though traveling, such as, measures setting for garbage collection and set up enough containers and receptacles in the proper place as well as getting rid of smoke and chemical that may spread in the tour site.

3. Economic, social conditions that may create economic benefit and distribution of compensation locally and worth tourist time for service.

4. Arts and culture value of local community which has put the emphasis on maintaining true value of nature without any changes in nature and culture to attract tourists as well as having unique identity in operating specific activity. It also possessed historical background and traditional culture and used to be tour site with social value, such as, building community unity, being the place to religious place for prayer or meditation.

5. Learning value and education which have been significant factors in Agro Tourism. Without interpretation and knowledge provision, it may be difficult to understand and impress tourists, especially with Agro Tourism site that stressed on activities. Therefore, there must be interpretation that emphasized on activities to provide knowledge in all forms as well as building awareness and promote employment of local tour guide.

6. Administration, such as, area administration and management by providing enough facilities in various locations with control of safety measures in life and properties of tourists and manage staffs appropriately.

As for historical and archeological indicator, the researcher had not used them as indicator for Khlong Mahasawat tour site because they only emphasized in architecture and archeology which had not available in this area. Thus, they have no value as indicator. As for historical context, the researcher had included it with indicator for arts and culture.

Therefore, data from touring system and the study of attributes of standard quality of tour site were coincided. They were all those 6 indicators for tour site quality which consisted of physical attributes, environmental, economic and social preservation, arts and culture, learning value and education and administration. They have been part of external factors. After analysis to find tour site standard quality, we could learn about true quality tour site which could be used as the guidelines for managing touring system that covered entire system and derived at sustainable tour site.

2.6 Sustainable Tourism Management Concepts

2.6.1 Definition of sustainable tourism

From the concept of sustainable development originated from the supreme meeting in World Environment in 1992 which had turned Thailand into the country with joint agreement to operate in accordance with Agenda 21. As for tourism, tourism policies had been updated to keep up with changing in world events while tourism development is aiming for sustainable.

WTO (www.unepie.org October 31 2003) had defined sustainable tourism as tour that responded to the demand for touring and local owners. Presently, preservation, prevention and promotion of opportunity are being planned for the future by extend managing resources in economic, social and beautiful scenery. At the same time, preserving culture, ecosystem process, Bio-diversity and lifestyles system.

Committee of Tourism and Sports (1997) had referred to sustainable tourism as resources management to respond to economic, social necessities and beautiful scenery beauty and still maintain culture and preserve ecosystem

Boonlert Jittungwattana (2002) had given the meaning of Sustainable Tourism as touring in large group or small group with good management to maintain long lasting tourism resources attraction and improving tour business for being righteous lucrative business. At the same time, community has shared proper benefit from having regular tourists with the least environmental impact.

Vanna Vongvanich (1996) had given the meaning of tourism development as development that should be able to respond tourists and owner demand by protecting and preserving opportunity for the next generation. This type of tourism has the whole meaning as resources management to response economic and social necessities and beautiful scenery while maintaining uniqueness in culture and ecosystem.

Tourism Authority of Thailand had defined Sustainable Tourism as tourism resources development response economic and social necessities and beautiful scenery by utilizing resources cleverly to preserve nature and culture as long as possible with minimum effect and maximum benefits (Rumpaipun, 2001). Managing must consider 3 important elements.

- 1) Being tourism with conscious which responsible for environmental surrounding and such ecosystem.
- 2) Being tourism management that created knowledge
- 3) Being tourism management that involved locals in decision-making, operating and sharing benefits equally.

Sustainable tourism is tourism resources to respond economic, social, cultural and beautiful scenery necessities by carefully exploit resources in order to preserve nature unique identity and culture as long as possible with the minimum impact and maximum benefit so that tourists may experience full enjoyment from visiting the tour site under safety and proper hygiene which consisted of 10 principles (Shirley Eber,1993 cited by Thailand Science and Technology Development Agency 1999) which effected policies, visions of tourism in the economic and social development, 8th and 9th editions as follows;

1. Sustainable Resource Utilization in nature, social and culture which are significance and being guidelines for long term business.
2. Reduce-consumption and Waste reduction which may save cost in maintaining environment that has been destroyed for long period of times as well as increasing tour site quality.
3. Maintaining Diversity in nature, social and culture which are quite significant in the long run and expanding industrial tourism base.
4. Integrating Tourism into Planning with the Nation Development Strategies for local development.
5. Supporting Local Communities by considering value and price of environment, not only for saving but also preventing the destruction of environment.

6. Participation and building network with the involvement of Local Communities, not only to benefit local and whole environment but also to raise tourism management quality.

7. Frequent meeting and Consulting Stakeholder and the Public, such as, tour operators, locals, concerned organization and places that needed to operate in the same direction, including cooperation in solving problems together and reduction of conflicts.

8. Staff training by adding ideas and practice for sustainable operation among local staffs in all levels to raise tourism standard in services.

9. Marketing Tourism Responsibility to build understanding and convey the messages among tourists so that they may understand and respect nature, social and culture of tour site which in turn also increasing tourists' satisfaction.

10. Undertaking Research which needed for solving problems and increasing benefits toward tour sites, tourists and investors.

2.6.2 Sustainable Tourism Management

According to the Committee of Tourism and Sports (1997), the processes to manage sustainable tourism are involved with the following items.

1. Activities area based management is referring to zoning area for benefits, studying area limitation, identifying measures for building infrastructures and improving areas, controlling tourism and activities as well as using preventive measures and reduction of impacts in the area.

2. Education and interpretation is referring to promoting knowledge from infrastructure, supporting activities to build up knowledge and create environmental awareness as well as encouraging good quality services, promoting employment of local tour guide, distributing ecological knowledge and educating community.

3. Arranging tour activities is referring to activities without environmental effects or avoidable, promoting learning activities, arranging for specific group activities to create relationship between tourists, tour companies and locals.

4. Tour services is referring to services promotion with responsibility, building participation in community services, identifying type of services to blend with surrounding environment, training staffs and encouraging standard services.

5. Environmental management, prevention and impact reduction are referring to measures setting in garbage collection and disposal, waste prevention and disposal, controlling building, restricting activities that ruined surrounding environment.

6. Marketing promotion is referring to introducing proper tour sites and identifying set target.

7. Local participation is referring to the support for locals' area management to increase potential in environmental management, training for knowledge in participation.

Therefore, sustainable tourism is defined as managing tourism to respond with economic and social necessities as well as preserving culture and natural environment in the same time through process of area management, education and interpretation as well as, arranging tourism activities, tourism services, environmental management, including prevention and reducing impact, marketing promotion and locals' participation.

Thus, this study brings processes to manage sustainable tourism to be guideline for quality development of Mahasawat tour site and sustainable tourism management.

2.7 Relevant Researches

Uraiwan Peamnivesana (2001) studied 'The Facility and Interpretation Management for Agrotourism Destination Entrepreneurs: a case study on Amphoe Ban Phaeo. Changwat Samutsakhon'. There objectives were to study the appropriate management to prepare the instruction of interpretation and facility management and to find ways of solving problem and obstacles of agro tourism destination entrepreneurs. Qualitative data collections were employed in dealing with behavior of people in the communities, sanitation, and environment. Quantitative data were incorporated in terms of the opinions of the tourist and the data were analyzed by means of percentage, arithmetic mean and descriptive approach. The study results, it was concluded that there was no agro tourism management in there. Most of tourists were arranged as group tour and were interested in general learning and sightseeing.

The entrepreneurs lacked in management on facilities and interpretation. It was therefore suggested that entrepreneurs should have good arrangement on tour inducting, leaflets, folders, safe walking paths, information offices, agro-activities, clean toilets and drinking water. The entrepreneurs should arrange proper preparation for each different agro-area so that the environment will be sustainably conserved.

Supawad Kaewkhaw (2002): studied ‘Activities and Facilities Need Assessment Towards Agro Tourism: a case study of Kanchanaburi Research Station’. Sampling technique was purposive sampling technique. Descriptive statistics used were percentage and arithmetic means. Inferential statistics to test the hypotheses was chi-square. Research result showed that the most needed non-research activity was agricultural advice service. The most wanted agro tourism activities were flower and vegetable cultivation. The most needed facility was interpretation sign in both research field and demonstration field. Hypotheses testing show that there were relationships between user, gender, age, number of careers and farmers’ organization, endemic plants collection, animal breeding, farmers’ life study home stay, map at training center, cafeteria at office area, toilet and shade house in research field, bicycle circulation, outdoor stage at tourist information center, single house, detached house, indigenous plants garden in demonstration field, lighting system, demonstration farm tour, fitness ground at training center, and non-agriculture training services.

Ornanong Ruechalit (2002) studied ‘Potentiality of Sampatuan Sub-district for Agro Tourism Attraction’. The objective of this research is to study the potential of Sampatuan sub-district as an agro-tourist attraction and to propose was in which to manage an agro-tourist attraction appropriately. The information was gathered by questionnaires. The research found that Sampatuan sub-district has on average level of potential in as an agro-tourist attraction of 2.2 that indicates Sampatuan has medium level. The sample groups evaluated the sub districts readiness as an agro tourist attraction through analysis of these factors: 1) physical condition 2) basic factors of being an agricultural tourist attraction 3) management of agricultural tourism 4) the preparation of the community in being an agricultural tourist attraction 5) the interesting and attraction sites in being agricultural tourist attraction. From the study of

ways in which to manage an agro-tourist attraction, it was found that the factors of the management systems of an agro-tourist attraction of Sampatuan can be ranked by this order: 1) management of agricultural tourism 2) basic factors of being an agricultural tourist attraction 3) the preparation of the community in being an agricultural tourist attraction 4) the interesting and attraction sites in being agricultural tourist attraction 5) physical condition.

Yureephan Sanjaiya (2002) studied 'The Guideline for Development of Suvirun's Tea Farm for Agro Tourism in Mae lao District, Chiangrai province'. This study has purposed to identify the potential and readiness of Suvirun's Tea Farm in developing to be a agro tourism resource, and to analyses the potential and readiness of activity development for agro tourism suitable for Suvirun's Tea Farm. Descriptive analysis methods were used in this study. Interviewing, surveying and observation was used as means of securing information. The result of this discovered that the Suvirun's Tea Farm has a high potential and readiness for developing into a agro tourism resource, due to the location situated on a tourist route, security and good acceptance and cooperation from the local community cooperation. The study found a lot existing activity in the Suvirun's Tea Farm which was ready to satisfy the tourists' needs. The most interesting activities for tourists included the process of producing tea, how to make tea, taste tea, food made from tea, as well as a demonstration on how to harvest tea.

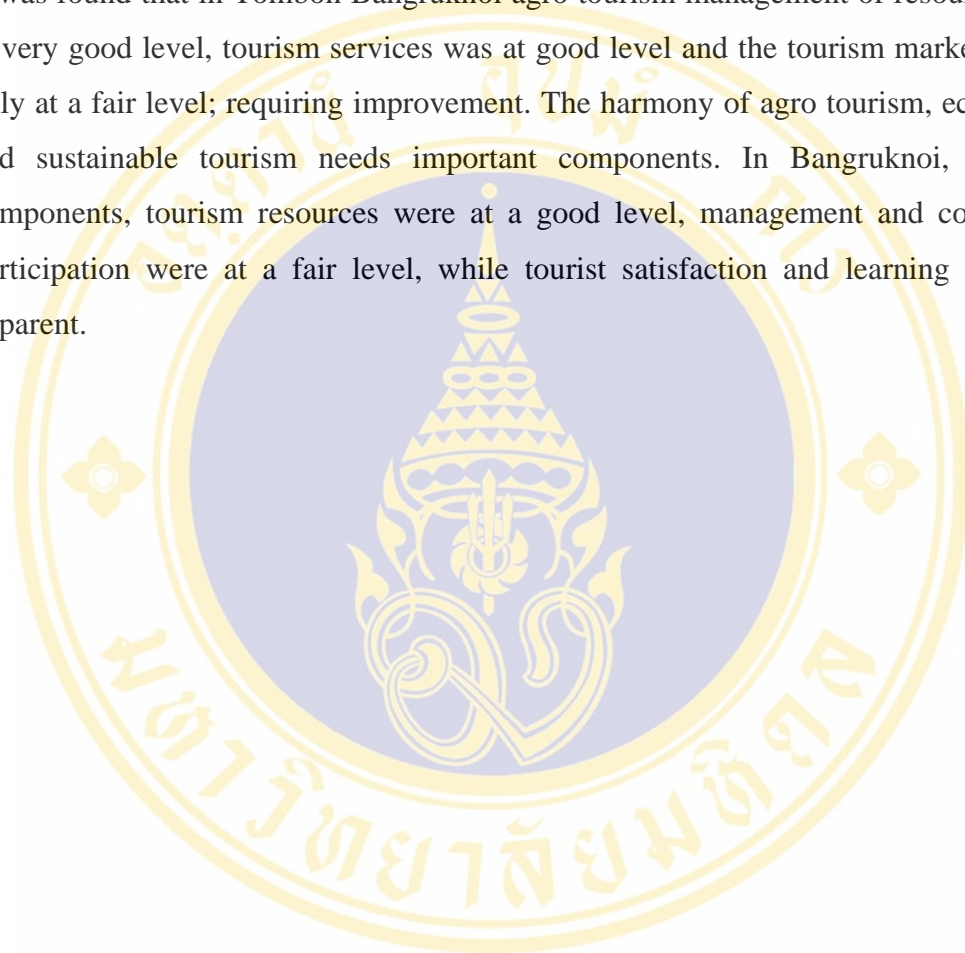
Jongkronpruch Jetanajitra (2003) studied 'Community Participation in Sustainable Agro Tourism Management: a case study of Sight Seeing Along Khlong Mahasawat by Boat Project', Phutthamonton Districe Nakhon Pathom Province. The main objective of this thesis is to study factor affecting community participation in sustainable agro tourism by using a case study of sight seeing along Khlong Mahasawat by boat project. The study was conducted by observing and interviewing fifty nine participants. The research outcomes are summarized as follows: 1 tourism management in corporating with community participation of Salaya sub-district and Mahasawat sub-district is sustainable in economic, social and environmental aspects. 2 There are eight factors affecting community participation in sight seeing along

Khlong Mahasawat by boat project, namely pattern of the project, preparation of community members, public relations, community empowerment, project outcomes, mass media, external support and project managers. 3 A case study of sight seeing along Khlong Mahasawat by boat project is appropriate in terms of agro-tourism management for agricultural community. 4 the community participation is involved in different aspects of decision making, project improvement, investment, and in activities.

Kittisak Rattanahon (2004): studied 'Relationship of Personal Factors and Traveling Behaviors to Tourist's Satisfaction on Community-Based Agro Tourism Operation'. The main objective of this study were to examine characteristics of agro tourism business, operating problems and threats, and relationship of personal factors and traveling behaviors of tourist's satisfaction on community-based agro tourism operation in Samut Songkhram Province. This study used secondary and primary data. Two hundred observations of tourists and seventeen leaders of communities were interviewed by accidental random method. The results were the business operation in the area which supports agro tourism included production, conservation, value-added agricultural product, and home stay. The tourists sample had high level of satisfaction regarding tourist site, transportation, service factors, and had a moderate degree on facilities, security, and expenditure factors. On testing hypotheses found education, income, and occupation were related to the satisfaction on facilities, security and service factors. Both age and traveling accompany were related to the satisfaction on tourist site, transportation and service factors, and satisfaction on expenditure depended on occupation and traveling accompany. Moreover, the tourist's objective of traveling was related to all aspects of satisfaction, including tourist site, transportation, facilities, security, service, and expenditure factors.

Pathnare Theangitana (2004): studied a case study of 'Agro Tourism Management in Tombon Bangruknoi, Nonthaburi Province'. The objectives were to study the context and pattern of agro tourism management and explored the problems and obstacles to conduction agro tourism in this area. The study was based on information collected from relevant documents, observation of agro tourism

participants, in-dept interviews and a focus group. The studied found that the agro tourism management in this area had both weak and strong points. The weak points were a lack of in formation and lack of directions to the agro tourism area. The strong points had 3 components: tourism resources, tourism services and tourism marketing. It was found that in Tombon Bangruknoi agro tourism management of resources was at very good level, tourism services was at good level and the tourism marketing was only at a fair level; requiring improvement. The harmony of agro tourism, ecotourism and sustainable tourism needs important components. In Bangruknoi, of these components, tourism resources were at a good level, management and community participation were at a fair level, while tourist satisfaction and learning were not apparent.



CHAPTER III

METHODOLOGY

This study was done in order to manage Khlong Mahasawat tour system through survey research that emphasized on quantitative research as well as qualitative research. Data were collected from sample groups who came to visit Agro Tourism sites by using questionnaires, interview and non-participated observation. The study was conducted through the following steps, according to objectives of the study. To study internal and external Khlong Mahasawat tourism system.

3.1 Data Collection

3.1.1 Primary Data: Field data for the study were collected as follows;

- 1) Quantitative was done through questionnaires for interviewing tourists.
- 2) Qualitative was done through non participation observation, in-depth interview and group interview to collect data for officers, concerned agencies and Business Entrepreneurs operated in Agro tourism sites.

3.1.2 Secondary Data: Basic data of the study area came from relevant documents, including documents of concerned agencies.

3.2 Targeted Population

3.2.1 Population in this research was divided into 3 groups.

- 1) Tourists over 15 years old who visited Khlong Mahasawat Agro Tourism tour site from February to March 2006.

In this research the sample participants' size which the researcher had limited acceptable error at 8 percents and also found sample size of tourists. In the year 2004, there were total 5,762 Thai tourists visited Khlong Mahasawat Agro Tourism site by using the formula of Taro Yamane (cited Pisan Tanasarnsomboon, 1999) as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Given

n = Size of sample participants in the study

N = Total 5,762 visitors at Khlong Mahasawat Agro Tourism Site in 2004

e = Variation value from random sampling level at 0.08 and reliability level at 92 percents

Substitution in the formula

$$n = \frac{5762}{1 + 5762(0.08)^2}$$

$$= 152$$

After calculation, sample size in the study was equaled to 152 samples

2) Concerned officers or people who had given their supports in Khlong Mahasawat Agro Tourism, such as, Phutthamonthon district Office of Agriculture, Chairman of Mahasawat sub-district Organization, Chairman of Salaya sub-district Organization, Chairman of Group Activities and Tour Officers.

3) Business entrepreneurs or Farmers in Khlong Mahasawat area consisted of the following.

- Mr. Chup Kochvech, orchid farm's owner
- Mr. Jam Sawasto, lotus farm's owner
- Ms. Pranee Sawasdang, chairman of process agricultural products
- Mr. Boonlart Sethaumnoi, mixed field and orchard farm owner

3.3 Learning Steps

3.3.1 To study internal factors inside Khlong Mahasawat Touring System.

1) Studying tourism resources through in-depth interview from business entrepreneurs and survey, and using questionnaires from tourists.

2) Studying service for tourists through observation and in-depth interview from business entrepreneurs.

3) Studying tourism marketing through in-depth interview from business entrepreneurs and concerned officers.

3.3.2 To study external factors inside Khlong Mahasawat Touring System

1) External environment outside Khlong Mahasawat Tourism System consist of;

1. Basic physical structure
2. Economic conditions and investment
3. Social and cultural conditions
4. Physical attributes ecological system and environment
5. Supporting organizations

Studying environment outside touring system through in-depth interview from business entrepreneurs, concerned officers and using questionnaires from tourists.

2) To study the operation of entrepreneurs in the project and managing membership fees of Khlong Mahasawat tour site through in-depth interview from business entrepreneurs, concerned officers.

3.3.3 To study tourists' qualities and opinion of tourists regarding standard quality of Khlong Mahasawat tour sites through using questionnaires from tourists.

3.3.4 To study tour site standard quality by assessing from the following.

- 1.) Physical attributes of tour site
- 2.) Environmental preservation
- 3.) Economic and social
- 4.) Arts and Culture
- 5.) Learning value and education
- 6.) Management

Questionnaires were used for tourists' interviewing as well as getting data from researcher's observation. In-depth interviews were conducted among business entrepreneurs and officers to support this study.

3.3.5 To study problems and setbacks of Khlong Mahasawat tour site.

3.3.6 To study guidelines for sustainable management of Khlong Mahasawat.

3.4 Research Tools

3.4.1 Questionnaires had been used to collect data for the study of Khlong Mahasawat touring system. Questionnaires were also used for assessing quality standard of Khlong Mahasawat tour site.

3.4.2 Notebook for observation

3.4.3 Recording tapes for interview and area surveying, toward Khlong Mahasawat to support research data collection.

The questionnaires' tools for quantitative research. Constructed from the study, concepts, theories and relevant researches by the questions dividing into 2 parts as follows;

1st part: It was questions regarding personal data of sample group, such as, ages, educational level, genders, incomes, occupations, visiting purposes, multiple choices or fill in the blank questions.

2nd part: It was tour site quality assessment from 6 categories indicators based on measures for scoring in attitude which the researcher had chosen method of R.A. Likert with 5 levels of assessment (Boonthum, 1997) as follows.

Highest = 5 points

High = 4 points

Moderate = 3 points

Low = 2 points

Lowest = 1 point

1) Testing accuracy and finding tools efficiency

Analysis of questionnaires by Power of Discrimination through Simple Correlation Coefficient and finding Reliability with Kronbach's theory in Alpha Coefficient which was statistical application for data analysis regarding attitude.

1. Finding Reliability through variation and Alpha Coefficient, respectively.

Formula for finding variation

$$s^2 = \frac{N \sum x^2 - (\sum x)^2}{N(N-1)}$$

Given s^2	=	Variation
$\sum x^2$	=	total points of each reliability square root
$(\sum x)^2$	=	Total scores square root
N	=	Number of persons in sample group

Kronbach Coefficient

$$\alpha = \frac{k}{k-1} \left\{ 1 - \frac{\sum s_1^2}{s_t^2} \right\}$$

Given α	=	Kronbach Coefficient
k	=	Number of test items
$\sum s_1^2$	=	Total variation of each item
s_t^2	=	Total variation of all items

2. Finding Discrimination Power for each one through Simple Correlation Coefficient. This method was used to find value of Simple Correlation Coefficient (r) of certain statement with total scores. If the calculation resulted in high value, such number would coincide more than the other and having high Discrimination Power. In case where Correlation Coefficient resulted in low number, such number would coincide less than the other which was considered having Correlation Coefficient with statistical significance at 0.30 - 1 which decided the suitability of that statement.

Formula for simple calculation of Correlation Coefficient illustrated as follows.

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{\{N \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

Based on such measure, findings indicated that questionnaires for this research had reliability of 0.98 which was considered very high and coincided with Discrimination Power from 0.30 to 1.

2) Identifying Tour Site Quality Standard through indicator

In this research, the researcher had set up measures and assessing tour site attributes to check tour site standard quality in 6 categories. Each category was separated into sub category worth assessing based on tools and methods as illustrated in table 3.1

3) Identifying Tour Site Quality Standard

Identifying significant weight in indicator may be done in 3 levels as follows.

Highly Significance weight at 3

Moderately Significance weight at 2

Least Significance weight at 1

Concerned experts on Khlong Mahasawat Tourism were requested to identify weight in each indicator for the most accuracy and reliability before calculating scores as follows.

1. Taking scores from each indicator of tour site (B) in quality assessment to calculate with weight of each indicator (A) before combing total scores in each category.

2. Finding the highest value in feasible assessment through combining total weight of all indicators for tour sites assessment in each category before multiplying with 5. This was referred to the highest possible scores of each indicator ($\Sigma A \times 5$) and total results of highest scores were compared with 100 percents.

3. Taking value from No. 1 to compare and find percents with No.2 based on $\frac{(A \times B)}{(\Sigma A \times 5)} \times 100$ to derive at percentage in standard scoring in each category.

4. Taking total scores of all categories for tour site assessment to compare and find percents from total scores in order to discover tour site quality standard before comparing to Thailand tour site standard quality as illustrated in table 3.2 (Chiangmai University, Graduate Studies, 2001).

Table 3.1: Details of indicator, measure, and method and assessment tool

Category	Attribute	Indicator	Measure	Method	Tools and Equipments
<p>1. Physical attributes of tour sites</p>	<p>1. Location of tour site - Proper location - Proper surrounding environment - Being accepted and satisfied among locals</p> <p>2. Accessible tour site - Close proximity of main or minor roads. - Quality of traveling route - Convenience and safety</p> <p>3. Fertility and prestige of tour site. - Maintaining nature - Well-known</p>	<p>1. Tour boat sightseeing to make tour site more interesting. 2. Tourists had learned more about locals' lifestyles from boat tour. 3. Proper location for developing into Agro Tourism site. 4. Various activities, including sightseeing lotus field, orchid farm, mixed fields, processed products.</p> <p>1. Conveniently travel to tour site 2. Conveniently travel to in every season 3. Road quality for whole year transportation 4. Water route may be used for the whole year without waste. 5. Having clear display signs for traveling route. 6. Having safety in traveling</p> <p>1. Agriculture area in tour site has natural fertility. 2. Having large canal and beautiful scenery. 3. Activities in tour site are blended with nature, culture and environment</p>	<p>• Assessing each indicator's suitability by dividing into 5 levels : highest, high, moderate, low and lowest</p>	<p>• Observation and survey by assessor. • Interviewing tourists who visited the area. • Interviewing business entrepreneur and concerned officers</p>	<p>• Assessment forms</p>

Table 3.1: Details of indicator, measure, and method and assessment tool (Cont.)

Category	Attributes	Indicators	Measures	Methods	Tools and Equipments
2. Environmental Quality Preservation	1. Garbage Management	<ol style="list-style-type: none"> 1. Having enough proper garbage containers. 2. Having warning sign for disposing garbage at the right place. 3. Garbage containers must be blended with surrounding environment. 	<ul style="list-style-type: none"> • Assessing each indicator's suitability by dividing into 5 levels, highest, high, moderate, low and lowest. 	<ul style="list-style-type: none"> • Observation and survey by assessor. • Interviewing tourists who visited the area. 	<ul style="list-style-type: none"> • Assessment forms
	2. Air Quality Management	<ol style="list-style-type: none"> 1. Dust-free and smoke-free. 2. Having no chemical odor in the tour site. 3. Arranging environment for good ventilation. 			
	3. Water Quality Management	<ol style="list-style-type: none"> 1. Having solid collection from Khlung. 			
3. Economy and social conditions	1. Community Benefits	<ol style="list-style-type: none"> 1. Work opportunity for locals. 2. Income opportunity from extended activities. 3. Received benefits from existing infrastructures. 	<ul style="list-style-type: none"> • Assessing each indicator's suitability by dividing into 5 levels, highest, high, moderate, low and lowest. 	<ul style="list-style-type: none"> • Observation and survey by assessor. • Interviewing tourists who visited the area. • Interviewing business and concerned officers. 	<ul style="list-style-type: none"> • Assessment forms • Recording tapes for interview
	2. Self-support ability.	<ol style="list-style-type: none"> 1. Collected enough fees for expenses as well as earning income from selling product 			
	3. Community Participation	<ol style="list-style-type: none"> 1. Tourism directly and indirectly benefited community. 2. Community participation in managing area. 			
	4. Worth visiting	<ol style="list-style-type: none"> 1. Proper time-consuming 2. Satisfaction in services fees 3. Proper prices for goods 			

Table 3.1: Details of indicator, measure, and method and assessment tool (Cont.)

Category	Attributes	Indicators	Measures	Methods	Tools and Equipments
4.Arts and Culture	<p>1. Cultural Value</p> <p>2. Historical Value</p> <p>3. Social Value - Building community unity</p>	<p>1. Unique community's lifestyle.</p> <p>2. Combining local wisdom with modern agriculture.</p> <p>3. Extending local wisdom and holistic knowledge.</p> <p>4. Making canal as part of tradition and culture in locals' lifestyles.</p> <p>1. Khlung has maintained historical background.</p> <p>2. Canal historical background has remained to be seen.</p> <p>3. Tourists are able to absorb historical value and culture of community at the edge of Khlung.</p> <p>1. Local community is bonded with Khlung.</p> <p>2. Providing locals in other community to learn about lifestyles, tradition and culture. Being tour site to build unity among community.</p>	<ul style="list-style-type: none"> Assessing each indicator's suitability by dividing into 5 levels, highest, high, moderate, low and lowest. 	<ul style="list-style-type: none"> Observation and survey by assessor. Interviewing tourists who visited the area. 	<ul style="list-style-type: none"> Assessment forms

Table 3.1: Details of indicator, measure, and method and assessment tool (Cont.)

Category	Attribute	Indicator	Measure	Method	Tools and Equipments
5. Learning value and education	<ol style="list-style-type: none"> 1. Benefits from learning and its worth 2. Distributing Knowledge 	<ol style="list-style-type: none"> 1. Knowledge and experiences from visiting tour site. 2. Able to adapt knowledge and experience with lifestyles. 1. Distributing knowledge of tour site to the tourists. 2. Interpretation sign are clearly shown and available. 3. Interpretation sign area easily understandable. 4. Demonstration of harvest or processed product had helped with explanation so that tourists could understand more. 	<ul style="list-style-type: none"> • Assessing each indicator's suitability by dividing into 5 levels, highest, high, moderate, low and lowest. 	<ul style="list-style-type: none"> • Observation and survey by assessor. • Interviewing who tourists visited the area. 	<ul style="list-style-type: none"> • Assessment forms
6. Management	<ol style="list-style-type: none"> 1. Management 2. Tourists satisfaction and happiness derived from visiting. 	<ol style="list-style-type: none"> 1. Continued checking and maintenance 2. Having measures to control safety toward life and assets of tourists 3. Administering personnel with system 4. Collecting proper fees. 5. Staffs' abilities in providing knowledge among tourists <ol style="list-style-type: none"> 1. Satisfaction in visiting Khlung Mahasawat tour site. 2. Services well provided by staffs. 3. Beautiful sceneries of Khlung. 4. Satisfaction in cleanliness and safety. 5. Satisfaction in locals' hospitality. 	<ul style="list-style-type: none"> • Assessing each indicator's suitability by dividing into 5 levels, highest, high, moderate, low and lowest 	<ul style="list-style-type: none"> • Observation and survey by assessor. • Interviewing tourists who visited the area. 	<ul style="list-style-type: none"> • Assessment forms

Table 3.2: Measures setting for Thailand Tour Site Quality Standard Level Measures setting for Thailand Tour Site Quality Standard Level.

Percents	Quality Standard Level
81+	Excellence
71-80	Very Good
61-70	Good
51-60	Moderate
41-50	Low

Source: Human Management with Environment Research Study, Chiangmai University (2001).

3.5 Data Analysis

After area data collection, data must be verified for accuracy and completion of answers before compiling results and analysis data through computerized program, Statistical Package for Social Sciences: SPSS for Window. This program would show results with numbers and explanation. As for In-depth interview, it was done by Content Analysis to show results with descriptive narration.

3.5.1 Statistical Analysis

Using Mean, Maximum, Minimum and Percentage as well as Standard Deviation: to explain data in attributes and personal factors of sample group and percents of tour site quality standard.

CHAPTER IV

RESULTS AND DISCUSSIONS

The study of Khlong Mahasawat Management Tourism System was done as Survey Research with Quantitative data collection through 152 set of questionnaires for tourists and Qualitative method from the study of numerous documents, statements, relevant data and In-depth Interview from entrepreneurs and government divisions, including observation of general area. The researcher had analyzed data and displayed research results in accordance to 3 main purposes as follows:

1. To study Klong Mahasawat Tourism System.
2. To study standard quality of Klong Mahasawat tour sites, setbacks and problems of tour system effecting the development of Klong Mahasawat tour sites.
3. To study guidelines for sustainable tourism management

Data is presented in main topics as follows.

4.1 Component of Khlong Mahasawat Tourism System consisted of the following:

4.1.1 Internal component in Khlong Mahasawat Tourism System such as, tourism resources, tourism services and tourism market.

4.1.2 External environment outside Khlong Mahasawat Tourism System such as, basic physical structure, economic conditions and investment, social and cultural conditions, physical attributes ecological system and environment and supporting organizations.

Furthermore, there has been the operation study of entrepreneurs in the project and managing membership fees of Khlong Mahasawat tour site.

4.2 Tourists' qualities and opinion of tourists regarding standard quality of Khlong Mahasawat tour sites.

4.3 Standard quality of Khlong Mahasawat tour sites comprised of physical tour sites attributes, environmental quality preservation, economic and social, art and cultural value, learning and educational values and administrative and management.

4.4 Problems and setbacks of Khlong Mahasawat tour site.

4.5 Guidelines for sustainable management of Khlong Mahasawat.

4.1 Khlong Mahasawat Tourism Elements

4.1.1 Internal components within Khlong Mahasawat Touring System

Internal components within Khlong Mahasawat Touring System are consisted of 3 factors 1) Tourism Resources such as, Khlong Mahasawat, agricultural areas and motor boats with drivers 2) Services consists of facilities, activities and services for tourists 3) Tourism market. Details are being explained as follows:

1. Tourism Resources

Significant resources contributed to Mahasawat Boat Tour are consisted of the followings.

1) Khlong Mahasawat

Khlong Mahasawat Boat Tour has covered areas on both sides of Khlong Mahasawat which is located in the areas of Mahasawat and Salaya sub district, Nakhon Pathom province.

Khlong Mahasawat was built in 1857 by Phra Bhat Som Dej Phra Chomklao Chao You Hua who had given his royal permission to Chao Phraya Tippakornvong Mahakosattipbordee (Kum Boonnak) to dig Khlong Mahasawat with 7 wa in width (14 meters) 6 sok in depth (3 meters), 27 kilometers in length. It started from Khlong Bangkok Noi near Wat Chai Mala to flow out at Ta Chin River at Wat Subin Shrine, Ngew Rai, Nakhon Chaisri District. Khlong Mahasawat was finished digging in 1860 and spent total of 1,101 chang and 10 tumlung. Every 4 kilometer, His Majesty the King had given his royal permission to build the resting pavilions for people. Later, those pavilion were named differently such as Sala Thummasop for funeral located at Salaya (Moo3, Salaya). It is the pavilion where medical ingredients had been written and available for anyone to copy for use. Nowadays, such pavilion had been ruined, leaving no trace of olden day. Laborers who had been digging

Khlong Mahasawat were mostly Chinese descendants from China during Fumanchu Dynasty at the same period as King Rama III of Ratanakosin. Those Chinese people had become the main force in the country development during that time because the Thais during King Rama III were under slavery system that required annual labor. They were not allowed to work of hire or trading outside their original residences.

Important reasons for digging Khlong Mahasawat appeared in the Royal Writing 1st Edition as follows: “ Being the main route for the Royal Procession to Phra Pathom Jedi and also being open field for the Royal Prince and Princess”. As for the part appeared in Thailand Literature (4th edition, page 1174 2nd printing 1978), it stated that. “ It is the Khlong for the Royal Procession to Phra Pathom Jedi extending to Khlong Jedi Bucha and opening both sided with empty lots to be the fields with watergate and Chimplee Watergate in Khlong Kut area 8 kilometers further from entrance of the Khlong and Mahasawat Watergate ay the entrance of Nakhon Chaisri River further from Ngew Rai Station 1 kilometer” (Iam Thongdee, 2002).

However, this Khlong had become the only transportation route to move goods, connecting between Chao Phraya River and Ta Chin River for sometimes. Most goods are rice, sugarcane and sugar produced by Nakhon Chaisri Watershed with Sugar Factory and Mills located near Nakhonchaisri. These products are main export goods which coincided with the stories of old folks in the area that in the old day many cargo ships carrying rice, sugarcane and sugar had passed through Khlong Mahasawat (Iam Thongdee, et at., 1999).

2) Agricultural areas

Main agricultural areas which have become important resources contributed to tourism in this project by being the main agricultural areas to support tourism consisted of the following areas.

(1) Orchid garden which is owned by Mr. Chub Kochvech located at Moo 2, Salaya sub-district, Phutthamonthon district, Nakhon Pathom province is the complete cycle orchid garden that have breeding anew species, tissue culture, to be a nursery and selling. Most orchids were “Whai” species for exporting. The star of this orchid garden is “Tassanee” species which has been bred at the orchid garden. Tassanee is big, rounded orchid with strong petal and vivid color. Technology in

raising orchids is giving fertilizer once a week. Most fertilizer is for flowers and maintenance. Furthermore, there had been spraying fertilizer, hormone and orchid pesticide to make orchid last longer with out insect bites.

(2) Lotus field which is owned by Mr. Jam Sawasto located at Moo 3, Mahasawat sub-district on 20 rais, Phutthamonthon district, Nakhon Pathom province with mango trees grown all over the lotus field. The lotus species, “Chat Kaew” could withstand sunshine, having short stems and would turn burnt yellow when being rained on. Furthermore, raising fishes are being done together with lotus field. Operating lotus field is usually done with spraying chemicals divided into 3 groups such as, insecticides, hormone and nourishing leaves further from using pallet fertilizer and farmyard manure and chemical would help capture leaves and remain with leave for longer.

(3) Mixed field and fruits orchard which is owned by Mr. Bonlert Sertumnuay, Moo 1, Salaya sub-district on 80 rais which consisted of rice paddies for 40 rais and raising plot for orchard 40 rais with the irrigation ditch around the plot and raising fishes around the plot, growing many kinds of fruits, for examples, pomelo, jack fruits, mangoes, hog plum, santol, betel nut palm and maprang. They are alternately grown. The outstanding fruit in this orchard is pomelo with 5 species of Kaew Thong Dee, Kaew Pan, Kaew Hom, Kaew NamPhung, Kaew Puang. Jack fruits species consisted of Luang Jumpam Kew Kang Kod, Lueng Bang Toey, while mangoes are available in all species. Technology for growing fruits is based on organic agriculture that emphasized on Bio fertilizer and fermented herbs, for examples, ginger, galangal, lemon grass for insect repellent. As for rice paddies, farmyard and chemical fertilizer are being used together with insecticide.

(4) Processed agricultural products of Mahasawat housewives located at Moo 3, Mahasawat sub-district which used the raw materials for processing product in Phutthamonthon district and nearby area, such as, iodine supplemented salted eggs from duck eggs sold at Banglane, Nakhon Pathom province. As for processed fruits, most fruits available in the community, for example, gooseberry, papaya, mangoes are

taken for roast dried. Furthermore, outstanding processed products of this group of housewives is crispy rice with different toppings that the group had invented the method for making crispy rice clean and healthy by using brown rice as the raw material in making crispy rice and roasting them before packing. The processed agricultural products must be done in accordance with the standard of Food and Medicine Organization. The processed agricultural product is considered OTOP of Phuttamonthon sub district as well as building prestige for Khlong Mahasawat Housewives group. Moreover, in area nearby the processed agricultural site, there are field of watercress, raising frogs in the floating bamboo market which allowed tourists to walk around the area.

Moreover, land around Khlong Mahasawat has been used for other agricultural activities such as, vegetable gardening, breeding marine animals and growing perennial trees.

3) Motor Boat and Boat Driver

Presently, Khlong Mahasawat Boat Tour has hired 19 boat drivers who are also the boat owners. They are also agriculturists at Khlong Mahasawat area. Most passenger boats are made of wood, so called “3 Wa and 2 Sok” which is referring to the length of the boat for 3 Wa and the end of the boat extended 1 Sok further. Another boat called, “E-Pae” could contain 6 to 8 persons by using Pier in front of Wat Suwannaram which also located near Tourists Center to board the boat.

The outstanding attribute of Khlong Mahasawat tour site is that it may be both Agro Tourism site and Cultural Tourism site because Khlong Mahasawat tour site is already prepared with diversified agricultural resources that tourists could experience nature of fields and orchards, including taking Boat tour to enjoy sceneries along both sides of the khlong as well as studying lifestyles of community along the khlong which still remain to be seen, for instances, water consumption in bathing, washing face, brushing teeth, washing clothes, dishes, most household built along the khlong would have boat kept inside the boat house. Show in the past, the khlong was being used as the communication main route. There are merchant’ boat, foods’ vendor boat and post mail box near the edge of the khlong which indicated that delivering

mail is still being practice. It is also the tour site located not too far from Bangkok Metropolis, quite convenient for traveling to as well as maintaining natural environment and complete culture.

2. Tourism Services

The study of Khlong Mahasawat tourism services are divided into 2 parts:

1. Facilities:

Facilities that Khlong Mahasawat has arranged in every boat and activity site for tourists convenient during Khlong Mahasawat Boat tour consisted of Motor Boat with roof, life jacket which is able to support weight as much as 80 kilograms, small umbrella, and hat with wide wings to shield the sun. Every boat would be available in every boat. In every activity site, there would be a sideway pavilion for tourists to seat and relax. Furthermore, toilets are made available at fruits orchard and processed agricultural products. Besides, there are boats drivers stand by to provide services and give tourists information on tour site.

2. Activities and Services

Activities in Khlong Mahasawat tour site for tourists are consisted of 4 activities as follows:

1) Visiting orchid garden: The tourists must walk 50 meters after getting off the boat to the orchid garden where water is available. Tourists would be given the knowledge on growing orchids, explanation on nursing and caring for orchids. Furthermore, there is the demonstration for tourist and they could purchase orchids on site at the original cost.

2) Visiting lotus field: Tourists would be invited to rest at the a sideway pavilion in the middle of lotus field. Fresh water is available The owner has arranged activities to provide knowledge on growing lotus, “Chat Kaew” as well as harvesting lotus and selecting size of lotus and tourists may relax at the pavilion or rowing the boats that have been prepared for the tourists in the lotus field. Tourists who are not known how to row the boat, they could have the staffs row the boats for them. Any tourist who would like to pick young lotus could do so at 1 baht per 1 lotus.

For fully lotus, there is no charge for picking. Furthermore, there are fish foods for tourists to feed fishes in lotus field.

3) Visiting mixed field and fruits orchard has arranged demonstration on how to plant trees, cut down fruits, make snacks for tourists and tourists could taste different kinds of seasonal fruits which are being grown at the orchard, such as, pomelo, mangoes, maprang, samtel. Sometimes, Mahasawat's housewives group would bring over snacks, for example, glass glutinous rice, Kaw Tu, sweet slice banana and jack fruits. There have been many types of visitors visited the orchard/ Some visitor came only for enjoyment, while some came for learning about agriculture and others for learning how to make snacks. During the fruits orchard tour, any group of tourists who would like to learn must inform the orchard in advance for the tourists' convenience. However, if tourists prefer only touring the orchard, the nature walkway is available or they may choose to sit on "I-tan" instead of walking around the orchard at 50 baht per trip with 6-8 seated passengers on the same I-tan.

4) Learning about processed agricultural products of Mahasawat's housewives group through demonstration in making crispy rice (Kaw tang) with different toppings example Moo Yong and cereals. Tourist could try making one themselves. Many processed agricultural products, such as, iodine supplemented salted eggs, roast dried fruits, such as, gooseberry strips, tasty papaya are available for sample tasting and selling at lower prices than buying from the market

The journey of tourists started from the Pier in front of Tourists Center at Wat Suwannaram to all 4 tour site, without choosing which site to go first, depending on the judgment of the boat driver. If the boat driver found many tour boats at the activity site at the same time, he may be able to take tourists to other activities sites with fewer tourists for their conveniences and fully learn from such activities. Tourists may spend time in each activity site without time constraint. Most of times, tourists would spend estimated 30 minutes at each activity site. All of 4 tour site located along Khlong Mahasawat. Show in figure 4.1: Agricultural activities

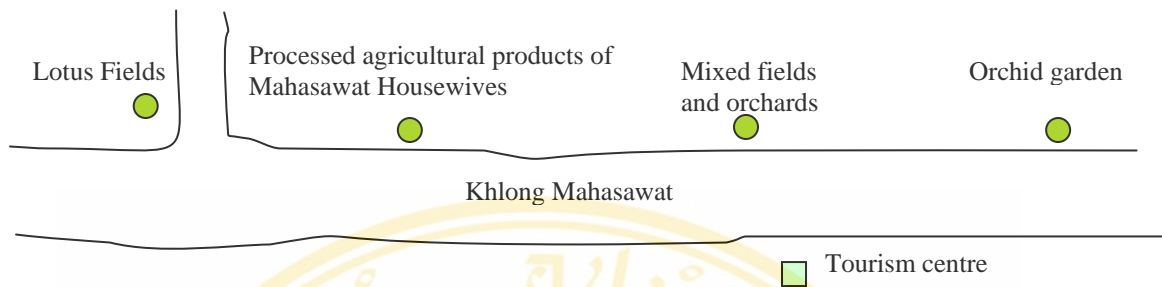


Figure 4.1: Agricultural activities

3. Tourism Market

As for news and information of Khlong Mahasawat tour site, tourists could ask for them at Agro Tourism Services Center located at Salaya sub-district, Phutthamonthon district or from the concerned agencies, not only being Phutthamonthon Agricultural Office, but also Nakhon Pathom Agricultural Office, Promotion and developing Agro Tourism group, Division of Community Agricultural Enterprise Promotion and Office of Agriculturists Promotion.

Most of publicity at Khlong Mahasawat tour site received the support from both government and private sectors. The key agency in the publicity of tour site is the Department of Agricultural Extension which has made leaflets to be distributed among tourists and general public. Tourism Authority of Thailand is also arranging the publicity through media, advertisement signs, introduction of Khlong Mahasawat tour site, passing information on Khlong Mahasawat tour site through Web site of Tourism Authority of Thailand, including preparation for marketing plan for Domestic and International Tour Company. Furthermore, Khlong Mahasawat tour site has also received support from various private sectors through media, mainly publications, such as, newspapers, journals both domestic and international (Pranee Kewvichit, interviewed) and televisions. Mostly, it has been done as introduction to tour site or documentary mixed with tourism. These publicity media have made Khlong Mahasawat well-known among tourists.

4.1.2 Environmental System of Khlong Mahasawat

External environment of Khlong Mahasawat Tourism System are consisted of physical fundamental structure, economic conditions and investment, social and cultural conditions, physical attributes ecosystem and environment and supporting organizations.

1. Physical Fundamental Structure

Khlong Mahasawat tour site is located in the area between Salaya and Mahasawat sub-districts. Due to its tour site which located not too far from Bangkok Metropolis, public utilities and public welfare has reached the area evenly not only electricity, waterworks, but also telephone, especially in the southern part of the railway. Telephone code of 02 are being used the same as Bangkok Metropolis. Therefore, Khlong Mahasawat tour site is considered located in the growing area. However, since touring at Khlong Mahasawat may be done as One day trip, tourists have not taken advantages from many public utilities available.

Regarding Health facilities and safety, there are Wat Suwannaram Health Center situated across Wat Suwannaram and 3 Hospitals located within the radius of 5 kilometers. They are Salaya Hospital, Phuttamonthon Hospitals and Karnchanaphisek Health Center. As for safety concerned, there are Phuttamonthon Provincial Police Station located in the nearby area.

Tour site may be accessed through 3 routes as follows

1. Through automobile from Bangkok Metropolis through Baromrajchachonnane road, entering Phuttamonthon Elevated Road and turn right after passing Mahidol University at Salaya. Then, turning left hand passing Phuttamonthon Police Station and proceeding for another 4 kilometers to see the direction sign to Wat Suwannaram on the left hand. Following the sign and drive along the road which would lead to Wat Suwannaram with the Tourism Services Center located inside.

Highway Department has planned to construct the road along Khlong Mahasawat which consisted of dirt roads with some parts laid in asphalts. This road would be constructing along Khlong Mahasawat's tour site so that tourists could travel through this road to reach the tour site. After passing Phuttamonthon Police Station,

drive further for 2 kilometers to turn left at the red light intersection cross the bridge before turning left and drive straight ahead for another 2 kilometers which should find Klong Mahasawat Tourist Services Center that located opposite to the Khlong with the bridge for tourists to cross over

2. Public Transit Bus

- Taking Air-conditioning Bus, No. 515, Victory Monument-Salaya to get off at Bus stop at red light intersection near Salaya Hospital and taking hired motorcycle to Wat Suwannaram.

- Regular Bus, No. 124 Sanam Luang-Salaya and No. 125 Krung Thon-Salaya. The end of the line is in front of Salaya Hospital. After that, taking hired motorcycle to Wat Suwannaram.

Apart from taking hired motorcycle to tour site, tourists who traveled by bus could take trolley bus waiting in queue in front of Salaya fresh food market to get off at Wat Suwannaram Health Center and walk through Health Center to get through Wat Suwannaram.

3. By train: Taking train at Bangkok Noi Station or Hua Lum Pong Station which this tour site have many train passing such as Bangkok Noi – Lang Suan, Bangkok Noi – Namtok Sai Yok, getting off at Salaya Station and walk to Tourism Center.

Although access to tour site could be reached by many communication routes, both waterway and land, waterway starts from Maenam Chao Phraya passing through Khlong Bangkok Noi flow to Khlong Mahasawat. Land traveling may be done thorough train, automobile, transit bus as mentioned above. Salaya – Nakhon Chaisri roads are in good conditions, smooth surface which allowed 2 ways traffic. However, it also revealed that Khlong Mahasawat has threats that still lacked communication route joining from main road directly to the tour site. For the tourist who visited the site by Transit Bus, after getting off the Transit Bus, they must take hired motor cycle or regular bus to the tour site which inconveniences this group of tourists. Furthermore, tourists did not traveled by automobile then they finished their trips, they could not leave the site immediately when they wanted to because they must wait for taxi or the regular bus at the site in order to take Transit Bus home.

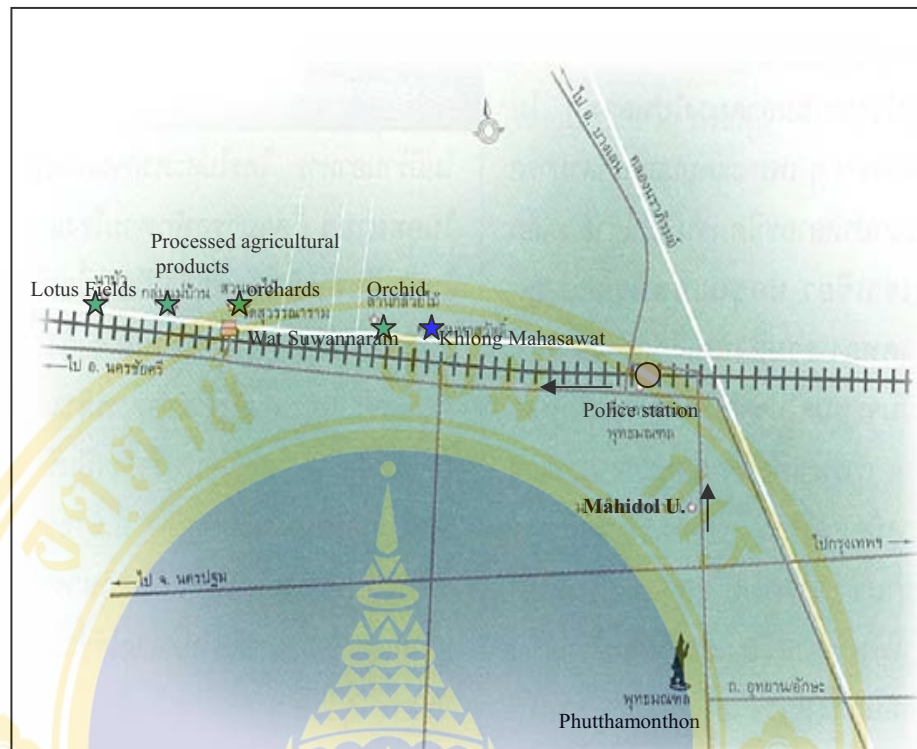


Figure 4.2: Location Khlong Mahasawat Tour site Map

2. Economic Situation and Investment

Most population in the area has made their livings from agriculture. Therefore, most income came from selling goods and agricultural products. When the agricultural area had been turned into tour site, agriculturists and people found another way to supplement their incomes since they could bring their goods, foods and agricultural products for selling to tourists directly. Tourists could buy goods at the price lower than market which made them wanted to revisit and bought more goods. Moreover, Khlong Mahasawat tour site has become an investment channel for Khlong Mahasawat's Agricultural Housewives group and Wat Suwannaram Housewives to produce goods and foods.

This tour site had been invested since the year 2002 with the estimated investment budget that received the support from Department of Agricultural Extension for operation in the amount of 926,600 baht. Judging from statistical numbers of visiting tourists which has continued to increase annually, it generated

incomes for community over hundred thousand baht. In the year 2001, incomes of 436,320 baht were generated among members in the project from having 2,520 tourists visiting the area, in 2002 with incomes of 827,230 baht from 3,671 tourists, and in 2003 with incomes of 1,326,850 baht from 4,313 tourists. It is considered as tour site worth investment. As for project participants, they have brought in resources that are already available in the area, for instances, bringing the following 3 agricultural areas to join the project: 1) Orchid garden of Mr. Chub Kochavech, Moo 2, Salaya sub-district with total area of 12 rais, 2) Lotus field of Mr. Jam Sawasto, Moo 3, with total area of 20 rais, 3) Mixed field and fruits orchard of Mr. Boonlart SETHAUMNOI Moo 1, Salaya sub-district with total area of 80 rais, consisted of 40 rais of rice paddies and 40 rais of raise plots for the orchard. These agricultural areas were initially agricultural areas in Khlong Mahasawat, including the boats that locals' residents had already owned. The group had not bought or acquired more agricultural areas. However, the orchards' owners had invested more in own orchards when more tourists coming to the area. It was done in order to provide facilities for tourists as the way to indirectly increase incomes; for example, the fruits orchard has processed banana and jack fruits from the orchard into sweet slice banana and jack fruit which became another alternative for tourists who wanted to buy and add valued to the fruits. Although the orchid garden grew "Wai" species, the orchid garden had bought numerous species to grow at the orchid garden for selling to tourists. Furthermore, it had received other investment support from the governmental agencies to develop tour site to blend with natural and simple surrounding and convenient for tourists. Regarding government sector's investment, there has been no offer at this particular moment. Somehow, the organizing group at the tour site had realized that private sector was concerned only benefits and might be disagreed with the criteria in tourism that emphasized on peaceful and simplicity of the community

3. Social and cultural conditions

Land occupation along both sides of Khlong Mahasawat happened at the same time with digging Khlong Mahasawat during the reign of Phrabat Somdej Phra Chomklaochaoyuhua who had made his Royal requested to make land layout into

47 plots in the combined total over 20,000 rai. Most areas were assigned in Nakhon Chaisri boundaries. Presently, Nakhon Chaisri boundaries is Salaya and Mahasawat sub-district of Phuttamonthon District. Lands to be divided among His Majesty's sons and daughters by assigning officers, "Nai Kong" to collect money from these lands. Even though areas on both sides of Khlong Mahasawat had been occupied mostly, exploitation in the area had not happened. Until people originally lived in the old community along Ta chin River moved in for new settlement. They had seen the way to better their life because the important vessel route located in this area. They asked for renting the rice paddies from Nai Kong to make a living and building houses. Besides, some Chinese laborers decided to establish their residences on both sides of Khlong Mahasawat after finishing digging Khlong Mahasawat and starting to trade in the area. So, community had been born ever since.

However, community in the past was set up as houses spacing along both sides. Houses were built in simple style but rather dense and stable. Old Suwannaram community has been located where Wat Suwannaram is at present. Local people had built together Suwannaram School of Monk and registered as Wat in 1881. Wat had become important center of the area. At the same time with the establishment of Wat Suwannaram community, Wat Ma Klae was also being setup. Wat Suwananram was built in 1868. Moreover, along both sides of Khlong Mahasawat currently located in Salaya Sub District have more houses which developed into Salaya community and Khlong Mahasawat community. In conclusion, after digging Khlong Mahasawat, 4 communities were established as follows: Wat Suwannaram, Maklae, Salaya, and Mahasawat.

Sometimes after people moved into the area, they had bought the land from previous owner who was Royalty descendants. Many plots of land had changed to privately own (Iam Thongdee, 2002). Most community areas during that time were used for rice paddies only. Later, when more people moved into the area, many farmers had changed from rice paddies to lotus field, morning glory, watercress and garden vegetables (Mahidol University, Institute for population and social, 1983).

Presently, old and new houses at Khlong Mahasawat are located along both sides of Khlong Mahasawat alternated with agricultural area in rice paddies, lotus field, watercress field, fruits orchard, orchid garden , fish ponds and bamboo basket

for raising frogs. Furthermore, some houses in the area near the edge of the Khlong have raised lotus to beautify their houses.

Most people at Khlong Mahasawat have made their livings from agriculture, rice paddies, fruits orchard. People lead a dimple life with bondage and depended on Khlong Mahasawat for daily living by using water in agriculture and consumption, such as, washing, cleaning and traveling by boat. With the road construction, traveling through boat is not necessary. However, some local still used boat for traveling and moving agricultural products from the orchard or using boat as the store to load goods for selling to community, for examples, selling noodles, vegetables. Khlong is also considered as foods sources for the community that community would catch fishes for household consumption. This is noticeable from small fishing tools, such as, fishing reel, fishing net and bamboo basket.

Previously, Khlong was being part of community cultures and rituals, for instances, monk ordain, marriage and funeral which used boat for procession along the Khlong. Presently, the communication has changed for the better. Cultures and rituals had been changed. Boats are being replaced more by automobile and motorcycle. Only the rituals of “Tuk Baht Tong Nam” or giving alms to Buddhist monk during the month of December remains to be seen (Jongdee Setumnuay, interviewed). Wat Suwannaram has been the center of the community since the past. At the festival, in all tradition ceremonies, people would gather at the Wat. In the year 1903, southern train route had extended from Bangkok Noi station, Bangkok Metropolitan area to Petchburi Station, passing through Wat Suwannaram to train station near Wat area. The station was named after the Wat, so called, “ Wat Suwan Station”. During that time, Petchkasaem Road had not been built, some people who lived at Sampran District must board the train at Wat Suwan Station when coming to Bangkok. At present, Wat Suwan Station is still open for operation.

With social association and community lifestyles affecting Khlong Mahasawat, Boat sight-seeing had been originated for tourists to learn about lifestyles of local residents who lived along Khlong Mahasawat, as similar to lifestyles in the past which became culture and community lifestyles that was quite rare in the big city.

4. Physical attributes ecosystem and environment

Activity areas of tour site are located along Khlong Mahasawat tour site with constant water drainage and irrigation. Khlong Mahasawat is considered meeting quality standard of surface water, type 3 which involved in the application for consumption benefits through the regular process of sterilization and improvement of water quality and quite proper for agriculture. Khlong Mahasawat is the home of many aquatic animals and water plants such as fishes, shell, shrimp, the hyacinth, impoea and mimosa . Because of large volume of water in Khlong Mahasawat has made it rather convenient for local residents to travel by boats. Landscape at Khlong Mahasawat is being covered with small and large trees alternately grown which has brought cool shade to the area. At the edge of Khlong Mahasawat, many species of lotus are being grown parallel to the khlong. The air is fresh and clean, without bad smell of waste water or chemical disturbances. There are row of houses located along both sides of Khlong Mahasawat and some house has placed “Yor” which is the tool for catching large fish installed permanently at the landing in front of the house.

Area at the edge of Khlong Mahasawat are being used for agriculture by depending on water in the Khlong for rice paddies, lotus fields, plot gardening, raising fishes which contributed to nature and land fertility.

5. Organization and Cooperation

Khlong Mahasawat tour site has received the support from the following government and private sectors.

1) Agricultural Promotion Department has allocated budget for decorating and improving landscape of Khlong Mahasawat tour site as well as providing knowledge in order to develop tourism personnel by training staffs and agriculturists in the area through technological transmitting process that associated with plants and products for academic intrigue.

2) Tourism Authority of Thailand has support media publicity on tour site to be well-known among the tourists as well as providing knowledge for project members and those who conducted work study at other Agro Tourism sites so that their accomplishments could be adapted for own area.

3) Phuttamonthon Police Station has arranged for police officers to patrol for order in the tour site.

4) Mahasawat and Salaya Sub District Administration have given their supports on improving area landscape and eliminating waste in the water.

5) Nakhon Pathom Center of Tourism, Sports and Recreation has planned Nakhon Pathom tourism strategies by allocating budget for developing tourism site and improving landscape.

From interviewed by Mr. Manu Narasodsai (12 June 2006) who President Tour site Project said “Wat Suwannaram was one of the government sectors to support tour site by giving the land to build Pier for Boat and tourists to get on and off the boat. Moreover, support came from Center of Field Education, Nakhon Pathom province that had arranged for English teaching class among staff members and business entrepreneurs at Khong Mahasawat. Besides, Thai Wax Musuem had also arranged training in services and managing Agro Tourism and curriculum for tour site guide”

4.1.3 Operation of Entrepreneurs in the project and service fees allocation

Touring by boat at Khlong Mahasawat was established in the year 2000 with the support of Nakhon Pathom Office of Agriculture, Agricultural Promotion Department and Tourism Authority of Thailand that had realized the potential and possibility of promoting Phutthamonthon for Agro Tourism by emphasizing on the uniqueness of Salaya and Mahasawat Sub Districts which contained fruits orchards and canals with old history as the selling points in tourism in order to generate more incomes among local residents apart from regular incomes from agriculture under the project’s name “Boat Tour along Khlong Mahasawat’s orchards” by opening the areas for tour site to provide opportunity for tourists to observe fruit growers’ lifestyles, orchid gardens, lotus fields and beautiful sceneries of Khlong Mahasawat as well as experiences community ways of life along both sides of Khlong Mahasawat. Areas that have been designated for Khlong Mahasawat Boat Touring Project covered both sides of Khlong Mahasawat which are being responsible by the Administration of

Khlong Mahasawat and Salaya, Phutthamonthon, Nakhon Pathom province, aiming at the following objectives of the projects.

1. To increase incomes for agriculturists at Mahasawat and Salaya districts
2. To solve unemployment problem from layoff during economic downturn
3. To assist agriculturists' housewives in marketing processed products

The Tourists Information Center at the home of Mr. Manoon Narasodsai, the chairman of Boat Touring Project which is also located in the same area as Wat Suwannaram, Moo 1, Salaya, Phutthamonthon District, Nakhon Pathom province.

Fees and admissions have been collected and distributed among project's members as follows:

Boat Fees	300 Baht
Service Center	10 Baht
Boat Driver	290 Baht
Admission fee per each tourist	70 Baht
Fees for the following sight-seeing	
Orchard	20 Baht
Orchid garden	10 Baht
Lotus Farm	10 Baht
Agricultural Processed Products	10 Baht
Service Center	20 Baht

The Project Organizing Committee would allocate services fees among members who had participated in the above-mentioned project. As for the boat drivers, they would receive compensation immediately as soon as the tourists entering the boat. At the end of the month, the Services Center would bring money collected from tourists to be distributed among members by making agreement that the tour guide would not be charged if he brought in tourists. The Services Center would record the number of visiting tourists as well as asking the boat driver to record the numbers of tourists who had entered the boat to various sites in order to confirm the number of tourists as well as reducing conflicts during allocation of money at the end of the

month. Tourists Services enter would charge 20 baht per person from allocation funds for publishing leaflets for distributing among tourists as well as being reserve funds for foods and beverages when the media came to shoot advertisement for project publicity. Furthermore, at every activities site, there would be a book for tourists to express their opinion so that they could comment and make recommendations for further improvement. (Manu Narasodsai, Interviewing).

By participated in Khlong Mahasawat tour site project, local members in those groups have steadily increased income further than making living from agriculture such as, boat driver in the group has increased income after deducting out expenses for 1,700 baht monthly. Owners of mixed field have average income of 4,000 baht per month and group of housewives earn average of 2,000 baht monthly. Incomes from various activities is averaging for each month from tourists' spending while visiting the area without combining the profit from selling merchandises and netting expenses in servicing tourists in each area (Jongdee Setamnuay, Interviewed).

4.2 Visited tourists at Khlong Mahasawat Tour site

Visited tourists at Khlong Mahasawat Tour site qualifications:

1. Gender, ages and marital status

From the study of qualifications of 161 sample tourists, findings indicated that sample tourists were consisted of 35.4 percents of males and 64.6 percents of females.

Ages of sample tourists were ranged 15-59 years, mostly from 36 years to 45 years which had been calculated into 31.1 percents, next from 26 years to 35 years at 30.4 percents. As for ages from 15 years to 25 years at 28 percents, 46 years to 55 years at 9.3 percents an over 56 years at 1.2 percents. The average of tourists was 32 years with the minimum ages at 15 years and the maximum ages at 59 years. Regarding status of sample tourists, there were 65.8 percents of bachelor, 31.1 percents married and 2.5 percents divorced or being widow or widower.

2. Address

Most tourists who had visited Khlong Mahasawat lived in Bangkok Metropolis and vicinity areas at 87 percents, next resided at central region 7.5 percents, at northern region 1.9 percents, north eastern and south 1.2 percents, east and west 0.6 percents. Majorities of tourists lived in Bangkok and vicinity areas that, Khlong Mahasawat Agro Tourism site is located not too far from Bangkok, it conveniently accessible

3. Educational level

Findings indicated that tourists graduated with Bachelor Degree at 61.5 percents, while 13.7 percents finished Secondary School, 13 percents finished Master Degree, 9.3 percents received certificate or Associated Degree, 1.9 percents finished Doctorate Degree or Ph.D. The information shown that tourists have quite good education.

4. Occupation

Results study indicated that tourists were employed at 26.7 percents, School or University students at 21.7 percents, governmental or state enterprise employees at 8.1 percents, unemployment at 5.6 percents, agriculturists 0.6 percents and other occupation 16.8 percents.

5. Monthly income

Results study indicated that tourist have monthly income level 2,000 – 100,000 baht. Most tourists earned monthly income from 1,000 baht to 10,000 baht at 38.5 percents, monthly income from 11,000 baht to 20,000 baht at 30.4 percents, monthly income from 21,000 baht to 30,000 baht at 16.8 percents, monthly income from 31,000 baht to 40,000 baht at 5 percents, monthly income from 41,000 baht to 50,000 baht at 3.7 percents, monthly income higher than 51,000 baht at 5.6 percents. The average income among tourists was 20,207 baht and the highest income was 100,000 baht.

5. Traveling vehicles

Findings from traveling to Khlong Mahasawat suggested that most tourists or 71.4 percents traveled to the area by automobile, next 13 percents by transit bus, following by 3.7 percents by train and 11.8 percents by other vehicles, such as, passenger boat and tour bus.

6. Eco tour site tourism experiences

Majorities of tourists or 90.1 percents traveled to Khlong Mahasawat for the first time, while 9.9 percents already visited Khlong Mahasawat tour site. Most tourists or 8.8 percents visited the area twice and 1.1 percents more than twice.

Regarding experiences in visiting other Agro Tourism site, findings indicated that 62.1 percents had never visited Agro Tourism site and 37.9 percents had already visited some Agro Tourism site, such as, Umpawa Floating Market at Samut Songkhram province, Dumnoensaduak Floating Market at Ratchaburi province, Sapran Agricultural Garden at Nakhon Pathom and Taling Chan Floating Market at Bangkok Metropolis.

Tourists' information tourism

1. Data sources

Most tourists had known about Khlong Mahasawat from friends or cousins 45.03 percents, next from internet 16.23 percents, tourism journal 13.09 percents, radio or television 11.52 percents, newspaper 7.85 percents and advertising leaflets 6.28 percents. As well as tourist who had visited the area was impressed and told their friends about it so that they repeatedly came back to visit”.

2. Tourism motivation

Tourists who had visited Khlong Mahasawat tour site were most motivated by Boat Tour for sight-seeing along the Khlong 19.10 percents, next, seeing community lifestyles 16.40 percents, friends' invitation 14.61 percents, Khlong's sceneries 11.46 percents, beautiful location and convenient traveling 8.99 percents. As well as tourists preferred Boat Tour for sight-seeing along the Khlong because

currently Boat Tour has become rare activity for city dwellers. Besides, Boat Tour has allowed tourists to fully touch base with nature.

3. Tourists' opinion toward Khlong Mahasawat outstanding tour site

Tourists agreed that the outstanding attribute of Khlong Mahasawat tour site was lifestyles of community along the Khlong 37.3 percents, natural area 20.5 percents, boat sight-seeing 14.3 percents, community hospitality 7.5 percents, convenient traveling, not too far from Bangkok Metropolis 3.7 percents and other 23.9 percents.

4. Impressive activities

Most impressive activity at Khlong Mahasawat tour site was Boat Tour 35.1 percents, visiting fruits orchard 23.5 percents, visiting orchid garden 14.57 percents, visiting lotus field 13.25 percents, visiting processed agricultural products 7.95 percents and other activities 5.62 percents such as rowing the boats and sit on I-Tan.

5. Khlong Mahasawat tour site management level

Total 70.2 percents of tourists had agreed that Khlong Mahasawat tour site had good management level, best level 9.3 percents and moderate level 20.5 percents.

6. Revisiting Khlong Mahasawat tour site

Regarding revisiting Khlong Mahasawat tour site, 75.8 percents expressed their desires to revisit, 22.4 percents uncertain depended on situation and 1.9 percent had no desire to revisit. Reasons for revisiting involved with preferences in lifestyles of community, natural sceneries of the area, boat sight-seeing, locals' hospitality and enjoyment as being illustrated in table 4.1.

7. Tourist's comments

Base on tourists' opinion, they recommended that there should be some improvements at Khlong Mahasawat tour site by adding more activities, setting up more direction signs to display routes to the tour site as well as increasing publicity of

tour site through various media regarding the elimination of hyacinths in the Khlong and maintaining cleanliness of tourist's welcoming point for boarding of tour boat.

Table 4.1: Percent of tourists' qualifications and tourists' information tourism

Variable	Number	Percentage
Sex	161	100
Male	57	35.4
Female	104	64.6
Age	161	100
15-25 years old	45	28.0
26-35 years old	49	30.4
36-45 years old	50	31.1
46-55 years old	15	9.3
56 and over	2	1.2
$\bar{x} = 32$ S.D.=9.97 Min=15 Max=59		
Status	161	100
Bachelor	106	65.8
Married	51	31.1
Widow/divorce/separated	4	2.5
Address	161	100
Bangkok Metropolis and vicinity areas	140	87
Central region	12	7.5
East	1	0.6
West	1	0.6
Northern	3	1.9
North eastern	2	1.2
South	2	1.2

Table 4.1: Percent of tourists' qualifications and tourists' information tourism (cont.)

Variable	Number	Percentage
Education levels	161	100
Primary school	1	0.6
Secondary School	22	13.7
Certificated or Associated Degree	14	9.3
Bachelor degree	99	61.5
Master degree	21	13.0
Doctorate degree or Ph.D.	3	1.9
Occupation	161	100
Non-working spouse	9	5.6
Students	35	21.7
Government official	33	20.5
Farmers	1	0.6
Employers	42	26.7
Commerce	13	8.1
Others	27	16.8
Monthly income	161	100
1,000-10,000 baht	62	38.5
11,000-20,000 baht	49	30.4
21,000-30,000 baht	27	16.8
31,000-40,000 baht	8	5.0
41,000-50,000 baht	6	3.7
Over51,000 baht	9	5.6
$\bar{x} = 20,207$ S.D.=17,819 Min=2,000 Max=100,000		
Traveling vehicles	161	100
Automobile	115	71.4
Transit-bus	21	13
Train	6	3

Table 4.1: Percent of tourists' qualifications and tourists' information tourism (cont.)

Variable	Number	Percentage
Other	19	11.8
Eco tour site tourism experiences	161	100
First time	145	90.1
Already visited	16	9.9
Times	16	9.9
Twice	14	8.8
More than twice	2	1.1
Visiting other Agro Tourism site	161	100
Never visited	100	62.1
Already visited some Agro Tourism site	61	37.9
Tourists' information tourism		
Data sources	191	100
Friends or cousins	86	45.0
Tourism journal	25	13.1
Newspaper	15	7.9
Radio or television	22	11.5
Advertising leaflets	12	6.3
Internet	31	16.2
Tourism motivation	445	100
Beautiful location	40	8.9
Friends' invitation	65	14.6
Advertisements	21	4.7
Convenient traveling	40	8.9

Table 4.1: Percent of tourists' qualifications and tourists' information tourism (cont.)

Variable	Number	Percentage
Near other tour site	18	4.0
History of Khlong	9	2.0
Khlong's sceneries	51	11.5
Community lifestyles	73	16.4
Boat Tour for sight-seeing	85	19.1
Housewives Group's product	25	5.6
Other	18	4.04
Outstanding tour site	161	100
Lifestyles of community	60	37.3
Natural area	33	20.5
Boat sight-seeing	23	14.3
Community hospitality	12	7.5
Convenient traveling	6	3.7
Other	27	23.9
Impressive activities	302	100
Boat Tour	106	35.1
Visiting mixed field and fruits orchard	71	23.5
Visiting orchid garden	40	14.6
Visiting lotus field	44	13.3
Visiting processed agricultural products	24	7.9
Other	17	5.6
Tour site management level	161	100
Best	15	9.3
Good	113	70.2
Moderate	33	20.5

Table 4.1: Percent of tourists' qualifications and tourists' information tourism (cont.)

Variable	Number	Percentage
Revisiting Khlong Mahasawat tour site	161	100
Desire to revisiting	122	75.8
Uncertain depended on situation	36	22.4
Desire not to revisiting	3	1.9

4.2.1 Tourists' opinion toward Khlong Mahasawat tour site

These parts, study of tourists' attitude toward Khlong Mahasawat tour site. By using questionnaires were also used for assessing quality standard of Khlong Mahasawat tour site. Dividing into 5 levels of assessment as follows; Highest = 5, High = 4, Moderate = 3, Low = 2, Lowest = 1.

4.2.1.1 Tour site physical attributes

From the study of tourists' attitude toward tour site, findings indicated that 37.9 percents of tourists agreed high level on developing proper agricultural areas and activities to be Agro Tourism and 41 percents agreed high level on diversified activities that consisted of visiting lotus field, visiting orchid field, mixed field and processed agricultural products. Total 39.1 percents agreed at highest level on Boat sight-seeing to make tour site more interesting and 42.2 percents agreed high level on learning more about locals' lifestyles from Boat sight-seeing.

In accessibility to the tour site, 34.2 percents agreed moderate level on tour site location which related to good road conditions, smooth and able to travel through the whole year. Total 38.5 percents agreed moderate level on road convenience and safety while 37.4 percents agreed high level on ability to travel through Khlong Mahasawat for the entire year and waste-free. Total 34.2 percents agreed moderate level on the display of signs showing directions to the tour site with clarity and easily understandable while 38.5 percents agreed high level on convenience and safety of passenger boat.

Regarding fertility and prestige of tour site, tourists 45.3 percents agreed high level on fertility at Khlong Mahasawat, while 41 percents agreed high

level on large size and beautiful sceneries at Khlong Mahasawat. Total 46 percents agreed high level on tour site harmonious with nature as well as local culture and environment.

From tourists 'opinion towards physical features of Khlong Mahasawat tour site indicated that among tour site's physical attributes, its location is quite suitable for developing into tour site since natural surrounding of Khlong and Agricultural areas contained fertility as well as having arranged activities to match with the area to make tour site more interesting. Therefore, Tour Boat Sight-seeing is arranged as one of activities to promote learning of community's lifestyle among tourists. However, accessibility to tour site is not as good as plan and inconvenience as well as more concerns in traveling safety, road conditions and direction signs to tour site.

4.2.1.2 Economic and social conditions

Economic and social conditions from the study of tourists' attitude toward worthy from visiting Khlong Mahasawat tour site, findings indicated that 42.2 percents of tourists agreed high level on proper time spent in touring, while 46.6 percents agreed high level with satisfaction in services fees for touring. Total 45.3 percents agreed high level on prices of goods sold at activity areas.

From tourists 'opinion towards economic and social conditions of Khlong Mahasawat tour site indicated that tourists have agreed that fees paid worth visiting activities area with properly arranged activities as well as arranging time frame for each tour and service fees.

4.2.1.3 Environmental quality preservation

Environmental quality preservation used for measuring tourists' attitude toward environmental quality management at tour site which also associated with solid waste management, air quality management and water quality management.

In each activity area, there would be enough waste receptacles available. Total 42.2 percents moderately agreed with placing waste receptacles at lotus field, next 40.4 percents agreed high level with placing receptacles at fruits orchard, following by 45.3 percents agreed moderate level with placing receptacles at

orchid garden while 41 percents agreed moderate level with placing receptacles at processed products point and 41.6 agreed moderate level with hanging the warning sign for tourists to throw waste at proper place and 41.6 also agreed moderate level with waste receptacle blended with environmental surrounding.

As for attitude regarding air quality management, total 38.5 percents agreed high level with dust-free and smog-free tour site, following by 26.1 percents agreed high with chemical odor-free and spreading of herbicide in the tour site and 41.6 percents agreed high level with environmental management for proper air ventilation.

For water quality management, total 37.3 percents agreed high level with cleanliness of water in Khlong Mahasawat as well as 37.3 percents agreed moderate level that wastes and excrements floating in the canal were taken care of.

Regarding environmental quality preservation, air and water qualities have been managed well, even though garbage control is still under managed because in some activity areas, receptacles are insufficient in numbers and not suitable for the area. Meanwhile, elimination of garbage and waste in the Khlong is not as good as it should have been.

4.2.1.4 Learning and Educational values

They were used as measurement among tourists in benefits and worthy in learning from seeing various activities at the tour site. Total 36.6 percents agreed high level with knowledge and experiences received from visiting tour site, following by 39.1 percents agreed moderate level with adapting knowledge and experiences for daily living.

Regarding knowledge distribution and knowledge distribution services available for tourists, total 35.4 percents agreed moderate level, while 44.1 percents agreed moderate level with clarity of interpretation sign and widely available and 39.1 percents agreed high level with having demonstration of harvest or processed products had helped tourists to understand better.

From tourists 'opinion towards learning and studying of Khlong Mahasawat tour site indicated that knowledge and experiences from visiting tour site, distribution of knowledge in tour site are not as good as they should have been

because of inadequate tools to provide explanation and interpretation for tourists to understand better.

4.2.1.5 Art and Cultural values

Art and Cultural values, they were used as skills measurement among tourists in cultural value of tour site from visiting and experiences. Total 42.9 percents agreed high level with community unique lifestyles, following by 41.6 percents agreed high level with adapting knowledge and experiences for daily living and 40.4 percents agreed high level with passing on local wisdom and extending knowledge and 41.0 agreed high level with having the khlong as part of community tradition and culture in community's lifestyles.

As for historical value, total 39.8 percents of tourists agreed high level on ancient history of the khlong, while 43.5 percents agreed moderate level with ancient history of Khlong Mahasawat remained to be seen, and 39.8 percents agreed moderate level with tourism had helped tourists to experience historical value and watching demonstration of harvest or processed products had helped tourists to absorb historical value and culture of community along Khlong Mahasawat.

As for social value, total 42.9 percents of tourists agreed high level on community lifestyles bonded with the khlong while total 43.5 percents agreed high level with welcoming opportunity for tourists to learn about local lifestyles, tradition and culture as well as 41.6 percents agreed high level with having Khlong Mahasawat as the tour site to build unity within the community.

From the study of tourist's opinion regarding value in Arts and Cultures, it had been revealed that tourists could experience valuable culture of community that has been displayed through community's lifestyles and social value at Khlong Mahasawat tour site, i.e., building unity among group of people who participated in the project. However, tourists could not experience much in historical value of tour site since there had not been any trace left to be seen and experience.

4.2.1.6 Administrative and Management

Administrative and Management, It had been designed as the study of guidelines to administer and manage tour site so that tour site could maintain its fully

and safety toward local residents and visiting tourists. The study was conducted with the area residents, concerned officers and tourists. Findings indicated that 49.7 percents agreed moderate level with continued repairing damaged areas and maintenance equipments such as hat, a sideway pavilion and 39.1 percents agreed moderate level with having safety measures to protect tourist's life and assets. There were 26.1 percents of tourists who agreed high level with system of personnel management while 36.6 percents agreed high level with properly fees collection and 41.6 percents agreed high level with capability of officers to provide knowledge and information for tourists.

As for tourists' satisfaction, 45.3 percents agreed high level on cleanliness of foods and beverages, 57.8 percents agreed highest level on local hospitality and welcoming, while 55.3 percents agreed highest level on services of boat driver.

Regarding satisfaction in beautiful sceneries at each activity area, tourists at 41.6 percents agreed high level on lotus field, while 35.4 percents high level on orchid garden, 38.5 percents high level on fruits orchard and 41.6 percents high level on processed agricultural products.

Regarding satisfaction in cleanliness and orderly in each activity area, tourists at 44.1 percents agreed high level on lotus field, while 41.6 percents high level on orchid garden, 42.2 percents high level on fruits orchard and 41.6 percents high level on processed agricultural products.

Regarding satisfaction in foods and beverages services of staffs, total tourists 39.8 percents agreed high level on lotus field, while 41 percents moderate level on orchid garden, 41.6 percents highest level on fruits orchard and 39.8 percents high level on processed agricultural products.

Regarding satisfaction in knowledge received from numerous activities, tourists at 36.6 percents agreed high level on lotus field, while 36 percents high level on orchid garden, 45.3 percents high level on fruits orchard and 35.4 percents high level on processed agricultural products.

Regarding satisfaction in fruits taste at the fruits orchard, tourists at 49.7 percents agreed highest level on good taste, while 43.5 agreed high level on taste

of foods and snacks at the processed agricultural products and 41 percents agreed high level on cleanliness of toilets.

From the study of tourists opinion in Management of Khlong Mahasawat tour site, there have been proper operation even though area management, i.e., landscape or area maintenance is inferior. However, tourists are satisfied with all type of services received as being illustrated in table 4.2.

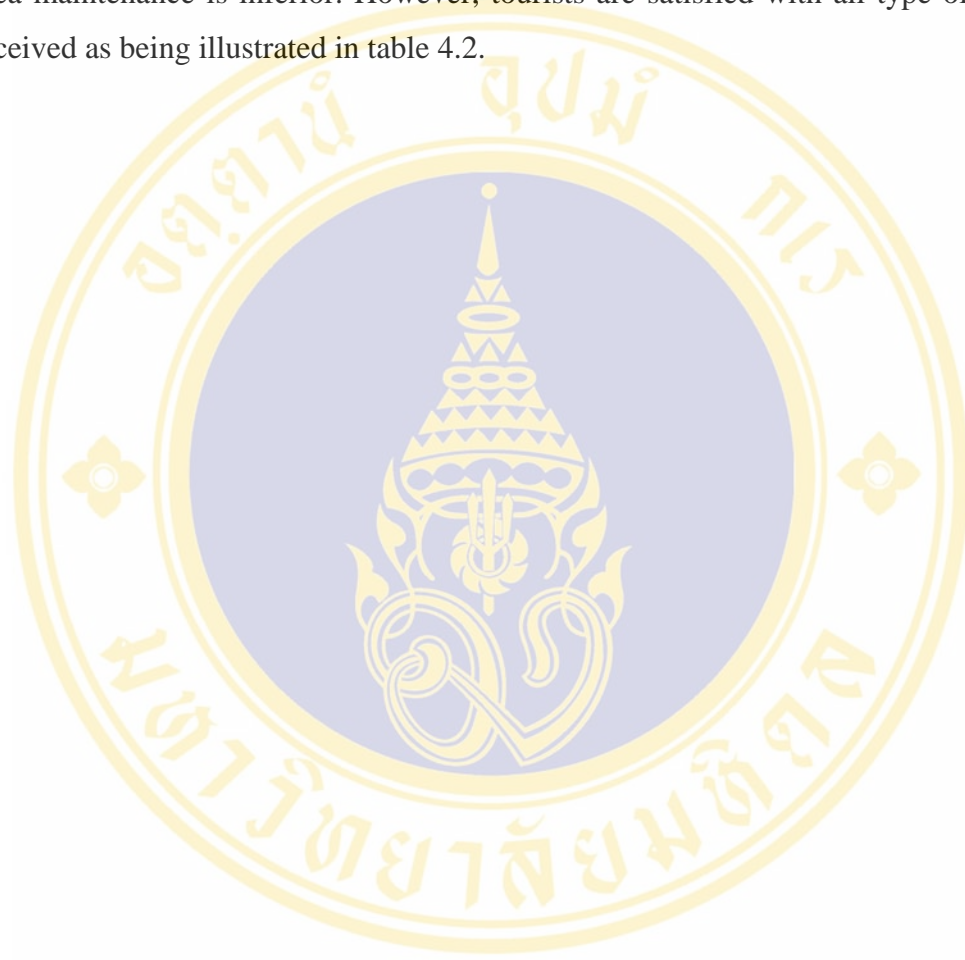


Table 4.2: Percent of opinion toward Khlong Mahasawat tour site

Explanation: Mostly Agree =5, Highly Agree = 4. Moderately Agree = 3, Less Agree 2, Least Agree = 1

Opinion toward Khlong Mahasawat Tour site.	5	4	3	2	1	\bar{X}
1. Tour site physical attributes						
1.1 Tour site location						
1. Area suitability	35.4	37.9	21.1	4.3	1.2	4.0
2. Diversified activities	24.2	41	26.1	8.1	0.6	3.8
3. Boat touring makes tour site more interesting	39.1	34.8	16.1	6.8	3.1	4.0
4. Boat touring aids in learning community's lifestyles	27.3	42.2	20.5	8.7	1.2	3.9
1.2 Tour site accessibility						
1. Convenience access to tour site	17.4	32.2	34.2	10.6	5.6	3.5
2. Land routes conditions	12.4	30.4	39.8	13.7	3.7	3.3
3. Water routes conditions	8.1	37.9	34.8	14.9	4.3	3.3
4. Direction signs clarity	10.6	19.9	34.2	21.7	13.7	2.9
5. Passenger Boat Safety	14.9	38.3	36.6	9.9	-	3.6
6. Road convenient and safety	13	31.7	38.5	15.5	1.2	3.4
1.3 Tour site fertility and prestige						
1. Agricultural areas fertility	21.1	45.3	25.5	6.8	1.2	3.8
2. Khlong beauty	18	41	31.7	8.7	0.6	3.9
3. Harmony of activities and environment	19.9	46	27.3	6.2	3.1	3.8
2. Economic and social conditions						
2.1 Visiting worthy and satisfaction						
1. Proper time-consuming	21.1	42.2	29.8	5.6	1.2	3.8
2. Satisfaction in services fees	16.1	46	29.2	8.1	-	3.7
3. Proper prices for goods	20.5	45.3	26.7	6.8	0.6	3.8

Table 4.2: Percent of opinion toward Khlong Mahasawat Tour site (Cont.)

Opinion toward Khlong Mahasawat Tour site	5	4	3	2	1	\bar{X}
3. Environmental quality preservation						
3.1 Solid waste management						
1. Sufficient waste receptacles at the lotus field	11.2	35.4	42.2	10.6	0.6	3.5
2. Sufficient waste receptacles at the fruits orchard	18	40.4	32.9	7.5	1.2	3.7
3. Sufficient waste receptacles at the orchid garden	10.6	34.2	45.3	8.7	1.2	3.4
4. Sufficient waste receptacles at the Processed point	13	39.1	41	5.6	1.2	3.6
5. Having warning signs at the right designated places	4.3	26.1	41.7	22.4	5.6	3.0
6. Waste receptacles blending with environmental surrounding	6.2	28.6	41.6	21.1	2.5	3.2
3.2 Air Quality Management						
1. Dust-free and smog-free air	21.7	38.5	24.2	10.6	5	3.6
2. Spreading of chemical odor at the site	19.3	26.1	17.4	19.3	18	3.1
3. Open area for good ventilation	30.4	41.6	14.9	8.7	4.3	3.9
3.3 Water Quality Management						
1. Clear water at the khlong	13.7	37.3	32.9	13.7	2.5	3.5
2. Managing solid waste and excrement at the khlong	6.8	32.9	37.3	19.9	3.1	3.2
4. Learning and Educational Value						
4.1 Learning benefits and worthy						
1. Knowledge and experiences from sight-seeing	18.6	36.6	33.5	10.6	0.6	3.6
2. Ability to adapt knowledge in daily life	10.6	38.5	39.1	11.8	-	3.5
4.2 Distribution of Knowledge						
1. Services and knowledge distribution among tourists	17.4	32.3	35.4	1.3	1.9	3.5
2. Clarity of interpretation signs	3.7	28.6	44.1	16.1	7.5	3.1
3. Easy explanation from interpretation signs	4.3	29.8	49.7	12.4	3.1	3.2
4. Easy explanation at the point of demonstration	18	39.1	31.7	10.6	0.6	3.6

Table 4.2: Percent of opinion toward Khlong Mahasawat Tour site (Cont.)

Opinion toward Khlong Mahasawat Tour site	5	4	3	2	1	\bar{X}
5.Arts and Cultural Value						
5.1 Cultural value						
1. Unique identity of community life styles	19.3	42.9	28	8.1	1.9	3.7
2. Mixing knowledge between traditional and modern agriculture	23	41.6	26.1	8.1	1.2	3.8
3. Transmitting local wisdom continuously	21.1	40.4	31.1	6.8	0.6	3.8
4. Khlong has become part of lifestyle	34.2	41	14.9	6.8	3.1	3.9
5.2 Historical Value						
1. Khlong ancient history	24.2	39.8	27.8	5	3.7	3.8
2. Khlong history remained to be seen	11.8	28	43.5	13.7	3.1	3.3
3. Historical value absorption and community culture	10.6	33.5	39.8	13.8	2.5	3.3
5.3 Social Value						
1. Community bondage with the khlong	31.1	42.9	16.8	6.2	3.1	3.9
1. Community bondage with the khlong	27.3	43.5	17.4	9.9	1.9	3.8
3. Building community unity	29.2	41.6	21.4	5.6	2.5	3.9
6. Administrative Management						
6.1 Administrative						
1. Regular maintaining areas	4.3	29.8	49.7	12.4	3.7	3.2
2. Maintaining safety standard among tourists	10.6	38.5	39.1	11.8	-	3.5
3. Administering personnel with system	19.3	26.1	17.4	19.3	18	3.1
4. Collecting proper fees	18.6	36.6	33.5	10.6	0.6	3.6
5. Staffs' abilities in providing knowledge among tourists	29.2	41.6	21.1	5.6	2.5	3.9

Table 4.2: Percent of opinion toward Khlong Mahasawat Tour site (Cont.)

Opinion toward Khlong Mahasawat Tour site	5	4	3	2	1	\bar{X}
6.2 Tourists' satisfaction						
1. Foods and beverages cleanliness	26.7	45.3	26.7	6.8	0.6	3.9
2. Satisfaction in local welcoming	57.8	25.5	5	5.6	6.2	4.2
3. Satisfaction in boat driver's services	55.3	24.2	9.3	5	6.2	4.2
4. Lotus field beautiful scenery	22.4	41.6	26.7	6.8	2.5	3.8
5. Lotus field cleanliness and orderly	19.3	44.1	26.7	8.1	1.9	3.7
6. Satisfaction in services of lotus field's staffs	18.6	39.8	32.9	5.6	3.1	3.7
7. Knowledge from visiting lotus field	14.9	36.6	35.4	10.6	2.5	3.5
8. Orchid garden's beautiful scenery	20.5	35.4	33.5	8.7	1.9	3.6
9. Orchid garden's cleanliness and orderly	19.3	41.3	31.7	5.6	1.9	3.7
10. Staffs' services at the orchid garden	19.3	33.5	41	4.3	1.9	3.6
11. Knowledge from visiting orchid garden	17.4	36	34.2	10.6	1.9	3.6
12. Mixed field's beautiful scenery	23.6	38.5	28.6	8.1	1.2	3.8
13. Fruits orchard's cleanliness and orderly	25.5	42.2	23	8.1	1.2	3.8
14. Staffs' services at the fruits orchard	41.6	37.9	11.8	4.3	4.3	4.1
15. Knowledge from visiting the fruits orchard	21.7	45.3	26.1	5.6	1.2	3.8
16. Fruits flavor at the fruits orchard	49.7	33.5	7.5	7.5	1.9	4.2
17. Cleanliness and orderly at the processed point	31.1	41.6	18.6	6.8	1.9	3.9
18. Staffs' services at the processed point	33.5	39.8	19.9	3.7	3.1	3.9
19. Beautiful scenery at the processed point	19.3	41.6	32.9	3.7	2.5	3.7
20. Knowledge from visiting the processed point	23	35.4	33.5	6.8	1.2	3.7
21. Foods flavor at the processed point	31.4	43.5	16.8	6.2	2.5	3.9
22. Rest room and toilet cleanliness	28	41	22.4	6.8	1.9	3.9

4.3 Khlong Mahasawat Quality Standard Tour Site

Findings mean from Khlong Mahasawat tour site attributes assessment in 6 areas among tourists, members and concerned populations to find standard quality of Khlong Mahasawat tour site by dividing into 5 levels, indicated the followings;

4.3.1 Tour site physical attributes

Tour site physical attributes , Judging from tour site location, access to tour site, areas fertility and prestige of tour site, tourists had agreed that Khlong Mahasawat tour site should be properly developed into Agro Tourism site as well as arranging Khlong Mahasawat boat tour which may help the tour site becoming more intrigue in good level. As for diversified attributes of agricultural, activities in the areas and Khlong sight-seeing, they helped tourists to fairly learn about local lifestyles in medium level. With accessibility of tour site, tourists moderately agreed that tour site is located in the convenient areas with safety in traveling through roads and boats with fair conditions. However, the clarity of interpretation signs remained poor that low level. Tourists moderately agreed that Khlong Mahasawat tour site consisted of large and beautiful Khlong with area fertility and activities that fairly blended with nature and culture.

The results after finding the quality's level in physical attributes of Khlong Mahasawat from the study of tourists' opinion indicated that standard quality value was equaled to 73.02 which considered at very good level. As being illustrated in appendix A.

4.3.2 Economic and Social Conditions

Economic and Social Conditions, Regarding benefits of tourism toward community, self-support capability, and community participation, data derived from 3 attributes had come from interviewing local residents. Findings indicated that tourism direct benefits helped to provide supplementary income to member in these projects. Indirect benefits helped to cash flow better than the past as well as when the member had increased income, they could to used up their more money that helped to spread income to community and improve community economy. As for community self-

support capability and community participation, presently, Khlong Mahasawat tourism project has been under the administration and operation of local residents who collaborated together in the project and have 60 members in this project. In the first phase, the group had received advice from Phutthamonthon Agricultural District on how to administer and manage area and group accounting. Later on, Agricultural District realized that the group project had gained its strength and capable of self-operated. Therefore, the group was allowed to self-managed and self-administered by asking all group members to participate in the administration.

As for worthy attribute of visiting tourists, findings indicated that tourists agreed with proper time spent in touring, touring expenses, prices suitable with selling merchandises in medium level.

The results after finding the quality's level in economy and social as related to the worth of tour site at Khlong Mahasawat from the study of tourists' opinion indicated that standard quality value was equaled to 74.98 which considered at very good level.

4.3.3 Environmental Preservation

Environmental Preservation, Regarding solid waste management, water quality management, findings from solid waste management that tourists moderately agreed with sufficient numbers of waste receptacles at all 4 activities areas and those receptacles were blended with surrounding environment as well as having the warning signs for throwing waste at the designated places. As for air quality management at the tour site, tourists were moderately satisfied with good air ventilation and dust-free, smog-free and chemical-free air. Regarding water quality management, the clarity, cleanliness of water as well as managing waste and excrement in the khlong were at medium level.

The results after finding the quality's level in environmental preservation of tour site at Khlong Mahasawat from the study of tourists' opinion indicated that standard quality value was equaled to 68.4 which considered at good level.

4.3.4 Learning and Educational Values

Learning and Educational Values, As for benefits and worthy in learning and knowledge distribution among tourists, result findings indicated that tourists had applied knowledge and experiences derived from touring to adapt for use with daily life at medium level. As for knowledge distribution, findings revealed that distribution of knowledge in various areas of tour site, not only the display of interpretation sign with clarity, easily seen and understanding, but also the demonstration of production method to make tourists understand better were at moderate level.

The results after finding the quality's level in learning and educational value of tour site at Khlong Mahasawat from the study of tourists' opinion indicated that standard quality value was equaled to 68.54 which considered at good level.

4.3.5 Arts and Cultural Values

Arts and Cultural Values, Regarding cultural, historical and social values of tour site, they had remained at medium level, in being part of tradition and culture for community lifestyles as well as unique ways of community living with transmitting local wisdom and knowledge continuously that had been adapted for using together with modern agriculture. As for historical value, findings indicated that tourists were able to absorb historical value and culture of community along the khlong, knowing its history and seeing its historical past at medium level. In relation to social value, tourists moderately agreed that Khlong Mahasawat tour site had helped to build unity within the community as well as opened opportunity for tourists to learn about lifestyles and customs that displayed bondage between community and the khlong.

The results after finding the quality's level in Arts and Culture value of tour site at Khlong Mahasawat from the study of tourists' opinion indicated that standard quality value was equaled to 74.68 which considered very good level.

4.3.6 Administration and Management

Administration and Management: Regarding facilities management, life and assets safety system for tourists, human resources administration and budget. First,

facilities management was done at medium level by repairing damages and maintenances equipments regularly. As for life and assets safety for tourists, it was moderately done by assigning boat drivers to look after tourists. Findings in the areas of human resources administration and budget that collected fees and managed personnel were at moderate level.

Regarding satisfaction, they had rated cleanliness of foods and beverages at medium level. However, they were satisfied with welcoming from boat drivers and local residents in good level. Regarding opinion toward activities in 4 areas of beauty, cleanliness, orderly and knowledge from visiting the area, tourists had rated them at medium level as well as services of foods and beverages staffs at the activities areas were also rated at medium level, except for fruits orchard at good level. Foods and fruits tastes were at medium level.

The results after finding the quality's level in administering and managing of tour site at Khlong Mahasawat from the study of tourists' opinion indicated that standard quality value was equaled to 75.14 which considered at very good level.

After taking scores derived from standard assessment in 6 areas which were consisted of attributes in 6 areas to assess overall standard quality of Khlong Mahasawat tour site, result findings indicated that Khlong Mahasawat tour site revealed the value of standard quality of tour site as equal as 72.49 which was considered at very good level as being illustrated on the Table 4.3.

Table 4.3: Percents and standard quality level of Khlong Mahasawat tour site.

Type	Percent	Standard Quality Level
1 Tour site physical attributes	73.20	Very Good
2 Economic and social conditions	74.98	Very Good
3 Environmental quality preservation	68.40	Good
4 Learning and educational value	68.54	Good
5 Arts and Cultural Value	74.68	Very Good
6 Administrative Management	75.14	Very Good
Average	72.49	Very Good

4.4 Problems and threats of Khlong Mahasawat operation.

Although tourists had evaluated overall standard quality of Khlong Mahasawat tour sites in highly level, the interview conducted among tourists, entrepreneurs, area survey and non-participated observation of servicing staffs. Findings that Khlong Mahasawat is still find fault to improve operation.

4.4.1 Tourism resources problems

1. Although Khlong Mahasawat tour site contains beautiful physical sceneries, but in some areas the surface rather rough comprised of rainfall to make road flooded and muddy road which caused difficulty to visit the area in tour activities. For examples, most tourists preferred to visit orchard by seating in I-tan bus. However, during the rainfall, the road would turn muddy, not proper for visiting the orchard through I-tan bus. This had caused inconvenience for tourists.

2. Khlong Mahasawat tour site has physical limitation which made it inadequate facility for tourists.

3. Tour path is the place to process some agricultural products. Some were ruined and unstable which may cause accident among tourists.

4. Weeds in the water are floated in large volume and hide beautiful khlong scenery and obstruct water traffic as well as creating water pollution in Khlong Mahasawat.

4.4.2 Tourism Administration and Management

1. Area development in some area had been done inconveniently from being privately owned. When the government agencies decided to develop the area, they must ask permission from the' owners first. Sometimes, they had not received any permission from the areas' owners. For example, rented area from the owner to see orchid is located in front of the orchid garden where certain part has another owner. The area in front is not for rent and covered with trees and untidy. The owner of the area refused to improve landscape in that area.

2. Roads along Khlong Mahasawat has smooth surface with dirt roads that need to Salaya Sub District Organization to pour fermented liquor on the road to reduce dust from road traffic. Since road conditions is full with ditch, the fermented liquor may sent foul odor which could stuck underneath the car which made tourists' cars unclean.

3. Tourists have parked their cars without order in the courtyard area. There had not been specific rules for parking.

4. Lacking cooperation between Mahasawat and Salaya sub-district Administration in area management, landscape and waste collection in the khlong. Because Khlong Mahasawat is located in both areas, there is haggled over the responsibility.

5. Members Management accounting system is not done with standard and transparency, for examples, children admission fees 40 baht.

6. Different development guidelines of public and private sectors. Government divisions want to improve the area, but the private area owner afraid that if the government had taken over the area, he may not be able to benefit from area or develop own land in other design.

From the study of tourists' attitude, tourists agreed to good management in the tour site. In reality, it needs tourism management in many areas as

previously mentioned, perhaps resulting from most tourists are more familiar with other type of tour than Agro tourism. Besides, tourists are also lacking knowledge in Agro tourism, including design of area utilization leading to true sustainable tourism.

4.5 Khlong Mahasawat and Sustainable Tourism

The study of internal and external components and standard quality of Khlong Mahasawat tour site to study for sustainable tourism. Khlong Mahasawat tour site would become sustainable tour site in economy, social, cultural, environmental of tour site.

In economic sustainable, tour site must be able to generate incomes for villagers and incomes from tourism have help to support community and environmental development. This has created work or activities related to tourism with fair expenses rate righteously for villagers and tourists. Findings from the study that, after developing Khlong Mahasawat area into Khlong Mahasawat tour site, it should be able to generate income for people who participated in the project such as, boat driver with increasing incomes to average 1,700 baht monthly and also created employment or supplementary income for people in the area. This has generated income for community. Besides, tourists are satisfied with traveling rate in boat services of 300 baht per boat and charging admission of 70 baht per person. This is the righteous rate for villagers and tourists. The group that operates activities at Khlong Mahasawat tour site would divide tourists' admissions into 2 major parts: 50 baht to activities organizers in 4 major points. The rest would be reserved for expenses for Khlong Mahasawat Tourism Services Center in making brochures and expenses in public utilities and drinkable water for tourists. From the interview, activities group has not defined guideline to allocate income from the tour for funding or supporting environment and community development which is the way to award profit and put back benefit to community

Regarding social sustainability based on sustainable tourism, social sustainable can only happen from encouraging community participation and dividing roles so that people may feel proud of themselves and help to better life quality. Khlong

Mahasawat tour site is considered one of the projects based on cooperation of people in Khlong Mahasawat community in this operation. Identifying areas and activities in the beginning was done by Agricultural Promotional Department which may not be in true community need. Since then, the division had tried to improve operational design in Khlong Mahasawat tour site with participation of people in group activities. Without limiting status of project participants by emphasizing on volunteer. Although the project had not been initiated by people in the beginning, at present, people have been participated in management and decided to enter projects and carry on duties as being assigned. Working together had created love and unity, understanding with each other and feeling proud of being part of the community. Besides, people who participated in the project had received benefits from tourism. In reality, the researcher is aware of small benefactors from people participation in administration and operation of Khlong Mahasawat tour site as compared to numbers of people who lived in Khlong Mahasawat Community. Most benefactors are members of activities groups which may result in conflict within the community. It came from lacking cooperation between benefactors and non-benefactors.

As well As interviewing people around Khlong Mahasawat tour site finding results indicated that some people needed to participate in the project. For examples, they would bring the boat to join the program, but uncertain if the boat drivers would like to bring the boat to join in the project because it may reduce incomes of previous boat drivers. They were also afraid of not having enough time to bring boat for service in the required time fully and properly. However, some people used to join the project by bringing their own agricultural products for sale in the welcoming tourists areas, but tourists had no interests to buy the products at that area. They preferred to buy at all 4 activities points which made some people stopped selling because it was not worth investment.

As for cultural sustainability, sustainability for tour site should be derived from community itself as well as respecting different cultures from other communities to share knowledge and learning from each other and tourists as well. Outstanding features of Khlong Mahasawat are allowing tourists to observe lifestyles and culture of

community people living along both sides of the Khlong for sometimes and experience nature of Khlong Mahasawat and agricultural area of community people as well as seeing lifestyles of farmers in the area. The more the tourists visited the area, the better the local people in Khlong Mahasawat learned cultures and habits of tourists from other areas as well as accepting cultures of tourists that different from their own. Furthermore, Khlong Mahasawat tour site has encouraged tourists to learn about agriculture in other forms through visiting all 4 agricultural points.

As for environmental sustainability, tour site sustainability may happen when it is based on nature with reasonable exploitation of tourism resources and proper waste management. This is the tour with the least environmental impact as well as creating consciousness in natural and environmental conservation. There should be some consideration in tour site capacity so that tourism resources could last for the future. Khlong Mahasawat tour site is the application of standard resources in the community as tourism resources by emphasizing at tourists to experience nature of Khlong Mahasawat and Agricultural area. Choosing available agricultural areas to support tourists, but making some improvement in landscape for tourists' conveniences without building new areas to support tourists.

Agricultural areas consisted of mixed fields, orchid gardens and lotus fields had prepared walking paths for tourists to prevent trees damages as well as building consciousness in nature and environmental conservation among project's members to maintain environmental conditions of tour site. Moreover, local people living near the edge of the river must maintain cleanliness of Khlong Mahasawat without dumping garbage into the area; including tourists have aware of water resources value so that it may stay with the community.

However, waste management for Khlong Mahasawat tourism, Mahasawat sub - district Administration is being assigned for waste management while Salaya sub - district Organization looked after garbage collection. Both divisions would pick up garbage once a week. Therefore, local people had eliminated some part of garbage by burning which was considered incorrect method. Another thing was that most areas in

tour site are agricultural with the application of fertilizer or pesticide, specially in the area where tourists see activities such as, orchid garden that are still using chemical fertilizer, plant hormone and pesticides spraying for orchids in large volume. Chemical is being used in the lotus field also. Both pesticides and hormones are used with planting and residues may remain in the flowers or leaves or spreading around the orchard areas. The tourists could be harmed from smelling or touching them. These are included other agricultural areas such as, watercress, rice paddies of farmers in the nearby areas with the application of pesticides. These chemicals may leave residue and flow into Khlong Mahasawat which also destroy water ecosystem and tour site environment.

Further from Khlong Mahasawat tour site development for sustainable in 4 areas of economy, social, cultural areas and environment, tourists' satisfaction and impression during visitation are also important because they may not want to return if they have not been satisfied or impressed even though the tour site maintain economic, social, cultural and environmental sustainability. From the study, finding results indicated that most tourists were quite impressed with activities and boat sightseeing for community lifestyles which agreed with the operational guidelines of Khlong Mahasawat tour site that most concern with tourists satisfactions. They would like tourists to experience community lifestyles through boat tour. Besides, Group activities were aiming at providing tourists' conveniences throughout the entire journey. Moreover, tourists must be treated with courtesy and hospitality.

From above mentioned data, the researcher agreed that Khlong Mahasawat tour site is still missing some factors that could make Khlong Mahasawat sustainable tour site such as, community participation, proper way to dispose waste, including the use of chemical in agriculture. As soon as these factors have been taken care of in many areas, Khlong Mahasawat should be sustainable tourism in the future.

4.6 Results Discussions

Tourism Industry of Thailand has been the major income contributor for the country. Agro agriculture is another type of nature tour, mostly done in agricultural site, mixing with farmers' lifestyles, religious activities, cultural arts and community tradition. Agricultural area near Khlong Mahasawat is one area among many areas of the central region that has been developed into Agro tourism site. For sustainable Khlong Mahasawat area to remain, one must consider tourism system which comprised of internal factor as a driven force for developed and sustainable tour site.

Components of internal factors within Khlong Mahasawat such as, tourism resources, services and market. Khlong Mahasawat tourism resources are consisted of Khlong Mahasawat, agricultural areas and boats. Khlong Mahasawat is the large canal with water flowing throughout the year. It had been used mainly for transportation in the past. As for agricultural areas, they are consisted of mixed fields, orchid gardens, lotus fields and Mahasawat Housewives Processed Agricultural Products. Boats are also important resources for providing Khlong Mahasawat Boat tour which created conveniences and excitement in tourism. From the study, results indicated that tourists were drawn to visit Khlong Mahasawat because of Boat tour to experience the nature in agricultural area and Khlong Mahasawat as well as being impressive activities among tourists.

Regarding services at Khlong Mahasawat tour site, it has been divided into 2 parts, facilities and activities. In facilities, there are resting pavilions, piers for boarding, toilets in many places and making interpretation sign to explain agricultural activities in each areas. Furthermore, there are speakers who are also owners of the area to provide knowledge for tourists in each area with boat driver available as well as looking after tourists in each group. In each tour activities point, there are refreshments from the orchard and processed agricultural products for tourists to taste and sell to tourists. As for services in tourism activities of tour site, main activities available at tour site for tourists are boat sightseeing, walking tour at of the fruit orchard, walking tour through orchid garden, watching demonstration in rice crispy cake, seeing lotus field and providing knowledge in agriculture for tourists. Findings

from the study of services and knowledge provided to tourists at Khlong Mahasawat that most of the time activities aimed at agricultural activities, lifestyles of current local people without much emphasized on the background of the Khlong in the past and lifestyles of former people who lived along the Khlong . Somehow, there has never been any history in the area for the tourists to learn and they could only read from those information signs located at some areas unnoticeable. Moreover, the service officers at the welcoming point and boat driver have inadequate experiences and known very little about Khlong Mahasawat history. The interpretation signs are also unclear and not enough. The sign had been prepared by Department of Agricultural Promotion and all signs started to get old and unclear. Besides, members has inadequate budget to make more stable and newer sign. So, tourists have not received information as they should have.

This was coincided with the work of Supawat Kaokaew (2002) to evaluate of demand for activities for developing area for Agro tourism with the most demand item in the area is the information sign in the agricultural demonstration plot. Further from main activities previously mentioned, there had been extra activities for tourists to enjoy by themselves such as, boat rowing in the lotus field, seeing orchard in I-tan, cooking crispy rice for testing. Findings from the study indicated that these activities had aroused tourists interests and they were all satisfied. Besides, they were impressed in the taste of fruits eaten, hospitality and welcoming staffs in the area. This finding was coincided with Yurepan Sanyajai (2002) who stated that in the study of tour site components , there were not only 3A elements in Attraction Accessibility Amenity, but also the other main Activities has been another basic component of agricultural tour site. These activities would make tour site more interesting with different activities in each area. Findings from the study that most tourists would like to revisit the area again because of good impression and design of Khlong Mahasawat tourism in resources, services, activities as well as community hospitality. This was also coincided with the concept of psychological process of Theppanom Muangman and Swing Suwan (1986) who stated that outcomes from the practice may result either in individual satisfaction or dissatisfaction. For any reason, individual tends to repeat action if it happened to bring satisfaction while dissatisfy outcomes may push individual for new action.

As for marketing tourism, it is the design to motivate tourists into Khlong Mahasawat tour site to set up information center to provide information to tourists so that they should receive accurate information and publicity to attract tourists' attention to this tour site through public media in numerous areas. Findings from the study indicated that most tourists rely on hearsay, friends or relatives' suggestions of the site which coincided with the study of Chaenjai Buchathum (1999) who stated that a person decision to accept new thing depended on communication and communication between individual is the quickest way.

Therefore, agricultural area along Khlong Mahasawat area has turned into Khlong Mahasawat tour site depended on internal factors as driven forces. These factors have been associated with tourism resources, services and market. Tourism resources with beautiful sceneries and abundant nature with fun activities and complete facilities for tourists to enjoy as well as promoting Khlong Mahasawat tour site to be well known among tourists through providing information, news and media so that tourists would like to revisit the area. On the contrary, if any internal factor associated negatively, it should damage the whole system of tour site such as, beautiful tourism resources with the application of media to publicize to make the area more well-known among tourists. As for services, most tourists are still unimpressed which made them decide not to return. This has caused the reduction in the number of tourists.

In tourism system, further from association of internal factors as driven forces for tour site to be well-known and generated incomes among community members, external factors are also support the area along Khlong Mahasawat with readiness in developing Khlong Mahasawat tour site with external environment in physical structure, economic and investment, social and cultural, physical features, ecosystem and environment and cooperation from organization.

Regarding physical structure, Khlong Mahasawat tour site is located within community, not too far from Phuttamonthon District and Bangkok Metropolis. Therefore, it is well equipped with essential basic facilities not only public utilities or

public welfare, including medical services as well as being tour sites with communication both land and water, in automobile, boat and train. Most tourists came to Khlong Mahasawat tour site by private automobile.

Regarding economic conditions and investment of Khlong Mahasawat is investment based on private local resources with the budget support in investment to improve landscape. Since the development in Khlong Mahasawat agricultural area has turned the area into tour site that better economic and social conditions of community people. This in turn has generated supplementary incomes and created employment in the community to service and support tourists which was coincided with the study of Narissa Sathonsawpak (2002) on Agro tourism to generate income out of agricultural area at Nakhon Pathom equaled to 3,941.11-10,640.98 baht annually.

As for social and cultural conditions at Khlong Mahasawat, people's lifestyles are simple, bonding and depending on Khlong Mahasawat in making living. In the past, boat is the major vehicle for traveling in this Khlong and most people still make their livings through agriculture. Most tourists agreed that social conditions and community lifestyles at Khlong Mahasawat is the outstanding features of this tour site. Moreover, developing area for tour site has not affected community social and culture. This has given community the opportunity to participate in operation and practice to look after community benefits. In operational activities of Khlong Mahasawat, people have fully participated in group operation with sharing the same benefit from tourism and helping to solve existing problems with tour site.

This was also coincided with the idea of Nipol Chaemuangpan(1999) regarding participation in tourism to be involved with decisions-making, practical operation, participation in benefits and results evaluation in tour site tourism. As for Khlong Mahasawat tour site, people do not participate in decisions-making regarding operation in the beginning of the project. Even though it is the government operational process, people are still participated in decisions-making whether being ready and wanted to participate in this project. Presently, this project is administered and operated by local people with the support of government in academic and budget in

extended area improvement. This project has continued to receive financial support but a group of organizers recognized both advantages from government subsidy in area development and disadvantages in conflict of idea in administration which may send its effect towards community participation which coincided with the idea of Pojana Suansri (1998) in benefits related to tourism activities. Without proper, transparent management and community participation, it may eventually lead to self-destruction.

Regarding physical features, ecosystem and Khlong Mahasawat environmental contain beautiful sceneries with complete and abundant nature ready for agriculture and beautiful scenery where areas along Khlong Mahasawat cover with trees. Findings from the study that Khlong Mahasawat tour site is still lacking order in the area, improvement in landscape and area management around tour site, including eliminating weeds floating in the Khlong.

Furthermore, farmers in the area are lacking true participation in natural resources conservation and environment in Khlong Mahasawat tour site. Because local farmers have inadequate knowledge and understanding in organic farming, they probably think that produce may be less than normal. Therefore, the use of chemical fertilizer and various chemical are still practicing in plantation. These chemical usages had sent affected towards ecosystem and community environment.

Regarding organization and cooperation, Khlong Mahasawat had received full support from the government and private sectors through budget in decorating and improving Khlong Mahasawat's landscape to publicize tour site. As for private divisions who have given their support in Agro tourism services and management for members.

As being mentioned earlier, external factors or environment outside tourism is another crucial part to promote Khlong Mahasawat tourism more interesting and attract tourist to the area. After viewing the entire system, it clearly indicated internal factors that associated with external factors in physical features, ecosystem and area

environment, social conditions and culture are supporting factors for Khlong Mahasawat tour site to be more interesting area for revisiting. Khlong Mahasawat and agricultural areas is the main resource to initiate tourism in the area as well as the area abundant nature with various activities together with physical features, land utilization and area environment.

Furthermore, observing real social atmosphere and culture of Khlong Mahasawat community that depended on Khlong Mahasawat in making livings has made boat sightseeing more interesting. Besides, organization as well as public and private sectors also associated with servicing tourists and tourism market because Khlong Mahasawat tour site had received support from the government and private sector in the budget for area development for being tour site as well as providing facilities such as, resting pavilion, pier and other items for servicing tourists. Other divisions area also support media and publicity of tour site in many forms.

As for basic physical structure, tourism market and economic investment they are all connected because the area along Klong Mahasawat is the area with complete transportation and public utility system as well as locating not too far from Bangkok Metropolitan area. This has facilitated area development. When tour site has good and safe communication, it is not too difficult to publicize so that tourists may revisited. Besides, the more the tourists visits Khlong Mahasawat, the better community economic and also spreading more incomes among community members.

Therefore, agricultural area near Khlong Mahasawat has been developed into Khlong Mahasawat tour site because of tourism system with various factors in the system that associate directly and indirectly until becoming Khlong Mahasawat tour site well-known among tourists.

From standard quality evaluation of Khlong Mahasawat tour site in 6 areas, findings indicated that Khlong Mahasawat tour site has standard quality equaled to 72.49 which is considered very good level. This is because of all the support received from numerous divisions such as, agricultural promotional division, Tourism Authority of Thailand to help with publicity, area development and arranging

facilities. Khlong Mahasawat tour site contains physical features with abundant nature, beautiful tourism resources and various agricultural activities. Strong social tie with Khlong Mahasawat mixed with lifestyles of people who live near the Khlong edge both tradition and modern with complete physical features. It is tour site not too far from Bangkok Metropolis with easily communication access. Furthermore, services design and activities at tour sites has created satisfaction and good impression among visiting tourists. Moreover, Khlong Mahasawat tour site still contains flaw such as, untidy lanscape that should be cleaned up. This has happened because of lacking people's participation in the area for area management because some owners were disagreed with developing landscape and problems in garbage and weeds in the Khlong that obstructed water traffic and hide beautiful scenery of Khlong Mahasawat along both sides of Khlong. The scenery creates inspiration for tourists while sightseeing. Without proper management, tourists may not be impressed and revisited. Therefore, solution is to encourage people to participate in area management both public and private areas for cleanliness and orderly as well as coordinating work from concerned divisions in such matter to maintain landscape and pick up weeds floating in the Khlong regularly. If Khlong Mahasawat tour site has eliminated those problems, score for standard quality would be higher. This was coincided with Narissa Sonthasawapak (2002) that evaluate potential of agricultural tour site on boat tour along Khlong Mahasawat with potential in the agro tourism development with score to indicate potential as equal as 80.15 points.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Presently the idea of applying agricultural resources for tourism resources is widely known all over Thailand because Thailand is agricultural country with various and abundant resources with development potential for tour site. Khlong Mahasawat is another tour site developing properly for tour site. Results of the study may be summarized as follows:

5.1 Khlong Mahasawat Touring System

5.1.1 Internal Elements of Khlong Mahasawat Touring System

5.1.1.1 Tourism Resources

The significant resources of Khlong Mahasawat tour sites that attracted tourists for coming to visit these areas have included nature, beauty and background of Khlong Mahasawat, together with natural sceneries in the agricultural area to create tourism activities in the area that consisted of agricultural area for local residents, such as, areas for lotus fields, fruits orchard, orchid farms and Mahasawat Housewives processed agricultural products group area. In the process area there are floating bamboo baskets for raising frogs and watercress field for the tourists to learn and see. Furthermore, Khlong Mahasawat is considered one of the significant resources in the area for Boat sight-seeing to study lifestyles of locals' residents which is the activity most impressive among the tourists.

5.1.1.2 Tourism Services

At Khlong Mahasawat tour site, the main services consisted of tour boat services, selling foods and beverages, agricultural products and distributed agriculture knowledge. This tour site has provided many facilities to support the tourists, not only umbrellas, hats, resting pavilion, piers, merchandising stall for

agricultural products. Besides, there are boats drivers to provide convenience for tourists and the outstanding service is the hospitality of all staffs that has impressed the service users.

The main activities in the tour site are Boat sight-seeing of community lifestyles, walking tour at the fruits orchard, visiting orchid garden, demonstration of processed agricultural products and supplementary activities for tourists enjoyment, such as, I-tan tour, rowing boat in lotus field, making crispy rice with different topping. These supplementary activities had impressed tourists and blended with area condition and design of main activity.

5.1.1.3 Tourism Market

Information is distributed to tourists in many ways. Khlong Mahasawat Tourism Center is in charge of this area. Tourists could ask for additional information from Department of Agricultural Extension, Nakhon Pathom province and Phuttamonthon Office of Agriculture, Nakhon Pathom province.

Advertisement, publicity of tour site, in over all were at good level because Khlong Mahasawat had received support from public and private sectors in advertisement, publicity on tours site through media publication, radio, television and Internet. However, the analysis of this data indicated that tourists had known about these tour sites from the words of tourists who had already visited and impressed about the area.

5.1.2 External System Environment

5.1.2.1 Physical Standard Structure

Khlong Mahasawat tour site is ready in physical structure because it is located within the community and not too far from Phuttamonthon. It has many basic structure, parking, electrical system, water works. Although, the area could be access through many routes, there is no public bus to the area directly. If the tourist traveled with transit bus, he must take another vehicle to the site, especially, coming back from the tour site. In the area, there is no bus running between the bus stop and tour site.

5.1.2.2 Economic and Investment Conditions

As a result from developing agricultural area of Khlong Mahasawat into tour site, economic and social of local residents have been better with supplementary income apart from agriculture. Income has been generated in the community and new employment happened in the area from servicing and entertains tourists.

5.1.2.3 Social and Cultural Conditions

Developing area into tour site should not affect social and culture of community. On the contrary, it has helped community to participate in work, idea and practice to maintain benefit of community as well as working together as a group, building community unity and showing tourists good culture of local residents.

5.1.2.4 Physical Attributes, Ecosystem and Environment

Khlong Mahasawat tour site has maintained complete nature with area fertility, in agriculture and beautiful scenery. However, it is still lacking area orderly, decorating landscape and managing the area surrounding tour site, including managing water plant in the khlong.

5.1.2.5 Organization and Cooperation

Khlong Mahasawat tour site has received the support from the government and private sectors. The government has allocated budget for decorating, improving landscape, support media. Private sectors that had training in services and managing Agro Tourism and curriculum for tour site guide, build Pier.

Internal factors within Khlong Mahasawat Tourism consisted of tourism resources as agricultural area and Khlong Mahasawat itself, services with facilities and activities, marketing with promotion and publicity of tour site to be well-known among tourists is the way tourist happily visited tour resources of Khlong Mahasawat tour site. Enjoyment depended on activities available for service tourists, including facilities for tourists. If tour site has only resources, without facilities to service tourists and definite activities, tourists would not be impressed and feel hassle from

visiting tourism market. As for marketing, tourism is another reason for tourist to visit resources in the tour site, including tourism services in tour site which could be seen that these elements have maintained different roles but associated with each other with reasoning. These elements would affect the tourist's visiting and development of the tour site. Furthermore, external environment which consisted of physical structure, economic conditions and area investment, social and cultural, physical features and area surrounding environment and assisting organization are important relevant factor and support Khlong Mahasawat tourism such as, building facilities in the area. Building physical standard structure of tour site, not only road construction but also public utility which needed budget support from the government division in construction. It is also included the support from local divisions area improvement and physical decoration and arranging tour site environment in order. Furthermore, these divisions, both private and public sectors helped to promote tourism marketing so that tourists could visit Khlong Mahasawat area even more by making brochures and publicity to provide services for tourists. The more tourists coming to the areas the more the income generated among Khlong Mahasawat tour site members.

So, these factors had contributed to the success of managing tour site. This could be another factor to sent ripple effect to other factors that may in turn effect tour site in physical conditions and ecosystem of Khlong Mahasawat with beautiful scenery. However, the areas are without landscape maintenance and collecting weeds in the water as well as unable to receive assistant from concerned divisions to look after the area and eliminate weeds. The tour site is also in the ruined state. These are matters that could dissatisfy tourists towards beautiful nature of the areas. As a result, they may not want to revisit the area.

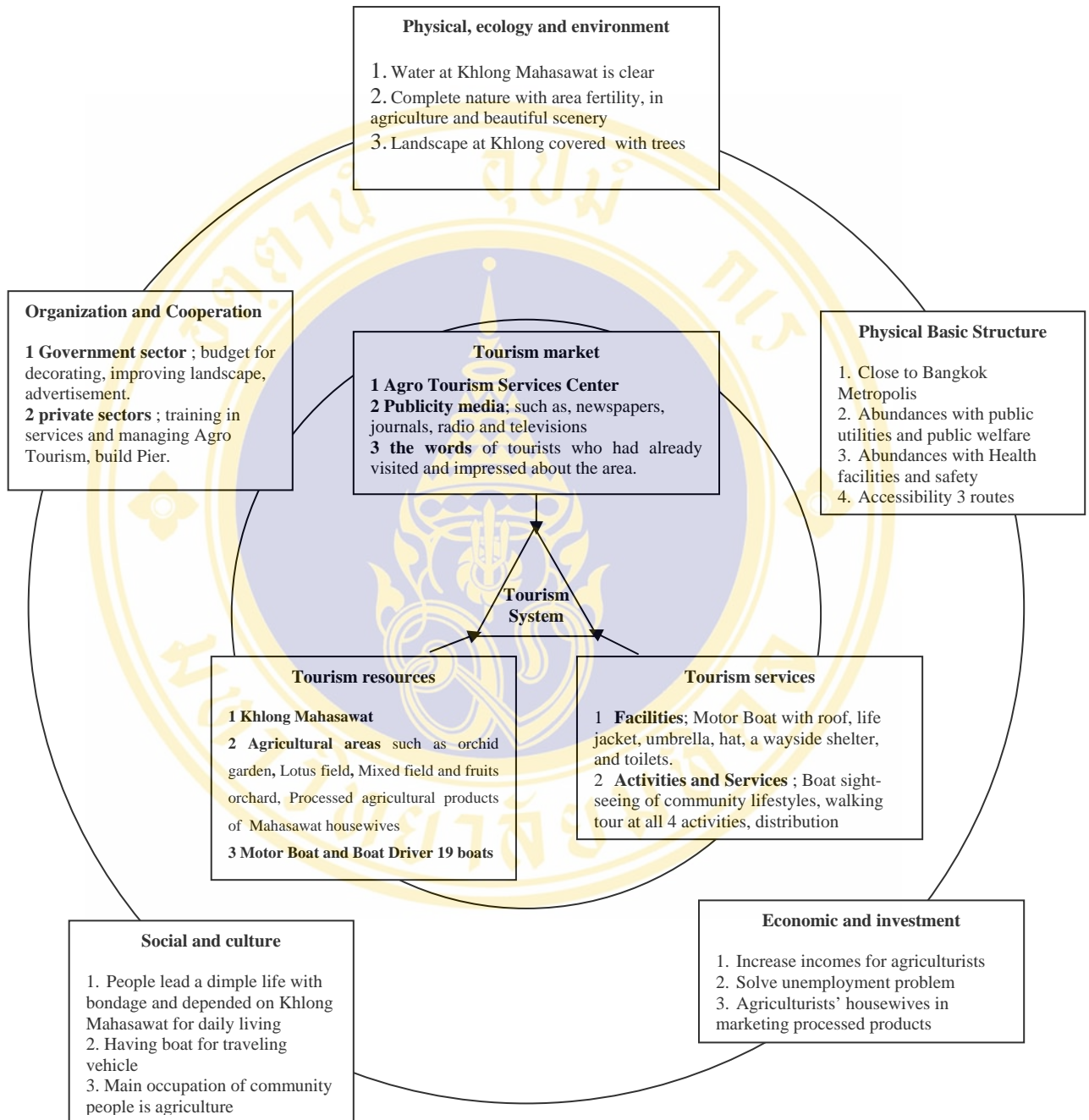


Figure 5.1: Khlong Mahasawat Tourism system

5.2 Khlong Mahasawat tour site standard quality

Conclusions were made from assessment of tour site standard quality that the overall standard quality of Khlong Mahasawat tour site was very good. As for area assessment, findings indicated that there were 4 sides with very good assessment. These were tour site physical attribute, economic and social conditions, In Arts and Cultural value, administering and managing. There were 2 more sides, environmental preservation and learning and educational values findings indicated that their standard qualities were at good level.

As for administrative management, they received the highest scores in assessment in comparison with other sides because the tour site had giving tourist satisfaction and happiness from visiting, facilities management, human resources administration and budget. As economic and social had conditions recognized the important of community dependency, participation, opportunity for local residents to work, ways to generate income directly or indirectly and being the worthwhile tour for tourists. As for physical attribute, Arts and Cultures, they were assessed in very good level too, because of tour site location suitable for being tour site. The area is still maintained pleasant nature with diversified agricultural activities, including land fertility and conveniently access. As for Arts and Cultures, it revealed the lifestyle, bondage of those who lived along the khlong, having mixed lifestyles of tradition and modern living in lifestyles, communication and agriculture.

As for environmental quality preservation, learning and education value were at good level because the arrangement of surrounding conditions, tour site landscape, including managing waste, excrement and water plants were not good. As for learning and education, it has been considered as tour site with complete cycle agriculture that worth learning. Somehow, the signs or explaining media were unclear and located in improper places, including insufficient numbers of lecturers to provide knowledge so that tourist received less knowledge.

Khlong Mahasawat tour site is the developing and growing tour site. Therefore, in order for tour site to improve standard tour site and find the missing factor for developing suitable area and being resources conservation in sustainable tourism.

5.3 Guidelines for solving problems and setbacks of Khlong Mahasawat Tour Site

From the study of Khlong Mahasawat tourism and standard quality of tour site, finding results indicated setbacks and problems which needed immediate correction to make Khlong Mahasawat sustainable tour site. Therefore the researcher would like to present guidelines for solving problems as follows:

5.3.1 Education

- (1) Arranging media or sign for explanation with clarity, easy to read and spreading evenly.
- (2) Orchard owners should increase more narrator who could explain, narrate and giving data on growing garden vegetable to tourists as well as preparing documents, leaflets and summarized about area.
- (3) Concerned divisions should provide knowledge and understanding as guidelines for being good tour guide, including the correct and proper way to use equipment to local.
- (4) Concerned divisions should provide knowledge and understanding in environmental friendly agriculture.
- (5) Promotion and rally for farmers in the area to practice organic farming instead of using chemical fertilizer and other chemicals in planting trees.

5.3.2 Safety

- (1) There should be serious publicity while traveling extensively both service provider and tourists.
- (2) There should be the survey and improvement on tour site, including walkway, nature tour path, both public and private areas for safety.
- (3) Checking safety equipments to prevent danger from traveling and make certain that they are ready for use at all times.

5.3.3 Physical features and landscape

- (1) Identifying guidelines to develop tour site by setting up funds for restoration of tour site by asking local people to join in.

(2) Surveying and checking tour site on regular basis. Any setback or problems must be rectified immediately for more orderly area such as, improving road conditions or landscape on both sides of Khlong Mahasawat.

(3) Requesting assistant from local division that being assigned for the area to participate in the development, improvement and look after the area regularly such as, Salaya and Mahasawat sub - district Organizations.

5.3.4 Management

(1) Arranging for vehicles for tourists who come to visit the area by public transportation as well as providing vehicles to pick tourists from public bus parking coming directly to Khlong Mahasawat tour site.

(2) Asking for assistant from concerned divisions to arrange for booths to display agricultural products and homemade foods by making them blending with surrounding environment and in order.

(3) Asking assistant from the Highway Department in making larger directional sign to Khlong Mahasawat tour site and clearly defined direction and spreading all over communication routes.

(4) Members should regularly coordinate work with officers of Sub District Organization in managing garbage, excrements and weeds floating in the water because it may reduce the quality of water and blocking sceneries. Rally for people not to throw garbage in Khlong Mahasawat must be done also.

(5) Promoting more activities in the area, but still keeping the same boundaries to attract more tourists without creating environmental impacts as well as displaying community lifestyles such as, seeing tradition rice mill or paying homage in Wat Suwannaram.

5.4 Guidelines for Sustainable Tourism Management of Khlong Mahasawat Tour Site

In order to prepare Khlong Mahasawat for sustainable tour site with economic, social, cultural and environmental development, there should be tourism management based on sustainable tourism management process.

5.4.1 Activities areas based Management

(1) Making damages report for database in all 4 agricultural activities from tourists sightseeing.

(2) Having preventive measures and reducing effects from tourists in both short terms and long terms tour such as, increasing garbage volume or area decay from visiting tourists.

(3) Guidelines for developing Khlong Mahasawat tour site to conserve unique image of farming community and integrated work with private sector, Tourism Authority of Thailand and other local organizations.

(4) There should be guidelines for taking part of income for funding maintenance and developing community environment.

5.4.2 Providing Education and Interpretation Signs

(1) Arranging media to provide knowledge for tourists in various forms, for examples, label species, narrated and exhibition signs along the roadside to attract tourists together with official narrator.

(2) Emphasizing at Khlong Mahasawat tour site to provide knowledge and instruction in complete cycle organic farming.

(3) Providing training for local community to be aware of valuable resources which may lead to tourism, not only in Khlong Mahasawat but also agricultural area in the community to create the desire for conservation and protection.

(4) Encouraging tourists to know about background of community at Khlong Mahasawat and its background.

5.4.3 Arranging Tourism Activities

(1) Emphasizing on activities, not only to create learning on application of organic farming correctly, natural, environmental and cultural conservation but also providing enjoyment as well.

(2) Emphasizing on environmental friendly activities or preventive activities that able to solve problems as well.

(3) Promoting tourists to experience actual agriculture in the area such as, allowing tourists to pick fruits from orchard or cultivated orchids.

(4) Setting up point for organic farming and demonstrating organic fertilizer and Bio Fermenting Liquid

5.4.4 Touring Services

- (1) Basic tools such as hat, vest and umbrella must be cleaned and well maintenance and ready for use.
- (2) Specifying standard price for tour site to set up reasonable price.
- (3) Promoting and emphasizing at tourists life safety and asset.
- (4) Setting up measures to check quality and standard of services in the area, boat drivers and orchard owners to find fault and made correction.
- (5) Defining design for service blending with environment and community culture.

5.4.5 Environmental Management

- (1) Promoting farmers and orchard owners in the tour site for natural or Bio agriculture instead of chemical and insecticide for being guidelines in natural conservation and area environment.
- (2) Rally for cleaner canal among people living around the canal by picking up garbage floating in the canal in front of own home and throwing into the canal.
- (3) Promote community to collect garbage and eliminate waste correctly.
- (4) Identify measure in collecting garbage and waste in Khlong Mahasawat.

5.4.6 Marketing Promotion

Marketing promotion has become one significant element in promoting tourism so that the area could be well-known among the tourists and thus motivated their desires to visit the tour site even more.

- (1) There should be extended publicity on tour site through various media to motive unfamiliar tourists and general public to visit the site as well as making visited tourists coming back. Moreover, the beauty and interesting side of the tour site must be publicized through different media, for examples, leaflets, posters, airlines magazine, domestic and international, tourism magazine, newspapers, television, radio and Internet.

(2) Identifying specific group of tourists such as, students and undergraduates to study farming or tourists who preferred boat tour for community lifestyles.

(3) Encouraging tourists to revisit Khlong Mahasawat by making discount admission ticket for tourists.

(4) Emphasizing on outstanding point of Khlong Mahasawat tour sites that contain beautiful resources, warm and friendly services so that tourists could see and experiences.

5.4.7 Local Residents' Participation

When local residents participated more in operation, it should help reducing conflict between local residents which in turn reinforced Khlong Mahasawat tour site for sustainable area as well as being strong community and generate incomes righteously.

(1) Encouraging community people who has not been participated in bringing agricultural products such as, home-made foods and desserts to sell at the merchandising booth and providing services to tourists as well.

(2) Encouraging community people who has not been participated to be part of the tourism activities by participating in the area management as well as sharing benefit from tourism to create awareness and conservation of tourism resources.

(3) Encouraging community people to protect and restore environment with the organic farming.

(4) Promoting work coordination with concerned divisions both public and private sectors, Salaya and Mahasawat sub - district Organization extensively to find guidelines in tourism development and reduce conflict between groups.

(5) Emphasizing, promoting and developing project members to know and able to manage organization and activities effectively.

(6) Encouraging monthly meeting to share suggestions, problems or setbacks of tour site to find solution that satisfied all sides.

5.5 Recommendation for further research

For further study of Khlong Mahasawat tour site, there should be the study of guidelines to promote local people participation because the current numbers of people participation in the area management are still small. Most benefits from tourism went to activities participants which may not generate real incomes to community. Therefore, people who had failed to participate unaware of environmental conservation in the area because they had not received any benefit from this tourism. This may cause conflict between groups in the future. Therefore, to make Khlong Mahasawat sustainable tour site, there should be the encouragement for people in every household to participate in the development in the same direction and sharing incomes together as well as improving community conditions and wanting to conserve area environment.

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APPENDIX A



Figure 1-1: Khlong Mahasawat Tour Site.



Figure 1-2: Tour boat services in khlong Mahasawat Tour Site.



Figure 1-3: Tourist may choose to sit on “I-tan” instead of walking around the orchard.



Figure 1-4: Visiting orchid garden, activities in the tour site.



Figure 1-5: Visiting lotus field, activities in the tour site.



Figure 1-6: Visiting mixed field and fruits orchard, activities in the tour site.

APPENDIX B

คณะสิ่งแวดล้อมและทรัพยากรศาสตร์

มหาวิทยาลัยมหิดล

ถ. พุทธมณฑลสาย 4 ตำบลศาลายา

อ. พุทธมณฑล จ. นครปฐม 73170

20 เดือนมีนาคม พ.ศ. 2549

เรื่อง ขอความอนุเคราะห์ในการตอบแบบสอบถามเพื่อการวิจัย
เรียน นักท่องเที่ยวที่มาเที่ยวในแหล่งท่องเที่ยวคลองมหาสวัสดิ์

ด้วยดิฉัน น.ส. เกษวดี ชมชายผล นักศึกษาวิทยาศาสตร์มหาบัณฑิต หลักสูตรสาขา
เทคโนโลยีการบริหารสิ่งแวดล้อม คณะสิ่งแวดล้อมและทรัพยากรศาสตร์ มหาวิทยาลัยมหิดล ได้รับ
อนุมัติจากมหาวิทยาลัยให้ดำเนินการวิจัยเรื่อง การจัดการระบบการท่องเที่ยวคลองมหาสวัสดิ์ เพื่อ
เป็นวิทยานิพนธ์ ในการนี้จำเป็นต้องอาศัยข้อมูลในการท่องเที่ยวจากนักท่องเที่ยวคลองมหาสวัสดิ์
จึงใคร่ขอความอนุเคราะห์จากท่านได้กรุณาตอบแบบสอบถามที่แนบมานี้เพื่อจะได้นำไปใช้
ประกอบการทำวิทยานิพนธ์ในเรื่องดังกล่าวให้สำเร็จลุล่วง

ขอขอบพระคุณในความกรุณาของท่านมา ณ โอกาสนี้

ขอแสดงความนับถือ

น.ส. เกษวดี ชมชายผล

1() ครั้งแรก

2() เคยมาแล้ว.....ครั้ง

12. ท่านเคยไปเที่ยวในแหล่งท่องเที่ยวเชิงเกษตรแห่งอื่นหรือไม่

1() เคย ที่.....

2() ไม่เคย

คำชี้แจง เติมเครื่องหมาย \surd ลงในช่องที่ตรงกับความคิดเห็นของท่านเกี่ยวกับแหล่งท่องเที่ยวคลองมหาสวัสดิ์มากที่สุด กำหนดให้คะแนนดังนี้

มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
คะแนนเท่ากับ 5	คะแนนเท่ากับ 4	คะแนนเท่ากับ 3	คะแนนเท่ากับ 2	คะแนนเท่ากับ 1

1. ลักษณะทางกายภาพของแหล่งท่องเที่ยว

คุณลักษณะ	ดัชนี	ระดับความคิดเห็น				
		1	2	3	4	5
1. ที่ตั้งของแหล่งท่องเที่ยว	1. พื้นที่เกษตรและกิจกรรมการเกษตรเหมาะสมต่อการพัฒนาให้เป็นแหล่งท่องเที่ยวเชิงเกษตร					
	2. การชมनाव ชมสวนกล้วยไม้ ชมไร่นาสวนผสม และชมการแปรรูปผลิตภัณฑ์เป็นกิจกรรมการท่องเที่ยวที่มีความหลากหลาย					
	3.การนั่งเรือชมคลองช่วยส่งเสริมให้แหล่งท่องเที่ยวน่าสนใจมากขึ้น					
	4.การที่นักท่องเที่ยวได้นั่งเรือชมคลองทำให้นักท่องเที่ยวได้เรียนรู้วิถีการดำรงชีวิตของคนในท้องถิ่นมากขึ้น					
2. การเข้าถึงแหล่งท่องเที่ยว	1. ท่าเล ที่ตั้ง ของแหล่งท่องเที่ยวมีความสะดวกในการเดินทางเข้ามายังแหล่งท่องเที่ยว					
	2. ถนนมีสภาพดี ไม่ขรุขระ สามารถใช้คมนาคมได้ตลอดทั้งปี					
	3. เส้นทางน้ำ สามารถใช้ได้ตลอดทั้งปีและไม่มีสิ่งปฏิกูลกีดขวางทางน้ำ					
	4. ป้ายที่ชี้บอกเส้นทางนักท่องเที่ยวมายังแหล่งท่องเที่ยวชัดเจนและเข้าใจง่าย					
	5. เรือที่ใช้โดยสารนักท่องเที่ยวมีความสะดวกและปลอดภัย					
	6. ถนนที่มายังแหล่งท่องเที่ยวมีความสะดวกและปลอดภัย					
3. ความสมบูรณ์และความมีชื่อเสียงของแหล่งท่องเที่ยว	1. พื้นที่เกษตรในแหล่งท่องเที่ยวมีความสมบูรณ์					
	2. คลองมีขนาดใหญ่ และมีวิวที่สวยงาม					
	3. กิจกรรมในแหล่งท่องเที่ยวมีความกลมกลืนกับธรรมชาติวัฒนธรรมและสิ่งแวดล้อม					

มากที่สุด คะแนนเท่ากับ 5	มาก คะแนนเท่ากับ 4	ปานกลาง คะแนนเท่ากับ 3	น้อย คะแนนเท่ากับ 2	น้อยที่สุด คะแนนเท่ากับ 1
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2. สภาพเศรษฐกิจ สังคม

คุณลักษณะ	ดัชนี	ระดับความคิดเห็น				
		1	2	3	4	5
1. ความคุ้มค่า และความพอใจ ในการเที่ยวชม	1. ความเหมาะสมของเวลาที่ใช้ในการท่องเที่ยว					
	2. ความพอใจในอัตราค่าบริการในการเที่ยวชม					
	3. ความเหมาะสมของราคาสินค้าที่จำหน่ายในแหล่งกิจกรรม					

3. การรักษาคุณภาพสิ่งแวดล้อม

คุณลักษณะ	ดัชนี	ระดับความคิดเห็น				
		1	2	3	4	5
1. การจัดการ ขยะมูลฝอย	1. ที่จุดชมनावัวมีอุปกรณ์รองรับขยะที่พอเพียงและเหมาะสม					
	2. ที่จุดชมสวนผลไม้ไม่มีอุปกรณ์รองรับขยะที่พอเพียงและเหมาะสม					
	3. ที่จุดชมกล้วยไม้ไม่มีอุปกรณ์รองรับขยะที่พอเพียงและเหมาะสม					
	4. ที่จุดชมการแปรรูปผลผลิตมีอุปกรณ์รองรับขยะที่พอเพียงและเหมาะสม					
	5. มีการติดป้ายเตือนให้นักท่องเที่ยวทิ้งขยะให้ถูกที่					
	6. ภาชนะรองรับขยะกลมกลืนกับสภาพแวดล้อม					
2. การจัดการ คุณภาพอากาศ	1. อากาศปราศจากฝุ่นและควัน					
	2. มีกลิ่นสารเคมี สารปราบศัตรูพืชที่กระจายในแหล่งท่องเที่ยว					
	3. จัดสภาพแวดล้อมให้อากาศสามารถถ่ายเทได้สะดวก					
3. การจัดการ คุณภาพน้ำ	1. น้ำในคลองใสสะอาด					
	2. มีการจัดการขยะ สิ่งปฏิกูลที่ลอยอยู่ในลำคลอง					

มากที่สุด คะแนนเท่ากับ 5	มาก คะแนนเท่ากับ 4	ปานกลาง คะแนนเท่ากับ 3	น้อย คะแนนเท่ากับ 2	น้อยที่สุด คะแนนเท่ากับ 1
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4. คุณค่าทางการเรียนรู้และการศึกษา

คุณลักษณะ	ดัชนี	ระดับความคิดเห็น				
		1	2	3	4	5
1. ประโยชน์ ความคุ้มค่าใน การเรียนรู้	1. ความรู้และประสบการณ์ที่ได้จากการเข้าร่วมแหล่งท่องเที่ยว 2. ท่านสามารถนำความรู้และประสบการณ์ที่ได้มาใช้ประยุกต์ใช้ ในการดำรงชีวิต					
2. การเผยแพร่ ความรู้	1. การบริการเผยแพร่ความรู้ของแหล่งท่องเที่ยวไปยังนักท่องเที่ยว 2. ป้ายอธิบาย สื่อความหมายในแหล่งมีความชัดเจนและมีอย่าง ทั่วถึง 3. ป้ายสื่อความหมายอ่านแล้วสามารถเข้าใจได้ง่าย 4. จุดสาธิตการเก็บเกี่ยวหรือแปรรูปผลผลิต จะช่วยอธิบายให้ นักท่องเที่ยวเข้าใจมากขึ้น					

5. คุณค่าด้านศิลปวัฒนธรรม

คุณลักษณะ	ดัชนี	ระดับคะแนน				
		1	2	3	4	5
1.คุณค่าทาง วัฒนธรรม	1. ชุมชนมีวิถีการดำเนินชีวิตที่เป็นเอกลักษณ์เฉพาะตน 2. มีการนำภูมิปัญญาชาวบ้านมาใช้ร่วมกับเกษตรแผนใหม่ 3. มีการสืบทอดภูมิปัญญาท้องถิ่นและองค์ความรู้อย่างต่อเนื่อง 4. คลองเป็นส่วนหนึ่งของประเพณีและวัฒนธรรมในการดำเนิน ชีวิตของชุมชน					
2. คุณค่าทาง ประวัติศาสตร์	1. คลองมีความเป็นมาทางด้านประวัติศาสตร์ที่เก่าแก่ 2. มีร่องรอยความเก่าแก่ทางประวัติศาสตร์ของคลองให้เห็น 3. นักท่องเที่ยวสามารถซึมซับคุณค่าทางประวัติศาสตร์ และ วัฒนธรรมของชุมชนริมฝั่งคลอง					
3. คุณค่าทาง สังคม	1. ชุมชนท้องถิ่นมีความผูกพันกับคลอง 2. เปิดโอกาสให้นักท่องเที่ยวได้เรียนรู้วิถีชีวิต ประเพณี วัฒนธรรม ด้วยความยินดี 3. เป็นแหล่งท่องเที่ยวที่ช่วยสร้างความสามัคคีให้กับชุมชน					

6. การบริหารจัดการ

คุณลักษณะ	ดัชนี	ระดับความคิดเห็น				
		1	2	3	4	5
1 การบริหารจัดการ	1. มีการบำรุงรักษาพื้นที่และอุปกรณ์อย่างสม่ำเสมอ					
	2. มีมาตรการดูแลความปลอดภัยของนักท่องเที่ยว					
	3. มีการบริหารทรัพยากรบุคคลอย่างมีระบบ					
	4. มีการจัดเก็บค่าธรรมเนียมที่เหมาะสม					
	5. ความสามารถของพนักงานในการให้ความรู้ต่อนักท่องเที่ยว					
2 ความพึงพอใจของนักท่องเที่ยว	1. ความสะอาดของอาหารและเครื่องดื่ม					
	2. ความพอใจในการต้อนรับของคนท้องถิ่น					
	3. ความพอใจการบริการของพนักงานขับเรือ					
	4. ความสวยงามทิวทัศน์ของน่าน้ำ					
	5. ความสะอาด และความเป็นระเบียบของน่าน้ำ					
	6. ความพอใจในการบริการของพนักงานในน่าน้ำ					
	7. ความรู้ที่ได้จากการชมน่าน้ำ					
	8. ความสวยงามทิวทัศน์ของสวนกล้วยไม้					
	9. ความสะอาด เป็นระเบียบของสวนกล้วยไม้					
	10. การบริการของพนักงานในสวนกล้วยไม้					
	11. ความรู้ที่ได้จากการชมสวนกล้วยไม้					
	12. ความสวยงามทิวทัศน์ของไร่นาสวนผสม					
	13. ความสะอาด เป็นระเบียบของสวนผลไม้					
	14. การบริการของพนักงานในสวนผลไม้					
	15. ความรู้ที่ได้จากการชมสวนผลไม้					
	16. รสชาติของผลไม้ที่ได้ชิมในสวนผลไม้					
	17. ความสะอาด เป็นระเบียบของจุดแปรรูป					
	18. การบริการของพนักงานในจุดแปรรูปผลผลิต					
	19. ความสวยงามทิวทัศน์ของจุดแปรรูปผลผลิต					
	20. ความรู้ที่ได้จากการชมในจุดแปรรูปผลผลิต					
	21. รสชาติของอาหารที่ได้ชิมในจุดแปรรูปผลผลิต					
	22. ความสะอาดของห้องน้ำที่ให้บริการ					

13. ท่านคิดว่าลักษณะเด่นของแหล่งท่องเที่ยวคลองมหาสวัสดิ์นี้คืออะไร

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14. กิจกรรมใดในการท่องเที่ยวคลองมหาสวัสดิ์ที่ท่านประทับใจมากที่สุด (เลือกเพียงข้อเดียว) และเพราะเหตุใด

- | | |
|---------------------------|------------------|
| 1() นั่งเรือ | 2() ชมสวนผลไม้ |
| 3() ชมสวนกล้วยไม้ | 4() ชมนาบัว |
| 5() ชมการแปรรูปผลิตภัณฑ์ | 6 () อื่นๆ..... |

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.....

15. จากประสบการณ์การท่องเที่ยวแหล่งท่องเที่ยวคลองมหาสวัสดิ์ ท่านคิดว่าแหล่งท่องเที่ยวนี้มีการบริหารจัดการแหล่งท่องเที่ยวอยู่ในระดับใด

- | | |
|--------------|------------|
| 1() ดีมาก | 2() ดี |
| 3() ปานกลาง | 4() ไม่ดี |

16. ในอนาคตท่านอยากกลับมาเที่ยวที่แหล่งท่องเที่ยวคลองมหาสวัสดิ์อีกหรือไม่ และเพราะเหตุใด

- | | |
|--------------------------------|----------------|
| 1() อยากมา | 2() ไม่อยากมา |
| 3() ไม่แน่ใจ แล้วแต่สถานการณ์ | |

.....
.....

17. ข้อเสนอแนะเพิ่มเติมในการบริหารจัดการแหล่งท่องเที่ยวคลองมหาสวัสดิ์

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APPENDIX C

การเข้าร่วมในโครงการท่องเที่ยวคลองมหาสวัสดิ์ของเจ้าของสวนต่างๆและความเป็นมาของกลุ่มต่างในการท่องเที่ยวคลองมหาสวัสดิ์

กลุ่มกิจกรรมสวนผลไม้

นาย บุญเลิศ เศรษฐอำนาจ เป็นเจ้าของพื้นที่ ปัจจุบันดำเนินงานโดย คุณจงดี เศรษฐอำนาจ ซึ่งเป็นบุตรสาวดำเนินงานแทน พื้นที่กิจกรรมมีทั้งหมด 40 ไร่ ตั้งอยู่ในหมู่ที่ 1 ตำบลศาลายา อำเภอพุทธมณฑล จังหวัดนครปฐม

ลักษณะทั่วไปของพื้นที่ทั้ง 80 ไร่ ประกอบด้วยพื้นที่ทำนา 40 ไร่ และการยกร่องทำสวน 40 ไร่ ซึ่งปลูกผลไม้หลายชนิดเช่น ส้มโอ ขนุน มะม่วง มะกอก กระท้อน หมากรวม มะปราง โดยปลูกสลับแถวคละกัน ไป ผลไม้ที่เด่นในสวนนี้ก็ได้แก่ ส้มโอ ซึ่งมีทั้งหมด 5 สายพันธุ์ คือ ขาวทองดี ขาวแป้น ขาวหอม ขาวน้ำผึ้ง ขาวพวง ขนุนมีพันธุ์เหลืองจำปา เขียวข้างคด เหลืองบางเตย และมีมะม่วงทุกสายพันธุ์

จากการสัมภาษณ์ คุณจงดี เศรษฐอำนาจ ได้กล่าวว่า ในการเข้าร่วมกลุ่มกิจกรรมนั้นเริ่มจากทางเกษตรอำเภอมายังชักชวนให้เข้าร่วมในปี พ.ศ. 2543 ในระยะเริ่มโครงการนักท่องเที่ยวมีไม่มากนัก แต่เมื่อ 1-2 ปีให้หลัง นักท่องเที่ยวเริ่มมีมากขึ้น มีเกือบทุกวัน และเมื่อเราได้เข้าร่วมก็สนุก และรู้จักคนเยอะขึ้น

เทคโนโลยีที่ใช้ในการปลูกผลไม้ในอดีตจะใช้พวกสารเคมี ยาฆ่าแมลงฉีดพ่นผลไม้ เพราะต้องส่งส้มโอไปขายที่ต่างประเทศ แต่เมื่อมาจัดเป็นกิจกรรมท่องเที่ยวเชิงเกษตร หลังจากนั้น 8-9 เดือนก็เลิกใช้สารเคมีและเปลี่ยนมาใช้ปุ๋ยชีวภาพแทนซึ่งได้รับความรู้จากมหาวิทยาลัยมหิดล โดยในปีแรกที่ใช้ปุ๋ยชีวภาพผลผลิตที่ได้ไม่ค่อยได้ผลมากนักแต่ปีต่อๆมาผลผลิตที่ได้ก็ดีขึ้น ส่วนยานีก็ใช้พวกสมุนไพรหมัก ทำเป็นยาฉีด ฉ่ำพริกขิงข่า ตะไคร้ กระเทียม พวกกลิ่นจุน แรกๆต้องฉีดยาบ่อย เพราะต้องไล่แมลง ซึ่งมันไม่ได้ฆ่า แต่ระยะหลังแมลงไม่ค่อยมีแล้วจึงไม่ต้องฉีดบ่อยๆ

ในส่วนการบริการของทางจุดกิจกรรมชมสวนเริ่มจากเมื่อนักท่องเที่ยวเดินทางเข้ามายังสวนก็ได้จัดจุดรับรองต้อนรับนักท่องเที่ยวให้นักท่องเที่ยวได้นั่งพัก มีพัดลมบริการ และมีการบริการน้ำดื่ม จัดผลไม้ชนิดต่างๆให้รับประทานซึ่งเป็นผลผลิตจากทางสวน เช่น ส้มโอ มะม่วง มะปราง กระท้อน ฯลฯ แล้วแต่ฤดูกาล และบางครั้งจะมีขนมจากกลุ่มแม่บ้านมหาสวัสดิ์มาให้ชิม เช่น ข้าวเหนียวแก้ว ข้าวตอก กล้วยฉาบปรุงรส ขนุนฉาบปรุงรส รูปแบบการท่องเที่ยวของนักท่องเที่ยวมีหลายแบบทั้งมาเที่ยวอย่างเดียว มาดูงานทางเกษตร มาเรียนทำขนม ซึ่งทางสวนก็จะมี

การสาธิตการปลูกพืช การตัดผลไม้ การทำขนม ให้นักท่องเที่ยวดู หากกลุ่มนักท่องเที่ยวกลุ่มใด ต้องการมาเพื่อศึกษาเรียนรู้ต้องแจ้งล่วงหน้าเพื่อความสะดวกของนักท่องเที่ยวเอง ซึ่งหาก นักท่องเที่ยวมาเพื่อท่องเที่ยวอย่างเดียวทางสวนก็ได้จัดทำทางเดินธรรมชาติให้นักท่องเที่ยวได้เดิน ชม หรือหากไม่อยากจะเดินชมทางสวนก็มีรถอีแต๋นไว้คอยบริการขับพาชมบริเวณรอบๆสวน โดยคิด อัตราเที่ยวละ 50 บาท ซึ่งนักท่องเที่ยวจะชื่นชอบกิจกรรมการนั่งรถอีแต๋นนี้มาก นอกจากนี้หาก นักท่องเที่ยวคิดใจในรสชาติของผลไม้ในสวน ทางสวนก็ได้จัดบริเวณไว้สำหรับขายผลไม้ให้แก่ นักท่องเที่ยวในราคาที่ย่อมเยา

กลุ่มกิจกรรมนาบัว

โดยมีคุณ แจ่ม สวัสดิ์โตเป็นเจ้าของพื้นที่ มีเนื้อที่ทั้งหมด 20 ไร่ ตั้งอยู่ที่หมู่ที่ 3 ตำบลมหา สวัสดิ์ อำเภอบึงสามพัน จังหวัดนครปฐม

จากการสัมภาษณ์ คุณอุษา สวัสดิ์โต ได้กล่าวว่า ลักษณะทั่วไปของพื้นที่เป็นนาบัว มีพื้นที่ ประมาณ 20 ไร่ และมีต้นมะม่วงปลูกรอบๆนาบัว โดยบัวที่ปลูกเป็นพันธุ์จักรขาว มีลักษณะทนแดด ก้านสั้นไม่ทนฝนหากโดนฝนลักษณะดอกจะมีสีเหลืองไหม้ นอกจากนี้ยังมีการเลี้ยงปลาควบคู่ไป กับการทำนาบัวด้วย

การเข้าร่วมกลุ่มกิจกรรมเริ่มจากการที่เกษตรอำเภอมาดติดต่อและชักชวน โดยเห็นว่าพื้นที่นา บัวของตนนั้นสามารถคมนาคมเดินทางได้อย่างสะดวก และมีพื้นที่ที่สามารถรองรับนักท่องเที่ยวได้ ซึ่งนาบัวของเกษตรกรคนอื่นนั้นยากต่อการเข้าถึง ทางเกษตรอำเภอมาดติดต่อตนให้เข้าร่วม โครงการ

ในการทำนาบัวนั้นเริ่มจากการนำไหลบัวมาชำในนาแล้วปล่อยน้ำเข้ามาในนา หลังจากนั้น ใช้เวลาในการปลูกประมาณ 2 เดือนบัวก็จะออกดอกสามารถเก็บนำออกขายได้ โดยการเก็บดอกบัว นั้นจะเก็บดอกกันวันเว้นวันในช่วงตอนเช้า คือ 7 โมงเช้า และในการเก็บผู้เก็บจะต้องสวมเสื้อแขน ยาวกางเกงขายาวและสวมรองเท้าที่ถักด้วยเชือกเพื่อป้องกันก้านบัวบาดแขนขา เมื่อบัวเริ่มโทรมก็จะ ทำการทาบัวเป็นวิธีการทำให้บัวแตกหน่อใหม่โดยการย่ำดินให้รถไถไถกลับให้เป็นร่อง การทาบัวมัก ทำตามแนวยาวของนาเป็นแถบกว้าง 4-5 เมตร จากนั้นจะเว้นแนวบัวที่ไม่ทาบัวไว้ประมาณ 50 เซนติเมตร แล้วทาบัวอีก 4-5 เมตร ทำสลับกันไปหลังจากทาบัวเสร็จก็จะทำการใส่ปุ๋ยคอกและปุ๋ยเคมี เพื่อให้บัวแตกกอใหม่

การบริการของจุดชมนาบัวเริ่มเมื่อนักท่องเที่ยวมาถึงก็จะเชิญนักท่องเที่ยวไปนั่งพักที่ศาลา กลางน้ำในนาบัว โดยที่ศาลาจะมีน้ำดื่มบริการ นักท่องเที่ยวสามารถนั่งพักผ่อนที่ศาลาหรือพายเรือ เล่นในนาบัวได้ ซึ่งทางนาบัวได้เตรียมเรือไว้ให้นักท่องเที่ยวได้พายเล่น หากนักท่องเที่ยวพายไม่

เป็นที่จะมีคนพายเรือให้ชมรอบๆนาบัว นอกจากนี้ยังมีอาหารปลาไว้คอยบริการหากนักท่องเที่ยวต้องการให้อาหารแก่ปลาด้วย และหากนักท่องเที่ยวท่านใดต้องการเก็บดอกบัวก็สามารถเก็บได้เลย ซึ่งทางนาบัวคิดเพียงดอกละ 1 บาท แต่ถ้าจะเก็บดอกที่บ้านก็สามารถเด็ดได้โดยไม่ต้องเสียเงิน

กลุ่มกิจกรรมสวนกล้วยไม้

โดยมี คุณชุบ คชเวช เป็นเจ้าของสวนมีเนื้อที่ทั้งหมด 12 ไร่ ตั้งอยู่หมู่ที่ 3 ตำบล ศาลายา อำเภอพุทธมณฑล จังหวัดนครปฐม

จากการสัมภาษณ์ คุณทิพย์พา คชเวช ได้กล่าวว่า สวนนี้มีพื้นที่ 12 ไร่ซึ่งเป็นพื้นที่ที่ทางสวนกล้วยไม้ทำการเช่าจากเจ้าของที่ การเข้าร่วมโครงการนั้นเกิดขึ้น โดยมีเกษตรอำเภอมายังชวนให้เข้าร่วมเช่นเดียวกับรายอื่นๆและนอกจากนี้ยังได้รับการช่วยเหลือในการปรับปรุงถนนทางเดินทั้งภายในบริเวณสวนและรอบสวนจากทางเกษตรอำเภอ

กล้วยไม้ที่ปลูกส่วนมากเป็นไม้สกุลหวายที่ตัดดอกส่งออกขายต่างประเทศ จะเน้นพันธุ์ส่งออก และมีพันธุ์กล้วยไม้ที่ทางสวนได้คัดค้นผสมพันธุ์ขึ้นเอง มีลักษณะดอกกลมโตมีกลีบดอกที่แข็งแรงมีสีเข้ม โดยทางสวนตั้งชื่อว่าพันธุ์ “ทักษิณ” ซึ่งเป็นชื่อของบุตรสาว การให้ปุ๋ยจะให้อาทิตย์ละครั้ง ปุ๋ยที่ให้ก็เป็นปุ๋ยบำรุงดอก บำรุงต้นฉีดสลับไป แล้วแต่ช่วง เช่นเพื่อเร่งให้แตกหน่อ เร่งดอก ส่วนใหญ่การให้ปุ๋ย ฉีดจะฉีดในช่วงวันธรรมดาในช่วงเช้าที่นักท่องเที่ยวไม่มา เพื่อหลีกเลี่ยงกลิ่นที่ระบกวนนักท่องเที่ยว ส่วนกลิ่นจากยาที่ฉีดก็จะมีไม่มาก มันก็จะระเหยเร็วเพราะอยู่ในที่โล่ง

การบริการในจุดนี้เมื่อนักท่องเที่ยวขึ้นจากรถจะต้องเดินข้ามถนนประมาณ 50 เมตรเพื่อเข้ามายังสวน พอเข้ามาตาก็จะกล่าวต้อนรับทักทาย เชื้อเชิญให้นั่ง แล้วจะมีน้ำดื่มคอยบริการ และอธิบายการปลูกเลี้ยง การเพาะเลี้ยง การดูแลกล้วยไม้ นอกจากนี้มีการสาธิตให้ดู และให้นักท่องเที่ยวสามารถตัดช่อดอกได้หากนักท่องเที่ยวต้องการ โดยขายในราคาทุนนอกจากนี้เมื่อเข้าโครงการตนก็ได้นำกล้วยไม้พันธุ์อื่นๆมาปลูกเช่นพันธุ์คัทรียา ซึ่งพันธุ์นี้จะขายเป็นต้น หากต้นไม้ที่มีกลิ่นตนก็จะชักชวนให้นักท่องเที่ยวชม เช่น คัทรียา หรือ หวาย หากนักท่องเที่ยวสงสัยก็สามารถสอบถามได้

กลุ่มกิจกรรมแปรรูปผลผลิตทางการเกษตร

กลุ่มแม่บ้านเกษตรกรรมหาสวัสดิ์ได้มีการก่อตั้งกลุ่มขึ้นมาก่อนการจัดตั้งโครงการท่องเที่ยวชมสวนมหาสวัสดิ์ ซึ่งทางสำนักงานเกษตรอำเภอได้พิจารณาเห็นว่ากลุ่มแม่บ้านเกษตรกรรมมีการแปรรูปผลผลิตทางการเกษตรที่มีมาตรฐาน มีศักยภาพที่จะจัดให้เป็นแหล่งท่องเที่ยวได้จึงได้นำกลุ่มแม่บ้านเกษตรกรรมหาสวัสดิ์มาเข้าร่วมกับโครงการ โดยกำหนดให้เป็นหนึ่งในจุดท่องเที่ยว ซึ่งกลุ่ม

แม่บ้านนี้ตั้งอยู่ในหมู่ที่ 3 ตำบลมหาสวัสดิ์ อำเภอกุสุมาลย์ จังหวัดนครปฐม โดยมีคุณ ปราณิต สวัสดิ์แดงเป็นประธานกลุ่มแม่บ้าน

จากการสัมภาษณ์ พบว่าในการแปรรูปผลผลิตทางการเกษตรนั้น ได้รับการสนับสนุนจาก กรมส่งเสริมการเกษตรในการให้ความรู้ การอบรมด้านการแปรรูปผลผลิตต่างๆ เช่น การแปรรูปข้าว ตัง การแปรรูปผลไม้เป็นรสชาติต่างๆ การทำไข่เค็ม และพาไปศึกษาดูงานของกลุ่มแม่บ้านชุมชนอื่น เพื่อนำมาปรับใช้กับกลุ่มแม่บ้านมหาสวัสดิ์ โดยวัตถุดิบที่นำมาแปรรูปจะเป็นวัตถุดิบจากการเกษตร ในพื้นที่ชุมชนอำเภอกุสุมาลย์และชุมชนใกล้เคียง เช่น การทำไข่เค็มเสริมไอโอดีนทางกลุ่มซื้อ ไข่เป็ดมาจากอำเภอบางเลน จังหวัดนครปฐม เพราะเห็นว่าเป็นไข่ที่มีคุณภาพดี ไข่แดงมีลักษณะสี แดงสด ในส่วนการแปรรูปผลไม้ก็นำผลไม้ที่มีอยู่ในชุมชน เช่น มะยม มะละกอ มะม่วง มาแปรรูป นอกจากนี้ผลิตภัณฑ์แปรรูปที่เด่นของกลุ่มแม่บ้านนี้คือ ข้าวตังหน้าต่างๆ ซึ่งทางกลุ่มแม่บ้านได้ คิดค้นวิธีการทำข้าวตังให้มีความสะอาดและถูกหลักอนามัย โดยใช้ข้าวกล้องมาเป็นวัตถุดิบในการ ผลิตแผ่นข้าวตัง และมีการอบก่อนการบรรจุ โดยสินค้าเกษตรแปรรูปของทางกลุ่มจะต้องเป็นไป ตามที่มาตรฐานองค์การอุตสาหกรรมและยา (อย.) กำหนด ซึ่งสินค้าแปรรูปทางการเกษตรของกลุ่ม แม่บ้านได้รับการยกย่องให้เป็นสินค้า OTOP ของอำเภอกุสุมาลย์และสร้างชื่อเสียงให้กับกลุ่ม แม่บ้านมหาสวัสดิ์

ภารกิจกรมและการบริการที่นักท่องเที่ยวจะได้รับในจุดนี้ คือการชมการสาธิตการแปรรูป ข้าวตังหน้าต่างๆ ซึ่งนักท่องเที่ยวสามารถทดลองการทำข้าวตังได้ด้วยตนเอง บริการผลิตภัณฑ์แปรรูปเกือบทุกชนิดที่มีให้นักท่องเที่ยวชิม จำหน่ายผลิตภัณฑ์แปรรูปทางการเกษตร นอกจากนี้ใน บริเวณจุดกิจกรรมยังมีนาฬิกาแดดและกระชังเลี้ยงกบจัดไว้ให้นักท่องเที่ยวดู

กลุ่มพนักงานขับเรือ

ปัจจุบันโครงการล่องเรือมหาสวัสดิ์มีพนักงานขับเรือทั้งหมด 19 คนโดยมากแล้วเป็นกลุ่ม เกษตรกรในพื้นที่คลองมหาสวัสดิ์ โดยใช้จุดทำน้าบริเวณหน้าวัดสุวรรณารามเป็นจุดลงเรือของ นักท่องเที่ยว ซึ่งอยู่ใกล้กับศูนย์บริการนักท่องเที่ยว โดยทางศูนย์จะมีตารางคิวของคนขับเรือ จาก การสัมภาษณ์เชิงกลุ่มของพนักงานขับเรือเกี่ยวกับโครงการล่องเรือมหาสวัสดิ์ พบว่า ส่วนมากแล้ว พนักงานเข้าร่วมโครงการในช่วงปลายปี พ.ศ. 2544 ซึ่งโครงการนั้นได้จัดตั้งขึ้นในปี พ.ศ. 2543 ในช่วงแรกนั้นมีพนักงานขับเรือเพียง 5 คน เมื่อนักท่องเที่ยวเริ่มมาเที่ยวมากขึ้นทำให้เรือที่ใช้ในการ นำเที่ยวไม่เพียงพอ ทางประธานกลุ่มโครงการจึงได้ชักชวนชาวบ้านละแวกนั้นที่มีเรือมาเข้าร่วม ลุง สุวัฒน์และพี่เฉลิมให้สัมภาษณ์ว่า “พวกตนได้เข้าร่วมโครงการตั้งแต่แรกเริ่ม ในตอนแรกนั้นมีเรือที่

เข้าร่วมเพียง 5 ลำ ซึ่งพนักงานขับเรือทุกคนจะได้รับการอบรมในเรื่องการต้อนรับนักท่องเที่ยว ปฏิบัติตนอย่างไรเมื่อนักท่องเที่ยวมา และวิธีการพุดจา” หลังจากนั้นแล้วก็มีเรือเข้ามาร่วมโครงการ อีกหลายสิบลำ ซึ่งพนักงานขับเรือรุ่นต่อๆมาไม่ได้มีการเข้ารับการอบรม

หน้าที่ของพนักงานขับเรือเริ่มขึ้นเมื่อนักท่องเที่ยวลงเรือพวกตนนำนักท่องเที่ยวไปส่งยังจุดท่องเที่ยวและให้เจ้าของจุดท่องเที่ยวเป็นคนรับผิดชอบต่อ แต่ถ้าเจ้าของจุดท่องเที่ยวไม่อยู่ พนักงานขับเรือต้องดูแลอธิบายแทน โดยจำเอาว่าเจ้าของจุดเค้าอธิบายอะไรบ้าง เพื่อที่จะได้อธิบายให้นักท่องเที่ยวฟัง

เรือที่ใช้โดยสารนักท่องเที่ยวเป็นเรือไม้ ที่เรียกว่าเรือ 3 วา 2 สอก หมายความว่าตัวเรือยาว 3 วา หัวท้ายเรือยาวออกไป 1 สอก หรือเรืออีแปะ สิ่งอำนวยความสะดวกในเรือ ประกอบด้วยเสื้อชูชีพ ป้องกันอุบัติเหตุเมื่อนักท่องเที่ยวตกเรือหรือเรือล่ม รมและ หมวก ไว้สำหรับกันแดด โดยอุปกรณ์เหล่านี้ทางศูนย์จัดเตรียมให้โดยแบ่งความรับผิดชอบให้แก่แต่ละลำดูแลกันเอง ในอดีตจะมีปัญหาในเรื่องคิวเรือมีการลัดคิวกัน แต่ปัจจุบันปัญหานั้นไม่มีแล้วเพราะได้ร่วมกันตกลงให้มีการจัดคิวเรือตามลำดับเพื่อให้เกิดความยุติธรรมต่อกัน โดยใช้การจับสลากเบอร์เรือกันเพื่อจะได้เท่าเทียมและให้ออกเรือตามคิว ถ้ามีใครเรือลำใดมีนักท่องเที่ยวโทรมาจองคิวเรือ เมื่อดึงคิวของเรือลำนั้นก็ต้องข้ามไปและต้องให้เรือที่ยังไม่ได้ออกขึ้นมาแทน และกำหนดว่าหากพนักงานมาขับเองไม่ได้สามารถให้สามี หรือภรรยา มาขับแทนในคิวนั้นได้แต่ไม่สามารถให้ลูกหรือหลานมาขับแทนได้ ปัจจุบันมีคิวเรือทั้งหมด 19 คิวแต่ที่เล่นจริงๆก็เหลือแค่ 16 ลำ อีก 3 ลำนั้นจะมาเข้าคิวก็ต่อเมื่อเรือไม่พอรับนักท่องเที่ยว สำหรับคิวเรือหากใครไม่มาก็จะต้องแจ้งบอกทางศูนย์เพื่อให้เรือลำอื่นขึ้นมาแทน

ในการขับเรือพนักงานขับเรือจะต้องเตรียมพร้อมที่จะรับนักท่องเที่ยว ให้เวลาแก่นักท่องเที่ยวอย่างเต็มที่ ไม่จำกัดเวลานักท่องเที่ยว แต่ถ้ามีเหตุฉุกเฉินจะมีเรืออื่นมาช่วยรับนักท่องเที่ยวต่อ ในกรณีที่เรือมารับนักท่องเที่ยวช้าเกินกว่า 20 นาที ทางศูนย์จะพานักท่องเที่ยวมาที่จุดชมสวนผลไม้ก่อนเพราะเป็นจุดที่ใกล้ศูนย์บริการ สามารถข้ามสะพานมาได้ การแก้ไขปัญหาเฉพาะหน้าของพนักงานขับเรือกรณีที่มีนักท่องเที่ยวในแต่ละจุดท่องเที่ยวมาก พนักงานขับเรือจะสังเกตที่ทำหน้าที่ว่ามีเรือจอดมากหรือไม่ ถ้าเห็นมากก็จะพาไปยังจุดท่องเที่ยวอื่นแทน และหากนักท่องเที่ยวอยากต้องการสิ่งใดในพื้นที่ที่หาให้ได้ก็จะให้ สิ่งใดที่ไม่ได้จะแนะนำว่าต้องทำอะไร

ประโยชน์ของพนักงานขับเรือที่ได้จากการเข้าร่วมโครงการคือทำให้มีรายได้เพิ่มมากขึ้นจากรายได้หลัก เกิดการกระจายรายได้ให้ชุมชนเพราะเมื่อได้เงินจากนักท่องเที่ยวทำให้พนักงานขับเรือสามารถซื้อสินในท้องถิ่นคนได้มากขึ้น และประโยชน์ทางอ้อมคือ ทำให้ได้ประสบการณ์จากนักท่องเที่ยว รู้จักการปรับตัว และทำให้รู้จักการอ่อนน้อมถ่อมตนเพื่อปฏิบัติตนต่อนักท่องเที่ยว

APPENDIX D

ตารางแสดงค่าการประเมินมาตรฐานคุณภาพของแหล่งท่องเที่ยวคลองมหาสวัสดิ์

1. ลักษณะทางกายภาพของแหล่งท่องเที่ยว

คุณลักษณะ	ดัชนี	ค่าน้ำหนัก (A)	ค่าประเมิน (B)	คะแนนรวม (AxB)
1. ที่ตั้งของแหล่งท่องเที่ยว	1. พื้นที่เกษตรและกิจการการเกษตรเหมาะสมต่อการพัฒนาให้เป็นแหล่งท่องเที่ยวเชิงเกษตร	2.5	4.02	10.05
	2. การชมनावัว ชมสวนกล้วยไม้ ชมไร่นาสวนผสม และชมการแปรรูปผลิตภัณฑ์เป็นกิจการการท่องเที่ยวที่มีความหลากหลาย	2.3	3.80	8.74
	3.การนั่งเรือชมคลองช่วยส่งเสริมให้แหล่งท่องเที่ยวน่าสนใจมากขึ้น	2.3	4.00	9.2
	4.การที่นักท่องเที่ยวได้นั่งเรือชมคลองทำให้นักท่องเที่ยวได้เรียนรู้วิถีการดำรงชีวิตของคนในท้องถิ่นมากขึ้น	2.5	3.86	9.65
2. การเข้าถึงแหล่งท่องเที่ยว	1. ท่าเลที่ตั้งของแหล่งท่องเที่ยวมีความสะดวกในการเดินทางเข้ามายังแหล่งท่องเที่ยว	2.3	3.45	7.94
	2. ถนนมีสภาพดี ไม่ขรุขระ สามารถใช้คมนาคมได้ตลอดทั้งปี	2.1	3.34	7.01
	3. เส้นทางน้ำ สามารถใช้ได้ตลอดทั้งปีและไม่มีสิ่งปฏิกูลกีดขวางทางน้ำ	2.1	3.30	6.93
	4. ป้ายที่ไ้บอกเส้นทางนักท่องเที่ยวมายังแหล่งท่องเที่ยวชัดเจนและเข้าใจง่าย	1.9	2.92	5.55
	5. เรือที่ใช้โดยสารนักท่องเที่ยวมีความสะดวกและปลอดภัย	2.2	3.58	7.88
	6. ถนนที่มายังแหล่งท่องเที่ยวมีความสะดวกและปลอดภัย	2.1	3.40	7.14
3. ความสมบูรณ์และความมีชื่อเสียงของแหล่งท่องเที่ยว	1. พื้นที่เกษตรในแหล่งท่องเที่ยวมีความสมบูรณ์	2.3	3.78	8.69
	2. คลองมีขนาดใหญ่ และมีวิวที่สวยงาม	2.2	3.98	8.76
	3. กิจกรรมในแหล่งท่องเที่ยวมีความกลมกลืนกับธรรมชาติ วัฒนธรรมและสิ่งแวดล้อม	2.4	3.78	9.07
รวมคะแนน		29.2	47.21	106.61

รวมค่าน้ำหนักทั้งหมด 29.2 ค่าคะแนนสูงสุดที่เป็นไปได้ 146 ค่าคะแนนที่ได้ทั้งหมด 106.61

ดังนั้นมาตรฐานคุณภาพแหล่งท่องเที่ยวคลองมหาสวัสดิ์ในด้านลักษณะทางกายภาพของแหล่งท่องเที่ยว เท่ากับ 73.02

2. สภาพเศรษฐกิจ สังคม

คุณลักษณะ	ดัชนี	ค่าน้ำหนัก (A)	ค่าประเมิน (B)	คะแนนรวม
1. ความคุ้มค่า ในการเที่ยวชม	1. ความเหมาะสมของเวลาที่ใช้ในการท่องเที่ยว	2.2	3.76	8.27
	2. ความพอใจในอัตราค่าบริการในการเที่ยวชม	2.3	3.71	8.53
	3. ความเหมาะสมของราคาสินค้าที่จำหน่ายในแหล่งกิจกรรม	2.2	3.78	8.32
	รวมคะแนน	6.7	11.25	25.12

รวมค่าน้ำหนักทั้งหมด 6.7 ค่าคะแนนสูงสุดที่เป็นไปได้ 33.5 ค่าคะแนนที่ได้ทั้งหมด 25.12

ดังนั้นมาตรฐานคุณภาพแหล่งท่องเที่ยวคลองมหาสวัสดิ์ในด้านสภาพเศรษฐกิจและสังคมของแหล่งท่องเที่ยวที่มีต่อนักท่องเที่ยว เท่ากับ 74.98

3. การรักษาคุณภาพสิ่งแวดล้อม

คุณลักษณะ	ดัชนี	ค่าน้ำหนัก (A)	ค่าประเมิน (B)	คะแนนรวม
1. การจัดการขยะ มูลฝอย	1. ที่จุดชมनावัวมีอุปกรณ์รองรับขยะที่พอเพียงและเหมาะสม	2.3	3.46	7.96
	2. ที่จุดชมสวนผลไม้ไม่มีอุปกรณ์รองรับขยะที่พอเพียงและเหมาะสม	2.3	3.66	8.41
	3. ที่จุดชมกล้วยไม้ไม่มีอุปกรณ์รองรับขยะที่พอเพียงและเหมาะสม	2.3	3.44	7.91
	4. ที่จุดชมการแปรรูปผลผลิตมีอุปกรณ์รองรับขยะที่พอเพียงและเหมาะสม	2.3	3.57	8.21
	5. มีการติดป้ายเตือนให้นักท่องเที่ยวทิ้งขยะให้ถูกที่	2	3.01	6.02
	6. ภาชนะรองรับขยะกลมกลืนกับสภาพแวดล้อม	2.3	3.15	7.25

3. การรักษาคุณภาพสิ่งแวดล้อม (ต่อ)

คุณลักษณะ	ดัชนี	ค่าน้ำหนัก (A)	ค่าประเมิน (B)	คะแนนรวม
2. การจัดการ คุณภาพอากาศ	1. อากาศปราศจากฝุ่นและควัน	2.4	3.61	8.66
	2. ไม่มีกลิ่นสารเคมี สารปราบศัตรูพืชฟุ้งกระจาย ในแหล่งท่องเที่ยว	2.4	3.09	7.42
	3. จัดสภาพแวดล้อมให้อากาศสามารถถ่ายเทได้ สะดวก	2.6	3.85	10.01
3. การจัดการ คุณภาพน้ำ	1. น้ำในคลองใสสะอาด	2.4	3.46	8.30
	2. มีการจัดการขยะ สิ่งปฏิกูลที่ลอยอยู่ในลำคลอง	2.1	3.20	6.72
รวมคะแนน		25.4	37.5	86.88

รวมค่าน้ำหนักทั้งหมด 25.4 ค่าคะแนนสูงสุดที่เป็นไปได้ 127 ค่าคะแนนที่ได้ทั้งหมด 86.88

ดังนั้นมาตรฐานคุณภาพแหล่งท่องเที่ยวคลองมหาสวัสดิ์ในด้านการรักษาคุณภาพ
สิ่งแวดล้อมของแหล่งท่องเที่ยว เท่ากับ 68.4

4. คุณค่าทางการเรียนรู้และการศึกษา

คุณลักษณะ	ดัชนี	ค่าน้ำหนัก (A)	ค่าประเมิน (B)	คะแนนรวม
1. ประโยชน์ ความคุ้มค่าในการ เรียนรู้	1. ความรู้และประสบการณ์ที่ได้จากการเที่ยวชม แหล่งท่องเที่ยว	2.2	3.62	7.96
	2. ท่านสามารถนำความรู้ และประสบการณ์ที่ได้มา ใช้ประยุกต์ใช้ในการดำรงชีวิต	1.9	3.48	6.61
2. การเผยแพร่ ความรู้	1. การบริการเผยแพร่ความรู้ของแหล่งท่องเที่ยวไป ยังนักท่องเที่ยว	1.9	3.50	6.7
	2. ป้ายอธิบาย สื่อความหมายในแหล่งมีความ ชัดเจนและมีอย่างทั่วถึง	1.7	3.05	5.19
	3. ป้ายสื่อความหมายอ่านแล้วสามารถเข้าใจได้ง่าย	2.2	3.19	7.02
	4. จุดสาธิตการเก็บเกี่ยวหรือแปรรูปผลผลิต จะช่วย อธิบายให้นักท่องเที่ยวเข้าใจมากขึ้น	2.5	3.63	9.08
รวมคะแนน		12.4	20.47	42.50

รวมค่าน้ำหนักทั้งหมด 12.4 ค่าคะแนนสูงสุดที่เป็นไปได้ 62 ค่าคะแนนที่ได้ทั้งหมด 42.50

ดังนั้นมาตรฐานคุณภาพแหล่งท่องเที่ยวคลองมหาสวัสดิ์ในด้านคุณค่าทางการเรียนรู้และการศึกษาของแหล่งท่องเที่ยว เท่ากับ 68.54

5. คุณค่าด้านศิลปวัฒนธรรม

คุณลักษณะ	ดัชนี	ค่าน้ำหนัก	ค่าประเมิน	คะแนนรวม	
		(A)	(B)		
1.คุณค่าทางวัฒนธรรม	1. ชุมชนมีวิถีการดำเนินชีวิตที่เป็นเอกลักษณ์เฉพาะตน	2.6	3.70	9.62	
	2. มีการนำภูมิปัญญาชาวบ้านมาใช้ร่วมกับเกษตรแผนใหม่	2.5	3.77	9.43	
	3. มีการสืบทอดภูมิปัญญาท้องถิ่นและองค์ความรู้อย่างต่อเนื่อง	2.3	3.75	8.63	
	4. คลองเป็นส่วนหนึ่งของประเพณีและวัฒนธรรมในการดำเนินชีวิตของชุมชน	2.7	3.96	10.69	
2.คุณค่าทางประวัติศาสตร์	1. คลองมีความเป็นมาทางด้านประวัติศาสตร์ที่เก่าแก่	2.6	3.76	9.78	
	2. มีร่องรอยความเก่าแก่ทางประวัติศาสตร์ของคลองให้เห็น	2.5	3.32	8.3	
	3. นักท่องเที่ยวสามารถซึมซับคุณค่าทางประวัติศาสตร์ และวัฒนธรรมของชุมชนริมฝั่งคลอง	2.2	3.36	7.39	
3.คุณค่าทางสังคม	1. ชุมชนท้องถิ่นมีความผูกพันกับคลอง	2.5	3.93	9.83	
	2. เปิดโอกาสให้นักท่องเที่ยวได้เรียนรู้วิถีชีวิตประเพณี วัฒนธรรม ด้วยความยินดี	2.7	3.84	10.37	
	3. เป็นแหล่งท่องเที่ยวที่ช่วยสร้างความสามัคคีให้กับชุมชน	2.4	3.89	9.34	
		รวมคะแนน	25	37.28	93.36

รวมค่าน้ำหนักทั้งหมด 25 ค่าคะแนนสูงสุดที่เป็นไปได้ 125 ค่าคะแนนที่ได้ทั้งหมด 93.36

ดังนั้นมาตรฐานคุณภาพแหล่งท่องเที่ยวคลองมหาสวัสดิ์ในด้านคุณค่าด้านศิลปวัฒนธรรมของแหล่งท่องเที่ยว เท่ากับ 74.64

6. ด้านการบริหารและจัดการ

คุณลักษณะ	ดัชนี	ค่าน้ำหนัก (A)	ค่าประเมิน (B)	คะแนนรวม
1. การบริหารจัดการ	1. มีการบำรุงรักษาส่วนที่ชำรุดเสียหายอย่างต่อเนื่อง	2.3	3.19	7.34
	2. มีมาตรการคอยควบคุมดูแลความปลอดภัยในชีวิตและทรัพย์สินของนักท่องเที่ยว	3	3.48	10.44
	3. มีการบริหารทรัพยากรบุคคลในแหล่งท่องเที่ยวอย่างเป็นระบบ	2.5	3.09	7.73
	4. มีการจัดเก็บค่าธรรมเนียมที่เหมาะสม	2.2	3.62	7.96
	5. ความสามารถของเจ้าหน้าที่ในการให้ความรู้ข้อมูลของแหล่งท่องเที่ยวต่อนักท่องเที่ยว	2.5	3.89	9.72
2. ความพึงพอใจของนักท่องเที่ยว	1. ความสะอาดของอาหารและเครื่องดื่มที่ให้บริการ	2.4	3.86	9.26
	2. ความพอใจในมิตรไมตรีในการต้อนรับจากคนในท้องถิ่น	2.7	4.23	11.42
	3. ความพอใจในการให้บริการของพนักงานขับรถ	2.6	4.17	10.84
	4. ความสวยงามของทิวทัศน์ของนาบัว	2.5	3.75	9.38
	5. ความสะอาดและความเป็นระเบียบของนาบัว	2.2	3.71	8.16
	6. การบริการเครื่องดื่มของพนักงานที่นาบัว	2.3	3.65	8.40
	7. ความรู้ที่ได้จากการชมนาบัว	2.3	3.51	8.07
	8. ความสวยงามของทิวทัศน์ของสวนกล้วยไม้	2.5	3.64	9.10
	9. ความสะอาดและความเป็นระเบียบของสวนกล้วยไม้	2.2	3.71	8.16
	10. การบริการเครื่องดื่มของพนักงานของสวนกล้วยไม้	2.3	3.64	8.37
	11. ความรู้ที่ได้จากการชมสวนกล้วยไม้	2.3	3.57	8.21
	12. ความสวยงามของทิวทัศน์ของสวนผลไม้	2.5	3.75	9.38
	13. ความสะอาดและความเป็นระเบียบของสวนผลไม้	2.2	3.83	8.43
	14. การบริการอาหารและเครื่องดื่มของพนักงานของสวนผลไม้	2.3	4.08	9.38

คุณลักษณะ	ดัชนี	ค่าน้ำหนัก (A)	ค่าประเมิน (B)	คะแนนรวม
	15. ความรู้ที่ได้จากการชมไร่สวนผสม	2.3	3.81	8.76
	16. รสชาติของผลไม้ที่ได้ชิมในสวนผลไม้	2.2	4.22	9.28
	17. ความสะอาดและความเป็นระเบียบของจุดแปรรูปผลผลิต	2.2	3.93	8.65
	18. การบริการอาหารและเครื่องดื่มของพนักงานของจุดแปรรูปผลผลิต	2.3	3.92	9.02
	19. ความสวยงามของทิวทัศน์ของจุดแปรรูปผลผลิต	2.5	3.71	9.28
	20. ความรู้ที่ได้จากการชมจุดแปรรูปผลผลิต	2.3	3.72	8.56
	21. รสชาติของอาหารและขนมที่ชิม ณ จุดแปรรูป	2.2	3.94	8.67
	22. ความสะอาดของห้องน้ำที่ให้บริการ	2.2	3.86	8.49
	รวมคะแนน	64.00	101.48	240.46

รวมค่าน้ำหนักทั้งหมด 64.0 ค่าคะแนนสูงสุดที่เป็นไปได้ 320.0 ค่าคะแนนที่ได้ทั้งหมด 240.46
 ดังนั้นมาตรฐานคุณภาพแหล่งท่องเที่ยวคลองมหาสวัสดิ์ในด้านการบริหารจัดการของ
 แหล่งท่องเที่ยว เท่ากับ 75.14

BIOGRAPHY



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