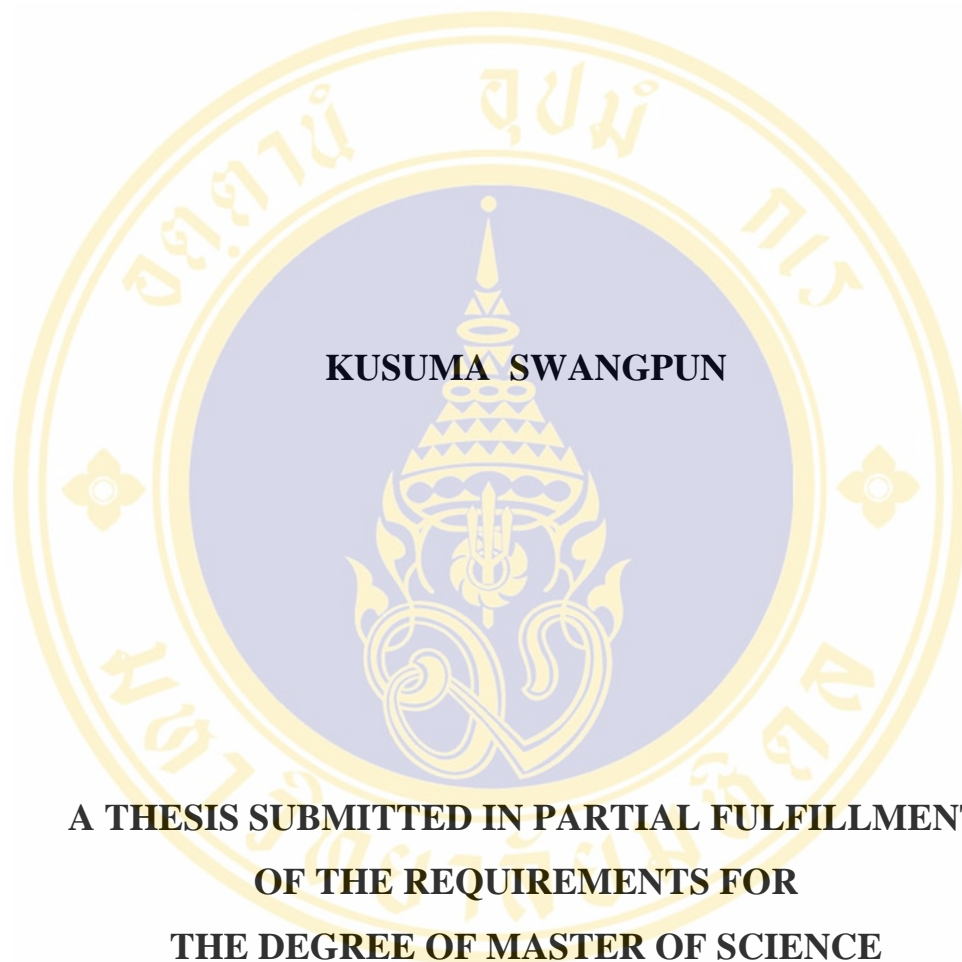


**THE READINESS OF LOCAL PEOPLE FOR ECOTOURISM
DEVELOPMENT A CASE STUDY KOHSIRAE COMMUNITY
AMPHURMUANG PHUKET PROVINCE**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
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AMPHURMUANG PHUKET PROVINCE**

Kusuma Swangpun

.....
Miss Kusuma Swangpun
Candidate

Pisit Sukreeyapongse

.....
Assoc. Prof. Pisit Sukreeyapongse, M.Sc.
Major advisor

Dachanee E

.....
Asst.Prof. Dachanee Emphandhu, Ph.D.
Co-advisor

Putsatee Monzon

.....
Asst.Prof. Putsatee Monzon, M.O.H.
Co-advisor

Rassmidara Hoonsawat

.....
Assoc. Prof. Rassmidara Hoonsawat,
Ph.D.
Dean
Faculty of Graduate Studies

C. Yuwaree

.....
Lect. Chumporn Yuwaree, M.Sc.
Chairman
Master of Science Program
In Appropriate Technology for Resources
and Environmental Development
Faculty of Environment and Resource
Studies

**THE READINESS OF LOCAL PEOPLE FOR ECOTOURISM
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was submitted to the Faculty of Graduate Studies, Mahidol University
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(Appropriate Technology for Resources and Environmental Development)

on

May 28, 2004

Kusuma Swangpun
.....
Miss Kusuma Swangpun
Candidate

Pisit Sukreeyapongse
.....
Assoc. Prof. Pisit Sukreeyapongse, M.Sc.
Chairman

Dachanee Ee
.....
Asst. Prof. Dachanee Emphandhu, Ph.D.
Thesis Defence Committee

Suppamit Ekwannang
.....
Lect. Suppamit Ekwannang, M.Sc.
Thesis Defence Committee

Putsatee Monzon
.....
Asst. Prof. Putsatee Monzon, M.O.H.
Thesis Defence Committee

Rassmidara Hoonsawat
.....
Assoc. Prof. Rassmidara Hoonsawat,
Ph.D.
Dean
Faculty of Graduate Studies
Mahidol University

A. Pongsolee
.....
Assoc. Prof. Anuchat Pongsolee,
Ph.D.
Dean
Faculty of Environment and Resources
Studies
Mahidol University

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Kusuma Swangpun

THE READINESS OF LOCAL PEOPLE FOR ECOTOURISM DEVELOPMENT A CASE STUDY
KOH SIRAE COMMUNITY AMPHUR MUANG PHUKET PROVINCE

KUSUMA SWANGPUN 4436161 ENAT/M

M.Sc. (APPROPRIATE TECHNOLOGY FOR RESOURCES AND ENVIRONMENTAL DEVELOPMENT)

THESIS ADVISORS : PISIT SUKREEYAPONGSE, M.Sc. (TECHNOLOGY OF ENVIRONMENTAL
MANAGEMENT), DACHANE EMPHANDHU, Ph.D. (FOREST LAND USE PLANNING AND POLICY),
PUTSATEE MONZON, M.O.H. (OCCUPATIONAL HEALTH)

ABSTRACT

The aim of this research was to study local people readiness for development of the Sirae marine community for ecotourism. Questionnaires were used as the major tool in for data collection from local people. They were distributed among a sample of 195 community members. Furthermore, indepth interviews were employed to collect additional information from 17 samples that were mainly state officials and private staff from the local area. The collected data were then quantitatively processed using the commercial software package SPSS for Windows Version 7.5. The statistics used included percentage, minimum, maximum, arithmetic average, and standard deviation, as well as analytical tools such as covariance analysis, multiple classification analysis, and descriptive quality analysis.

It was found that local people were moderately ready for management of tourism resources and facilities, protection and preservation of the environment, arrangement of activities and services for tourists. Nevertheless, they were not very willing to participate in administration of ecotourism. With statistical significance, the affecting factor on people readiness for protection and preservation of the environment was the residential period of local people. However, there were no factors that significantly contributed to people readiness for administration of tourism resources and convenience facilities, or people readiness for arrangement of activities and services for tourists.

The results from this research suggest that to ensure people willingness to participate in any future ecotourism development, appropriate attitudes for tourism administration should be established among the local people. Tourism facilities within the community need to be restored or improved to support tourism operation. In addition, local people should be provided with knowledge about protection and preservation of the community environment. There should also be training programs to provide knowledge and skills on arrangement of activities and services for tourists. Knowledge about ecotourism should be provided to the local people through easily accessible media such as television sets, neighbors, radios, and family members. Finally, involvement of the local people, according to their individual skills, local cultural interests and historical tourist activities should be encouraged.

**KEY WORDS: THE READINESS OF LOCAL PEOPLE / ECOTOURISM /
KOH SIRAE COMMUNITY**

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ความพร้อมของประชาชนในการพัฒนาชุมชนเป็นแหล่งท่องเที่ยวเชิงนิเวศ กรณีศึกษา ชุมชนชาวเล เกาะสิเหร่ อำเภอเมือง จังหวัดภูเก็ต (THE READINESS OF LOCAL PEOPLE FOR ECOTOURISM DEVELOPMENT: A CASE STUDY KOHSIRAE COMMUNITY AMPHURMUANG PHUKET PROVINCE)

กุสุมา สว่างพันธุ์ 4436161 ENAT/M

วท.ม. (เทคโนโลยีที่เหมาะสมเพื่อการพัฒนาทรัพยากรและสิ่งแวดล้อม)

คณะกรรมการควบคุมวิทยานิพนธ์ : พิลิฐุ ศุภกริชพงษ์, M.Sc. (TECHNOLOGY OF ENVIRONMENTAL MANAGEMENT), ดร.รชนี เอมพันธุ์, Ph.D. (FOREST LAND USE PLANNING AND POLICY), ปุสดี มอนซอน, M.O.H. (OCCUPATIONAL HEALTH)

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาถึงระดับความพร้อมและปัจจัยที่มีผลต่อความพร้อมของประชาชนในการพัฒนาชุมชนชาวเลเกาะสิเหร่เป็นแหล่งท่องเที่ยวเชิงนิเวศ โดยใช้แบบสอบถามเป็นเครื่องมือหลักในการวิจัย กลุ่มตัวอย่างเป็นประชาชนท้องถิ่น จำนวน 195 ราย และสัมภาษณ์เชิงลึกกับกลุ่มเจ้าหน้าที่ภาครัฐและเอกชนที่เกี่ยวข้องในพื้นที่ศึกษา เพื่อเก็บรวบรวมข้อมูลเพิ่มเติม จำนวน 17 ราย ประมวลผลข้อมูลเชิงปริมาณด้วยโปรแกรมสำเร็จรูปสำหรับการวิจัยทางสังคมศาสตร์ (SPSS for Windows Version 7.5) สถิติที่ใช้ในการศึกษา ได้แก่ ร้อยละ ค่าต่ำสุด ค่าสูงสุด ค่าเฉลี่ยเลขคณิต ค่าเบี่ยงเบนมาตรฐาน การวิเคราะห์ความผันแปรร่วม การวิเคราะห์การจำแนกหมู่ และการวิเคราะห์ข้อมูลเชิงคุณภาพด้วยการบรรยาย

การวิจัยพบว่า ความพร้อมของประชาชนในการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก การป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว การจัดกิจกรรมและการให้บริการอยู่ในระดับปานกลาง แต่ความต้องการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศอยู่ในระดับต่ำ ปัจจัยที่มีผลต่อความพร้อมด้านการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยวอย่างมีนัยสำคัญทางสถิติ ได้แก่ ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ ปัจจัยที่มีผลต่อความต้องการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศอย่างมีนัยสำคัญทางสถิติ ได้แก่ ระยะเวลาที่อาศัยอยู่ในท้องถิ่น และพบว่าไม่มีปัจจัยใดๆ ที่มีผลต่อความพร้อมของประชาชนด้านการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวกและความพร้อมด้านการจัดกิจกรรมและการให้บริการอย่างมีนัยสำคัญทางสถิติ

ข้อเสนอแนะที่ได้จากการวิจัยครั้งนี้คือ หากต้องการพัฒนาชุมชนนี้ให้เป็นแหล่งท่องเที่ยวเชิงนิเวศในอนาคตควรเริ่มต้นด้วยการสร้างจิตสำนึกที่ดีแก่ประชาชนในการจัดการท่องเที่ยว เพื่อให้เกิดความต้องการมีส่วนร่วมของประชาชนในการพัฒนา ต้องปรับปรุงสิ่งอำนวยความสะดวกต่างๆ ในชุมชนเพื่อรองรับการท่องเที่ยว ควรอบรมให้ความรู้แก่ประชาชนเกี่ยวกับการป้องกันและรักษาสิ่งแวดล้อมในชุมชน และจัดฝึกอบรมให้ประชาชนได้รับทั้งความรู้และทักษะในการจัดกิจกรรมและให้บริการแก่นักท่องเที่ยว การให้ข้อมูลข่าวสารแก่ประชาชนเกี่ยวกับการท่องเที่ยวเชิงนิเวศควรผ่านสื่อโทรทัศน์ เพื่อนบ้าน วิทยุ และคนในครอบครัว/ญาติพี่น้อง เนื่องจากเป็นสื่อที่เข้าถึงประชาชนมากที่สุด และควรส่งเสริมกิจกรรมการท่องเที่ยวทางวัฒนธรรมและประวัติศาสตร์ โดยให้ประชาชนมีส่วนร่วมในการจัดกิจกรรมและให้บริการตามความชำนาญของแต่ละบุคคล ซึ่งจะทำการพัฒนาชุมชนชาวเลเกาะสิเหร่เป็นแหล่งท่องเที่ยวเชิงนิเวศมีโอกาสประสบความสำเร็จมากที่สุด

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CHAPTER 1

INTRODUCTION

1.1 State of Problem

Recently, tourism industry has been increasingly vital to the economic growth, society, as well as lifestyles of Thai people, in particular, after we have seen the first incorporation of tourism expansion strategy into the Fourth National Economic and Social Development Plan (1977-1981) (cite in Orawan Pannate, 1998: 2). In 1987, with the declaration of the “Year of Traveling Thai” promotion by the Thai government declared, the Thai tourism industry was officially incepted until present. The main objective of tourism development is mainly to promote the economic growth of the country through increased employment rate, increased income per capita, and carrying prosperity to various parts of the country. This policy has been very successful and the national revenue from which has been ranked number one for several years (Department of Statistic, Tourism Authority of Thailand, 1995: 49)

The current government aims to expand the tourism industry into the international level. In addition, it encourages each province to be part of this policy by allocating funds to construct and preserve its traveling spots, revitalize old local traditions, and initiate the motto for that province. This is to make the provinces better recognized and bring about tourists. For example, Phuket is a province in the south comprising the main island with thirty-one subordinate islands. It covers 570,034 square kilometers of naturally beautiful land area including mountains, seashores, and astounding coral reefs. Besides Phuket possesses the unique local traditions, arts, and folklores (Statistic Authority of Phuket). All of these make Phuket ideal for tourism industry. This is observed through its continuous tourism growth rate, bringing myriads of revenues into the counter. For instance, in 2000, there were 3,334,613

tourists bound for Phuket bringing with them 62,248.7 million baht to the island (Somboon Aiyrak, 2000: 3).

In addition to preservation of the usual traveling spots, setting up new and unseen traveling spots is also equally important. This should be an interest to people who have not paid any particular attention to current traveling spots, or people who have previously made their visit to the country. One of the interesting spots, namely the “Sirae Island” community, has been preliminarily studied in (Somboon Aiyrak, 2000: 83-98) with a conclusion that it has a potential to be a success if supported from both the government and the private sectors. This community, which consists primarily of marine people, is located at Ban Laem Took Kae, M 4 Tumbon Rassada, Muang District, Phuket. This is the largest group of marine people among all other marine groups in Phuket. The people of the community is positive to tourism industry believing that it has a potential to bring in more revenue to the community making life better.

The marine people of the community can be traced back long before history. They made a migration from islands in what is now Malaysia about 150-200 years ago (Fine Arts Department, 1989: 222). The current population consists of 256 houses, of which there are 381 households, making up for 1,128 people (Rassada health center, 2002: 2). The community sits beside seashore. Their lifestyles are very much reliant on small fishing boats and the sea. Their major occupation is sea fishing. They have unique traditions and rituals of boating, doing sacred water, birth ceremony, wedding ceremony, death events, interesting folklore arts, and even possess their own language.

Sirae Island is only 5 kilometers away from the center of Phuket. Part of the island is composed of mangrove, which is home to a particular kind of monkeys. Other interesting activities in the island also exist, including dog training and sales, raising abalones, tourist guiding. It is home to the largest Buddhist community. Without reservation, it can be argued that this community is quite resourceful of both natural and tradition attractions, truly making it capable of a successful traveling spot, and later becoming a major tourism drive force in the future, if it receives sufficient

support from both the government and private sectors for a sustainable development. This island can as well be a subsidiary traveling spot to Phuket, and surely act as one of the main attractions of the mainstream Phuket.

Recently there has been an attempt to integrate the idea of sustainable development into the development of the tourism industry for a sustainable development of the tourism industry. This idea has stemmed from an impact of the rapid growth of the industry, which resulted in a clash between conservationists and developers. Consequently, the government has made every attempt to incorporate conservationism into the development under the policy of “developing while conserving to preserve” (Science and Technological Research Institute, 1999: 2-12).

To develop a sustainable tourism industry one needs to efficiently manage the available resources to satisfy, at the same time, the economic, social, and scenic beauty needs, while balancing with the uniqueness of cultures and ecology (Science and Technological Research Institute, 1999: 2-10 to 2-11). Furthermore, sustainable tourism development includes every aspect of tourism, namely tourism activities have to be viable, constant visits of tourists need to be maintained, and service sectors of the business has to be well. The impact of the industry to natural resources, society, and local cultures has to be minimal or non-existent (Science and Technological Research Institute, 1999: 2-12). This principle leads to a formulation of ecotourism, which is one of the criteria to measure the state of co-existence between tourism industry and conservationism of the country. The result will be employed to place the next national policy on tourism management (Tourism Authority of Thailand, 1996: 45).

Ecotourism has been initiated in 1976 within the context of the first national policy of tourism (Yuvadee Nirattrakulcivation, 1996: 11-14) as an alternative for a sustainable development. It involves traveling responsibly in the wilderness and community with unique local cultures. It is required that the traveling agents get together and plan accordingly under a joint cooperative management from the local community. This is to ensure that every agent involved undergo a sense of

responsibility to a sustainable eco-system (Chiangmai University, 2002: 9). The following aspects should be well recognized in an operation of ecotourism: use of land, good tourism management, well-planned activities and processes, and the engagement of the local people and community ecology (Science and Technological Research Institute, 1999: 2-45 to 2-46).

From the above discussion, it can be seen that ecotourism is a suitable alternative for the development of the Sirae community to be a viable traveling spot for the following reasons. Firstly, ecotourism provides a sustainable tourism development particularly by placing an emphasis on the engagement of the local people in the management of their own natural resources. Secondly, it is in accordance of the ninth national policy on economic and social development (2002-2006) that places an emphasis on the people as well as a balanced development between the people, the society, the economics, and the environment. In particular, it aims to resolve poverty, revitalize the once-collapsed national economy; while at the same time lays a solid ground for the national development and a well-structured management policy (The Committee Development Economic and Social, 2001: 3). Thirdly, ecotourism is in a good accordance with the Constitution, particularly in the 46th Amendment (cite in Auraipan Prangaudomsuft).

It is suggested that any transformation of the Sirae community into an ecotourism spot be centered on the community itself, while receiving support from both the government and the private sectors. As a consequence, it is important that the community is prepared for such a transformation, as readiness is key to success (cite in Tossorn Patumya, 2000: 24). In particular, each individual in the community should be prepared in the aspects of physics, intellectuality, mind, motivation, personality, experiences (cite in Boonaeum Boonroad, 2002: 24). Therefore, it can be said that the readiness of the community is derived from an ability of each individual in the community to apply any principles and techniques in order to tackle any problems.

To achieve the status of sustainably managed tourism of the Sirae community, one has to ensure that the following aspects be well maintained as

a whole: management of the traveling sites, preservation of the surrounding natural resources, activity and service management, and engagement of the local people. A traveling site that is well-managed starts with the fact that the site need to be a nature-based traveling site or a cultured/history based traveling site. It should stand unique among other traveling sites. Convenience facilities have to be provided to the tourists in a nature-based manner. On the other hand, a preservation of the resources has to be maintained as a protective measure against any deterioration of the surrounding nature. As a result, pollution as well as resource and environment preservation has to be taken care of.

As it is the goal of ecotourism to promote understanding, experiences, impression, appreciation, and morality among the tourists, the activity and service management for the tourists have to be planned accordingly, and upon the basis of the principle of environmental education-based tourism. Finally, an engagement of the local people is a means to ensure that all the needs of the local people are achieved along the transformation process (Science and Technological Research Institute of Thailand, 1999: 2-45 to 2-46).

A characterization of each individual, including sex, age, educational level, and duration of stay in the community provides different levels of readiness among all the local people in the community. While the Thai society in general have a tendency to place a more emphasis on male individuals to be the leaders of the families and provide them with decision authority, the Sirae community is more respectful to the female individuals in every family regards (Prateung Keuhong, 1998: 26). The ages of the local people have a correlation to the community readiness in that people with different ages are inclined to understand, perceive, and demand differently. According to (cite in Wattana Manpayak, 1998: 37), people in the ages of 20-50 years tend to be more open-minded than do people with over 50 years of age.

Educational level is another important factor to determine the readiness of the community, as education provides one with wisdom, understanding, experiences, and therefore, versatility. It also tends to alter in each individual the maturity and the ways of thinking (Narutapong Chaiwong, 1997: 162). Similarly, the duration of stay of each

individual in the community yields different level of transformation readiness in that people who have stayed longer are inclined be more careful with the transformation, as they tend to have a more sense of “belonging” to the community (Sittisan Sufsisrisopa, 2001: 192).

The economic factors of the community, such as occupation and monthly income of each family, also act as another cause of different levels of readiness. According to (Reugsang Tongsuksangcharean, 1999: 65), occupations have influence on lifestyles, ideas, the level of participation of local people. For instance, the fishermen of the Sirae community should be more ready to the development than people of other occupations for two reasons. First, it is generally accepted that people are more interested in natural resources of their main concern in their occupations (cite in Kredsada Tongsangvorn, 1997: 52). Second, the Sirae community is based mainly upon the sea and the seashores. Similarly, monthly income is also a factor in the readiness determination as people with a (Narutapong Chaiwong, 1997: 191), it was found that monthly income there was a correlation between monthly income and community readiness for forestation management.

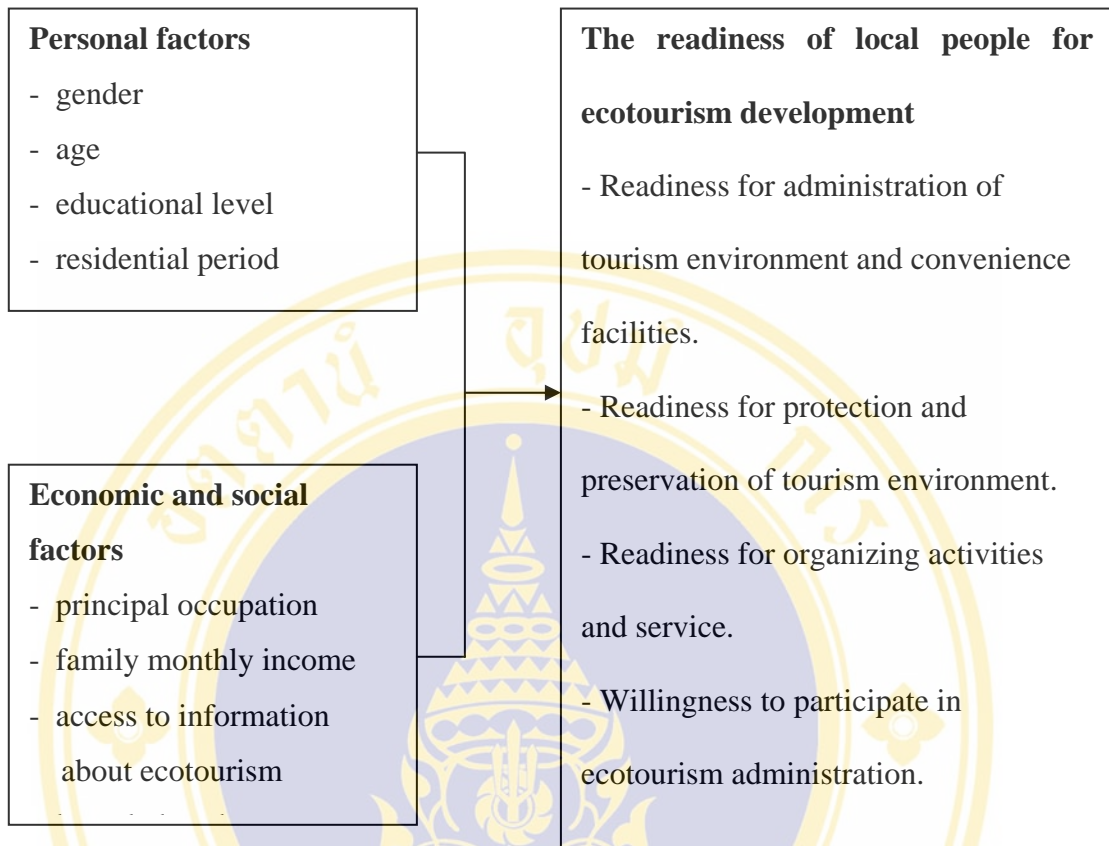
The societal structure, in particular, access to information on and knowledge of ecotourism, is another factor to determine the readiness of the local people. It was determined in (cite in Kredsada Tongsangvorn, 1997: 57) that the press has a contribution to knowledge gain, and reinforcing public realization of and interest to innovative proposals. In general, people who are more accessible to information are likely to be more participated in community activities (cite in Sittisan Sufsisrisopa, 2001: 8), while at the same time they should be knowledgeable of those activities to be able to decide whether such activities are worth their participation (cite in Sumanus Mepean, 2001: 54). It was also found in (Kosol Suntornprek, 1995: 5) that understanding of the activities has a contribution to participation of the local people in activities to improve the quality of their lives.

This work aims to examine the readiness of the local people in the Sirae community for a development into an ecotourism spot. The evaluation criteria are the

preparation of the community for following aspects: management of the natural resources and convenience facilities, preservation and protection of the natural surroundings, operation of the services and activities, and participation of the local people in the operation of ecotourism. The results from this study will be used as a guideline for an appropriate policy to transform the Sirae community of Phuket into an ecotourism spot for a sustainable development of the community.

1.2 Conceptual Framework

The aim of this study is to evaluate the readiness of the local people in the Sirae community for a transformation into an ecotourism spot. The evaluation is measured from the following criteria: management of the natural resources and convenience facilities, preservation and protection of the natural surroundings, operation of the services and activities, and participation of the local people in the operation of ecotourism. The criteria also include the characteristics of each individual in the community, such as sex, age, education level, duration of stay in the community, occupation, monthly income, and access to information on and knowledge of ecotourism. The results from this study will be used as a guideline for an appropriate policy to transform the Sirae community of Phuket into an ecotourism spot for a sustainable development of the community. Figure 1 illustrates the scope of this work.



Picture 1-1 conceptual framework

1.3 Objectives

1. To examine the readiness of the local people for a development of the Sirae community into an ecotourism spot.
2. To examine the factors that influence such readiness of the local people.

1.4 Scope of Study

This study is a survey research to evaluate the readiness and the influencing factors of such for a development of the Sirae community into an ecotourism spot. The Sirae community is located at Moo 4, Muang District, Phuket. We use survey polls to collect information from the local people. The information gathered concerns both the independent and dependent variables. The independent variables include the information on each individual in the community, economic factors, and social factors. The dependent variables include the readiness of the local people for management of

the natural resources and convenience facilities, preservation and protection of the natural surroundings, operation of the services and activities, and participation of the local people in the operation of ecotourism. We also use interviewing as a means for information collection from the government and the private sectors.

1.5 Variables of Study

The following variables are used in this research:

Independent variables

1. Personal factors – gender, age, education level, and residential period.
2. Economic and social factors – occupation and monthly income, access to information on and knowledge of ecotourism.

Dependent variables

readiness of the local people for management of the natural resources and convenience facilities, preservation and protection of the natural surroundings, operation of the services and activities, and participation of the local people in the operation of ecotourism.

1.6 Variable Scales

Variables	Scales
Independent variables	
Gender	Nominal Scale
Age	Nominal Scale, Ratio Scale
Education level	Nominal Scale
Duration of stay	Nominal Scale, Ratio Scale
Occupation	Nominal Scale
Monthly income	Nominal Scale, Ratio Scale
access to information on ecotourism	Nominal Scale
knowledge of ecotourism	Nominal Scale, Ratio Scale

Variables	Scales
<p>Dependent variables</p> <p>Readiness for management of the natural resources and convenience facilities</p> <p>Readiness for preservation and protection of the natural surroundings</p> <p>Readiness for operation of the services and activities</p> <p>Readiness for participation of the local people in the operation of ecotourism</p>	<p>Interval Scale</p> <p>Interval Scale</p> <p>Interval Scale</p> <p>Interval Scale</p>

1.7 Hypothesis

This research herein is based upon the following hypotheses.

1. People from different personal have different levels of readiness. From the background standpoint, the following lists factors that affect the readiness of people towards the management of the natural resources and convenience facilities, preservation and protection of the natural surroundings, operation of the services and activities, and participation of the local people in the operation of ecotourism.

- Females are more prepared than males.
- Younger people are more prepared than older ones.
- More educated people are more prepared than less educated ones.
- People with a longer duration of stay are more prepared than ones with a shorter duration of stay.

2. People with different economic and social status have different levels of readiness. From the economy and social standpoint, the following lists factors that affect the readiness of people towards the management of the natural resources and convenience facilities, preservation and protection of the natural surroundings, operation of the services and activities, and participation of the local people in the operation of ecotourism.

- Fishermen are more prepared than people with other occupations.

- People with more monthly family income are more prepared than those with less monthly family income.
- People with an access to information regarding ecotourism are more prepared than those without such access.
- People with knowledge about ecotourism are more prepared than those without such knowledge.

1.8 Definitions

The Sirae community: a group of minorities who once were nomads and finally settled in the Sirae seashore, Moo 4, Ban Laem Took-Kae, Tambon Rassada, Muang District, Phuket.

Ecotourism: A journey to a place with the main objective of traveling and having pleasure from sightseeing and studying the local cultures and lifestyles. It is based upon a mutual responsibility between the travelers and the local people for preservation and sense of belongings of the traveling spot.

Knowledge of ecotourism: Data or facts about ecotourism one can obtain from research, observation, or experiences. This knowledge will be measured by means of filling out survey forms.

Readiness of the local people: State of the Sirae community to be able to efficiently and successfully transform their community into an ecotourism traveling spot. Such transformation is based on the readiness for the management of the natural resources and convenience facilities, preservation and protection of the natural surroundings, operation of the services and activities, and participation of the local people in the operation of ecotourism.

Readiness for the management of the natural resources and convenience facilities: State of the Sirae community to be able to manage the natural resources based on their original settings, and pristine unique cultures and traditions, together with an ability to manage convenience facilities for service to the travelers.

Readiness for preservation and protection of the natural surroundings: State of the Sirae community to be able to preserve the natural resources against degeneration for a sustained development of the community.

Readiness for operation of the services and activities: State of the Sirae community to be able to provide activities and services to ecotourists based upon the required criteria of ecotourisms.

Readiness for participation of the local people in the operation of ecotourism: State of the Sirae community about the intention to participate in the process of providing ecotourism. Such participation involves access to information about ecotourism, planning, decision making, investment and profits, evaluation, and publicity.

1.9 Expected Results

1. The research answers the readiness of the Sirae community for a transformation of the community into an ecotourism spot.
2. The research provides factors that affect the readiness of the Sirae community for such transformation.
3. The result from this research can be used as a guideline for such transformation of the Sirae community

CHAPTER 2

LITERATURE REVIEW

This research investigates the readiness of local people for development of their community into an ecotourism traveling spot. The case study herein is the Sirae community located in the Muang District, Phuket, which possesses a unique lifestyle, cultures, and their own traditions. Our objective is to promote sustainable development for the Sirae community using an ecotourism approach. The literature to be reviewed in this chapter is categorized into five areas:

1. Sustainable development of tourism
2. Ecotourism
3. Participation of the local community
4. Theory and ideas behind this research
5. Related research
6. Location of study

2.1 Sustainable Development of Tourism

The term “sustainable development” has been used extensively in Thailand in tourism industry. Due to several problems with previous tourism developments, for instance, destruction of natural resources, and extensive social problems, the idea of sustainable development of tourism has been included in the Seventh National Economic and Social Development Plan (1992-1996) through the Ninth National Economic and Social Development Plan (2002-2006) (Winai Veeravatnanon,1998: 157).

Sustainable development has been discussed in several works. For example, the work of Preecha Piampongsarn (cite in Pradab Reanprayoon,1998: 20) defines sustainable and sustainability within three aspects: the social aspect, the ecological aspect, and the economic aspect. In the social aspect, sustainable development is a subject to satisfy basic needs from people, for instance, the needs of foods, drinking

water, and shelters, while at the same time, satisfying advanced needs, for example, stability, freedom, education, occupation, and rests. Social prosperity may be established through satisfying basic needs from the poor, or promoting the wealth of the majority of the people. The main objective of sustainable development in the social aspect is to maintain the high quality of life of the people.

In the ecological aspect, sustainable development is a subject of yielding an efficient and rich ecological system for a sustained prosperity. In this aspect, administration and maintenance of the ecological system and promoting the survivability of all life forms are the most important goals.

Sustainable development as in the aspect of economy concerns an expansion of the economy at a high rate on a foundation of a well-balanced ecological system. Sustainable development in this aspect gives a more value on lives rather than economic prosperity.

Similarly, the work of Sholakarn Hasunari (1999: 15) discusses sustainable development in the sense of a development process, which highly emphasizes a global relationship among lives and objects. The human, society, economy, and all natural objects are all related into one organization. It may be said that sustainable development is based upon a versatile development or a unity concept. In this context, sustainable development ought not be so inclined into materialism that preservation and consideration of natural resources are ignored. It emphasizes the unification of materialism and naturalism. It may be argued that sustainable development is a concept of a better quality of life for the local people (Anurak Punyanuwat, 1996: 30)

As a consequence, we may define sustainable development as a development strategy for administration of all natural resources, including human and their objects, for stability, better quality of life, and prosperity under a satisfactory supervision of the natural environment. In other words, sustainable development is within the constraint of the limit of the ecological system. The economic needs and the survivability of the society must be correlated with the natural resource preservation.

There have been attempts to integrate the concept of tourism into sustainable development for a sustainable tourism development. For the Tourism Authority of Thailand, tourism development has the goal of sustainable development in four categories. First, tourism has to consider limitations of the nature, the community, the cultures and traditions, and the lifestyles of local people. Second, it has to take into consideration the participation of the local people and community. Third, the people as a whole have to have equal shares of any returned profits from tourism. Lastly, tourism has to satisfy the needs of the local people and community (Tourism Authority of Thailand, 1996: 25)

The National Institute of Sciences and Technology of Thailand (1999: 2-10 to 2-12) recommends a provision of sustainable development as follows.

1. Preservation and careful utilization of the natural resources, cultures, and society.
2. Prudent consumption and limitation of the amount of wastes.
3. Conservation and promotion of the diversity of the natures, societies, and cultures.
4. Incorporation of tourism development within the scope of the national development strategy and the local development strategy, and within the scope of the evaluation of the environment.
5. Promotion of tourism activities that support local economy that takes into consideration the costs and the values of the surroundings. Not only do these activities save costs, they also preserve local natural resources.
6. Total involvement of local tourism agents.
7. Constant collaboration among service providers, local people and organizations, and related agencies.
8. Preparation of tourism agents with an incorporation of the sustainable development concepts and operations.
9. A versatile marketing strategy.
10. An efficient monitoring and evaluation process.

Sustainable tourism development as described in Boonlert Jittukvattana (99: 8) is tourism with the following six properties:

1. Touring in all kinds of traveling sites: nature touring, history touring, historic site touring, and cultural touring.
2. Touring with an emphasis on the uniqueness of each site.
3. Touring with great care for the natural resources and the environment of the traveling sites.
4. Touring through learning and access to experiences to the natures and the cultures.
5. Touring with long term benefits to traveling businesses
6. Touring with benefits to local community and to the natural resources and environments of the traveling sites.

In addition, Rumpaipan Kaeosuriya (cite in Uraipan Prangudomsup,2001: 9) defines a sustainable tourism development as an administration of resources satisfying the economic and social needs through careful uses of natural resources and environment with as little consequences as possible. At the same time, with sustainable tourism, the quality of the natural resources should improve even though the number of tourists increases.

As defined in Globe Conference 1990 in Canada, sustainable tourism was a development that satisfies both the needs of the tourists and the community owners with protection and preservation of all the resources for the next generation. It was also defined as an administration of resources to fulfill the needs from economy, society, and scenic pleasure, while at the same time preserving the uniqueness of the cultures and the ecological system. (Eber, 1992: 3)

In summary, we may define sustainable tourism development as a development that can satisfy the needs from travelers and members of the community with a careful resource protection and preservation program for the next generation through careful utilization of natural resources and environment with as little consequences as possible. This will be used as our main definition for our subsequent discussion regarding sustainable tourism development for the Sirae community.

2.2 Ecotourism

2.2.1 Definitions of Ecotourism

As the name suggests, ecotourism has a root from ecological system and tourism (Tourism Authority of Thailand, 1995: 3-2). Ecotourism was first cited in 1987 by Hector Ceballos-Lascurain of the Universal Union for preservation of the nature and natural resources. In particular, ecotourism was defined as a traveling to undisturbed natural sites with an objective of learning, studying, sightseeing, and having scenic pleasure of the wildlife, the jungles, and with any cultural traces present in such natural sites (Nopawan Tanakanjana, 2002: 6).

Recently, ecotourism has gained considerable attention in both the academic and tourism industry communities. As described by Rumpaipan Kaeosuriya (2002: 93-94) in an ecotourism workshop, ecotourism and green tourism were technical words invented by tourism industry in 1986 as a modern tourism. They were described as tourism with preservation of environments without destruction of natural resources. The 1992 Earth Summit Conference in Rio De Janeiro, Brazil, defined Agenda 21, which stated that any forms of developments, including tourism developments, had to be sustainable. As a result, a sustainable tourism development has to be in the sense of preservation.

There are also other definitions of ecotourism. For example, it was defined in Ecotourism Association of Australia (cite in Patcharapan Pukapin, 2002: 17) as tourism for a sustainable ecological system with an objective of preserving the environments and understanding cultural differences and values of the natures.

The National Science and Technology Research Institute of Thailand (1999: 2-51) defines ecotourism as an ecological tourism with careful treatment of the uniqueness of the natural resources in each traveling site and any cultural traces associated with the community in such a site, under the mutual senses of belonging among associated agencies, taking into account the administration of the local community.

The Tourism Authority of Thailand (cite in Aorawan pannate, 2002: 17) defines ecotourism as a journey to any traveling site with the objective of learning, viewing, and having scenic pleasure of natural and social environments. Ecotourism as defined by Yuwadee Niruntrakul (1996: 50) means tourism development with a cost concern for a sustainable growth. It has to return back the cost to the society in the form of an opportunity to share and make a decision on any returned profits. These are all complete processes that consider both the natural and social costs the result of which is on the viability of the economy.

Boonlert Jittangwattana (cite in Ratcada kachasangsun, 2000: 17) describes ecotourism as a means for a sustainable tourism that results in economic returns with an efficient use of resources. Consequently, the idea of ecotourism is not only tourism but also a means for a preservation of natural resources and cultures.

From private sectors, for example, Ecotourism Society (cite in Wannaporn Vanitchanukorn, 1997: 21), that involve in planning and publishing knowledge of resource preservation defines ecotourism as a journey into natural sites to learn cultural differences history and natures with great care not to destructing the values of the underlying ecological states, while at the same time, promoting the economic opportunity for the associated local community.

In addition, ecotourism has been described in the sense of conservation tourism. For example, Sriporn Somboontam (1996: 30) maintains that ecotourism is a form of conservation tourism with an objective to satisfy both the profits and needs from natural conservation while at the same time developing tourism businesses to satisfy economic needs. Ecotourism, as a result, is an important means for a sustainable tourism development.

Traveling sites appropriate for ecotourism, as defined by the Tourism Authority of Thailand (1999: 2-49) are ones with a careful administration of natural resources and surroundings. They may also include historic sites that appear in natural places. Ecotourism should employ the uniqueness of the sites to attract tourists, not

convenience facilities. Careful treatment of the natural resources needs taken care of and profits returned to the community have to be compensated for.

2.2.2 Principles of Ecotourism Administration

Administration of ecotourism is in accordance to the principle of sustainable development from Agenda 21. In addition, since 2002 is the International Year of Ecotourism, UNEP and WTO has proposed that ecotourism be in the following forms (Napawan Tanakanchana, 2002: 14-15).

1. It is based on a tour that places an importance on the nature. Tourists should be able to observe and learn from the nature along with local cultures underlying such nature.
2. It is based on a tour with a goal to educate through the nature and local cultures.
3. It is regularly organized for small groups of tourists.
4. It possesses a means to alleviate any negative effects on natural surroundings and local cultures.

In Thailand, the principle of ecotourism is to place a more emphasis on traveling with a careful treatment of natural resources. There should be a resource administration and an education program to associated people. The scope of ecotourism covers the following components: traveling site, administration, activities and processes, and participation. (Science and Technological Research Institute of Thailand, 1999: 2-45 to 2-46)

1. Ecotourism should comprise traveling sites with a unique identity that includes cultures or history associated with those sites. Thus, traveling sites involve nature-based tourism.

2. Administration of ecotourism should concern a responsible tourism without any negative impacts on the surroundings and the society. It should also cover preservation of the natural resources, administration of the environments, protection against any pollution, and confinement of the development of tourism. In other words, ecotourism should comprise a sustainably managed tourism.

3. Ecotourism should comprise activities and processes that encourage learning processes. Such activities and processes should provide knowledge of the surroundings and the ecological system of the traveling site, promoting wisdom, experiences, and impression to the tourists and the local community. Therefore, ecotourism is a form of environmental education-based tourism.

4. Ecotourism should also concern the participation of the local community to return profits back to the community and the traveling site itself. These profits include income, quality of life, and rewards. Thus, ecotourism is a form of community participation-based tourism.

Based on (Science and Technological Research Institute of Thailand, 1999: 2-46), ecotourism should comprise all of the above components to be complete. Other forms of compensation have to be provided for should any of such components are missing.

Chiangmai University in conjunction with Damrongrachanuparb Institute (2002: 9) maintains that administration of ecotourism takes the following into consideration.

1. Efficient resource administration.
2. Economic viability of businesses based on ecotourism.
3. The values of the local way of life and any cultures differences in local community.
4. Preservation of the underlying beauty of the traveling site.
5. Awareness of the processes and any limitations of the associated ecological status for preservation.
6. Preservation of the variety of the life forms within the traveling site.
7. Preservation of any form of life supports for survivability of all the life form on earth.

In a discussion about conservation tourism, Surachet Chetamas (1995: 27-28) maintains that sustainable tourism has the following characteristics.

1. Ecologically sensitive: sense of responsibility of any associated agencies.

2. Low impact: how to manage a tourism site so as to minimize the impact to the environment and the surroundings. As a result, the facility systems in the site should be built as large as required, but not too large.

3. Educational: the tourists have to be well informed of information about the traveling site. For instance, a tourist information center has to be established within the traveling site. Information booklets should be provided to the tourists.

4. Local benefit: the local community should be involved in the income and profits. They should also be participated in the administration of the site including providing convenience facilities to the tourists.

Wanna Wongwanich (1996: 76) argues that administration of ecotourism should be established around zoning of various activities. The zoning may be operated with an aide of modern geographical information system. A promotion of tourism should provide to the tourists useful information, both about conservation of natural resources and traveling experiences. Tourist information center may be established in which still images, video projection system, or leaflets are offered. An important issue about ecotourism administration is the capability of the traveling site to accommodate the tourists within each area. Any establishments should be constructed so as to blend in with the surroundings. Waste treatment systems should be well maintained and fully enforced. In addition, nearby areas should also be developed to share the number of tourists from the main site.

Ecotourism, as described by Wannaporn Wanichanukorn in (1997: 13), is a tour that does not create deterioration to the surroundings. It should give benefits to the community resources in the long run, and experiences to the tourists. Any administration should take into consideration the limitation of the traveling site and the capability of the local community. The local community should participate in the planning, decision-making, operation, along with monitoring and evaluation of the site administration.

Wallace and Pierce (cite in Fennell, 1999: 39-40) maintain that ecotourism comprises the following six elements. First, the natural resources should be set up so as to minimize any negative effects on the environments and the local community.

Second, ecotourism managers should understand and be aware of the nature and the underlying cultures of the local community. Laws about conservation and environmental administration should be promoted and enforced. Local people should be involved in any decision-making processes so as to return part of the benefits back to the community. It should get the local people exposed to the tourists.

In summary, the scope of ecotourism to be further detailed in this research covers the following areas: administration of the natural resources and convenience facilities, protection and preservation of the surroundings in the traveling site, service activities to the tourists, and participation of the local community. These areas will be utilized as a ground in construction of survey forms to evaluate the readiness of the Sirae community to be developed into an ecotourism site, and as a guideline to interview the people in the community.

2.2.3 Potential Sites for Ecotourism

Choosing a suitable ecotourism site is one of the most important aspects in sustainable tourism development. In doing so, the Sciences and Technology Research Institute of Thailand (1997: 3-12 to 3-14) gives the following guidelines.

1. Consideration of the suitability and uniqueness of the resources, with an emphasis on ecological systems or local the cultures. This issue is further refined as follows.

- Types of the traveling site. There are different kinds of traveling sites with regard to their original states or ecological systems. A traveling site may be in its original undisturbed state, or it may have been entirely constructed by human. They may not be well ecological or the construction may not yield a best fit to the surroundings.

- Unique composition of the site. A traveling site may be distinguished by the uniqueness of its compositions not found in anywhere else. This includes the scenic attraction of the site as well as the historic aspect of the site or any cultural traces underlying within the site.

2. Consideration of the current tourism administration potential. An administration strategy based on ecotourism indicates a higher probability of success. This form of administration strategy is detailed as follows.

- Opportunity to gain knowledge of the environment. A good administration policy should open up a chance that allows everybody including the tourists and the local people to learn about the surrounding environment. This chance may be in a form of educational activities or publicity, for instance.

- Protection and conservation of the environment. This is to ensure the minimal negative effect tourists place on the environment and natural resources. There should also be a measure to ensure safety to lives and properties.

- Collaboration among the managing agents especially the local community.

According to the Center for Forestry Research, Faculty of Forestry, Kasetsart University (1995: 18), the potential of an ecotourism site is evaluated using the following criteria.

1. Potential of the site to attract tourists. For example, a prospective site may be unique in its ecological system, cultural traces, or the local community.
2. Opportunity to give education about and make aware of environmental systems.
3. Variety of local activities related to ecotourism.
4. Difficulty to access the traveling site.
5. Safety of the site.
6. A good correlation between current tourism activities and ecotourism development in the future.

Tourism Authority of Thailand in conjunction with Thai Conservation Traveling and Adventures Association (cite in Eittipon Thaikamon, 2002: 9) defines a guideline for a selection of an ecotourism site as follows.

1. The site possesses an undisturbed ecological system.
2. There is a good administration policy with a center for learning the natures in which there exist convenience facilities.
3. There is a route map for nature study.

4. There are constant signs or landmarks along the study routes.
5. There are maps and brochures for use as a traveling guideline for the tourists.
6. The maximum amount of tourists the site can handle within a day has to be clearly defined.
7. There are local guides.
8. There exists administration cooperation among the local community, the public sectors, and the private sectors.
9. There are policies on preservation of the environment and the local wisdoms. For example, there should be policies on the administration of wastewater or pollution.
10. There exist personnel development programs for training toward universal services.
11. Camping sites, if any, should be environmental friendly.

Uraipan Prangudomsup (2001: 74-76) maintains that the following factors can be used to evaluate a prospective ecotourism site: topography, environmental administration for tourism, tourism activities and tourist administration, and community organization factors.

In summary, a location that may be deemed potential for a development into an ecotourism spot should possess an undisturbed ecological system. It should be a value in an educational aspect as well as a conservation aspect. It should also comprise several nearby cultural sites related to the local ecological system. Furthermore, the location should be attractive to organize several ecological activities. In addition, a potential location should be well managed without any negative effects from tourism. These guidelines will be used for construction of the questionnaires to evaluate the readiness of the local community for an ecotourism development.

2.2.4 Ecotourism Activities

Activities for tourists are one of the most important factors to entertain tourists. They can also be used as a means to bring about the primary objectives of tourism. Appropriate tourism activities are ones that promote a process of learning the

local cultures and ecological systems, in addition to being enjoyable and introducing the slightest amount of negative impacts to the resources (Science and Technological Research Institute of Thailand, 1997: 3-19).

Tourism activities may be classified as ones that emphasize leisure, exposition, or education, as follows.

1. Ecological activities. Examples include hiking, trekking, walking, nature educating, animal/bird watching, cave/waterfall exploring, canoeing, kayaking, sail boating, wind surfing, snorkeling, scuba diving, camping, rafting, and horse/elephant riding.

2. Semi-ecological activities. Examples include photographing, sky interpreting, terrain/mountain biking, rock/mountain climbing, and fishing.

3. Cultural activities. Examples include sightseeing of prehistoric establishments, learning of historic traces, learning while having pleasure with arts and cultures, observation of differences in the lifestyles of the local community, and appreciation of local craftsmanship.

Activities not deemed ecological but may be worth consideration for an ecotourism promotion include boat sightseeing, nature viewing, picnicking, swimming/sun bathing, seminars, and entertainment (Science and Technological Research Institute of Thailand, 1997: 3-20).

These guidelines regarding ecotourism activities will be used for construction of the questionnaires to evaluate the readiness of the local community for an ecotourism development.

2.3 Participation of People

2.3.1 Definition of People Participation

Recently, people participation for development has been accepted for realistic uses as it leads to a success of the underlying development activity. The word “participation” has been widely acknowledged in the academic community in a number of perspectives. For instance, it was defined by Nirand Chongvutthiwej

(1999: 30) as a correlation of mental and emotional states among a group of people, which results in a stimulant for an achievement of any common objectives of the group. Such correlation also brings in a sense of responsibility within the group. In addition, such participation is subject to the freedom of the people to participate, the ability to participate, and the willingness to participate.

People participation, as according to Boonchai Kerdpanyawat (1992: 83), concerns the following.

1. Mutual interests and anxiety. These are a result of each individual in the group sharing common interests and anxiety.
2. Mutual uneasiness and agitation toward a certain situation. These can be a driving force for coalition into an interest group.
3. Mutual agreement toward a revolution of a group or community. This concordance has to be powerful enough to initiate certain group actions for such revolution.

The above notion of people participation finds a similarity to that of Nongyao Leepan (1994:10) who defines people participation as cooperation among people within a group with mutual agreement to be involved in certain activities in order to revolve and develop certain things into certain predefined objectives. This viewpoint is also analogous to that of Sanya Sanyawiwat (1995: 288) who defines people participation as certain manners in compliance with the behaviors of a particular leading group. In other words, it is what a majority of a group of people mutually create.

As from a democracy viewpoint, people participation is defined as the capability of each individual in a group of people to develop his/her potential to administer and control the use of natural resources together with production strength in the society to achieve the utmost value to the overall economy and society. Such competence creates an opportunity for the people to develop, acknowledge their wisdom and ability to dictate their own lives. It should be argued that people participation is both a means and an end at the same time (Parichard Valaisatean, 2000: 136).

Wertheim (1981: 3-5) described people participation as an act of people to get involved in planning and decision-making within a particular administration or political strategy so as to identify their certain needs. The planning authority should be extended from the center to the regional divisions (Apichai Pantasane, 1996: 162).

Similarly, people participation was defined by Soetjipto Visardijone (cite in Nakom Teerasuvanajuk, 1998: 21) as a circumstance in which people liberate themselves from being a subject to be developed into the ones with an ability to develop and make changes. In this view, the people need to be participated in each and every step of such development. This participation concerns identification of the objective and goal of such development, prioritization, planning, execution of the plans, and gaining of knowledge to promote the development.

As from a viewpoint of a development process, people participation is described by Yuwat Wutthimati (cite in Penrapee Fungklin, 200: 12) as an opportunity for the people to get involved in certain initiative ideas, decision-making processes, and practices in actions that concern themselves. The ability to open up such opportunity has to initiate from a fact that it is a common desire to live peacefully with others, to be treated justifiably, and to be accepted by others, in addition to the fact that everyone can make progress if properly directed.

Peter Oakley and David Marsden (Parichard Valaisatean, 2000: 180) discuss people participation in rural development in which people are allowed to get involved in decision-making processes, execution processes, and getting any of the profits as a result of such development. In addition, people are participated in any assessment of such development projects. True participation has to be from the bottom up. This notion finds similarity to that of Apichai Pantasane (1996: 151) who maintains that people participation may initiate from the bottom up, instead of from the top down.

In the context of governmental development projects, Orachorn Somsaard (1995: 1) defines people participation as a participation of people in local communities in execution of certain policies or particular development projects from the government. This participation begins from the problem formulation phase.

The people are the ones who initiate such projects. This notion is in accordance with that of Orapin Sopchokechai (1995: 1/2) who studied the participation of members of a local township in development projects from their government from which everybody in the community gains profits and on which everybody partially invests. Such participation in this study is therefore based on the notion of just.

Furthermore, HO (1983: 32) maintains that people participation in development projects possess the following properties.

1. Emphasis on the value of local policy.
2. Employment of local technology and resources.
3. Existence of training that emphasizes self developments.
4. Satisfaction of the needs of everybody in the community.
5. Mutual support in according to local belief.
6. Use of cultures and communication that is in compliance to such development.

In summary, we may describe people participation as a circumstance in which people have an opportunity to participate or get involved in certain or all stages of the execution of a development project, which may directly or indirectly affect the people as a whole so as to satisfy the needs and the acceptance of a majority of the people. We will use this definition for construction of the questionnaires to evaluate the readiness of the local community for an ecotourism development.

2.3.2 People Participation Procedure

People participation, as widely accepted, involves every stage of operation. It has been commonly found that the procedure for people participation starts from exploration of potential problems, investigation of the problems, prioritization of the problems, seeking the origins of the problems, discovery of solutions to the problems, execution of such solutions, and evaluation of the results. (cite in Parichard Valaisatean, 2000: 139) .Similar to this concept, Pairat Techarin (cite in Kaesorn Vongsakig, 1999: 32) describes a procedure for people participation as follows.

1. Collaboratively investigate the origin of the problems and the needs of the community.

2. Collaboratively explore the structure or any methods for development to solve and alleviate the impacts of the problems, or to initiate novel ideas useful to the community.

3. Collaboratively initiate a policy, a project, or activities to solve the problems according to the needs of the community.

4. Collaboratively administer the use of the limited resources to satisfy the community as a whole.

5. laboratively organize or streamline the administration system for such development.

6. laboratively invest in certain activities of the community.

7. boratively execute any of the policies, plans, projects, or activities for a predetermined goal.

8. Collaboratively manage monitor, evaluate, and maintain projects or activities as originated from either the public or the private sectors for future use.

In the context of people participation within a community, WHO/UNICEF (1978: 41-49) proposes the following procedure.

1. Planning: people have to be participated in the analysis of existing problems, prioritization, setting up goals, determination of how to utilize existing resources, and identifying evaluation approaches. It is important that they make any of the decisions by their own.

2. Execution of activities: people have to be participated in any execution and administration of their resources and responsible for management of monetary resources.

3. Utilization: people have to be able to utilize any of such activities.

4. Profits gained: everybody has to be justifiably returned any of the gained profits.

The concept of people participation, as explored by Cohen and Uphoff (1980: 213-218), is broken down into the following stages.

1. Participation in decision-making: initialization, progression, and execution of the decision-making.

2. Participation in implementation: support of existing resources, administration, and cooperation.
3. Participation in benefits: objective, social, and individual benefits.
4. Participation in evaluation.

Orapin Sopchokechai (1998: 46-47) argues that, in order to gain a feeling of ownership, people participation should begin with participation in realizing, acknowledging, investigation, planning, and decision-making. The technique of Appreciation Influence Control may be employed to strengthen the group. Then, finally, the people in the group have to participate in the execution and the benefits of the project.

In order to get access to primary data for planning purposes, people participation should start from exploration of the community, as described by Virach Virachnipawan (1987: 61-63). Within that context, people participation for development comprises the following phases.

1. Community exploration: to identify existing problems and the community needs and to determine the lifestyle of the community, their resources, and the environment in the community, as directed by professional developers in conjunction with the local people. Such exploration is carried out by ways of observation and interview. Some data may be obtained from past research.
2. Investigation of the solution to such problems through seminars, open discussions, as directed by professional developers. The local people should be able to fully participate in such discussions. The developers should provide stimuli and inspiration to the discussions.
3. Execution of the plan or the above solution. People involved in this stage should be faithful and self-confident in community development.
4. Evaluation of the execution. The local people along with the developers collaborate to formulize an evaluation procedure. Any potential problems in this phase must be determined and taken care of.

Pisit Sukreeyapong (2001: 3) suggests that a process of people participation begins with participation in obtaining relevant information and project details that may

affect the community, sharing relevant information, investigation of any impacts from the project, project execution, monitoring, and evaluation.

In obtaining the opinions of the people in the community, Pisit Sukreeyapong (2001: 6-7) also suggests that the community members should brainstorm. Such brainstorming may be within any particular group of people in the community. On the other hand, instead of brainstorming, information obtained from each individual may be gathered using the following means.

1. Indepth interview. This is a very effective way of gather information from individuals. It is popular in getting information from public agencies, community leaders, or some other pertinent persons.

2. Focus group discussion. The size of a discussion group should not be large. This method is employed when a preliminary feedback from the people.

3. Public hearing. This is a formal means to obtain a public opinion. It involves setting up a formal committee and some related protocols, for instance, a formal call for public hearing, the hearing topics, etc. The formal time and date of the public hearing must also be arranged.

4. Other means of information gathering. For example, the mass media may be employed as a means to gather information. Other modes include telephone calls or polls.

From the above disscussion, it may be maintained that in practice people participation does not necessarily involve each and every individual in the community, as some limitations exist. Therefore, decision making is an important issue that professional developers must bring about an opportunity to allow a majority of the people to participate in a certain development activities. This is because it is the people who should make their own decision with regard to the solutions to their problems (Parichard Valaisatean, 2000: 143).

In summary, it may be concluded that a process people participation is one in which the people in a community are participated in any or all of the stages of the execution of a project, depending on the underlying circumstances. Such process involves a participation in obtaining relevant information, investigation, planning and

decision making, investing and sharing profits, execution of the plan, monitoring and evaluation, and publication. We will use this definition as a guideline for construction of the questionnaires to evaluate the readiness of the local community for an ecotourism development.

2.3.3 People Participation in Tourism Industry

It is widely accepted that participation of the people within a community plays an important role in promoting or developing tourism business in the community as it is these people who will be directly affected by such introduction of the business. Any form of expectation out of tourism, e.g. monetary returns, will be an encouraging factor for people participation and for a sustainable utilization of local resources. Such participation will enable the people to gain more knowledge, understanding, and appreciation about their local resources. They will realize that local resources bring about a better quality of life. This will result in a better preservation of the resources (Dachanee Emphandhu and Surachaet Chatmas, 1996: 3-10).

The Science and Technology Research Institute of Thailand (1999: 3-10) gives the following relationship between the people in a local community and tourism.

1. They act as the owner of the location to welcome and interact with tourists.
2. They act as shop owners to sell local merchandises. This bring in monetary profits to the community.
3. They act as local guides to the tourists to local unseen locations.
4. They act as service providers to the tourists. In some areas with a good administration service providers from local people appear as a public relation division of the community to outsiders.
5. They act as agents to take care of the local environment.

Namchai Tanupol (2000: 39) argues that there exist a wide variety of relationships between the local community and tourism businesses, both directly and indirectly. Nevertheless, they can be categorized into three major classes, namely they are related economically, socially, or environmentally. This point of view is in accordance with that of the Science and Technology Research Institute of Thailand

(1999: 3-50 to 3-51), which states that while tourism benefits local communities economically and socially, it can also create negative impacts to the communities. One of these impacts includes a change of the social structure of the communities through a change in cultures and lifestyles. Therefore, negative impacts to local communities have to be carefully investigated.

To alleviate such negative impacts, the local communities should be participated in every tourism development through, for instance, administration or direction of any tourism matters. They should live in the communities with pride, as it is them who own the location. In addition, sustainable developments can be achieved through their sense of belonging to the local resources. The local communities should be the center of coordination between several development agencies (Science and Technology Research Institute of Thailand, 1999: 3-53).

The Science and Technology Research Institute of Thailand (1999: 3-58) further suggests that people participation in tourism development follow the below guidelines to create opportunity and bring out full capability of a local community.

1. Participation based on direct benefits

- 1.1 Any ecotourism services should be mostly provided by the local community.

- 1.2 There should be a dedicated location for purchase of local products.

- 1.3 The local authority or government agencies should set up a program for the tourists to visit and purchase local products.

2. Aggregation of local people to administrate services provided to tourists

- 2.1 Local people aggregate and prepare a tourism plan.

- 2.2 Local people administrate to standardize service activities for convenience to tourists.

- 2.3 Local people contact various tour businesses to get services from the business agencies.

3. Aggregation of local people to execute tourism plan

- 3.1 Local people aggregate into a sound organization to run plans on promotion of local employments, increasing income, environment preservation, and protection of their benefits.

3.2 Local people set up measures regarding service quality

3.3 Local people contact various tour businesses to inform the business agencies of the services and any information about the tourism they provide.

4. Participation based on joint investment of the community with some other agencies or organizations

4.1 The community investigates viability of their tourism businesses and gets funding from its members.

4.2 The community gets funding from its members and outsiders.

4.3 The community gets funding from some other ecotourism businesses, and sets up a joint-venture firm.

It may be maintained that participation of people in tourism starts from gathering information about the location, planning arrangement, administration of local resources, participation in providing services, and participation in the returned benefits. The local people have to be aware of the importance of the pristine states of their resources and environment. Any tourism activities should be ecological and utilization of resources should not affect negatively on the environment. Furthermore, a well-organized and efficient tourism organization should be semi-independent and not too formal. There should be mutual gain of any returned benefits, both economic and social (Science and Technology Research Institute of Thailand, 1999: 3-53).

In addition, a local community has to be able to accept or decline certain forms of tourism. It has to be able to file a petition against any tour agencies that are not responsible for the destruction of the local environment, the community, or the society (cite in Sarasavadee Arsasanpakij, 1999: 35). Therefore, there should be some form of mutual agreement amongst tour agencies about the primary costs of natural, cultural, and social resources for a sustainable tourism business (Pradeah Payakvichean, 1996: 3).

To summarize, tourism practices in a local community should provide people participation in practices starting from access to information, exploration, planning and decision making, investment and returned benefits, execution of the development project, and finally publication of the project. We will use this definition as a guideline

for construction of the questionnaires to evaluate the readiness of the local community for an ecotourism development.

2.4 Underlying Theory and Ideas in the Research

2.4.1 Underlying Theory and Ideas About Readiness

Diversity of the local individuals is a factor that initiates different levels of learning ability. Prior to any land development, there should be a study to determine whether the local people and the community are ready for such development. As for readiness, Thacher and others (cite in Cholada Vongsakol, 1998: 10) maintain that readiness is a state or quality of preparation for readiness with regards to expertise, satisfaction, and enthusiasm. This definition finds similarity to that of New Webster's Dictionary of the English Language (cit in Aunchalee Mulada, 1998: 27), which states that readiness is a state of quality of readiness with regards to intellect, promptness, kindness, staying in focus, and enthusiasm.

Alternatively, readiness is the state of an individual to learn certain things effectively (cite in Jirawat Rodcham, 2000: 43). It is also an ability of an individual to carry out certain activities effectively within a time period (Kridsada Suksree, 1987: 474). In Chamlong Usvavut (1995: 13), readiness is a state of preparation for efficient execution of such activities through a careful planning.

To prepare for readiness, Downing and Thackrey (cite in Ubol Chanpej, 2000: 12) maintain that the following four components be considered.

1. Physical factors
2. Intellectual factors
3. Environmental factors
4. Emotional, motivational, and personality factors

It can be said that readiness arises from features such as physical, intellectual, motivational, experience, and educational factors (Krissada Thongsungvorn, 1997: 17). It can also be maintained that readiness is a foundation to success. A well-prepared

person will be able to work efficiently and successfully, while a person who is not well-prepared will see working as an obligatory practice, and therefore the work done will not be successful as planned (cite in Ubol Chanpej, 2000: 11).

Readiness is a psychological entity that is related to human perception that can be traced back to previous learning process (cite in Jirawat Rodcham, 2000: 43). Consequently, readiness is an important factor for learning process. Narong Jariawittayanont and Preeyanooth Jariawittianont (1983: 90) described the rules of readiness as follows. One will be satisfied if one is allowed to do a certain thing whenever one is ready for doing that. Conversely, one will be satisfied if one is not allowed to do a certain thing whenever one is not ready. On the other hand, if one is ready but not allowed to do a certain thing, one will not be pleased or satisfied. As a result, in any community development, the readiness of local people must be first taken into consideration for if they are ready, then the result will be satisfactory.

It is said that readiness for learning something should start with learning the learner. Somboon Salyasheewan (1983: 147) argues that training the adults must consider the mode of presentation and interpretation of the new knowledge into the view of the trainees. This is to allow them to be able to adapt the new knowledge and add it into their previous knowledge, since adults have their own experiences, perspectives, and environments. Training the adults should be based on the experiences, ability, and motivation within the adults, as these are very influential to the learning process (Sujit Silarak, 1984: 93). It is also found that adults are more ready to learn than children, which is a result of the principal maturity and duty that are changed over time (Cheansree Wiwitsiri, 1984: 136).

It was mentioned by Archanya Rattanaubon (1997: 30-31) that the theory of Andragogy, i.e. learning process in the adults, is based on the assumption that each adult is fully matured. As a result, they have a need and ability to use their own expertise in the learning process, and identify their own readiness for learning. As for readiness for learning, the learners will learn whenever they feel the urge to. Such an urge may be a result of everyday life, for instance.

From the above discussion, we may conclude that readiness means the state of an individual who is prepared physically, intellectually, environmentally, mentally, motivationally, and personality wise, in order to carry out certain activities successfully and efficiently. In this research, we define people readiness as the state of the local people in the Sirae community in an ability to efficiently and successfully develop their community into an ecotourism location. Such readiness includes the readiness to administrate local resources for tourism and convenience facilities, the readiness to protect and preserve their environment, the readiness to carry out activities and services, and the readiness to be participated in administration of ecotourism.

To measure readiness, we evaluate the readiness that is a result of knowledge, understanding, skills, intention, characters, or personality. These quantities create an ability to apply certain principles or techniques (cite in Boonaeum Boonrod, 2000: 24), and are measured by means of questionnaires. The questionnaires can be categorized into two kinds.(Boontham Kijpreedabarisutt, 1999: 102-107)

1. Open questions. They are questions to which the subject can express their own thought to the fullest extent.

2. Close questions. They are questions with a predefined set of responses. The subject simply select one of these responses as their answers. Close questions come in several forms.

2.1 Double-choice questions (yes/no questions)

2.2 Multiple-choice one-answer questions (more than two choices for only one answer)

2.3 Multiple-choice multiple-answer questions

2.4 Arrangement questions. The subject is asked to put the given choices into his/her preferred order.

2.5 Scale-rating questions. The subject is asked to put the given choices into order according to the values. This type of questions is not difficult to construct, answer, or analyze, as they possess similar answer forms.

Rating scale is a tool to measure subjectively by means of comparative quantification. It is popularly used to measure items that cannot be directly measured quantitatively. They are weighted using certain criteria and numbers given. This type of questions can be classified into two categories.

1. Non-comparative rating scales. The subject evaluates an item based solely on his/her opinion, compared to a certain norm deemed appropriate by the subject. This is further broken down into the following forms.

1.1 Graphic rating scale. The subject is asked to put marks on a given continuous straight line.

1.2 Itemized rating scale. The subject is asked to choose a set of given messages, words, numbers, or signs. There are three variations.

1.2.1 Message form. The subject chooses among a set of given comparative messages or words.

1.2.2 Graphical form. The subject chooses among a set of given straight lines, each equipped with quoted texts.

1.2.3 Percentage form. The subject chooses among a set of numbers in percentage forms. Generally, the scale 100% is divided into equal slots the end and the start of which are marked with some messages.

2. Comparative rating scales. There are given predefined criteria among which the subject uses for comparison. Such criteria may or may not be standard. In general, there are four kinds of such criteria.

2.1 Graphic and itemized comparative rating scales. This is similar to the non-comparative rating scale type, but comparison criteria are given.

2.2 Paired comparisons. The subject is given a pair of messages and asked which one he/she agrees more.

2.3 Bipolar scale formats. This is similar to paired comparisons, but there are five choices to each of the two messages. That is, the subject is asked to choose an integer from 1 through 5 to each message.

2.4 Rank order-rating scales. This is similar to paired comparisons, but there are more than two messages to select. The subject is asked to put these messages in order according to his/her level of agreement to each message.

We employ the rating-scale method in the construction of our questionnaires to measure subjective quantities. The criteria used are in the bipolar scale formats with five levels of readiness: extremely ready, most ready, ready, just ready, and not ready.

2.4.2 Theory and Concepts About Knowledge

Knowledge is a factor that affects readiness. If the subject one is studying matches one's prior knowledge, then one is more ready to learn that subject. In (cite in Jareerat Kijalee, 1998: 11), The Lexicon Webster Dictionary defines knowledge as something that involves facts, regulations, and structure, which comes from studying or researching. Knowledge may be about places, objects, or individuals, which may be as a result of experiences or study reports. These facts have to be clear and accumulated.

Alternatively, knowledge is an action regarding memory. In this notion, knowledge manifests itself through memorization and recollection (cite in Jirawat Rodcham, 2000: 46). This notion matches that of Pramuan Poonsang (1993: 13), which states that knowledge is a manner a person obtains from learning from experiences about situations or objects. These experiences are then expressed through memory. Similarly, Mayuree Pattarachaiyakup (1999: 37) maintains that knowledge is a series of facts about stories, events, or various information received. These facts are also about places, objects, or persons, which come from observation, experiences, or research. These will be absorbed through memorization, collection, accumulation, or systemization, all of which will be recollected and exposed, which are visible and measurable for utilization.

From the above discussion, we may conclude that knowledge is something about facts, believes that a person has collected or learned from experiences. This will be manifested in the form of the ability to remember or recollect. In this research, we define ecotourism knowledge as information, facts, and details about ecotourism that a person gets from research, observation, or experiences. These quantities will be measured by means of questionnaires about ecotourism.

Measuring knowledge may be carried out using several tools each of which has its own properties. Popular tools include test that comprises a series of items or assignments constructed against which to stimulate or motivate individuals to express their reaction. Such reaction may be observed or measured (Wichean Katesing, 1987: 12). In (Boontham Kijpreedabarisutt, 1999: 72), it is believed that testing is a systematic means to measure instances of manners. It has three important characteristics.

1. Testing is a system procedure, the administration and scaling of which must be definitive.
2. Testing is a measure of behaviors that are measurable. The subject to test answer to predefined questions. It is not a direct measure.
3. Testing is just a sample of all possible items. No testing procedures can measure each and every desired behavior. The questions in the test are just representing each and every question to measure a particular behavior.

Questionnaires are diverse in their forms, utilization, and objectives. They may be classified as follows (Boontham Kijpreedabarisutt, 1999: 73).

1. Classified according to psychological objective to measure.
 - 1.1 Achievement Test: to measure knowledge and understanding as a result of learning. It is further divided into two categories. Teacher-made tests are specific tests constructed as needed; whereas standardized tests are tests that were constructed and developed by means of statistics. Standardized tests are used widely for they are complete and mostly accepted.
 - 1.2 Aptitude Tests: to measure one's capability to learn. They can be used to determine in what area one is most skillful. There are two kinds of aptitude tests. Scholastic aptitude tests are tests that measure one's academic skills, and one's ability to comprehend academic subjects. On the other hand, specific aptitude tests are tests that measure one's particular skills.
 - 1.3 Personal-Social Tests: to measure one's personality and ability to live with others in the society.
 2. Classified according to the types of answers.
 - 2.1 Essay Tests.

2.2 Short Answer and Multiple Choice Tests. There are four kinds of this type of tests: short-answer item, true-false item, matching item, and multiple-choice item.

3. Classified according to the answering approaches.

3.1 Performance Tests. These are practice-based tests.

3.2 Paper-pencil Tests. These are written-based tests.

3.3 Oral Test. These are speak-based tests.

4. Classified according to duration of test.

4.1 Speed Tests. These tests are performed within a limited time.

4.2 Power Tests. There is no time limit to perform these tests.

5. Classified according to criteria to measure.

5.1 Criterion-referenced Tests. They are tests based on learning objectives or predefined criteria. These tests are academically oriented.

5.2 Norm-referenced Tests. These are group-based tests the performance of which is compared against each other.

To construct a test, one needs to be specific about the certain behavioral knowledge to measure. According to Benjamin S. Bloom (Boontham Kijpreedabarisutt, 1999: 76), there are six levels of knowledge based on difficulty as follows.

1. Knowledge or Recall. This is the ability to recall.

2. Comprehension or Understanding. This is the ability to explain and describe.

3. Application. This is the ability to apply one's knowledge to various circumstances.

4. Analysis. This is the ability to think critically and analyze.

5. Synthesis. This is the ability to systematically make a conclusion to solve certain problems.

6. Evaluation. This is the ability to place a value on certain things and make a correct decision.

In this work, we use achievement tests to measure one's knowledge and understanding that are results of learning processes. The test have been specifically

constructed and tested to ensure the correctness, difficulty levels, and selectibility. The test will be in the multiple-choice item form with four choices. The measurement approach is designed based on the theory of Benjamin S. Bloom, as described above.

2.4.3 Theory and Concepts of Needs

Different individuals have been born with different needs. Several researchers have made attempts to study and conceptualize these needs. In (cite in Suvit Chaosrithong, 1997: 8), Maslow classified needs into five levels: physical need, safety need, need of love and kindness, social need, need of respect, and need of self esteem.

Human needs are also divided into two groups. Physical needs are needs to live, survive. These needs are not based on learning experiences. They occur naturally from the physical needs of each individual. Another kind of needs is in the form of psychological and social needs. These needs are complicated and occur from society, cultures, learning processes, and experiences of an individual. These needs are different over each individual (cite in Prapakorn Komolmis, 1999: 23).

Naraporn Achariyakul (cite in Jirawat Rodcham, 2000: 53) classified needs into physical needs and wants. Physical needs include needs of food, clothes, rests, good health, and mental health such as love, warmth, and support. Physical needs are vital to survivability of an individual. The lack of such will result in a more difficult life. Wants are based on each individual. After they are satisfied, other needs, for instance social needs, will follow (Busaba Sutetorn, 1987: 25).

There are two kinds of social needs: the social needs from inside, and the social needs from outside. The first are needs to recognize oneself of its values to the society, while the latter are needs to be recognized by others in the society (Manoon Tanawattana, 1982: 54). In addition, needs as categorized by David C. McClelland (cite in Jirawat Rodcham, 2000: 54) are as follows.

1. Needs of security.
2. Needs of recognition.

3. Needs of opportunity.
4. Needs of new experiences.
5. Needs of freedom.
6. Needs of belonging.

In summary, we shall divide needs into three groups: physical needs, mental needs, and social needs. This classification will be used in the study of people participation in ecotourism. Such participation is defined as the willingness of people to be participated or involved in certain or all of the following steps in administration of ecotourism: participation in thoughts, participation in planning and decision-making, participation in investing and gaining returned benefits from development, participation in execution of development, participation in monitoring and evaluation, and participation in publication of activities.

To measure needs, we use questionnaires, which measure each individual's characteristics which result from learning processes, thoughts, emotions, his/her interests, values, and attitudes. These can be measured qualitatively and quantitatively (Suparp Vadkean, 1982: 32).

Questionnaires to measure people participation are in the rating-scale form, which is commonly used to measure objects that cannot be quantitatively defined. They are based on the multiple-choice format with quantitative comparison within each answer: extremely needed, most needed, moderately needed, just needed, and not needed.

2.5 Related Work

Related research has been classified into three categories: research related to development of tourism sites, research related to readiness of people, and research related to experiment variables.

2.5.1 Work Related to Development of Tourism Sites

The work in Anotai Peankongchol (1997: 120-125) studies the need of participation of local people in activities regarding ecotourism in the Jaesorn National Park, Lampang. It was found that most local people wanted to participate in the following activities: lodge administration, tour guiding, administration of local tradition and cultural presentation, and administration of transportation. Only a minority of them would like to participate in sales of local souvenirs and amenities.

The author in Nakom Teerasuwajuk (1998: 150-156) conducted a study on opinions of local people on participation in ecotourism in Amphur Suangpueng, Rajburi. It was discovered that most of the family heads generally agreed to be participated in ecotourism. It was also found with significant confidence that ages, duration of stay in the community, knowledge of ecotourism, and value given to natural resources were factors influential on the people's viewpoints on ecotourism participation.

The willingness of the local people in Ban Hat Krai, Tumboon Wiang, Amphur Chiangkong, Chiangrai to participate and development tourism in the area was studied in (Aorawan Pannate, 1998: 76-79). It was found that most local people had a positive attitude toward tourism. They were strongly willing to develop the Hat Jab Pla Buk area to be a highly successful area. The majority of the people in the research sample were moderately willing to develop the Hat Jab Pla Buk area. It was found that length of stay, returned benefits, and attitudes were not correlated to such willingness.

Pattacharawan Pookapin (2002: 140-142) investigated the suitability to develop Pasakcholasit dam area into an ecotourism site. The author studied five Tumbon within the five-kilometer radius from the dam's frontage road. The suitability factors investigated were the readiness of the local people and the tourists. It was discovered that each of the Tumbons has different levels of suitability. Tumbon Kokslung was most ready than other Tumbons. Its view was scenic. Its local people had interesting cultures. There were also interesting local merchandises. The point of

view of the local people in each Tambon, however, was not different. They had limited access to information about ecotourism, and were hardly participated in local activities. However, they had a positive attitude toward ecotourism. From the tourist perspective, they were most interested in the scenic view around the dam area. Some of them were interested in other activities such as bicycling, camping. They were also interested in local cultures and local souvenirs.

Niphon Chuamuangphan (1999: 174-178) investigated administration approaches of ecotourism. The case study there was Poo Chee Fah National Park, Chiangrai. It was found that Poo Chee Fah was a natural tourism site with standout geological plant characteristics. It lacked a suitable administration for a sustainable development. There was no training to the local people and guides, no appropriate tourist service centers, no participation of the local people in decision-making processes, and no participation of the local people in execution of plan or evaluation. The local people were involved only in the returned benefits from tourism. The tourists were found to be most satisfied with the scenery in the area.

Prommeth Nathomtong (1997: 72) investigated tourism development for developing local communities. The case studies there were areas in Muang District, Nakorn Nayok. It was found that influential tourism factors to sustainable development were the local landscape, the readiness of the local people, and the existence of any developing organization. The tourism development methodology began with giving knowledge to local people about sustainable tourism and their roles, tourism experiences, and various skills for a self-operation of tourism. There was a network of cooperation among local people, local public administration agencies, public agencies, private agencies, and the academics.

There were several works in the area of evaluation of the potential of local areas for ecotourism development. Rachada Kachasangsarn (1999: 89-94) investigated approaches for ecotourism development of islands. The case study was Koh Lipeh, Saton. It was found that the island was very potential for ecotourism development. Its ecological system was moderately potential. It has a moderately potential basic

convenience facilities. The participation level of the local people was moderate. The administration of local environments was moderate.

Uraipan Prangudomsup (2001: 99-104) studied the potential of local people to administer ecotourism. The case study was the Toongsong community, Krabi. There were four influential factors: geographical characteristics, local administration for tourism, activities and tourist management, and local organizations. It was found that the community was moderately potential for ecotourism. Although the potential of its local organizations was at the highest level, it lacked activity operation and tourist management. The suggestions were the government should constantly create a promotion policy and training programs to local people. There should be promotion activities and access to information about ecotourism. The local people should be more participated in any decision-making about development of local convenience facilities.

Ittipol Thaikamol (2002: 79-82) studied the potential of local people to administer ecotourism. The case study was a community in Tumbon Yaprak, Samutsakorn. The influential factors were geographical characteristics, responsible ecotourism administration, activities that promoted learning, and local participation. It was found that the community was moderately potential for ecotourism administration. Although it was most potential in administration of local environment for tourism, basic convenience facilities, for example, lodges, tourist service center, ecological learning routes, and waste treatment, were inadequate for any future ecotourism.

The above works suggest that the following factors should be considered for ecotourism development: geographical characteristics, sustainable tourism, activities that promote learning processes, and local organizations.

2.5.2 Work Related to Readiness of Local People

The following works are related to readiness of local people. In Naritpong Chaiawong (1997: 162-168), studied administration readiness to manage community forests. The case study was a community committee in Amphur Pua, Nan. It was

discovered that access to information about community forests and values placed on community forests were correlated to the readiness for administration of community forests with highest confidence, while factors regarding ages and family monthly income are correlated with moderate confidence. People of ages 20-30 years old in the committee were more ready than people of ages 31-50 years old, and people of ages 50-60 years old, respectively. People in the committee with higher family monthly income were more ready than ones with lower family monthly income. Furthermore, experiences in the laws and educational levels were correlated to administration of community forests with confidence.

Kritsada Tongsangworn studied in (1997: 161) about the readiness of a natural resource administration committee in a Tumbon in Udon Thani and found that the majority of the committee were moderately prepared for knowledge about administration of natural resources. They also had a readiness attitude in administration of natural resources with no confidence. On the other hand, educational levels and occupations played an important role in such administration.

Jirawat Rodcham (2000: 158-160) studied about the readiness of managers of agricultural cooperation for creditory markets. The case study was cooperation in an exportation promoted area. It was found that the sample was hardly knowledgeable about marketing. They were highly participating. They highly needed knowledge about creditory agricultural marketing. With high confidence, the factor that affected such knowledge was the number of members in the cooperation. With high confidence, the factor that affected the participation factor was the number of work hours and access to information. Finally, factors that affected the need for knowledge about creditory agricultural marketing were access to information and the number of members in the cooperation.

Ubon Janpetch (2000: 120-125) studied the readiness of the members of local government agencies in Rajburi to execute ecological projects. It was found that the members were moderately ready, had a positive attitude, and were moderately participated. The knowledge about the project was found to be positively correlated with the attitude toward project execution. On the other hand, such knowledge was not

correlated to participation in project execution. Likewise, the attitude toward project execution was not correlated to participation in project execution.

Kayai Tongnoonoi (2002: 131-132) conducted about the readiness of members of local government agencies in Ranong to administer mire forests. The studied factors were knowledge about, attitude toward, and participation in administration of mire forests. It was found that the members were moderately knowledgeable about administration of mire forests. Their attitude toward administration of mire forests was unclear. They were found to be ready to participate in administration of mire forests. The factors that were correlated to knowledge about administration of mire forests were the duration of stay in the community, experiences in being community leaders, training experiences about mire forest preservation, and access to information on mire forests. The factors that were correlated to the participation were the length of stay in the community, experiences in being community leaders, access to information about mire forests, and values placed on mire forests.

Based on the above findings, we will evaluate the readiness of local people in the Sirae community on the following areas: administration of local tourism resources and convenience facilities, protection and preservation of local tourism resources, initiation of tourism activities and services, and people participation in ecotourism management.

2.5.3 Work Related on Research Variables

Related works on factors that affect people participation can be listed as follows.

Genders

It is widely well accepted that gender differences partially contribute to actions to certain circumstances. As a result, differences in gender should be influential on differences on readiness of local people. In (Sukanya Kansombat, 1999: 133), it was found that gender contributed to the ability to learn and behaviors of

tour guides to lead ecotourists. Similarly, Sanchai Sootipanwiharn (1996: 132-139) found that gender contributed to people participation in the community pollution problem in Muang District, Phuket. In general, Thai society places a more important role on males as family leaders and decision makers. However, the Sirae community is a rather different society in that females are given a more important role as family leaders and decision makers.

From the above findings, we shall assume that females are more prepared for administration of tourism resources and activities, and that they are more participated in administration of ecotourism than males.

Ages

Ages determine the maturity level of each individual, both physically and mentally. Differences in ages, therefore, contribute to differences in experiences and skills. It may be said that they also affect participation levels in execution of activities. In (Nongyao Hleepun, 1994: 130) it was found that differences in ages contributed to participation levels in the operation of a reservoir development project in Chantaburi, with confidence. This finding is in accordance with that in (Pisan Thanasansomboon, 1998: 198) which found that ages contributed to participation of local people in preservation of local environmental arts in Srichang Island, Chonlaburi. In addition Narit Kamnurak (1995: 2) found that people of ages over 50 years old were more participated than people of ages 18-30 and 31-40 years old in operation of development project in Tumbon Council, Nongbua Lampoo. This is in contrast to the finding in Narutapon Chaiwong (1997: 162) which discovered that people of younger ages (20-30 years old) were more prepared for administration of community forests than people of ages 31-50 and 51-60 years old, respectively. Similarly, the theory of evolution of society and cultures in acceptance levels of new findings states that people of ages 20-50 years old have higher such acceptance levels than people of ages more than 50 years old (cite in Wattana Manpayak, 1998: 37).

From the above discussion, we shall assume that younger people are more prepared for administration of tourism resources and convenience facilities, administration of protection and preservation of local environment, management of

tourism activities and services, and people's willingness to participate in ecotourism administration.

Work Related to Educational Levels

As education plants knowledge, understanding, and skills to each individual, educational levels contribute to different levels of preparedness of local people through differences in experiences and opinions. In a study of readiness of local government bodies of Tambons in Udon Thani that Kritsada Tongsangworn (1997: 113-114) found that knowledge about administration of natural resources was proportional to educational levels of the members. It was also found that educational levels were correlated to people participation. In (Teanchai Haisirikun, 1995: 142), educational levels of people in Phanom Roong Rock Castle and Poo Suan Tang Rock Castle areas in Buriram were found to be proportional to their participation in preservation and promotion of environmental arts. In (Chalermpon Chusri, 1999: 80), a study conducted on local fishery in Pattani Bay, Pattani revealed that educational levels place a strong correlation to people participation in preservation of coastal resources. In addition, Ruangsang Tongsuksangcharoen conducted a study in (Reungang Thongsuksangjarern, 1999: 65) and found that people in Koh Muang, Pranakornsri Ayudhdhaya with higher levels of education were more interested in learning and critical thinking.

From the above discussion, we shall assume that people with higher levels of education are more prepared for administration of natural resources and convenience facilities, protection and preservation of tourism environment, management of activities and services, and willingness to participate in administration of ecotourism.

Residential Period in the Community

The longer one lives in a community, the more affection one tends to have toward that community. In (Supatt Vongkompan, 1996: 155), it was found that residential period in the Kam Soi community, Mookdaharn was correlated to people participation in community development with confidence. It was also found in (Nongyao Hleeapan, 1994: 133) that residential period in a community in Chantaburi

was correlated to people participation in development of reservoirs for the community. In (Sittisan Supsiririsa, 2001: 192), it was found that residential period in Tambon Taa Bor, Amphur Taa Bor, Nong Kai, was positively correlated to people participation in construction of a waste treatment plant.

From the above discussion, we shall assume that people who have lived within a community longer will be more prepared for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, management of tourism activities and services, and people participation in administration of tourism.

Principal Occupation

Occupation is influential to lifestyle, thoughts, as well as values one places on certain objects. In addition, different occupation determines different readiness of each individual. In (Sanchai Sootipanwiharn, 1996: 96), it was found that different occupation contributed to different levels of participation of people who lived in Muang District, Phuket. In particular, people who were government officials or housekeepers would be more participating than people who had other occupations. Similarly, it was found in (Sukarnda Lhekpech, 1997: 151) that people in Bangkok who were government officials were more willing to participate in a nuclear plant project than those from other occupations. As for our study, since Sirae is a coastal community, its members who are fishermen should be more prepared for community development than those from other occupations. This is because fishing is the major occupation within the community, and can be easily modified or improved so as to promote tourism within the community. In Pornthip Srisan (cite in Krissada Thongsungvorn, 1997: 52), it was found that most people are more interested in natural resources that are more influential to their occupations.

From the above discussion, we shall assume that fishermen will be more prepared for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, management of tourism activities and services, and participation in administration of ecotourism.

Family Monthly Income

Monthly income determines the economic status of an individual. One who has a higher economic status should be more educated, more accessible to information sources, and more participated in several community activities. The study in (Kosol Suntonpreak, 1995: 5) revealed that monthly income is correlated to people participation in execution of projects about development of life quality. In (Nipaporn Keatsuk, 1996: 2), it was found that people with different levels of monthly income gave different levels of participation in treatment of wastes in Muang District, Chonlaburi. In addition, it was found in (Sittisan Supsirisopa, 2001: 181) that people with higher income were more participated in construction of a waste treatment plant in Tumbon Taa Bor, Amphur Taa Bor, Nong Kai.

From the above discussion, we shall assume that people with higher income will be more prepared for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, management of tourism activities and services, and participation in administration of ecotourism.

Access to Ecotourism Information

The ability to access to information contributes greatly to development and readiness of people in various aspects, as can be seen in (Panporn Chotprekchuakul, 1996: 136) where it was found that housekeepers in Muang District, Lampang, who were accessible to information about how to use water efficiently were more knowledgeable and had a better attitude toward using water efficiently. Likewise, in (Narutapong Chaiwong, 1997: 165), it was found that access to information about community forests of members of a community committee in Amphur Pua, Nan, was highly correlated to readiness of administration of community forests. In (Settapong Pujchagan, 1998: 74), it was found that people in Amphur Baan Boeng, Chonlaburi, who are constantly accessible to information source were more participated in the community waste treatment than those who were able to access to information only once in 1-2 weeks or once in 3-5 weeks.

From the above discussion, we shall assume that people with more access to information about ecotourism will be more prepared for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, management of tourism activities and services, and participation in administration of ecotourism.

Knowledge about Ecotourism

Knowledge plays an important role in people readiness. It accumulates through research, observation, or past experiences of each individual. In (Boonerm Boonrod, 2002: 87), it was found that knowledge about health care development was positively proportional to the readiness of a local government body in Kanchanaburi to develop a health care program in a Tambon in Kanchanaburi. In addition, the study in (Narutapong Chaiwong, 1997: 169) revealed that knowledge about community forests was correlated to readiness of a community committee to administer community forests in Amphur Pua, Nan. On the other hand, it was found in (Tossaporn Patumya, 2000: 103) that different levels of knowledge about administration of forestry administration placed no significant contribution to the readiness of a community committee in Amphur Saiyok, Kanchanaburi to administer community forests.

We shall assume that people with more knowledge about ecotourism will be more prepared for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, management of tourism activities and services, and participation in administration of ecotourism.

In summary, we are interested in investigation of people readiness and determining factors of which in administration of tourism resources and convenience facilities, protection and preservation of tourism environment, management of tourism activities and services, and participation in administration of ecotourism, from the aspects of gender, ages, educational levels, principal occupation, family monthly income, length of stay in the community, access to information sources, and knowledge about ecotourism. These factors will be used to evaluate people readiness in a development of a community into an ecotourism site, in particular, the Sirae community of Phuket.

2.6 Location of Study

2.6.1 Marine People in Phuket

Marine people in Phuket comprise minority groups that once resided in islands around Phuket. They have received considerable attention from the academics and state agencies as they have been considered a group of people with fewer prospects. Nevertheless, their communities have been much developed and their quality of lives has improved. Current population of marine people is a mixture of marine people, local people, Buddhists, Muslims, and few Christians (cite in Prateug Kreamong, 1998: 7-8).

There are 5 marine communities in Phuket. The Larawai community is located at Hat Lerawai, Moo 2 Tumbon Relawai, Muang District; the Bansapum community is located at Moo 3 Tumbon Koh Kaew, Muang District; the Sireh community is located at Sirae seashore, Moo 4, Ban Lam Tookae, Muang District; the Ban Nua community is located at Moo 5 Tumbon Mai Kao, Tlang District; and the Ban Laem Laa community, also known as Ban Taa Chat Chai, is located at Moo 5 Tumbon Mai Kao, Tlang District. The Ban Lam Laa community was once a fraction of the Ban Nua community (Somboon Aiyarak, 2002: 37-41).

2.6.2 The Sirae Community

The Sirae community, also known as the Ban Laem Tookae marine community, is believed to have originated from Malaysia. They are believed to have resided in Koh Sirae for over 150 years. Their residents were once in the Lam Rang area. After this area was later sold for construction of mining offices, the community moved to the Ban Lam Tookae area, which covered about 15 Rais. There are 256 residents in the community comprising 381 families. There are 1,128 community members (Rassada Health Center, 2002: 2). It is believed that the Sirae community is the oldest and largest marine community in Phuket.

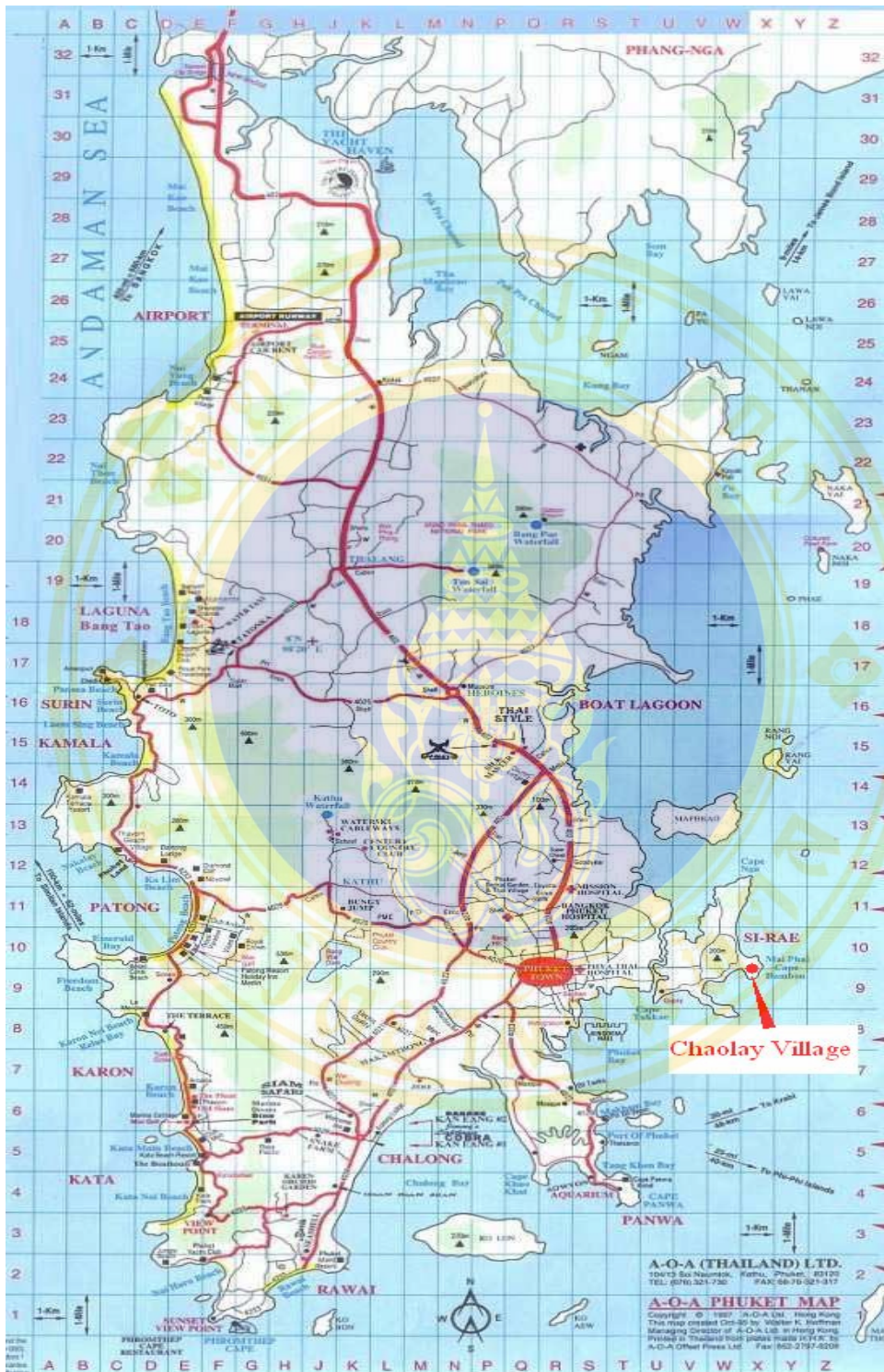


Figure 2-1 Illustration of the study location.

Source : www.phuket-maps.com

Geographical Information

Ban Lam Tookae is a township on Sireh Island in Tumbon Rassada. The north side of the area is next to Moo 1, Tumbon Rassada. The south is next to Moo 7, Tumbon Rassada. The East is next to Phukey Bay, while the west is next to Moo 1, Tumbon Rassada. The area is generally a plain of an Andaman seashore with moderate hilly terrain.

Climate

The area has a tropical climate under the influence of the Southwesterly and Northeasterly Monsoons. The weather is hot and humid all year round. There are two seasons: the rainy season starting from April until November, and the Warm season starting from December until March.

Public Utility System

Access to the community is through a 5 km paved way. There are no roads within the community. There is only one bus route, which is operated by the community, starting from the community to the heart of Phuket. Consequently, most community members have to use motorcycles and private vehicles for their transportation. In addition, their transportation mode includes marine transportation as they live next to the Andaman Sea.

Every household has access to electricity. They also have a public water supply system, which operates on schedule. Some households need to purchase additional water for their use. There is one public information center, which is also a common place to read and learn. There is a community center for various community activities.

Economic and Social Standing

Most marine people have ordinary lifestyle. Almost every resident was once a fisherman. They possess a unique diving ability to catch marine lives. Thus, they cannot catch lots of marine lives within a day, but more than ample for home consumption and little sales. Since the amount of sales is only little, their monthly income is quite low: 2,500-5,000 Baht/month (Rassada Health Center, 2002: 8).

Nevertheless, since they always have a good relationship with the local people, they have received help from local communities nearby. Moreover, thanks to their unique diving ability, there have been entrepreneurs helping them with apparatus and funding. These entrepreneurs are especially people who own seafood restaurants or souvenir shops that sell derivations from sea pearls. Parts of marine people later turned to tourism business by being tour guides taking tourists to nearby islands for fishing and diving. Additionally, they are also occasionally hired to earn a living, in addition to being fishermen (Fine Arts Department, 1989: 227-231).

Folklores, Rituals, Cultures, and Traditions

Human behaviors through rituals have been a result of beliefs and folklores. These developed into customs or local lifestyles, which are unique within each community. Marine people pay respects to holy ghosts. It is their understanding that everything on earth is spiritual, and so must be paid utmost respect. In addition to their ancient ghosts, there are nature ghosts, for instance, ghosts of the islands, ghosts of the water, ghosts of the jungles. They have their own religions. They believe that “Buddhists build temples, Chinese build shrines of dead people who has been deified, and marine people build Chinese shrines and share the good deeds at a Buddhist temple in the tenth month.” They, therefore, build their own community shrine, and believe that every one of their holy ghost resides in this shrine. They go to the shrine every time they have troubles (Fine Arts Department, 1989: 232).

Major rituals of marine people are a result of their beliefs. These rituals have been performed endlessly, and have become their customs. Examples of these customs include the following.

The Kin Kao Laang ritual, also known as Kin Kao Kwong. This ritual is led by a community soul guide. It is performed every time there is a major trouble in the community, for example, a plague (Somboon Aiyarak, 2002: 65).

The Nam Mon (holy water) ritual. Holy water of the Sirae community is created by the community soul guide. The ritual is performed when the soul guide says a prayer in the middle of a musical performance. After it is over, everybody in the

community will be drinking, dancing, and having fun. They will bath with this holy water to oust any bad devils out of their bodies (Fine Arts Department, 1989: 236).

The Loy Rua (boat floating) ritual. In this ritual, wood is brought in to build a boat frame. The leftover of the wood is used by family leaders to make sacred dolls. The number of the dolls made is equal to the number of the family members. Any leftovers will be used to build everyday tools and 7 marine dummies to be put as guards into the boat. After that, the soul guide will start performing the ritual, after which some of the males will carry the boat and put it onto a vessel. This vessel will be used to take the boat into the deep sea. The ritual is performed so as to let the monsoon winds take away any bad spirits out of the community (Fine Arts Department, 1989: 236-247). It is performed twice a year. There are small differences of this ritual among the marine communities. For the Sirae community, this ritual is performed on the full moon in the sixth and eleventh months every year (Somboon Aiyarak, 2002: 71).

There are several other rituals, for example, wedding ceremony, birth ceremony, and memorial services. Each ritual is unique in each community. Their languages have a Malayoo and Indonesian accent. Some of their words, which are unique to them, are similar to those of Malayoo and Indonesian (Somboon Aiyarak, 2002: 72-75).

Since marine people have a simple lifestyle, they do not possess many of their artworks. Their existing artworks are passed to the next generation within each family. Household apparatus, for example, mats, are made of pieces of local material (Somboon Aiyarak, 2002: 66-67). As for their musical and folk plays, there still exist Manorah-Kabong, and Rum Rong Ngang. Manorah-Kabong are ancient folk plays, which can now be hardly found. Rum Rong Ngang is a usual performance, and usually played before tourists. Marine people make income from this folk play. In Sireh Community, there is a performer of this play named “Mrs. Mae-Jiew Pramongkit” who has been selected a national performer (Somboon Aiyarak, 2002: 67).

The above discussion describes the Sirae community in general. It is found that the main tourism features of the community are its lifestyles, rituals, cultural arts, as well as traditions and folklores, which are now hard to find. Besides, their unique diving and fishing skills can also be part of the ecotourism features. These features can be developed to make them service providers to ecotourists.

2.6.3 Nearby Traveling Spots

Nearby interesting traveling spots with feature attractions to tourists include the following.

1. Wat Koh Sirae. This is located at Moo 1, Tumbon Rassada. This important temple is home to the largest sleeping-posture Buddha mold in Phuket. It attracts lots of tourists, and can be organized as one of the tourism spots in the community.

2. Hat Pluem Suk. This is located at Moo 1, Tumbon Rassada. This muddy seashore is the nearest to the heart of Phuket. It has a quiet surrounding appropriate for camping, picnicking, sunbathing. These activities can be promoted to be one of the tourism activities.

3. Phuket International Dog School. This is located at Moo 1, Tumbon Rassada. This dog school has received considerable interests from people for dog training. Dogs can be left overnight for training. This place is also a dog farm and a dog breeder. It can organize a dog exhibition to tourists.

4. Abalone farm. This is located at Moo 1, Tumboon Rassada. This is the largest abalone farm in Thailand. It also produces abalone sauce and serves restaurants.

In addition, the Sirae community situates next to the Andaman Sea with many beautiful islands nearby, for example, Koh Kai and Koh Rang. Access to these islands is via a dock at Moo 1 and Moo 7, both in Tumbon Rassada. Tourists can hire members of the community as their guides. They can also get in a boat right from the community. Several other activities can be included in this tour guide, including

diving and fishing. Members of the community may provide these activities directly to tourists.



CHAPTER 3

RESEARCH METHODOLOGY

In this survey research, this research investigate the readiness level of the Sirae community in Muang District, Phuket to be developed into an ecotourism traveling spot. We also study any factors that affect such readiness level. We use questionnaires as the principal tool to collect quantitative data, and use indepth interview to collect qualitative data. We aim at adressing any approaches that are deemed appropriate in development of the community into an ecotourism traveling spot.

3.1 Target Population

The target population is divided into two classes.

1. In quantitative survey, the target population consists of the leader/representative of each family in the community who are not less than 18 years old and has resided in the Sirae community for not less than 1 year.
2. In qualitative survey, the target population consists of state officers whose jobs were involved in the community during our study period, and private agencies who are associated with tourism businesses in Phuket.

3.2 Population Sampling and Determination of the Sample Size

3.2.1 Determination of the sample size

There are two kinds of samples in this research.

1. Samples from local family leaders as in the quantitative survey will be drawn from the community members which comprise 381 residents (Rassada Health Center, 2002: 2). The statistical analysis is performed based on a 95% confidence

interval (C.I.). The sample size is determined using the formula of Taro Yamane (Suchart Prasittiratsin, 2001: 127), which is defined as

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

where n = sample size
 N = number of population, which is 381
 e = sampling error at a 95% C.I.

From direct substitution, we obtain

$$n = 195 \text{ sample size.}$$

2. Samples from state officers and private agencies as in the qualitative survey will be directly selected from the following population.

- Permanent secretary of Tumbon Rassada 1 person
- Director of the local Tourism Authority of Thailand in Phuket
1 person
- President of the local administratiev organization of Tumbon Rassada
1 person
- Permanent secretary of the local administratiev organization of Tumbon
Rassada 1 person
- Members of the local administrative organization of Tumbon Rassada
7 persons
- Developer of the local administrative organization of Tumbon Rassada
1 person
- Chief of Health Care Office of Tumbon Rassada 1 person
- Local community Police 1 person
- Tourism bussiness managers 3 persons

3.2.2 Population Sampling

Based on the survey types, the population to be sampled is divided into two groups.

1. In quantitative survey, members of the community are sampled using the accidental sampling method. Data are collected from an individual in 195 families who are willing to answer the questionnaire.

2. In qualitative survey, state officers and private agencies are sampled using the purposive sampling method from the 17 members in the population group.

3.3 Research Tools

We use indepth interview as the principal tool in this research. Each interview is composed of the following elements.

3.3.1 Questionnaires

Each questionnaire consists of the following parts.

Part I: General Data

Data collected in this part describe general characteristics of a sample. They are gender, age, educational level, residential period, principal occupation, monthly family income, and accessibility to ecotourism information. There are 7 questions in this part. These questions are both open and closed ended.

Part II: Knowledge about ecotourism

Data collected in this part describe knowledge, understanding, applicability, analyticity, syntheticity, and evaluation ability of each sample in ecotourism. There are 21 questions each of which is closed-ended. The questions cover the following topics.

1. Definition of ecotourism (1 question)
2. Primary knowledge about administration of ecotourism (20 questions)

2.1 Knowledge about administration of tourism resources and convenience facilities (5 questions)

- Traveling spots that may be promoted and developed into ecotourism traveling spots.

- Attrative features of the location

- Tourism based on nature, cultures, and community

- Characteristics of convenience facilities in tourism spots

- Points of concern in construction of a tourism spot.

2.2 Knowledge about protection and conservation of tourism environment
(5 questions)

- Effects of tourism to the environment
- Persons responsible for maintenance of tourism environment
- Principles of administration of tourism environment
- Tourism environment administration approaches
- Promotion of natural resource and environment conservation.

2.3 Knowledge about management of activities and services (5 questions)

- Suitable ecotourism activities in the area
- Primary skills in ecotourism administration
- Practices that promote learning processes from tourism
- Appropriate tourist's behavior for ecotourism
- Tourist expectation from ecotourism

2.4 Knowledge about people participation (5 questions)

- The person who should make the decision to run an ecotourism program in the community
- The person who should operate an ecotourism program in the community
- Roles of the community members for providing services to tourists
- Benefits from ecotourism that should be returned to the community members
- Administration of the returned benefits from ecotourism

Measurement of ecotourism knowledge is performed out of 4 choices. Each point is given to the sample who answers the correct choice, otherwise the sample obtains 0 point. The criteria to classify the knowledge of the samples is based on a criterion-referenced test, which consists of samples who are little knowledgeable, samples who are knowledgeable, and people who are most knowledgeable. We use percentage-mastery scale to classify the samples into three knowledge groups: low-level knowledge group, intermediate-level knowledge group, and high-level knowledge group (Anan Srisopa, 1982: 234)

- Low-level knowledge group consists of samples whose score is lower than 50%.
- Intermediate-level knowledge group consists of samples whose score ranges from 50% to 75%.
- High-level knowledge group consists of samples whose score is over 75%.

Part III: Readiness for administration of tourism resources and convenience facilities

This part is composed of questions that address the readiness of local people for administration of tourism resources and convenience facilities. They are closed questions based on rating scales, which cover the following areas.

1. Readiness for administration of tourism resources (6 questions)
 - Preservation of the natural state of the community.
 - Preservation of the unique lifestyles of the community members.
 - Preservation of the unique cultures and traditions of the community.
 - Preservation of the community traces.
 - Creation of learning experiences to tourists.
 - Management of tourism spots with permission.
2. Readiness for administration of convenience facilities (11 questions)
 - Tourist service center
 - Accommodation
 - Food centers
 - Garbage bins
 - Restrooms
 - Roads accessing to tourism spots
 - Electricity
 - Telephones
 - Drinking water
 - Health care centers/hospitals
 - Police stations

Measurement of such readiness is performed over five choices: extremely ready, most ready, moderately ready, just ready, and not ready. The rating scales are as follows.

- Extremely ready 4 points
- Most ready 3 points
- Moderately ready 2 points
- Just ready 1 point
- Not ready 0 point

The criteria used to classify such readiness are based on the criterion-referenced test, which divides the samples into three readiness levels: (Anan Srisopa, 1982: 234): samples who are not ready, samples who are ready, and samples who are most ready.

- Samples who are not ready are ones whose score is below 50%.
- Samples who are ready are ones whose score is from 50% to 75%.
- Samples who are most ready are ones whose score is over 75%.

Part IV: Readiness for protection and conservation of tourism resources

This part consists of questions that evaluate the readiness of local people for protection and conservation of tourism resources. They are closed questions based on rating scales. There are 14 questions covering the following topics.

1. Readiness of the location to accommodate tourists (3 questions)
 - Zoning of tourists related activities
 - Zoning of tourism operations
 - Determination of the maximum number of tourists that can be handled
2. Readiness of the regulations and rules for utilization of natural resources and environment (2 questions)
 - Construction of regulations and guidelines for community members
 - Construction of regulations and guidelines for tourists
3. Readiness of the administration, monitoring, evaluation processes over impacts from tourism to the local environment (2 questions)
 - Monitoring of tourism operation
 - Evaluation of tourism over impacts to local environment

4. Readiness of administration of efficient waste and wastewater treatment
(2 questions)

- Waste treatment
- Wastewater treatment

5. Readiness of design of environment-friendly convenience facilities

- Size of the convenience facilities
- Number of the convenience facilities
- Fittability of the convenience facilities to the environment

6. Readiness of conservation of natural resources and environment in the tourism spots (1 question)

7. Readiness of a law legislation process to regulate tourism environment
(1 question)

Each question in the test measures people readiness for protection and preservation of tourism environment through 5 choices: extremely ready, most ready, moderately ready, just ready, and not ready. Their rating scales are as follows.

- Extremely ready 4 points
- Most ready 3 points
- Moderately ready 2 points
- Just ready 1 point
- Not ready 0 point

The criteria used to classify people readiness for protection and preservation of tourism environment are based on the criterion-referenced test, which divides the samples into 3 groups according to the percentage-mastery scale (Anan Srisopa, 1982: 234): samples who are least ready, samples who are moderately ready, and samples who are most ready.

- Samples who are not ready are ones whose score is below 50%.
- Samples who are ready are ones whose score is from 50% to 75%.
- Samples who are most ready are ones whose score is over 75%.

Part V: Readiness for activities and service organization.

This part consists of questions that evaluate the readiness of local people for operations of tourism activities and services. They are closed questions based on rating scales. There are 24 questions covering the following topics.

1. Readiness for organization of ecotourism activities (11 questions)
 - Canoeing, Boating
 - Scuba diving
 - Fishing
 - Swimming
 - Water sports
 - Bicycling
 - Learning of community traces
 - Learning of local cultures, traditions, and lifestyles
 - Camping/picnicking
 - Local merchandise
2. Readiness for operation of tourism services by local people (11 questions)
 - Canoeing, Boating
 - Scuba diving
 - Fishing
 - Swimming
 - Water sports
 - Bicycling
 - Learning of community traces
 - Learning of local cultures, traditions, and lifestyles
 - Camping/picnicking
 - Local merchandise
3. Construction of regulation and rules on tourism activities (2 questions)
 - Construction of regulations and guidelines for community members
 - Construction of regulations and guidelines for tourists
4. Primary administration skills (2 questions)
 - Financial and accounting skills
 - Coordination skills

Each question in the test measures people readiness for organization of activities and services through 5 choices: extremely ready, most ready, moderately ready, just ready, and not ready. Their rating scales are as follows.

- Extremely ready 4 points
- Most ready 3 points
- Moderately ready 2 points
- Just ready 1 point
- Not ready 0 point

The criteria used to classify people readiness for organization of activities and services are based on the criterion-referenced test, which divides the samples into 3 groups according to the percentage-mastery scale (Anan Srisopa, 1982: 234): samples who are least ready, samples who are moderately ready, and samples who are most ready.

- Samples who are not ready are ones whose score is below 50%.
- Samples who are ready are ones whose score is from 50% to 75%.
- Samples who are most ready are ones whose score is over 75%.

Part VI: Readiness for people participation in administration of ecotourism

This part consists of questions that evaluate the readiness of local people for participation in administration of ecotourism. They are closed questions based on rating scales. There are 27 questions covering the following topics.

1. Participation to think, plan, and decide (8 questions)
 - Conversation for information exchange with neighbors about tourism.
 - Conversation for information exchange with state officers about tourism.
 - Strategic planning and meeting about tourism policy.
 - Presentation of ideas and information about tourism in the meeting.
 - Planning for tourism activities.
 - Selection of tourism activities.
 - Selection of location of tourism spots.
 - Construction of appropriate tourism regulations/rules.

2. Participation in investment and benefits returned from the development
(5 questions)

- Donation for tourism development.
- Donation of tools/apparatus for tourism development.
- Labor support.
- Involvement in monitoring the community benefits.
- Equal sharing of returned benefits.

3. Participation in execution of development projects (5 questions)

- Providing supports and convenience for state officers.
- Following the constructed rules/regulations.
- Participation in tourism activities and providing tourism services.
- Forming a committee or working group to take care of tourism businesses.
- Forming a committee or working group to take care of the tourism environment

4. Participation in monitoring and evaluation of the development projects
(6 question)

- Monitoring of performance of persons responsible for tourism operations in the community.
- Monitoring of constructions in the community.
- Strictly enforcing the regulations and rules on tourism.
- Evaluation of tourism activities.
- Evaluation of any impacts from tourism activities.
- Suggestion on how to improve tourism activities.

5. Participation in publishing tourism activities (3 questions)

- Encouraging neighbors to join activities to promote tourism in the community.
- Advertising to potential tourists.
- Providing information to potential tourists about tourism spots in the area.

Each question in the test measures people willingness to participate in administration of ecotourism through 5 choices: extremely willing, most willing, moderately willing, just willing, and not willing. Their rating scales are as follows.

- Extremely willing 4 points
- Most willing 3 points
- Moderately willing 2 points
- Just willing 1 point
- Not willing 0 point

The criteria used to classify people willingness to participate in administration of ecotourism are based on the criterion-referenced test, which divides the samples into 3 groups according to the percentage-mastery scale (Anan Srisopa, 1982: 234): samples who are least willing, samples who are moderately willing, and samples who are most willing.

- Samples who are not ready are ones whose score is below 50%.
- Samples who are ready are ones whose score is from 50% to 75%.
- Samples who are most ready are ones whose score is over 75%.

Part VII: Problems encountered and suggestions for development of the community into an ecotourism traveling spot. This part consists of open questions.

3.3.2 Interview

We employed indepth interview as a means to collect qualitative data from state officers in the area and private tourism agencies in Phuket. The interview covered the following aspects.

1. Opinion about how to administer tourism resources and convenience facilities.
2. Opinion about how to protect and preserve tourism environment.
3. Opinion about how to organize activities and services.
4. Opinion about people participation.
5. Problems encountered in the community and suggestions as how to administer ecotourism in the community.

6. Roles as a state officer or a private agency in promoting and developing tourism in the community.

7. Perspective from the state of the private sector on any characteristics of a community that is ready for administration of ecotourism.

3.4 Data Collection

Both types of data, namely primary and secondary data, which were relevant to the research, have been collected. Collection of primary data was conducted in the field using questionnaires and indepth interviews. On the other hand, secondary data were collected through relevant documents, state publications, as well as research works that addressed the geographical characteristics, lifestyles, traditions, and cultures of the Sirae community.

3.5 Performance Determination of the Research Tools

In this research, we used questionnaires and indepth interviews as tools to collect data. These tools were carefully constructed using relevant ideas and theory that are results of past research. They have been verified by the thesis committee and two other experts for coverability, correctness, suitability of the content, and language employed. The pre-tests were performed on 1-7 August 2003 on 30 pilot samples from the Ban Ra Wai fisherman community, Tumbon Ra Wai, Muang District, Phuket. The results from these pilot samples were then analyzed for the quality assurance of the questionnaires regarding their difficulty, discrimination power, and reliability. After these had been satisfied, the final version of the questionnaires were then used for the research on 10-30 October 2003.

3.5.1 Determination of the Questionnaire Performance

The performance of the questionnaires was determined using item analysis to find their difficulty, discrimination power, and reliability. We started from analyzing the returned questionnaires. Every question answered correctly was given 1 point, otherwise, it is given 0 point. We then add up the scores obtained from all questions. The returned questionnaires were then sorted ascendingly according to the scores

received. The pile was then divided up into two groups. The first group, the high-score group, comprised the questionnaires with the highest score down until the questionnaires with the score of 25% below the highest score. The second group, the low-score group, comprised the questionnaires with the lowest score down until the questionnaires with the score of 25% above the lowest score.

Determination of Difficulty and Discrimination Power

To determine difficulty and discrimination power, we use the formulae from (Boonthum Kijpreedabarisutt, 1999: 91) as follows.

$$\text{Difficulty } (p) = \frac{P_H + P_L}{2n}$$

$$\text{Discrimination Power } (r) = \frac{P_H - P_L}{n},$$

where

p = difficulty factor

r = discrimination power

P_H = the number of samples in the high-score group

P_L = the number of samples in the low-score group

n = the total number of samples in both the high-score and low-score groups

The suitable selective criteria are that the difficulty factor is in the range 0.2-0.8, and the discrimination power above 0.2 (Puangrat Thaveerat, 1997: 129-130), which we use as the criteria for questionnaire selection. After the questionnaires have been answered, we found that out of 21 questions, there were 3 questions that did not pass the difficulty criterion. These questions have been modified and corrected under a supervision of the thesis committee before their further deployment (Appendix C).

Determination of Reliability

To determine the reliability of the questionnaires, we use the following Kuder-Richardson formula (Boonthum Kijpreedabarisutt, 1999: 208) .

$$R_{tt} = \left(\frac{k}{k-1} \right) \left[\frac{S_X^2 - \sum_i p_i q_i}{S_X^2} \right],$$

where

r_{tt}	=	reliability factor
k	=	the number of questionnaires
S_X^2	=	the variance of the total scores
p_i	=	the proportion of questionnaires with a correct answer on problem
q_i	=	the proportion of questionnaires with an incorrect answer on problem

An efficient questionnaire should have the reliability factor of over 0.7 (Fraenkel R. Jack & Wallen E. Norman, 1993: 149), which is the criterion we use in this research. In this research, we obtained the reliability factor of 0.9, which is within the suitable criterion (Appendix C). Note that the variance of a sample set X may be determined using the following formula.

$$S^2 = \frac{n \sum_i f(x_i)^2 - \left(\sum_i f(x_i) \right)^2}{n(n-1)}.$$

3.5.2 Performance Determination of the Questionnaires for Readiness and Needs

We use discrimination power and reliability as the criteria to determine the performance of the questionnaires that determine the people readiness for administration of tourism resources and convenience facilities, readiness for protection and preservation of tourism environment, readiness for organizing activities and services. These are also criteria to determine the performance of the questionnaires that determine people participation in administration of ecotourism.

The determination process starts from marking the score of each problem in every questionnaire. Each problem is associated with a score of 4,3,2,1,0, respectively to the level of readiness or the intensity of needs. We then add up the scores obtained from all questions. The returned questionnaires were then sorted ascendingly according to the scores received. The pile was then divided up into two groups. The first group, the high-score group, comprised the questionnaires with the highest score down until the questionnaires with the score of 25% below the highest score. The second group, the low-score group, comprised the questionnaires with the lowest score down until the questionnaires with the score of 25% above the lowest score.

Determination of Discrimination Power

To determine the discrimination power, we use the t -test formula (Boonthum Kijpreedabarisutt, 1999: 226) as follows.

$$t = \frac{\bar{X}_H - \bar{X}_L}{\sqrt{\frac{S_H^2 + S_L^2}{n}}}$$

where

\bar{X}_H = the average score of the high-score group

\bar{X}_L = the average score of the low-score group

S_H^2 = the variance of the scores of the high-score group

S_L^2 = the variance of the scores of the low-score group

n = the total number of samples in both the high-score and low-score groups

The selective criterion is that the calculated t value is greater than 1.75 (Dusit Sujirarat, 1996: 69). From the pre-test, we found that out of 17 questions about readiness for administration of tourism resources and convenience facilities, there were 5 questions that did not meet this criterion; out of 14 questions about readiness

for protection and preservation of tourism environment, there was 1 question that did not meet this criterion; out of 24 questions about readiness for organizing activities and services, there were 2 questions that did not meet this criterion; and out of 27 questions about willingness to participate in ecotourism administration, there were 2 questions that did not meet this criterion. These questions have been further modified and corrected under a supervision from the thesis committee before their deployment (Appendix C).

Determination of Reliability

To determine the reliability of the questionnaires regarding readiness and needs, we use the formula for coefficient alpha (Boonthum Kijpreedabarisutt, 1999: 212) as follows.

$$R_{tt} = \left(\frac{k}{k-1} \right) \left[1 - \frac{\sum_i S_i^2}{S_X^2} \right]$$

where

r_{tt}	=	reliability factor
k	=	the number of questionnaires
$\sum_i S_i^2$	=	the summation of the variances
S_X^2	=	the variance of the total scores

The selective criterion for an efficient set of questionnaires regarding readiness and needs is that the reliability factor is higher than 0.7 (Fraenkel R. Jack & Wallen E. Norman, 1993: 149), which is the criterion we use in this research. In this research, we found that the reliability of the questions about administration of tourism resources and convenience facilities was 0.7, that of the questions about readiness for protection and preservation of tourism environment was 1.08, that of the questions about organizing activities and services was 0.87, and that of the questions about willingness to participate in ecotourism administration was 0.95 (Appendix C).

3.6 Data Analysis and Processing

After collected, the data from each questionnaire were associated with numbers. These numbers would then be analyzed by SPSS for Windows, which is a computer software for statistical analysis. The statistics used are the following.

1. General profile of the community members. Data about ecotourism knowledge. Data about people readiness for administration of tourism resources and convenience facilities. Data about protection and preservation of tourism environment. Data about organizing activities and services. Data about people participation in ecotourism administration. The parameters were percentage, minimum, maximum, mean, and standard deviation.
2. Correlation between the set of independent variables and the set of dependent variables was determined using the method of analysis of covariance.
3. The correlation polarity between the set of independent variables and the set of dependent variables was determined using the method of multiple classification analysis.
4. The data from indepth interviews were analyzed by means of the descriptive approach.

CHAPTER 4

RESULTS

The data were collected from community members of the Sirae community in Phuket through questionnaires. In-depth interviews were employed to collect additional data from state and private staffs. These data are classified into 7 sections as follows:

Section 1: Personal Data, Economic Factor, and Accessibility to information about ecotourism.

Section 2: Knowledge about ecotourism.

Section 3: Readiness for administration of tourism resources and convenience facilities.

Section 4: Readiness for protection and preservation of tourism environment.

Section 5: Readiness for arrangement of activities and services.

Section 6: Willingness to participate in administration of ecotourism.

Section 7: Analysis of factors that influence people readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism.

4.1 Personal Data, Economic Factor, and Accessibility to information about ecotourism

The following are information about genders, ages, educational levels, and residential periods of 195 samples from the community members. 60% of the samples were female. 35.9% of the samples were under 30 years of age, 28.7% were 30-39, 25.1% were 40-49, 5.1% were 50-59, and 5.1% were over 59 years of age. The minimum age of the samples was 18 years old, while the maximum was 70 years old. The samples had an average age of 35.5 years old. 47.2% of the samples were educated through primary school, 27.1% uneducated, and 22.1% educated through

high school. 37.5% had resided in the community for less than 30 years, 28.2% 30-39 years, 25.6% 40-49 years, 5.1% 50-59 years, and 3.6% over 59 years. The minimum residential period was 8 years, while the maximum was 70 years. The average residential period was 34.6 years.

The economic factors comprise the principal occupation and the monthly income of each household. It was found that 47.7% of the samples were fishermen, 34.4% unemployed (housekeepers), 10.8% daily labors, 5.6% doing personal business, 1% community leaders/members of the local government organization, 0.5% state officials. As for the monthly family income, it was found that 36.4% of the samples had 3,000-4,999 Baht/month, 33.3% 1,500-2,999 Baht/month, 13.8% 5,000-6,999 Baht/month, 10.3% less than 1,500 Baht/month, and 6.2% more than 6,999 Baht/month. The minimum family income was 500 Baht/month, while the maximum was 15,000 Baht/month. The average income was 3,320 Baht/month.

Regarding accessibility to ecotourism information, we found that in the past one year, 78.5% of the samples never had access to ecotourism information, while 21.5% were accessible within the last one year, out of which 21.5% were accessible through televisions, 19.0% through neighbors, 18.5% through radios, 17.9% through family members, 17.4% through state officials and community information center, 16.9% through newspapers and community committee members, and 14.4% through periodicals. These are summarized in Table 4-1.

Table 4-1: Quantity and percentage of the samples as according to personal, economic, and accessibility to ecotourism information factors.

Focused Variable	Quantity	Percentage
1. Personal Factors		
Gender		
Male	78	40.0
Female	117	60.0

Table 4-1(cont'd): Quantity and percentage of the samples as according to personal, economic, and accessibility to ecotourism information factors.

Focused Variable	Quantity	Percentage
Age		
Less than 30 years old	70	35.9
30-39 years old	56	28.7
40-49 years old	49	25.2
50-59 years old	10	5.1
more than 59 years old	10	5.1
Average age: 35.5 Minimum age: 18 Maximum age 70 Standard deviation: 12.2		
Educational Level		
Uneducated	53	27.1
Primary school	92	47.2
Secondary school	43	22.1
Junior high school	3	1.5
High school	4	2.1
Residential period		
Less than 30 years	73	37.5
30-39 years	55	28.2
40-49 years	50	25.1
50-59 years	10	5.1
More than 59 years	7	3.6
Average residential period: 34.6 min. residential period: 8 max. residential period: 70 standard deviation: 11.9		

Table 4-1 (cont'd): Quantity and percentage of the samples as according to personal, economic, and accessibility to ecotourism information factors.

Focused variables	quantity	Percentage
Monthly family income		
Less than 1,500 Baht	20	10.3
1,500-2,999 Baht	65	33.3
3,000-4,999 Baht	71	36.4
5,000-6,999 Baht	27	13.8
More than 6,999 Baht	12	6.2
Average income: 3,320 Baht Minimum income: 500 Baht Maximum income: 15,000 Baht Standard deviation: 2,003.2 Baht		
3. Information Accessibility		
Inaccessible	153	78.5
Accessible	42	21.5
- Television		
Never	153	78.5
Less than once a month	7	3.6
1-2 per month	11	5.6
1-2 per week	3	1.5
3-4 per week	7	3.6
Everyday	14	7.2
-Radio broadcasts		
Never	159	81.6
Less than once a month	16	8.2
1-2 per month	6	3.1
1-2 per week	9	4.6
3-4 per week	3	1.5
Everyday	2	1.0

Table 4-1 (cont'd): Quantity and percentage of the samples as according to personal, economic, and accessibility to ecotourism information factors.

Focused Variables	Quantity	Percentage
-Newspapers		
Never	162	83.1
Less than once a month	11	5.7
1-2 per month	10	5.1
1-2 per week	8	4.1
3-4 per week	1	0.5
Everyday	3	1.5
-Magazines/periodicals		
Never	167	85.6
Less than once a month	14	7.2
1-2 per month	5	2.6
1-2 per week	7	3.6
3-4 per week	1	0.5
Everyday	1	0.5
-Community information center		
Never	161	82.6
Less than once a month	25	12.8
1-2 per month	6	3.1
1-2 per week	2	1.0
3-4 per week	1	0.5
Everyday	0	0.0

Table 4-1 (cont'd): Quantity and percentage of the samples as according to personal, economic, and accessibility to ecotourism information factors.

Focused Variables	Quantity	Percentage
- Community committee members		
Never	162	83.1
Less than once a month	13	6.7
1-2 per month	12	6.2
1-2 per week	4	2.0
3-4 per week	2	1.0
Everyday	2	1.0
- Neighbors		
Never	158	81.0
Less than once a month	11	5.6
1-2 per month	8	4.1
1-2 per week	5	2.6
3-4 per week	3	1.5
Everyday	10	5.1
- Family members		
Never	160	82.1
Less than once a month	15	7.7
1-2 per month	8	4.1
1-2 per week	4	2.0
3-4 per week	3	1.5
Everyday	5	2.6
- State officials		
Never	161	82.6
Less than once a month	20	10.2
1-2 per month	5	2.6
1-2 per week	7	3.6
Everyday	2	1.0

4.2 Knowledge about Ecotourism

Measurement of ecotourism knowledge covers elementary ecotourism administration principles regarding tourism environment and convenience facility administration, protection and preservation of tourism environment, arrangement of activities and services, and people participation. It was found from the 195 samples that 20% of them were knowledgeable about the meaning of ecotourism. As for the knowledge about administration of tourism resources and convenience facilities, it was found that 49.7% of the samples were aware of what to concern in construction of any tourism establishments, 49.2% were knowledgeable about locations in the community that could be developed into ecotourism traveling spots, 45.6% were knowledgeable about attractive features of the locations, 38.5% were knowledgeable about features of convenience facilities for tourism, and 35.9% were knowledgeable about tourism based on the nature, local cultures, and community.

As for the knowledge about protection and preservation of tourism environment, 54.4% of the samples were knowledgeable about administration of tourism environment, 44.6% were knowledgeable about persons responsible for tourism environment preservation, 44.6% were knowledgeable about management of tourism environment, 44.6% were knowledgeable about promotion of tourism environment conservation, and 39% were knowledgeable about negative effects of tourism on the environment.

Concerning the knowledge about arrangement of activities and services, we found that 54.9% were aware of what the tourists should get from ecotourism, 49.7% were knowledgeable about practices that encouraged learning processes, 49.7% were aware of appropriate behaviors of tourists for ecotourism, 46.7% were knowledgeable about appropriate ecotourism activities, and 26.2% were knowledgeable about elementary management principles of ecotourism.

As for the knowledge about people participation, we found that 52.3% of the samples were knowledgeable about the roles of the community members to serve tourists, 42.6% were knowledgeable about any returned benefits the members should

get, 37.9% were knowledgeable about who should make decisions regarding ecotourism, 36.9% were knowledgeable about who should be operating ecotourism, and 30.3% were knowledgeable about management of the returned benefits from ecotourism. These data are summarized in Table 4-2.

Table 4-2: Quantity and percentage of the samples knowledgeable about ecotourism

Ecotourism Knowledge	Quantity	Percentage
1. Meaning of ecotourism		
- Meaning of ecotourism	39	20.0
2. Primary knowledge about ecotourism administration		
2.1 Administration of ecotourism environment and convenience facilities		
- Tourism spots potential for development into ecotourism sites	96	49.2
- Attractive features of the locations	89	45.6
- Tourism based on the natures, cultures, and community	70	35.9
- Features of convenience facilities	75	38.5
- What to concern in construction of any tourism establishments	97	49.7
Total score	427	43.8
2.2 Knowledge about protection and preservation of tourism environment		
- Effects of tourism on the environment	76	39.0
- Persons responsible for maintenance of tourism environment	87	44.6

Table 4-2 (cont'd): Quantity and percentage of the samples knowledgeable about ecotourism

Ecotourism Knowledge	Quantity	Percentage
-Principles of tourism environment administration	106	54.4
-Tourism environment administration practices	87	44.6
-Promotion of natural environment conservation	87	44.6
Total score	443	45.4
2.3 Knowledge about activity and service arrangements		
- Appropriate ecotourism activities	91	46.7
- Primary skills for ecotourism administration	51	26.2
- Tourism Practices that encourage learning processes	97	49.7
- Appropriate tourist behaviors for ecotourism	97	49.7
- What tourists should get out of ecotourism	107	54.9
Total score	443	45.4
2.4 Knowledge about people participation		
- Persons to make decision about ecotourism operation	74	37.9
- Persons to manage ecotourism operation	72	36.9
- The roles of community members for tourism services	102	52.3
- Returned benefits from ecotourism	83	42.6
- Management of returned benefits from ecotourism	59	30.3
Total score	390	40.0

After the scores obtained above had been combined and grouped according to relative knowledge, we obtained 3 knowledge groups: less knowledgeable, moderately knowledgeable, and highly knowledgeable. We found that 54.4% of the samples

belonged to the less knowledgeable group with average knowledge score of 8.9 out of 21. The maximum score obtained was 19, while the minimum was 0. Table 4-3 illustrates the details.

Table 4-3: Quantity and percentage of the samples classified according to knowledge about ecotourism

Levels of ecotourism knowledge	Quantity	Percentage
Less knowledgeable (less than 50% score) (score of 0-9)	106	54.4
Moderately knowledgeable (50%-75% score)(score of 10-15)	72	36.9
Highly knowledgeable (76%-100% score) (score of 16-21)	17	8.7
Average score: 8.9 points, Minimum score: 0, Maximum score: 19 points, Full score: 21 points, Standard deviation: 5.1 points		

4.3 Readiness for Administration of Resources and Convenience Facilities

From 195 samples, we found that 38.5% of them were very ready for preservation of the unique local cultures and traditions of the community, 44.6% were very ready for preservation of the unique lifestyles, 30.8% were very ready for preservation of the natural resources of the community, 29.7% were very ready for preservation of the history of the community, while 29.7% of the samples were moderately ready for creation of learning opportunity for tourists.

As for convenience facilities, we found that 37.9% of the samples were very ready for supporting health care services, 34.4% were very ready for establishment of restrooms, 31.8% were very ready for establishment of telephone circuits, 30.8% for garbage bins, 30.3% for electricity, and 29.2% for police checkpoints. We also found that 31.3% of the samples were moderately ready for establishment of tourist service center, 29.2% for supply of water, 28.7% for food centers, 26.2% for roads accessible to traveling spots, while 27.2% were less ready for providing accommodation to tourists. These are summarized in Table 4-4.

Table 4-4: Percentage of the samples classified with regard to readiness for administration of tourism resources and convenience facilities

Readiness for administration of tourism resources and convenience facilities	Readiness levels				
	Extremely	Very	Moderately	Less	Not Ready
1. Readiness for administration of tourism resources					
- Preservation of natural resources	29.7	30.8	29.7	7.7	2.1
- Preservation of the unique community lifestyles	25.1	44.6	19.0	8.7	2.6
- Preservation of the unique local cultures and traditions	38.5	26.2	20.5	12.3	2.6
- Preservation of the local history	28.2	29.7	17.9	15.4	8.7
- Promoting learning opportunities for tourists	16.4	26.7	29.7	20.0	7.2
- Maintenance of traveling spots with permission	16.4	30.8	28.2	22.6	2.1

Table 4-4 (cont'd): Percentage of the samples classified with regard to readiness for administration of tourism resources and convenience facilities

Readiness for administration of tourism resources and convenience facilities	Readiness levels				
	Extremely	Very	Moderately	Less	Not Ready
2.Readiness for administration of convenience facilities					
- Tourist service center	15.4	23.1	31.3	22.1	8.2
- Accommodation	15.4	21.5	24.6	27.2	11.3
- Restaurants	16.4	24.1	28.7	22.1	8.7
- Garbage bins	22.1	30.8	26.7	14.4	6.2
- Restrooms	16.4	34.4	27.2	13.3	8.7
- Roads accessible to traveling spots	21.5	24.1	26.2	14.4	13.8
- Electricity	28.2	30.3	29.2	9.2	3.1
- Telephone lines	19.0	31.8	28.7	12.8	7.7
- Drinking water	20.2	28.2	29.2	13.8	8.7
- Health care centers	19.5	37.9	26.7	10.3	5.6
- Police stations	18.5	29.2	28.7	15.4	8.2

After the scores obtained above had been combined and grouped according to relative readiness, we obtained 3 readiness groups: less ready, moderately ready, and very ready. We found that 63.1 of the samples belonged to the less ready group with average readiness score of 41.5 out of 68. The maximum score obtained was 61, while the minimum was 10. Table 4-5 illustrates the details.

Table 4-5: Quantity and Percentage of the samples classified with regard to readiness for administration of tourism resources and convenience facilities

Readiness levels for administration of tourism resources and convenience facilities	Quantity	Percentage
Less ready (less than 50% score) (0-33 points)	32	16.4
Moderately ready (50%-75% score) (34-50 points)	123	63.1
Very ready (76%-100% score) (51-68 points)	40	20.5
Average readiness score: 41.5 points, Minimum score: 10 points, Maximum score: 61 points, Standard deviation: 10.1 points		

4.4 Readiness for Protection and Preservation of Tourism Environment

With regard to location capability, we found that, out of the 195 samples, 34.4% were moderately ready for tourism-related area zoning, 33.8% were moderately ready for zoning areas for tourism activities, and 30.8% were moderately ready for identifying ability to service tourists. As for construction of rules and regulations to utilize the natural resources and environment, it was found that 30.8% of the samples were very ready for construction of rules and regulations for the community, and 30.8% were moderately ready for construction of rules and regulations for the tourists.

As for the monitoring and evaluation of effects of tourism on the community environment, we found that 32.3% of the samples were moderately and very ready for evaluation of such effects, and 34.4% of the samples were moderately ready for monitoring of tourism operation. Concerning efficient waste and wastewater treatment, we found that 30.8% were very ready for waste treatment, while 30.3% were moderately ready for wastewater treatment. In addition, we found that 32.3% were very ready for construction of convenience facilities that blend in with the nature, 32.8% were moderately ready for determination of the quantity of the convenience facilities, while 29.2% were ready for determination of the size of such facilities. Besides, 28.2% of the samples were very ready for conservation of natural resources and environment in tourism spots. It was also found that 34.4% of the samples were

very ready for supporting legislation of laws concerning administration of tourism environment. These data are illustrated in Table 4-6.

Table 4-6: Percentage of the samples classified with regard to readiness for protection and preservation of tourism environment

Readiness for protection and preservation of tourism environment	Readiness levels				
	Extremely	Very	Moderately	Less	Not ready
1. Readiness for land preparation					
-Identification of areas related to tourism	14.9	25.6	34.4	20.0	5.1
- Zoning of tourism areas	13.3	25.1	33.8	21.1	6.7
- Identification of the number of tourist to be handled.	16.4	21.1	30.8	20.0	11.8
2. Readiness for establishment of rules and regulations for utilization of natural resources and environment					
- Rules for use with the community	16.4	30.8	30.3	14.9	7.7
- Rules for use with the tourists	13.8	26.7	30.8	17.9	10.8
3. Readiness for monitoring and evaluation of tourism on community environment					
-Monitoring of tourism operations	27.2	19.0	34.4	10.8	8.7
-Evaluation of tourism effects on environment	11.3	32.3	32.3	19.5	4.6

Table 4-6 (cont'd) : Percentage of the samples classified with regard to readiness for protection and preservation of tourism environment

Readiness for protection and preservation of tourism environment	Readiness levels				
	Extremely	Very	Moderately	Less	Not ready
4. Readiness for efficient treatment of waste and wastewater					
- Waste treatment	19.5	30.8	26.2	17.4	6.2
- Wastewater treatment	17.4	26.7	30.3	19.0	6.7
5. Readiness for construction of convenience facilities friendly to the environment					
- Size of the facilities	18.5	26.7	29.2	18.5	7.2
- Quantity of the facilities	16.4	29.2	32.8	17.9	3.6
- Ability to blend into the nature	19.5	32.3	26.7	14.9	6.7
6. Readiness for conservation of natural resources					
- Conservation of natural resources	22.6	28.2	25.1	15.9	8.2
7. Readiness for legislation of laws on tourism administration					
- Legislation of laws on tourism administration	19.0	34.4	27.7	12.3	6.7

After the scores obtained above had been combined and grouped according to relative readiness, we obtained 3 readiness groups: less ready, moderately ready, and very ready. We found that 55.4 of the samples belonged to the moderately ready group with average readiness score of 32.4 out of 56. The maximum score obtained was 52, while the minimum was 8. Table 4-7 illustrates the details.

Table 4-7: Quantity and Percentage of the samples classified with regard to readiness for protection and preservation of tourism environment

Readiness for protection and preservation of tourism environment	Quantity	Percentage
Less ready (less than 50% score) (0-27 points)	51	26.1
Moderately ready (50%-75% score) (28-41 points)	108	55.4
Very ready (76%-100% score) (42-56 points)	36	18.5
Average readiness score: 32.4 points, Minimum score: 8 points, Maximum score: 52 points, Standard deviation: 9.2 points		

4.5 Readiness for Arrangement of Activities and Services

We conducted a study on 195 samples from the community. It was found that, concerning arrangement of ecotourism activities, 33.3% of the samples were very ready for arranging activities about the community history, 32.8% canoeing and boating activities, 31.3% water sports activities, and 28.7% were very ready for arranging activities to promote cultural and traditional learning. We also found that the samples were moderately ready in arranging the following activities: bike touring (36.9%), swimming (33.3%), learning local handicrafts (33.3%), fishing (32.8%), scuba diving (31.8%), and camping (31.3%).

As for tourist service by the local community members, we found that 34.4% of the samples were very ready for activities to promote cultural, traditional, and lifestyle education, and 26.7% were very ready for bicycle services. We also found that 34.9% were ready for fishing activities, 33.3% for scuba diving activities, 33.3% for handicraft production touring activities, 32.8% for boating activities, 31.8% for swimming activities, 30.8% for community history narration activities, 30.3% for water sport activities, 28.7% for accommodation services, and 24.6% for bike touring activities.

Regarding designation of rules and regulations for tourism operations, we found that 32.3% of the samples were very ready for designation of rules and regulations for use with tourists, while 31.8% of them were moderately ready for designation of rules and regulations for use with the community. In addition, concerning basic administration skills, we found that 31.3% of the samples were moderately ready for cooperation, and 30.8% of them were moderately ready for financial and accounting administration. These data are summarized in Table 4-8.

Table 4-8 : Percentage of the samples classified with regard to readiness for arrangement of activities and services

Readiness for arrangement of activities and services	Readiness Levels				
	Extremely	Very	Moderately	Less	Not Ready
1. Readiness for arrangement of ecotourism activities					
-Boating	16.4	32.8	32.3	15.4	3.1
- Scuba diving	15.4	29.7	31.8	15.4	7.7
- Fishing	11.3	23.6	32.8	29.2	3.1
- Swimming	15.9	29.7	33.3	17.9	3.1
- Water sports	10.3	31.3	29.7	22.6	6.2
- Bicycle touring	14.4	18.5	36.9	23.1	7.2
- Community history narration	14.4	33.3	32.3	16.9	3.1
- Local culture/tradition/lifestyle narration	25.6	28.7	24.6	16.4	4.6
- Camping	9.2	26.2	31.3	23.6	9.7
- Handicraft production touring	13.8	26.7	33.3	22.1	4.1

Table 4-8 (cont'd) : Percentage of the samples classified with regard to readiness for arrangement of activities and services

Readiness for arrangement of activities and services	Readiness Levels				
	Extremely	Very	Moderately	Less	Not ready
2. Readiness for tourist services by the local community members					
- Boating	8.7	27.7	32.8	24.6	6.2
- Scuba diving	14.4	18.5	33.3	27.2	6.7
- Fishing	8.7	27.7	34.9	22.1	6.7
- Swimming	13.3	27.2	31.8	23.6	4.1
- Water sports	11.8	25.6	30.3	26.2	6.2
- Bicycle touring	12.3	26.7	24.6	26.2	10.3
- Community history narration	29.2	26.2	30.8	12.3	1.5
- Local culture/tradition /lifestyle narration	21.5	34.4	23.6	16.9	3.6
- Accommodation	12.3	26.2	28.7	23.1	9.7
- Handicraft production	14.9	29.7	33.3	17.4	4.6
3. Designation of rules and regulations for tourism operations					
- Rules for use with the community	16.4	25.6	31.8	19.5	6.7
- Rules for use with the tourists	13.3	32.3	31.8	17.4	5.1

Table 4-8 (cont'd) : Percentage of the samples classified with regard to readiness for arrangement of activities and services

Readiness for arrangement of activities and services	Readiness Levels				
	Extremely	Very	Moderately	Less	Not ready
4.Basic administration skills					
-Financial	11.3	22.1	30.8	25.1	10.8
-Cooperative	15.9	23.6	31.3	19.5	9.7

After the scores obtained above had been combined and grouped according to relative readiness, we obtained 3 readiness groups: less ready, moderately ready, and very ready. We found that 73.8% of the samples belonged to the moderately ready group with average readiness score of 53.7 out of 96. The maximum score obtained was 84, while the minimum was 2. Table 4-9 illustrates the details.

Table 4-9: Quantity and Percentage of the samples classified with regard to readiness for arrangement of activities and services

Readiness for arrangement of activities and services	Quantity	Percentage
Less ready (less than 50% score) (0-47 points)	44	22.6
Moderately ready (50%-75% score) (48-72 points)	144	73.8
Very ready (76%-100% score) (73-96 points)	7	3.6
Average readiness score: 53.7 points, Minimum score: /points, Maximum score: 84 points, Full score: 96 points, Standard deviation: 12.7 points		

4.6 Readiness for People Participation in Ecotourism Administration

Regarding the willingness to participate in planning and decision making processes, we found from the 195 samples that 36.4% of them were very willing to attend strategic meeting about tourism policy, 34.9% were very willing to make decision on selection of tourism activities, 34.9% were very willing to make decision on designation of appropriate rules and regulations for tourism, 33.8% were very willing to make decision on administration of traveling spots, 33.3% were very willing to participate in planning for tourism activities. On the other hand, 40.5% of them were moderately willing to participate in information exchange with their neighbors about tourism, 37.4% with state officials, and 35.4% were moderately willing to participate in presentation of ideas and information about tourism.

As for the willingness to participate in investment and returned benefits from development, we found that 34.9% of the samples were extremely willing to justifiably get any returned benefits from tourism activities, while 34.4% were very willing to participate in management of the benefits for their community. In addition, we found that 37.4% of them were moderately willing to financially donate for tourism development, 31.8% were moderately willing to provide their labors for support of the development, and 31.3% to donate any development tools.

Concerning the willingness to participate in development projects, we found that 34.4% of the samples were very willing to follow any predefined rules and standards, 30.8% were very willing to set up a group or committee to watch the environment. On the other hand, 35.4% of the samples were moderately willing to participate in providing support and convenience to state officials for tourism management, 32.3% of them were moderately willing to participate in any activities or services provided to tourists, and 28.7% were moderately willing to participate in being part of any committee on tourism businesses.

As for the people willingness to participate in monitoring and evaluation of the development, we found that 35.9% were very willing to participate in enforcing any tourism rules or standards, 34.9% were very willing to participate in evaluation of tourism activities, 34.4% were very willing to participate in investigation into any

negative effects of tourism. We also found that 41.5% of them were moderately willing to participate in keeping an eye on any construction projects in the community, 40.0% were moderately willing to participate in monitoring officials responsible for tourism in the community, and 33.3% in suggestion of any improvements to the tourism activities.

Regarding people willingness to participate in public-relation activities, we found that 34.9% of the samples were very willing to provide information about any traveling spots within the community to tourists, 37.9% were very willing to participate in talk their neighbors into participation in tourism activities, and 36.4% in publicize to tourists about traveling spots in the community. These data are summarized in Table 4-10.

Table 4-10: Percentage of the samples classified with regard to willingness to participate in ecotourism administration

Willingness to participate in ecotourism administration	Willingness Levels				
	Extremely	Very	Moderately	Less	Not willing
1. Willingness to participate in planning and decision making processes					
- Information exchange with neighbors about tourism	16.4	27.7	40.5	10.3	5.1
- Information exchange with state officials about tourism	25.6	24.6	37.4	8.7	3.6
- Attend strategic meeting about tourism policy	11.8	36.4	31.8	14.9	5.1
- Presentation of ideas and information about tourism	15.9	26.7	35.4	14.9	7.2

Table 4-10 (cont'd): Percentage of the samples classified with regard to willingness to participate in ecotourism administration

Willingness to participate in ecotourism administration	Willingness Levels				
	Extremely	Very	Moderately	Less	Not willing
-Planning on tourism activity arrangement	13.3	33.3	27.2	15.9	10.3
-Selection of tourism activities	14.4	34.9	22.6	18.5	9.7
-Administration of traveling spots	11.3	33.8	29.7	14.9	10.3
-Designation of appropriate rules and regulations for tourism	16.4	34.9	25.1	12.8	10.8
2.Willingness to participate in financial investment and returned benefits from development					
-Donate to tourism development fund	16.9	18.5	37.4	19.5	7.7
-Donate development tools	12.3	28.2	31.3	20.0	8.2
-Provide labors for development projects	13.3	31.3	31.8	17.4	6.2
-Participate in management of the benefits for their community	17.9	34.4	27.2	13.8	6.7
-Justifiably getting any returned benefits	34.9	27.2	28.7	5.6	3.6

Table 4-10 (cont'd): Percentage of the samples classified with regard to willingness to participate in ecotourism administration

Willingness to participate in ecotourism administration	Willingness Levels				
	Extremely	Very	Moderately	Less	Not willing
3. Willingness to participate in development projects					
-Providing support and convenience to state officials for tourism management	14.4	32.8	35.4	11.3	6.2
-Follow any predefined rules and standards	18.5	34.4	26.7	16.4	4.1
- Participate in any activities or services provided to tourists	15.9	31.3	32.3	14.4	6.2
-Be part of any committee on tourism businesses	14.9	27.2	28.7	19.5	9.7
-Set up a group or committee to watch the environment	18.5	30.8	28.2	15.9	6.7
4. Willingness to participate in monitoring and evaluation of the development					
-Monitor officials responsible for tourism in the community	11.8	33.3	40.0	10.3	4.6
- Keep an eye on any construction projects in the community	21.5	22.1	41.5	10.8	4.1
-Enforce any tourism rules or standards	10.3	35.9	34.4	15.4	4.1

Table 4-10 (cont'd): Percentage of the samples classified with regard to willingness to participate in ecotourism administration

Willingness to participate in ecotourism administration	Willingness Levels				
	Extremely	Very	Moderately	Less	Not willing
- Evaluation of tourism activities	14.4	34.9	26.7	17.4	6.7
- Investigation into any negative effects of tourism	15.9	34.4	25.6	15.4	8.7
-Suggestion of any improvements to the tourism activities	13.3	31.3	33.3	13.8	8.2
5. Willingness to participate in public-relation activities					
- Talk their neighbors into participation in tourism activities	13.8	29.2	37.9	13.8	5.1
- publicize to tourists about traveling spots in the community	13.8	29.2	36.4	14.9	5.6
-Provide information about any traveling spots within the community to tourists	19.5	34.9	26.7	11.8	7.2

After the scores obtained above had been combined and grouped according to relative willingness, we obtained 3 readiness groups: less willing, moderately willing, and very willing. We found that all of the samples belonged to the less willing group with average readiness score of 25.8 out of 108. The maximum score obtained was 44, while the minimum was 0. Table 4-11 illustrates the details.

Table 4-11: Quantity and Percentage of the samples classified with regard to willingness to participate in ecotourism administration

Willingness to participate in ecotourism administration	Quantity	Percentage
Less willing (less than 50% score) (0-53 points)	195	100
Average willingness score: 25.8 points, Minimum score: 0 points, Maximum score: 44 points, Full score: 108 points, Standard deviation: 7.7 points		

4.7 Analysis of Factors on People Readiness for Administration of Resources and Facilities, Protection and Preservation of Environment, Arrangement of Activities and Services, and People Willingness to Participate in Ecotourism Administration

The method of covariation analysis together with multiple classification analysis are employed as our tools based on the following models:

1. Analysis model of factors on readiness administration of resources and convenience facilities.
2. Analysis model of factors on readiness for protection and preservation of environment.
3. Analysis model of factors on readiness for arrangement of activities and services.
4. Analysis model of factors on people willingness to participate in ecotourism administration.

There are 8 factors in the study, categorized into personal and economic/social groups. The personal group comprises gender, age, educational level, and residential period, while the economic/social group comprises principal occupation, monthly family income, accessibility to ecotourism information, and knowledge about ecotourism. The following are details associated with each of the factors.

Gender : Male, Female.

Age : Less than 30 years old, 30-39 years old, More than 39 years old.

Educational Level : Uneducated, Educated.

Residential Period : Less than 30 years, 30-39 years, and More than 39 years.

Principal Occupation : Unemployed (housekeepers), Fishermen, Non-fishermen.

Family Monthly Income: Less than 3,000 Baht, 3,000-4,999 Baht, More than 4,999 Baht.

Accessibility to Ecotourism Information : Never, At Least Once.

Knowledge Level about Ecotourism : Low, Medium, High.

4.7.1 Analysis of Contributive Factors to the Readiness for Administration of Resources and Convenience Facilities

The following describe the models for the analysis.

Model 1 is constructed for analysis of the personal factors that contribute to people readiness for administration of resources and convenience facilities. The underlying independent and dependent parameters are as follows.

Dependent parameter: Readiness for administration of resources and convenience facilities.

Independent parameter: Gender, Educational Level, Residential Period.

Covariance parameter : Age.

Model 2 is constructed for analysis of the economic/social factors that contribute to people readiness for administration of resources and convenience facilities. The underlying independent and dependent parameters are as follows.

Dependent parameter : Readiness for administration of resources and convenience facilities.

Independent parameter : Principal Occupation, Family Monthly Income, Knowledge about Ecotourism.

Covariance parameter : Accessibility to Ecotourism Information.

Results from Analysis of Covariation

From the covariation analysis on the two models, we found that all of the independent parameters were correlated, with no statistical significance, to the people

readiness for administration of resources and convenience facilities. Similarly, all of the covariate parameters were correlated, with no statistical significance, to the people readiness for administration of resources and convenience facilities. With regard to the bi-directional interaction between each pair of the independent parameters, we found that they were correlated, with no statistical significance, to the people readiness for administration of resources and convenience facilities.

In addition, we found that the covariation analysis of the two models could explain, with no statistical significance, their relationship to the people readiness for administration of resources and convenience facilities. From the regression analysis of the covariate parameters, we found that the age factor was negatively correlated to the people readiness for administration of resources and convenience facilities. We also found that the accessibility to ecotourism information was positively correlated to the people readiness for administration of resources and convenience facilities. Table 4-12 illustrates the details.

Table 4-12: Covariation analysis of contributive factors to the Readiness for Administration of Resources and Convenience Facilities

Source of Variation	Model No.1		Model No.2	
	F	Sig of F	F	Sig of F
Independent parameters	0.541	0.706	0.557	0.764
Gender	0.298	0.586	-	-
Educational level	0.183	0.669	-	-
Residential period	0.842	0.432	-	-
Principal occupation	-	-	0.276	0.759
Family monthly income	-	-	0.567	0.568
Knowledge about ecotourism	-	-	0.827	0.439
Covariate parameters				
Age	2.759	0.098	-	-
Accessibility to ecotourism information	-	-	2.352	0.127

Table 4-12 (cont'd): Covariation analysis of contributive factors to the Readiness for Administration of Resources and Convenience Facilities

Source of Variation	Model No.1		Model No.2	
	F	Sig of F	F	Sig of F
Bi-directional interaction	0.801	0.550	1.100	0.363
Gender vs. Educational level	0.955	0.330	-	-
Gender vs. Residential period	0.708	0.494	-	-
Educational level vs. Residential period	0.794	0.454	-	-
Principal occupation vs. Family monthly income	-	-	1.103	0.357
Principal occupation vs. Knowledge about ecotourism	-	-	0.572	0.684
Family monthly income vs. Knowledge about ecotourism	-	-	1.233	0.299
Explicable correlation	0.893	0.541	0.995	0.470
Covariate Raw Regression Coefficient				
Age	-0.198		-	
Accessibility to ecotourism information	-		2.758	

Results from Multiple Classification Analysis

From multiple classification analysis, we found that the grand mean of contribution of the personal factors to the readiness for administration of resources and convenience facilities was 41.45. The following describes the details.

Gender Without constraint on any of the parameters, males were more ready for administration of resources and convenience facilities than females. With the independent and covariate parameters constrained, the same was also true with an increase in the average readiness of the males and a decrease in the average readiness of the females. We also found that, without parameter constraints, genders and the readiness had a correlation ratio of 0.039; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.041.

Educational Level Without constraint on any of the parameters, the sample group with a higher educational level was more ready than those with a lower educational level. With the independent and covariate parameters constrained, the same was also true with an increase in the average readiness in the group with a higher educational level and a decrease in the average readiness in the group with a lower educational level. We also found that, without parameter constraints, educational levels and the readiness had a correlation ratio of 0.035; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.046.

Residential Period Without constraint on any of the parameters, the sample group with a 30-39 year residential period was most ready, followed by the group with less than 30 years of residential period, and then by the group with more than 39 years of residential period. With the independent and covariate parameters constrained, we found that the group with more than 39 years of residential period was most ready, followed by the one with 30-39 years of residential period, and then by the one with less than 30 years of residential period with a decrease in the average readiness in the group with less than 30 years of residential period, and an increase the average readiness in the other two groups. We also found that, without parameter constraints, residential period and the readiness had a correlation ratio of 0.089; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.200.

It may be concluded that in the group of male samples, education as well as more than 39 years of residential period increased the level of readiness for administration of resources and convenience facilities. In addition, these models could describe the variation of the readiness at 2.6% together with a 0.160 multiple classification coefficient. These data are summarized in Table 4-13.

Table 4-13: Multiple classification analysis of personal factors on the readiness for administration of resources and convenience facilities (Grand Mean = 41.45)

Variable+Category	N	Predicted Mean		
		Unadjusted	Eta	Adjusted for Factors And Covariates
Gender			0.039	0.041
Male	78	41.94		41.96
Female	117	41.13		41.12
Educational Level			0.035	0.046
Uneducated	53	40.87		40.70
Educated	142	41.67		41.73
Residential Period			0.089	0.200
Less than 30 years	73	41.41		38.85
30-39 Years	55	42.73		43.00
More than 39 years	67	40.45		43.02
Factors and Covariates R Squared (R ²)				0.026
Factors and Covariates R (R)				0.160

In addition, we obtained a grand mean of 41.45 on the multiple classification analysis of the economic/social factors on the readiness level. This is detailed as follows.

Principal Occupation Without constraint on any of the parameters, the fisherman sample group was most ready, followed by the group without employment, and then by the non-fisherman group. With the independent and covariate parameters constrained, we found that the fisherman group was most ready, followed by the non-fisherman group, and then by the one without employment with a decrease in the average readiness in the unemployment group, and an increase in the average readiness in the other two groups. We also found that, without parameter constraints,

principal occupation and the readiness had a correlation ratio of 0.053; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.062.

Monthly Family Income Without constraint on any of the parameters, the group with less than 3,000 Baht income was most ready, followed by the group with more than 4,999 Baht income, and then by the group with 3,000-4,999 Baht income. With the independent and covariate parameters constrained, we found that the order was also the same with an increase in the average readiness in the group with 3,000-4,999 Baht income, and a decrease in the average readiness in the other two groups. We also found that, without parameter constraints, monthly family income and the readiness had a correlation ratio of 0.078; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.075.

Ecotourism Knowledge Without constraint on any of the parameters, the group with moderate ecotourism knowledge was most ready, followed by the one with low knowledge, and then by the one with the high knowledge. With the independent and covariate parameters constrained, we found that the order was also the same with a decrease in the average readiness in the group with low ecotourism knowledge, and an increase in the average readiness in the other two groups. We also found that, without parameter constraints, ecotourism knowledge and the readiness had a correlation ratio of 0.101; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.098.

It may be concluded that in the group of fisherman samples with monthly family income of less than 3,000 Baht and moderate ecotourism knowledge are most ready for administration of resources and convenience facilities. In addition, these models could describe the variation of the readiness at 2.9% together with a 0.171 multiple classification coefficient. These data are summarized in Table 4-14.

Table 4-14: Multiple classification analysis of economic/social factors on the readiness for administration of resources and convenience facilities (Grand Mean = 41.45)

Variable+Category	N	Predicted Mean		
		Unadjusted	Eta	Adjusted for Factors And Covariates
Principal Occupation			0.053	0.062
Unemployed (housekeepers)	67	41.00		40.73
Fishermen	93	42.01		42.08
Non-fishermen	35	40.83		41.16
Monthly Family Income			0.078	0.075
Less than 3,000 Baht	85	42.33		42.31
3,000-4,999 Baht	71	40.63		40.71
More than 4,999 Baht	39	41.03		40.93
Ecotourism Knowledge			0.101	0.098
Low	106	41.72		41.67
Moderate	72	41.82		41.88
High	17	38.18		38.27
Factors and Covariates R Squared (R ²)				0.029
Factors and Covariates R (R)				0.171

4.7.2 Analysis of Contributive Factors to the Readiness for Protection and Preservation of Resources

The following describe the models for the analysis.

Model 1 is constructed for analysis of the personal factors that contribute to people readiness for protection and preservation of resources. The underlying independent and dependent parameters are as follows.

Dependent parameter: Readiness for protection and preservation of resources.

Independent parameter: Gender, Educational Level, Residential Period.

Covariate parameter : Age.

Model 2 is constructed for analysis of the economic/social factors that contribute to people readiness for protection and preservation of resources. The underlying independent and dependent parameters are as follows.

Dependent parameter : Readiness for protection and preservation of resources.

Independent parameter : Principal Occupation, Family Monthly Income, Knowledge about Ecotourism.

Covariate parameter : Accessibility to Ecotourism Information.

Results from Analysis of Covariation

From the covariation analysis on the two models, we found that, overall, the independent parameters were correlated, with no statistical significance, to the people readiness for protection and preservation of resources. Similarly, all of the covariate parameters were correlated, with no statistical significance, to the people readiness for protection and preservation of resources. With regard to the bi-directional interaction between each pair of the independent parameters, we found that they were correlated, with no statistical significance, to the people readiness for protection and preservation of resources.

With regard to each independent parameter, we found that gender, educational level, residential period, principal occupation, and monthly family income were correlated, without statistical significance, to the people readiness for protection and preservation of resources. On the other hand, the ecotourism knowledge was correlated, with statistical significance factor of 0.05, to the people readiness for protection and preservation of resources.

In addition, we found that the covariation analysis of the two models could explain, with no statistical significance, their relationship to the people readiness for protection and preservation of resources. From the regression analysis of the covariate

parameters, we found that the age factor was negatively correlated to the people readiness for protection and preservation of resources. We also found that the accessibility to ecotourism information was positively correlated to the people readiness for protection and preservation of resources. Table 4-15 illustrates the details.

Table 4-15: Covariation analysis of contributive factors to the readiness for protection and preservation of resources.

Source of Variation	Model No.1		Model No.2	
	F	Sig of F	F	Sig of F
Independent parameters	1.194	0.315	1.915	0.081
Gender	0.666	0.415	-	-
Educational level	0.581	0.447	-	-
Residential period	1.764	0.174	-	-
Principal occupation	-	-	0.211	0.810
Family monthly income	-	-	1.606	0.204
Knowledge about ecotourism	-	-	3.928	0.021*
Covariate parameters				
Age	1.575	0.211	-	-
Accessibility to ecotourism information			0.445	0.506
Bi-directional interaction	0.784	0.562	0.751	0.700
Gender vs. Educational level	1.333	0.250	-	-
Gender vs. Residential period	0.954	0.387	-	-
Educational level vs. Residential period	0.621	0.539	-	-
Principal occupation vs. Family monthly income	-	-	0.169	0.954
	-	-	1.012	0.403
Principal occupation vs. Knowledge about ecotourism	-	-	0.747	0.562
Family monthly income vs. Knowledge about ecotourism				

Table 4.15 (cont'd): Covariation analysis of contributive factors to the readiness for protection and preservation of resources.

Source of Variation	Model No.1		Model No.2	
	F	Sig of F	F	Sig of F
Explicable correlation	1.027	0.422	1.102	0.352
Covariate Raw Regression Coefficient				
Age	-0.135		-	
Accessibility to ecotourism knowledge	-		1.084	

Note: * At 0.05 significance level.

Results from Multiple Classification Analysis

From multiple classification analysis, we found that the grand mean of contribution of the personal factors to the readiness for protection and preservation of resources facilities was 32.47. The following describes the details.

Gender Without constraint on any of the parameters, females were more ready for protection and preservation of resources than males. With the independent and covariate parameters constrained, the same was also true, with an increase in the average readiness of the males and a decrease in the average readiness of the females. We also found that, without parameter constraints, genders and the readiness had a correlation ratio of 0.059; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.051.

Educational Level Without constraint on any of the parameters, the uneducated sample group was more ready than the educated group. With the independent and covariate parameters constrained, the same was also true, with an increase in the average readiness in the educated group and a decrease in the average readiness in the uneducated group. We also found that, without parameter constraints, educational levels and the readiness had a correlation ratio of 0.061; whereas with independent and covariate parameter constraints, the correlation ratio decreased to 0.028.

Residential Period Without constraint on any of the parameters, the sample group with a 30-39 year residential period was most ready, followed by the group with less than 30 years of residential period, and then by the group with more than 39 years of residential period. With the independent and covariate parameters constrained, we found that the group with 30-39 years of residential period was most ready, followed by the one with more than 39 years of residential period, and then by the one with less than 30 years of residential period with a decrease in the average readiness in the group with less than 30 years of residential period, and an increase the average readiness in the other two groups. We also found that, without parameter constraints, residential period and the readiness had a correlation ratio of 0.142; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.194.

It may be concluded that in the group of uneducated female samples with 30-39 years of residential period was most ready for protection and preservation of resources. In addition, these models could describe the variation of the readiness at 3.3% together with a 0.181 multiple classification coefficient. These data are summarized in Table 4-16.

Table 4-16: Multiple classification analysis of personal factors on the readiness for protection and preservation of resources (Grand Mean = 32.40)

Variable+Category	N	Predicted Mean		
		Unadjusted	Eta	Adjusted for Factors And Covariates
Gender			0.059	0.051
Male	78	31.74		31.82
Female	117	32.84		32.78

Table 4-16 (cont'd): Multiple classification analysis of personal factors on the readiness for protection and preservation of resources (Grand Mean = 32.40)

Variable+Category	N	Predicted Mean		
		Unadjusted	Eta	Adjusted for Factors And Covariates
Educational Level			0.061	0.028
Uneducated	53	33.32		32.81
Educated	142	32.06		32.25
Residential Period			0.142	0.194
Less than 30 years	73	31.77		30.22
30-39 years	55	34.45		34.46
More than 39 years	67	31.40		33.09
Factors and Covariates R Squared (R ²)				0.033
Factors and Covariates R (R)				0.181

In addition, we obtained a grand mean of 32.40 on the multiple classification analysis of the economic/social factors on the readiness level. This is detailed as follows.

Principal Occupation Without constraint on any of the parameters, the unemployed sample group (housekeepers) was most ready, followed by the fisherman group, and then by the non-fisherman group. With the independent and covariate parameters constrained, we found that the non-fisherman group was most ready, followed by the fisherman group, and then by the unemployed group, with a decrease in the average readiness in the unemployment group, and an increase in the average readiness in the other two groups. We also found that, without parameter constraints, principal occupation and the readiness had a correlation ratio of 0.046; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.027.

Monthly Family Income Without constraint on any of the parameters, the group with less than 3,000 Baht income was most ready, followed by the group with 3,000-4,999 Baht income, and then by the group with more than 4,999 Baht income. With the independent and covariate parameters constrained, we found that the order was also the same with a decrease in the average readiness in the group with less than 3,000 Baht income, and an increase in the average readiness in the other two groups. We also found that, without parameter constraints, monthly family income and the readiness had a correlation ratio of 0.135; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.110.

Ecotourism Knowledge Without constraint on any of the parameters, the group with low ecotourism knowledge was most ready, followed by the one with moderate knowledge, and then by the one with the high knowledge. With the independent and covariate parameters constrained, we found that the order was also the same with a decrease in the average readiness in the group with low ecotourism knowledge, and an increase in the average readiness in the other two groups. We also found that, without parameter constraints, ecotourism knowledge and the readiness had a correlation ratio of 0.220; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.206.

It may be concluded that in the group of non-fisherman samples with monthly family income of less than 3,000 Baht and low ecotourism knowledge were most ready for protection and preservation of resources. In addition, these models could describe the variation of the readiness at 6.1% together with a 0.247 multiple classification coefficient. These data are summarized in Table 4-17.

Table 4-17: Multiple classification analysis of economic/social factors on the readiness for protection and preservation of resources (Grand Mean = 32.40)

Variable+Category	N	Predicted Mean		
		Unadjusted	Eta	Adjusted for Factors And Covariates
Principal Occupation			0.046	0.027
Unemployed (housekeepers)	67	32.93		32.28
Fishermen	93	32.27		32.29
Non-fishermen	35	31.74		32.94
Monthly Family Income			0.135	0.110
Less than 3,000 Baht	85	33.76		33.54
3,000-4,999 Baht	71	31.62		31.76
More than 4,999 Baht	39	30.82		31.25
Ecotourism Knowledge			0.220	0.206
Low	106	33.56		33.45
Moderate	72	32.15		32.22
High	17	26.24		26.58
Factors and Covariates R Squared (R ²)				0.061
Factors and Covariates R (R)				0.247

4.7.3 Analysis of Contributive Factors to the Readiness for Arrangement of Activities and Services

The following describe the models for the analysis.

Model 1 is constructed for analysis of the personal factors that contribute to people readiness for arrangement of activities and services. The underlying independent and dependent parameters are as follows.

Dependent parameter: Readiness for arrangement of activities and services.

Independent parameter: Gender, Educational Level, Residential Period.

Covariate parameters : Age.

Model 2 is constructed for analysis of the economic/social factors that contribute to people readiness for arrangement of activities and services. The underlying independent and dependent parameters are as follows.

Dependent parameter : Readiness for arrangement of activities and services.

Independent parameter : Principal Occupation, Family Monthly Income, Knowledge about Ecotourism.

Covariate parameter : Accessibility to Ecotourism Information.

Results from Analysis of Covariation

From the covariation analysis on the two models, we found that, overall, the independent parameters were correlated, with no statistical significance, to the people readiness for arrangement of activities and services. Similarly, all of the covariate parameters were correlated, with no statistical significance, to the people readiness for arrangement of activities and services. With regard to the bi-directional interaction between each pair of the independent parameters, we found that they were correlated, with no statistical significance, to the people readiness for arrangement of activities and services.

In addition, we found that the covariation analysis of the two models could describe, with no statistical significance, their relationship to the people readiness for protection and preservation of resources. From the regression analysis of the covariate parameters, we found that the age factor was negatively correlated to the people readiness for arrangement of activities and services. We also found that the accessibility to ecotourism information was positively correlated to the people readiness for arrangement of activities and services. Table 4-18 illustrates the details.

Table 4-18: Covariation analysis of contributive factors to the readiness for arrangement of activities and services.

Source of Variation	Model No.1		Model No.2	
	F	Sig of F	F	Sig of F
Independent parameters	1.488	0.207	1.679	0.129
Gender	0.062	0.804	-	-
Educational level	2.051	0.154	-	-
Residential period	1.920	0.150	-	-
Principal occupation	-	-	1.476	0.231
Family monthly income	-	-	0.567	0.568
Knowledge about ecotourism	-	-	2.994	0.053
Covariate parameters				
Age	3.068	0.082	-	-
Accessibility to ecotourism information	-	-	0.243	0.623
Bi-directional interaction	1.315	0.259	0.906	0.542
Gender vs. Educational level	0.292	0.590	-	-
Gender vs. Residential period	0.869	0.421	-	-
Educational level vs. Residential period	1.942	0.146	-	-
Principal occupation vs. Family monthly income	-	-	0.257	0.905
Principal occupation vs. Knowledge about ecotourism	-	-	1.019	0.399
Family monthly income vs. Knowledge about ecotourism	-	-	1.231	0.299
Explicable correlation	1.560	0.122	1.115	0.339
Covariate Raw Regression Coefficient				
Age	-9.671x10 ⁻³		-	
Accessibility to ecotourism knowledge			4.155x10 ⁻²	

Results from Multiple Classification Analysis

From multiple classification analysis, we found that the grand mean of contribution of the personal factors to the readiness for arrangement of activities and services was 32.40. The following describes the details.

Gender Without constraint on any of the parameters, females were more ready for arrangement of activities and services than males. With the independent and covariate parameters constrained, the same was also true, with an increase in the average readiness with the males and the same average readiness level with the females. We also found that, without parameter constraints, genders and the readiness had a correlation ratio of 0.018; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.033.

Educational Level Without constraint on any of the parameters, the uneducated sample group was more ready than the educated group. With the independent and covariate parameters constrained, the same was also true, with an increase in the average readiness in the educated group and a decrease in the average readiness in the uneducated group. We also found that, without parameter constraints, educational levels and the readiness had a correlation ratio of 0.098; whereas with independent and covariate parameter constraints, the correlation ratio decreased to 0.059.

Residential Period Without constraint on any of the parameters, the sample group with a 30-39 year residential period was most ready, followed by the group with more than 39 years of residential period, and then by the group with less than 30 years of residential period. With the independent and covariate parameters constrained, we found that the group with more than 39 years of residential period was most ready, followed by the one with 30-39 years of residential period, and then by the one with less than 30 years of residential period with a decrease in the average readiness level in the group with less than 30 years of residential period, the same average readiness level in the group with 30-39 years of residential period, and an increase the average readiness level in the group with more than 39 years of residential period. We also found that, without parameter constraints, residential period and the readiness had a

correlation ratio of 0.163; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.341.

It may be concluded that in the group of uneducated male samples with more than 39 years of residential period was most ready for the readiness for arrangement of activities and services at 3.3% together with a 0.213 multiple classification coefficient. These data are summarized in Table 4-19.

Table 4-19: Multiple classification analysis of personal factors on the readiness for arrangement of activities and services (Grand Mean = 1.81)

Variable+Category	N	Predicted Mean			
		Unadjusted	Eta	Adjusted for Factors And Covariates	Beta
Gender			0.018		0.033
Male	78	1.82		1.83	
Female	117	1.80		1.80	
Educational Level			0.098		0.059
Uneducated	53	1.89		1.86	
Educated	142	1.78		1.79	
Residential Period			0.163		0.341
Less than 30 years	73	1.71		1.61	
30-39 years	55	1.89		1.89	
More than 39 years	67	1.85		1.97	
Factors and Covariates R Squared (R ²)				0.045	
Factors and Covariates R (R)				0.213	

In addition, we obtained a grand mean of 1.81 on the multiple classification analysis of the economic/social factors on the readiness level. This is detailed as follows.

Principal Occupation Without constraint on any of the parameters, the unemployed (housekeepers) and the fisherman sample groups were equally ready, while the non-fishermen group was least ready. With the independent and covariate parameters constrained, we found that the fisherman group was most ready, followed by the unemployed (housekeepers) group, and then by the non-fisherman group, with a decrease in the average readiness level in the unemployed group, the same average readiness level in the fisherman group, and an increase in the average readiness in the non-fisherman group. We also found that, without parameter constraints, principal occupation and the readiness had a correlation ratio of 0.123; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.088.

Monthly Family Income Without constraint on any of the parameters, the group with less than 3,000 Baht income was most ready, followed by the group with 3,000-4,999 Baht income, and then by the group with more than 4,999 Baht income. With the independent and covariate parameters constrained, we found that the order was also the same with a decrease in the average readiness in the group with less than 3,000 Baht income, the same average readiness level in the group with 3,000-4,999 Baht income, and an increase in the average readiness in the group with more than 4,999 Baht income. We also found that, without parameter constraints, monthly family income and the readiness had a correlation ratio of 0.110; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.062.

Ecotourism Knowledge Without constraint on any of the parameters, the group with low ecotourism knowledge was most ready, while the moderate and high ecotourism knowledge groups were equally ready. With the independent and covariate parameters constrained, we found that the group with low ecotourism knowledge was still most ready, followed by the one with high ecotourism knowledge, and the one with moderate ecotourism knowledge. The average readiness level was decreased in the low knowledge group, while the moderate knowledge group had the same average readiness level, and the high knowledge group had an increased in the average readiness level. We also found that, without parameter constraints, ecotourism knowledge and the readiness had a correlation ratio of 0.198; whereas with

independent and covariate parameter constraints, the correlation ratio increased to 0.178.

It may be concluded that in the group of fisherman samples with monthly family income of less than 3,000 Baht and low ecotourism knowledge were most ready for arrangement of activities and services. In addition, these models could describe the variation of the readiness at 5.3% together with a 0.229 multiple classification coefficient. These data are summarized in Table 4-20.

Table 4-20: Multiple classification analysis of economic/social factors on the readiness for arrangement of activities and services (Grand Mean = 1.81)

Variable+Category	N	Predicted Mean		
		Unadjusted	Eta	Adjusted for Factors And Covariates
Principal Occupation			0.123	0.088
Unemployed (housekeepers)	67	1.84		1.81
Fishermen	93	1.84		1.84
Non-fishermen	35	1.69		1.73
Monthly Family Income			0.110	0.062
Less than 3,000 Baht	85	1.86		1.84
3,000-4,999 Baht	71	1.80		1.80
More than 4,999 Baht	39	1.72		1.77
Ecotourism Knowledge			0.198	0.178
Low	106	1.90		1.89
Moderate	72	1.71		1.71
High	17	1.71		1.73
Factors and Covariates R Squared (R ²)				0.053
Factors and Covariates R (R)				0.229

4.7.4 Analysis of Contributive Factors to the Willingness to participate in Administration of Ecotourism

The following describe the models for the analysis.

Model 1 is constructed for analysis of the personal factors that contribute to people willingness to participate in administration of ecotourism. The underlying independent and dependent parameters are as follows.

Dependent parameter: Willingness to participate in administration of ecotourism.

Independent parameter: Gender, Educational Level, Residential Period.

Covariate parameter : Age.

Model 2 is constructed for analysis of the economic/social factors that contribute to people willingness to participate in administration of ecotourism. The underlying independent and dependent parameters are as follows.

Dependent parameter : Willingness to participate in administration of ecotourism.

Independent parameter : Principal Occupation, Family Monthly Income, Knowledge about Ecotourism.

Covariate parameter : Accessibility to Ecotourism Information.

Results from Analysis of Covariation

From the covariation analysis on the two models, we found that, overall, the independent parameters were correlated, with no statistical significance, to the people willingness to participate in administration of ecotourism. Similarly, all of the covariate parameters were correlated, with no statistical significance, to the people willingness to participate in arrangement of activities and services. With regard to the bi-directional interaction between each pair of the independent parameters, we found that they were correlated, with no statistical significance, to the people willingness to participate in arrangement of activities and services.

With regard to each independent parameter, we found that gender, educational level, principal occupation, monthly family income, and knowledge about

ecotourism were correlated, without statistical significance, to the people willingness to participate in protection and preservation of resources. On the other hand, the residential period was correlated, with statistical significance factor of 0.05, to the people willingness to participate in administration of ecotourism.

In addition, we found that the covariation analysis of the two models could describe, with no statistical significance, their relationship to the people willingness to participate in administration of ecotourism. From the regression analysis of the covariate parameters, we found that the age and accessibility to ecotourism knowledge factors were positively correlated to the people willingness to participate in administration of ecotourism. Table 4-21 illustrates the details.

Table 4-21: Covariation analysis of contributive factors to the willingness to participate in administration of ecotourism

Source of Variation	Model No.1		Model No.2	
	F	Sig of F	F	Sig of F
Independent parameters	1.869	0.118	1.180	0.319
Gender	0.293	0.589	-	-
Educational level	0.079	0.779	-	-
Residential period	3.553	0.031*	-	-
Principal occupation	-	-	0.162	0.850
Family monthly income	-	-	0.738	0.480
Knowledge about ecotourism	-	-	2.639	0.074
Covariate parameters				
Age	0.507	0.477	-	-
Accessibility to ecotourism information	-	-	0.188	0.665
Bi-directional interaction				
Gender vs. Educational level	1.432	0.215	0.742	0.709
Gender vs. Residential period	2.082	0.151	-	-
Gender vs. Residential period	2.635	0.074	-	-
Educational level vs. Residential period	0.293	0.747	-	-

Table 4-21 (cont'd): Covariation analysis of contributive factors to the willingness to participate in administration of ecotourism.

Source of Variation	Model No.1		Model No.2	
	F	Sig of F	F	Sig of F
Principal occupation vs. Family monthly income	-	-	0.243	0.914
Principal occupation vs. Knowledge about ecotourism	-	-	1.268	0.284
Family monthly income vs. Knowledge about ecotourism	-	-	1.056	0.380
Explicable correlation	1.514	0.137	0.851	0.643
Covariate Raw Regression Coefficient				
Age	6.378x10 ⁻²		-	
Accessibility to ecotourism knowledge	-		0.600	

Note: * At 0.05 significance level.

Results from Multiple Classification Analysis

From multiple classification analysis, we found that the grand mean of contribution of the personal factors to the willingness to participate in administration of ecotourism was 25.78. The following describes the details.

Gender Without constraint on any of the parameters, males were more willing to participate in administration of ecotourism than females. With the independent and covariate parameters constrained, the same was also true, with an increase in the average willingness with the females and a decrease in willingness level with the males. We also found that, without parameter constraints, genders and the willingness had a correlation ratio of 0.038; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.023.

Educational Level Without constraint on any of the parameters, the educated sample group was more willing than the uneducated group. With the independent and covariate parameters constrained, the same was also true, with an increase in the average willingness in the educated group and a decrease in the average willingness in

the uneducated group. We also found that, without parameter constraints, educational levels and the willingness had a correlation ratio of 0.024; whereas with independent and covariate parameter constraints, the correlation ratio decreased to 0.081.

Residential Period Without constraint on any of the parameters, the sample group with a 30-39 year residential period was most willing, followed by the group with more than 39 years of residential period, and then by the group with less than 30 years of residential period. With the independent and covariate parameters constrained, we found that the order was still the same, with a decrease in the average willingness level in the group with more than 39 years of residential period, while the other two groups had the same willingness levels. We also found that, without parameter constraints, residential period and the willingness had a correlation ratio of 0.174; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.143.

It may be concluded that in the group of educated male samples 30-39 years of residential period was most willing to participate in administration of ecotourism. In addition, these models could describe the variation of the readiness at 4.0% together with a 0.200 multiple classification coefficient. These data are summarized in Table 4-22.

Table 4-22: Multiple classification analysis of personal factors on the willingness to participate in administration of ecotourism (Grand Mean = 25.78)

Variable+Category	N	Predicted Mean		
		Unadjusted	Eta	Adjusted for Factors And Covariates
Gender			0.038	0.023
Male	78	26.14		25.99
Female	117	25.54		25.64

Table 4-22 (cont'd): Multiple classification analysis of personal factors on the willingness to participate in administration of ecotourism (Grand Mean = 25.78)

Variable+Category	N	Predicted Mean		
		Unadjusted	Eta	Adjusted for Factors And Covariates
Educational Level			0.024	0.081
Uneducated	53	25.47		24.76
Educated	142	25.89		26.46
Residential Period			0.174	0.143
Less than 30 years	73	24.08		24.63
30-39 years	55	27.18		27.37
More than 39 years	67	26.48		25.73
Factors and Covariates R Squared (R ²)				0.040
Factors and Covariates R (R)				0.200

In addition, we obtained a grand mean of 25.78 on the multiple classification analysis of the economic/social factors on the willingness level. This is detailed as follows.

Principal Occupation Without constraint on any of the parameters, the unemployed (housekeepers) group was most willing, followed by the fisherman group, and then the non-fisherman group. With the independent and covariate parameters constrained, we found that the fisherman group was most willing, followed by the non-fisherman group, and then by the unemployed group, with a decrease in the average willingness level in the unemployed group, while the two other groups had an increase in the average willingness level. We also found that, without parameter constraints, principal occupation and the willingness had a correlation ratio of 0.041; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.010.

Monthly Family Income Without constraint on any of the parameters, the group with 3,000-4,999 Baht income was most willing, followed by the group with less than 3,000 Baht income, and then by the group with more than 4,999 Baht income. With the independent and covariate parameters constrained, we found that the order was also the same with a decrease in the average willingness in the group with less than 3,000 Baht income, while the two other groups had an increase in the willingness. We also found that, without parameter constraints, monthly family income and the willingness had a correlation ratio of 0.095; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.075.

Ecotourism Knowledge Without constraint on any of the parameters, the group with low ecotourism knowledge was most willing, followed by the moderate knowledge group, and then the high knowledge group. With the independent and covariate parameters constrained, we found that the order was still the same. The average willingness level was decreased in the low knowledge group, while the other two groups had an increased in the average willingness level. We also found that, without parameter constraints, ecotourism knowledge and the willingness had a correlation ratio of 0.178; whereas with independent and covariate parameter constraints, the correlation ratio increased to 0.171.

It may be concluded that in the group of fisherman samples with monthly family income of 3,000-4,999 Baht and low ecotourism knowledge were most willing to participate in administration of ecotourism. In addition, these models could describe the variation of the willingness at 3.8% together with a 0.195 multiple classification coefficient. These data are summarized in Table 4-23.

Table 4-23: Multiple classification analysis of economic/social factors on the willingness to participate in administration of ecotourism (Grand Mean = 25.78)

Variable+Category	N	Predicted Mean		
		Unadjusted	Eta	Adjusted for Factors And Covariates
Principal Occupation			0.041	0.010
Unemployed (housekeepers)	67	26.06		25.69
Fishermen	93	25.82		25.86
Non-fishermen	35	25.14		25.72
Monthly Family Income			0.095	0.075
Less than 3,000 Baht	85	25.92		25.70
3,000-4,999 Baht	71	26.38		26.41
More than 4,999 Baht	39	24.38		24.81
Ecotourism Knowledge			0.178	0.171
Low	106	26.72		26.62
Moderate	72	25.32		25.46
High	17	24.88		21.89
Factors and Covariates R Squared (R ²)				0.038
Factors and Covariates R (R)				0.195

CHAPTER 5

DISCUSSION

Ecotourism is another alternative of tourism administration for a sustainable development. It is a form of tourism that values uniqueness of the traveling spots as well as cultural practices involving tourism and the underlying ecological system. There are mutual learning processes among those who participate under administration in which local people participate. Ecotourism has an aim to create an appreciation for a sustainable ecological system, which is the approach we opt for to study the readiness of local people for the Sirae community development into an ecotourism traveling destination. The community under study is located in Muang District, Phuket. We investigate the readiness of local people in the Sirae community in 4 aspects: administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services to tourists, and willingness of the local people to participate in administration of ecotourism. We place an emphasis on dominant factors that influence people readiness to develop the Sirae community into an ecotourism traveling destination. The following are discussions of our findings.

5.1 Readiness for Administration of Tourism Resources and Convenience Facilities

We found that more than 60% (63.1%) of the samples were moderately ready for administration of tourism resources and convenience facilities. This may be a result of the fact that most of the male samples were educated even though almost 50% of them had been educated within only primary schools. We also found that 78.5% of the samples had not had any prior knowledge about ecotourism. In general, educated persons with access to information are likely to be interested in new knowledge including knowledge about administration of tourism resources and

convenience facilities for an ecotourism operation. They are likely to have a better sense of judgment based on the knowledge than do less educated persons. This may have been one of the reasons that local people in the Sirae community were only moderately ready for administration of tourism resources and convenience facilities.

The study also revealed that the local people were little knowledgeable about administration of tourism resources and convenience facilities (43.8%). Only 35.9% of the samples realized that tourism should be based on the nature, local cultures, and underlying community. 38.5% of the samples were knowledgeable about characteristics of tourism convenience facilities, while 45.6% were knowledgeable about the attractive features of the traveling spots. 49.2% of the samples were aware of traveling destinations that can be promoted and developed into ecotourism traveling destinations. 49.7% of the samples were aware of appropriate construction practices for tourism. These results support the above finding that the local people were moderately ready for administration of tourism resources and convenience facilities.

Another contributive factor to such finding is the fact that most of the male samples were fishermen who were heavily dependent on resources from the sea. These resources were declining in numbers, resulting in their decreased income. It was found that most of the samples got less than 3,000 Baht of monthly income. Although fishing did not make their quality of life better, it is their principal occupation in which the local people were very skilled. It had been the focal feature of the community. In addition, it was found that people who were principally fishermen were likely to have resided in the Sirae community for over 39 years. In general, people who spend a longer period in a community are likely to possess a better sense of belonging and devotion to the community. They want to have their community developed methodically. This reason agreeable supports our finding that the people of the Sirae community were moderately ready for administration of tourism resources in the community.

From the study about people readiness for administration of convenience facilities, we found that the local people were only slightly ready in providing accommodation to tourists. Several convenience facilities also needed renovation.

This finding is in accordance with the result from in-depth interviews with both state and private staffs, which indicated that there is an inadequate number of restrooms, garbage bins, community roads, water for utilization, electricity, telephone lines. The existing establishments were not in a proper condition for tourism services (Appendix E). This is in agreement with the result obtained from the samples that the local people were moderately ready in administration of tourism resources and convenience facilities.

5.2 Readiness for Protection and Preservation of Tourism Environment

From the study, the majority of the samples were moderately ready for protection and preservation of tourism environment (55.4%). This is partly due to the fact that most of the samples (60%) were female. As stated earlier, the Sirae community places a more dominant role on female. As a result, most of the female community members were solely housekeepers. Nevertheless, there had been female population from outside of the community moving into the Sirae community through cross-community marriages. It was also found that more community women assisted their family in bringing in more income. Since this community had an average monthly income of 3,320 Baht the majority out of which was from working in fish factories and since the community is located along seashore, most of its female members were being fishermen as reinforcing practices, for example, collecting small oysters from the sea for sales. Consequently, it may be said that local people in this community had their lives closely tied up with the ocean resources for a long time. This brought in their affection and senses of belongings to natural resources. From the study, it was found that local people in the community of ages over 30 years old were likely to be more ready for protection and preservation of tourism environment.

In addition, female members of the community were generally uneducated or less educated, which made them indifferent to information about ecotourism. Since education and accessibility to information usually create interests and enthusiasm in obtaining information concerning themselves and other community members including protection and preservation of community environment, it was found that only 45.5% of the samples were knowledgeable about protection and

preservation of community environment. There were 39% of the samples who were knowledgeable about negative impacts of tourism to environment. 44.6% of the samples were aware of persons liable for maintenance of tourism environment, knowledgeable about administration of tourism environment and promotion of conservation of natural resources and tourism environment. Finally, 54.4% of the samples were knowledgeable about principles of administration of tourism environment. These are some of the contributive factors to our finding that the community members were moderately ready for protection and preservation of tourism environment.

From the indepth interviews with state and private staffs, it was found that the local people were likely to live simple lives and pay no attention to hygienic conditions of their residents and neighborhood. For example, wastes were dispensed of indiscriminately, which contributed to the pollution in the community. Furthermore, wastewater was found to be dispensed from fishing boats or residential areas to the sea. These acts of irresponsibility contribute to the moderate level of people readiness in protection and preservation of tourism environment (Appendix E).

5.3 Readiness for Arrangement of Activities and Services

The majority (73.8%) of the samples were moderately ready for arrangement of activities and services to tourists. This result may have been from the fact that male samples, in particular those who had lived in the community for over 39 years, were primarily fishermen, even though fishing did not make much income. This was a consequence of the fact that it was fishing for which most male community members were most skilled. Therefore, it may be maintained that fishermen were likely to be more ready for arrangement of tourism activities and services to tourists than people from other occupations. Besides, fishing could be easily adapted to blend into tourism practices in the community. Fishermen were generally able to organizing marine activities to tourists, for example, canoeing, boat tripping, scuba diving, fishing, swimming, and water sports.

In addition, since most samples were generally uneducated or educated through only primary schools and inaccessible to information about ecotourism, they

were not very interested in arrangement of tourism activities and services to ecotourists, and less knowledgeable in such arrangement. This is supported by the facts that 45.4% of the samples were not very knowledgeable about arrangement of activities and services. Only 26.2% of the samples were aware of primary skills in ecotourism administration. 46.7% of them were knowledgeable about appropriate ecotourism activities for the community. 49.7% of them were aware of practices that encourage learning processes and appropriate manners of tourists for ecotourism. 54.9% of them were aware of what tourists should be getting out of ecotourism. These facts contribute to our finding that local people were not very ready in arrangement of activities and services.

With regard to a consequence from arrangement of activities and services, we found that the local people generally had a tendency to be very ready in arrangement and services about learning community history, local customs, traditions, cultures, and lifestyles of the local people. These contribute to the fact that the local people were moderately ready for arrangement of activities and services.

From the in-depth interviews with groups of local people, it was revealed that the local people were still not knowledgeable and skillful of organizing activities and tourism services. For example, they were limited in knowledge about foreign languages, the ability to be tour guides, and knowledge about standard practices in servicing tourists. These were some of the limiting factors in organizing and servicing tourists (Appendix E).

5.4 Readiness for Willingness to Participate in Ecotourism Administration

From our study, we found that the samples were not very ready for willingness to participate in ecotourism administration. This may have been due to the fact that the majority (60%) of the samples were female who, as according to common practices in the Sirae community, would do nothing for living other than being housekeepers. As a result, they were not expected to be involved in any activities set by various organizations from either the community or the outside. Besides, they were generally not educated or educated only through primary schools. Since education tends to develop one's attitudes and acts of responsibility (Narutapong Chaiwong,

1997: 162), the female samples and the sample who were uneducated were expressing indifference towards the participation in development of their community into an ecotourism traveling destination.

We also found from the study that the majority of the local people had hardly been accessible to ecotourism information, creating their lack of interest or enthusiasm in participation in administration of ecotourism. In general, individuals who are accessible to information are likely to be more participated in various development projects than those who are not (cite in Sittisarn Supsirisa, 2001: 8). In addition, the fact that the local people were not very willing to participate in administration of ecotourism may have been contributed to the following findings from the questionnaire returned. 40% of the samples were not very knowledgeable about the participation in administration of ecotourism. With regard to this knowledge, we found that 30.3% of the samples were well informed about management of any returned benefits from ecotourism. 36.9% of the samples were knowledgeable about whom to be taking care of administration of ecotourism traveling spots within the community. 37.9% of the samples were knowledgeable about whom to be making decision about administration of ecotourism in the community. 42.6% of the samples were aware of any benefits they should be getting from ecotourism. Finally, 52.3% of the samples were aware of the roles of the local people in providing services to tourists.

In addition, residential period in the community was another contributive factor to the willingness to participate in ecotourism. We found that, in general, over 60% of the samples had lived in the community for less than 40 years. From the study, people who had lived in the community for more than 30 years were more willing participate than people who had a shorter residential period. Since people with longer residential periods are likely to have their community developed methodically for better quality of their lives and their families (Sittisarn Supsirisa, 2001: 192), those who had lived in the community longer were likely to be more willing to participate in administration of ecotourism.

As from the in-depth interviews with groups of local people, and state and private staffs, it was found that local people were not likely to be supporting any

development projects that would affect their lifestyles. They were more comfortable with simple lifestyles. This is in accordance with our finding that the samples were not very ready in willingness to participate in ecotourism administration.

5.5 Personal Contributive Factors to Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism

Personal contributive factors that we studied in this research are regard to gender, age, educational levels, residential periods . The discussed as follows.

5.5.1 Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism, with Regard to Gender

The study reveals that gender is insignificantly correlated to the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in the administration of ecotourism. This is not in accordance with the assumption that female members were more ready than male members for the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in the administration of ecotourism. One of the reasons is that local people of the Sirae community were more accessible to the outside, resulting in a more exposure to any influences from the outside community on such readiness. The community had once placed a more dominant role on its female members than the males in common practices. However, such influences changed this customs. It was found that as male members had more than one occupation rather than just fishing, for example, being daily workers outside of the community, they were more exposed to people from outside of the community. They were even involved or participated in several activities with either state or

private sectors from the outside. Nevertheless, it was the females who were still elected for community leaders or community committee members.

From the discussion above, it may be seen that gender has little correlation to different readiness levels for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This is in agreement with the study of Nakom Teesuwannajak (1998: 152), which found that opinions of local people in Suanphueng District, Rajchaburi, on the participation in ecotourism were not significantly correlated to gender. This finding also finds a similarity to the study of Mayuree Pattarachayakoop (1999: 131), which found that gender had no significant correlation to acceptance of using bicycles in every day's lives of local people in Muang District, Nakorn Nayok.

5.5.2 Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism, with Regard to Age

The study reveals that age is insignificantly correlated to the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This is not in accordance with the assumption that people of younger age were more ready than male members for the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This may have been due to the fact that the older community members had more experiences in execution of several development projects in the community. These experiences may have been either good or bad ones. Good experiences to such projects should have created a higher level of the readiness for willingness to develop, whereas bad experiences decreased such a readiness level. While from the study we found that younger people in the community were likely to be more ready for administration of

tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, older ones in the community were likely to be more ready for willingness to participate in ecotourism administration. In addition, from the in-depth interviews with state and private staffs, we found that the community members were likely to be more familiar with their original lifestyles, and hardly tolerable to anything that would change these lifestyles. (Appendix E).

This result is in accordance with that from the study by Soomanas Meepian in (2001: 116) which found that the age of local fishermen in Samui Islands, Surat Thani played no significant role in coral conservation. Our result is also in accordance with that from the study by Jirawat Rodcham (2000: 131-132) which found that age was insignificantly correlated to levels of knowledge, opinions, and need of knowledge about advance agricultural market of an agricultural cooperation in a rice promoted area. Similarly, the work of Chalernporn Chusri (2000: 85) showed that age was insignificantly correlated to the participation of local fishermen in Pattani Bay, Pattani, in conservation of oceanic resources.

5.5.3 Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism, with Regard to Educational Levels

We found that levels of education were insignificantly correlated to the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This is not in accordance with the assumption that more educated people were more ready than male members for the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This may have been due to the fact that normal education did not emphasize on administration of tourism, and ecotourism was still a new idea for local people in the Sirae community. The lack of any previous tourism development projects deprived the local people, both

from the samples and not from the samples, of knowledge and understanding of community development into an ecotourism traveling destination. However, we found that less educated people were likely to be ready and willing for such development. This may have been a result from the fact that without a true understanding about ecotourism more educated people might not even want to participate in its administration. This discussion supports our finding that educational levels played no significant role in people readiness and needs.

The above discussion is in agreement with the result from Soomanas Meepian (2001:117), which found that educational levels were insignificantly correlated to knowledge, opinions, and needs of knowledge about advance agricultural market of local cooperation managers for the participation in the system of such market. It also found similarities with the result from Jirawat Rodcham (2000: 134-136), which found that educational levels played no significant role in the knowledge attitudes and willing knowledge of local people in Suanphueng District, Rajchaburi, on the participation in ecotourism. And agreement with the result from Nakom Teesuwannajak (1998: 152) which found that opinions of local people in Suanphueng District, Rajchaburi, on the participation in ecotourism were not significantly correlated to Regard to Educational Levels .

5.5.4 Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism, with Regard to Residential Periods

We found that residential periods were insignificantly correlated to the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, and arrangement of activities and services. However, they were correlated with a 0.05 significant factor to the willingness to participate in administration of ecotourism. Nevertheless, this is not in accordance with the assumption that people with a longer residential period were more ready than members with a shorter residential period for administration of tourism resources and convenience facilities, protection and preservation of Tourism Environment,

arrangement of activities and services, and willingness to participate in administration of ecotourism. One of the reasons of this may have been due to the seashore geographic feature of the Sirae community. The local people living in the same community were exposed to and familiar with the same local natural resources and environment, giving them insignificant levels of love and sense of belonging to the community. They saw insignificant levels of the readiness state of the community for development. We found, however, that local people with an over 30 year residential period were likely to be more ready.

Our result is in accordance with that in (Nongyao Hleepun, 1994: 133), which found that residential period in a community in Chantaburi played a significant role in the level of people participation in a reservoir development project in Chantaburi. It is also in agreement with that in Sittisarn Supsisrisopa (2001: 187), which found that residential period in the Tumbon Taa bor community, Taa Bor District, Nong Kai, was correlated with a 0.05 significant level to people participation in local waste treatment.

5.6 Economic and Social Contributive Factors to Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism

The economic and social contributive factors that we studied in this research are principal occupation of local people, monthly income of each family, accessibility to information about ecotourism, and knowledge about ecotourism. The discussion now follows.

5.6.1 Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism, with Regard to Principal Occupation

We found that principal occupation of the local people was insignificantly correlated to the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of

activities and services, and willingness to participate in administration of ecotourism. This is not in accordance with the assumption that the local members who were fishermen were likely to be more ready for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This may have been in part due to the fact that Sirae is a seashore community that might have been a limiting factor against any development foresight of the individuals who had been living in the community for a long time.

Another reason for this may have come from the fact that the beliefs and customs of the local people of the community had been associated deeply with fishing. An example of these customs or beliefs includes the boating tradition, which is performed twice a year. Although several people in the community had turned to some other occupations, they still placed a high value on fishing as their lifestyles would still depend on oceanic resources for survival. We also found that the community members who were fishermen were likely to be more ready than those from other occupations.

The above finding is in agreement with that of (Nakom Teesuwannajak, 1998: 153), which found that principal occupations of local people in Suanphueng District, Rajchaburi played no significant role in people participation in ecotourism. Likewise, the study in Pisan Thanasarnsomboon, 1999: 181) found that principal occupations of local people in Seechang Island, Chonburi played no significant role in people participation in conservation of artworks. Furthermore, the study in Mayuree Pattarachayakoop (1999: 131), found that, for people in Muang District, Nakorn Nayok, occupations were insignificantly correlated to people acceptance in using bicycle in every day's lives.

5.6.2 Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism, with Regard to Monthly Family Income

We found that the monthly family income of the local people was insignificantly correlated to the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This is not in accordance with the assumption that the local members who had higher monthly income were likely to be more ready for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This may have been due in part to the fact that there were no significant differences in the monthly income of the samples. On the average, the monthly family income of a community member was only 3,320 Baht. Since this was a low figure, most of the members were preoccupied with working to get more income. This made them likely to be interested in some other new ways to work. The local members who had a higher income figure were likely not to be interested in any development that was still doubtful of the returned benefits. We found that the sample group with less than 5,000 Baht of monthly income was likely to be most ready.

This result is in accordance with that of (Nakom Teesuwannajak, 1998: 153), which found that occupation of local people in Suanphueng, Rajchaburi, was insignificantly correlated to people participation in ecotourism. Similarly, the work of (Eissaraparp Kongmesup, 1999: 155) found that monthly income of the volunteers for conservation of Chao Praya River, Ang Thong, played no significant role in their participation in Chao Praya River conservation projects.

5.6.3 Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism, with Regard to Accessibility to Ecotourism Information

We found that accessibility to information of the local people was insignificantly correlated to the readiness for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This is not in accordance with the assumption that the local members who had more accessibility to ecotourism information were likely to be more ready for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This may have been due to the fact that since ecotourism was a new concept to the community members, it was still something of a mystery to them, causing them indifference to obtain new information about ecotourism.

We found that the local members had access to ecotourism information from several sources, namely from television (21.5%), neighbors (19.0%), radios (18.5%), family members (17.95), state officers (17.4%), community information distribution center (17.4%), newspaper (16.9%), community committee members (16.9%), and journals/periodicals (14.4%). However, the rate of such accessibility was low. In addition, we found that the majority of the members were not very accessible to ecotourism information. In particular, 78.5% of the samples were never accessible to information about ecotourism. Nevertheless, the local members who were more accessible to ecotourism information were likely to be more ready and willing.

The result above found an agreement with that of (Nakom Teesuwannajak, 1998: 154), which found that accessibility to ecotourism information had no significant correlation to the participation of local people in Suanphuen, Rajchaburi, in ecotourism. This is also in agreement with that of Soomanas Meepian (2001:118),

which found that accessibility to information about corals had no significant correlation to the roles of local people in Samui Islands, Surat Thani, in conservation of local coral reefs. In addition, the work of Chalernporn Chusri (2000: 85) found that accessibility to information played no significant role in the participation of local fishermen in Pattani Bay, Pattani, in conservation of local oceanic resources. Similarly, the work of (Krissada Thongsungvorn, 1997: 47) found that accessibility to information was independent on the readiness of the administration committee of a Tumbon in Udon Thani for administration of local natural resources.

5.6.4 Readiness for Administration of Tourism Resources and Convenience Facilities, Protection and Preservation of Tourism Environment, Arrangement of Activities and Services, and Willingness to Participate in Administration of Ecotourism, with Regard to Knowledge About Ecotourism Information

We found that knowledge about ecotourism of the local people was insignificantly correlated to the readiness for administration of tourism resources and convenience facilities, arrangement of activities and services, and willingness to participate in administration of ecotourism. However, it was correlated to the participation of the local people in protection and preservation of tourism resources with a 0.05 significance level. Nevertheless, this is not in accordance with the assumption that the local members who had more knowledge about ecotourism were likely to be more ready for administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This may have been due to the fact that the samples had approximately the same level of knowledge about administration of tourism resources and convenience facilities, protection and preservation of tourism environment, arrangement of activities and services, and willingness to participate in administration of ecotourism. This leveled out their perspectives about such readiness and willingness.

Another explanation about this result is that knowledge does not necessarily have any correlation to real practices. Individuals who are knowledgeable about

ecotourism, therefore, may not be willing to participate in administration of ecotourism. To participate in any tourism development projects, if one expects to have returned economic benefits, one will be bound with natural resources. This will open up one's opportunity to participate in such tourism projects.

The above result finds an accordance with the of Soomanas Meepian (2001:119), which found that knowledge about conservation of coral resources played no significant role in the role of local people in Samui Islands, Surat Thani, in conservation of the local coral resources. Similarly, the work of Chalernporn Chusri (2000: 87) found that knowledge about conservation of oceanic resources was insignificantly correlated to the participation of local people in Pattani Bay, Pattani, in conservation of their local oceanic resources. In addition, the work of Eissaraparp Kongmesup (1999: 158) found that knowledge of the volunteers for conservation of Chao Praya River, Ang Thong, played no significant role in their participation in Chao Praya River conservation projects. Similarly, the work of Wanna Yongcharearn (1999: 238) found that knowledge about waste and wastewater treatment played no significant role in the role of the committee members of the Tumbon Administration Organization Council, Muang District, Nakorn Patom, in treatment of wastes and wastewater.

CHAPTER 6

CONCLUSION AND RECOMENDATION

The objective of this research is to investigate the readiness of local people in the Sirae community, Muang District, Phuket for development into an ecotourism tourist destination. Several factors that affect such readiness are also explored.

This is a survey research. Quantitative data were collected from 195 samples of the local people. We use questionnaires as a tool for collecting data. The questionnaires comprise questions asking for general data of the samples, knowledge about ecotourism, readiness for administration of tourism resources and convenience facilities, readiness for protection and preservation of tourism environment, readiness for arrangement of activities and services, willingness to participate in administration of ecotourism, and problems with and suggestions for development of the community in an ecotourism traveling spot. On the other hand, qualitative data were collected from 17 state and private staffs by means of in-depth interviews. The data collected were then statistically analyzed using SPSS for Windows Version 7.5, which was a commercial package for statistical analysis. The statistics used for the analysis were percentage, maximum, minimum, and multiple classification analysis. The qualitative data from the in-depth interviews were analyzed using the descriptive approach. The analysis results are discussed as follows.

6.1 Conclusion

6.1.1 Personal, Economic, and Social Factors

For the personal factors, we found that 60% of the samples were female, while the other 40% of them were male. Most of them (53.9%) were between 30 and 49 years old with an average of 35.5 years old. 47.2% of the samples were educated up through primary schools, while 27.1% of them were uneducated. In addition, 53.8% of them had resided in the community for 30-49 years with an average of 34.6 years.

As for the economic and social factors, we found that 47.7% of the samples were fishermen, while 34.4% of them were unemployed (mostly housekeepers). We also found that most of the samples (69.7%) had 1,500-4,999 Baht family monthly income, while 10.3% of them had their family monthly income of less than 1,500 Baht. The average family monthly income of the samples was 3,320 Baht.

With regard to accessibility to information about ecotourism, we found that 78.5% of the samples had no prior access to information about ecotourism for the last one year, while the other 21.5% of them had. The samples were most accessible to ecotourism information from televisions (21.5%), neighbors (19.0%), radios (18.5%), and other medias namely family members, state officers, information distribution center, newspapers, community committee members, and periodicals. In addition, we found that most of the samples who were accessible to ecotourism information had access to such information less than once a month.

6.1.2 Knowledge about Ecotourism

Most of the samples (54.4%) had limited knowledge about ecotourism with an average score of 8.9 out of 21. 20% of the samples who were knowledgeable about ecotourism were aware of its meaning. As for the knowledge about administration of tourism resources and convenience facilities, we found that 49.7% were knowledgeable about suitable construction practices in ecotourism places, while only 35.9% were aware that ecotourism was on the grounds of the nature, local cultures, and community.

Concerning knowledge about protection and preservation of tourism environment, it was found that most of the samples (54.45) were knowledgeable about principles of tourism environment administration, while only 39% of them were aware of any negative effects of tourism on the environment.

As for the arrangement of activities and services, we found that 54.9% of the samples were mindful of what tourists should get out of ecotourism, while only 26.2% knew about primary practices of ecotourism administration.

Regarding knowledge about people participation, it was found that 52.3% of the samples were aware of their roles in providing services to tourists, while 30.3% of them were knowledgeable about management of any returned benefits from ecotourism.

6.1.3 Readiness for Administration of Tourism resources and Arrangement of Convenience Facilities

From the study, we found that 63.1% of the samples were moderately ready for administration of tourism resources and arrangement of convenience facilities. They obtained an average score of 41.5 out of 68 on the readiness measurement. As for the readiness for administration of tourism resources, we found that most of the samples were very ready for conservation of their cultures, customs, and traditions. On the other hand, they were moderately ready for providing experiences and learning opportunities to tourists. Finally, we found that they were very ready for supporting health care services, while just ready for providing accommodation services.

6.1.4 Readiness for Protection and Conservation of Tourism Resources

It was found that most of the samples (55.4%) were moderately ready for protection and conservation of tourism resources with an average readiness score of 32.4 out of 56. With regard to the readiness for land management, we found that most members of the community were moderately ready for zoning of tourism-related activities, zoning for tourism activities, and determination of the maximum number of tourists to be handled.

Concerning establishment of rules and procedures for utilization of natural resources and environment, we found that most of the community members were very ready for establishment of rules and procedures for the local people, while moderately ready for such establishment of rules and procedures for the tourists.

As for the administration of process of monitoring, inspection, and evaluation of any effects of tourism on the community environment, we found that most of the

local members were very ready for the evaluation process, while moderately ready for the monitoring and inspection processes.

Regarding efficient treatment of garbage and wastewater, it was found that most of the local people were very ready for garbage treatment, while moderately ready for wastewater treatment. As for the readiness for arrangement of convenience facilities that were environmental friendly, it was found that most of the local people were very ready for arrangement of convenience facilities that could blend in to the nature. On the other hand, they were moderately ready for determination of the amount and sizes of such convenience facilities.

With regard to the conservation of natural resources and environment in the traveling spots, we found that most of the samples were very ready for conservation of the natural resources and environment. They were also very ready for supporting any regulations regarding tourism resources management.

6.1.5 Readiness for Arrangement of Activities and Services

From the survey, we found that most of the samples (73.8%) were moderately ready for arrangement of activities and services with an average score of 53.7 out of 96. With regard to the readiness for arrangement of ecotourism activities, we found that the samples were very ready to arrange the following activities: discovery of community history, canoeing, boating, water sporting, discovery of customs, traditions, cultures, and lifestyles of the community members. In addition, the samples were moderately ready for arrangement of the following activities: bicycle touring in the community, swimming, touring of local handicraft production sites, fishing, scuba diving, camping, and picnicking within the community.

With regard for the readiness for arranging services for tourists by the local people, we found that the samples were very ready to arrange bicycling services, and activities that unveil local customs, traditions, cultures, and lifestyles to tourists. They were, on the other hand, moderately ready for arrangement of the following activities: fishing, scuba diving, touring of local handicraft production sites, canoeing,

boating, swimming, discovery of community history, water sporting, and accommodation services.

As for the readiness for regulation of rules and guidelines for operation of tourism activities, we found that most of the samples were very ready for regulation of rules and guidelines for tourists, while moderately ready for regulation of rules and guidelines for community members. With regard to primary administration skills, most of the samples were moderately ready for cooperation, financial management, and accounting practices.

6.1.6 Readiness for People Participation in Ecotourism Administration

From the survey, every sample was just ready to participate in administration of ecotourism with an average score of 25.8 out of 108. With regard to the participation in planning and decision making processes, we found that most samples were very willing to participate in the following activities: strategic meeting for tourism planning, selection of tourism activities, regulation of suitable rules for tourism activities, administration of tourism spots, and planning for tourism activities.

As for the willingness to participate in investment and sharing any returned benefits from the development projects, we found that the samples were very willing to justifiably share any returned benefits from tourism activities, while just moderately ready for any financial investment for tourism development, support of labor, and donation of tools and apparatus for development.

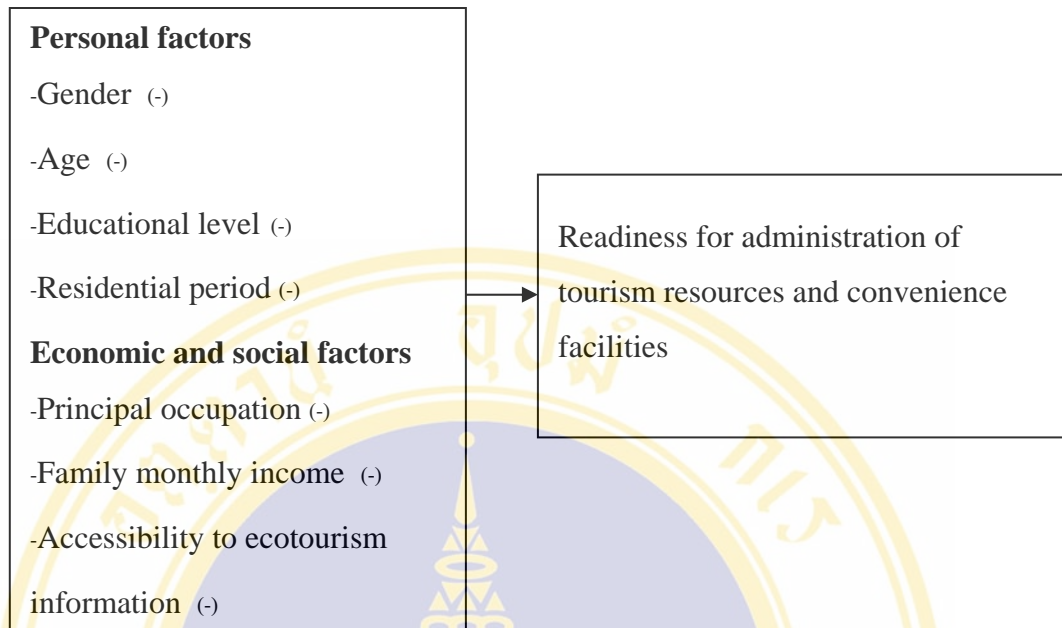
As for the willingness to participate in development execution, we found that most samples were very willing to follow any established rules and measures, participate in organization or being a committee member for monitoring and maintaining the tourism environment. In addition, they were moderately willing to provide support and any conveniences to state offices in administration of tourism, participate in any activities and providing tourism services, as well as to be a committee member or a member of a working group for operation of tourism businesses.

With regard to the willingness to participate in monitoring and evaluation processes for the development projects, we found that most samples were very willing to participate in strictly enforcing any rules and measures for tourism, evaluate any tourism activities, and evaluate any effects resulting from tourism activities. Besides, the samples were moderately willing to participate in any construction projects in the community, monitoring of the project execution from responsible persons, and suggestion of any activity refinement measures.

As for the willingness to participate in public relation activities, we found that most samples were very willing to provide information about tourism in the community to tourists, while moderately willing to convince their neighbors to participate in any activities that promoted tourism, and publicizing any of their tourism activities to potential tourists.

6.1.7 Factors that Affect the Readiness for Administration of Tourism Resources and Convenience Facilities

We performed a covariate analysis with independent parameters comprising personal factors such as gender, educational level, and residential period; economic and social factors such as principal occupation, family monthly income, and knowledge about ecotourism. The dependent parameters comprise ages, and accessibility to ecotourism information. Both the dependent and independent parameters were correlated to the readiness for administration of tourism resources and convenience facilities as shown in Figure 6-1.



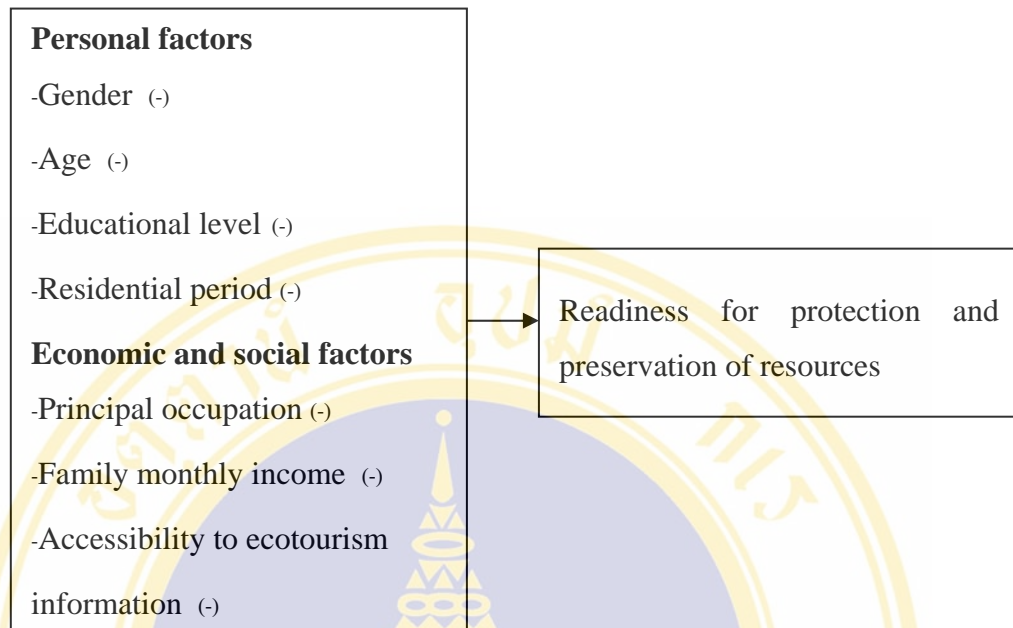
Notes: (-) insignificantly correlated to readiness

(+) correlated to readiness with a 0.05 significance level

Figure 6-1 Summary of the Factors that Affect the Readiness for Administration of Tourism Resources and Convenience Facilities

6.1.8 Factors that Affect the Readiness for Protection and Preservation of Tourism Environment

The independent parameters involved were personal factors such as gender, educational level, and residential period, and economic and social factors such as principal occupation, family monthly income, and knowledge about ecotourism. From the covariate and multiple classification analyses, we found that knowledge level about ecotourism was correlated, with 0.05 significance, to the readiness. The group with low ecotourism knowledge was most ready, followed by the one with moderate knowledge, and then the one with high knowledge. As for other independent parameters such as gender, educational level, residential period, principal occupation, and monthly family income, as well as all the covariance parameters, it was found that they were correlated, without any statistical significance, to people readiness for protection and preservation of resources. This is summarized in Figure 6-2.



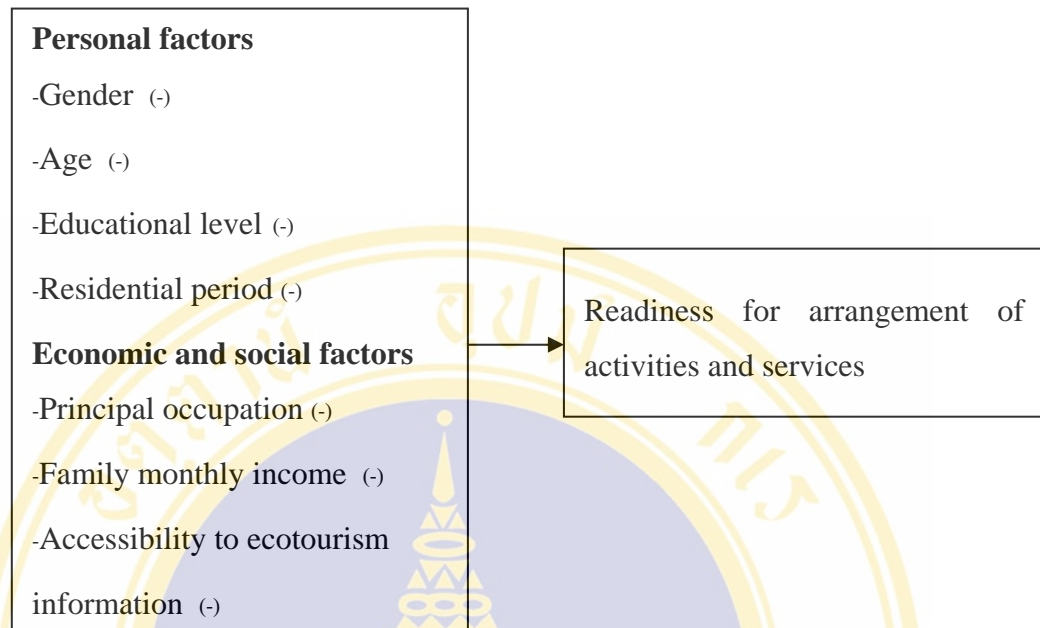
Notes: (-) insignificantly correlated to readiness

(+) correlated to readiness with a 0.05 significance level

Figure 6-2 Summary of the Factors that Affect the Readiness for Protection and Preservation of Resources

6.1.9 Factors that Affect the Readiness for Arrangement of Activities and Services

We found that the independent parameters including personal factors such as gender, educational level, residential period, and economic/social factors such as principal occupation, monthly family income, and ecotourism knowledge, as well as covariance parameter such as age and accessibility to ecotourism information were correlated, without any statistical significance, to the readiness for arrangement of activities and services. This is summarized in Figure 6-3.



Notes: (-) insignificantly correlated to readiness

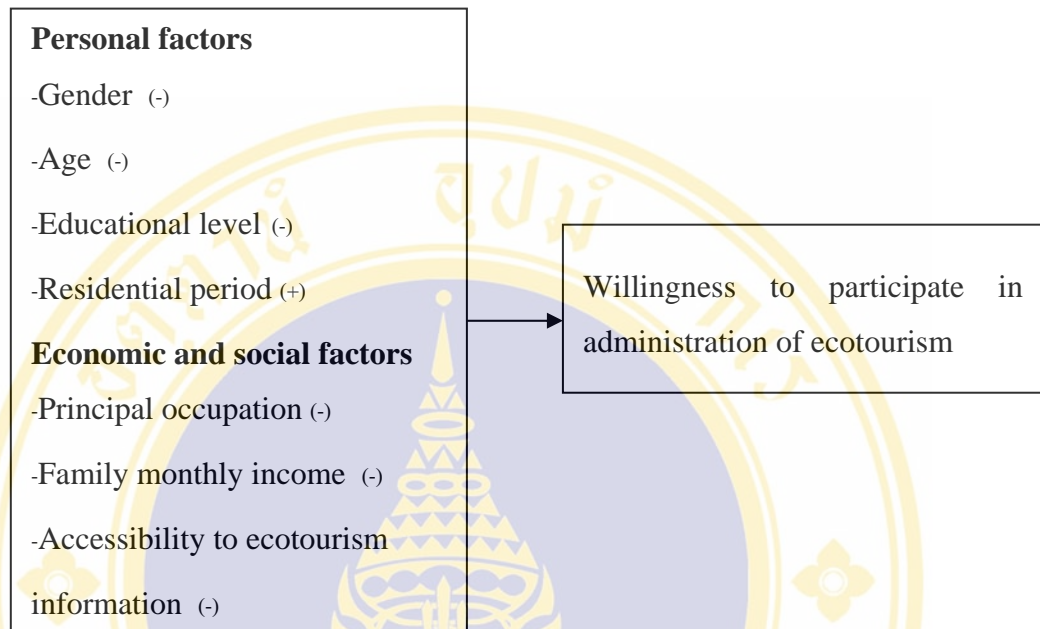
(+) correlated to readiness with a 0.05 significance level

Figure 6-3 Summary of the Factors that Affect the Readiness for Arrangement of Activities and Services

6.1.10 Factors that Affect the Willingness to participate in Administration of Ecotourism

The independent parameters involved were personal factors such as gender, educational level, and residential period, and economic and social factors such as principal occupation, family monthly income, and knowledge about ecotourism. From the covariate and multiple classification analyses, we found that the residential period was correlated, with 0.05 significance level, to people willingness to participate in administration of ecotourism. In particular, the group with 30-39 years of residential period was most willing to participate, followed by the one with more than 39 years of residential period, and then the one with less than 30 years of residential period. We also found that other independent parameters such as gender, educational level, principal occupation, monthly family income, and ecotourism knowledge, as well as other covariance parameters were correlated, without any statistical significance, to the

people willingness to participate in administration of ecotourism. This is summarized in Figure 6-4.



Notes: (-) insignificantly correlated to readiness

(+) correlated to readiness with a 0.05 significance level

Figure 6-4 Summary of the Factors that Affect the Willingness to Participate in Administration of Ecotourism

6.2 Recommendation

6.2.1 Recommendation from the Study

1. Should there be development of the Sirae community into an ecotourism traveling destination in a home stay package, there should be a remodeling of convenience facilities in the community especially increasing the quality of accommodation services, as the local people in the Sirae community possess a simple lifestyle. Accommodation sites should first be chosen among residences whose owners are willing to participate in arrangement of activities and services to tourists. However, this practice may not be feasible since the local people are not very willing to

participate in such activities. In addition, previous experiences from some other traveling destinations show that home stay packages were not a major success.

Furthermore, from the study, we suggest that the roads accessible to the community should be improved for better safety. We also found that the local people had to purchase water from outside for their everyday utilization, since the tap water system in the community was problematic. There should be more food centers or restaurants to adequately serve tourists. Besides, tourist service centers should be established.

2. As the local people possess simple lifestyles, they are not particularly interested in hygienic conditions of their residents and neighborhoods. They do not concern much as to where garbage should be dispensed. There are no garbage filtering systems causing garbage problems to the community. Therefore, to promote the community into an ecotourism traveling destination, appropriate knowledge and consciousness should be provided to the local people. In addition, we found that there was no appropriate system to drain out rain, causing common flooding especially in rainy seasons. Consequently, a good street water drainage system should be constructed. Trenched areas should be filled up. The Local Administration Organization of Tumbon Rassada should be responsible for administration of waste and wastewater treatment for a pollution-free environment in the future.

3. From the study on people readiness for arranging tourism activities and services, we found that tourism activities that could be operated by the local people should be organized. Each of such activities may be associated with service groups as according to the skills of each service operator. Such service groups may be classified based on the following activities: activities concerning local cultures and history such as activities to study the local history, cultures, traditions, customs, and lifestyles, as well as touring local handicraft production sites; outdoor eco-activities such as boating, rowing, scuba diving, and water sporting; semi eco-activities such as fishing, bicycle touring; and other supporting activities such as swimming and camping. In addition, such activity organization should be associated with nearby traveling spots.

4. From the study on people willingness to participate in administration of ecotourism, we found that every sample was not very willing to take such participation. This causes a major concern in developing the community into an ecotourism traveling destination, for any successful development activities should be supported by the local people. The aptitude of the local people should be adjusted before any development projects can take place. This adjustment may be in the form of providing information to the local people about any benefits they will get should the community be developed into a traveling destination. The goal is to get their willingness to participate in the development projects. They should be participated in every stage of the projects. In addition, both the state and private sectors should get involved in the development projects alongside with the local people. This involvement may be in the form of information providers, training the local people for appropriate skills, or being co-investors in any traveling activities.

5. In development of the Sirae community into an ecotourism traveling destination, the local people should be prepared with the knowledge about ecotourism as well as ecotourism administration practices and any pros and cons of ecotourism projects. From the study, we found that the local people were not very knowledgeable about ecotourism, in particular, issues such as the meaning of ecotourism, knowledge about administration of tourism resources and convenience facilities, knowledge about protection and preservation of resources, knowledge about arrangement of activities and services, and knowledge about people participation. This lack of knowledge might be from the fact that ecotourism had been relatively new to them.

6. Training programs should be designed to provide local people with both knowledge and practical skills applicable to activity and service arrangement for tourists. The content of the programs should be based on what the local people really call for. Training programs on administration of resources and convenience facilities should place an emphasis on the nature, the local cultures, the community, the features of the convenience facilities, and the attractive features of the traveling areas. As for knowledge about protection and preservation of environment, emphases should be placed on issues such as any negative effects of tourism on the environment, persons who should be responsible for preservation of the environment, administration

practices of the traveling spots, and promotion of natural resources conservation in the traveling spots.

Concerning arrangement of activities and services, emphases should be placed on elementary skills in administration of ecotourism and appropriate ecotourism activities in the areas. As for knowledge about people participation, the training should emphasize management of any returned benefits from tourism, persons responsible for administration of ecotourism spots, and the nature of the returned benefits to the local people.

7. From the study, we found that the majority (78.5%) of the local people never had prior access to information about ecotourism. This was one of the reasons of the apparent low level of ecotourism knowledge among the local people. On the other hand, any prior accesses to such information were mostly through television, neighbors, radios, and family members, respectively. As a consequence, these media should be the major tools in providing ecotourism knowledge to the community.

8. We found from the study that the local people were not ready for a total administration of ecotourism in their own community. This is apparently against the idea that the local people should be the center of the development. In addition, we found that the local people were likely to be ready for arrangement of activities and services with regard to cultural and historical tourism such as activities that promote community history learning, learning of the local cultures, traditions, customs, and local lifestyles, as well as local handicraft production tours. Museums may be built for collection of local hard-to-finds or prehistoric pieces. Such activities may be organized in a form of a one-day trip, as accommodation in the community is not yet in a good condition.

6.2.2 Suggestions for Future Work

1. This study places an emphasis on the people readiness for administration of ecotourism in various aspects namely administration of resources and convenience facilities, protection and preservation of environment, arrangement of activities and services, and people willingness to participate. We also conducted indepth interviews

to gain additional information from various state and private staffs. What is missing in this work is information from tourists, which acts as an important role in planning on tourism marketing strategy. In particular, we would like to be able to study any particular needs from tourists out of various tourism activities that attract them. This information will be valuable in planning on tourism activities that are suitable for the needs from tourists. Consequently, there should be a study on the attitudes of tourists, both domestic and foreign, on administration of ecotourism in the Sirae community. The results obtained together with those from this research may be used for tourism planning for the community in the future.

2. Tour and service operators act as a very important role in promoting the development of the community into a tourism destination, as they are the ones who put investments as well as get the returned profits. Consequently, there should be a study on the needs and capability of such operators to get information that is useful for planning on any suitable development projects.

3. From the study, we found that the local people were not ready to administer ecotourism totally by their own. Nevertheless, there were some activities that could be operated totally on their own, under support from both the state and private sectors. Therefore, there should be a feasibility study on the collaboration among the state, private, and local sectors for arrangement of any ecotourism activities within the community.

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รายนามผู้เชี่ยวชาญในการตรวจสอบเครื่องมือวิจัย

1. นายศุภมิตร เอกวรรณัง
อาจารย์ประจำภาควิชาการท่องเที่ยวและการโรงแรม คณะศิลปศาสตร์และวิทยาศาสตร์
มหาวิทยาลัยธุรกิจบัณฑิตย์
2. นายอนุภาพ ชีร์รัฐ
ผู้อำนวยการการท่องเที่ยวแห่งประเทศไทย สำนักงานภาคใต้เขต 4
อำเภอเมือง จังหวัดภูเก็ต





แบบสอบถาม

ความพร้อมของประชาชนในการพัฒนาชุมชนเป็นแหล่งท่องเที่ยวเชิงนิเวศ

กรณีศึกษา: ชุมชนชาวเลเกาะสีเฮอร์ อำเภอเมือง

จังหวัดภูเก็ต.....

ชื่อ-สกุลผู้ให้สัมภาษณ์.....

บ้านเลขที่.....หมู่ที่.....ตำบล..... อำเภอเมือง จังหวัดภูเก็ต วันที่สัมภาษณ์.....

คำชี้แจง แบบสอบถามนี้เป็นส่วนหนึ่งของการวิจัยเรื่อง “ความพร้อมของประชาชนในการพัฒนาชุมชนเป็นแหล่งท่องเที่ยวเชิงนิเวศ กรณีศึกษา: ชุมชนชาวเลเกาะสีเฮอร์ อำเภอเมือง จังหวัดภูเก็ต” สร้างขึ้นเพื่อใช้ในการเก็บรวบรวมข้อมูลประกอบการทำวิทยานิพนธ์มหาบัณฑิต สาขาวิชาเทคโนโลยีที่เหมาะสมเพื่อการพัฒนาทรัพยากรและสิ่งแวดล้อม คณะสิ่งแวดล้อมและทรัพยากรศาสตร์ มหาวิทยาลัยมหิดล และเพื่อนำผลที่ได้จากการศึกษามาใช้เป็นแนวทางในการพัฒนาชุมชนชาวเลเกาะสีเฮอร์เป็นแหล่งท่องเที่ยวเชิงนิเวศ แบบสอบถามนี้แบ่งออกเป็น 7 ส่วน ประกอบด้วย

ส่วนที่ 1 ข้อมูลทั่วไป

ส่วนที่ 2 ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ

ส่วนที่ 3 ความพร้อมด้านการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก

ส่วนที่ 4 ความพร้อมด้านการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว

ส่วนที่ 5 ความพร้อมด้านการจัดกิจกรรมและการให้บริการ

ส่วนที่ 6 ความต้องการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศ

ส่วนที่ 7 ปัญหาอุปสรรคในพื้นที่และข้อเสนอแนะในการพัฒนาชุมชนเป็นแหล่งท่องเที่ยวเชิงนิเวศ

ผู้วิจัยใคร่ขอความกรุณาจากท่านได้โปรดตอบคำถามทุกข้อตามความเป็นจริง เพราะคำตอบของท่าน ทุกข้อจะเป็นประโยชน์ต่อการศึกษา อนึ่งผู้วิจัยขอรับรองว่าข้อมูลที่ท่านตอบทั้งหมดจะเป็นความลับและจะไม่เกิดผลเสียหายแก่ท่านแต่อย่างใด และขอขอบคุณในความร่วมมือของท่านมา ณ โอกาสนี้ด้วย

กุสุมา สว่างพันธุ์

ผู้วิจัย

ส่วนที่ 1 ข้อมูลทั่วไป

คำชี้แจง โปรดเติมคำหรือข้อความลงในช่องว่างที่กำหนดไว้หรือทำเครื่องหมาย (✓) หน้าข้อความที่ตรงกับความเป็นจริงของท่านมากที่สุด

1. เพศ () 1. ชาย () 2. หญิง
2. อายุ (ระบุอายุเต็ม ไม่นับเศษของเดือน)ปี
3. ระดับการศึกษาสูงสุด

() 1. ไม่ได้เรียนหนังสือ	() 2. ประถมศึกษาตอนต้น
() 3. ประถมศึกษาตอนปลาย	() 4. มัธยมศึกษาตอนต้น
() 5. มัธยมศึกษาตอนปลาย , ปวช.	() 6. ปวส. , อนุปริญญา
() 7.ปริญญาตรี	() 8. สูงกว่าปริญญาตรี
() 9. อื่นๆ ระบุ.....	
4. ระยะเวลาที่อาศัยอยู่ในท้องถิ่น (ระบุระยะเวลาเต็ม ไม่นับเศษของเดือน).....ปี
5. อาชีพหลัก (อาชีพที่มีรายได้ประจำ หรือ เป็นรายได้หลัก)

() 1. ประมง	() 2. เกษตรกรรม(ปลูกพืชต่างๆ)
() 3. เลี้ยงสัตว์	() 4. ค้าขาย, ธุรกิจส่วนตัว
() 5. รับจ้าง, ลูกจ้าง	() 6. รับราชการ, พนักงานรัฐวิสาหกิจ
() 7. แม่บ้าน/พ่อบ้าน () 8. อื่นๆ ระบุ.....	
6. รายได้ของครอบครัวต่อเดือน (คิดรายได้ที่ยังไม่หักค่าใช้จ่าย).....บาท
7. ในรอบ 1 ปีที่ผ่านมา ท่านเคยได้รับข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศจากสื่อใด และมี
ความถี่ในการได้รับข้อมูลข่าวสารมากน้อยเพียงใด

() 1. ไม่เคยได้รับ	() 2. เคยได้รับ
---------------------	------------------

ประเภทของสื่อ (ตอบได้มากกว่า 1 ข้อ)	ความถี่ที่ได้รับข้อมูลข่าวสาร (ตอบได้เพียงข้อเดียว)					
	ทุกวัน	สัปดาห์ละ 3-4 ครั้ง	สัปดาห์ละ 1-2 ครั้ง	เดือนละ 1-2 ครั้ง	นานกว่า เดือนละครั้ง	ไม่เคย ได้รับ
โทรทัศน์						
วิทยุ						

ประเภทของสื่อ (ตอบได้มากกว่า 1 ข้อ)	ความถี่ที่ได้รับข้อมูลข่าวสาร (ตอบได้เพียงข้อเดียว)					
	ทุกวัน	สัปดาห์ละ 3-4 ครั้ง	สัปดาห์ละ 1-2 ครั้ง	เดือนละ 1-2 ครั้ง	นานกว่า เดือนละครั้ง	ไม่เคย ได้รับ
หนังสือพิมพ์						
นิตยสาร/วารสาร						
กระจายข่าว						
คณะกรรมการหมู่บ้าน						
เพื่อนบ้าน						
คนในครอบครัว/ญาติพี่น้อง						
เจ้าหน้าที่หน่วยงานราชการ						
อื่นๆ ระบุ.....						

ส่วนที่ 2 ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ

คำชี้แจง โปรดทำเครื่องหมาย (✓) หน้าคำตอบที่ท่านเห็นว่าถูกต้องที่สุดเพียงข้อเดียว

1. ความหมายของการท่องเที่ยวเชิงนิเวศคือข้อใด

- () 1. การท่องเที่ยวเพื่อศึกษาธรรมชาติและวัฒนธรรมของท้องถิ่น บนพื้นฐานของ
ความรับผิดชอบต่อระบบนิเวศ โดยการจัดการอย่างมีส่วนร่วมของคนในท้องถิ่น
- () 2. การท่องเที่ยวเพื่อศึกษาหาความรู้เกี่ยวกับธรรมชาติ
- () 3. การท่องเที่ยวเพื่ออนุรักษ์ทรัพยากรธรรมชาติ
- () 4. การท่องเที่ยวโดยไม่ทำลายสภาพธรรมชาติและศิลปวัฒนธรรมที่มนุษย์สร้างขึ้น

2. แหล่งท่องเที่ยวที่สามารถส่งเสริมและพัฒนาให้เป็นแหล่งท่องเที่ยวเชิงนิเวศควรมีลักษณะอย่างไร

- () 1. แหล่งท่องเที่ยวที่มีการสร้างและตกแต่งใหม่จนระบบนิเวศเปลี่ยนไป
- () 2. แหล่งท่องเที่ยวที่มีการสร้างเลียนแบบธรรมชาติแต่ไม่เหมาะสมกับพื้นที่
- () 3. แหล่งท่องเที่ยวที่มีสภาพธรรมชาติและระบบนิเวศดั้งเดิม
- () 4. แหล่งท่องเที่ยวที่มีการตัดแปลงจนไม่มีลักษณะที่เป็นสภาพธรรมชาติที่ถูกต้อง

3. ความโดดเด่นของพื้นที่ที่จะดึงดูดใจนักท่องเที่ยวได้ดีที่สุดควรมีลักษณะอย่างไร
- () 1. เป็นแหล่งธรรมชาติที่สร้างขึ้นใหม่จนสภาพธรรมชาติเปลี่ยนไป
 - () 2. มีการจำลองสภาพวิถีชีวิตของคนในชุมชนแต่ไม่เหมือนสภาพดั้งเดิม
 - () 3. มีการดัดแปลง ประเพณี และวัฒนธรรมของชุมชนจนเปลี่ยนแปลงจากเดิม
 - () 4. มีสภาพธรรมชาติดั้งเดิม และมีวิถีชีวิต ขนบธรรมเนียมประเพณีวัฒนธรรมที่มีเอกลักษณ์เฉพาะถิ่น
4. การจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวกควรคำนึงถึงสิ่งใด
- () 1. ควรเน้นความสะดวกสบายของนักท่องเที่ยวให้มากที่สุด
 - () 2. ควรมีความแปลกใหม่และทันสมัยเช่นเดียวกับต่างประเทศ
 - () 3. ควรอยู่บนพื้นฐานของธรรมชาติ วัฒนธรรม และชุมชน
 - () 4. ควรให้ความสำคัญกับความต้องการของนักท่องเที่ยวมากที่สุด
5. สิ่งอำนวยความสะดวกในแหล่งท่องเที่ยวควรมีลักษณะอย่างไร
- () 1. เน้นสิ่งอำนวยความสะดวกขนาดใหญ่
 - () 2. เน้นสิ่งอำนวยความสะดวกขนาดเล็กและสะดวกสบายพอสมควร
 - () 3. มีความสะดวกสบายมากที่สุด
 - () 4. สิ่งอำนวยความสะดวกมีลักษณะถาวรและปริมาณมาก
6. สิ่งที่ต้องคำนึงถึงมากที่สุดในการก่อสร้างสิ่งต่างๆ ในแหล่งท่องเที่ยวคือข้อใด
- () 1. ความกลมกลืนกับธรรมชาติและสิ่งแวดล้อมในแหล่งท่องเที่ยว
 - () 2. ความสะดวกสบายมากที่สุด
 - () 3. ความหรูหราและทันสมัย
 - () 4. มีลักษณะชั่วคราวไม่คงทน
7. ปัญหาสิ่งแวดล้อมทางธรรมชาติที่อาจเกิดขึ้นจากการท่องเที่ยวคือข้อใด
- () 1. วิถีชีวิตของคนในชุมชนเปลี่ยนแปลง
 - () 2. อาชญากรรม
 - () 3. ราคาสินค้าต่างๆ ในชุมชนแพงขึ้น
 - () 4. ขยะมูลฝอย
8. ใครควรมีหน้าที่รับผิดชอบในการดูแลรักษาภาพแวดล้อมในแหล่งท่องเที่ยว
- () 1. เจ้าหน้าที่หน่วยงานของรัฐ
 - () 2. ประชาชนในท้องถิ่น
 - () 3. นักท่องเที่ยว เจ้าหน้าที่ของรัฐ ภาคธุรกิจเอกชน และประชาชนในท้องถิ่น
 - () 4. จ้างบริษัทเอกชนเป็นผู้รับผิดชอบ

9. สิ่ง que ควรคำนึงถึงในการจัดการด้านสิ่งแวดล้อมของแหล่งท่องเที่ยวคือข้อใด
- () 1. การป้องกันและกำจัดมลพิษ
 - () 2. หน่วยงานของรัฐเท่านั้นเป็นผู้ดำเนินการด้านสิ่งแวดล้อม
 - () 3. การจัดการโดยตอบสนองความต้องการของนักท่องเที่ยวมากที่สุด
 - () 4. ไม่จำเป็นต้องอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม
10. วิธีการจัดการด้านสิ่งแวดล้อมในแหล่งท่องเที่ยวควรทำอย่างไร
- () 1. ไม่จำเป็นต้องจำกัดจำนวนนักท่องเที่ยว
 - () 2. อนุญาตให้นักท่องเที่ยวทิ้งขยะบริเวณใดก็ได้
 - () 3. มีการกำหนดแนวทางปฏิบัติและวิธีการในการจัดการมลพิษอย่างชัดเจน
 - () 4. กำหนดให้องค์กรบริหารส่วนตำบลเท่านั้นเป็นผู้จัดการด้านสิ่งแวดล้อม
11. แนวทางการส่งเสริมการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อมในแหล่งท่องเที่ยวได้แก่
- () 1. หาวิธีการนำทรัพยากรธรรมชาติมาใช้ให้ได้มากที่สุด
 - () 2. การอนุญาตให้นำพันธุ์ไม้หรือพันธุ์สัตว์หายากไปเก็บรักษาเป็นสมบัติส่วนตัว
 - () 3. การให้ความรู้เรื่องการรักษาทรัพยากรธรรมชาติและสิ่งแวดล้อมแก่ประชาชนท้องถิ่น
 - () 4. ควรดัดแปลงทรัพยากรธรรมชาติและสิ่งแวดล้อมให้ดึงดูดใจนักท่องเที่ยว
12. กิจกรรมท่องเที่ยวเชิงนิเวศที่เหมาะสมในพื้นที่คือข้อใด
- () 1. การเดินป่าศึกษาธรรมชาติ
 - () 2. การศึกษาวิถีชีวิตของคนในท้องถิ่น
 - () 3. การปีนเขา
 - () 4. การดำน้ำเพื่อเก็บปะการัง
13. ความรู้เบื้องต้นที่จำเป็นที่สุดสำหรับคนในชุมชนเพื่อนำไปใช้ในการจัดการท่องเที่ยวเชิงนิเวศได้แก่
- () 1. การค้าขาย
 - () 2. การพูดภาษาต่างประเทศ
 - () 3. การประชาสัมพันธ์การท่องเที่ยว
 - () 4. การให้บริการนักท่องเที่ยวอย่างมีมาตรฐาน
14. แนวทางปฏิบัติเพื่อให้เกิดการท่องเที่ยวที่เอื้อต่อการเรียนรู้คือข้อใด
- () 1. การให้นักท่องเที่ยวเข้าไปศึกษาชื่นชมแหล่งท่องเที่ยวตามลำพัง
 - () 2. ไม่จำเป็นต้องแจกคู่มือแนะนำเที่ยว
 - () 3. การจัดตั้งศูนย์บริการนักท่องเที่ยว และป้ายสื่อความหมายในแหล่งท่องเที่ยว
 - () 4. ควรจ้างมัคคุเทศก์จากนอกชุมชนมาให้บริการนักท่องเที่ยว

15. พฤติกรรมใดของนักท่องเที่ยวที่ไม่เหมาะสมในการท่องเที่ยวเชิงนิเวศ
- () 1. การเก็บของหายากจากชุมชนไปเป็นที่ระลึก
 - () 2. การถ่ายภาพสภาพการดำรงชีวิตของคนในชุมชน
 - () 3. การพูดคุยซักถามถึงวิถีชีวิตของคนในชุมชน
 - () 4. การบริจาคเงินเพื่อนำไปใช้พัฒนาแหล่งท่องเที่ยว
16. สิ่งที่นักท่องเที่ยวควรได้รับจากการท่องเที่ยวเชิงนิเวศในพื้นที่คือข้อใด
- () 1. สัตว์ทะเลหายาก
 - () 2. กัลปังหา
 - () 3. สินค้าที่ผลิตจากจังหวัดอื่นๆ
 - () 4. ความรู้และประสบการณ์ที่ดีเกี่ยวกับท้องถิ่น
17. ใครควรเป็นผู้ตัดสินใจในการดำเนินการจัดการท่องเที่ยวเชิงนิเวศในพื้นที่
- () 1. องค์กรบริหารส่วนตำบล
 - () 2. องค์กรบริหารส่วนจังหวัด
 - () 3. ประชาชนในท้องถิ่น
 - () 4. ผู้นำชุมชน
18. ใครควรเป็นผู้ดำเนินการจัดการแหล่งท่องเที่ยวเชิงนิเวศในพื้นที่
- () 1. องค์กรบริหารส่วนตำบล
 - () 2. ผู้ประกอบธุรกิจท่องเที่ยว
 - () 3. ประชาชนในท้องถิ่น
 - () 4. ความร่วมมือของเจ้าหน้าที่ภาครัฐ เอกชน และประชาชนท้องถิ่น
19. ประชาชนควรให้บริการนักท่องเที่ยวโดย
- () 1. จำหน่ายสัตว์น้ำหายาก
 - () 2. จำหน่ายสินค้าพื้นเมืองราคาแพง
 - () 3. เป็นผู้สาธิตศิลปวัฒนธรรมของชุมชน
 - () 4. พานักท่องเที่ยวไปดำน้ำเก็บปะการัง
20. ข้อใดคือประโยชน์ที่คนในชุมชนจะได้รับมากที่สุดจากการท่องเที่ยวเชิงนิเวศ
- () 1. วิถีชีวิตของคนในชุมชนเปลี่ยนแปลงไป
 - () 2. สร้างงาน สร้างรายได้ให้แก่คนในท้องถิ่น
 - () 3. มีนักท่องเที่ยวเข้ามาเยี่ยมชมหมู่บ้านมากขึ้น
 - () 4. ชาวบ้านได้พัฒนาตนเองให้มีความรู้มากขึ้น

21. การจัดการผลประโยชน์ที่ได้รับจากการท่องเที่ยวเชิงนิเวศควรเป็นหน้าที่ของใคร

- () 1. เป็นหน้าที่ขององค์การบริหารส่วนตำบลเท่านั้น
- () 2. เป็นหน้าที่ของประชาชนในชุมชนเท่านั้น
- () 3. เป็นหน้าที่ของผู้นำชุมชนเท่านั้น
- () 4. เป็นหน้าที่ของเจ้าหน้าที่ภาครัฐ เอกชน และประชาชนในท้องถิ่น

ส่วนที่ 3 ความพร้อมด้านการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก

คำชี้แจง โปรดทำเครื่องหมาย (✓) ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงข้อเดียว

ข้อความ	ระดับความพร้อม				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่พร้อม
1. ประชาชนมีความพร้อมที่จะรักษาสภาพแวดล้อมทางธรรมชาติภายในชุมชน					
2. ประชาชนมีความพร้อมที่จะรักษาสภาพวิถีชีวิตของคนในชุมชนที่มีเอกลักษณ์เฉพาะถิ่น					
3. ประชาชนมีความพร้อมที่จะสืบทอดขนบธรรมเนียมประเพณีและวัฒนธรรมที่มีเอกลักษณ์เฉพาะถิ่นของชุมชน					
4. ประชาชนมีความพร้อมที่จะสืบทอดประวัติความเป็นมาของชุมชน					
5. ประชาชนมีความพร้อมที่จะจัดการแหล่งท่องเที่ยวให้เกิดการสร้างโอกาสในการเรียนรู้แก่นักท่องเที่ยว					
6. ประชาชนมีความพร้อมที่จะเข้าไปดูแลจัดการพื้นที่แหล่งท่องเที่ยวโดยได้รับอนุญาตจากเจ้าของพื้นที่ตามกฎหมาย					
7. ประชาชนมีความพร้อมที่จะจัดตั้งศูนย์บริการนักท่องเที่ยว					
8. ประชาชนมีความพร้อมที่จะจัดหาที่พักแรมเพื่อบริการแก่นักท่องเที่ยว					
9. ประชาชนมีความพร้อมที่จะจัดหาร้านอาหารเพื่อให้บริการแก่นักท่องเที่ยว					
10. ประชาชนมีความพร้อมที่จะดำเนินการให้มีถังขยะเพียงพอให้บริการแก่นักท่องเที่ยว					
11. ประชาชนมีความพร้อมที่จะดำเนินการให้มีห้องสุขาเพียงพอให้บริการแก่นักท่องเที่ยว					
12. ประชาชนมีความพร้อมที่จะดำเนินการให้มีถนนเข้าถึงแหล่งท่องเที่ยว					

ข้อคำถาม	ระดับความพร้อม				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่พร้อม
13. ประชาชนมีความพร้อมที่จะจัดให้มีไฟฟ้าใช้เพื่อบริการแก่นักท่องเที่ยวอย่างเพียงพอ					
14. ประชาชนมีความพร้อมที่จะจัดให้มีโทรศัพท์ใช้เพื่อบริการแก่นักท่องเที่ยวอย่างเพียงพอ					
15. ประชาชนมีความพร้อมที่จะดำเนินการให้มีน้ำอุปโภคและบริโภคเพื่อบริการนักท่องเที่ยวอย่างเพียงพอ					
16. ประชาชนมีความพร้อมที่จะสนับสนุนการบริการของสถานีอนามัยหรือสถานพยาบาลเมื่อเกิดอุบัติเหตุแก่นักท่องเที่ยว					
17. ประชาชนมีความพร้อมที่จะดูแลความปลอดภัยให้แก่นักท่องเที่ยว					

ส่วนที่ 4 ความพร้อมด้านการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว

คำชี้แจง โปรดทำเครื่องหมาย (✓) ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงข้อเดียว

ข้อคำถาม	ระดับความพร้อม				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่พร้อม
1. ประชาชนมีความพร้อมในการกำหนดเขตกิจกรรมที่เกี่ยวข้องเนื่องกับการท่องเที่ยว					
2. ประชาชนมีความพร้อมในการแบ่งพื้นที่เพื่อประกอบกิจกรรมการท่องเที่ยว					
3. ประชาชนมีความพร้อมในการกำหนดจำนวนนักท่องเที่ยวที่จะเข้ามาในชุมชนของท่านได้หรือไม่					
4. ประชาชนมีความพร้อมในการกำหนดกฎระเบียบและแนวทางปฏิบัติของชุมชน					
5. ประชาชนมีความพร้อมในการกำหนดกฎระเบียบและแนวทางปฏิบัติของนักท่องเที่ยว					
6. ประชาชนมีความพร้อมในการดูแล ติดตาม และตรวจสอบการดำเนินการท่องเที่ยว					
7. ประชาชนมีความพร้อมในการประเมินผลกระทบของการท่องเที่ยวที่มีต่อสิ่งแวดล้อม					

ข้อคำถาม	ระดับความพร้อม				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่พร้อม
8. ประชาชนมีความพร้อมในการจัดการขยะได้อย่างมีประสิทธิภาพ					
9. ประชาชนมีความพร้อมในการจัดการจัดน้ำเสียได้อย่างมีประสิทธิภาพ					
10. ประชาชนมีความพร้อมในการกำหนดขนาดของสิ่งอำนวยความสะดวกได้อย่างเหมาะสม					
11. ประชาชนมีความพร้อมในการกำหนดปริมาณสิ่งอำนวยความสะดวกได้อย่างเหมาะสม					
12. ประชาชนมีความพร้อมในการออกแบบสิ่งอำนวยความสะดวกให้มีความกลมกลืนกับธรรมชาติ					
13. ประชาชนมีความพร้อมในการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อมในแหล่งท่องเที่ยว					
14. ประชาชนมีความพร้อมที่จะปฏิบัติตามกฎหมายเกี่ยวกับการจัดการสิ่งแวดล้อมในแหล่งท่องเที่ยว					

ส่วนที่ 5 ความพร้อมด้านการจัดกิจกรรมและการให้บริการ

คำชี้แจง โปรดทำเครื่องหมาย (✓) ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงข้อเดียว

ข้อคำถาม	ระดับความพร้อม				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่พร้อม
1. ประชาชนมีความพร้อมในการจัดกิจกรรมการพายเรือ, ล่องเรือ					
2. ประชาชนมีความพร้อมในการจัดกิจกรรมการดำน้ำดูปะการังและสภาพแวดล้อมใต้ทะเล					
3. ประชาชนมีความพร้อมในการจัดกิจกรรมการตกปลา					
4. ประชาชนมีความพร้อมในการจัดกิจกรรมการเล่นน้ำ, ว่ายน้ำ					
5. ประชาชนมีความพร้อมในการจัดกิจกรรมการเล่นกีฬาทางน้ำ					
6. ประชาชนมีความพร้อมในการจัดกิจกรรมการขี่จักรยานท่องเที่ยวบริเวณโดยรอบชุมชน					

ข้อความ	ระดับความพร้อม				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่พร้อม
7. ประชาชนมีความพร้อมในการจัดกิจกรรมเพื่อศึกษาประวัติความเป็นมาของชุมชน					
8. ประชาชนมีความพร้อมในการจัดกิจกรรมเพื่อศึกษานขนบธรรมเนียม ประเพณี วัฒนธรรม และวิถีชีวิตของคนในท้องถิ่น					
9. ประชาชนมีความพร้อมในการจัดกิจกรรมตั้งแคมป์/พักแรม/ปิกนิกภายในบริเวณชุมชน					
10. ประชาชนมีความพร้อมในการจัดกิจกรรมการเรียนรู้การผลิตของที่ระลึกและสินค้าพื้นเมือง					
11. ประชาชนมีความพร้อมในการให้บริการกิจกรรมการพายเรือ, ล่องเรือ					
12. ประชาชนมีความพร้อมในการให้บริการกิจกรรมการดำน้ำดูปะการังและสภาพแวดล้อมใต้ทะเล					
13. ประชาชนมีความพร้อมในการให้บริการกิจกรรมการตกปลา					
14. ประชาชนมีความพร้อมในการให้บริการกิจกรรมการเล่นน้ำ, ว่ายน้ำ					
15. ประชาชนมีความพร้อมในการให้บริการกิจกรรมการเล่นกีฬาทางน้ำ					
16. ประชาชนมีความพร้อมในการให้บริการกิจกรรมการจัดจรรย์านท่องเที่ยวบริเวณโดยรอบชุมชน					
17. ประชาชนมีความพร้อมในการบอกเล่าถึงประวัติการตั้งถิ่นฐานของชุมชน					
18. ประชาชนมีความพร้อมในการบอกเล่าถึงขนบธรรมเนียม ประเพณี วัฒนธรรมและวิถีชีวิตของคนในท้องถิ่น					
19. ประชาชนมีความพร้อมในการให้บริการกิจกรรมกางเต็นท์พักแรม/ปิกนิก					
20. ประชาชนมีความพร้อมในการบอกเล่าถึงการผลิตของที่ระลึกและสินค้าพื้นเมือง					
21. ประชาชนมีความพร้อมในการกำหนดกฎระเบียบและแนวทางปฏิบัติของชุมชนในการดำเนินกิจกรรมการท่องเที่ยว					

ข้อความ	ระดับความพร้อม				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่พร้อม
22. ประชาชนมีความพร้อมในการกำหนดกฎระเบียบและแนวทางปฏิบัติของนักท่องเที่ยวเมื่อเข้ามาเที่ยวในชุมชน					
23. ประชาชนมีความพร้อมในการบริหารจัดการด้านการเงินการบัญชี					
24. ประชาชนมีความพร้อมในการบริหารจัดการด้านการติดต่อประสานงาน					

ส่วนที่ 6 ความต้องการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศ

คำชี้แจง โปรดทำเครื่องหมาย (✓) ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงข้อเดียว

1) ความต้องการมีส่วนร่วมในการคิด การวางแผนและการตัดสินใจ

ข้อความ	ระดับความต้องการ				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่ต้องการ
1. ท่านต้องการพูดคุยแลกเปลี่ยนความรู้และความคิดเห็นกับเพื่อนบ้านเรื่องการท่องเที่ยว					
2. ท่านต้องการพูดคุยแลกเปลี่ยนความรู้และความคิดเห็นกับเจ้าหน้าที่ของรัฐเรื่องการท่องเที่ยว					
3. ท่านต้องการมีส่วนร่วมประชุมแผนและนโยบายด้านการท่องเที่ยว					
4. ท่านต้องการมีส่วนร่วมเสนอความคิดเห็นและให้ข้อมูลเรื่องการท่องเที่ยวในที่ประชุม					
5. ท่านต้องการมีส่วนร่วมวางแผนจัดกิจกรรมการท่องเที่ยว					
6. ท่านต้องการมีส่วนร่วมตัดสินใจเพื่อเลือกกิจกรรมการท่องเที่ยว					
7. ท่านต้องการมีส่วนร่วมตัดสินใจในการจัดการแหล่งท่องเที่ยว					
8. ท่านต้องการมีส่วนร่วมตัดสินใจเพื่อกำหนดกฎเกณฑ์ หรือมาตรการที่เหมาะสมกับการท่องเที่ยว					

2) ความต้องการมีส่วนร่วมในการลงทุนและรับผลประโยชน์จากการพัฒนา

ข้อความ	ระดับความต้องการ				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่ต้องการ
1. ท่านต้องการมีส่วนร่วมบริจาคเงินเพื่อพัฒนาการท่องเที่ยว					
2. ท่านต้องการมีส่วนร่วมบริจาควัสดุอุปกรณ์เพื่อพัฒนาการท่องเที่ยว					
3. ท่านต้องการมีส่วนร่วมช่วยเหลือด้านแรงงานในการพัฒนาการท่องเที่ยว					
4. ท่านต้องการมีส่วนร่วมดูแลและรักษาผลประโยชน์ของหมู่บ้าน					
5. ท่านต้องการมีส่วนร่วมในการรับผลประโยชน์ที่เกิดขึ้นจากกิจกรรมท่องเที่ยวต่างๆ ภายในชุมชนอย่างยุติธรรม					

3) ความต้องการมีส่วนร่วมในการดำเนินการพัฒนา

ข้อความ	ระดับความต้องการ				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่ต้องการ
1. ท่านต้องการมีส่วนร่วมให้ความช่วยเหลือและอำนวยความสะดวกแก่เจ้าหน้าที่ภาครัฐในการจัดการท่องเที่ยว					
2. ท่านต้องการมีส่วนร่วมปฏิบัติตามกฎเกณฑ์และมาตรการที่ได้กำหนดขึ้น					
3. ท่านต้องการมีส่วนร่วมจัดแสดงกิจกรรมและให้บริการเพื่อการท่องเที่ยวที่จัดขึ้น					
4. ท่านต้องการมีส่วนร่วมเป็นคณะกรรมการ หรือคณะทำงานเพื่อประกอบกิจการท่องเที่ยว					
5. ท่านต้องการมีส่วนร่วมจัดตั้งกลุ่ม หรือคณะกรรมการดูแลสภาพแวดล้อมของแหล่งท่องเที่ยว					

4) ความต้องการมีส่วนร่วมในการติดตามและประเมินผลการพัฒนา

ข้อความ	ระดับความต้องการ				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่ต้องการ
1. ท่านต้องการมีส่วนร่วมติดตามผลการปฏิบัติงานของเจ้าหน้าที่รับผิดชอบการท่องเที่ยวในพื้นที่					
2. ท่านต้องการมีส่วนร่วมติดตามกิจกรรมการก่อสร้างต่างๆ ที่เกิดขึ้นในพื้นที่					
3. ท่านต้องการมีส่วนร่วมติดตามและควบคุมคุณภาพตลอดจนมาตรการด้านการท่องเที่ยว					
4. ท่านต้องการมีส่วนร่วมประเมินผลกิจกรรมการท่องเที่ยวยุคใหม่					
5. ท่านต้องการมีส่วนร่วมประเมินผลกระทบที่เกิดขึ้นจากกิจกรรม					
6. ท่านต้องการมีส่วนร่วมเสนอแนะแนวทางปรับปรุงกิจกรรม					

5) ความต้องการมีส่วนร่วมประชาสัมพันธ์กิจกรรม

ข้อความ	ระดับความต้องการ				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่ต้องการ
1. ท่านต้องการมีส่วนร่วมชักชวนเพื่อนบ้านให้เข้าร่วมกิจกรรมส่งเสริมการท่องเที่ยวในพื้นที่					
2. ท่านต้องการมีส่วนร่วมประชาสัมพันธ์เชิญชวนนักท่องเที่ยวให้มาเที่ยว					
3. ท่านต้องการมีส่วนร่วมในการให้ข้อมูลข่าวสารเกี่ยวกับแหล่งท่องเที่ยวในพื้นที่แก่นักท่องเที่ยว					

ส่วนที่ 7 ปัญหาอุปสรรคในพื้นที่และข้อเสนอแนะในการพัฒนาชุมชนเป็นแหล่งท่องเที่ยวเชิงนิเวศ

1. ท่านคิดว่าปัญหาอุปสรรคของประชาชนในการพัฒนาชุมชนเป็นแหล่งท่องเที่ยวเชิงนิเวศมีอะไรบ้าง

1.1 ปัญหาด้านการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก

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1.2 ปัญหาด้านการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว

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1.3 ปัญหาด้านการจัดกิจกรรมและการให้บริการ

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1.4 ปัญหาด้านการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศ

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2. ท่านมีข้อเสนอแนะเพื่อเป็นแนวทางในการพัฒนาชุมชนเป็นแหล่งท่องเที่ยวเชิงนิเวศอย่างไรบ้าง

2.1 ด้านการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก

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2.2 ด้านการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว

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2.3 ด้านการจัดกิจกรรมและการให้บริการ

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.....

2.4 ด้านการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศ

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แบบสัมภาษณ์เชิงลึก**ความพร้อมของประชาชนในการพัฒนาชุมชนให้เป็นแหล่งท่องเที่ยวเชิงนิเวศ****กรณีศึกษา: ชุมชนชาวเลเกาะสีเฮอร์ อำเภอเมือง จังหวัดภูเก็ต**

แบบสัมภาษณ์เชิงลึก (Indepth interview) เกี่ยวกับความคิดเห็นของกลุ่มเจ้าหน้าที่ภาครัฐ และภาคเอกชน มีประเด็นคำถามครอบคลุมเนื้อหาดังต่อไปนี้

1. ความคิดเห็นเกี่ยวกับแนวทางการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก
2. ความคิดเห็นเกี่ยวกับแนวทางการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว
3. ความคิดเห็นเกี่ยวกับแนวทางการจัดกิจกรรมและการให้บริการ
4. ความคิดเห็นเกี่ยวกับแนวทางการมีส่วนร่วมของชุมชน
5. ปัญหาอุปสรรคในพื้นที่ และข้อเสนอแนะในการจัดการท่องเที่ยวเชิงนิเวศในพื้นที่ศึกษา
6. บทบาทของเจ้าหน้าที่ภาครัฐหรือภาคเอกชนในการส่งเสริมและพัฒนาการท่องเที่ยวในชุมชน
7. ในมุมมองของภาครัฐหรือภาคเอกชน คิดว่าชุมชนที่มีความพร้อมในการจัดการท่องเที่ยวเชิงนิเวศ

ควรมีคุณสมบัติหรือลักษณะอย่างไร



การวิเคราะห์ความผันแปรร่วม

ตารางภาคผนวกค-1 การวิเคราะห์ความผันแปรร่วมของปัจจัยส่วนบุคคลกับความพร้อมด้านการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก

Source of Variation	Sum of Squares	df	Mean Square	F	Sig of F
ตัวแปรอิสระ					
เพศ	222.129	4	55.532	0.541	0.706
ระดับการศึกษา	30.531	1	30.531	0.298	0.586
ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	18.777	1	18.777	0.183	0.669
ตัวแปรผันร่วม					
อายุ	172.821	2	86.411	0.842	0.432
	283.031	1	283.031	2.759	0.098
ค่าปฏิกริยา 2 ทาง					
เพศ*ระดับการศึกษา	410.853	5	82.171	0.801	0.550
เพศ*ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	97.972	1	97.972	0.955	0.330
ระดับการศึกษา*ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	145.345	2	72.672	0.708	0.494
เพศ*ระดับการศึกษา*ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	162.810	2	81.405	0.794	0.454
ความผันแปรที่อธิบายได้	916.810	10	91.601	0.893	0.541
ความผันแปรที่เหลือ	18874.274	184	102.578		
ความผันแปรทั้งหมด	19790.287	194	102.012		

ตารางภาคผนวกค-2 การวิเคราะห์ความผันแปรร่วมของปัจจัยทางเศรษฐกิจและสังคมกับความพร้อมด้านการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก

Source of Variation	Sum of Squares	df	Mean Square	F	Sig of F
ตัวแปรอิสระ	340.912	6	56.819	0.557	0.764
อาชีพหลัก	56.327	2	28.163	0.276	0.759
รายได้ของครอบครัวต่อเดือน	115.728	2	57.864	0.567	0.568
ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	168.858	2	84.429	0.827	0.439
ตัวแปรผันร่วม					
การรับรู้ข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ	240.033	1	240.033	2.352	0.127
ค่าปรับจูน 2 ทาง	1347.848	12	112.321	1.100	0.363
อาชีพหลัก*รายได้ของครอบครัวต่อเดือน	450.317	4	112.579	1.103	0.357
อาชีพหลัก*ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	233.376	4	58.344	0.572	0.684
รายได้ของครอบครัวต่อเดือน*ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	503.220	4	125.805	1.233	0.299
ความผันแปรที่อธิบายได้	1928.792	19	101.515	0.995	0.470
ความผันแปรที่เหลือ	17861.495	175	102.066		
ความผันแปรทั้งหมด	19790.287	194	102.012		
Covariate Raw Regression Coefficient					
การรับรู้ข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ	2.758				

ตารางภาคผนวกค-3 การวิเคราะห์ความผันแปรร่วมของปัจจัยส่วนบุคคลกับความพร้อมด้านการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว

Source of Variation	Sum of Squares	df	Mean Square	F	Sig of F
ตัวแปรอิสระ	401.549	4	100.387	1.194	0.315
เพศ	56.014	1	56.014	0.666	0.415
ระดับการศึกษา	48.888	1	48.888	0.581	0.447
ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	296.647	2	148.324	1.764	0.174
ตัวแปรผันร่วม					
อายุ	132.426	1	132.426	1.575	0.211
ค่าปฏิกริยา 2 ทาง	329.559	5	65.912	0.784	0.562
เพศ*ระดับการศึกษา	112.114	1	112.114	1.333	0.250
เพศ*ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	160.489	2	80.245	0.954	0.387
ระดับการศึกษา*ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	104.372	2	52.186	0.621	0.539
ความผันแปรที่อธิบายได้	863.535	10	86.353	1.027	0.422
ความผันแปรที่เหลือ	1547.265	184	84.083		
ความผันแปรทั้งหมด	16334.800	194	84.200		
Covariate Raw Regression Coefficient					
อายุ			-0.135		

ตารางภาคผนวกค-4 การวิเคราะห์ความผันแปรร่วมของปัจจัยทางเศรษฐกิจและสังคมกับความพร้อมด้านการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว

Source of Variation	Sum of Squares	df	Mean Square	F	Sig of F
ตัวแปรอิสระ	957.930	6	159.655	1.915	0.081
อาชีพหลัก	35.208	2	17.604	0.211	0.810
รายได้ของครอบครัวต่อเดือน	267.762	2	133.881	1.606	0.204
ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	654.960	2	327.480	3.928	0.021*
ตัวแปรผันร่วม					
การรับรู้ข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ	37.081	1	37.081	0.445	0.506
ค่าปรับจูน 2 ทาง	750.911	12	62.576	0.751	0.700
อาชีพหลัก*รายได้ของครอบครัวต่อเดือน	56.476	4	14.119	0.169	0.954
อาชีพหลัก*ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	337.337	4	84.334	1.012	0.403
รายได้ของครอบครัวต่อเดือน*ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	248.955	4	62.239	0.747	0.562
ความผันแปรที่อธิบายได้	1745.921	19	91.891	1.102	0.352
ความผันแปรที่เหลือ	14588.879	175	83.365		
ความผันแปรทั้งหมด	16334.800	194	84.200		
Covariate Raw Regression Coefficient					
การรับรู้ข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ	1.084				

หมายเหตุ : * มีนัยสำคัญที่ระดับ 0.05

ตารางภาคผนวกค-5 การวิเคราะห์ความผันแปรร่วมของปัจจัยส่วนบุคคลกับความพร้อมด้านการ
จัดกิจกรรมและการให้บริการ

Source of Variation	Sum of Squares	df	Mean Square	F	Sig of F
ตัวแปรอิสระ	1.312	4	0.328	1.488	0.207
เพศ	1.368x10 ⁻²	1	1.368 x10 ⁻²	0.062	0.804
ระดับการศึกษา	0.452	1	0.452	2.051	0.154
ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	0.846	2	0.423	1.920	0.150
ตัวแปรผันร่วม					
อายุ	0.676	1	0.676	3.068	0.082
ค่าปฏิกริยา 2 ทาง	1.449	5	0.290	1.315	0.259
เพศ*ระดับการศึกษา	6.428x10 ⁻²	1	6.428 x10 ⁻²	0.292	0.590
เพศ*ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	0.383	2	0.192	0.869	0.421
ระดับการศึกษา*ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	0.856	2	0.428	1.942	0.146
ความผันแปรที่อธิบายได้	3.437	10	0.344	1.560	0.122
ความผันแปรที่เหลือ	40.543	184	0.220		
ความผันแปรทั้งหมด	43.979	194	0.227		
Covariate Raw Regression Coefficient					
อายุ	-9.671x10 ⁻³				

**ตารางภาคผนวกค-6 การวิเคราะห์ความผันแปรร่วมของปัจจัยทางเศรษฐกิจและสังคมกับ
ความพร้อมด้านการจัดกิจกรรมและการให้บริการ**

Source of Variation	Sum of Squares	df	Mean Square	F	Sig of F
ตัวแปรอิสระ	2.258	6	0.376	1.679	0.129
อาชีพหลัก	0.662	2	0.331	1.476	0.231
รายได้ของครอบครัวต่อเดือน	0.254	2	0.127	0.567	0.568
ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	1.342	2	0.671	2.994	0.053
ตัวแปรผันร่วม					
การรับรู้ข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ	5.447×10^{-2}	1	5.447×10^{-2}	0.243	0.623
ค่าปฏิกริยา 2 ทาง	2.438	12	0.203	0.906	0.542
อาชีพหลัก*รายได้ของครอบครัวต่อเดือน	0.230	4	5.753×10^{-2}	0.257	0.905
อาชีพหลัก*ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	0.913	4	0.228	1.019	0.399
รายได้ของครอบครัวต่อเดือน*ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	1.104	4	0.276	1.231	0.299
ความผันแปรที่อธิบายได้	4.750	19	0.250	1.115	0.339
ความผันแปรที่เหลือ	39.229	175	0.224		
ความผันแปรทั้งหมด	43.979	194	0.227		
Covariate Raw Regression Coefficient					
การรับรู้ข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ	4.155×10^{-2}				

ตารางภาคผนวกค-7 การวิเคราะห์ความผันแปรร่วมของปัจจัยส่วนบุคคลกับความต้อการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศ

Source of Variation	Sum of Squares	df	Mean Square	F	Sig of F
ตัวแปรอิสระ	433.460	4	108.365	1.869	0.118
เพศ	16.992	1	16.992	0.293	0.589
ระดับการศึกษา	4.569	1	4.569	0.079	0.779
ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	411.899	2	205.949	3.553	0.031*
ตัวแปรผันร่วม					
อายุ	29.402	1	29.402	0.507	0.477
ค่าปฏิบัติการ 2 ทาง	414.939	5	82.988	1.432	0.215
เพศ*ระดับการศึกษา	120.713	1	120.713	2.082	0.151
เพศ*ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	305.477	2	152.738	2.635	0.074
ระดับการศึกษา*ระยะเวลาที่อาศัยอยู่ในท้องถิ่น	33.918	2	16.959	0.293	0.747
ความผันแปรที่อธิบายได้	877.800	10	87.780	1.514	0.137
ความผันแปรที่เหลือ	10665.718	184	57.966		
ความผันแปรทั้งหมด	11543.518	194	59.503		
Covariate Raw Regression Coefficient					
อายุ	6.378x10 ⁻²				

หมายเหตุ : * มีนัยสำคัญที่ระดับ 0.05

ตารางภาคผนวกค-8 การวิเคราะห์ความผันแปรร่วมของปัจจัยทางเศรษฐกิจและสังคมกับความต้องการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศ

Source of Variation	Sum of Squares	df	Mean Square	F	Sig of F
ตัวแปรอิสระ	427.376	6	71.229	1.180	0.319
อาชีพหลัก	19.579	2	9.789	0.162	0.850
รายได้ของครอบครัวต่อเดือน	89.067	2	44.534	0.738	0.480
ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	318.729	2	159.365	2.639	0.074
ตัวแปรผันร่วม					
การรับรู้ข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ	11.342	1	11.342	0.188	0.665
ค่าปฏิกริยา 2 ทาง	537.801	12	44.817	0.742	0.709
อาชีพหลัก*รายได้ของครอบครัวต่อเดือน	58.639	4	14.660	0.243	0.914
อาชีพหลัก*ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	306.211	4	76.553	1.268	0.284
รายได้ของครอบครัวต่อเดือน*ความรู้เรื่องการท่องเที่ยวเชิงนิเวศ	255.128	4	63.782	1.056	0.380
ความผันแปรที่อธิบายได้	976.518	19	51.396	0.851	0.643
ความผันแปรที่เหลือ	10567.000	175	60.383		
ความผันแปรทั้งหมด	11543.518	194	59.503		
Covariate Raw Regression Coefficient					
การรับรู้ข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ	0.600				



ผลการสัมภาษณ์

1. ผลการสัมภาษณ์ปัญหาอุปสรรคในพื้นที่ และข้อเสนอแนะในการพัฒนาชุมชนชาวเลเกาะสิเหร่เป็นแหล่งท่องเที่ยวเชิงนิเวศของกลุ่มประชาชนท้องถิ่น

การศึกษาสภาพปัญหาอุปสรรคในพื้นที่ และข้อเสนอแนะในการพัฒนาชุมชนชาวเลเกาะสิเหร่เป็นแหล่งท่องเที่ยวเชิงนิเวศ ผู้วิจัยใช้แบบสอบถามปลายเปิดในการเก็บรวบรวมข้อมูล ผลการศึกษสามารถแยกเป็นประเด็นต่างๆ ได้ดังนี้

การจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งแวดล้อมความสะอาด

ปัญหาอุปสรรคที่พบ กล่าวคือ ประชาชนท้องถิ่นมีความคิดเห็นว่สิ่งอำนวยความสะดวกต่างๆ ในหมู่บ้าน ได้แก่ ห้องน้ำห้องส้วม ถังขยะ ถนนหนทางในหมู่บ้าน น้ำอุปโภคบริโภค ตลอดจนที่พักแรมในหมู่บ้าน ยังไม่เพียงพอหรือไม่มีความเหมาะสมในการให้บริการแก่นักท่องเที่ยว ดังนั้นจึงมีข้อเสนอแนะในการพัฒนา คือ จะต้องมีปรับปรุงสิ่งอำนวยความสะดวกต่างๆ ก่อนที่จะดำเนินการพัฒนา ซึ่งได้แก่ ห้องน้ำห้องส้วมจะต้องสร้างเพิ่มขึ้นอย่างมีมาตรฐาน โดยให้มีส้วมใช้ทุกหลังคาเรือน ถังขยะจะต้องจัดหาเพิ่มขึ้นและจะต้องเป็นถังขยะที่ได้มาตรฐานมีฝาปิดมิดชิด ด้านถนนหนทางในหมู่บ้านควรมีการปรับพื้นผิวถนนให้เรียบไม่เป็นหลุมบ่อ ซึ่งคนในชุมชนส่วนใหญ่ต้องการให้ถนนในหมู่บ้านเป็นพื้นทรายแบบเดิมอันเป็นเอกลักษณ์เฉพาะถิ่น สำหรับน้ำอุปโภคบริโภคยังเป็นปัญหาสำคัญโดยเฉพาะอย่างยิ่งในช่วงฤดูร้อน ชาวบ้านต้องซื้อน้ำเพื่ออุปโภคบริโภค ถึงแม้จะมีการให้บริการประปาหมู่บ้าน แต่ก็ไม่เพียงพอและระบบประปามักจะเสียบ่อยอีกประการหนึ่งคือการให้ที่พักแรมในหมู่บ้านแก่นักท่องเที่ยว ซึ่งชาวบ้านมักจะไม่ค่อยสนใจที่จะเป็นอยู่ที่ยี่สบาย บางหลังคาเรือนอาจมีสภาพบ้านไม่ถูกสุขลักษณะ และมีห้องพักไม่เพียงพอให้บริการแก่นักท่องเที่ยว ดังนั้นในการจัดหาที่พักแรมในหมู่บ้านต้องพิจารณาถึงความสมัครใจและความพร้อมในการให้ที่พักแรมของแต่ละหลังคาเรือน

การป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว

เนื่องจากลักษณะนิสัยของคนในชุมชนมักจะไม่ค่อยสนใจถึงสภาพสุขภาพของที่อยู่อาศัยและบริเวณโดยรอบ ทำให้พบว่ามีปัญหาขยะซึ่งเป็นปัญหาสำคัญ ชาวบ้านมักทิ้งขยะไม่เป็นที่และไม่มีการคัดแยกขยะ นอกจากนี้ยังพบว่าระบบการจัดเก็บขยะขององค์การบริหารส่วนตำบลยังไม่เหมาะสม ทำให้มีขยะตกค้างอยู่บ่อยครั้ง ซึ่งมีข้อเสนอแนะในการพัฒนา กล่าวคือ ต้องเริ่มสร้างจิตสำนึกในการรักษาความสะอาดของที่อยู่อาศัย การมีส่วนร่วมในการคัดแยกขยะและการทิ้งขยะ ตลอดจนมีการจัดระบบบริหารจัดการขยะ โดยองค์การบริหารส่วนตำบลจะต้องเข้ามาประสานงานในการจัดเก็บขยะอย่างถูกสุขลักษณะ

นอกจากนี้ยังมีปัญหาน้ำเน่าเสียในบริเวณที่มีการระบายน้ำไม่ทัน โดยมักจะเกิดขึ้นช่วงฤดูฝน ซึ่งมีข้อเสนอแนะในการแก้ไข คือ การจัดระบบการระบายน้ำทิ้งและปรับถมพื้นที่บริเวณที่เป็น แอ่งน้ำ

การจัดกิจกรรมและการให้บริการ

ประชาชนท้องถิ่นมีความคิดเห็นว่า ปัญหาในการจัดกิจกรรมการท่องเที่ยวและการให้บริการแก่นักท่องเที่ยว พบว่า อาจมีบางกิจกรรมที่คนในท้องถิ่นไม่สามารถจัดกิจกรรมขึ้นมาได้ เนื่องจากอุปกรณ์ที่ใช้มีราคาแพงจึงต้องอาศัยบุคคลจากภายนอกชุมชนเข้ามามีส่วนร่วมในการจัดกิจกรรม เช่น กิจกรรมการเล่นกีฬาเจ็ตสกี เป็นต้น นอกจากนี้ ยังมีความคิดเห็นว่าคนในชุมชนยังขาดความรู้และทักษะในการให้บริการนักท่องเที่ยวสำหรับข้อเสนอแนะ กล่าวคือ ควรมีการให้ความรู้และฝึกทักษะในการให้บริการอย่างมีมาตรฐานแก่นักท่องเที่ยว ควรฝึกให้คนในชุมชนเป็นมัคคุเทศก์ท้องถิ่น สามารถใช้ภาษาต่างประเทศได้ และที่สำคัญในการพัฒนาชุมชนให้เป็นแหล่งท่องเที่ยวขึ้นนั้น ประชาชนควรมีส่วนร่วมในการจัดกิจกรรมต่างๆ และเป็นผู้ให้บริการแก่นักท่องเที่ยวด้วย

การมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยวเชิงนิเวศ

ปัญหาการมีส่วนร่วมของประชาชนเป็นปัญหาสำคัญที่พบ ซึ่งประชาชนท้องถิ่นมีความคิดเห็นว่าคนในหมู่บ้านมักจะให้ความร่วมมือในการเปลี่ยนแปลงหรือพัฒนาใดๆ ที่มีผลต่อความเป็นอยู่เดิมน้อยมาก เพราะมักจะไม่ค่อยเห็นคุณค่าหรือการดำรงชีวิตที่เรียบง่ายไม่ซับซ้อน ดังนั้นในการที่จะเข้าไปพัฒนาให้ชุมชนเป็นแหล่งท่องเที่ยวเชิงนิเวศ จึงมีข้อเสนอแนะกล่าวคือ จะต้องเริ่มต้นจากการเข้าไปประชุมกลุ่มประชาชนท้องถิ่นให้ได้รับรู้ถึงความสำคัญตลอดจนผลดีผลเสียของการพัฒนา ให้คนในชุมชนได้มีโอกาสตัดสินใจในการพัฒนา และมีส่วนร่วมในทุกขั้นตอนของการพัฒนา นอกจากนี้ ควรให้องค์กรภาครัฐและเอกชนเข้ามามีส่วนร่วมในการพัฒนาและเป็นผู้สนับสนุนทั้งในด้านงบประมาณและวิชาการแก่คนในชุมชน

2. ผลการสัมภาษณ์เชิงลึกของกลุ่มเจ้าหน้าที่ภาครัฐและภาคเอกชน

ในการศึกษาความคิดเห็นของเจ้าหน้าที่ภาครัฐและเอกชน ผู้วิจัยใช้แบบสัมภาษณ์เชิงลึก (Indept Interview) ในการเก็บรวบรวมข้อมูลเชิงคุณภาพเพิ่มเติม โดยทำการสัมภาษณ์ปลัดอำเภอประจำตำบลรัชฎา ผู้อำนวยการการท่องเที่ยวแห่งประเทศไทยจังหวัดภูเก็ต ประธานกรรมการบริหารองค์การบริหารส่วนตำบลรัชฎา ปลัดองค์การบริหารส่วนตำบลรัชฎา สมาชิกองค์การบริหารส่วนตำบลรัชฎา พัฒนาการตำบลรัชฎา หัวหน้าสถานีอนามัยตำบลรัชฎา เจ้าหน้าที่ตำรวจชุมชนตำบลรัชฎา และผู้ประกอบการธุรกิจเกี่ยวกับการท่องเที่ยว ซึ่งได้นำเสนอผลการศึกษาแยกเป็นประเด็นต่างๆ ดังนี้

แนวทางการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก

กลุ่มเจ้าหน้าที่ภาครัฐและเอกชน แสดงความคิดเห็นเกี่ยวกับแนวทางการจัดการทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก กล่าวคือ ในการพัฒนาให้เป็นแหล่งท่องเที่ยว ควรมองในภาพรวมของพื้นที่เกาะสิเหร่ทั้งหมด ซึ่งองค์การบริหารส่วนตำบลได้เห็นความสำคัญของพื้นที่เกาะสิเหร่ โดยกล่าวว่าบริเวณเกาะสิเหร่เปรียบเสมือนไข่มุกของตำบลรัชฎา มีทรัพยากรแหล่งท่องเที่ยวที่สามารถพัฒนาให้เป็นจุดดึงดูดใจนักท่องเที่ยวได้ ทั้งนี้สภาพพื้นที่ของเกาะสิเหร่ มีทั้งบริเวณที่เป็นป่าโกงกางเป็นที่อยู่อาศัยของลิงแสมซึ่งสามารถพัฒนาให้เป็นจุดชมลิง บางส่วนของเกาะสิเหร่ยังเป็นพื้นที่มีโขดหินและหน้าผาสูงชันเชื่อมต่อกับบริเวณที่เป็น

ชายหาด ถึงแม้ว่าจะเป็นหาดโคลนเลนแต่ก็มีความเงียบสงบเหมาะสมกับการพักผ่อน และยังมีหมู่บ้านชาวเลหรือชาวไทยใหม่ ซึ่งเป็นหมู่บ้านชาวประมงที่มีวิถีชีวิตความเป็นอยู่ที่มีเอกลักษณ์ นอกจากนี้ยังมีวัดเกาะสิเหร่ที่มีพระพุทธรูปปางไสยาสน์ที่ใหญ่ที่สุดของจังหวัดภูเก็ต บริเวณเกาะสิเหร่ยังมีฟาร์มหอยเป่าอื้อที่ใหญ่ที่สุดของประเทศไทยที่เป็นสินค้าส่งออกนอกประเทศอีกด้วย สำหรับการพัฒนาชุมชนชาวเลเกาะสิเหร่ให้เป็นแหล่งท่องเที่ยวเชิงนิเวศ ควรพิจารณาถึงจุดเด่นของชุมชนที่สามารถดึงดูดใจนักท่องเที่ยว อันได้แก่ สภาพการดำรงชีวิต พิธีกรรม ขนบธรรมเนียมประเพณีวัฒนธรรม และสภาพธรรมชาติบริเวณชุมชน ซึ่งหากจะพัฒนาให้เป็นแหล่งท่องเที่ยว ควรดำเนินการในลักษณะผสมผสาน โดยวางแผนการพัฒนาการท่องเที่ยวของพื้นที่เกาะสิเหร่ให้เชื่อมโยงกันทั้งหมด จึงจะทำให้เกิดการพัฒนาแหล่งท่องเที่ยวอย่างยั่งยืนได้

ในส่วนของการจัดการสิ่งแวดล้อมกลุ่มตัวอย่างมีความคิดเห็นว่า ควรมีการพัฒนาแบบสาธารณูปโภคของพื้นที่เกาะสิเหร่ทั้งหมดให้มีความพร้อมมากกว่านี้ โดยเฉพาะในชุมชนชาวเลเกาะสิเหร่ที่ยังต้องปรับปรุงระบบสาธารณูปโภค ทั้งด้านถนนในหมู่บ้านที่ยังเป็นหลุมบ่อจะต้องมีการปรับถมพื้นที่ และในการปรับสภาพถนนควรจะต้องสอดคล้องกับสภาพความต้องการและความเป็นอยู่ดั้งเดิมของชุมชน ด้านน้ำอุปโภคบริโภค ไฟฟ้า โทรศัพท์สาธารณะ ที่ยังไม่เพียงพอในการให้บริการ และยังมีถังขยะ ห้องน้ำห้องส้วมที่จะต้องจัดหาและสร้างเพิ่มขึ้นให้เพียงพอ ส่วนในด้านของที่พักรวมในหมู่บ้าน หากชาวบ้านยังไม่พร้อมให้บริการอาจจะจัดให้พักรวมในที่พักรวมของเอกชน ซึ่งมีบังกะโลให้เช่าโดยตั้งอยู่ใกล้หมู่บ้าน สำหรับร้านอาหารที่จะให้บริการนักท่องเที่ยว มีทั้งร้านอาหารที่ตั้งอยู่ในหมู่บ้านและบริเวณใกล้เคียงซึ่งมีความพร้อมเพียงพอในการให้บริการนักท่องเที่ยว นอกจากนี้ยังมีความพร้อมในการรับบริการของศูนย์สุขภาพชุมชนและสถานีดารวจชุมชนซึ่งตั้งอยู่ไม่ไกลจากชุมชนอีกด้วย

แนวทางการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว

ในการจัดการป้องกันและรักษาสิ่งแวดล้อมในแหล่งท่องเที่ยว กลุ่มตัวอย่างมีความคิดเห็นว่าการป้องกันและรักษาสิ่งแวดล้อมเป็นเรื่องสำคัญในการพัฒนาแหล่งท่องเที่ยว สำหรับปัญหาสำคัญด้านสิ่งแวดล้อมในชุมชนชาวเลเกาะสิเหร่ คือ ปัญหาขยะ กล่าวคือ คนในชุมชนทิ้งขยะไม่ถึง และไม่มีรถคัดแยกขยะก่อนที่จะทิ้งขยะ อีกทั้งถังขยะแต่ละบ้านก็ไม่มีฝาปิดมิดชิดหรือไม่ถูกสุขลักษณะ ตลอดจนระบบการจัดเก็บขยะขององค์การบริหารส่วนตำบลที่เข้าไปจัดเก็บขยะไม่สม่ำเสมอทุกวันทำให้ขยะล้นถัง และยังคงพบว่าคนจากภายนอกชุมชนที่เข้ามาขายอาหารในชุมชนจะทิ้งขยะไม่เป็นที่อีกด้วย สำหรับแนวทางการป้องกัน ควรเริ่มต้นตั้งแต่การสร้างจิตสำนึกที่ดีให้แก่คนในชุมชนเรื่องการคัดแยกขยะ ซึ่งให้เห็นถึงประโยชน์ของขยะที่สามารถนำกลับมาใช้ใหม่ได้ อีกทั้งอาจนำไปขายสร้างรายได้อีกทางหนึ่ง ซึ่งในภาคเอกชนอาจเข้ามามีส่วนร่วมในการสนับสนุนกิจกรรมรณรงค์คัดแยกขยะ เช่น แจกของรางวัลให้กับชาวบ้านที่เข้าร่วมกิจกรรม ปัญหาอีกประการหนึ่งคือ ปัญหาน้ำเสีย ในหมู่บ้านยังไม่เป็นปัญหาสำคัญนัก เนื่องจากสภาพดินในหมู่บ้านเป็นดินทรายดูดซึมน้ำเร็ว แต่จะมีปัญหาขึ้นในช่วงที่ฝนตกมากทำให้เกิดน้ำท่วมขังบริเวณที่เป็นแอ่งน้ำ ซึ่งจะต้องมีการปรับและถมพื้นที่ไม่ให้มีแอ่งน้ำ นอกจากนี้ยังมีปัญหาในด้านกรปล่อยน้ำทิ้งลงสู่ทะเล โดยเป็นน้ำทิ้งจากบ้านเรือนและจากเรือประมงของชาวบ้าน จึงควรมีการอบรมให้ความรู้เรื่องการดูแลรักษาสภาพแวดล้อมและการอนุรักษ์ทรัพยากรธรรมชาติ และควรมีการกำหนดกฎระเบียบข้อบังคับในการป้องกันและรักษาสิ่งแวดล้อมของชุมชนขึ้นให้ชัดเจน ตลอดจนควรมีมาตรการควบคุมให้ทุกคนในชุมชนและคนที่เข้ามาในชุมชนปฏิบัติตามกฎข้อบังคับ

แนวทางการจัดกิจกรรมและการให้บริการ

ในการจัดกิจกรรมและการให้บริการ เจ้าหน้าที่ภาครัฐและเอกชนมีความคิดเห็นว่าการพัฒนาต้องยึดหลักว่า วิถีชีวิตของชาวบ้านจะต้องดำเนินไปอย่างเป็นปกติ ไม่ไปเปลี่ยนวิถีชีวิตของชาวบ้าน ควรเริ่มต้นจากการให้คนในชุมชนร่วมกันค้นหาจุดเด่นของชุมชน ที่จะสามารถจัดเป็นกิจกรรมขึ้นมาให้นักท่องเที่ยวเข้ามาเที่ยวชมได้ ซึ่งสิ่งที่น่าสนใจของชุมชนได้แก่ สภาพวิถีชีวิตของคนในชุมชน โดยส่วนใหญ่ประกอบอาชีพประมง ในกลุ่มผู้ชายจะทำไซ ลอบ อวน เพื่อเป็นเครื่องมือในการประกอบอาชีพ และในการออกทะเลผู้ชายยังมีความสามารถในการดำน้ำจับสัตว์ทะเลด้วยมือเปล่า ส่วนผู้หญิงจะนั่งแกะหอยดิบ (หอยนางรมขนาดเล็ก) เพื่อนำไปขาย ซึ่งสภาพการดำรงชีวิตเช่นนี้เป็นเอกลักษณ์ของคนในชุมชน จุดที่น่าสนใจอีกประการหนึ่ง คือ พิธีกรรม ประเพณี วัฒนธรรมดั้งเดิมของชุมชน เช่น พิธีลอยเรือ พิธีการเกิด การตาย การแต่งงาน การแสดงร้องเงี้ยว เป็นต้น ซึ่งสิ่งเหล่านี้ยังมีการสืบทอดต่อเนื่องมาถึงปัจจุบัน สำหรับพิธีกรรม ประเพณี วัฒนธรรมอื่นๆ ตลอดจนศิลปะพื้นบ้าน เช่น งานจักสาน ที่สูญหายไป ควรมีการรื้อฟื้นขึ้นมาใหม่เพื่อให้เกิดการสืบทอดถึงรุ่นลูกหลาน นอกจากนี้ควรพิจารณาจัดกิจกรรมให้สอดคล้องกับสภาพภูมิประเทศของชุมชน กล่าวคือ ชุมชนมีพื้นที่เป็นชายหาดติดทะเล สามารถจัดกิจกรรมน้ำเที่ยวเกาะต่างๆ และจัดให้มีกีฬาทางน้ำ เช่น แข่งขันพายเรือแคนู มวยทะเล เป็นต้น และในการให้บริการแก่นักท่องเที่ยวควรเป็นการให้บริการอย่างมีมาตรฐานเพื่อให้นักท่องเที่ยวมีความพึงพอใจ นอกจากนี้ในการจัดกิจกรรมการท่องเที่ยวควรจัดกิจกรรมให้เชื่อมโยงกับแหล่งท่องเที่ยวบริเวณใกล้เคียงด้วย

แนวทางการมีส่วนร่วมของชุมชน

เจ้าหน้าที่ภาครัฐและเอกชนมีความคิดเห็นว่าการที่จะเข้าไปพัฒนาชุมชนให้เป็นแหล่งท่องเที่ยว ควรเริ่มต้นจากการเข้าไปประชุมชาวบ้านให้ทุกคนรับรู้ถึงผลดีผลเสียของการพัฒนา และทุกคนได้มีโอกาสแสดงความคิดเห็น ตลอดจนตัดสินใจที่จะให้เกิดการพัฒนาขึ้นในชุมชนหรือไม่ โดยคนในชุมชนต้องมีส่วนร่วมในทุกขั้นตอนของการพัฒนา ทั้งนี้ผู้นำชุมชนจะมีบทบาทสำคัญในการเป็นผู้ประสานงาน นอกจากนี้ยังมีความคิดเห็นว่าการจัดการตั้งคณะทำงานโดย คนในชุมชนเพื่อชุมชน ซึ่งอาจแบ่งคณะทำงานออกเป็นกลุ่มย่อยๆ เป็นกลุ่มกิจกรรมการท่องเที่ยว เช่น กลุ่มตกปลา กลุ่มผลิตภัณฑ์จากเปลือกหอย กลุ่มสาธิตเครื่องมือทำประมง เป็นต้น โดยให้ประชาชนเข้าไปมีส่วนร่วมในกลุ่มต่างๆ ตามความสมัครใจและตามความสามารถของแต่ละคน

ปัญหาอุปสรรคและข้อเสนอแนะในการจัดการท่องเที่ยวเชิงนิเวศในพื้นที่ศึกษา

เนื่องจากชุมชนชาวเลเกาะสิเหร่มักจะได้รับการพัฒนาและความช่วยเหลือจากหน่วยงานต่างๆ ทั้งภาครัฐและเอกชนอยู่เสมอ ซึ่งหน่วยงานที่เข้ามานั้นจะเป็นผู้นำมาให้ทั้งหมด ทำให้ชาวบ้านที่แท้จริงคิดเองทำเองไม่เป็น ดังนั้นในการพัฒนาหน่วยงานต่างๆ ควรฝึกให้ชาวบ้านได้ร่วมเรียนรู้ด้วยประสบการณ์ตนเอง อันจะส่งผลให้เกิดการพัฒนาอย่างยั่งยืน สิ่งสำคัญประการหนึ่งที่ต้องเป็นปัญหา คือ เจ้าของเอกสารสิทธิ์ที่ดินในชุมชนอาจไม่ให้ความร่วมมือ ซึ่งต้องเข้าไปชี้แจงรายละเอียดให้เจ้าของเอกสารสิทธิ์เข้าใจก่อนดำเนินการ และสิ่งสำคัญที่สุดคือ คนในชุมชนเองที่มีความเคยชินกับความเป็นอยู่ดั้งเดิม มีวิถีชีวิตที่เรียบง่าย อาจไม่ยอมรับการเปลี่ยนแปลงหรือไม่ให้ความสำคัญกับการจัดการท่องเที่ยวในพื้นที่ ดังนั้นจึงควรทำประชาคมในชุมชนให้เข้าใจถึงการจัดการท่องเที่ยวเชิงนิเวศ

บทบาทของเจ้าหน้าที่ภาครัฐหรือเอกชนในการส่งเสริมและพัฒนาการท่องเที่ยวในชุมชน

เจ้าหน้าที่ภาครัฐและเอกชนควรมีบทบาทในการส่งเสริมและพัฒนาการท่องเที่ยวในชุมชน ตั้งแต่เริ่มต้นในการประชุมร่วมกับคนในชุมชน โดยมีส่วนร่วมในการเสนอข้อคิดเห็นถึงแนวทางการพัฒนาการท่องเที่ยว และควรมีบทบาทในการสนับสนุนทั้งด้านงบประมาณและวิชาการให้กับชุมชน เช่น การให้เงินทุนกู้ยืมเพื่อประกอบธุรกิจเกี่ยวกับการท่องเที่ยว การอบรมให้ความรู้ในการให้บริการนักท่องเที่ยวอย่างมีมาตรฐาน เป็นต้น ตลอดจนควรมีบทบาทสำคัญในการประชาสัมพันธ์การท่องเที่ยวของชุมชนด้วย นอกจากนี้ยังมีความคิดเห็นว่า การส่งเสริมและพัฒนาการท่องเที่ยวในชุมชน หน่วยงานทั้งภาครัฐและเอกชนควรมีจิตสำนึกที่ดีในการพัฒนาชุมชนอย่างแท้จริง

คุณสมบัติของชุมชนที่มีความพร้อมในการจัดการท่องเที่ยวเชิงนิเวศ

ชุมชนที่จะมีความพร้อมในการจัดการท่องเที่ยวเชิงนิเวศควรมีคุณสมบัติสำคัญ ซึ่งอาจพิจารณาจากด้านทรัพยากรแหล่งท่องเที่ยวและสิ่งอำนวยความสะดวก กล่าวคือ ต้องมีความสมบูรณ์ของทรัพยากรธรรมชาติและสิ่งแวดล้อม ตลอดจนขนบธรรมเนียมประเพณีวัฒนธรรมที่มีเอกลักษณ์เฉพาะถิ่น มีระบบสาธารณูปโภคและสิ่งอำนวยความสะดวกต่างๆ พร้อมให้บริการนักท่องเที่ยว ด้านการจัดการท่องเที่ยว กล่าวคือ จะต้องมีการบริหารจัดการที่ดี มีคณะทำงานที่มีความโปร่งใสดูตรวจสอบได้ ส่วนด้านคนในชุมชน ควรมีความรู้ความเข้าใจในเรื่องการจัดการท่องเที่ยวเชิงนิเวศและการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม ตลอดจนทุกคนในชุมชนต้องมีส่วนร่วมในการพัฒนาหรือกล่าวได้ว่ามีความพร้อมที่จะพัฒนา นอกจากนี้ชุมชนควรได้รับการสนับสนุนจากองค์กรภายนอกทั้งภาครัฐและเอกชน ซึ่งจะต้องมีส่วนร่วมในการจัดการท่องเที่ยวเชิงนิเวศด้วย

BIOGRAPHY

NAME	Miss.Kusuma Swangpun
DATE OF BIRTH	13 December, 1973
PLACE OF BIRTH	Trang, Thailand
INSTITUTIONS ATTENDED	Yala Nursing and Midwifery College, 1991-1993 : Certificate of Nurse (Technical Level) Sukhothai thammathirat University, 1995-1998 : Bachelor of Public Health (Public Health) Mahidol University, 2001-2004 : Master of Science (Appropriate Technology for Resources and Environment Development)
HOME-ADDRESS	473/44, Phuket Road, Taladyai district, Muang District, Phuket Province 83000 Tel. 01-5351489 E-mail: ku_swangpun@hotmail.com