

**SATISFACTION OF TOURISTS WITH COMMUNITY BASED
TOURISM: A CASE STUDY OF PLAI PONG PANG
THAI VILLAGES, SAMUT SONGKRAM PROVINCE**




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entitled

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on
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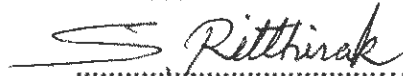
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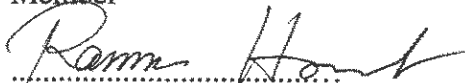
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Usa Atipokaboon

SATISFACTION OF TOURISTS WITH COMMUNITY BASED TOURISM:
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ABSTRACT

The objectives of this study were to study the satisfaction level of tourists and factors which affect to satisfaction of tourists with community based tourism in Plai Pong Pang Thai villages, Samut Songkram province. The researcher used questionnaires with 343 Thai tourists and 17 Japanese tourists for gathering quantitative data. The quantitative data was analysed for Percentage, Mean, and Standard Deviation by SPSS program. Analysis of Variance (ANOVA) and Multiple Classification Analysis (MCA) were used for finding relationships between independent variables and dependent variables. Also, qualitative data gathered from 12 tourists was analysed and presented by descriptive analysis.

The study results were as follows: tourists are moderately satisfied with community based tourism in general, tourist attractions, tourism services, and tourism marketing. Moreover, independent factors affecting satisfaction of tourists were as follows: age, average monthly income, and region of residence significantly affect satisfaction of tourists with community based tourism in general. Age significantly affects satisfaction of tourists in tourist attractions. Age, average monthly income, and region of residence significantly affect satisfaction of tourists in tourism services. Also, region of residence, and main tourism objectives significantly affect satisfaction of tourists in tourism marketing.

As for tourists' recommendations, Thai tourists' recommendations were consistent with Japanese tourists. Their expectations of tourism were met, they would come to visit Plai Pong Pang villages again, and they would recommend other people to visit the villages. Moreover, the tourists recommended that villagers should improve community based tourism by conserving both natural resources and community culture. Also, concerned organizations should support the villagers by giving budget and providing training courses in tourism management skills.

KEY WORDS: SATISFACTION OF TOURISTS / COMMUNITY BASED
TOURISM / PLAI PONG PANG THAI VILLAGES

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ความพึงพอใจของนักท่องเที่ยวต่อการท่องเที่ยวชุมชน กรณีศึกษา: หมู่บ้านทรงไทยปลายโพงพาง จังหวัดสมุทรสงคราม (SATISFACTION OF TOURISTS WITH COMMUNITY BASED TOURISM: A CASE STUDY OF PLAI PONG PANG THAI VILLAGES, SAMUT SONGKRAM PROVINCE)

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาระดับความพึงพอใจของนักท่องเที่ยว และปัจจัยที่มีความสัมพันธ์กับระดับความพึงพอใจของนักท่องเที่ยวต่อการท่องเที่ยวชุมชนในหมู่บ้านทรงไทยปลายโพงพาง จังหวัดสมุทรสงคราม ในการวิจัยเชิงปริมาณ ใช้แบบสอบถามสำหรับนักท่องเที่ยวชาวไทยจำนวน 343 คน และนักท่องเที่ยวชาวญี่ปุ่นจำนวน 17 คน และประมวลผลข้อมูลด้วยโปรแกรม SPSS เพื่อหาค่าร้อยละ ค่าเฉลี่ย และค่าเบี่ยงเบนมาตรฐาน รวมทั้งวิเคราะห์ความสัมพันธ์ระหว่างตัวแปรอิสระและตัวแปรตามด้วยการวิเคราะห์ความแปรปรวน และการวิเคราะห์จำแนกหมู่ สำหรับการวิจัยเชิงคุณภาพ ใช้วิธีการเชิงพรรณนา ในการวิเคราะห์และนำเสนอข้อมูลที่ได้จากการสัมภาษณ์นักท่องเที่ยวชาวไทยและต่างชาติจำนวน 12 คน

ผลการศึกษาพบว่า นักท่องเที่ยวมีความพึงพอใจต่อการท่องเที่ยวชุมชนทั้งในภาพรวม และในด้านต่าง ๆ อันได้แก่ ด้านแหล่งท่องเที่ยว ด้านบริการการท่องเที่ยว และด้านการตลาด อยู่ในระดับปานกลาง สำหรับการศึกษาค่าตัวแปรอิสระที่มีผลต่อระดับความพึงพอใจของนักท่องเที่ยว พบว่า ตัวแปรที่มีความสัมพันธ์กับระดับความพึงพอใจของนักท่องเที่ยวต่อการท่องเที่ยวชุมชนในภาพรวม ได้แก่ อายุ รายได้เฉลี่ยต่อเดือน และภูมิภาคที่อยู่อาศัย ตัวแปรที่มีความสัมพันธ์กับระดับความพึงพอใจของนักท่องเที่ยวต่อการท่องเที่ยวชุมชนด้านแหล่งท่องเที่ยว ได้แก่ อายุ ตัวแปรที่มีความสัมพันธ์กับระดับความพึงพอใจของนักท่องเที่ยวต่อการท่องเที่ยวชุมชนด้านบริการการท่องเที่ยว ได้แก่ อายุ รายได้เฉลี่ยต่อเดือน และภูมิภาคที่อยู่อาศัย และตัวแปรที่มีความสัมพันธ์กับระดับความพึงพอใจของนักท่องเที่ยวต่อการท่องเที่ยวชุมชนด้านการตลาด ได้แก่ ภูมิภาคที่อยู่อาศัย และวัตถุประสงค์หลักในการท่องเที่ยว โดยมีนัยสำคัญทางสถิติที่ระดับ 0.05

สำหรับข้อเสนอแนะที่นักท่องเที่ยวมีต่อการท่องเที่ยวชุมชน พบว่า นักท่องเที่ยวทั้งชาวไทย และชาวญี่ปุ่นส่วนใหญ่มีความเห็นสอดคล้องกันว่า ได้รับในสิ่งที่คาดหวังไว้ก่อนการท่องเที่ยว จะกลับมาท่องเที่ยวซ้ำ และจะแนะนำให้ผู้อื่นมาท่องเที่ยว อีกทั้งได้เสนอแนะการพัฒนาการท่องเที่ยวชุมชนว่า บุคคลในชุมชนควรพัฒนาการท่องเที่ยวชุมชนโดยยังคงอนุรักษ์ทรัพยากรธรรมชาติและวัฒนธรรมของชุมชนไว้ รวมทั้งหน่วยงานที่เกี่ยวข้องควรให้ความช่วยเหลือทางด้านงบประมาณ และการฝึกอบรมทักษะที่จำเป็นสำหรับการจัดการท่องเที่ยว

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CHAPTER I

INTRODUCTION

1. Background and significance of the problem

Tourism industry was a service industry that created a lot of income for Thailand. In 2000, 9.5 million – foreign tourists visited Thailand, which created income for Thailand at the amount of 285,500 million bath (Tourism Authority of Thailand, 2001: 1). This showed that tourism industry was very important to economy and society of Thailand. Apart from being an important income source, tourism affected development of population's quality both on economy and society.

As for economy, tourism opened an opportunity of employment and created a lot of income both in the local level and the national level (Surachate Chatethamas & Dutchanee Emphan, 2001: 3). Tourism industry was a great industry that was comprised of related small industries and various businesses. Therefore, it brought about various occupations, which involved tourism directly and indirectly, such as accommodation business, food and transportation (Nakhom Theerasuwannajak, 1998: 1). This led to distribution of income that affected a change in economic structure of local community.

As for society, tourism helped upgrade local people's standard of life, created social progress to local community, conserved and revived culture and environment, brought about educational uses and reduced a problem of migration (Environment and Human Management Research Project, Graduate Study, Chiang Mai University and Damrongrachanupharp Institute, Ministry of Interior, 1998: 1). As for significance of this industry, it could be a way of bettering people's quality of life and living condition.

In the past, point of view of tourism in original paradigm was low investment but high compensation. People who received benefits from tourism were private operators or other outside people who had no tie with resources in the area. Hence they utilized resources for the highest benefits (Phojjana Suansri, 2001: 11), whereas local people were labours received few benefits and had to confront various impacts. Since tourism industry had to depend on geographical, social and cultural environment, people used them more for developing this industry. This caused continuous and wide impacts.

The convention “Earth Summit” at Rio De Janero, Brazil on June 14, 1992 brought about 3 trends that were important to tourism development as follows: (Phojjana Suansri, 2000: 58)

1. A trend with natural resources and environmental conservation
2. A trend with tourism market, which required learning or having experience on environment, was a main issue of the world society.
3. A trend with human resource development in the meaning of development with local people’s participation as shown in the following figure:

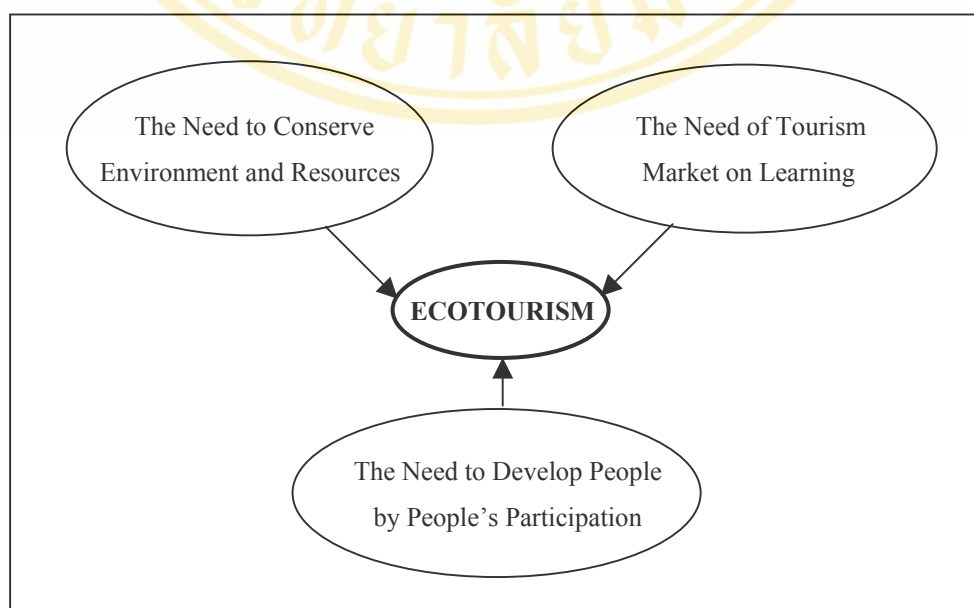


Figure 1 Trend of ecotourism need

This tourism development trend brought about new paradigm on tourism which changed seeking entertainment only to combining learning with entertainment. Tourism under this paradigm created amusement and learning which brought about ecotourism. Ecotourism was a model of sustainable tourism that was the highest goal of tourism industry management in the present time (Technology and Sciences Research Institute of Thailand, 1999: 3). Popular trend of ecotourism widely spread to developing countries that used tourism as a tool in order to develop the countries. These countries believed that if they suitably implemented ecotourism, they could simultaneously conserve nature, improve economy and create jobs for local people (Duangjai Lorthanawanich, et al., 1997: 12-1). Ecotourism was tourism by having responsibility in natural environment, which had specific identity, and cultural source that involves ecosystem in the area. As for this tourism, the concerned people would have joint learning process under tourism and environment management with local people's participation in order to bring about conscience with sustainable ecosystem conservation (Project Planning Division, Tourism Authority of Thailand, n.d.: 9).

Development direction under National Society and Economy Development Plan No.8 emphasized the issue of people development. This plan was going to be used to emphasize more development into community. This was consistent with 1997 Constitution of Thailand, which gave significance to decentralization. Thus, tourism development would give significance to local people or area owners who had more participation in community based tourism management.

As for this concept, it was necessary for area owners or area authorities, which were operators, tourists, people organization and especially people in tourist attraction areas, to be mainly responsible for strategies of environment and tourism resource management. Since people were local owners, they could be a center for linking with government agencies or private sectors that involved tourism process in various levels. They had tie and were area owners who loved, possessed, depended on and utilized tourism resources. Also they could bring strategies of tourism resource management to jointly apply with environmental resources of local community in order to bring about sustainable development to tourist attraction resources (Nakhom

Theerasuwannajak, 1998: 4). This was consistent with 1997 Constitution, Section 46 which stipulated that people who gathered as original local community had the right to conserve or revive customs, local knowledge, art or good culture of local community and the nation. People also had the right to participate in balanced and sustainable management, maintenance and utilization of natural resources and environment.

Sustainable tourism trend brought about development of tourism activities and new kinds of accommodations. In the present time, one of popular tourism activities, which was interesting tourists and tourism operators, was community based tourism. As for this kind of tourism, tourists could really learn way of life and culture of community and receive various experiences. At present, community based tourism trend rapidly grew and widely spread almost every region of Thailand.

An example of community based tourist attraction was Plai Pong Pang Thai villages situated in Moo 7, Ban Khok Ket, Plai Pong Pang sub-district, Amphawa district, Samut Songkram province or “Muang Mae Klong” and far from Bangkok 80 kilometers only. General area was seaside plain and there were a lot of big and small canals, which its water was brackish so there were several species of plants and shaded nature of orchards.

Ban Khok Ket community considerably had tie with canals. Local people had built their Thai style houses along the canal side since the past time. They had conserved identity of Thai style houses for over 100 years and still well conserved Thai local way of life. An outstanding point of Ban Khok Ket community was 114 Thai style houses received a prize of Thai style house competition of Samut Songkram province in 1997. Moreover, tourists could learn way of life of Thai local orchard men. They could participate in every activity in local area such as offering food to monks in the morning, seeing villagers stir sugar, rowing a boat to see Thai style houses in the evening and seeing fireflies at night (General Chartchai Chuhawan Foundation and Tourism and Environment Protection Foundation, 2001: 8). Also, there was homestay activity management.

Implementation of tourism in Plai Pong Pang Thai villages was begun in 1997 with cooperation among community leader, local developer and sub-district administrative organization. As for implementation of tourism in the past, apart from creating income to the community at least 760,000 baht per year, it could mobilize cooperation from community members and support from state agencies. It also received various supporting budgets such as the amount of 1.7 million baht budget from sub-district administrative organization, the amount of 2.3 million baht from SIF project, and the amount of 1.3 million baht of Miyasawa budget (Misara Samart, 1999: 85). Moreover, there were other positive results, for example, community members had added income from tourism, had more cooperation within the community, conserved environmental resources, had wider vision and more business learning and were proud of their way of life (Misara Samart, 1999: 87). On April 25, 2001 “Plai Pong Pang Thai Villages Conservation Club” was established. A community leader, who was a former Kamnan “Thawat Boonpad”, was a chairman of this club and set up regulations for Plai Pong Pang Thai Villages Conservation Club in 2000.

Community based tourism management was important because it was a tool of distributing income to local community, developing quality of life of local people, and developing community on economy, society and environment. Moreover, people could learn different ways of life of other communities on society, culture, living condition and tradition. They could also realize value of environment.

However, community based tourism in Thailand at present continued to implement without suitable model and correct direction. This might cause various social and environmental problems such as changing or distorting some traditions and cultures of local community in order to carry tourists only, a problem of the carrying capacity of ecosystem, a problem of lack of marketing knowledge and management skills of the community and a problem on different satisfaction and expectancy levels among house owners and tourists. These problems could cause impacts on community based tourism and tourism industry of the country (Tourism Authority of Thailand, 2001: 1).

Acquisition of suitable model and correct direction for community based tourism was like other models of tourism that could continue to develop if it depended on satisfaction of tourists. According to Dowling (1995: 90), an important factor that created success to tourism is satisfaction of tourists. This was because tourists were the most important element of tourism (Ministry of Interior, n.d.: 4). Also, making tourists had satisfaction, impression, new experience and knowledge was an important element of ecotourism (Ramphaiphan Kaewsuriya, n.d.: 11).

Satisfaction of tourists was an indicator that showed performance of tourism service providers in order to know origins of satisfaction of tourists. It could lead to suitable improvement of things that were not satisfied by tourists. Moreover, satisfaction was a factor that attracted tourists to come repeatedly, and recommend to concerned people. This could make implementation of tourism having stability and sustainability.

Due to the above reasons, the researcher, therefore, would like to study levels of satisfaction of tourists and various factors related to levels of satisfaction of tourists with community based tourism in Plai Pong Pang Thai villages, Samut Songkram province. The result of this study could be applied in order to find out suitable guidelines for improving, adjusting, and promoting community based tourism.

2. Research objectives

2.1 To study levels of satisfaction of tourists with community based tourism in Plai Pong Pang Thai villages, Samut Songkram province.

2.2 To study factors related to levels of satisfaction of tourists with community based tourism in Plai Pong Pang Thai villages, Samut Songkram province.

3. Research scope

The researcher studied satisfaction of tourists with community based tourism: a case study of Plai Pong Pang Thai villages, Samut Songkram province by intending to satisfaction of tourists on tourist attractions, tourism services, and tourism marketing. The studied sample groups were Thai tourists and foreign tourists who got tourism services with and without staying overnight in Plai Pong Pang Thai villages, Samut Songkram province.

4. Definition of terms

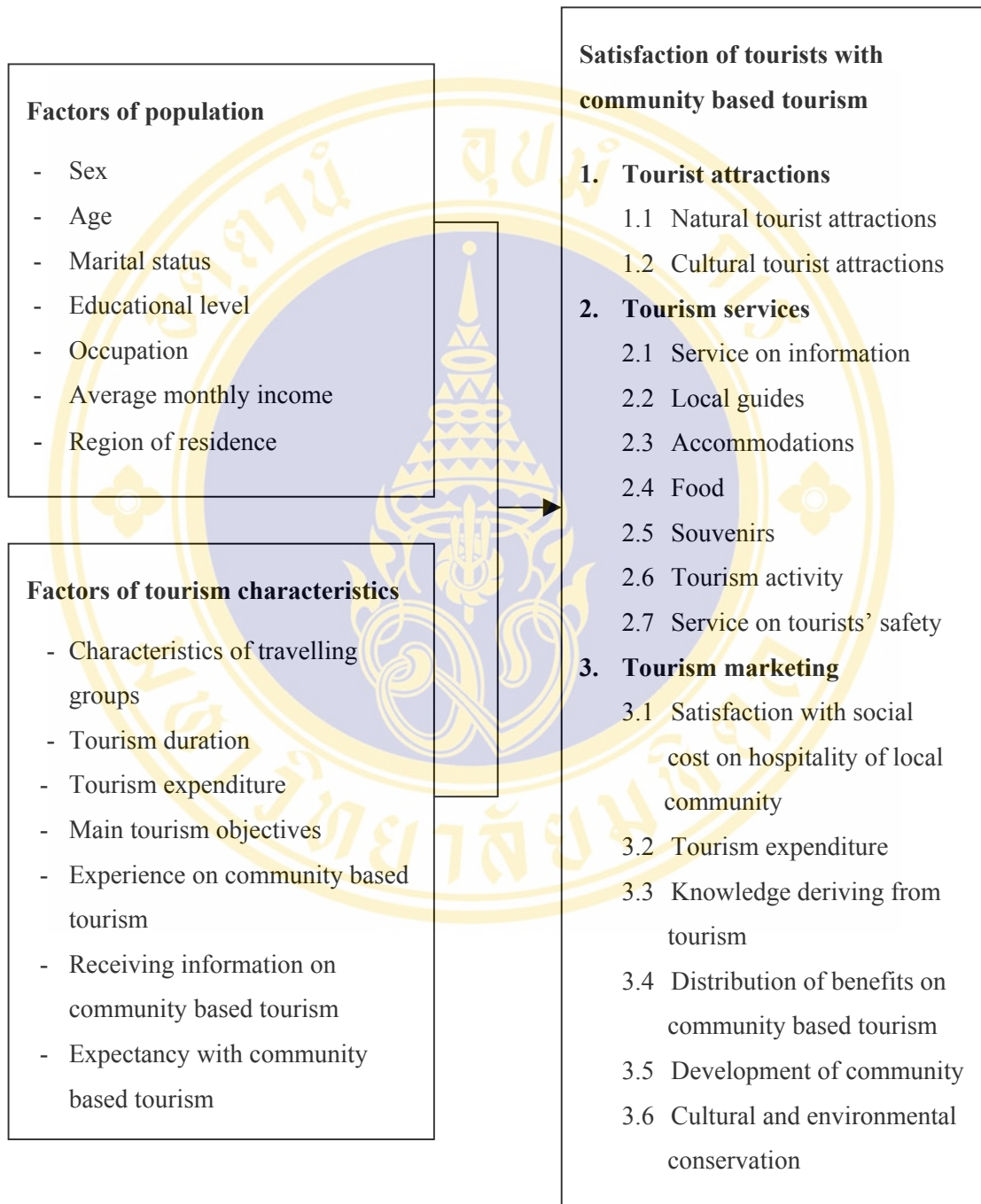
4.1 Satisfaction meant giving scores to people's feeling which occurred because people's need was responded or people achieved a goal.

4.2 Tourists meant Thai people and foreigners who received tourism services with and without staying overnight in Plai Pong Pang Thai villages, Plai Pong Pang sub-district, Amphawa district, Samut Songkram province.

4.3 Community based tourism meant holding tourism activities that the community owned, managed, and received benefits by having tourism activities which led to learning about way of life and culture the community.

4.4 Satisfaction of tourists with community based tourism meant giving scores to tourists' feeling with community based tourism by considering 3 things that were tourist attractions, tourism services and tourism marketing. Satisfaction levels were divided into 5 levels that were the most satisfaction, considerable satisfaction, moderate satisfaction, little satisfaction, and the least satisfaction.

5. Research conceptual framework

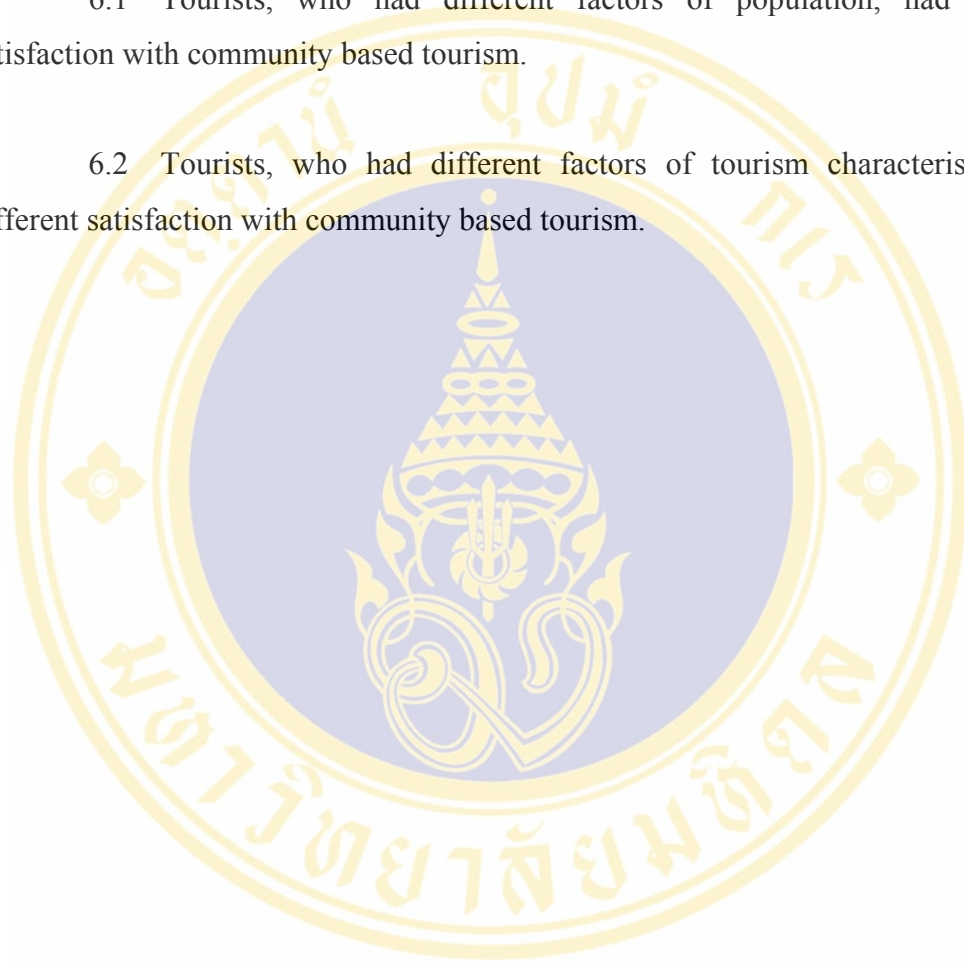


6. Research hypothesis

As for this study, the researcher set the research hypothesis as follows:

6.1 Tourists, who had different factors of population, had different satisfaction with community based tourism.

6.2 Tourists, who had different factors of tourism characteristics, had different satisfaction with community based tourism.



CHAPTER II

LITERATURE REVIEW

As for the research on satisfaction of tourists with community based tourism: a case study of Plai Pong Pang Thai Villages, Samut Songkram Province, the researcher reviewed literature and various related researches in order to support the research. Issues for the literature review were as follows:

1. Present tourism trend and direction
2. Community Based Tourism
3. Category of tourists
4. Tourists' need
5. Concept on satisfaction
6. Related researches
7. Present condition of the studied area

1. Present tourism trend and direction

1.1 Meaning of tourism

Environment and Human Management Research Project, Graduate Study, Chiang Mai University and Damrongrathanuphar Institute, Ministry of Interior (1998: 1) explained that tourism was an activity of human for relaxing tension from permanent job. Generally, tourism meant travelling from one place to another place without thinking of distance and duration.

Moreover in the meeting on travelling and tourism at Rome in 1963, the United Nation defined that tourism meant activities having 3 related conditions as follows:

1. Travelling
2. Destination where people wanted to go and
3. Travelling objectives

Travelling objectives were to visit without working and permanently staying.

Tourists had to have some travelling objective as follows:

1. For relaxing on holidays
2. For culture or religion
3. For education
4. For sport and entertainment
5. For seeing history and special interest
6. For hobby
7. For visiting relatives
8. For business objectives
9. For attending the meeting or seminar

Samai Phermjaroen (1982: 27) defined that “tourism” meant travelling for relaxation, amusement, entertainment, travelling for the meeting, seminar, studying to seek knowledge, sport, business contact, and visiting relatives. All of these were considered as tourism. Some people said that the present tourism business was the biggest business in the world when compared with other business.

1.2 Tourism promotion and development policy under the period of National Society and Economy Development Plan No.8

Tourism promotion and development policy under the period of the Development Plan No.8 was focused on sustainable and quality tourism development in order to achieve the main objectives of the Development plan no.8. Under said plan, “Human” was a main target for development of the country. All people groups had to have participation in development of tourism, systematically planning and managing tourism resources in order to directly create balance on economy, society, politics and

environment. Therefore, the tourism development policy was determined as follows: (Thailand Development Research Institute, 2000: 1)

1. Promoting conservation and revival of cultural art, tourism resources and environment by thinking of quality of sustainable tourism development in order to carry expansion of tourists in the long period and maintain identity and heritage of the country.
2. Promoting cooperation of government sector, private sector and local people for jointly solving or preventing the tourism problems and jointly development, administering and managing the tourism resources to have value and help attract more tourists.
3. Supporting development of factors on giving service and facilities to tourists to be consistent with technological advancement, especially information service system by domestic and international computer networks.
4. Promoting cooperation with neighbouring countries on development and promotion of tourism market and development of transportation network system and facilities on tourism services in order to develop Thailand to be the tourism center of this region.
5. Promoting development of people in the country to be good tourists who loved, helped conserve tourism heritages and environment and had kindness by welcoming tourists with hospitality.
6. Promoting production of personnel in the tourism industry to have quantity which met market demand and had international standard level in order to carry the free trade and service opening policy and support Thai people to increasingly work in the tourism industry.
7. Controlling tourists and operators in the tourism industry to receive protection according to 1992 Guide and Tourism Business Act. And promoting strictness on various standards of giving protection to tourists.
8. Promoting tourism to have important roles in helping develop people's quality of life and creating good results to social development in the level of family, community and society of the country

9. Promoting and inviting more quality foreign tourists to visit Thailand, stayed for several days, spent more expenditure and travelled throughout the country by thinking of the carrying limitation or ability of each tourist attraction.

10. Creating value for Thai people to increasingly visit and spend expenditure in every region of the country in order to increase the tourism balance and spread prosperity to the local community, which would create good results to economic development of the country in general.

11. Considering operation of tourism business which was necessary and suitable in the form of investment, joint venture or promoting investment for benefits of the country and organization.

1.3 Tourism trend and direction

Due to the changing social condition (Smaller Society), communication technology such as computer, internet, etc. made human stay alone in the private world and had more free time. The society decreased the state of being mass by supporting difference of people rather than similarity. Therefore, each person had different tastes and needs. Significance of ready made tourism products and package tour or group tour would decrease. Therefore, tourism operators in the destination country had to try to create or develop their tourism products to have more identities or create difference from the tourism products of other country. Said tourism trend was special interest tourism.

Some academicians defined that special interest tourism was the tourism having 4 elements called REAL as follows:

1. Rewarding
2. Enriching
3. Adventurousome
4. Learning

While World Tourism Organization: WTO defined that special interest tourism meant tourism in a specific model which tourists travelled in order to do special activities and visit various places which involved any specific matters.

Moreover, tourism market researchers from World Tourism Organization (WTO) surveyed tourists' attitude change from 3 s (Sea Sand Sun) to conservation of environment and sustainable development. New 3 s values comprised (Ramphaiphan Kaewsuriya, n.d.: 2):

“S” Security meant safety from natural disaster and safety in life and property.

“S” Sanitation meant cleanliness without diseases and pollutions.

“S” Satisfaction meant satisfaction, impression of tourism places and services.

There were several models of tourism by depending on various factors such as duration, category of transportation, number of member and expenditure. Characteristics of tourism could be divided into 6 characteristics according to the tourism objectives as follows: (Ministry of Interior, n.d.: 3)

1. Tourism for amusement and entertainment was the tourism for changing the atmosphere, being curious, wanting to perceive new things, or seeing landscape, culture, tradition and lifestyle of various local communities.

2. Tourism for relaxation was to spend free time for relaxing body and brain and resting after illness.

3. Tourism for studying culture was the tourism for studying about local cultures together with tourism. It was the study on anthropology and sociology such as seeing ancient places, art or performance.

4. Tourism for sport. There were 2 objectives of this tourism as follows:

4.1 Seeing competition of sports which tourists were interested such as football, boxing and tennis (Although the competition place moved to other places, audiences would go to see).

4.2 Jointly competing sport or exercising. As for this tourism, places would bring about visiting such as seaside, mountain and forest. As for said characteristic, countries having potential or several models of topography would receive a lot of interest.

5. Tourism for business, meeting, and seminar. This tourism should not be considered as tourism because its main objectives were not relaxation or visiting. But, actually, people who attended the meeting would have some time for relaxation and visiting. So, the attractive factors were the interesting places, comfortable accommodation and convenient transportation. At present, there was an increase of this tourism.

6. Educational tourism. As for people's study tour, research or student and Teacher Exchange Project, these people had to find time and a chance to visit and relax, as well as tourism for business, meeting and seminar.

But at present, there were managements of special interest tourism in different models. There were 5 outstanding models of special interest tourism as follows:

1. Ecotourism was the tourism having the objectives to make tourists impress with beauty, greatness or wonder of nature such as bird-watching and forest-walking. Ecotourism had 4 key elements as follows: (Project Planning Division, Tourism Authority of Thailand, n.d.: 17)

1.1. Being nature-based tourism which was identical authentic or endemic or unique, and historical and cultural sources concerning ecosystem in that area.

1.2. Being tourism having Sustainable Management in order to be responsible travel which did not impact on environment and society (No or Low Impact).

1.3. Being tourism having learning process. This tourism allowed tourism to study about environment and ecosystem of tourist attractions. This tourism would increase knowledge, experience, and impression in order to create awareness and instill correct conscience to tourists, local people and related operators.

1.4. Being tourism which thought of involvement of local community or people participation in order to bring about benefits to the local community, which meant distribution of income, upgrading quality of life and receiving compensation in order to improve and manage tourist attraction. And, finally, the local community could efficiently control development of tourism.

2. Educational tourism was the tourism which responded to interest of tourists who wanted to learn about any matters or practice any skills during tourism such as learning languages or art / handicraft.

3. Health and sport tourism was the tourism which focused on creating tourists' physical and mental perfection which had various activities. Characteristics of health tourism management were as follows: (Ramphaiphan Kaewsuriya, n.d.: 22)

- 3.1 Staying in beautiful and comfortable places
- 3.2 Checking health, blood, urine, heart, teeth
- 3.3 Quality and healthy food
- 3.4 Eliminating poison from the body
- 3.5 Exercising such as Yoka, physical exercise
- 3.6 Massaging with herbs
- 3.7 Meditation
- 3.8 Cultural / natural tour

4. Cultural based tourism was the tourism having objectives to make tourists received knowledge and enjoyment deriving from seeing and perceiving local culture, historical heritages or art, and local knowledge such as visiting a museum or

art exhibition. At present, this tourism was managed in several categories as follows: (Ramphaiphan Kaewsuriya, n.d.: 21)

4.1 Cultural tourism meant travelling to see various traditions held by local people in order to receive enjoyment, amusement, knowledge, and understanding with culture and social condition. Moreover, tourists would have more new experiences and conscience with cultural and environmental conservation.

4.2 Historical tourism meant travelling to visit archaeological and historical tourist attractions in order to receive enjoyment in tourism places and have knowledge and understanding on local history and archaeology.

4.3 Rural tourism / village tourism meant travelling to visit rural villages having way of life and creative work which had special identity which made tourists received enjoyment and knowledge. And tourists could see creative work and local knowledge and had understanding on local culture.

5. Ethnic tourism was the tourism which responds to tourists who wanted to perceive local cultures by closely interacting with people groups having different cultures such as visiting by living with people having different culture for a period of time (Homestay). At present, this tourism was more popular and becomes an important selling point of the tourism in several countries. As for Thailand, Forest Tourism and perceiving Thai hilltribes' culture was another model which was very popular (Duangjai Lorthanawanich, et al., 1997: 15-1).

2. Community based tourism

2.1 The meaning of community based tourism

Petersen¹ (2001: 10) defined that community based tourism meant a tourism guideline which was very popular in the tourism industry of the world, Asia and Pacific. A main factor of community based tourism was community participation and

¹ Dr.Erik Holm Petersen: Tourism Resources Planner WTO

tourism activities managed by local people. Models of community based tourism were as follows:

1. Sales of products which were community identity such as handicrafts, local villages or food and other tourism resources of that community.

2. Cultural showed such as Thai dancing, local playing and local music show.

3. Village based activities meant the tourism activities managed by local people for offering to tourists such as holding activities of forest walking and seeing nature in the nearby area by having a guide.

4. Overnight staying activities in the villages for tourists who travelled to visit that community. There were several models of overnight staying activities in the villages as follows:

- 4.1 Camping

- 4.2 Holding homestay activities. Homestay in Europe meant that the tourists or students jointly stayed with a host and had to pay for an accommodation and food to the host. It was the accommodation offering B&B (Bed and Breakfast) and family stay rather than the meaning of homestay used in Thailand.

- 4.3 Providing Village Operated Accommodation Facilities meant that the tourists visited the villages and jointly stayed overnight with the host in the community for a short period. Tourists might study and exchange cultures with the host. And they had to pay for the accommodation and food to the host. This meaning was similar to the meaning of homestay used in Thailand.

Phojjana Suansri (2001: 12) explained that community based sustainable tourism was different from ecotourism. Community based sustainable tourism was managed by the community who determined the tourism direction. This meant that community based tourism was managed of the community by thinking of sustainability of environment and cultures. It was not only an element of tourism. A clear difference was that the community not only gave cooperation but also owned tourism activities.

Surachate Chatethamas & Datchanee Emphan (2001: 9) defined that community based ecotourism was tourism activities owned and managed by the community. This meant that the community conserves and manages tourism resources, which made the community had and brought said income to improve quality of life of community members. Community based ecotourism had important characteristics as follows:

1. The community initiated and implemented from the stages of planning, implementing and evaluating.
2. The community received benefits and managed the tourism resources to have sustainability.
3. It was a tool of conserving natural resources and developing the community.

Technology and Sciences Research Institute of Thailand (2001: 2) said that community participation was a main element of ecotourism. This tourism thought of participation of community and local people in order to create benefits to the local community, which included distribution of income, upgrading quality of life and receiving compensation in order to improve and manage tourist attractions. And, finally, the local community had participation in efficiently controlling development of tourism. The local community started from grass-root level to local administration. Also, this might include participation of concerned people. Therefore, it was the tourism with community participation.

As for the above meaning, the researcher could summarize that community based tourism meant holding tourism activities which the community owned, managed and received benefits by having tourism activities which led to learning about way of life and culture of that community.

2.2 Principles and elements of Community Based Tourism

Yuwadee Nirattrakul (2001: 6) presented various dimensions on community based tourism as follows:

2.2.1 Geographical dimension

This tourism occurred not only in rural perimeters, but also urban perimeters.

2.2.2 Tourism activity dimension

Tourism activities of community based tourism widely covered tourism activities from popular tourism activities such as forest walking watching bird, rowing a boat to activities specifically created for the villages such as cooking local food and walking to see way of life in the villages.

Determination of tourism activities thought of main factors in that community, which might be the outstand point on natural condition, background, interesting history of the community. Determination of activities had to receive approval and cooperation of local people.

2.2.3 Management dimension

Management of community based tourism had to give significance to spirit of the community, conservation of beautiful nature social condition / culture of the community. There were several principles of management as follows:

2.2.3.1 Giving education to the community was the first step which had to be implemented. This would make the community proud of themselves, see potential and existing identity. This would create motives for the community to conserve and maintain their existing identity. Community based tourism was a method which could be implemented.

2.2.3.2 Giving tourism services might be implemented in several methods by private development organization, tourism operations, community, educational institute or several organizations.

Giving tourism services was flexible and could be adjusted according to condition of the area. It had to create participation and benefits to the community.

Surachate Chatethamas & Datchanee Emphan (2001: 9) gave principles of community based tourism as follows:

1. Value and significance of natural tourism resources and historical tourist attractions attracted tourists more considerably than adjustment of areas for building facilities.
2. Having tourism resources. If tourism resources did not belong to the community, it was necessary to receive approval from owners or responsible people.
3. Emphasizing the principle of sustainable tourism.
4. Being local community's need.
5. Local people really had participation.
6. Fairly returning benefits to local community and tourist attraction areas.
7. All community should receive benefits.
8. Tourists received the learning experience on nature and culture.
9. Tourists received suitable services and had safety in life and property.
10. Having the tourism market and / or market share.
11. Having tourism impact preventing measure. And regulations of community based tourism was acceptable.
12. Evaluating whether tourism management achieved the target and objectives of the community.
13. The community had readiness for administration and management (having a plan that led to practice and having tourism management skills).

Phojjana Suansri (2001: 13) said that community based sustainable tourism had main elements as follows:

1. It was community's real need.
2. Local people had participation.
3. Villager Organization was responsible for administration and management.
4. Thinking of sustainability of economy, society, culture and environment.
5. Having clear regulations / rules and being able to monitor according to the specified objectives.
6. Having the joint learning process between local people and tourists.

7. Having cleanliness and safety and having fair expenditure rate for local people and tourists.

8. Tourism income could be used to support development of the community and conserved environment.

9. Tourism was not a main occupation of local people.

10. Community Organization was strong enough to manage the impacts and was ready to stop management if they had not sufficient ability to manage.

Therefore, the researcher could summarize principles and elements of community based tourism as follows: community based tourism thought of sustainability of environment and society. Tourism direction was determined and managed by the community owned, had management right and fairly received benefits.

2.3 Management of community based tourism

Ramphaiphan Kaewsuriya (n.d.: 5) said that element of management of community based tourism had to be systematically managed as follows:

2.3.1 Information and services meant various information which tourists should know before travelling. The information should be readily prepared by clearly showing prices of service charge such as preparing leaflets, brochures for widely spreading and clearly answering questions by telephone.

2.3.2 Transportation and communication meant travelling to the community. If there were bus services, the travelling schedule and service charge should be clearly informed. Also, a parking place was necessary. While communication meant modern telephone system and reservation system including parcel delivery services in various systems.

2.3.3 A tour company and guide meant that the community should have a knowledgeable guide to lead tourists to visit a place. A local guide had to be able to clearly use language for communication.

2.3.4 Accommodation meant an accommodation opened for giving service to tourists had to be clean and be good service which met international standard.

2.3.5 Food shop means that preparation of food has to be clean by thinking of tourists' hygiene and quality of life and having clear prices.

2.3.6 Souvenirs meant making souvenirs by thinking of local identity, being green and clean product and having clear prices.

2.3.7 Various entertainment activities meant holding tourism activities such as forest walking visiting tourism places in the community or activities in the community having original dance shows by allowing tourists to have participation for learning, entertainment and mutually exchanging local cultures.

2.3.8 Safety meant managing a system of keeping safety in life and property of tourists. If tourists had an accident, the community should know how to do such as giving first aid, informing or contacting hospitals.

Project Planning Division, Tourism Authority of Thailand (n.d.: 8) explained about principles of administering and managing tourism in the responsible area of local community as follows: in order to make local community had participation in tourism management and administration and achieved objectives of tourism development, there were management and administration principles as follows:

1. Local community had participation in determining potential on development of tourism in the area which involved the community by considering location, activities, readiness, need of the community and management participation.

2. Various organizations in the area such as sub-distinct administrative organization, Kamnan, village head and local leader had participation in supporting tourism activities, projects and plans and support implementation of other people organizations.

3. Tourism business sector, local organization, environmental organization and state agencies had to equally work together.

4. Local people had to have participation in deciding about various projects which would impact on way of most people in the area (Local Participation).

As For the above mentioned definitions of experts, the researcher could summarize that management of community based tourism meant implementation of tourism by local community by having elements such as information services, local guides accommodations, food, souvenirs, tourism activities, and services on tourists' safety by maintaining environment, society and culture of the community.

2.4 The lessons on community based tourism

2.4.1 Community based tourism development frame: a case study of Jameica

Yuwadee Nirattrakul (2001: 7) summarized the lessons on community based tourism of Jameica as follows: Jameica was considered as a county which succeeded in developing community based tourism. Tourism development process was learnt and improved throughout the implementation period. Jameica had models process / steps of developing community based tourism. In the future, Jameica would build community based tourism network all over the world. Jameica presented conceptual frames on a process of building community based tourism as follows:

2.4.1.1 Determining the selling points on community based tourism by covering almost every kind of tourism model and activity such as ecotourism adventuresome tourism and agricultural tourism. State of being the community was the most important selling point.

2.4.1.2 Experience from the community by emphasizing the villages and community and offering the outstanding points on state of being the community, food dressing and dancing.

2.4.1.3 Development products and tactics in the community were implemented as follows:

- 1) Establishing Community Institute for Sustainable Tourism (CIST). This institute determined missions that "The institute is established for studying about development and promoting development of sustainable community based

tourism, and realizing significance of people, nature, environment, society, culture and history”.

- 2) Establishing the information center on community based tourism.
- 3) Establishing Community Business Management Center.
- 4) Establishing Community Based Tourism Management Committee.
- 5) Developing facilities on accommodations and food including personal houses, small hotels and guesthouse.
- 6) Presenting guidelines of environmentally friendly community.
- 7) Determining the carrying ability in the village / community level.

2.4.1.4 Establishing Sustainable Community Foundation Through Tourism (SCF). This foundation jointly determined missions on the working targets and objectives. Also, it developed the educational material aid for tourism and the tourism programs.

2.4.1.5 Determining the interesting sales programs. After preparation of the above steps, marketing was very important. In Jamaica, the marketing programs were presented in several models as follows:

- 1) Establishing a working team on community based tourism.
- 2) Producing the advertising media such as video and slide.
- 3) Building networks which linked tourism business.
- 4) Making annual village trade show.

2.4.2 Rural tourism of Ireland

MacNulty² (2001: 13) summarized the lessons on Rural Tourism of Ireland as follows: tourism industry of Ireland was developed for 40 years. And most accommodations for tourists were in the form of homestay such as farmhouse, Bed & Breakfast, country home and huts.

Rural Tourism of Ireland was developed by starting from local community who owned the area. A clear example was an establishment of Irish Country Holidays Company which made the tourism marketing by emphasizing benefits of the community. The marketing competition was divided into 2 levels comprising community level and country level. Both levels would jointly make the marketing and use the accommodation reservation systems through the center. As for homestay management in Ireland, there were 3 main lessons which should be studied as follows:

2.4.2.1 Homestay tourists needed tourism activities together with staying overnight. Therefore, the host should prepare various activities for tourists.

2.4.2.2 In order to create highest efficiency of the marketing for homestay business, it was necessary for local agencies to give cooperation and help in jointly working with state tourism organization.

2.4.2.3 Homestay had to be near tourist attractions which could attract tourists. Homestay which was far from tourist attractions or had no tourist attractions having enough potential could not be successful.

Moreover, the government of Ireland helped create a basis for homestay management as follows:

- Supporting loans for farmers to repair houses, especially bedroom, toilet and kitchen.
- Supporting loans for farmers to build huts in their own land only.

² Mr. Michael MacNulty : WTO Consultant

- Establishing homestay operators assistance project according to the government assistance scheme, which was implemented for over 30 years. This project comprised establishment of homestay level division criteria, examination and registration under the regulations of Irish Tourist Board.

2.4.3 Management of community based ecotourism: in Ban Huay Hee, Huay Poo Ling sub-district, Amphur Muang, Mae Hong Sorn province

Model management of the community for carrying the tourism started from organizing Community Analysis Stage in 1996. The community decided to gather in group to manage ecotourism by surveying potential and ability of tourism attractions.

In 1997-1998, the community prepared readiness for ecotourism management in stages by starting from studying about the community ability and limitations on natural resources. After that the community brought the discovered potential to plan for development. Then the community helped develop various systems by holding the training and joint practice such as improving geography and cleanliness within the villages, improving the forest walking routes or studying nature, training on cultural and natural meaning communication, producing and cooking food, welcoming visitors, tourists' behavior, accounting, determining rules, keeping safety of tourists and allocating the benefits. After the community had readiness, the pilot project was established in 1997.

Summary of tourism management in Ban Huay Hee community was as follows:

2.4.3.1 Community based ecotourism was tactics of conserving enrichment of nature and environment. It made the community realize to administer and manage the forest resource to have more enrichment.

2.4.3.2 Community based ecotourism created income and distribution of income which did not cause a change in community.

2.4.3.3 Community based ecotourism could be a community development project by using the tourism fund to make a community development project.

2.4.4 Management of community based ecotourism in Khao Luang: Ban Krung Ching, Nakorn Sithammarat province

Forests in Krung Ching or Khao Luang had potential to expand as ecological tourist attractions due to being beautiful places. Therefore, Krung Ching sub-district administrative organization studied and coordinated with outside organizations from academic sector, mass media communication and Tourism Authority of Thailand by starting implementation of Long Kang Klong Glai on Behalf of sub-district administrative organization since 1996. Moreover, Krung Ching people tried to gather in order to set up a group of implementing activities on eco-conservative tourism. But it did not tangibly occur. The existing tourists travelled to visit the community by themselves. Or most tourists came with outside business operators. The community had some participation such as guiding for forest walking and mountain climbing.

Krung Ching was in the initial stage and faced the problem on natural tourism management service. Group gathering was in the initial stage. Roles of administering tourism still belonged to local administrative organization which was sub-district council.

2.4.4.1 Positive results stemming from tourism management

It created tourism income. Long Gang service was implemented by sub-district administrative organization since 1996 and highest expanded in 1999. There were 3,500 service users per month. Annual income was 966,520 baht. Profits were 280,770 baht, but tended to decrease continuously. The community had activities which did not destroy nature. Also, the community received high economic benefits. These things would stimulate the community to more efficiently plan about forest management. If the community well cooperated with the national parks, management models would have more stability.

2.4.4.2 Problems and impacts stemming from tourism management

As for tourism implementation, there were several problems such as improvement of marketing service models and public relations. So, almost half of tourists using the service decreased during the first eight months of 2000 and tended to decrease continuously. Moreover, Krung Ching people and outside people secretly destroyed forests. And people did not understand and did not trust about determination of the national park line, development of tourism in the area and the study for building Klong Glai Dan.

3. Category of tourists

As for special interest tourism, tourists had the outstanding characteristics which were different from mass tourists as follows:

3.1 Special interest tourists needed value which existed for a long time such as improving themselves, showing, making understanding in themselves, social interaction, feeling as an owner or a part of that place by showing with understanding, impressing but not destroying and emphasizing the existing physical results such as having good health. While mass tourists needed superficial value and liked to show that they used to visit that place or they might record that they used to visit that place.

3.2 Special interest tourists liked tourism activities and had knowledge or special skills which might derive from activity practice by depending on special interest in that tourism. While mass tourists liked tourism places.

3.3 Special interest tourists mostly had mental image which had special characteristics such as having belief, value, principle, norm and ability measuring standard which were different from general tourists.

3.4 Special interest tourists mostly defined themselves from the activities they did such as divers, mountain bicyclists and forest walkers.

4. Tourists' need

Although there were several models of tourists, MacNulty (2001: 1) mentioned about tourists' 10 basic needs that tourists in any categories or any levels had international rules on tourists need as follows:

1. Comfortable beds in reasonable prices.
2. Clean toilets and bathrooms.
3. Simple and well cooked local food.
4. Beautiful landscape and nature of the rural area.
5. History and culture of the local community.
6. Tourism activities in the rural area such as forest-walking, fishing, riding a horse, climbing a mountain and riding a bicycle.
7. General shop and souvenirs selling shops.
8. Entertainment such as music, dancing, local playing and various shows.
9. Tourists' safety.
10. The host's friendliness and smile.

Forest Research Center, Faculty of Forestry, Kasetsart University (1995: 3-4) explained that satisfaction of tourists was an element of ecotourism. Ecotourists were interested to learn about nature in various characteristics, natural landscape and natural sources which were difficult for travelling and challenging. They did not want convenience. Ecotourists, therefore, needed services and facilities which gave knowledge and understanding about nature.

While, Duangjai Lorthanawanich et al. (1997: 12-3) explained that the clearest difference between ecotourists and general tourist was tourism objectives and tourism activities. General tourists used nature such as seaside, lake, forest and mountain in tourism activities which made them superficially received enjoyment such as swimming sunbathing and playing water sports. While ecotourists would study or

see nature such as watching birds, photographing landscape botanical and archeological survey, going to caves and forest-walking.

Chalongsri Phimonsomphong (1999: 21) said that factors which caused difference of tourism demand were as follows:

1. Economic factors: Economic conditions of the local community and the country considerably impacted on tourism product buying. These factors caused difference of demand levels.

2. Demographic factors: Characteristics of population were age, sex, size, and elements of family, education, experience, income level, occupation, race and nationality. Generally, these factors affected demand models and tourism product buying quantity.

3. Geographic factors: Geographic characteristics of each buyer-country caused difference of tourism demand. They also determined category of tourism destination where buyers wanted to go. For example, Tourists coming from the country surrounded by the sea needed to go to mountains. While tourists coming from the country having cold climate liked to rest in the country having warm climate. Moreover, people living in big cities liked to travel without staying overnight (day visit) when compared with people living in small communities.

4. Socio-cultural factors: Socio-cultural characteristics could bring about thought, taste and attitude of consuming tourism products.

5. Political and regulatory factors: A change in politics and regulations of the country might cause difference of tourism demand because tourists felt safe or did not feel safe to travel to that tourist attraction.

6. Mass media communication factors: All kinds of information from mass media communication could create reliability, confidence or no confidence on

decision to travel. They helped create acquaintance, resistance or more curiosity. Also, they helped decide to buy tourism products.

7. Comparative prices factors: Tourism prices comparison made tourists had different demands by comparing prices of products with the rival company or prices of the previous year.

8. Personal mobility factors: Personal travelling by car made domestic tourism and travelling to the country having adjacent borders considerably grow. It brought about travelling liberty or preparation, time and place. Tourists could plan about travelling to be more suitably with personal conditions. This also might cause a change in tourism behavior.

9. Technology of communication and transportation factors: technology of communication and transportation could considerably give convenience to tourists. Having modern technology showed standard levels of giving service and helped tourists decided faster that which business services they would use in order to receive most convenience.

5. Concept on satisfaction

5.1 Meaning of satisfaction

Wolman (1973: 384) defined that satisfaction meant happy feeling when people achieved their goals, want or motivation.

Wimonsitthi Horayakoon (1983: 74) defined that satisfaction was to give feeling value of people who had relationships with view point system concerning the meaning of environment. Feeling value of people with environment would be different such as feeling good – bad, satisfactory – unsatisfactory and interested – uninterested.

Lois Jampathase (1990: 8) said that satisfaction meant need which achieved the goals. Then people would show happiness through eyes, speech and showing.

Sattha Wutthiphong (1999: 12) mentioned about the important factor of satisfaction as follows: satisfaction was an important factor which helped make the work successful, especially, the work on service giving.

As for the above meanings of satisfaction, the researcher could summarize that satisfaction meant giving people's feeling value which stemmed from receiving response in the required things or achieving goals.

5.2 Concept and theory on satisfaction

After reviewing literature, the researcher could collect the concept and theory on satisfaction mentioned in the past researchers as follows:

Satisfaction seeking theory (Sirisophark Booraphadej, 1975: 156) stipulated that people would do something which gave happiness and avoided doing something which gave distress or hardship. This satisfaction could be divided into 3 categories as follows:

1. **Psychological hedonism** was the concept of satisfaction that human, naturally, wanted to seek personal happiness or avoided distress.

2. **Egoistical hedonism** was the concept of satisfaction that human would try to seek personal happiness but it was not necessary that happiness seeking was always human's nature.

3. **Ethical hedonism** This concept stipulated that human sought happiness for benefits of mass or society which human was a member and would also receive these benefits.

Psychologists who supported this theory said that human was motivated to do because that action satisfied human. Therefore, emotion brought about behavior.

Moreover, the researcher summarized Maslow's General Theory Human Motivation explained by Maslow (1970: 69) as follows: human's satisfaction would occur when his needs were responded in a level by developing from lower needs which were basic needs. When basic needs were satisfactorily responded, human would have higher needs.

Maslow ranked human's needs into 5 steps as follows:

1. **Physical needs** were basic needs and were the most important thing for living such as food, clothes, residence, medicine and sexual need.
2. **Safety needs** were safety needs in life, progress and mental warmth.
3. **Social or belonging needs** Human wanted the society to accept him as a member and human wanted to receive friendliness and love from the colleagues.
4. **Esteem needs** Human wanted the society or other people to praise him.
5. **Self realization or self actualization** These needs were difficult to seek.

Apart from these 5 needs, Maslow increased 2 needs which were important for mental condition as follows:

1. **The need to know and understand** made human had behavior to seek answers in order to respond to curiosity.
2. **The need of aesthetic satisfaction** made human had behavior to seek, create, and maintain beauty, appreciate natural and artistic beauty according to his taste.

Travelling and visiting stemmed from internal need and feeling of each person. There were economic and social factors which stimulated people to travel. Also, there were several motives which attracted and stimulate people to increasingly travel the tourism motives which stimulated people to increasingly travel were as follows:

1. **Physical and psychological motives** were needs for mental and physical relaxation in order to avoid the repetitive work and various difficulties.
2. **Cultural / personal educational motives** were motives on curiosity about art, culture, nature and living condition of unknown people and places.
3. **Social / interpersonal / ethnic motives** were to go to meet, visit relatives or friends, visit the birthplace, accompany other people, meet or know new friends who might have different races and religions, seek friendship, experience and new environment by temporarily avoiding the familiar environment.
4. **Business / work related motives** were to go to contact business of both the government sector and private sector, follow results, attend the meeting, seminar, travel by involving some works or half work half visit.
5. **Entertainment / amusement / pleasure / pastime motives** were to go to theme parks, various entertainment places, see sport, see nature and animal life, go to buy things during free time and entertainment activity which gave pleasure.
6. **Religious motives** were to have a chance to seek virtue, study Dhamma, practice meditation, attend religious rituals which people respected, go to worship various sacred places, make virtue and donate. These motives helped bring about mental happiness to tourists and were also mental relaxation.

7. Prestige and status motives Sometimes, travelling might create fame and upgrade status and prestige such as travelling to attend the seminar, contact business or continue to study in the foreign countries.

However, travelling might not stem from a motive only but it might stem from several motives. Therefore, there was no motive which was the clearest stimulation.

Krech & Crutchfield (1962: 77) said that when needs occurred, human would determine several goals in order to create satisfaction. Needs of each person were different by depending on the following factors:

1. Cultural norms and values
2. Biological capacity
3. Personal experience
4. Physical and social environment

5.3 Satisfaction of service receivers

Kaplan & Norton (1996: 70) said that measurement of satisfaction of customers or service receivers was to prepare information which reflected the efficiency of the working results.

5.3.1 Characteristics of service work (Wanwadee Phorkphoonsin, 2001: 47)

5.3.1.1 Service work was a work having production and consumption which simultaneously occurred. Needs could not be certainly determined. It depended on the service users that when and what they needed.

5.3.1.2 Service work was a work which could not determine the work quantity in advance. Service use depended on conditions of service users. Therefore, determination of the work quantity in advance could not be done except anticipation of probability.

5.3.1.3 Service work was a work which had no goods and products. Service users would receive satisfaction and worthy feeling after using the service. Also, quality of work was very important.

5.3.1.4 Service work was a work which required immediate response. Service users wanted to do immediately. Therefore, service givers had to be ready to be responsive at all times.

5.3.2 Concept on satisfaction in service work

Parasurman, Zeithal & Barry (1985: 49) said that successful service had to comprise the following qualifications:

1. **Reliability** comprised

- Consistency
- Dependability

2. **Responsive** comprised

- Willingness to give service
- Readiness to give service and time devotion
- Continual contact
- Good treatment with service users

3. **Competence** comprised

- Competence to give service
- Competence in communication
- Competence in academic knowledge to give service

4. **Access** comprised

- Service users conveniently used or received services. There should not be excessive regulations.
- Service users used little time to wait.
- Service time was convenient for service users.
- Service was in a place where service users conveniently contacted.

5. Courtesy comprised

- Showing politeness to service users.
- Suitably welcoming
- Service givers had good personality.

6. Communication comprised

- Communicating by explaining about service work characteristics and scopes.
- Explaining the service giving steps.

7. Credibility, quality of service work has accuracy and reliability.**8. Security** comprised

- Physical safety such as tools, equipment

9. Understanding

- Learning service users.
- Giving advice and heeding users

10. Building Tangibility

- Readily preparing material, equipment for giving service.
- Preparing equipment for giving convenience to service users.
- Arranging the service giving places to be beautiful and clean.

5.3.3 Measurement of satisfaction

Bunriang Khajornsil (1993: 21) said that measurement of satisfaction was an expression which was rather complex. It was difficult to directly measure but opinion. However, the outcome mostly had limited scope because satisfaction of each person was different despite being in the same condition. There might be some errors of measurement if people expressed their feeling differently from real feeling.

Satisfactions scales could be made as follows:

1. Measuring by using questionnaires was a popular method by asking cooperation of people to answer questionnaires by selecting answers or freely answering. Then, the obtained information would be brought to analyse to find real conclusion.

2. Measuring by interviewing. This method had to considerably use techniques and tricks or else the answers would have no accuracy.

3. Measuring by observing. This method was not popular and could not be done in the organizations having a lot of related people. Observers had to considerably use effort and time.

Therefore, measurement of tourists' satisfaction for this research would use scales on questionnaires and interview.

6. Related researches

6.1 Related research results

After reviewing various researches, the researcher found that these were research results which involved this research as follows:

Nawarat Phlainoi, et al. (1995: 124) did a research on domestic tourism behavior of Thai tourists. They found that households of Bangkok visit in the highest level. Most domestic tourists were below 45 years old. They were single. Their main income was permanent income. They received education from secondary level. Most tourists travelled by themselves. Their main tourism objectives were to relax and visit relatives. Sample tourists considerably visited in April, January, May, October and November.

Metta Sawektalek (1996: 125) studied satisfaction of tourists with recreational tourist attraction: a case study of Dusit Zoo. She found that tourists had moderate satisfaction with Dusit Zoo in general. The variable on different educational levels had different satisfaction with Dusit Zoo at the significant level of 0.001. Different age had different satisfaction with Dusit Zoo at the significant level of 0.01. Also, different relaxation duration had different satisfaction with Dusit Zoo at the significant level of 0.05.

Ratthapong Jiamsriphong (1999: 105) studied satisfaction of tourists with arrangement of environment in Bang Saen Beach. He found that most sample tourists had moderate satisfaction with arrangement of environment in Bang Saen Beach. After Analysis of Variance, the researcher found that present residence knowledge on conservation of beaches affects satisfaction with arrangement of environment in Bang Saen Beach at the significant level of 0.001. Receiving information on conservation of natural tourist attractions and tourism activities affected satisfaction with arrangement of environment in Bang Saen Beach at the significant level of 0.01. Average monthly income, giving value of Bang Saen Beach and age affected satisfaction with arrangement of environment in Bang Saen Beach at the significant level of 0.05.

Siree Siriwan (1989: 193) studied satisfaction of tourists and people in Chainart Municipality with Chainart Bird Park. She found that sample tourists had moderate satisfaction toward Chainart Bird Park on natural condition of birds, arrangement of environment and improvement of bird park and facilities. Also, sample tourists had considerable satisfaction with Chainart Bird Park on atmosphere, arrangement, local products and food.

Archawaphon Suksomphian (1997: 15) studied satisfaction of foreign tourists with service giving of the tour company for forest walking: a case study of Chiang Mai province. He found that satisfaction of foreign tourists who used said service depended on service giving of the tour company, guide, and compliance with the tourism promised given to tourists. This made tourists had impression with experience on nature and culture of local people, the adventure which tourists never saw, conveniences on vehicles, food, accommodation, riding an elephant, raft floating, suitable travelling duration, receiving heed, solving problems by guides and prices which tourists brought said tourism programs.

Somsak Jamulitrat (1999: 94) studied ecotourism development limitation and opportunity: a case study of Koh Tao Nang Yuan, Phagnan district, Surat Thani province. He found that Koh Tao Nang Yuan had high potential for development of

ecotourism due to considerable enrichment of resources and especially resources in the sea. Also, tourists had moderate satisfaction.

Sureeporn Phatthraphornnant (1998: 122) studied attitudes of tourists with ecotourism: a case study of National Park in Kanchanaburi province. She found that most sample tourists had moderate knowledge on ecotourism. They had more knowledge on targets and objectives of ecotourism than knowledge on management and participation of people.

Saowalak Nawajaroenkul (1998: 173) studied ecotourism behavior of Thai tourists in Sai Yoke National Park, Kanchanaburi province. She found that most Thai tourists had ecotourism behavior in the moderate level. However, most Thai tourists still lacked correct knowledge and understanding on ecotourism and did not sufficiently know their suitable rules and duties on ecotourism.

Suthit Obun (1998: 133) studied community potential for ecotourism promotion: a case study: Kok river route. He found that local community had moderate potential. The local community had most potential for building satisfaction to tourists. Also, they had considerable potential for management natural resources and environment and distribution of income, respectively.

Sombat Sae-Hae (1996: 107) studied demand with environment and nature sight-seeing tourism: a case study of Khao Yai National Park. He found that service needs of each tourist with each service are different. Variables which affected probability to use or not to use services were the variable on past selection behavior (Having information on original service and past activity operation) and the variable on individual such as age, educational level and income level.

Niphol Chuamuangpharn (1999: 180) studied tourist attractions management guidelines according to ecotourism principles: a case study of Phoo Shee Fa National Park, Chiang Rai province. According to article 1 of ecotourism principles which was on a basis of nature, culture, and community, the research results found that Phoo Shee

Fa was a natural tourist attraction which had outstanding shape and plants. Also, there was Mong hilltribe living in the area. As for article 2 of the principles on sustainable administration and management, it still lacked management and administration process because it had just been established as National Park. As for article 3 of the principles on giving knowledge and communicating the meaning to tourists and local people, there was no training of said knowledge to local people and guides. There was no Tourism Service Center which had suitable readiness. Signboards and signposts were not sufficient and were not clear. There was no demonstration of local people's way of life. As for article 4 of the principles on participation of local people, local people did not participate in decision to operate and evaluate. They participated in tourism benefits only. As for article 5 of the principles on satisfaction of tourists, they had considerable satisfaction on natural condition and landscape in the area.

Lalita Phochanaphan (1996: 110) studied roaming ecotourism behavior of tourists in Khao Yai National Park. She found that most tourists travelled in group over 10 people. They organized the tourism by themselves. Most tourists were in friend groups. Their objective was relaxation. No people gave environmental knowledge to most tourists. Tourists had behavior of learning natural condition in the moderate level. Their natural conservation behavior was in the suitable level. Also, behavior of learning culture and way of life of local community and helping increase income to local community was no in the suitable level.

Moreover, the researcher reviewed document and researches which involved the studied variables as follows:

6.2 Related research to factors of population

6.2.1 Sex

Thai society differently brought up females and males. Females were polite while males had strength. Naturally, males and females had different characteristics on physical and mental structure. Therefore, males and females had different personality, behavior and satisfaction. For example, Academic Service Office

of Chulalongkorn University (1992: 3 – 45) did the basic study for development of tourism in Bangkok and perimeters. They found that most foreign visitors were male by 53.13% and females by 46.87%. This was consistent with Nawarat Phlainoi et al.'s research results (1995: 65) on domestic tourism behavior of Thai tourists. They found that there were more male tourists whose objective was to relax than female tourists (59.1% and 49.5%, respectively). While, there were more female tourists whose objective was to visit relatives than male tourists (51.3% and 44.1%, respectively). Moreover, there were more male tourists whose objective was to go to the seminar or negotiate business than female tourists. However, there were more female tourists who visited for religious reason than male tourists.

6.2.2 Age

People having different ages mostly had different needs and experiences. Therefore, they had different knowledge, understanding attitude, and satisfaction. For example, Metta Sawektalek (1996: 125) studied satisfaction of tourists with recreational tourist attraction: a case study of Dusit Zoo. She found that tourists having different ages had different satisfaction with Dusit Zoo at the significant level of 0.01. Moreover, Saowalak Nawajaroenkul's research results (1998: 170) on ecotourism behavior of Thai tourists in Sai Yoke National Park, Kanchanaburi province found that age was a factor which affected ecotourism behavior at the significant level of 0.001.

6.2.3 Marital status

People having different marital status might have different attitudes and satisfaction. For example, single people could decide by themselves more considerably than married people. Also, single people might travel more frequently and conveniently than people having married couple or children. Nawarat Phlainoi et al.'s research (1995: 81) on domestic tourism behavior of Thai tourists found that married tourists' tourism objective was to visit relatives in the first level. While, unmarried tourists' tourism objective was to relax in the first level. Moreover, Sureephorn Phatthraphornnant (1998: 125) studied attitudes of tourists with ecotourism: a case

study of National Park in Kanchanaburi province. She found that tourists had different attitudes with ecotourism in Nation Park of Kanchanaburi province according to marital status at the significant level of 0.05.

6.2.4 Educational level

Jaran Yoophrom (1983: 106) said that education develops people's body, emotion, and intellectual in order to make people had stable emotion, good behavior, knowledge, cleverness and discretion. People having different educational levels had different attitudes and satisfaction. This was consistent with Thanaphorn Methaneesadudee (2000: 92) studied satisfaction of foreign tourists with video service receipt: a case study of Wat Pho. She found that educational level was a factor which made foreign tourists had different satisfaction at the significant level of 0.01.

6.2.5 Occupation

People having different occupations had different knowledge and experience. This would make people had different attitudes and satisfaction. For example, Jersile (1698: 125) said that people having different occupations had different personality due to duty and responsibility participated by people. People would express their belief, concept, attitude and value personality. This was consistent with Thanaphorn Methaneesadudee's research results (2000: 92) on satisfaction of foreign tourists with video service receipt: a case study of Wat Pho. She found that occupation was a factor which made foreign tourists had different satisfaction at the significant level of 0.05.

6.2.6 Average monthly income

People having different economic status would receive different opportunities such as educational level, occupation and society. This, therefore, might make people had different knowledge, experience, attitude and satisfaction. Thanaphorn Methaneesadudee (2000: 86) studied satisfaction of foreign tourists with video service receipt: a case study of Wat Pho, she found that average monthly income was a factor which made foreign tourists had different satisfaction at the significant level of 0.05. This was consistent with Saowalak Nawajaroenkul (1998: 170) studied

ecotourism behavior of Thai tourists in Sai Yoke National Park, Kanchanaburi province. She found that average monthly income was a factor which affected ecotourism behavior at the significant level of 0.01.

6.2.7 Regional of residence

People living in different regions would have different culture, tradition, way of life, behavior and belief. Therefore, they had different attitudes and satisfaction. Nawarat Phlanoi, et al. (1995: 59) did a research on domestic tourism behavior of Thai tourists. They found that provinces which were tourism areas of tourists in 1994 (56.0%) were situated in the region which was different from the region where tourists permanently lived (21.5%). This showed that Thai tourists preferred to visit the area situated in other regions. Moreover, Siree siriwan (1989: 201) studied satisfaction of tourists and people in Chainart municipality with Chainart Bird Park. She found that tourists having present residence in other provinces and tourists having residences outside the city had more satisfaction with Chainart Bird Park than other sub-groups.

Therefore, as for this research, the researcher would like to set the hypothesis that tourist having different factors of population had different satisfaction with community based tourism.

6.3 Related research to factors of tourism characteristics

6.3.1 Characteristics of travelling groups

Tourists having different co-travellers and sizes of co-travellers might have different satisfaction. Nawarat Phlanoi, et al. (1995: 61) did a research on domestic tourism behavior of Thai tourists. They found that, in 1994, tourists by 73.7% travelled by themselves. Tourists by 13.1% travelled because people in the area gathered in group to make the tourism program. Tourists by 6.6% visited by management of the private tour company. And tourists by 6.1% visited by management of the agency. Tourists by 58.7% visited with family and relative. Tourists by 20.6% visited with general people not over 25 people. Tourists by 18.3%

visited alone. Academic Service Office, Chulalongkorn University (1992: 3-45) did a research on the basic study for development of tourism in Bangkok and perimeters. They found that most Thai visitors of every province in the studied area travelled with family. While some Thai visitors travelled with friends. Number of people in the group was mostly 1 – 5 people.

6.3.2 Tourism duration

Tourists using different tourism duration unequally appreciated / enjoyed tourist attractions and participated in tourism activities. Manas Supphalak' s research result (2001: 227) on development of local people's participation in eco-agriculture tourism business activities, Ban Pong community, Pa Phai sub-district, Sansai district, Chiang Mai province found that duration and season for visiting the conservative forest affected tourists' satisfaction scores because it would make tourists unable to see a lot of tourism resources. Moreover, Witthaya Kiatwat (2000: 134) studied being ecotourists of Thai tourists: a case study Umphang district, Tak province. He found that tourism duration affected being ecotourists at the significant level of 0.001.

6.3.3 Tourism expenditure

Tourists having different tourism expenditure unequally participated in tourism activities. Therefore, they had different satisfaction. For example, Witthaya Kiatwat (2000: 135) studied being ecotourists of Thai tourists: a case study of Umphang district, Tak province. He found that tourism expenditure affected being ecotourists at the significant level of 0.001.

6.3.4 Tourism objectives

Tourists travelled to use tourism services in the same place by having different objectives would have different satisfaction. Saowalak Nawajaroenkul (1998: 170) studied ecotourism behavior of Thai tourists in Sai Yoke National Park, Kanchanaburi province. She found that tourism objective was a factor which affected ecotourism behavior at the significant level of 0.05. This was consistent with Lalita Phochanaphan's research results (1996: 112) on the roaming ecotourism behavior of

tourists in Khao Yai National Park. She found that the roaming ecotourism behavior depended on main tourism objectives at the significant level of 0.05.

6.3.5 Experience on community based tourism

People's direct experience influenced opinion and made people had opinion with that experience, so people having different experiences had different satisfaction in various matters. This was consistent with Witthaya Kiatwat's research (2000: 135) on being ecotourists of Thai tourists: a case study Umphang district, Tak province. He found that experience on natural tourism affected being ecotourists at the significant level of 0.01. Moreover, Sombat Sae-Hae (1996: 107) studied demand with environment and nature seeing tourism: a case study Khao Yai National Park. He found that the variable which affected probability to use or not to use services was the past selection behavior (Having information on original services and past activity operation).

6.3.6 Receiving information on community based tourism

Cognitive Consistency Theory explained that several people tried to find consistency between thought and behavior. If the obtained information was consistent with people's original attitudes, people would accept that information. If new information was contrary to people's original knowledge, those people were not happy and would change their attitudes. Therefore, people receiving different information had different satisfaction. For example, Siriwadee Intharagamhang Na Rajchasma (1995: 79) studied satisfaction of people with Silom Road closure for being a walkway on Sunday. She found that receiving information on the Silom Road closing project for being a walkway on Sunday and following the information on sound and air pollution were factors which affected satisfaction with Silom Road closure for being a walkway on Sunday. Moreover, Surasak Khunnarong (1996: 136) studied tourists' opinion on ecotourism: a case study caves, Ratchaburi province. He found that sample tourists receiving different information on ecotourism had different opinion on ecotourism at the significant level of 0.05.

6.3.7 Expectancy with community based tourism

People having different expectancy with anything would have different satisfaction after receiving the result from that thing. For example, Yaowaree Jaroensawat (2000: 79) studied satisfaction of tourists with utilization of Khao Yai National Park for recreation. She found that the factor which significantly had relationships with satisfaction was expectancy with relaxation. Tourists having high expectancy with relaxation had more satisfaction than tourists having moderate and little expectancy. Moreover, Aphiwat Giang Khwa (1991: 87) did a research on tourists' opinion on improvement and development of accommodations in Khao Yai National Park. He found that tourists having occupations had limited free time to relax. Therefore, they had high expectancy with staying overnight in Khao Yai National Park. This made tourists agreed with improvement and development of accommodations in the high percentage when compared with tourists having no occupation. And the traveling objectives of most tourists were to visit and relax. These tourists, therefore, had expectancy with convenience of accommodations and amusement / pleasure for visiting / relaxation. So, they agreed with the improvement in the high percentage too.

Therefore, as for this research, the researcher would like to set the hypothesis that tourists having different factors of tourism characteristics had different satisfaction with community based tourism.

7. Present condition of the studied area

7.1 Topographical and climatic condition

Plai Pong Pang Thai villages were situated at Moo 7, Ban Khok Ket, Plai Pong Pang sub-district, Amphawa district, Samut Songkram province which covered the least area in Thailand (416.7 square kilometers or 260,442 Rais or approx. 0.08% of the country area). This province was situated in the lower part of the central region. It was situated on the coast of Thai Bay in the area of Mae Glong river mouth. It was

situated in the south-west of Bangkok approx. 64 kilometers according to Highway no. 35 Thonburi – Park Thor.

Most areas of Samut Songkram province were low land plains. Geographers assumed that said plains stemmed from accumulation of the river mouth soil which gradually became more solid and could be an area for building a house. Generally, the soil was fertile and suitable for cultivation. As Samut Songkram provinces was the low-land plains had several canals, and was near the sea, it received the south-west monsoon from Thai Bay and the southern sea, which caused enough rain. Therefore, the climate was always humid. The temperature was not too hot and too cold. There were 3 seasons as follow: the rainy season started from June to October, the winter started from November to February and the summer started from March to May.

7.2 Tourism information in Plai Pong Pang Thai villages, Samut Songkram province

7.2.1 Tourism activities

Tourism at Plai Pong Pang Thai villages, Samut Songkram province was a tourism activity which tourists could perceive nature and cultures of local people. Details of tourism activities for tourists who stayed for one night and tourism expenditure according to public relations brochures of Plai Pong Pang Thai villages were as follows:

The first day

- | | |
|----------|--|
| 11.00 am | Eating boat noodles, roasted pork, Som Tam and food prepared by housewives and teenagers. |
| 13.00 pm | Travelling by boat to see riverside way of life, Thai houses, palmyra, and coconut. Seeing local people keep coconut sugar, stir coconut sugar, transform coconut water into coconut jelly and drinking fresh palmyra water. |
| 16.30 pm | Rowing a boat and swimming in Lam Pra Dong. |

- 18.00 pm Having local dinner.
- 19.30 pm Staying in the beautiful and quiet atmosphere and seeing the wonder of several thousands of fireflies glow for the duty of love on Sonneratia tree together with star light in the sky.
- 21.15 pm Returning to the Thai style houses which are situated along the canals.

The second day

- 06.30 am Getting up in the morning in order to offer food to monks who come to receive food by boat.
- 08.00 am Jointly eating breakfast.
- 09.00 am Preparing to travel by boat along the canals to see Thai rural way of life, and Thai style houses along both canals. Seeing Gu Dee thong, Wat Phummarin Museum, Thai Music House, puppet show and Thai cat house.
- 12.00 pm Eating lunch and seeing mural paintings made of golden teak and carved by inserting Mai Moke Man at Wat Bang Khae Noi, Bang Gung Camp, King Rama II Park and the royal place.
- 14.00 pm Returning to the accommodation and picking up things for returning home.

Expenditure rate

- Accommodation together with 2 meals: 400 baht per person.
- Travelling by boat to see way of life of the riverside houses around Plai Pong Pang sub-district: 300 baht per person.
- Travelling by boat to see fireflies at night: 800 baht per boat (12 seats) and 300 baht per boat (4 seats).
- Travelling by boat to see riverside and way of life: 1,000 baht per boat (12 seats) together with local guide (Such as King Rama II Park and Tha Kha floating market).

- For tourists who made a study tour and listened to conclusion, services on lunch and drinks were 100 baht per person (For drinks and fruits: 25 baht per person).

Japanese tourists travelled with a tour company in Bangkok in order to specifically see fireflies and without stay overnight. This company took tourists to visit Plai Pong Pang Thai Villages every Sunday. The tourism schedule in the public relations brochures of side tour company was as follows:

16.30 pm	Departing from Bangkok
17.45 pm	Arriving at Plai Pong Pang Thai Villages and having dinner at Tourist Service Center.
19.00 pm	Travelling by boat to see fireflies.
19.30 pm	Seeing and enjoying beauty of fireflies.
20.30 pm	Returning to Bangkok.
22.00 pm	Safely arriving at the hotel.

Expenditure rate

- Children: 1,200 bath per person
- Adults: 2,000 bath per person

7.2.2 Details of tourists

After interviewing the former Kamnan Thawat Boonpad who was a chairman of Plai Pong Pang Thai Villages Conservation Club, the researcher found that there were 200 tourists per week visiting Plai Pong Pang Thai Villages, Samut Songkram Province. They mostly visited the villages during the vacation and November to December which was the suitable time for tourism. This was because there were more fireflies during said period. Also the climate was not too hot. Moreover, There were only 80 tourists per week travelling to visit the villages at the end of the months. In a week, there were tourists by 30% on weekday (Monday-Friday). There were tourists by 70% weekend (Saturday- Sunday). Most tourists

stayed overnight according to the tourism schedule of Plai Pong Pang Thai Villages because they could see fireflies and stayed overnight in Thai houses.

Most tourists were Thai people by 85%, while there were foreign tourists by 15%. Thai tourists liked to travel in groups such as family group, friend group and student group or people who were interested to make a study tour. Most tourists traveled by their own vehicles. Before travelling, most tourists would contact the former Kamnan Thawat Boonpad by telephone. While most foreign tourists were Japanese tourists who travelled with a tour company in Bangkok in order to specifically see fireflies. Also, a guide of the tour company travelled with tourists.

7.2.3 Conclusion of the visit books (1999- 2001)

After analysing 2 visit books provided by the club for tourists to express opinions from 1999- 2001, the researcher found that details of tourists were rather consistent with the above information deriving from interviewing the club chairman. As for the feeling of tourists with tourism, the researcher found that most tourists were impressed with tourism places, natural environment, climate, local people's way of life and quiet. Moreover, tourists were impressed with hospitality, welcome heed and friendship of the club chairman and family and other club members. They were impressed with the host with whom they stayed overnight. They were impressed with beauty of Thai houses, food taste. Moreover, they were impressed with tourism activities, especially seeing fireflies.

After analyzing the visit books, the researcher found more opinions as follows: most tourists would visit the villages again. Tourists who did not stay overnight said that they wanted to visit in the form of homestay for next time. Most tourists were satisfied with present tourism management. While some tourists recommended that the community should improve toilets and parking lots. The community should plant garden vegetables in the tourism places and cook local food. Also, the community should prepare tourists' opinion box and sandals for tourists.

CHAPTER III

RESERCH METHODOLOGY

As for the study on satisfaction of tourists with community based tourism: a case study of Plai Pong Pang Thai villages, Samut Songkram province, the researcher used quantitative and qualitative research by using questionnaires as a tool of collecting quantitative data according to survey research. Also, indepth interview was used as a tool of collecting data according to qualitative research. As for this study, the researcher had determined the study guidelines as follows:

1. Target populations

Target populations for this study were Thai and foreign tourists who used tourism services with and without staying overnight in Plai Pong Pang Thai villages, Plai Pong Pang sub-district, Amphawa district, Samut Songkram province.

2. Sample size and sampling method

After interviewing key informants about number of tourists, the researcher found that there were about 9,600 tourists per year. For determining the sample size, the researcher brought number of tourists by Taro Yamane's formula (1973 cited by Boonthum Kijpreedaborisuth, 1997: 71) as follows:

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

when n = Sample size
 N = Population size
 e = Error of sample groups at the level of 0.05

which could be substituted as follows:

$$n = \frac{9,600}{1 + 9,600 (0.05)^2}$$

$$n = 384$$

So sample size used in this study were 384 people.

After interviewing key informants, the researcher also found that there were Thai tourists by 85% and foreign tourists by 15%. Therefore, the researcher could divide number of sample groups according to characteristics of tourists as follows:

1. 326 Thai tourists
2. 58 foreign tourists

The researcher specifically selected tourists who had already received tourism services and were willing to give cooperation in answering questionnaires and interview form.

3. Research tools

There were 2 kinds of research tools as follows:

3.1 Tool for quantitative research

The research created questionnaires by studying documentary data and related researched in order to be guidelines of questionnaire creation. The questionnaire was mixed open-ended questions and close-ended questions according to suitability by dividing into 3 parts as follows:

Part 1 General data on factors of population and factors of tourists' tourism characteristics were close-ended questions and filling in the blanks.

Part 2 Data on satisfaction levels of tourists with community based tourism on tourist attractions, tourism services, and tourism marketing. Characteristic of questionnaires was 5–level-rating scales according to Likert scale. The score giving criteria was as follows:

The most satisfaction	5	scores
Considerable satisfaction	4	scores
Moderate satisfaction	3	scores
Little satisfaction	2	scores
The least satisfaction	1	score

The researcher showed satisfaction levels by considering scores of answers and divided satisfaction into 3 levels that were little satisfaction, moderate satisfaction and considerable satisfaction according to Bloom's criteria (1968: 60) as follows:

Little satisfaction	meant	having 0 – 59% of the total score
Moderate satisfaction	meant	having 60 – 80% of the total score
Considerable satisfaction	meant	having over 80% of the total score

Also, the researcher showed satisfaction levels in general for 61 articles of answers by using the following criteria:

Little satisfaction	meant	having 180 and lower scores
Moderate satisfaction	meant	having 181 - 244 scores
Considerable satisfaction	meant	having 245 and upper scores

The researcher showed satisfaction levels on tourist attractions for 12 articles of answers by using the following criteria:

Little satisfaction	meant	having 35 and lower scores
Moderate satisfaction	meant	having 36 - 48 scores
Considerable satisfaction	meant	having 49 and upper scores

Moreover, the researcher showed satisfaction levels on tourism services for 30 articles of answers by using the following criteria:

Little satisfaction	meant	having 89 and lower scores
Moderate satisfaction	meant	having 90 - 120 scores
Considerable satisfaction	meant	having 121 and upper scores

The researcher also showed satisfaction levels on tourism marketing for 19 articles of answers by using the following criteria:

Little satisfaction	meant	having 56 and lower scores
Moderate satisfaction	meant	having 57 - 76 scores
Considerable satisfaction	meant	having 77 and upper scores

Furthermore, the researcher showed satisfaction levels for sub-articles of answers by considering mean of each article and using the following criteria:

Unsatisfactory	meant	mean is 1.00 – 2.00
Little satisfaction	meant	mean is 2.01 – 3.00
Moderate satisfaction	meant	mean is 3.01 – 4.00
Considerable satisfaction	meant	mean is 4.01 – 5.00

Part 3 Tourists' various recommendations were open-ended questions by filling in the blanks.

3.2 Tool for qualitative research

The researcher used interview form as a tool for indepth interview with the sample groups classified by data on characteristic of tourist group deriving from interviewing key informants as follows:

3.2.1 5 Thai tourists who toured with their families.

3.2.2 5 Thai tourists who toured with their friends.

3.2.3 2 Japanese tourists who toured with their families by a tour company in Bangkok.

4. Examining quality of research tools

4.1 The researcher brought the created questionnaire and interview form to consult with advisors and experts in order to examine them to have perfection and accuracy of context and language clearness. Then, the researcher improved these questionnaire and interview form according to recommendations in order to create perfection.

4.2 The researcher tested questionnaires with tourists in Ban Suan Manovejchaphan, Bangkhonthee district, Samut Songkhram province, which was a tourist attraction having similar characteristics to the studied area. The researcher tested the questionnaires before collecting real data in order to find various defects of tools.

4.3 The researcher improved the tested questionnaires by combining questionnaires for Thai tourists with and without staying overnight into the same questionnaire due to having the same questions. However, questionnaires for without overnight staying tourists had no question about satisfaction levels on accommodation. Therefore, the researcher increased questions on tourism duration in factors of population instead in order to know that whether tourists stayed overnight. Moreover, as for part 3, which was tourists' recommendations, the researcher increased questions

on tourists' recommendations with various agencies which involved development of community based tourism.

5. Data collection

The researcher had steps of collecting quantitative and qualitative data for this study as follows:

5.1 The researcher asked for an official letter from the Faculty of Social Sciences and Humanities, Mahidol University for data collection.

5.2 The researcher collected data by herself.

6. Data analysis

6.1 Quantitative data analysis

The researcher brought data deriving from questionnaires to implement, organize, code and process with personal computer by using SPSS/PC⁺ (Statistical Package for the Social Science) in order to calculate the following statistical values:

6.1.1 Data on factors of population and factors of tourists' tourism characteristics was calculated by Percentage, Mean and Standard Deviation.

6.1.2 Data on satisfaction levels of tourists with community based tourism was calculated by Percentage.

6.1.3 Relationship between factors of population and factors of tourists' tourism characteristics and satisfaction levels of tourists with community based tourism were calculated by Analysis of Variance (ANOVA) and Multiple Classification Analysis (MCA).

6.1.4 Data on recommendations with community based tourism was presented by descriptive analysis.

6.2 Qualitative data analysis

The researcher recorded data in detail and classified data deriving from indepth interview in order to analyze and find conclusion.



CHAPTER IV

RESULTS

This research was the study on satisfaction levels of tourists and factors which had relationships with satisfaction levels of tourists with community based tourism in Plai Pong Pang Thai villages, Samut Songkram province. The researcher used questionnaires as a tool of collecting quantitative data from 343 tourists who were sample groups comprising 326 Thai tourists and 17 foreign tourists. Also, the researcher used an interview form as a tool of collecting qualitative data from 12 tourists who were sample groups comprising 8 Thai tourists and 4 foreign tourists.

As for collecting data from foreign tourists, the researcher collected data from tourists who travelled to visit the studied area according to the visiting programs of a tour company in Bangkok. Number of sample tourists was less than the specified target (59 people). This was because the researcher collected data in the rainy season. Moreover, limitation of the visiting programs specifically allowed the tourists to travel by boat to see fireflies. As for this case, if it rained, the tourists could not go to see fireflies. This was consistent with data deriving from interviewing a staff of the tour company and data deriving from community leader in the studied area.

Results deriving from studying Thai and foreign sample tourists could be divided into 4 parts as follows:

Part 1: Quantitative research results of Thai sample tourists

Part 2: Quantitative research results of Japanese sample tourists

These parts contained details as follows:

1. General basic data of sample tourists were data on factors of population and data on factors of tourism characteristics.

2. Satisfaction levels of sample tourists with community based tourism were satisfaction on tourist attractions, satisfaction on tourism services and satisfaction on tourism marketing.

3. Opinion and recommendations of sample tourists with community based tourism.

Part 3: Factors which had relationships with satisfaction levels of sample tourists and test of hypothesis

Part 4: Qualitative research results

Part 1: Quantitative research results of Thai sample tourists

1. General basic data of Thai sample tourists

1.1 Data on factors of population

Sex Thai sample tourists were female by 63.2% and male by 36.8%.

Age Average age of sample tourists was 35 years old. Sample tourists by 64.4% were 20 – 40 years old, 28.8% were over 40 years old and 6.7% were below 20 years old.

Marital status Sample tourists by 55.5% were unmarried and another 44.5% were married.

Educational level Sample tourists by 65.3% graduated bachelor degree and higher, 29.1% graduated secondary school / diploma and 5.6% graduated primary school.

Occupation Sample tourists by 51.2% were employees of private companies / private business, 30.7% were officials and employees of state enterprise and 28.2% had no occupation.

Average monthly income Average monthly income of sample tourists was 20,715 baht. Sample tourists by 34.8% had average income at 10,001 – 20,000 baht, 33.9% had average income below 10,000 baht and 31.3% had average income over 20,000 baht.

Region of residence Sample tourists by 61.4% lived in Bangkok and perimeters. Details were shown in Table 1.

Table1 Number and percentage of Thai sample tourists' data on factors of population

Factors of population	Number	Percent
1. Sex		
- Male	120	36.8
- Female	206	63.2
2. Age		
- Below 20 years old	22	6.8
- 20 – 40 years old	210	64.4
- Over 40 years old	94	28.8
	$\bar{X} = 34.94$	S.D. = 10.51
	MIN = 7	MAX = 63
3. Marital status		
- Unmarried	181	55.5
- Married	145	44.5
4. Educational level		
- Primary level	18	5.6
- Secondary level and diploma	95	29.1
- Bachelor degree and higher	213	65.3
5. Occupation		
- Official / employees of state enterprise	92	28.2
- Employees of private companies / private business	167	51.2
- Having no occupation	67	20.6

Table 1 Number and percentage of Thai sample tourists' data on factors of population (cont.)

Factors of population	Number	Percent
6. Average monthly income		
- Below 10,000 baht	108	33.9
- 10,001 – 20,000 baht	111	34.8
- Over 20,000 baht	100	31.3
	$\bar{X} = 20715.14$	S.D.= 24282.64
	MIN = 0	MAX=300,000
7. Region of residence		
- Samut Songkram province	10	3.1
- Bangkok and perimeters	200	61.4
- Provinces in the central region (Including the east and the west but excluding provinces in 1 and 2)	59	18.1
- Provinces in the north	3	0.9
- Provinces in the northeast	36	11.0
- Provinces in the south	18	5.5

1.2 Data on factors of tourism characteristics

Characteristics of travelling groups Thai sample tourists by 60.7% travelled to visit Plai Pong Pang Thai villages with their friends and colleagues and another 39.3% travelled with their families and relatives. Also, sample tourists by 65.1% had group members over 10 people.

Tourism duration Sample tourists by 93.6% visited the villages by staying for 1 night according to the visiting programs provided by the community in the studied area. Tourists who stay overnight could stay in Thai style houses and saw fireflies which was an outstanding point of the studied area.

Tourism expenditure Sample tourists by 72.0% had tourism expenditure over 600 baht and another 28.0% had tourism expenditure below 600 baht. Average tourism expenditure of all sample tourists was 685 baht per person.

Main tourism objectives Main tourism objectives of sample tourists by 65.8% were to relax and enjoy tourism activities, 23.3% wanted to meet and visit with co-travellers, and 10.9% wanted to learn about nature, way of life and culture of local community.

Experience on community based tourism Sample tourists by 94.8% never travelled to visit Plai Pong Pang Thai villages. Also, sample tourists by 86.5% never visited other tourism places managed by local community.

Receiving information on community based tourism Sample tourists by 66.9% received information on community based tourism in Plai Pong Pang Thai villages from only one information source. They considerably received information from television and friends, respectively. In daily life, sample tourists by 61.7% received information on community based tourism in other areas from over 1 information source. They considerably received information from television and friends, respectively.

Expectancy with community based tourism Before travelling to visit Plai Pong Pang Thai villages, sample tourists by 58.0% expected to learn about nature, way of life and culture of local community. Sample tourists by 28.2% expected to relax and enjoy tourism activities. Moreover, sample tourists by 13.8% expected to meet and visit with co-travellers. Details were shown in Table 2.

Table 2 Thai sample tourists' data on factors of tourism characteristics

Factors of population	Number	Percent
1. Characteristics of travelling groups		
1.1 Co-travellers		
- Coming with families / relatives	128	39.3
- Coming with friends / colleagues	198	60.7
1.2 Number of co-travellers		
- 1 – 10 people	113	34.9
- Over 10 people	211	65.1
2. Tourism duration		
- Not overnight staying	21	6.4
- Overnight staying	305	93.6
3. Tourism expenditure		
- Below 600 baht	89	28.0
- Over 600 baht	229	72.0
	$\bar{X} = 684.63$	S.D.= 815.78
	MIN = 0	MAX = 1,200
4. Main tourism objectives		
- Relaxing / enjoying tourism activities	212	65.8
- Learning nature, way of life, and culture of local community	35	10.9
- Meeting / visiting with co-travellers	75	23.3
5. Experience on community based tourism		
5.1 Tourism experience in Plai Pong Pang Thai villages		
- Never	309	94.8
- Ever	17	5.2
5.2 Tourism experience in other community		
- Never	282	86.5
- Ever	44	13.5

Table 2 Thai sample tourists' data on factors of tourism characteristics (cont.)

Factors of population	Number	Percent
6. Receiving information on community based tourism		
6.1 Information source on tourism in Plai Pong Pang Thai villages		
- Receiving from one source	218	66.9
- Receiving from over one source	108	33.1
6.2 Information source on tourism in other tourism community		
- Receiving from one source	125	38.3
- Receiving from over one source	201	61.7
7. Expectancy with community based tourism		
- Relaxing / enjoying tourism activities	90	28.2
- Learning nature, way of life, and culture of local community	185	58.0
- Meeting / visiting with co-travellers	44	13.8

2. Satisfaction levels of Thai sample tourists with community based tourism

2.1 Satisfaction levels with community based tourism in general

After studying satisfaction levels of Thai sample tourists with community based tourism in general, the researcher found that Thai sample tourists by 80.1% had moderate satisfaction, 16.3% had considerable satisfaction and 3.6% had little satisfaction. Details were shown in Table 3.

Table 3 Number and percentage of satisfaction levels of Thai sample tourists with community based tourism in general

Satisfaction levels	Number	Percent
Little satisfaction (not over 180 scores)	12	3.6
Moderate satisfaction (181 – 244 scores)	261	80.1
Considerable satisfaction (over 245 scores)	53	16.3
Total	326	100

$\bar{X} = 219.89$ S.D. = 24.77 MIN = 140 MAX = 305

2.2 Satisfaction levels with community based tourism in various aspects

● Satisfaction with community based tourism on tourist attractions

Thai sample tourists by 79.4% had moderate satisfaction, 17.5% had considerable satisfaction and 3.1% had little satisfaction.

Satisfaction with community based tourism on tourism services

Thai sample tourists by 75.2% had moderate satisfaction, 15.6% had considerable satisfaction and 9.2% had little satisfaction.

Satisfaction with community based tourism on tourism marketing

Thai sample tourists by 78.5% had moderate satisfaction, 16.6% had considerable satisfaction and 4.9% had little satisfaction. Details were shown in Table 4.

Table 4 Number and percentage of satisfaction levels of Thai sample tourists with community based tourism in various aspects

Satisfaction levels	Number	Percent
Satisfaction on tourist attractions		
Little satisfaction (not over 35 scores)	10	3.1
Moderate satisfaction (36 – 48 scores)	259	79.4
Considerable satisfaction (over 49 scores)	57	17.5
$\bar{X} = 44.02$ S.D. = 5.20 MIN = 28 MAX = 60		
Satisfaction on tourism services		
Little satisfaction (not over 89 scores)	30	9.2
Moderate satisfaction (90 – 120 scores)	245	75.2
Considerable satisfaction (over 121 scores)	51	15.6
$\bar{X} = 106.68$ S.D. = 13.85 MIN = 67 MAX = 150		
Satisfaction on tourism marketing		
Little satisfaction (not over 56 scores)	16	4.9
Moderate satisfaction (57 – 76 scores)	256	78.5
Considerable satisfaction (over 77 scores)	54	16.6
$\bar{X} = 69.20$ S.D. = 8.69 MIN = 35 MAX = 95		

Apart from satisfaction levels of sample tourists as mentioned above, as for sub-issues of satisfaction in each aspect, the researcher found that sample tourists had most satisfaction on local people's willingness to give help or advice ($\bar{X} = 4.1$). While sample tourists had least satisfaction of giving services with Tourist Service Center in Plai Pong Pang Thai villages ($\bar{X} = 2.9$). The researcher would like to present results of studying sub-issues of satisfaction in each aspect as follows:

2.2.1 Satisfaction on tourist attractions

- Satisfaction on natural tourist attractions

Most Thai sample tourists had considerable satisfaction on good environment of natural tourism areas ($\bar{X} = 4.0$). Moreover, sample tourists had moderate satisfaction on landscape and beauty of natural tourism areas ($\bar{X} = 3.9$), cleanliness of natural tourism areas ($\bar{X} = 3.8$), quiet in natural tourism areas ($\bar{X} = 3.5$), suitability of number of tourists in natural tourism areas ($\bar{X} = 3.9$) and cleanliness and sufficiency of toilets in natural tourism areas ($\bar{X} = 3.4$).

- Satisfaction on cultural tourist attractions

As for every sub-issue of satisfaction on cultural tourist attractions, most Thai sample tourists had moderate satisfaction on landscape, beauty of cultural tourism areas according to the visiting programs ($\bar{X} = 3.3$), cleanliness of cultural tourism areas ($\bar{X} = 3.7$), quiet in cultural tourism areas ($\bar{X} = 3.6$), good environment in cultural tourism areas ($\bar{X} = 3.8$), suitability of number of tourists in cultural tourism areas ($\bar{X} = 3.7$) and cleanliness and sufficiency of toilets in cultural tourism areas ($\bar{X} = 3.5$). Details were shown in Table 5.

Table 5 Number and percentage of Thai sample tourists' satisfaction levels on tourist attractions

Messages	Satisfaction levels					\bar{X}
	Most %	Consider able %	Moderate %	Little %	Least %	
Natural tourist attractions						
Landscape, beauty of natural tourism areas	20.2 (66)	53.7 (175)	24.2 (79)	1.5 (5)	0.3 (1)	3.9
Cleanliness of natural tourism areas	17.8 (58)	46.9 (153)	33.7 (110)	1.2 (4)	0.3 (1)	3.8

Table 5 Number and percentage of Thai sample tourists' satisfaction levels on tourist attractions (cont.)

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Quiet in natural tourism areas	8.6 (28)	42.0 (137)	43.6 (142)	5.5 (18)	0.3 (1)	3.5
Good environment in natural tourism areas	21.8 (71)	54.0 (176)	22.1 (72)	1.8 (6)	0.3 (1)	4.0
Suitability of number of tourists in natural tourism areas	18.4 (60)	55.5 (181)	23.9 (78)	1.5 (5)	0.6 (2)	3.9
Cleanliness and sufficiency of toilets in natural tourism areas	8.0 (26)	36.8 (120)	42.9 (140)	10.7 (35)	1.5 (5)	3.4
Cultural tourist attractions						
Landscape, beauty of cultural tourism areas	10.1 (33)	28.2 (92)	47.3 (154)	12.0 (39)	2.5 (8)	3.3
Cleanliness of cultural tourism areas	9.8 (32)	57.7 (188)	31.0 (101)	1.5 (5)	0 (0)	3.7
Quiet in cultural tourism areas	6.4 (21)	50.0 (163)	41.1 (134)	2.1 (7)	0.3 (1)	3.6
Good environment in cultural tourism areas	12.6 (41)	56.4 (184)	30.1 (98)	0.9 (3)	0 (0)	3.8
Suitability of number of tourists in cultural tourism areas	9.2 (30)	56.1 (183)	34.0 (111)	0.6 (2)	0 (0)	3.7
Cleanliness and sufficiency of toilets in cultural tourism areas	5.8 (19)	45.4 (148)	43.6 (142)	4.3 (14)	0.9 (3)	3.5

2.2.2 Satisfaction on tourism services

- Satisfaction on information service

Most Thai sample tourists had moderate satisfaction on giving information service before tourism ($\bar{X} = 3.2$) and giving information service

during tourism duration ($\bar{X} = 3.1$). Moreover, most sample tourists had little satisfaction on having signboards and signs for the meaning communication service ($\bar{X} = 3.0$) and giving services within Tourist Service Center in Plai Pong Pang Thai villages ($\bar{X} = 2.9$).

- Satisfaction on local guides

As for every sub-issue of satisfaction on local guides, most Thai sample tourists had moderate satisfaction on sufficiency of local guides ($\bar{X} = 3.3$), personality of local guides ($\bar{X} = 3.1$), local guides' ability in explaining, answering questions, and giving knowledge on natural tourism areas ($\bar{X} = 3.4$), and local guides' ability in explaining, answering questions and giving knowledge on cultural tourism areas ($\bar{X} = 3.3$).

- Satisfaction on accommodations

Most sample tourists had considerable satisfaction on sufficiency of sleeping sets ($\bar{X} = 4.0$) and cleanliness of sleeping sets ($\bar{X} = 4.0$).

Moreover, most sample tourists had moderate satisfaction on cleanliness, orderliness of Thai style houses and Thai style house areas ($\bar{X} = 3.4$), atmosphere and beauty of Thai style houses ($\bar{X} = 3.8$) and cleanliness of toilets in accommodations ($\bar{X} = 3.8$).

- Satisfaction on food

Most Thai sample tourists had moderate satisfaction in every sub-issue of this satisfaction such as cleanliness and hygiene of food and drinking water in Plai Pong Pang Thai Villages ($\bar{X} = 3.7$), being local food ($\bar{X} = 3.8$), taste of food ($\bar{X} = 3.9$) and suitability of the dining place ($\bar{X} = 3.9$).

- Satisfaction on souvenirs / agricultural products

Most Thai sample tourists had moderate satisfaction on souvenirs and agricultural products which showed local identity ($\bar{X} = 3.7$) and quality of souvenirs and agricultural products ($\bar{X} = 3.3$).

- Satisfaction on tourism activities

Most Thai sample tourists had moderate satisfaction in every sub-issue of satisfaction on tourism activities as follows: tourism in Plai Pong Pang Thai villages was an activity which made people enjoy beauty of nature ($\bar{X} = 3.5$). It made people perceive culture and way of life of local people ($\bar{X} = 3.8$). It made people received knowledge on environment and nature within the local community ($\bar{X} = 3.8$). It made people received knowledge on culture and way of life of local people ($\bar{X} = 3.7$). Also, It made people received new tourism experience ($\bar{X} = 3.7$).

- Satisfaction on service on tourists' safety

Most Thai sample tourists had moderate satisfaction on condition of boat used in visiting Plai Pong Pang Thai villages ($\bar{X} = 3.9$), carefulness in driving boats ($\bar{X} = 3.7$), having safety equipment for tourists ($\bar{X} = 3.8$), having first aid equipment for tourists ($\bar{X} = 3.2$) and convenience and safety of parking areas ($\bar{X} = 3.8$). Moreover, sample tourists had little satisfaction on safety within accommodations ($\bar{X} = 3.0$). Details were shown in Table 6.

Table 6 Number and percentage of Thai sample tourists' satisfaction levels on tourism services

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Information service						
Giving information service before tourism	7.1 (23)	19.6 (64)	63.2 (206)	8.0 (26)	2.1 (7)	3.2
Giving information service during tourism duration	6.7 (22)	23.0 (75)	49.1 (160)	18.1 (59)	3.1 (10)	3.1
Having signboards and signs for the meaning communication service in tourism areas	4.6 (15)	21.2 (69)	49.3 (161)	20.2 (66)	4.6 (15)	3.0
Giving services within Tourist Service Center	3.4 (11)	20.6 (67)	43.6 (142)	27.3 (89)	5.2 (17)	2.9
Local guides						
Sufficiency of local guides	5.5 (18)	35.3 (115)	45.7 (149)	10.7 (35)	2.8 (9)	3.3
Personality of local guides	4.6 (15)	23.9 (78)	49.3 (161)	16.3 (53)	5.8 (19)	3.1
Ability in explaining/answering questions/giving knowledge on natural tourism areas	8.6 (28)	29.8 (97)	53.1 (173)	6.7 (22)	1.8 (6)	3.4
Ability in explaining/answering questions/giving knowledge on cultural tourism areas	7.1 (23)	31.6 (103)	50.0 (163)	8.6 (28)	2.8 (9)	3.3
Accommodations						
Cleanliness and orderliness of Thai style houses and house areas	8.3 (27)	41.4 (135)	40.8 (133)	7.4 (24)	2.1 (7)	3.4
Atmosphere and beauty of Thai style houses	19.9 (65)	46.9 (153)	29.8 (97)	2.8 (9)	0.6 (2)	3.8
Sufficiency of sleeping sets	21.5 (70)	54.3 (177)	22.7 (74)	1.5 (5)	0 (0)	4.0
Cleanliness of sleeping sets	23.9 (78)	55.6 (181)	19.0 (62)	1.5 (5)	0 (0)	4.0

Table 6 Number and percentage of Thai sample tourists' satisfaction levels on tourism services (cont.)

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Cleanliness of toilets	18.7 (61)	50.0 (163)	27.6 (90)	3.4 (11)	0.3 (1)	3.8
Food						
Cleanliness and hygiene of food and drinking water for tourists	15.3 (50)	46.6 (152)	32.8 (107)	3.7 (12)	1.5 (5)	3.7
Being local food	16.0 (52)	53.4 (174)	28.8 (94)	1.2 (4)	0.6 (2)	3.8
Taste of food	20.9 (68)	52.1 (170)	23.6 (77)	2.5 (8)	0.9 (3)	3.9
Suitability of the dining place	24.5 (80)	47.5 (155)	24.5 (80)	3.4 (11)	0 (0)	3.9
Souvenirs and agricultural products						
Being souvenirs and agricultural products which showed local identity	15.6 (51)	44.5 (145)	35.3 (115)	4.3 (14)	0.3 (1)	3.7
Quality of souvenirs and agricultural products	5.5 (18)	28.5 (93)	56.2 (183)	8.0 (26)	1.8 (6)	3.3
Tourism activities						
Being activities which made people enjoyed beauty of nature	7.7 (25)	44.5 (145)	45.1 (147)	2.1 (7)	0.6 (2)	3.5
Being activities which made people perceived culture and way of life of local people	11.7 (38)	58.5 (191)	27.3 (89)	1.2 (4)	1.2 (4)	3.8
Being activities which made people received knowledge on environment and nature within local community	12.0 (39)	59.5 (194)	25.8 (84)	1.8 (6)	0.9 (3)	3.8
Being activities which made people received knowledge on culture and way of life of local people	12.6 (41)	53.7 (175)	31.0 (101)	1.8 (6)	0.9 (3)	3.7

Table 6 Number and percentage of Thai sample tourists' satisfaction levels on tourism services (cont.)

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Being activities which made people received new tourism experience	14.4 (47)	50.0 (163)	30.7 (100)	4.3 (14)	0.6 (2)	3.7
Service on tourists' safety						
Condition of boats used in tourism	19.6 (64)	53.3 (174)	23.6 (77)	2.1 (7)	1.2 (4)	3.9
Boat owners carefully drove	12.0 (39)	50.0 (163)	32.8 (107)	3.7 (12)	1.5 (5)	3.7
Having safety equipment for tourists	16.3 (53)	52.8 (172)	25.2 (82)	3.1 (10)	2.8 (9)	3.8
Having first aid equipment for tourists	8.9 (29)	27.3 (89)	41.7 (136)	16.0 (52)	6.1 (20)	3.2
Safety within accommodations	3.4 (11)	22.1 (72)	53.7 (175)	16.0 (52)	4.9 (16)	3.0
Convenience and safety of parking areas	18.7 (61)	48.2 (157)	29.4 (96)	3.1 (10)	0.6 (2)	3.8

2.2.3 Satisfaction on tourism marketing

- Satisfaction with social cost on hospitality of local community

Most sample tourists had considerable satisfaction on local people's willingness to give help or advice ($\bar{X} = 4.1$) and sample tourists had moderate satisfaction on friendliness of local people ($\bar{X} = 3.5$).

- Satisfaction on tourism expenditure

Most sample tourists had considerable satisfaction on service charge for travelling by boat to see nature any way of life of riverside houses around Plai Pong Pang sub-district / inside visiting ($\bar{X} = 4.0$). Also, most sample tourists had moderate satisfaction on service charge for travelling by boat to see nature, way of life, and cultural tourist attractions / outside visiting ($\bar{X} = 3.4$), service charge for travelling by boat to see fireflies ($\bar{X} = 3.4$), service charge for homestay ($\bar{X} = 3.4$), prices of food and drinks ($\bar{X} = 3.4$) and prices of souvenirs and agricultural products ($\bar{X} = 3.4$).

- Satisfaction on knowledge deriving from tourism

Most sample tourists had moderate satisfaction on receiving knowledge on natural environment within the villages ($\bar{X} = 3.3$), receiving knowledge on culture and way of life of local people ($\bar{X} = 3.5$) and receiving knowledge and good experience on community based tourism ($\bar{X} = 3.5$).

- Satisfaction on distribution of benefits on community based tourism

Most sample tourists had moderate satisfaction on fair distribution of income deriving from community based tourism to members of Plai Pong Pang Thai Village Conservation Club ($\bar{X} = 3.6$) and local people receiving benefits from tourism ($\bar{X} = 3.8$).

- Satisfaction on development of community

Most sample tourists had moderate satisfaction in every sub-issue as follows: community based tourism made local people have more income ($\bar{X} = 3.9$). Community based tourism reduced migration rate of local people who

wanted to work in other community ($\bar{X} = 3.9$). Also, community based tourism brought about learning process between local people and tourists ($\bar{X} = 3.8$).

- Satisfaction on cultural and environmental conservation

Most sample tourists had moderate satisfaction in every sub-issue as follows: community based tourism made local people increasingly protect environment in local community ($\bar{X} = 3.8$). Community based tourism made local people conserved their culture and way of life ($\bar{X} = 3.7$). Also, community based tourism made local people proud of their culture, way of life and environment ($\bar{X} = 3.8$). Details were shown in Table 7.

Table 7 Number and percentage of Thai sample tourists' satisfaction levels on tourism marketing

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Satisfaction with social cost on hospitality of local community						
Friendliness of local people	11.7 (38)	35.6 (116)	42.3 (138)	9.2 (30)	1.2 (4)	3.5
Local people's willingness to give help and advice	31.9 (104)	51.8 (169)	15.0 (49)	0.9 (3)	0.3 (1)	4.1
Tourism expenditure						
Service charge for travelling by boat to see nature and way of life of riverside houses (Inside visiting)	24.8 (81)	52.7 (172)	21.5 (70)	0.6 (2)	0.3 (1)	4.0
Service charge for travelling by boat to see nature, way of life, and cultural tourist attractions (Outside visiting)	7.7 (25)	38.1 (124)	50.3 (164)	2.1 (7)	1.8 (6)	3.4
Service charge for travelling by boat to see fireflies	5.8 (19)	29.1 (95)	60.5 (197)	3.7 (12)	0.9 (3)	3.4

Table 7 Number and percentage of Thai sample tourists' satisfaction levels on tourism marketing (cont.)

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Service charge for homestay	6.1 (20)	29.4 (96)	60.1 (196)	3.7 (12)	0.6 (2)	3.4
Prices of food and drinks	7.1 (23)	33.1 (108)	57.1 (186)	2.5 (8)	0.3 (1)	3.4
Prices of souvenirs / agricultural products	6.4 (21)	35.5 (116)	54.3 (177)	3.4 (11)	0.3 (1)	3.4
Knowledge deriving from tourism						
Receiving knowledge on natural environmental within Plai Pong Pang Thai villages	4.0 (13)	27.0 (88)	63.5 (207)	4.3 (14)	1.2 (4)	3.3
Receiving knowledge on culture and way of life of local people	8.3 (27)	44.7 (146)	37.7 (123)	7.7 (25)	1.5 (5)	3.5
Receiving knowledge and good experience on community based tourism	7.4 (24)	44.1 (144)	38.0 (124)	8.9 (29)	1.5 (5)	3.5
Distribution of benefits on community based tourism						
Fair distribution of income of members of the club	9.8 (32)	47.3 (154)	37.1 (121)	5.2 (17)	0.6 (2)	3.6
Local people receiving benefits from tourism	14.1 (46)	54.0 (176)	28.8 (94)	2.5 (8)	0.6 (2)	3.8
Development of community						
Community based tourism made local people had more income	17.5 (57)	53.7 (175)	27.3 (89)	0.9 (3)	0.6 (2)	3.9
Community based tourism reduced migration rate of local people	20.6 (67)	51.9 (169)	26.7 (87)	0.9 (3)	0 (0)	3.9
Community based tourism brought about learning process between local people and tourists	15.6 (51)	53.1 (173)	28.5 (93)	2.5 (8)	0.3 (1)	3.8

Table 7 Number and percentage of Thai sample tourists' satisfaction levels on tourism marketing (cont.)

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Cultural and environmental conservation						
Community based tourism made local people increasingly protected environment in local community.	15.3 (50)	54.6 (178)	27.9 (91)	1.8 (6)	0.3 (1)	3.8
Community based tourism made local people conserved their culture and way of life	13.2 (43)	49.4 (161)	35.0 (114)	2.1 (7)	0.3 (1)	3.7
Community based tourism made local people were proud of their culture, way of life, and environment	16.3 (53)	52.2 (170)	28.8 (94)	2.1 (7)	0.6 (2)	3.8

3. Opinion and recommendations of Thai sample tourists with community based tourism

3.1 Receiving expectation before community based tourism

As for recommendations of sample tourists, the researcher found that after Thai sample tourists by 83.7% visited within Plai Pong Pang Thai villages, they received the expectation before tourism. Most sample tourists gave reasons as follows:

- They perceived and learned about local people's way of life and riverside lifestyle.
- They perceived and impressed with natural beauty and beauty of fireflies.

Sample tourists by 12.9% did not receive the expectation before tourism. Most sample tourists gave reasons as follows:

- Number of fireflies was less than their expectation.

- There were excessive tourists in the area.
- They did not make a complete visit according to schedule specified by the villages.

3.2 Coming again

Thai sample tourists by 82.5% thought that they would come again by giving reason as follows:

- They were impressed with beauty of nature and natural atmosphere.
- Hospitality of local people.
- They wanted to come again in order to see fireflies during the end of rainy season and at the beginning of winter. This was because there were many more beautiful fireflies during said period.
- They wanted to take their friends and relatives to visit the villages.

While sample tourists by 14.4% would not come again by giving reason as follows:

- They used to have experience on community based tourism.
- They wanted to visit other communities which had different way of life.

However, some sample tourists said that they might visit the villages again if tourism activity model was adjusted to have more diversity.

3.3 Recommending other people to visit the villages

Sample tourists by 85.6% would recommend other people to visit Plai Pong Pang Thai villages by giving reasons as follows:

- They received good experience from this tourism so they wanted their friends and relatives to receive good experience too.
- They had experience on new tourism model.
- The villages had beautiful nature and natural atmosphere.

- They wanted to promote and support community based tourism.

While sample tourists by 11.3% would not recommend other people to visit the villages. Almost all of sample tourists gave reasons as follows:

- They were not sure that whether other people like this tourism model.

Details of the above mentioned opinion of Thai sample tourists could be shown in Table 8.

Table 8 Number and percentage of opinion and recommendations of Thai sample tourists

Factors of tourism characteristics	Number	Percent
- Receiving the expectation before tourism		
- Yes	273	83.7
- No	42	12.9
- Coming again		
- Yes	269	82.5
- No	47	14.4
- Recommending other people to visit the villages		
- Yes	279	85.6
- No	37	11.3

3.4 Sample tourists' recommendation on development of community based tourism for various agencies

After answering questionnaires concerning recommendations on development of community based tourism or various agencies, sample tourists had given diversified recommendations. Also, after considering those recommendations, the researcher would like to present similar recommendations of most sample tourists as follows:

3.4.1 Satisfaction on tourism marketing

Most Thai sample tourists gave recommendation on development of community based tourism for tourism community as follows: local community should cooperate to develop and improve tourism areas and tourism activity model to be more interesting and selling point. They should maintain local identity, way of life, culture and natural environment. They should help keep cleanliness of tourism places and canals. Moreover, tourism community should make more public relations on their tourism and various information on their community. As for public relations, the researcher thought that knowledge on community based tourism and ecotourism should be given to tourists in order to be basic knowledge so that tourists could suitably practiced when they visited the community. This would prevent various impacts which might occur with the community when there were more tourists.

3.4.2 Recommendations for people and family in tourism community.

Most Thai sample tourists gave recommendations for people or family who lived in tourism community as follows: people or family who lived in tourism community should be proud of their way of life and community. They should maintain good tradition and culture and natural environment. Moreover, they should have good human relationship. They should be friendly and give information and knowledge to tourists. Also, they should keep cleanliness of Thai style houses and the nearby areas.

3.4.3 Recommendations for state agencies

Most Thai sample tourists gave recommendations for state agencies which involved tourism as follows: state agencies should seriously and continuously promote and support community based tourism both on budget and training for giving knowledge to tourism community. They should help make more public relations on community based tourism. Also, they should survey and develop other places which were interesting and had identity for being tourism places.

3.4.4 Recommendations for tourists

Most Thai sample tourists had the following recommendations: tourists should not destroy natural environment. They should help keep cleanliness, respect and behave suitable with culture and places. Also, they should help make public relations and increasingly visit Thailand.

3.4.5 Other recommendations

Apart from above mentioned recommendations, sample tourists gave other recommendations which could be used by the studied area to develop or improve community based tourism in their area. The researcher would like to present similar recommendations given by most sample tourists as follows:

- The community should increase number of signposts and improve signposts to be clearer.
- Local people and tourists should have more joint activities.
- The community should increase or improve tourism activity models and souvenirs to have more diversity.
- The community should increase number of local guides.

Part 2: Quantitative research results of Japanese sample tourists

For studying satisfaction levels of foreign tourists and factors, which had relationships with satisfaction levels of foreign tourists with community based tourism in Plai Pong Pang Thai villages, Samut Songkram province, the researcher only studied Japanese tourist who travelled to visit the studied area by a tour agency in Bangkok. Because of interviewing the community leader of the studied area, the researcher found that most foreign tourists, who visited the studied area, were Japanese tourists who travelled with this tour company. This was consistent with data deriving from interviewing a staff of this tour company and data deriving from the tour company's brochure shown that there was a tour program for visiting the studied area every week.

The researcher used questionnaires and a non-structural interview form as a tool for gathering Japanese tourists' data, both quantitative data and qualitative data, and recommendations for being benefits to the studied area. The questionnaire of Thai sample tourists was translated into Japanese language in order to be a tool of collecting data. However, as for suitability, the researcher took out questions on sample tourists' region of residence. The research results of studying Japanese tourists could be presented as follows:

1. General basic data of Japanese sample tourists

1.1 Data on factors of population

After studying 17 Japanese sample tourists' characteristics of population, the researcher found that

Sex Japanese sample tourists were female by 64.7% and male by 35.3%. This was consistent with Thai sample tourists having more female than male.

Age Average age of Japanese sample tourists was 42 years old. Sample tourists by 64.7% were over 40 years old, 23.5% are 20 – 40 years old and 11.8% were below 20 years old. While most Thai sample tourists were 20 – 40 years old.

Marital status Japanese sample tourists by 76.5% were married. While most Thai sample tourists were unmarried.

Educational level Most Japanese sample tourists by 64.7% graduated bachelor degree and higher, 29.4% graduated secondary school / diploma and 5.9% graduated primary school. This was consistent with most Thai sample tourists who graduated bachelor degree and higher too.

Occupation Most Japanese sample tourists 64.7% were employees of private companies / private businesses. This was consistent with Thai sample tourists.

Average monthly income Average monthly income of Japanese sample tourists was 96,621 baht. Details were shown in Table 9.

Table 9 Number and percentage of Japanese sample tourists' data on factors of population

Factors of population	Number	Percent
1. Sex		
- Male	6	35.3
- Female	11	64.7
2. Age		
- Below 20 years old	2	11.8
- 20 – 40 years old	4	23.5
- Over 40 years old	11	64.7
	$\bar{X} = 42.18$	S.D. = 15.51
	MIN = 11	MAX = 63
3. Marital status		
- Unmarried	4	23.5
- Married	13	76.5
4. Educational level		
- Primary level	1	5.9
- Secondary level and diploma	5	29.4
- Bachelor degree and higher	11	64.7
5. Occupation		
- Official / employees of state enterprise	2	11.8
- Employees of private companies / private business	11	64.7
- Having no occupation	4	23.5

Table 9 Number and percentage of Japanese sample tourists' data on factors of population (cont.)

Factors of population	Number	Percent
6. Average monthly income*		
- Below 40,000 baht	7	41.2
- Over 40,000 baht	10	58.8
	$\bar{X} = 96621.25$	S.D.= 99418.21
	MIN = 0	MAX =359,085

* The researcher changed Yen currency in to Baht currency by comparing with exchange rate as of January 17, 2003.

1.2 Data on factors of tourism characteristics

Characteristics of travelling groups Japanese sample tourists by 94.1% travelled to visit Plai Pong Pang Thai villages with families / relatives by having group members not over 5 people. While most Thai sample tourists travelled to visit the villages with friends / colleagues by having members over 10 people.

Tourism duration As the visiting programs of the tour company were to take tourists to have dinner and travel by boat to see fireflies, all sample tourists did not stay overnight in Plai Pong Pang Thai villages. While Thai sample tourists by 93.6% stayed overnight.

Tourism expenditure Japanese sample tourists had tourism expenditure specified by the tour company as follows: adults – 2,000 baht per person and children – 1,200 baht per person.

Main tourism objectives Japanese sample tourists by 64.7 wanted to meet / visit with co-travellers and 35.3% wanted to relax / enjoy tourism activities. While Thai tourists most wanted to relax / enjoy tourism activities.

Experience on community based tourism All Japanese sample tourists never travelled to visit Plai Pong Pang Thai villages and other tourism places managed by local community. While Thai sample tourists by 94.8% never visited Plai Pong Pang Thai villages and 86.5% never visited tourism places of other community.

Receiving information on community based tourism Japanese sample tourists by 88.2% received information on community based tourism in Plai Pong Pang Thai villages from only one information source. They most received information from the tour company. While, in daily life, sample tourists by 58.8% received information on community based tourism in other area form only one information source. Sample tourists by 41.2% received information from over one information source such as family / relatives and printed media, respectively. While most Thai sample tourists most received information from television and friends.

Expectancy with community based tourism Before travelling to visit Plai Pong Pang Thai villages, Japanese sample tourists by 52.9% expected to learn about nature, way of life, and culture of local community, 47.1% expected to relax and enjoy tourism activities. Similarly, most Thai sample tourists most expected to learn about nature, way of life and culture of local community. Also, they considerably expected to relax / enjoy tourism activities. Details were shown in Table 10.

Table 10 Number and percentage of Japanese sample tourists' data on factors of tourism characteristics

Factors of population	Number	Percent
1. Characteristics of traveling groups		
1.1 Co-travellers		
- Coming alone	1	5.9
- Coming with family / relatives	16	94.1
1.2 Number of co-travellers		
- 1 – 5 people	17	100.0

Table 10 Number and percentage of Japanese sample tourists' data on factors of tourism characteristics (cont.)

Factors of population	Number	Percent
2. Tourism duration		
- Not overnight staying	17	100.0
3. Tourism expenditure		
- 1,200 baht (Children)	2	11.8
- 2,000 baht (Adults)	15	88.2
4. Main tourism objectives		
- Relaxing / enjoying tourism activities	6	35.3
- Meeting / visiting with co-travellers	11	64.7
5. Experience on community based tourism		
5.1 Experience in Plai Pong Pang		
- Never	17	100.0
5.2 Experience in other community		
- Never	17	100.0
6. Receiving information on community based tourism		
6.1 Information source of Plai Pong Pang	15	88.2
- Receiving from one source	2	11.8
- Receiving from over one source		
6.2 Information source on tourism in other		
Tourism community	10	58.8
- Receiving from one source	7	41.2
- Receiving from over one source		
7. Expectancy with community based tourism	8	47.1
- Relaxing / enjoying tourism activities		
- Learning nature, way of life, and culture of local community	9	52.9

2. Satisfaction levels of Japanese sample tourists with community based tourism

The researcher studied about satisfaction levels of foreign sample tourists who were Japanese tourists travelling to visit Plai Pong Pang Thai villages, Samut Songkram province according to tourism schedule of a tour company in Bangkok.

To collect data of Japanese sample tourists, the researcher used questionnaires for Thai tourists as a tool of collecting data of Japanese tourists. However, the schedule of the tour company did not allow tourists to stay overnight and did not comply with the tourism schedule of Plai Pong Pang Thai villages. Therefore, this might make Japanese tourists be unable to visit, perceive, and learn about natural beauty and way of life of the community. This was different from tourists who travelled to visit according to the schedule of the villages. So, as for data collection, the researcher had to select questions which were consistent with tourism schedule of the tour company in order to receive data which were real and most accurate.

Due to said reasons and size of Japanese sample tourists which was smaller than size of Thai sample tourists, the researcher did not present satisfaction levels of Japanese sample tourists with community based tourism in general and in various aspects. However, the researcher would present results of studying sub-issues of satisfaction on tourist attractions, satisfaction on tourism services, and satisfaction on marketing.

After studying sub-issues of satisfaction in various aspects, the researcher found that Japanese sample tourists had most satisfaction on landscape and beauty of natural tourism areas ($\bar{X} = 40$). They had least satisfaction on cleanliness and sufficiency of toilets in natural tourism areas ($\bar{X} = 2.1$). The researcher could present the study results as follows:

2.1 Satisfaction on tourist attractions

The tourism schedule of the tour company was to travel in order to take tourists to specifically see beauty of fireflies. Therefore, the researcher did not put questions on satisfaction levels on cultural tourist attractions in questionnaires. As for satisfaction on natural tourist attractions, the researcher found that most Japanese sample tourists had considerable satisfaction on landscape and beauty of natural tourism areas ($\bar{X} = 4.0$). Most Japanese sample tourists had moderate satisfaction on good environment in natural tourism areas ($\bar{X} = 3.5$) and suitability of number of tourists in natural tourism areas ($\bar{X} = 3.4$). Moreover, they had little satisfaction on cleanliness of natural tourism areas ($\bar{X} = 2.8$), quiet in natural tourism areas ($\bar{X} = 2.9$) and cleanliness and sufficiency of toilets in natural tourism areas ($\bar{X} = 2.1$). Details were shown in Table 11.

Table 11 Number and percentage of Japanese sample tourists' satisfaction levels on tourist attractions

Messages	Satisfaction levels					\bar{X}
	Most	Considerable	Moderate	Little	Least	
	%	%	%	%	%	
Natural tourist attractions						
Landscape, beauty of natural tourism areas	29.4	52.9	11.8	0	5.9	
	(5)	(9)	(2)	(0)	(1)	4.0
Cleanliness of natural tourism areas	0	5.9	52.9	23.5	17.6	
	(0)	(1)	(9)	(4)	(3)	2.8
Quiet in natural tourism areas	5.9	17.6	47.1	23.5	5.9	
	(1)	(3)	(8)	(4)	(1)	2.9
Good environment in natural tourism areas	23.5	23.5	41.2	5.9	5.9	
	(4)	(4)	(7)	(1)	(1)	3.5
Suitability of number of tourists in natural tourism areas	5.9	41.2	35.3	17.6	0	
	(1)	(7)	(6)	(3)	(0)	3.4
Cleanliness and sufficiency of toilets in natural tourism areas	0	5.9	29.4	35.3	29.4	
	(0)	(1)	(5)	(4)	(5)	2.1

2.2 Satisfaction on tourism services

- Satisfaction on information service

Most Japanese sample tourists had moderate satisfaction on giving services within Tourist Service Center ($\bar{X} = 3.2$). They also had little satisfaction on having signboards and signs for the meaning communication service ($\bar{X} = 2.9$).

- Satisfaction on food

Most sample tourists had moderate satisfaction on being local food ($\bar{X} = 3.2$), taste of food ($\bar{X} = 3.2$) and suitability of the dining place ($\bar{X} = 3.2$). However, they had little satisfaction on cleanliness and hygiene of food and drinking water for tourists ($\bar{X} = 2.9$).

- Satisfaction on souvenirs and agricultural products

As for this sub-issue, most sample tourists had little satisfaction on identity ($\bar{X} = 2.9$) and quality of souvenirs and agricultural products ($\bar{X} = 2.9$).

- Satisfaction on tourism activities

Most Japanese sample tourists had moderate satisfaction on visiting Plai Pong Pang Thai villages which made people enjoy beauty of nature ($\bar{X} = 3.9$) and received new tourism experience ($\bar{X} = 3.9$).

However, most sample tourists had little satisfaction on activities which made people perceive about culture and way of life of local people ($\bar{X} = 2.9$), received knowledge on environment and nature within the local community ($\bar{X} = 3.0$), and received knowledge on culture and way of life of local people ($\bar{X} = 2.9$).

- Satisfaction on service on tourists' safety

Most Japanese sample tourists had moderate satisfaction on carefulness in driving boats ($\bar{X} = 3.9$).

As for the remaining issues, most sample tourists had little satisfaction on condition of boats used in visiting ($\bar{X} = 3.0$), having safety equipment for tourists ($\bar{X} = 2.6$) and having first aid equipment for tourists ($\bar{X} = 2.7$). Details were shown in Table 12.

Table 12 Number and percentage of Japanese sample tourists' satisfaction levels on tourism services

Messages	Satisfaction levels					\bar{X}
	Most	Considerable	Moderate	Little	Least	
	%	%	%	%	%	
Information service						
Having signboards and signs for the meaning communication service in tourism areas	0 (0)	17.6 (3)	70.6 (5)	0 (0)	11.8 (2)	2.9
Giving services within Tourist Service Center	5.9 (1)	23.5 (4)	58.9 (10)	5.9 (1)	5.9 (1)	3.2
Food						
Cleanliness and hygiene of food and drinking water for tourists	5.9 (1)	23.5 (4)	29.4 (5)	35.3 (6)	5.9 (1)	2.9
Being local food	5.9 (1)	29.4 (5)	52.9 (9)	5.9 (1)	5.9 (1)	3.2
Taste of food	0 (0)	41.2 (7)	41.2 (7)	17.6 (3)	0 (0)	3.2
Suitability of the dining place	11.8 (2)	29.4 (5)	29.4 (5)	23.5 (4)	5.9 (1)	3.2

Table 12 Number and percentage of Japanese sample tourists' satisfaction levels on tourism services (cont.)

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Souvenirs and agricultural products						
Being souvenirs and agricultural products which showed local identity	0 (0)	23.5 (4)	52.9 (9)	17.6 (3)	5.9 (1)	2.9
Quality of souvenirs and agricultural products	0 (0)	11.8 (2)	70.5 (12)	11.8 (2)	5.9 (1)	2.9
Tourism activities						
Being activities which made people enjoyed beauty of nature	17.6 (3)	70.6 (12)	5.9 (1)	0 (0)	5.9 (1)	3.9
Being activities which made people perceived culture and way of life of local people	0 (0)	11.8 (2)	70.5 (12)	11.8 (2)	5.9 (1)	2.9
Being activities which made people received knowledge on environment and nature within local community	0 (0)	11.8 (2)	82.4 (14)	0 (0)	5.9 (1)	3.0
Being activities which made people received knowledge on culture and way of life of local people	0 (0)	11.8 (2)	70.6 (12)	17.6 (3)	0 (0)	2.9
Being activities which made people received new tourism experience	23.5 (4)	52.9 (9)	11.8 (2)	11.8 (2)	0 (0)	3.9
Service on tourists' safety						
Condition of boats used in tourism	0 (0)	23.5 (4)	52.9 (9)	23.5 (4)	0 (0)	3.0
Boat owners carefully drove	29.4 (5)	41.2 (7)	23.5 (4)	5.9 (1)	0 (0)	3.9
Having safety equipment for tourists	0 (0)	5.9 (1)	70.6 (12)	11.8 (2)	11.8 (2)	2.6
Having first aid equipment for tourists	0 (0)	0 (0)	82.4 (14)	17.6 (3)	0 (0)	2.7

2.3 Satisfaction on tourism marketing

- Satisfaction with social cost on hospitality of local community

Most Japanese sample tourists had moderate satisfaction on friendliness of local people ($\bar{X} = 3.3$) and local people's willingness to give help and advice ($\bar{X} = 3.7$).

- Satisfaction on tourism expenditure

Most sample tourists had little satisfaction in every sub-issue such as service charge for tourism programs in Plai Pong Pang Thai villages ($\bar{X} = 2.6$), prices of food and drinks ($\bar{X} = 2.9$) and prices of souvenirs and agricultural products ($\bar{X} = 2.7$).

- Satisfaction on knowledge deriving from tourism

Most sample tourists had moderate satisfaction on receiving knowledge on natural environment within the villages ($\bar{X} = 3.6$), receiving knowledge on culture and way of life of local people ($\bar{X} = 3.6$) and receiving knowledge and good experience on community based tourism ($\bar{X} = 3.8$).

- Satisfaction on distribution of benefits on community based tourism

As for this sub-issue, most sample tourists had moderate satisfaction on fair distribution of income on community based tourism to members of Plai Pong Pang Thai Villages Conservation Club ($\bar{X} = 3.2$) and local people receiving benefits from tourism ($\bar{X} = 3.3$).

- Satisfaction on development of community

Most sample tourists had moderate satisfaction in every sub-issue of this satisfaction. For example, community based tourism made local people had more income ($\bar{X} = 3.3$), community based tourism helped reduce migration rate of local people who wanted to work in other community ($\bar{X} = 3.4$) and community based tourism brought about learning process between local people and tourists ($\bar{X} = 3.7$).

- Satisfaction on cultural and environmental conservation

As for this satisfaction, most sample tourists had moderate satisfaction in every sub-issue as follows: community based tourism made local people increasingly protected environment in local community ($\bar{X} = 3.9$), community based tourism made local people conserved their culture and way of life ($\bar{X} = 3.4$), and community based tourism made local people proud of their culture, way of life and environment ($\bar{X} = 3.9$). Details were shown in Table 13.

Table 13 Number and percentage of Japanese sample tourists' satisfaction levels on tourism marketing

Messages	Satisfaction levels					\bar{X}
	Most	Considerable	Moderate	Little	Least	
	%	%	%	%	%	
Satisfaction with social cost on hospitality of local community						
Friendliness of local people	5.9 (1)	17.6 (3)	64.7 (11)	11.8 (2)	0 (0)	3.3
Local people's willingness to give help and advice	11.8 (2)	58.8 (10)	29.4 (5)	0 (0)	0 (0)	3.7
Tourism expenditure						
Service charge for tourism programs in Plai Pong Pang Thai villages	0 (0)	11.8 (2)	52.9 (9)	29.4 (5)	5.9 (1)	2.6
Prices of food and drinks	0 (0)	23.5 (4)	58.9 (10)	29.4 (5)	5.9 (1)	2.9

Table 13 Number and percentage of Japanese sample tourists' satisfaction levels on tourism marketing (cont.)

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Prices of souvenirs / agricultural products	0 (0)	5.9 (1)	76.5 (13)	11.8 (2)	5.9 (1)	2.7
Knowledge deriving from tourism						
Receiving knowledge on natural environmental within Plai Pong Pang	0 (0)	76.5 (13)	17.6 (3)	5.9 (1)	0 (0)	3.6
Receiving knowledge on culture and way of life of local people	0 (0)	70.6 (12)	29.4 (5)	0 (0)	0 (0)	3.6
Receiving knowledge and good experience on community based tourism	5.9 (1)	70.6 (12)	23.5 (4)	0 (0)	0 (0)	3.8
Distribution of benefits on community based tourism						
Fair distribution of income of members of the club	0 (0)	11.8 (2)	88.3 (15)	0 (0)	0 (0)	3.2
Local people receiving benefits from tourism	0 (0)	17.6 (3)	82.4 (14)	0 (0)	0 (0)	3.3
Development of community						
Community based tourism made local people had more income	0 (0)	17.6 (3)	82.4 (14)	0 (0)	0 (0)	3.3
Community based tourism reduced migration rate of local people	0 (0)	17.6 (3)	82.4 (14)	0 (0)	0 (0)	3.3
Community based tourism brought about learning process between local people and tourists	5.9 (1)	70.6 (12)	23.5 (4)	0 (0)	0 (0)	3.7
Cultural and environmental conservation						
Community based tourism made local people increasingly protected environment in local community.	17.6 (3)	58.8 (10)	23.5 (4)	0 (0)	0 (0)	3.9

Table 13 Number and percentage of Japanese sample tourists' satisfaction levels on tourism marketing (cont.)

Messages	Satisfaction levels					\bar{X}
	Most %	Considerable %	Moderate %	Little %	Least %	
Community based tourism made local people conserved their culture and way of life	5.9 (1)	29.4 (5)	58.8 (10)	0 (0)	5.9 (1)	3.4
Community based tourism made local people were proud of their culture, way of life, and environment	17.6 (3)	52.9 (9)	29.4 (5)	0 (0)	0 (0)	3.9

3. Opinion and recommendations of Japanese sample tourists with community based tourism

3.1 Receiving the expectation before community based tourism

As for recommendations of sample tourists, the researcher found that after Japanese sample tourists by 94.1% visited Plai Pong Pang Thai villages, they received the expectation before tourism. Most sample tourists gave similar reasons that they could see beauty of many fireflies over their expectancy. While sample tourists by 5.9% did not receive the expectation before tourism.

3.2 Coming again

Japanese sample tourists by 82.4% thought that they would come again by giving the following reason. They were impressed with beauty of fireflies and would like to stay overnight in Thai style houses. While sample tourists by 14.6% would not come again because they thought that one time tourism experience was sufficient for them.

3.3 Recommending other people to visit the villages

Sample tourists by 88.2% would recommend other people to visit Plai Pong Pang Thai villages because beauty of fireflies and travelling by boats to see fireflies at night was an exciting and amusing activity. However, sample tourists by 11.8% would not recommend other people to visit the villages. Details were shown in Table 14.

Table 14 Number and percentage of opinion and recommendations of Japanese sample tourists

Factors of tourism characteristics	Number	Percent
- Receiving the expectation before tourism		
- Yes	16	94.1
- No	1	5.9
- Coming again		
- Yes	14	82.4
- No	3	17.6
- Recommending other people to visit the villages		
- Yes	15	88.2
- No	2	11.8

3.4 Japanese sample tourists' recommendations on development of community based tourism for various agencies

Sample tourists answered questionnaires on recommendations on development of community based tourism for various agencies. Moreover, they gave recommendations on development of tourism in the studied area and other areas where sample tourists used to visit. Japanese sample tourists gave recommendations as follows:

3.4.1 Recommendations for tourism community

Japanese sample tourists gave recommendations on development of community based tourism for tourism community as follow: tourism community should make more public relations and cooperate to conserve nature, especially fireflies. Moreover, tourism community should improve and increase number of toilets in tourism areas.

3.4.2 Recommendations for people or family in tourism community

Japanese sample tourists gave recommendations for people or family living in tourism community as follows: people or family living in tourism community should cooperate to keep cleanliness of canals and increase number of rubbish bins in tourism areas. Moreover, people in shops or food shops should have skills on foreign languages such as English or Japanese.

3.4.3 Recommendations for state agencies

Japanese sample tourists gave recommendations as follows: state agencies which involved tourism should encourage budget, make public relations on various tourism places and help protect and conserve natural resources.

3.4.4 Recommendations for tourists

Japanese sample tourists gave recommendations that they wanted to see a lot of tourists visited the villages. Also, these tourists should not destroy natural environment within tourism areas.

3.4.5 Other recommendations

Apart from the above mentioned recommendations, Japanese sample tourists gave more recommendations as follows: they were impressed with hospitality of Thai people. Meanwhile, they would like local community to help conserve nature, especially cleanliness of canals.

Part 3: Factors which had relationships with satisfaction levels of sample tourists and test of hypotheses

There are 14 independent variables which were analysed for this study such as 7 variables for population factors and 7 variables for tourism characteristics factors. However, percentage of sample tourists was clearly different or variables on tourism duration and experience on community based tourism. As for tourism duration, sample tourists by 93.6% stayed for one night in Plai Pong Pang Thai villages. Sample tourists by 94.8% never travelled to visit the villages and 86.5% never had tourism experience in other local community. Therefore, the researcher did not make statistic analysis of variables on tourism duration and experience on community based tourism. There were 5 independent variables for factors of tourism characteristics.

Dependent variables used in this study were satisfaction of tourists with community based tourism. This satisfaction was divided into 3 aspects such as satisfaction on tourist attractions, satisfaction on tourism services and satisfaction on tourism marketing.

As for analysis of factors which had relationships with satisfaction levels, the researcher used Analysis of Variance (ANOVA) to find relationship between independent variables and dependent variables. After that the researcher analysed difference in each sub-group of independent variables which had relationships with dependent variables at the significant level by Multiple Classification Analysis (MCA).

Due to limitation of the tourism programs provided by the tour company and size of Japanese sample tourists as mentioned above, the researcher, therefore, analysed factors which had relationships with satisfaction levels by using data of Thai tourists only. The researcher did not analyse data of Japanese sample tourists.

There were 8 steps of analysing relationships between independent variables and dependent variables as follows:

1. Analysis of 7 independent variables for factors of population and satisfaction in general
2. Analysis of 5 independent variables for factors of tourism characteristics and satisfaction in general
3. Analysis of 7 independent variables for factors of population and satisfaction on tourist attractions
4. Analysis of 5 independent variables for factors of tourism characteristics and satisfaction on tourist attractions
5. Analysis of 7 independent variables for factors of population and satisfaction on tourism services
6. Analysis of 5 independent variables for factors of tourism characteristics and satisfaction on tourism services
7. Analysis of 7 independent variables for factors of population and satisfaction on tourism marketing
8. Analysis of 5 independent variables for factors of tourism characteristics and satisfaction on tourism marketing

1. Analysis of 7 independent variables for factors of population and satisfaction in general

As for results deriving from Analysis of Variance between independent variables for factors of population, such as sex, age, marital status, educational level, occupation, average monthly income and region of residence and satisfaction in general, the researcher found that variables on age, average monthly income and

region of residence had relationships with satisfaction levels of tourists with community based tourism in general at the significant level of 0.05. While, the remaining independent variables for factors of population such as sex, marital status, educational level and occupation had no relationships with satisfaction in general at the significant level of 0.05. Details were shown in Table 15.

Table 15 Analysis of Variance of factors of population which had relationships with satisfaction levels of tourists with community based tourism in general

Independent Variables	Sum of Squares	df	Mean Square	F	Sig.
1. Sex	1906.146	1	1906.146	3.375	0.067
2. Age	4392.564	2	2196.282	3.889	0.021*
3. Marital status	151.548	1	151.548	0.268	0.605
4. Educational level	376.328	2	188.164	0.333	0.717
5. Occupation	282.613	2	141.307	0.250	0.779
6. Average monthly income	5546.422	2	2773.211	4.911	0.008*
7. Region of residence	9787.713	5	1957.543	3.466	0.005*

* Having the significant level of 0.05

As for Analysis of Variance, the researcher brought independent variables which had relationships with satisfaction levels in general such as age, average monthly income and region of residence to analyse and classify sub-groups of variables by Multiple Classification Analysis. The researcher found that sample tourists who were 20 – 40 years old had more satisfaction with community based tourism in general than sample tourists who were over 40 years old and below 20 years old, respectively. As for the variable on average monthly income, the researcher found that sample tourists having average monthly income at 10,000 – 20,000 baht had more satisfaction with community base tourism in general than sample tourists having average monthly income over 20,000 baht and sample tourists having average monthly income below 10,000 baht, respectively. Moreover, sample tourists living in the northeast had most satisfaction with community based tourism. While sample tourists living in the south, Bangkok and perimeters, the north, central region

(including the east and west) and Samut Songkram province had considerable satisfaction with community based tourism, respectively.

As for ability in explaining satisfaction of tourists with community based tourism in general, after controlling other independent variables, the researcher found that the variable on region of residence could most explain satisfaction of tourists by 23.4%. While the variable on average monthly income could explain satisfaction of tourists by 14.9% and the variable on age could explain satisfaction of tourists by 11.9% (Beta).

Although variables on sex, marital status, educational level and occupation did not have relationships with satisfaction of tourists with community based tourism in general at the significant level of 0.05, all independent variables for factors of population could explain satisfaction of tourists with community based tourism in general by 11.6% (R^2). Details were shown in Table 16.

Table 16 Multiple Classification Analysis of the variables for factors of population which affected satisfaction of tourists with community based tourism in general

Variables and sub - groups	N	Unadjusted		Adjusted for factors	
		Mean	Eta	Mean	Beta
1. Age			0.142		0.119
- Below 20 years old	22	207.002		208.955	
- 20 – 40 years old	204	221.060		220.553	
- Over 40 years old	93	219.826		220.476	
2. Average monthly income			0.171		0.149
- Below 10,000 baht	108	217.882		220.055	
- 10,000 – 20,000 baht	111	225.342		223.832	
- Over 20,000 baht	110	215.498		214.828	

Table 16 Multiple Classification Analysis of the variables for factors of population which affected satisfaction of tourists with community based tourism in general (cont.)

Variables and sub - groups	N	Unadjusted		Adjusted for factors	
		Mean	Eta	Mean	Beta
3. Region of residence			0.243		0.234
- Samut Songkram province	9	209.262		205.577	
- Bangkok and perimeters	197	218.538		218.493	
- Central region (Including the east and west)	58	214.303		215.664	
- The north	3	217.123		218.558	
- The northeast	35	233.934		233.266	
- The south	17	228.831		227.778	
(R ²)					0.116
(R)					0.341

2. Analysis of 5 independent variables for factors of tourism characteristics and satisfaction in general

As for results deriving from Analysis of Variance between factors of tourism characteristics such as characteristics of travelling groups (Co-travellers and number of co-travellers), tourism expenditure, main tourism objectives, receiving information on community based tourism (Receiving information of the studied area and receiving information of other community) and expectancy with community based tourism and satisfaction levels of tourists with community base tourism in general, the researcher found that no independent variables for factors of tourism characteristics affected satisfaction levels of tourists with community based tourism in general at the significant level of 0.05%. Therefore, the researcher did not have to make Multiple Classification Analysis. Details were shown in Table 17.

Table 17 Analysis of Variance of factors of tourism characteristics which had relationships with satisfaction levels of tourists with community based tourism in general

Independent Variables	Sum of Squares	df	Mean Square	F	Sig.
1. Characteristics of travelling groups					
- Co-travellers	1223.829	1	1223.829	1.982	0.160
- Number of co-travellers	31.124	1	31.124	0.050	0.823
2. Tourism expenditure	106.397	1	106.397	0.172	0.678
3. Main tourism objectives	1848.562	2	924.281	1.497	0.226
4. Receiving information on community based tourism					
- Information of the studied area	189.623	1	189.623	0.307	0.580
- Information of other community	1.497	1	1.497	0.002	0.961
5. Expectancy with community based tourism	1048.494	2	524.247	0.849	0.429

3. Analysis of 7 independent variables for factors of population and satisfaction on tourist attractions

As for results deriving from Analysis of Variance between independent variables for factors of population such as sex, age, marital status, educational level, occupation, average monthly income and region of residence and satisfaction on tourist attractions, the researcher found that the variable on age had relationship with satisfaction levels of tourists with community based tourism on tourist attractions at the significant level of 0.05. While, other independent variables for factors of population such as sex, marital status, educational level, occupation, average monthly income and region of residence had no relationships with satisfaction on tourist attractions at the significant level of 0.05. Details were shown in Table 18.

Table 18 Analysis of Variance of factors of population which had relationships with satisfaction levels of tourists with community based tourism on tourist attractions

Independent Variables	Sum of Squares	df	Mean Square	F	Sig.
1. Sex	59.383	1	59.383	2.302	0.130
2. Age	263.599	2	131.799	5.109	0.007*
3. Marital status	0.508	1	0.508	0.020	0.888
4. Educational level	36.134	2	18.067	0.700	0.497
5. Occupation	11.719	2	5.860	0.227	0.797
6. Average monthly income	153.828	2	76.914	2.981	0.052
7. Region of residence	287.815	5	57.563	2.231	0.051

* Having the significant level of 0.05

As for Analysis of Variance, the researcher brought the independent variable on age which had relationship with satisfaction levels on tourist attractions to analyse and classify sub-groups of the variable by Multiple Classification Analysis. The researcher found that sample tourists having over 40 years old had most satisfaction with community based tourism on tourist attractions. However, they slightly had more satisfaction than sample tourists having 20 – 40 years old. Also, the variable on age could explain satisfaction of tourists by 15.4%.

Although the variables on sex, marital status, educational level, occupation, average monthly income and region of residence had no relationship with satisfaction of tourists with community based tourism on tourist attractions at the significant level of 0.05, all independent variables for factors of population could explain satisfaction of tourists with community based tourism on tourist attractions by 9.4%. Details were shown in Table 19.

Table 19 Multiple Classification Analysis of the variables for factors of population which affected satisfaction of tourists with community based tourism on tourist attractions

Variables and sub – groups	N	Unadjusted		Adjusted for factors	
		Mean	Eta	Mean	Beta
1. Age			0.169		0.154
- Below 20 years old	22	40.780		41.118	
- 20 – 40 years old	204	44.168		44.075	
- Over 40 years old	93	44.360		44.484	
(R ²)					0.094
(R)					0.307

4. Analysis of 5 independent variables for factors of tourism characteristics and satisfaction on tourist attractions

As for results deriving from Analysis of Variance between factors of tourism characteristics such as characteristics of travelling groups (co-travellers and number of co-travellers), tourism expenditure, main tourism objectives, receiving information on community based tourism (receiving information of the studied area and receiving information of other community) and expectancy with community based tourism and satisfaction levels of tourists with community based tourism on tourist attractions, the researcher found that no independent variables for factors of tourism characteristics affected satisfaction levels of tourists with community based tourism on tourist attractions at the significant level of 0.05. So, the researcher did not have to make Multiple Classification Analysis. Details were shown in Table 20.

Table 20 Analysis of Variance of factors of tourism characteristics which had relationships with satisfaction levels of tourists with community based tourism on tourist attractions

Independent Variables	Sum of Squares	df	Mean Square	F	Sig.
1. Characteristics of travelling groups					
- Co-travellers	16.382	1	16.382	0.609	0.436
- Number of co-travellers	0.687	1	0.687	0.026	0.873
2. Tourism expenditure	1.847	1	1.847	0.069	0.793
3. Main tourism objectives	34.936	2	17.468	0.650	0.523
4. Receiving information on community based tourism					
- Information of the studied area	9.446E-02	1	9.446E-02	0.004	0.953
- Information of other community	2.730	1	2.730	0.102	0.750
5. Expectancy with community based tourism	33.171	2	16.586	0.617	0.540

5. Analysis of 7 independent variables for factors of population and satisfaction on tourism services

As for results deriving from Analysis of Variance between independent variables for factors of population such as sex, age, marital status, educational level, occupation, average monthly income and region of residence and satisfaction on tourism services, the researcher found that the variables on age, average monthly income and region of residence had relationships with satisfaction levels of tourists with community based tourism on tourism services at the significant level of 0.05. While the remaining independent variables for factors of population such as sex, marital status, educational level and occupation had no relationships with satisfaction on tourism services at the significant level of 0.05. Details were shown in Table 21.

Table 21 Analysis of Variance of factors of population which had relationships with satisfaction levels of tourists with community based tourism on tourism services

Independent Variables	Sum of Squares	df	Mean Square	F	Sig.
1. Sex	639.461	1	639.461	3.640	0.057
2. Age	1376.775	2	688.388	3.919	0.021*
3. Marital status	5.676	1	5.676	0.032	0.857
4. Educational level	305.743	2	152.872	0.870	0.420
5. Occupation	165.301	2	82.650	0.470	0.625
6. Average monthly income	1731.747	2	865.873	4.929	0.008*
7. Region of residence	2496.127	5	499.225	2.842	0.016*

* Having the significant level of 0.05

As for Analysis of Variance, after bringing independent variables which had relationships with satisfaction levels on tourism services such as age, average monthly income, and region of residence to analyse and classify sub-groups of variables by Multiple Classification Analysis, the researcher found that sample tourists having 20 – 40 years old had more satisfaction with community based tourism on tourism services than sample tourists having over 40 years old and below 20 years old, respectively.

As for the variable on average monthly income, the researcher found that sample tourists having average monthly income at 10,000 – 20,000 baht had more satisfaction with community based tourism on tourism services than sample tourists having average monthly income over 20,000 baht and sample tourists having average monthly income below 10,000 baht, respectively.

Moreover, sample tourists living in the northeast had most satisfaction with community based tourism. While, sample tourists living in the south, Bangkok and perimeters, the north, the central region (including the east and the west) and Samut Songkram province had considerable satisfaction with community based tourism, respectively.

As for ability in explaining satisfaction of tourists with community based tourism on tourism services, after controlling other independent variables, the researcher found that the variable on region of residence could most explain satisfaction of tourists by 21.3%. While the variables on average monthly income and age could explain satisfaction of tourists by 15.2% and 11.7%, respectively (Beta).

Although the variables on sex, marital status, educational level and occupation had no relationships with satisfaction of tourists with community based tourism on tourism services at the significant level of 0.05, all independent variables for factors of population could explain satisfaction of tourists with community based tourism on tourism services by 11.2% (R^2). Details were shown in Table 22.

Table 22 Multiple Classification Analysis of the variables for factors of population which affected satisfaction of tourists with community based tourism on tourism services

Variables and sub - groups	N	Unadjusted		Adjusted for factors	
		Mean	Eta	Mean	Beta
1. Age			0.143		0.117
- Below 20 years old	22	99.473		100.671	
- 20 – 40 years old	204	107.327		107.096	
- Over 40 years old	93	106.577		106.799	
2. Average monthly income			0.172		0.152
- Below 10,000 baht	108	105.532		106.686	
- 10,000 – 20,000 baht	111	109.717		108.931	
- Over 20,000 baht	110	104.187		103.813	

Table 22 Multiple Classification Analysis of the variables for factors of population which affected satisfaction of tourists with community based tourism on tourism services (cont.)

Variables and sub - groups	N	Unadjusted		Adjusted for factors	
		Mean	Eta	Mean	Beta
3. Region of residence			0.228		0.213
- Samut Songkram province	9	102.862		100.433	
- Bangkok and perimeters	197	105.852		105.868	
- Central region (Including the east and west)	58	103.672		104.500	
- The north	3	105.674		106.213	
- The northeast	35	114.202		113.777	
- The south	17	111.128		110.177	
(R ²)					0.112
(R)					0.335

6. Analysis of 5 independent variables for factors of tourism characteristics and satisfaction on tourism services

As for results deriving from analysis of variance between factors of tourism characteristics such as characteristics of travelling groups (Co-travellers and number of co-travellers), tourism expenditure, main tourism objectives, receiving information on community based tourism (Receiving information of the studied area and receiving information of other community) and expectancy with community based tourism and satisfaction levels of tourists with community based tourism on tourism services, the researcher found that no independent variables for factors of tourism characteristics affected satisfaction levels of tourists with community based tourism on tourism services at the significant level of 0.05. Therefore, the researcher did not have to make Multiple Classification Analysis. Details were shown in Table 23.

Table 23 Analysis of Variance of factors of tourism characteristics which had relationships with satisfaction levels of tourists with community based tourism on tourism services

Independent Variables	Sum of Squares	df	Mean Square	F	Sig.
1. Characteristics of travelling groups					
- Co-travellers	552.435	1	552.435	2.827	0.094
- Number of co-travellers	146.260	1	146.260	0.748	0.388
2. Tourism expenditure	162.112	1	162.112	0.829	0.363
3. Main tourism objectives	281.259	2	140.629	0.720	0.488
4. Receiving information on community based tourism					
- Information of the studied area	75.776	1	75.776	0.388	0.534
- Information of other community	54.757	1	54.757	0.280	0.597
5. Expectancy with community based tourism	286.690	2	143.345	0.733	0.481

7. Analysis of 7 independent variables for factors of population and satisfaction on tourism marketing

As for results deriving from Analysis of Variance between independent variables for factors of population such as sex, age, marital status, educational level, occupation, average monthly income and region of residence and satisfaction on tourism marketing, the researcher found that the variables on average monthly income and region of residence had relationships with satisfaction levels of tourists with community based tourism on tourism marketing at the significant level of 0.05. While, the remaining independent variables for factors of population such as sex, age, marital status, educational level and occupation had no relationships with satisfaction on tourism marketing at the significant level of 0.05. Details were shown in Table 24.

Table 24 Analysis of Variance of factors of population which had relationships with satisfaction levels of tourists with community based tourism on tourism marketing

Independent Variables	Sum of Squares	df	Mean Square	F	Sig.
1. Sex	113.759	1	113.759	1.574	0.211
2. Age	193.683	2	96.842	1.340	0.263
3. Marital status	84.921	1	84.921	1.175	0.279
4. Educational level	52.011	2	26.005	0.360	0.698
5. Occupation	2.162	2	1.081	0.015	0.985
6. Average monthly income	614.201	2	307.101	4.250	0.015*
7. Region of residence	1095.309	5	219.062	3.031	0.011*

* Having the significant level of 0.05

As for Analysis of Variance, after bringing independent variables which had relationships with satisfaction levels on tourism marketing such as average monthly income and region of residence to analyse and classify sub-groups of variables by Multiple Classification Analysis, the researcher found that sample tourists having average monthly income at 10,000 – 20,000 baht had more satisfaction with community based tourism on tourism marketing than sample tourists having average monthly income below 10,000 baht and sample tourists having average monthly income over 20,000 baht, respectively. Both latter groups slightly had different satisfaction. Also, sample tourists living in the northeast had most satisfaction with community based tourism. While, sample tourists living in the south, Bangkok and perimeters, the central region (including the east and the west), the north and Samut Songkram province had considerable satisfaction, respectively.

As for ability in explaining satisfaction of tourists with community based tourism on tourism marketing, after controlling other independent variables, the researcher found that the variables on region of residence and average monthly income could explain satisfaction of tourists by 21.9% and 14.5%, respectively (Beta). Although the variables on sex, age, marital status, educational level and occupation

had no relationships with satisfaction of tourists with community based tourism on tourism marketing at the significant level of 0.05, all independent variables for factors of population could explain satisfaction of tourists with community based tourism on tourism marketing by 9% (R^2). Details were shown in Table 25.

Table 25 Multiple Classification Analysis of the variables for factors of population which affected satisfaction of tourists with community based tourism on tourism marketing

Variables and sub - groups	N	Unadjusted		Adjusted for factors	
		Mean	Eta	Mean	Beta
1. Average monthly income			0.159		0.145
- Below 10,000 baht	108	68.393		68.499	
- 10,000 – 20,000 baht	111	71.052		70.877	
- Over 20,000 baht	110	67.933		68.013	
2. Region of residence			0.228		0.219
- Samut Songkram province	9	63.089		62.929	
- Bangkok and perimeters	197	69.016		68.910	
- Central region (Including the east and west)	58	67.621		67.930	
- The north	3	66.782		66.986	
- The northeast	35	73.129		73.167	
- The south	17	71.805		71.943	
(R^2)					0.090
(R)					0.299

8. Analysis of 5 independent variables for factors of tourism characteristics and satisfaction on tourism marketing

As for results deriving from Analysis of Variance between factors of tourism characteristics such as characteristics of travelling groups (Co-travellers and number of co-travellers), tourism expenditure, main tourism objectives, receiving information on community based tourism (Receiving information of the studied area and receiving

information of other community) and expectancy with community based tourism and satisfaction levels of tourists with community based tourism on tourism marketing, the researcher found that main tourism objectives affected satisfaction levels of tourists with community based tourism on tourism marketing at the significant level of 0.05%.

While, the remaining independent variables for factors of tourism characteristics such as characteristics of travelling groups (Co-travellers and number of co-travellers), tourism expenditure, receiving information on community based tourism (Receiving information of the studied area and receiving information of other community) and expectancy with community based tourism had no relationships with satisfaction on tourism marketing at the significant level of 0.05. Details were shown in Table 26.

Table 26 Analysis of Variance of factors of tourism characteristics which had relationships with satisfaction levels of tourists with community based tourism on tourism marketing

Independent Variables	Sum of Squares	df	Mean Square	F	Sig.
1. Characteristics of travelling groups					
- Co-travellers	55.233	1	55.233	0.741	0.390
- Number of co-travellers	32.332	1	32.332	0.434	0.511
2. Tourism expenditure	14.262	1	14.262	0.191	0.662
3. Main tourism objectives	459.053	2	229.527	3.078	0.048*
4. Receiving information on community based tourism					
- Information of the studied area	22.639	1	22.639	0.304	0.582
- Information of other community	20.465	1	20.465	0.274	0.601
5. Expectancy with community based tourism	102.828	2	51.414	0.690	0.503

* Having the significant level of 0.05

As for Analysis of Variance, after bringing the independent variable on main tourism objectives which had relationships with satisfaction levels on tourism marketing to analyse and classify sub-groups of the variable by Multiple Classification Analysis, the researcher found that sample tourists who wanted to learn about nature, way of life and culture of local community had most satisfaction with community based tourism on tourism marketing. While sample tourists whose main objectives were to relax / enjoy tourism activities and meet / visit with co-travellers had considerable satisfaction, respectively. Moreover, the variable on main tourism objectives could explain satisfaction of tourists by 13.6%. Although the variables on characteristics of travelling groups (Co-travellers and number of co-travellers), tourism expenditure, receiving information on community based tourism (Receiving information of the studied area and receiving information of other community) and expectancy with community based tourism had no relationships with satisfaction on tourism marketing at the significant level of 0.05, all independent variables for factors of tourism characteristics could explain satisfaction of tourists with community based tourism on tourism marketing by 3.2%. Details were shown in Table 27 as below.

Table 27 Multiple Classification Analysis of the variables for factors of tourism characteristics which affected satisfaction of tourists with community based tourism on tourism marketing

Variables and sub – groups	N	Unadjusted		Adjusted for factors	
		Mean	Eta	Mean	Beta
1. Main tourism objectives			0.145		0.136
- Relaxing / enjoying tourism Activities	195	69.422		69.385	
- Learning about nature, way of life, and culture of local community	33	72.732		72.604	
- Meeting / visiting with co-travellers	69	68.198		68.363	
(R ²)					0.032
(R)					0.179

Part 4: Qualitative research results

4.1 Characteristics of sample tourists for interview

As for indepth interview in order to receive qualitative research results, the researcher interviewed both Thai and Japanese sample tourists. As for Thai tourists, the researcher used structural questionnaires as a tool of collecting data from 5 tourists coming in family group and 5 tourists coming in friend groups by comprising tourists who were visiting according to tourism programs and tourists who had already visited. As for tourists travelling with family, there was a Japanese tourist living in Thailand and being able to speak Thai. As for tourists travelling with friends, there was a Japanese tourist travelling to make a documentary in the studied area by having working team who were Thai people giving convenience for interview. Moreover, as for interviewing Japanese tourists who travelled with the tour company, the researcher interviewed 2 tourists who travelled with family groups by having guides of the tour company to help interview.

The researcher recorded data in writing during the interview in order to make sample tourists answered questions without anxiety. The researcher used question guidelines which were similar to questionnaires in a part of quantitative data. There were question guidelines on the outstanding point of the studied area, things which made tourists satisfied or unsatisfied, problem, and improvement guidelines, difference of the studied area and tourism area of other community and recommendations for development of community based tourism in general.

However, as for interviewing Japanese tourists, due to various limitations such as tourism duration and duration for data collection which were already mentioned, the researcher, therefore, had to interview these tourists without structure. The researcher used question guidelines which were similar to questionnaires of Thai tourists in order to receive data and recommendations which would be useful for developing and improving community based tourism in the studied area and community based tourism in general.

4.2 Results of analysing data deriving from indepth interview

As for presentation of interview results, the researcher used the abbreviation for each sample tourist as follows:

- Friend groups

FR 1 was a female sample tourist who travelled with female students totalling 6 people and did not travel by car.

FR 2 was a male working sample tourist who travelled with male and female friends totalling 16 people. The researcher had an opportunity to interview during outside visiting.

FR 3 was a female working sample tourist who travelled with a boyfriend without staying overnight.

FR 4 was a female working sample tourist who travelled with male and female friends totalling 8 people.

FR 5 was a Japanese man who travelled in order to make a documentary in the studied area.

- Family groups

FA 1 was the first tourist who came with family.

FA 2 was the second tourist who came with family.

FA 3 was the third tourist who came with family.

FA 4 was the fourth tourist who came with family.

FA 5 was a Japanese couple who lived in Thailand for working.

- Japanese sample tourists

J 1 was a Japanese couple.

J 2 was a sample tourist coming with family totalling 5 people.

After interviewing sample tourists, the researcher could present the interview results as follows:

4.2.1 The outstanding point of Plai Pong Pang Thai villages which made tourists decide to use tourism services

Both Thai and Japanese sample tourists had similar opinion as follows: the outstanding point which made sample tourists decide to visit Plai Pong Pang Thai villages was the beauty of fireflies. Also, sample tourists wanted to stay overnight in Thai style houses. Some sample tourists said that environment and nature was an outstanding point of the villages. Moreover, FA 2 said that tourism in Plai Pong Pang Thai villages was a new tourism model.

4.2.2 Things which made tourists had the most satisfaction

Both Thai and Japanese sample tourists had the most satisfaction on the beauty of fireflies, especially FR 5 who saw fireflies for the first time. This was consistent with quantitative research results which found that both Thai and Japanese sample tourists had the most satisfaction in sub-issues on landscape and beauty of natural tourism areas at 4.00 mean. As for data deriving from recommendations, most Thai sample tourists by 83.7% received the expectation before tourism. For example, they perceived and learned about local people's way of life and riverside lifestyle. Also, they perceived and impressed with natural beauty and beauty of fireflies.

Some sample tourists were satisfied with local people's hospitality and welcome, which was a good culture of Thai people. FR 2 said that "We come in a big group and stay in the same house but a house owner and family members welcome us so well that we feel considerate." This was consistent with MacNulty (2001: 1) who said that friendliness and smile of house owners was an article of international rules on 10 basic needs of tourists.

While FA 5 who was a Japanese couple living in Thailand and being impressed with culture of the villages said that “We know Plai Pong Pang Thai villages from television. Our friends persuade us to visit here. We decide to visit here because we want to learn about Thai culture. We like here and we are happy and enjoy rowing a boat in a canal.”

Moreover, FR 3 and J 1 were satisfied with taste of local food. For example, FR 3 said that “We travel by boat for inside visiting only. It is a pity that we do not stay overnight and do not see fireflies which we would like to see most. We will come again. There are several kinds of food which are very delicious.”

4.2.3 Things which made tourists had the least satisfaction

As for this part, sample tourists gave different data. As for Thai sample tourists, they had little satisfaction on travelling. For example, FR 1 said that “We do not come here by car so it is rather difficult. We have to ask Kamnan to receive us at the main road. We think that we will return home by sitting in a car of other tourist and getting off at the main road.” Sample tourists had the least satisfaction on signposts which were few and were not clear. FA 2 said that “There are few signposts. There are big signboards on the main road. But there are small signboards on small roads. When we drive on small roads, we seldom see these little signboards. Then we get lost and have to telephone to ask the way. We think that there should be clearer and more signboards.”

Thai sample tourists had little satisfaction on sufficiency of local guides. For example, FR 2 and friends gave data to the researcher after outside visiting which was visiting in cultural tourist attractions as follows: “We think that there should be a guide. Apart from visiting cultural tourism places and seeing beauty of places, we want to know details of history and significance of places. We think that boat owners should give some explanation and recommendation.” This was consistent with Ramphaiphan Kaewsuriya who said that a guide is an element of tourism management. Also, Forest Research Center, Faculty of Forestry, Kasetsart University

presented that conservative tourists needed services and facilities which gave knowledge and understanding on natural environment.

After interviewing Japanese sample tourists, the researcher found that most Japanese sample tourists had little satisfaction on cleanliness and sufficiency of toilets. This was consistent with quantitative research results which found that most Japanese sample tourists had the least satisfaction on cleanliness and sufficiency of toilets in natural tourism places at 2.1 mean.

However, both Thai and Japanese sample tourists had the same opinion on cleanliness of canals, there was a lot of rubbish which was not natural rubbish in canals. For example, FA 4 said that “Last night we travelled by boat to see fireflies. The water level of a canal fell so we had to wait for a while. We did not get upset because we understood that it was nature. However, when the water level of a canal rose, we still could not travel due to a lot of plastic bags sticking to the propeller. People had to take out those plastic bags for a long time until we could continue to travel by boat.” Also, J 2 expressed concern that “People have to help protect environment and keep cleanliness in order to prevent fireflies from disappearing.

4.2.4 Problems which should be solved and recommendations for solving those problems

As there was little satisfaction in various issues, most sample tourists thought that these issues were problems which should be solved. Most sample tourists gave similar opinion on cleanliness of canals. They gave recommendations for this issue that both local people and tourists should help keep cleanliness by not discarding rubbish in canals. This was consistent with data deriving from recommendations in questionnaires of quantitative data.

Thai sample tourists recommended problems on sufficiency and clearness of signposts and sufficiency of local guides in order to be data for the studied area to improve tourism. Said opinion of sample tourists was consistent with Wacharat

Namthasen's study results (2003: 112) on opinion of tourists with readiness on ecotourism in Phoo Hin Rong Gla National Park, Phisanulok province. Said study results found that having no signposts is the main problem and recommendation of tourists with Phoo Hin Rong Gla National Park.

4.2.5 Increasing or improving tourism activity models

As for this issue, sample tourists had different opinion as follows: sample tourists who thought that the existing tourism activities were suitable, and sample tourists who thought that there should be more tourism activities or improvement of tourism activities.

FA 5, who was satisfied with the existing tourism activities, said that "We do not want more activities because we want to quietly relax. We want to talk with Thai people and learn about culture of Thai people." Also, FA 3 said that "The existing activities are suitable. However, we do not do all activities. We do not offer food to monks in the morning and visit Tha Kha floating market because we do not come in a period which there is floating market."

As for sample tourists recommending about an increase or improvement of the existing activities, the researcher found that some sample tourists wanted to increasingly join activities with local people with whom they stayed. For example, FA 4 said that "We think that tourists and local people should help prepare food and eat together." While FR 4 said that "The existing activities are to visit in and around the villages so we go to bed late at night. In the morning, we have to hurry to eat. Then we visit around the villages so we seldom stay in Thai style houses." This was consistent with Chaiyant Leuangdee's study results (2001: 84) on Conservative Tourism Management of Ban Kok Kate, Plai Pong Pang sub-district, Amphawa district, Samut Songkram province. Said study results found that tourists wanted to have dinner with the local people with whom they stayed but they had to eat at Tourists Service Center instead. This made tourists were unable to exchange knowledge and experience with those local people. Moreover, FA 2 gave more

recommendations that there should be activities which attracted more foreign tourists to visit the villages.

While Japanese sample tourists who travelled to visit according to programs of the tour company had no recommendation for this issue. However, they expressed more opinion that “If we have an opportunity, we will come again to see fireflies. And we want to stay overnight in Thai style houses.”

4.2.6 Difference between Plai Pong Pang Thai villages and community based tourism in other area where sample tourists used to use tourism services

Most sample tourists visit Plai Pong Pang Thai villages which was community based tourism for the first time. Therefore, the researcher did not interview this issue with most sample tourists.

However, there were 3 sample tourists who used to travel to visit other community having some tourism activities which were similar to the studied area. They also gave data as follow: FA 1, who used to stay overnight in 2 villages where there was homestay tourism management, gave the opinion that “As the community which we used to visit is situated in mountain and orchard, it is different from Plai Pong Pang Thai villages on atmosphere and number of tourists. Plai Pong Pang Thai villages have hotter climate and more tourists.”

Moreover, Japanese sample tourists who used to visit other community had given data as follows: J 1 said that “We used to see a lot of fireflies at Gualalumpur but we had to travel by boat into the deep forest. This is different from here. While we travelled by boat, people in some houses switched on the radio loudly and considerably switched on the light. This will affect number of fireflies.” While FR 5 said that “We used to visit the floating market in Malaysia and we felt that Plai Pong Pang Thai villages are more natural.”

4.2.7 Recommendations for development of tourism in Plai Pong Pang Thai villages and community based tourism in general

Most sample tourists gave similar opinion as follows: tourism in Plai Pong Pang Thai villages in general was good. They would like all local people to help maintain those good things such as natural beauty, culture and good hospitality of local people. However, there should be improvement of various issues as above mentioned.

As for recommendations for development of community based tourism in general, most sample tourists gave opinion that “Local people should seek the outstanding points or identity of the community and develop their tourism by conserving nature and environment. Moreover, FA 3 gave more recommendations that “Local people should have souvenirs which are identity and set up booths for selling goods of One Tambon One Product.” FR 5 gave an opinion that “Public relations is an important thing. In particular, there should be more public relations by internet.” Also, FR 2 gave recommendation that “As it is community based tourism, fair distribution of income to the community or community members who participate in tourism management is important.”

CHAPTER V

DISCUSSION

This research was a survey research which studied satisfaction levels and factors which had relationships with satisfaction levels of tourists with community based tourism. Independent variables were factors of population and tourism characteristics of tourists. This also included tourists' recommendations. Sample tourists were Thai tourists and foreign tourists who were Japanese. The research result was expected to be guidelines for improving, developing and promoting community based tourism in the studied area and in general. The researcher would like to discuss the research result by dividing into the research objectives as follows:

1. The first research objective: To study levels of satisfaction of tourists with community based tourism in Plai Pong Pang Thai villages, Samut Songkram province

1.1 Satisfaction of tourists with community based tourism in general

After studying satisfaction of tourists with community based tourism in general, the researcher found that most Thai tourists by 80.1% had moderate satisfaction. This was consistent with the research result of Metta Sawektalek (1996: 125) who studied satisfaction of tourists with recreational tourist attraction: a case study of Dusit Zoo. She found that tourists had moderate satisfaction with Dusit Zoo in general. Also, Ratthapong Jiamsriphong (1999: 105) studied satisfaction of tourists with arrangement of environment in Bang Saen Beach. He found that most sample tourists had moderate satisfaction with arrangement of environment in Bang Saen Beach.

As for the research result of Japanese tourists, because the tourism schedule of the tour company was to travel in order to take tourists to specifically see beauty of fireflies, Japanese tourists, therefore, did not comply with the tourism schedule of Plai Pong Pang Thai villages. Due to the limitation of the schedule of the tour company that was departing from Bangkok in the evening and returning to Bangkok after seeing fireflies, Japanese tourists might be tired after tourism. This limitation of tourism duration might affect to satisfaction of tourists, so the researcher did not analyse satisfaction levels of Japanese tourists with community based tourism in general. However, the researcher would present results of studying sub-issues of satisfaction on tourist attractions, satisfaction on tourism services and satisfaction on tourism marketing.

1.2 Satisfaction of tourists with community based tourism on tourist attractions

Due to the research result on satisfaction of tourists with community based tourism on tourist attractions, the researcher found that Thai tourists by 79.4% had moderate satisfaction.

After analysing sub-issues of satisfaction on tourist attractions, the researcher found that most Thai tourists had considerable satisfaction on good environment of natural tourism areas. The outstanding natural beauty of riverside of Plai Pong Pang Thai villages which was the tourism route and good environment of Thai style houses area which located beside canals and orchards might affect to this satisfaction. As for other sub-issues of satisfaction on natural tourist attractions and cultural tourist attractions, most Thai tourists had moderate satisfaction.

Moreover, the researcher found that most Japanese tourists had considerable satisfaction on landscape and beauty of natural tourism areas. However, they had little satisfaction on cleanliness and sufficiency of toilets in natural tourism areas.

1.3 Satisfaction of tourists with community based tourism on tourism services

From the research results, the researcher found that Thai tourists by 75.2 had moderate satisfaction with community based tourism on tourism services.

As for analysing sub-issues of satisfaction on tourism services, the researcher found that most Thai tourists had considerable satisfaction on sufficiency of sleeping sets and cleanliness of sleeping sets. However, they had little satisfaction on having signboards and signs for the meaning communication service, giving services within Tourist Service Center in Plai Pong Pang Thai villages and safety within accommodations. Moreover, Thai tourists had moderate satisfaction on other sub-issues such as information service, local guide, accommodation, food, souvenirs and agricultural products, tourism activities and service on tourists' safety.

As for Japanese tourists, they had little satisfaction on sub-issues of tourism services as follows: having signboards and signs for the meaning communication service, cleanliness and hygiene of food and drinking water, souvenirs and agricultural products which showed local identity, quality of souvenirs and agricultural products, tourism in Plai Pong Pang Thai villages was an activity which made people perceive culture and way of life of local people, it made people received knowledge on environment and nature within the local community, it made people received knowledge on culture and way of life of local people, condition of boat used in visiting Plai Pong Pang Thai villages, having safety equipment for tourists and having first aid equipment for tourists. In addition, Japanese tourists had moderate satisfaction on other sub-issues.

1.4 Satisfaction of tourists with community based tourism on tourism marketing

The research result found that most Thai tourists by 78.5 had moderate satisfaction on tourism marketing.

After analysing sub-issues on tourism marketing, the researcher found that Thai tourist had considerable satisfaction on local people's willingness to give help or advice and service charge for travelling by boat to see nature any way of life of riverside houses around Plai Pong Pang sub-district / inside visiting. Furthermore, they had moderate satisfaction on other sub-issues of satisfaction with social cost on hospitality of local community, tourism expenditure, knowledge deriving from tourism, distribution of benefits on community based tourism, development of community and cultural and environmental conservation.

As for Japanese tourists' satisfaction on tourism marketing, the researcher found that they had little satisfaction on service charge for tourism programs in Plai Pong Pang Thai villages, prices of food and drinks and prices of souvenirs and agricultural products. However, they had moderate satisfaction on other sub-issues.

2. The second research objective: To study factors related to levels of satisfaction of tourists with community based tourism in Plai Pong Pang Thai villages, Samut Songkram province

According to limitation of the tourism programs provided by the tour company and sample size of Japanese tourists as mentioned above, the researcher, therefore, analysed factors which had relationships with satisfaction levels by using data of Thai tourists only. Japanese sample tourists were not analysed. The researcher would like to discuss the research results of factors related to levels of satisfaction of tourists with community based tourism by dividing into research hypotheses as follows:

2.1 The first research hypothesis: Tourists, who had different factors of population, had different satisfaction with community based tourism.

There were 7 variables for factors of population used in this research, namely, sex, age, marital status, educational level, occupation, average monthly

income and region of residence. The research result of these variables could be presented as follows:

Sex The researcher found that male and female tourists' satisfaction with community based tourism was not different at the significant level of 0.05. This was not consistent with the literature review and the research hypothesis. This might stem from the following reason: at present, males and females had similar roles in the society. Their information access, education, occupation and income were in the approximate level. Therefore, their satisfaction with community based tourism was not different.

Age The researcher found that tourists having different ages had different satisfaction with community based tourism in general on tourist attractions and tourism services at the significant level of 0.05. This was consistent with the literature review and the research hypothesis.

Marital status The researcher found that single and married tourists' satisfaction with community based tourism was not different at the significant level of 0.05. This might stem from the following reason: at present, single and married people increasingly worked in offices. They, therefore, had equal opportunity to receive information from various media. Moreover, it depended on main tourism objectives. Most tourists wanted to relax and stay overnight in Thai style houses. So, different marital status did not make tourists have different satisfaction.

Educational level The researcher found that tourists having different educational levels had no difference of satisfaction with community based tourism at the significant level because people would mostly receive knowledge or information on community based tourism from media outside the educational system. This was consistent with the quantitative research result which found that most Thai tourists most received information on community based tourism from television and friends. So, different educational levels did not make tourists have different satisfaction.

Occupation The researcher found that tourists having different occupations had no difference of satisfaction with community based tourism at the significant level of 0.05. This might stem from the following reason: although tourists would have different occupations, they might have no difference of receiving information on community based tourism. Moreover, their main tourism objectives were similar. They wanted to relax and stay overnight in Thai style houses. Therefore, their satisfaction with community based tourism was not different.

Average monthly income The researcher found that tourists having different average monthly income had different satisfaction with community based tourism in general on tourism services and tourism marketing at the significant level of 0.05. This was consistent with the literature review and the research hypothesis.

Region of residence The researcher found that tourists having different regions of residence had different satisfaction with community based tourism in general on tourism services and tourism marketing at the significant level of 0.05. This was consistent with the literature review and the research hypothesis.

Therefore, it could be concluded that tourists having different factors of population such as age, average monthly income, and region of residence had different satisfaction with community based tourism at the significant level of 0.05. While tourists having different sex, marital status, educational level and occupation had no difference of satisfaction with community based tourism at the significant level of 0.05.

2.2 The second research hypothesis: Tourists, who had different factors of tourism characteristics, had different satisfaction with community based tourism.

There were 7 variables for factors of tourism characteristics used in this research, namely, characteristics of travelling groups, tourism duration, tourism expenditure, main tourism objectives, experience on community based tourism,

receiving information on community based tourism and expectancy with community based tourism. However, the researcher did not present the result of statistic analysis of variables on tourism duration and experience on community based tourism because considerable tourists stayed for one night in Plai Pong Pang Thai villages. They also never travelled to visit the villages and other local community. Therefore, there were 5 independent variables for factors of tourism characteristics. The research result of these variables could be presented as follows:

Characteristics of travelling groups The researcher found that tourists having different relationship with co-travellers and different number of co-travellers had no difference of satisfaction with community based tourism in general at the significant level of 0.05. This was not consistent with the literature review and the research hypothesis. This might stem from the following reason: tourists' main tourism objectives were similar. They wanted to relax and stay overnight in Thai style houses. So, different characteristics of travelling groups did not make tourists have different satisfaction.

Tourism expenditure The researcher found that tourists having different tourism expenditure had no difference of satisfaction with community based tourism at the significant level of 0.05. This was not consistent with the literature review and the research hypothesis. This might stem from the following reason: most tourists were overnight-stay tourists who had to pay for tourism activities at the fixed price. They, therefore, had no difference of tourism expenditure. So, different tourism expenditure did not affect tourists' satisfaction.

Main tourism objectives The researcher found that tourists having different objectives had different satisfaction with community based tourism on tourism marketing at the significant level of 0.05. This was consistent with the literature review and the research hypothesis.

Receiving information on community based tourism The researcher found that tourists having different receiving information on community based tourism had

no difference of satisfaction with community based tourism at the significant level of 0.05. This was not consistent with the literature review and the research hypothesis. This might stem from the following reason: tourists could receive information on community based tourism from various sources which had different efficiency of information presentation. There was difference of information presentation among television, radio and printed material. Television could present picture and sound. Radio could present sound only. And printed material could present picture and description only. Receiving information from television only was better than receiving information from radio and printed material. So, tourists' different receiving information did not affect satisfaction with community based tourism.

Expectancy on community based tourism The researcher found that tourists having different expectancy on community based tourism had no difference of satisfaction with community based tourism at the significant level of 0.05. This might stem from the following reason: over a half of tourists expected to learn about nature, way of life, and culture of the local community. Tourism activity models of Plai Pong Pang Thai villages could well respond to tourists' expectancy. Moreover, various information which tourists received before travelling might make tourists understand that community based tourism was different from the original tourism which emphasized entertainment only. This, therefore, made tourists accept things which were different from their expectancy. And this was consistent with the qualitative research result. A tourist interviewed by the researcher said that there was low tide during the time to see fireflies. Boats could not sail. So, tourists had to wait. However, he understood that it was natural phenomenon.

Therefore, it could be concluded that tourists having different main tourism objectives had different satisfaction with community based tourism at the significant level of 0.05. While tourists having difference of characteristics of travelling groups, tourism expenditure, receiving information on community based tourism and expectancy on community based tourism had no difference of satisfaction with community based tourism at the significant level of 0.05.

CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

The objectives of this research were to study about satisfaction levels and factors which had relationships with satisfaction levels of tourists with community based tourism in Plai Pong Pang Thai villages, Samut Songkram province and various recommendations in order to be the basic data and guidelines on development of community based tourism management in the studied areas and community based tourism in general.

The researcher implemented the research by survey research. Questionnaires were used as a tool for collecting quantitative data, which comprised questions concerning independent variables on factors of population and tourism characteristics of sample tourists, questions concerning satisfaction levels of tourists with community based tourism on tourist attractions, tourism services and tourism marketing and questions concerning recommendations for the studied area and related agencies. Also the researcher used an interview form as a tool for collecting qualitative data.

Sample tourists of quantitative research were 326 Thai tourists and 17 Japanese tourists. The researcher specifically selected tourists who had already visited the studied area. For qualitative research, sample tourists were 8 Thai tourists: a Japanese living in Thailand and 3 Japanese tourists who were visiting Thailand and had already visited the studied area.

The researcher analysed the quantitative data deriving from questionnaires by using SPSS/PC⁺ for describing details on population tourism characteristics, and satisfaction levels of sample tourists. Statistics used for data analysis were Percentage, Mean, and Standard Deviation. As for analysis of relationship between independent variables and dependent variables, the researcher used Analysis of Variance

(ANOVA) and Multiple Classification Analysis (MCA). Moreover, as for qualitative data deriving from indepth interview, the researcher presented the results by descriptive analysis. After analyzing quantitative data and qualitative data, the researcher could present the research results as follows:

1. Conclusion of the research results
2. Conclusion of the hypothesis testing results
3. Recommendations deriving from research results
4. Recommendations for the next research

1. Conclusion of the research results

1.1 General characteristics of tourists

1.1.1 General characteristics of Thai tourists

Thai tourists were female by 63.2% and male by 36.8%. Tourists' average age was 35 years old and most tourists by 64.4% were 20 – 40 years old. Thai tourists by 5.5% were unmarried. Tourists by 65.3% graduated bachelor degree or higher. 51.2% of tourists were employees of the private company or private business while some tourists were official or employees of state enterprise. Tourists' average monthly income was 20,715 baht. Also, tourists by 61.4% lived in Bangkok and perimeters.

Moreover, tourists by 60.7% travelled to visit Plai Pong Pang Thai villaged with their friends or colleagues and 39.3% travelled to visit with their family or relatives. Most tourists, by 65.1%, visited with over 10 members. 93.6% of tourists stayed one night in Plai Pong Pang Thai villages. The average tourism expenditure was 685 baht per person. Main tourism objective of tourists, by 65.8%, was to relax and enjoy tourism activities. Most tourists by 94.8% never travelled to visited Plai Pong Pang Thai villages. 86.5% of tourists also never visited other tourism places managed by the local community. As for receiving information, tourists by 66.9%

received information on community based tourism in Plai Pong Pang Thai villages from only one information source. They most received information from television and friends, respectively. While, in daily life, tourists by 61.7% received over one information source on community based tourism in other areas. Most of them also received information from television and friends, respectively. Furthermore, before travelling to visit Plai Pong Pang Thai villages, most tourists, by 58.0%, expected to learn about nature, way of life and culture of the local community.

1.1.2 General characteristics of Japanese tourists

Japanese tourists were female by 63.2% and male by 35.3%. Their average age was 42 years old. Tourists by 76.5% were married. 64.7% of them graduated bachelor degree or higher. Tourists by 64.7% were employees of the private company or private business. Their average monthly income was 96,621 baht.

As for tourism characteristics, Japanese tourists by 94.1% travelled to visit Plai Pong Pang Thai villages with their family or relatives that did not exceed 5 members. They travelled with a tour company in Bangkok. According to the tourism programs of the tour company, tourists would have dinner and travel by boat to see fireflies. Therefore, most of Japanese tourists did not stay overnight in Plai Pong Pang Thai villages. The tourism expenditures specified by the tour company were 2,000 baht per adult and 1,200 baht per a child. Moreover, main tourism objective of Japanese tourists by 64.7% were to meet or visit with co-travellers, while another 35.3% wanted like to relax or enjoy the tourism activities. Most of Japanese tourists never travelled to visit Plai Pong Pang Thai villages and other tourism places managed by the local community. Tourists by 88.2% received information on community based tourism in Plai Pong Pang Thai villages from only one information source that was the tour company. In daily life, tourists by 58.8% also received information on community based tourism in other areas from only one information source. They most received information from family or relatives and printed material, respectively. Before travelling to visit Plai Pong Pang Thai villages, Japanese tourists by 52.9% most expected to learn about nature, way of life and culture of the local community.

1.2 Satisfaction levels of tourists with community based tourism

1.2.1 Satisfaction with community based tourism in general

Thai tourists by 80.1% had moderate satisfaction with community based tourism in general. Tourists by 16.3% had considerable satisfaction. Also, tourists by 3.6% had little satisfaction.

1.2.2 Satisfaction with community based tourism on tourist attractions

Thai tourists by 79.4% had moderate satisfaction. 17.5% of them had considerable satisfaction. Another 3.1% had little satisfaction.

1.2.3 Satisfaction with community based tourism on tourism services

Thai tourists by 75.2% had moderate satisfaction. 15.6% of them had considerable satisfaction. And, tourists by 9.2% had little satisfaction.

1.2.4 Satisfaction with community based tourism on tourism marketing

Thai tourists by 78.5% had moderate satisfaction with community based tourism on tourism marketing. 16.6% of tourists had considerable satisfaction. Also, tourists by 4.9% had little satisfaction.

Thai tourists had most satisfaction on local people's willingness to give help or advice. This satisfaction mean was in the considerable level. Tourists had least satisfaction on giving service within tourists service center in Plai Pong Pang Thai villages.

Japanese tourists had most satisfaction on landscape and beauty of natural tourism areas. This satisfaction mean was in the considerable level. Tourists had least satisfaction on cleanliness and sufficiency of toilets in natural tourism areas, which the satisfaction mean was in the little level.

1.3 Recommendations of tourists with community based tourism

After visiting Plai Pong Pang Thai villages, Thai tourists by 83.7% received the expectation before visiting. Similarly, Japanese tourists by 94.1% received the expectation before visiting. Moreover, an opinion of Thai tourists by 82.5% was they would visit the villages again that was consistent with Japanese tourists by 82.4% Thai tourists by 85.5% would recommend other people to visit Plai Pong Pang Thai villages. Similarly, Japanese tourists by 88.2% would also recommend other people to visit Plai Pong Pang Thai villages.

Sample tourists' recommendations on development of community based tourism for various agencies were as follows:

Tourism Community: Most tourists had similar recommendations as follows: the local community should develop and improve tourism places and tourism activity models to be more interesting and outstanding point. Local people should maintain local identity, way of life, culture and natural environment. Also, they should keep cleanliness of tourism places and canals. Moreover, the tourism community should increasingly make public relations on tourism.

People or family in the tourism community: Most tourists recommended people in the community that should be proud of their way of life and community, and conserved tradition, culture and natural environment.

State agencies: Most tourists recommended state agencies, which involved the tourism, as follows: state agencies should promote and support community based tourism on budget and training for the tourism community. They should help local

community making public relations. Also, they should survey and develop other places to be tourism attractions.

Tourists: Most tourists gave recommendations to other tourists as follows: tourists should not destroy natural environment. They should keep cleanliness, respect and suitable behave. Moreover, they should help local community making public relations and increasingly visit tourism attractions in Thailand.

As for data deriving from indepth interview, the researcher found that tourists had similar opinion as follows: beauty of fireflies and staying overnight in Thai style houses were outstanding points which made tourists decided to visit Plai Pong Pang Thai villages. Most tourists had the most satisfaction on beauty of fireflies. However, they had the least satisfaction and required improvement on the number and unclerness of signposts, sufficiency of local guides and cleanliness of canals. Moreover, tourists gave recommendations on development of community based tourism in general as follows: the tourism communities should develop their tourism by conserving nature, environment, culture and identity. They should had souvenirs which show community's identity. They should made public relation and fairly distribute income in the communities. Also, the community members participating in tourism management was an important thing in community based tourism development.

2. Recommendations deriving from the research results

2.1 Recommendations for the studied area

2.1.1 As the outstanding point of the studied community was beauty of fireflies, conservation of natural environment and the number of fireflies was very important. As staying overnight in Thai style house was another outstanding point of community based tourism in the studied area, cleanliness in Thai style houses and canals was also an important thing. Therefore, the community leader should made an understanding with local people, who participated and did not participate in the

tourism club, on environmental conservation. Since this issue was to receive cooperation from all people in the local community.

2.1.2 The community should give more information to tourists before visiting such as suitable practice of tourists in nature and culture of the tourism areas. They should be received knowledge and limitation on natural environment, for example, a lot of fireflies at the end of the rainy season, limitation of high / low tide which might affect travelling by boat and duration for Tha Kha floating market, because these limitation affected satisfaction of tourists.

2.1.3 After talking with local guides, the researcher found that the community had sent teenager in the area to train a local guide course provided by Tourism Authority of Thailand. This should be continue to implement by sending the teenager or other interested people in the community, especially boat owners, to train local guide courses. As for boat owners, they should have basic skills of being local guides because they were local people, who had sufficient understanding on history of the area, and had to jointly travel with tourists.

2.1.4 Due to limitation of local guides, the tourism club should make brochures in order to give knowledge on history of the villages, natural environment, and local culture for giving services to tourist at Tourist Service Center or Thai style houses where tourists stayed overnight.

2.1.5 Most tourists travelled to visit Plai Pong Pang Thai villages by themselves, the community, therefore, should improve the signposts to be clearer. Also, the community should place the meaning communication signboards which gave knowledge on natural environment in the tourism areas.

2.1.6 As Thai food was famous, the community should improve taste of food to be suitable for foreign tourists. Furthermore, identity of local food could be developed as another outstanding point of the studied area.

2.1.7 The community should coordinate with guides of the tour company in order to give the interesting and correct information about the community so that foreign tourists would receive correct knowledge of the community such as legend of fireflies and Sonneratia tree, knowledge on Thai style houses, way of life and culture of the local community and famous food in the studied area, for example, mackerel fish (Pla Thoo) or pomelo.

2.1.8 In order to carry the number of tourists, which would increase in the future, the tourism community should thoroughly prepare and plan about conservation of environment and culture of the local community, giving services to tourists, tourist carrying capacity, service giving capacity and capacity of environment.

2.2 Recommendations for related agencies

2.2.1 Various related agencies such as the studied community, state agencies in the local community and Tourism Authority of Thailand should make public relations on the tourism places in the community. They should give knowledge on the concept of community based tourism and ecotourism in order to create conscience to tourists.

2.2.2 They should provide the training course on various skills for members of the tourism club such as skills of being local guides and public relations.

2.2.3 As management of community based tourism was widely spread in the present time, state agencies in the local community, Tourism Authority of Thailand, and other related agencies should provide the training course in order to give guidelines of community based tourism management, create realization of conservation of natural environment and culture of the local community. Management of community based tourism, therefore, would be in the correct direction, useful for local people, and least impact on the community.

3. Recommendations for the next research

3.1 There was no clear method or direction for developing and promoting community based tourism. Also, this research was to study about the demand of community based tourism by studying tourists who were service buyers. In order to have clearer models for developing community based tourism, there should also be the study about the supply of community based tourism that was the local community who sold tourism services.

3.2 There should be more study about evaluation deriving from management of community based tourism by covering impacts occurred with local people, natural environment, culture and things which tourist received from the community based tourism.

3.3 There should be the study about tourist carrying capacity of the studied area, capacity of environment and service giving capacity of the tourism club members.

3.4 As community based tourism was the tourism for pleasure and learning about environment and culture, therefore, there should be the study about knowledge and realization of tourists with community based tourism.

3.5 There should be the study about community based tourism in the other tourism community because the outstanding point of community based tourism was identity of each community, which might make communities had different tourism management. Thus there should be the study in other tourism communities in order to create more clearness of guidelines on development of community based tourism.

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แบบสอบถาม
เรื่อง

ความพึงพอใจของนักท่องเที่ยวดต่อการท่องเที่ยวชุมชน :
กรณีศึกษา หมู่บ้านทรงไทยปลายโพงพาง จังหวัดสมุทรสงคราม

แบบสอบถามชุดที่ 1 : สำหรับนักท่องเที่ยวชาวไทย

คำชี้แจง : แบบสอบถามฉบับนี้จัดทำขึ้นเพื่อใช้ในการเก็บรวบรวมข้อมูลประกอบการทำวิทยานิพนธ์ตามหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาประชากรศึกษา คณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล โดยมีวัตถุประสงค์เพื่อศึกษาระดับความพึงพอใจของนักท่องเที่ยวด และปัจจัยที่มีความสัมพันธ์กับระดับความพึงพอใจของนักท่องเที่ยวดที่มีต่อการท่องเที่ยวชุมชน ในหมู่บ้านทรงไทยปลายโพงพาง จังหวัดสมุทรสงคราม เพื่อให้ได้ข้อมูลเบื้องต้นสำหรับเป็นแนวทางในการพัฒนาการท่องเที่ยวชุมชนต่อไป

แบบสอบถามมีจำนวนทั้งสิ้น 8 หน้า โดยแบ่งออกเป็น 3 ส่วน ได้แก่

- ส่วนที่ 1 ข้อมูลปัจจัยทางประชากรและปัจจัยทางลักษณะการท่องเที่ยว จำนวน 14 ข้อ
- ส่วนที่ 2 ความพึงพอใจต่อการท่องเที่ยวชุมชน จำนวน 61 ข้อ
- ส่วนที่ 3 ข้อเสนอแนะต่าง ๆ จำนวน 4 ข้อ

ข้อมูลทุกข้อที่ได้จากการตอบแบบสอบถามของท่านมีความสำคัญต่อความถูกต้องและความสำเร็จของการวิจัยครั้งนี้เป็นอย่างยิ่ง ผู้วิจัยจะเก็บคำตอบของท่านเป็นความลับ และนำไปใช้เพื่อการศึกษาค้นคว้าเท่านั้น โดยไม่เกิดผลเสียหายต่อท่านแต่อย่างใด ดังนั้นจึงใคร่ขอความร่วมมือจากท่าน กรุณาตอบแบบสอบถามตามความสมัครใจและตรงกับความเป็นจริงมากที่สุด

ขอขอบพระคุณอย่างยิ่งที่ท่านให้ความร่วมมือในการตอบแบบสอบถามครั้งนี้

อุษา อติโกบุตรณ์
ผู้วิจัย

แบบสอบถามหมายเลข

วัน / เวลา ในการเก็บรวบรวมข้อมูล

ผู้เก็บรวบรวมข้อมูล

ส่วนที่ 1 ข้อมูลปัจจัยทางประชากรและปัจจัยทางลักษณะการท่องเที่ยวของนักท่องเที่ยว

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงใน หรือเติมค่าลงในช่องว่าง ให้ตรงกับความเป็นจริงของท่าน

1. เพศ

<input type="checkbox"/> 1. ชาย	<input type="checkbox"/> 2. หญิง
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2. อายุ ปี
3. สถานภาพสมรส

<input type="checkbox"/> 1. โสด	<input type="checkbox"/> 2. สมรส
<input type="checkbox"/> 3. หย่าหรือแยกกันอยู่	<input type="checkbox"/> 4. หม้าย (คู่สมรสเสียชีวิต)
4. ระดับการศึกษาสูงสุด

<input type="checkbox"/> 1. ไม่ได้ศึกษา	<input type="checkbox"/> 2. ประถมศึกษา
<input type="checkbox"/> 3. มัธยมศึกษาตอนต้น	<input type="checkbox"/> 4. มัธยมศึกษาตอนปลาย / ปวช.
<input type="checkbox"/> 5. อนุปริญญา / ปวส.	<input type="checkbox"/> 6. ปริญญาตรี
<input type="checkbox"/> 7. สูงกว่าปริญญาตรี	
5. อาชีพ

<input type="checkbox"/> 1. ข้าราชการ / รัฐวิสาหกิจ	<input type="checkbox"/> 2. พนักงานบริษัท / ห้างร้าน
<input type="checkbox"/> 3. ธุรกิจส่วนตัว / ค้าขาย	<input type="checkbox"/> 4. รับจ้างทั่วไป
<input type="checkbox"/> 5. เกษตรกร	<input type="checkbox"/> 6. แม่บ้าน
<input type="checkbox"/> 7. นักเรียน / นักศึกษา	<input type="checkbox"/> 8. อื่น ๆ (ระบุ)
6. รายได้เฉลี่ยต่อเดือน (ก่อนหักค่าใช้จ่าย) บาท
7. ภูมิภาคที่อยู่อาศัยปัจจุบัน

<input type="checkbox"/> 1. จังหวัดสมุทรสงคราม	<input type="checkbox"/> 2. กรุงเทพมหานครและปริมณฑล
<input type="checkbox"/> 3. จังหวัดในภาคกลาง (ไม่รวมจังหวัดในข้อ 1 และ 2)	
<input type="checkbox"/> 4. จังหวัดในภาคเหนือ	<input type="checkbox"/> 5. จังหวัดในภาคตะวันออกเฉียงเหนือ
<input type="checkbox"/> 6. จังหวัดในภาคใต้	
8. ท่านเดินทางมาท่องเที่ยวที่หมู่บ้านทรงไทยปลายโพพงพากับใคร

<input type="checkbox"/> 1. มากคนเดียว	<input type="checkbox"/> 2. ครอบครัว / ญาติ
<input type="checkbox"/> 3. เพื่อน	<input type="checkbox"/> 4. อื่น ๆ (ระบุ)

จำนวนสมาชิกในกลุ่มที่มาครั้งนี้มี คน
9. ท่านใช้เวลาในการท่องเที่ยวครั้งนี้อย่างไร

<input type="checkbox"/> 1. แบบไปเช้าเย็นกลับ	<input type="checkbox"/> 2. ค้างคืน จำนวน คืน
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10. ค่าใช้จ่ายที่ท่านใช้ในการท่องเที่ยวครั้งนี้มีจำนวน บาท
11. วัตถุประสงค์หลักในการเดินทางมาท่องเที่ยวในครั้งนี้คือ (ตอบเพียงข้อเดียว)

<input type="checkbox"/> 1. ต้องการพักผ่อนหย่อนใจ
<input type="checkbox"/> 2. ต้องการมาท่องเที่ยวกับครอบครัว / ญาติ
<input type="checkbox"/> 3. ต้องการมาท่องเที่ยวกับเพื่อน ๆ
<input type="checkbox"/> 4. ต้องการมาพักผ่อนแบบโฮมสเตย์ในบ้านทรงไทย
<input type="checkbox"/> 5. อื่น ๆ (ระบุ)

12. ท่านเคยเดินทางมาท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพง มาก่อนหรือไม่
1. ไม่เคย 2. เคย ครั้งนี้เป็นครั้งที่
- ท่านเคยท่องเที่ยวในสถานที่ท่องเที่ยวอื่น ๆ ที่จัดการโดยชุมชนท้องถิ่นหรือไม่
1. ไม่เคย 2. เคย ครั้ง ณ
13. ท่านได้รับข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพงจากแหล่งใดบ้าง
(ตอบได้มากกว่า 1 ข้อ)
1. ครอบครัว /ญาติ 2. เพื่อน
 3. โทรทัศน์ 4. วิทยุ
 5. สิ่งพิมพ์ 6. สำนักงานการท่องเที่ยวแห่งประเทศไทย
 7. บริษัทนำเที่ยว 8. อื่น ๆ (ระบุ)
- และในชีวิตประจำวัน ท่านได้รับข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวในชุมชนจากแหล่งใดบ้าง
(ตอบได้มากกว่า 1 ข้อ)
1. ครอบครัว /ญาติ 2. เพื่อน
 3. โทรทัศน์ 4. วิทยุ
 5. สิ่งพิมพ์ 6. สำนักงานการท่องเที่ยวแห่งประเทศไทย
 7. บริษัทนำเที่ยว 8. อื่น ๆ (ระบุ)
14. ก่อนเดินทางมาท่องเที่ยวครั้งนี้ ท่านมีความคาดหวังต่อการท่องเที่ยวมากที่สุดในเรื่องใด
1. เพื่อจะได้เรียนรู้และชื่นชมความงามของธรรมชาติ
 2. เพื่อจะได้เรียนรู้วิถีชีวิต และวัฒนธรรมท้องถิ่น
 3. เพื่อจะได้รับความเพลิดเพลิน / ความสนุกสนานจากกิจกรรมท่องเที่ยว
 4. เพื่อจะได้พักผ่อนหย่อนใจในแหล่งท่องเที่ยวธรรมชาติ
 5. เพื่อจะได้พบปะสังสรรค์กับผู้ที่ร่วมเดินทางมาด้วยกัน
 6. เพื่อจะได้มีประสบการณ์ในการท่องเที่ยวชุมชน
 7. อื่น ๆ (ระบุ)

ส่วนที่ 2 ความพึงพอใจของนักท่องเที่ยวต่อการท่องเที่ยวชุมชน

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องระดับความพึงพอใจที่ตรงกับความรู้สึกของท่านมากที่สุด

ข้อความ	ระดับความพึงพอใจ					
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด	ไม่ทราบ
ความพึงพอใจด้านแหล่งท่องเที่ยว						
แหล่งท่องเที่ยวธรรมชาติ						
1. ทัศนียภาพ ความสวยงามของพื้นที่ท่องเที่ยวธรรมชาติในหมู่บ้าน ทรงไทยปลายโขงพาง (เช่น ความสวยงามของธรรมชาติสองฝั่ง คลอง หิ่งห้อย เป็นต้น)						
2. ความสะอาดของพื้นที่ท่องเที่ยวธรรมชาติในหมู่บ้านทรงไทย ปลายโขงพาง						
3. ความเงียบสงบในบริเวณพื้นที่ท่องเที่ยวธรรมชาติในหมู่บ้าน ทรงไทยปลายโขงพาง						
4. ความร่มรื่นในบริเวณพื้นที่ท่องเที่ยวธรรมชาติในหมู่บ้าน ทรงไทยปลายโขงพาง						
5. ความเหมาะสมของจำนวนนักท่องเที่ยวในพื้นที่ท่องเที่ยว ธรรมชาติในหมู่บ้านทรงไทยปลายโขงพาง						
6. ความสะอาดและความเพียงพอของห้องน้ำในพื้นที่ท่องเที่ยว ธรรมชาติในหมู่บ้านทรงไทยปลายโขงพาง						
แหล่งท่องเที่ยววัฒนธรรม						
7. ทัศนียภาพ ความสวยงามของพื้นที่ท่องเที่ยววัฒนธรรม ตามรายการท่องเที่ยวของหมู่บ้านทรงไทยปลายโขงพาง (เช่น บ้านทรงไทย อุทยาน ร.2 พิพิธภัณฑ์วัดกุมภินทร์ บ้านคนตรี บ้านแมวไทย เป็นต้น)						
8. ความสะอาดของพื้นที่ท่องเที่ยววัฒนธรรมตามรายการท่องเที่ยว ของหมู่บ้านทรงไทยปลายโขงพาง						
9. ความเงียบสงบในบริเวณพื้นที่ท่องเที่ยววัฒนธรรมตามรายการ ท่องเที่ยวของหมู่บ้านทรงไทยปลายโขงพาง						
10. ความร่มรื่นในบริเวณพื้นที่ท่องเที่ยววัฒนธรรมตามรายการ ท่องเที่ยวของหมู่บ้านทรงไทยปลายโขงพาง						
11. ความเหมาะสมของจำนวนนักท่องเที่ยวในพื้นที่ท่องเที่ยว วัฒนธรรมตามรายการท่องเที่ยวของหมู่บ้านทรงไทยปลาย โขงพาง						
12. ความสะอาดและความเพียงพอของห้องน้ำในพื้นที่ท่องเที่ยว วัฒนธรรมตามรายการท่องเที่ยวของหมู่บ้านทรงไทยปลาย โขงพาง						

ข้อความ	ระดับความพึงพอใจ					
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด	ไม่ทราบ
ด้านบริการการท่องเที่ยว						
<u>การบริการข้อมูลข่าวสาร</u>						
13. การให้บริการข้อมูลก่อนการท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพาง						
14. การให้บริการข้อมูลต่าง ๆ ระหว่างระยะเวลาท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพาง						
15. การมีป้ายและเครื่องหมายในการบริการด้านการสื่อความหมายในพื้นที่ท่องเที่ยว เช่น ป้ายบอกทาง เป็นต้น						
16. การให้บริการภายในศูนย์บริการนักท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพาง						
มัคคุเทศก์ท้องถิ่น						
17. ความเพียงพอของมัคคุเทศก์ท้องถิ่นในหมู่บ้านทรงไทยปลายโพงพาง						
18. บุคลิกภาพของมัคคุเทศก์ท้องถิ่น						
19. ความสามารถในการอธิบาย / ตอบคำถาม / ให้ความรู้ในเรื่องที่เกี่ยวกับพื้นที่ท่องเที่ยวธรรมชาติของมัคคุเทศก์ท้องถิ่น						
20. ความสามารถในการอธิบาย / ตอบคำถาม / ให้ความรู้ในเรื่องที่เกี่ยวกับพื้นที่ท่องเที่ยววัฒนธรรมของมัคคุเทศก์ท้องถิ่น						
ที่พัก						
21. ความสะอาด เป็นระเบียบของบ้านทรงไทย และบริเวณบ้านทรงไทย						
22. บรรยากาศ และความสวยงามของบ้านทรงไทย						
23. ความเพียงพอของชุดเครื่องนอน เช่น หมอน ผ้าห่ม มุ้ง						
24. ความสะอาดของชุดเครื่องนอน						
25. ความสะอาดของห้องน้ำ						
อาหาร						
26. อาหาร และน้ำดื่มสำหรับนักท่องเที่ยว สะอาดถูกสุขอนามัย						
27. เป็นอาหารพื้นบ้าน						
28. รสชาติของอาหาร						
29. ความเหมาะสมของสถานที่รับประทานอาหาร						
สินค้าของที่ระลึก / ผลิตภัณฑ์ทางการเกษตร						
30. เป็นสินค้าของที่ระลึกที่แสดงให้เห็นถึงความเป็นเอกลักษณ์ของท้องถิ่น						
31. คุณภาพของสินค้าที่ระลึก / ผลิตภัณฑ์ทางการเกษตร						

ข้อความ	ระดับความพึงพอใจ					
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด	ไม่ทราบ
กิจกรรมการท่องเที่ยว						
32. การท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพางเป็นกิจกรรมที่ทำให้ได้เพลิดเพลินกับความสวยงามของธรรมชาติ						
33. การท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพางเป็นกิจกรรมที่ทำให้ได้สัมผัสกับวัฒนธรรมและวิถีชีวิตของคนในท้องถิ่น						
34. การท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพางเป็นกิจกรรมที่ทำให้ได้รับความรู้เกี่ยวกับสภาพแวดล้อมและธรรมชาติภายในท้องถิ่น						
35. การท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพางเป็นกิจกรรมที่ทำให้ได้รับความรู้เกี่ยวกับวัฒนธรรมและวิถีชีวิตของคนในท้องถิ่น						
36. การท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพางเป็นกิจกรรมที่ทำให้ได้รับประสบการณ์แบบใหม่ในการท่องเที่ยว						
การบริการด้านความปลอดภัยของนักท่องเที่ยว						
37. สภาพของเรือที่ใช้ในการท่องเที่ยวในหมู่บ้านทรงไทยปลายโพงพาง						
38. เจ้าของเรือขับเรือด้วยความระมัดระวัง						
39. มีอุปกรณ์รักษาความปลอดภัยแก่นักท่องเที่ยว เช่น เสื้อชูชีพ						
40. มีอุปกรณ์ปฐมพยาบาลไว้บริการนักท่องเที่ยว						
41. ความปลอดภัยภายในบ้านพัก						
42. ความสะอาด และปลอดภัยของสถานที่จอดรถ						
ด้านการตลาด						
ความพึงพอใจต่อช่องทางสังคมด้านอสังหาริมทรัพย์ที่ปรากฏในชุมชนท้องถิ่น						
43. ความเป็นมิตรของประชาชนในหมู่บ้านทรงไทยปลายโพงพาง						
44. การยินดีให้ความช่วยเหลือ หรือคำแนะนำของประชาชนในหมู่บ้านทรงไทยปลายโพงพาง						
ค่าใช้จ่ายในการท่องเที่ยว						
45. ค่าบริการสำหรับการนั่งเรือชมธรรมชาติ และวิถีชีวิต บ้านริมคลองรอบตำบลปลายโพงพาง (เที่ยวรอบใน) ราคาประมาณ 300 บาท / เรือ 1 ลำ						
46. ค่าบริการสำหรับการนั่งเรือชมธรรมชาติ วิถีชีวิต และแหล่งท่องเที่ยวทางวัฒนธรรม เช่น พิพิธภัณฑ์วัดกุญชรินทร์ (เที่ยวรอบนอก) ราคาประมาณ 800 บาท / เรือ 1 ลำ						

ข้อความ	ระดับความพึงพอใจ					
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด	ไม่ทราบ
47. ค่าบริการสำหรับการนั่งเรือชมฝูงหิ่งห้อย ราคาประมาณ 300 บาท / เรือ 1 ลำ						
48. ค่าบริการสำหรับการพักผ่อนแบบโฮมสเตย์ ราคาประมาณ 400 บาท / คน ต่อคืน						
49. ราคาของอาหาร						
50. ราคาของสินค้าที่ระลึก / ผลิตภัณฑ์ทางการเกษตร						
ความรู้ที่ได้รับจากการท่องเที่ยว						
51. ได้รับความรู้เกี่ยวกับสภาพแวดล้อมธรรมชาติภายใน หมู่บ้านทรงไทยปลายโพงพาง						
52. ได้รับความรู้เกี่ยวกับวัฒนธรรม และวิถีชีวิตของคนในหมู่บ้าน ทรงไทยปลายโพงพาง						
53. ได้รับความรู้ และประสบการณ์ที่ดีเกี่ยวกับการท่องเที่ยวชุมชน						
ด้านผลการท่องเที่ยวในชุมชนต่อผลลัพธ์ในสังคม						
การกระจายผลประโยชน์ด้านการท่องเที่ยวในชุมชน						
54. มีการกระจายรายได้อย่างเป็นธรรมไปยังสมาชิกของชมรม อนุรักษ์หมู่บ้านท่องเที่ยวบ้านทรงไทยปลายโพงพาง						
55. คนในหมู่บ้านทรงไทยปลายโพงพางได้รับประโยชน์จากการ ท่องเที่ยว เช่น สามารถขายผลผลิตทางการเกษตร หรือ อาหาร ได้มากขึ้น						
การพัฒนาชุมชน						
56. การท่องเที่ยวชุมชนทำให้คนในหมู่บ้านทรงไทยปลายโพงพาง มีรายได้เสริม						
57. การท่องเที่ยวชุมชนช่วยลดอัตราการย้ายถิ่นของคนในหมู่บ้าน ทรงไทยปลายโพงพางเพื่อไปประกอบอาชีพที่ท้องถิ่นอื่น						
58. การท่องเที่ยวชุมชนทำให้เกิดกระบวนการเรียนรู้ระหว่างคนใน ท้องถิ่นกับนักท่องเที่ยวที่เข้ามาท่องเที่ยวในหมู่บ้านทรงไทย ปลายโพงพาง						
การอนุรักษ์สิ่งแวดล้อมและวัฒนธรรม						
59. การท่องเที่ยวชุมชนทำให้คนในหมู่บ้านทรงไทยปลายโพงพาง ดูแลรักษาสิ่งแวดล้อมในท้องถิ่นมากขึ้น						
60. การท่องเที่ยวชุมชนทำให้คนในหมู่บ้านทรงไทยปลายโพงพาง อนุรักษ์วัฒนธรรมและวิถีชีวิตของตน						
61. การท่องเที่ยวชุมชนทำให้คนในหมู่บ้านทรงไทยปลายโพงพาง ภาคภูมิใจในสิ่งแวดล้อม วัฒนธรรม และวิถีชีวิตของตน						

ส่วนที่ 3 ข้อเสนอแนะต่าง ๆ

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงใน และเติมข้อความในช่องว่างให้ตรงกับความคิดเห็นของท่านมากที่สุด

1. หลังจากท่องเที่ยวครั้งนี้แล้ว ท่านได้รับสิ่งที่คาดหวังไว้ก่อนการท่องเที่ยวหรือไม่ เพราะเหตุใด
 1. ได้ตามที่คาดหวัง เพราะ
 2. ไม่ได้ตามที่คาดหวัง เพราะ
2. ถ้ามีโอกาส ท่านคิดว่าจะกลับมาท่องเที่ยวที่นี่อีกหรือไม่ เพราะเหตุใด
 1. คิดว่าจะมา เพราะ
 2. ไม่มา เพราะ
3. ท่านคิดว่าจะแนะนำคนอื่น ๆ ให้มาท่องเที่ยวที่นี่บ้างหรือไม่ เพราะเหตุใด
 1. แนะนำ เพราะ
 2. ไม่แนะนำ เพราะ
4. ข้อเสนอแนะต่าง ๆ

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*** ขอขอบคุณที่ให้ความร่วมมือ ***

アンケート

件 : 地方観光地に対する観光者の満足度
 研究項目 : サムットソクラン県のプライポーンパーンのタイスタイルの村

アンケート2 : 日本人の観光者用

まえがき : このアンケートはMAHIDOL大学の人文学部の人口学科の大学院卒業論文を作成のために、データを集める物です。

目的は観光者の満足レベルの研究、及びサムットソクラン県のプライポーンパーンのタイスタイルの村の観光地に対する観光者の満足レベルとの関係要素を調査します。また、将来的には、地方観光開発のための基本データとして使用します。

アンケートは三つの部分に分かれています。

1. 人口的の要素及び観光的の要素
2. 観光地に対する満足度
3. 自由意見

このアンケートの正確さが今回の研究の成功に関します。皆様のアンケート内容は研究以外には使用しません。プライバシーは厳守しますので、正直にお答え下さいますようお願い致します。

ウサー アテイポークブーン
 研究者

Japanese Support by
 Mr. Fujita Toshiaki
 Miss. Masae Erami

QUESTIONIRE No.
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一部 : 人口的の要素及び観光的の要素

あなたの真相の意見に合わせて、□の中にマークを付けて下さい。

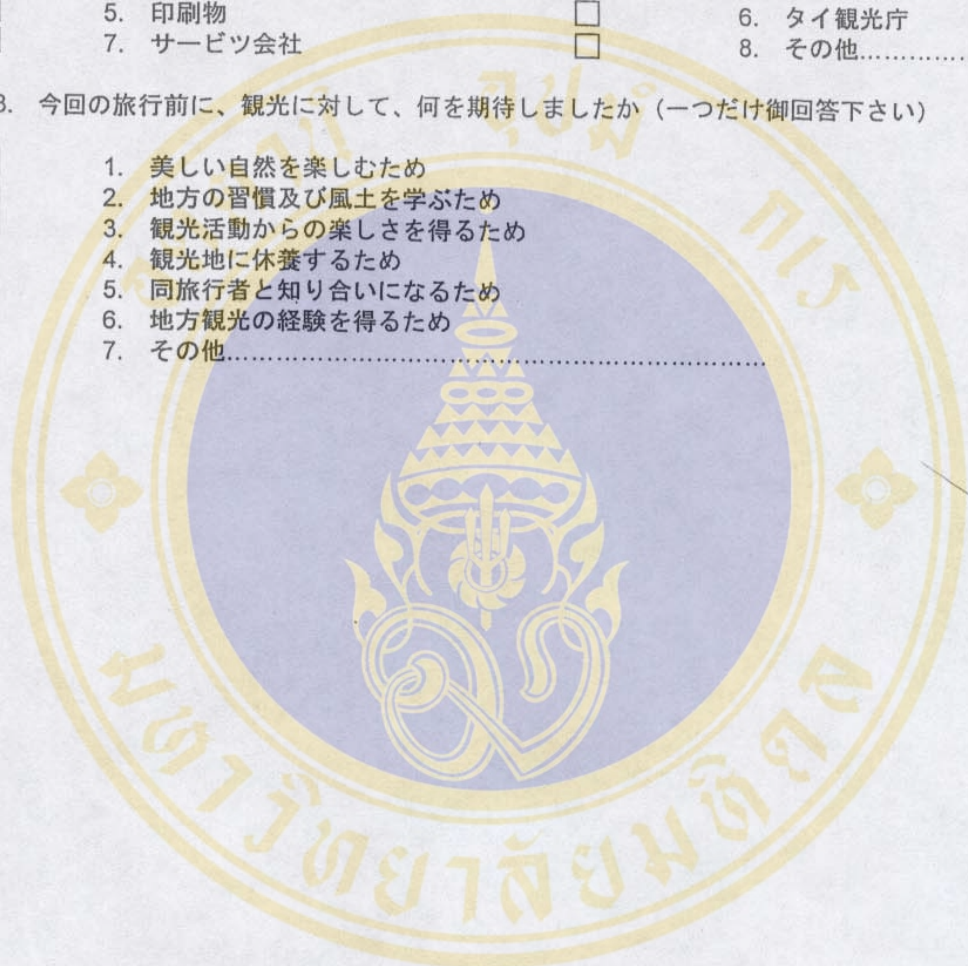
1. 性
 1. 男性 2. 女性
2. 年齢.....才
3. 結婚歴
 1. 独身 2. 結婚
 3. 離婚 4. 未亡人
4. 最大教育
 1. 教育経験なし 2. 小学校
 3. 中学校 4. 高等学校/専門学行
 5. 短期大学 6. 大学
 7. 大学院
5. 職業
 1. 公務員/国営事業 2. 会社員
 3. 商売 4. フリーター
 5. 農業 6. 主婦
 7. 学生 / 大学生 8. その他.....
6. 一ヶ月に対する平均給料は（観光代を引く前）.....パーツです。
7. あなたは誰と一緒にプライポーンパーンのタイスタイルの村へ来ましたか。
 1. 一人 2. 家族 / 親類
 3. 友達 4. その他.....
 同行者は.....名です。
8. 今回の旅行期間はどのぐらいですか。
 1. 日帰り旅行 2.日に宿泊
9. 今回の旅行料金は.....パーツ掛かりました。（.....円）
10. 今回の旅行目的は（一つだけ御回答下さい。）
 1. 休養
 2. 家族 / 親類と一緒に旅行したい。
 3. 友達と一緒に旅行したい。
 4. プライポーンパーンのタイスタイルの村でホームステイしたい。
 5. その他.....
11. プライポーンパーンのタイスタイルの村へ行った事がありますか。
 1. 行った事ありません。 2. 今回で.....回目です。
 地方集団事業で営業される他の観光地（民宿）を旅行した事がありますか。
 1. 行った事ありません。 2.で、
回目です。
12. あなたはプライポーンパーンのタイスタイルの村の観光情報を何で知りましたか。
 戴きましたか。（複数回答可）
 1. 家族 / 親類 2. 友達
 3. テレビ 4. ラジオ
 5. 印刷物 6. タイ観光庁
 7. 旅行会社 8. その他.....

あなたは普段、地方観光情報はどこから入手しますか。
(複数回答可)

- | | | | |
|--------------------------|------------|--------------------------|-------------|
| <input type="checkbox"/> | 1. 家族 / 親類 | <input type="checkbox"/> | 2. 友達 |
| <input type="checkbox"/> | 3. テレビ | <input type="checkbox"/> | 4. ラジオ |
| <input type="checkbox"/> | 5. 印刷物 | <input type="checkbox"/> | 6. タイ観光庁 |
| <input type="checkbox"/> | 7. サービス会社 | <input type="checkbox"/> | 8. その他..... |

13. 今回の旅行前に、観光に対して、何を期待しましたか (一つだけ御回答下さい)

- | | |
|--------------------------|--------------------|
| <input type="checkbox"/> | 1. 美しい自然を楽しむため |
| <input type="checkbox"/> | 2. 地方の習慣及び風土を学ぶため |
| <input type="checkbox"/> | 3. 観光活動からの楽しさを得るため |
| <input type="checkbox"/> | 4. 観光地に休養するため |
| <input type="checkbox"/> | 5. 同旅行者と知り合いになるため |
| <input type="checkbox"/> | 6. 地方観光の経験を得るため |
| <input type="checkbox"/> | 7. その他..... |



二部 : 観光地に対する満足度

プライポーンパーンのタイスタイルの村の観光地の満足度に関してお答え下さい。

内容	満足度					
	非常に満足	満足	普通	やや不満	不満	分からない
観光地に対する満足度						
<u>自然</u>						
1. プライポーンパーンのタイスタイルの村の自然な観光地の景色及び美しさ (例えば、川岸のきれいな自然、虫 等)						
2. プライポーンパーンのタイスタイルの村の清潔さ						
3. プライポーンパーンのタイスタイルの村の静寂さ						
4. プライポーンパーンのタイスタイルの村の木立や自然の緑						
5. プライポーンパーンのタイスタイルの村の自然な観光地に対する、観光客人数						
6. プライポーンパーンのタイスタイルの村の自然な観光地にトイレの配置と清潔さ						
<u>旅行サービス</u> <u>情報のサービス</u>						
7. 観光地の中の案内表示について、目印や看板が十分にある。例えば、道案内看板等						
8. プライポーンパーンのタイスタイルの村の観光サービスセンターの接客態度						
<u>料理</u>						
9. 観光客のために、料理や飲物の清潔さ						
10. 地方の料理の特長						
11. 料理の味						
12. 食事する場所						
<u>お土産 / 農業生産物</u>						
13. お土産 / 農業生産物の特色						
14. お土産 / 農業生産物の品質						

内容	満足度					分からない
	非常に満足	満足	普通	やや不満	不満	
旅行活動						
15. プライポーンパーンのタイスタイルの村の旅行で自然の美に深く感銘を受けたか。						
16. プライポーンパーンのタイスタイルの村の旅行で地方の生活、及び習慣に触れる事が出来たか。						
17. プライポーンパーンのタイスタイルの村の旅行で地方の自然及び環境に関する知識を得る事が出来たか。						
18. プライポーンパーンのタイスタイルの村の旅行で地方の人々の生活及び習慣に関する知識を得る事が出来たか。						
19. プライポーンパーンのタイスタイルの村の観光旅行で珍しい経験や体験をしたか。						
観光客の安全						
20. プライポーンパーンのタイスタイルの村の旅行で使っている船の状態。						
21. 運転手は安全に船を運転している。						
22. 観光客のためのブイ等救命器具が用意されている。						
23. 観光客のための応急手当の用品が完備されている。						
営業 地方を表す性格						
24. プライポーンパーンのタイスタイルの村の人々の親しさ。						
25. プライポーンパーンのタイスタイルの村の人々は親切に案内や応援してくれたか。						
観光代						
26. プライポーンパーンのタイスタイルの村の乗船料などの旅行費用。						
27. 料理及び飲物の値段。						
28. お土産 / 農業生産物の値段						

内容	意見					
	全く賛成	賛成	どちらともいえない	反対	全く反対	分からない
<u>観光から得た知識</u>						
29. プライポンパーンのタイスタイルの村で自然環境の知識を得た。						
30. プライポンパーンのタイスタイルの村の人の生活及び習慣に関する知識を得た。						
31. 地方観光地について経験や知識を得た。						
<u>社会に対する地方観光</u>						
<u>観光収益の配分</u>						
32. プライポンパーンのタイスタイルの村の保全活動のメンバーに観光収益が平等に配分されている。						
33. プライポンパーンのタイスタイルの村の人は旅行からの収入を得ている。(例えば、料理、農業生産物等をよく売れた事)						
<u>地方開発</u>						
34. 地方観光お陰で、プライポンパーンのタイスタイルの村の人々の所得が増えている。						
35. 地方観光によって都市への出稼労働者の数が減少する。						
36. 地方観光はプライポンパーンのタイスタイルの村へ観光で観光者と村の人々との文化の交流が活発になる。						
<u>習慣及び環境保全</u>						
37. 地方観光はプライポンパーンのタイスタイルの村の人達がもっと地方の環境保全に努める。						
38. 地方観光はプライポンパーンのタイスタイルの村の人達が自分の生活及びの習慣を保存させる。						
39. 地方観光はプライポンパーンのタイスタイルの人達が自分の生活、及び習慣、及び環境に誇りを持つ。						

三部 : 観光地に対する満足度

あなたの正直なご意見を □ の中にマークを付けて下さい。

1. 今回の旅行は期待通りでしたか。

1.だから、期待通りです。
2.だから、期待を裏切られました。

2. もし、チャンスがあれば、また行きますか。

1.だから、また行くと思います。
2.だから、行かないと思います。

3. あなたは他の人にこの旅行を紹介しますか。

1.だから、紹介します。
2.だから、紹介しません。

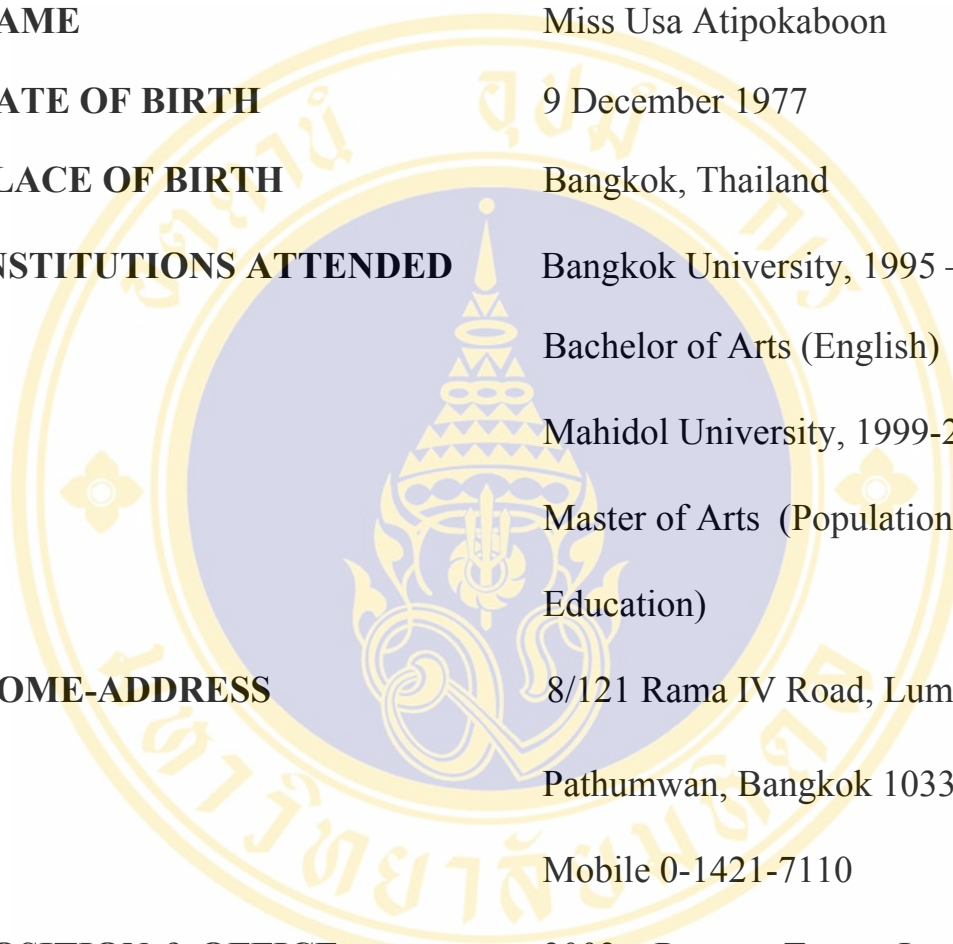
4. タイに地方観光を拡大、開発のため下記の部署にアドバイスを戴きたいです。

- 4.1 地方観光集団.....
- 4.2 地方観光地の人 / 家族.....
- 4.3 政治.....
- 4.4 観光者.....

5. 他のアドバイス

.....
.....
.....
.....

どうも有難う御座いました。

BIOGRAPHY

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