

**THE STUDY OF TOURISM MANAGEMENT OF KHLONG KHON,
TAMBON KHLONG KHON, AMPHOE MUANG,
SAMUTSONGKHRAM PROVINCE**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
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Thesis
Entitled

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SAMUTSONGKHRAM PROVINCE**

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THE STUDY OF TOURISM MANAGEMENT OF KHLONGKHON, TAMBON
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ABSTRACT

The research studied : 1) the Eco-tourism situation in Khlongkhon's community, 2) the tourism management and participation of Khlongkhon's community in the Musgrave Forest, 3) the problems, obstacles and suggested solutions to the community's problems in tourism management, and 4) the suggestions and patterns suitable for tourism management in Khlongkhon. The research is based on qualitative research methods.

The results of the research indicate that, the Eco-tourism in Tambon Khlongkhon has been started by the local administrative organization of Khlongkhon by emphasizing the benefits of a symbiotic relation between the community and the Musgrave Forest, which is the last valuable forest asset in the province. This area has not been widely known and popularized in the country despite Princess Sirindhorn coming to visit and plant trees in the forest every year.

The local administrative organization of Khlongkhon has arranged activities for tourists. Tourists can enjoy sight-seeing in Musgrave Forest and learning about the life-style of local people in the community and riding in the local boats. The most interesting and important activity is the reclaiming of mud land around the Musgrave Forest by planting new trees.

The most important problems for local tourism in Khlongkhon are : 1) the problems and limitations of the tourism arrangement, 2) the budget for development, 3) the conflict of tourism management and the preservation of Musgrave Forest, 4) the problem of non-participation among residents in the community as well as the non-understanding of Eco-tourism among the local people. To solve those problems, all parts of the community must cooperate to achieve the same purpose. At the same time, we must promote, encourage and support the local people to have a greater understanding of Eco-tourism and encourage participation from the local residents.

Arrangement of the tourism activities must be done together with natural resource preservation. The main aim must be the preservation and development of Musgrave Forest, which is one of the most remarkable in the community. The reputation of the shrimp paste of Khlongkhon community is one of the qualities of the area which needs to be preserved. Therefore, the first step to managing the tourism industry is to decide on the type of natural tourism. The chosen field should be developed to a higher level i.e. eco-tourism. This will help to reduce the import of Khlongkhon community while returning a high benefit to the people.

KEY WORDS : ECO-TOURISM / TOURISM MANAGEMENT / TAMBON / PARTICIPATION /
THE LOCAL ADMINISTRATIVE ORGANIZATION OF KHLONGKHON

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ศึกษาการจัดการการท่องเที่ยวตำบลคลองโคน อำเภอเมือง จังหวัดสมุทรสงคราม (THE STUDY OF TOURISM MANAGEMENT OF TAMBON KHLONG KHON, AMPHOE MUANG, SAMUTSONGKHRAM PROVINCE)

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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อ 1. ศึกษาถึงสถานการณ์การท่องเที่ยวเชิงนิเวศของชุมชนคลองโคน ตำบลคลองโคน อำเภอเมือง จังหวัดสมุทรสงคราม 2. ศึกษาการจัดการการท่องเที่ยวของชุมชนคลองโคนและการมีส่วนร่วมของชุมชนในด้านการจัดการการท่องเที่ยว 3. ศึกษาถึงปัญหา อุปสรรค และ การแก้ไขปัญหาของชุมชนในด้านการจัดการการท่องเที่ยว 4. เสนอแนะรูปแบบในการจัดการการท่องเที่ยวที่เหมาะสมกับสภาพของชุมชน โดยใช้ระเบียบวิธีวิจัยเชิงคุณภาพ

ผลการศึกษาพบว่า 1. การท่องเที่ยวเชิงนิเวศในตำบลคลองโคน อบต.คลองโคน เป็นผู้ริเริ่มดำเนินโครงการขึ้น โดยเน้นในด้านของการใช้ประโยชน์และการอยู่ร่วมกันของชุมชนกับป่าชายเลนซึ่งเป็นป่าชายเลนแหล่งสุดท้ายของจังหวัด แต่ยังไม่เป็นที่รู้จักและนิยมมากนัก ในทุกๆปี สมเด็จพระเทพรัตนราชสุดาฯ จะเสด็จพระราชดำเนินมาทรงปลูกป่าชายเลน ณ พื้นที่แห่งนี้ 2. อบต. คลองโคน ได้จัดกิจกรรมให้นักท่องเที่ยวนั่งเรือของชาวบ้านชมธรรมชาติของป่าชายเลน และวิถีชีวิตของชาวบ้านในชุมชน และที่สำคัญคือ ได้ร่วมกิจกรรมในการปลูกป่าชายเลนในดินเลนที่เกิดขึ้นใหม่ 3. ปัญหาที่สำคัญของชุมชนในด้านที่เกี่ยวกับการท่องเที่ยวคือ ปัญหาด้านพื้นที่และขีดจำกัดในการรองรับของชุมชน ปัญหาด้านงบประมาณในการพัฒนา ปัญหาความไม่สอดคล้องกันของนโยบายด้านการอนุรักษ์ป่าชายเลนกับการท่องเที่ยว และปัญหาของการไม่มีส่วนร่วมของชาวบ้านในชุมชนรวมทั้งความไม่เข้าใจเรื่องการท่องเที่ยวเชิงนิเวศของชาวบ้าน โดยการแก้ปัญหา จึงต้องมีการร่วมมืออย่างจริงจังและไปในทิศทางเดียวกันของทุกฝ่าย พร้อมทั้งจะต้องมีการกระตุ้นและสนับสนุนให้ชาวบ้านเข้าใจในเรื่องของการท่องเที่ยวของท้องถิ่นและให้มีส่วนร่วมมากขึ้น 4. การจัดกิจกรรมการท่องเที่ยว จำเป็นต้องดำเนินการควบคู่ไปกับการอนุรักษ์ทรัพยากรธรรมชาติ โดยเริ่มจากการอนุรักษ์และพัฒนาป่าชายเลนซึ่งเป็นจุดเด่นที่สุดของชุมชน มีการรักษาอาชีพการทำปะการังที่ขึ้นชื่อของชุมชน โดยการจัดการท่องเที่ยวในรูปแบบของการท่องเที่ยวทางธรรมชาติ เป็นขั้นแรกก่อน แล้วจึงพัฒนาเป็นการท่องเที่ยวเชิงนิเวศในลำดับต่อไป ทั้งนี้เพื่อให้ชุมชนได้รับผลกระทบจากการท่องเที่ยวน้อยที่สุดแต่ได้รับประโยชน์สูงสุด โดยที่ชาวบ้านในชุมชนสามารถรับได้และเหมาะสมกับวิถีชีวิตของชุมชน เพื่อสามารถยืนหยัดได้ด้วยตัวของชุมชนเอง

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CHAPTER I INTRODUCTION

1.1 History and The Critical Problems

Today, travelling has become part of people's life as they would like to have relaxation and reducing stress. Therefore, tourism activities have been created to suit what people's need.

Thailand is one of the country which supports tourism industry because tourism helps the growth of the country's economy and distribute revenues throughout the country which affect the country's GDP. However, the growth of tourism industry creates the signification drawback which lead to the deterioration of the tourism attraction areas and their images. To management the tourist attraction areas and reserve them in the way they have been always encounter with damageable environment and society reservation and the social development.

Tourism Industry requires utilizing the resources such as natural, arts and cultural resources and the services of people within the country. That makes many countries accept that the good participation and management of the industry will create jobs, and results in the good benefits to the economy of the countries. At the same time, it impacts the natural environment more than other industries. If any countries could have the right attention and take a very serious care of the natural resources of tourism as they have been, it will assist the Eco-Tourism which is part of the long lasting successful support to preserve them.

The attempt to compromise the tourism development and the environment preservation has been doing for a long time by placing the careful development strategies according to the theory under The Tourism Authority of Thailand (T.A.T.) is development with preservation to protect Thai tourism. Nevertheless, many processes which have been done have not yet shown the effectiveness outcome because of the confusion of the development between the economic requirement and the natural resources preservation and also the lack of the proper tourism management.

Under the countries requirement in building the balance of development, the preservation as well as the tendency of permanent development even in the world class, particularly the "Earth Summit" in Rio De Janeiro, Brazil in 1992 has pushed the agreement of cooperation between governments and private sectors in 21st Agenda which involved to Travel and Tourism Industry. The conclusions were divide into three areas which are as follow; (Science and Technology Institution of Thailand , 1997:1)

First, the tendency of the requirement of environment and natural resources preservation that covers all over the world starts from locality until to preserve, protect and solve the world crisis especially to preserve the habitation to remain the variety of the ecology

Second, the tendency of the requirement to acquire, learn or experience about environmental and natural resources of tourists and people in the societies. As they realize that the environmental preservation will increase the need of tourism industry expansion.

The three, tendency is relevant to each other. They will affect directly to the permanent tourism development. This form of tourism is now very well-known and called “Eco-Tourism”

The Eco-Tourism is the type of tourism which emphasize to build the conscious of people in the communities to help in preservation their nature and environment. To have them to be part of the preservation and understanding their ways of life which the result in less damage to the local environment and nature as well as distribute of income within the communities and create the understanding between tourists and local residences in the communities.

Khlong Khon community is located at Moo2 and Moo3, Tambon Khlong Khon, Amphoe Muang, Samutsongkhram Province has brought the idea of Eco-Tourism into their community which builds a very excellent reputation and converse better income into the community. Those activities are; management and participation in tourism activities, preserve their own life styles, manage and take care of their Musgrave Forest at the estuary of a river, doing fishing, making palm sugar, riding the moving board on the slush and making shrimp paste of Khlong Khon.

On the previous days, Khlong Khon residences lived on the natural dependence which was their Musgrave Forest at the estuary of the river. They also burnt the charcoal from the mangrove trees and inland fishery. Around 15 years ago, they were the leader in doing the giant tiger prawn farms which was the first area in the country. The farms changed local people’s life style. They started to invade the Musgrave Forests and destroyed them in order in expand the farm areas. Although, this new carrier had increased a lot of earning to local people and made them become richer but once economy crisis happened, it caused the shrimp farm losing a lot of profit. People started to abandon their farms because they couldn’t be able to make any profits anymore. At that time, their Musgrave Forest at the estuary of the river were severely damaged. However, the inland fishery had still been doing. In 1994, the provincial council, started to rehabilitate the project on the forest at the estuary of the river by undertaking the Eco-Tourism into the community according to the central government’s national planning.

The project used the successful pattern of Play Pong Pang and Khao Yee- Sarn communities, Amphoe Amphawa. In the beginning of the Eco-Tourism project of Khlong Khon community, there were quite the number of problems because the people didn’t understand the meaning and objectives of the Eco-Tourism. They assumed that this project would benefit to local business owners only. Therefore, they

ignored and did not pay enough attention. They still kept working for their living. This caused more damaged to the estuary forest, other natural resources an the habitation system around the forests which were the consequence.

In 1997, Her Royal Highness Mahajakri Sirindhorn came to Khlong Khon community to plant the Musgrave Forest as she was aware of the damaged of the forest. She also paid a very serious attention on Eco-tourism of this community because she would like to encourage the Eco-tourism as it could rehabilitate the environment and natural resources of community. According to her kindness, the project was restarted by the local administrative organization of Khlong Khon.

The local residences started to be aware of their environment and natural resources. They saw the important of their habitat and were understood more about the Eco-tourism in their community. At the same time, plant the tree in the Musgrave Forest still has been one of the important activities of community's tourism.

As the history of the community has been related to the Musgrave Forest and the forest at the estuary of the river while the tendency of travelling has also started to play the leading role. The change and adaptation have been done to support the expansion of travelling specifically Eco-tourism.

Nevertheless, to manage and to support the long lasting community tourism or to suit the community's way of life without any change or have less changing on the environment, local people's life-style and their forest at the estuary of the river within the community are also important.

This research will be emphasis on the education of Eco-Tourism management of Khlong Khon community. The Musgrave Forest and the forest of the estuary of the river in the community will be major part which connects to people's way of life, travelling, corporation and participation of the preservation within the community.

Furthermore, the researcher will learn about the suitable forms of tourism management for the community in order to make the long lasting, appropriated and perfect condition for the community. Finally, we fill find out the way to the Eco-tourism management in the community to be exists and permanent.

1.2 Objectives.

- 1) To learn about Khlong Khon's community way of life and its foundation, particularly, the Musgrave Forest and the forest at the estuary of the river.
- 2) To learn about an idea, pattern and mechanism of tourism management that suit the conditions of the community.
- 3) To learn about the problems, obstacles and how to rectify the community's problem in tourism management that impacts the environment within the community.
- 4) To learn the facts and conditions that relate to the community tourism.

1.3 Expectation.

1) To be aware and understand of the Khlong Khon's history, the foundation of community's life style in tourism.

2) To be aware and understand the pattern and mechanism of tourism management, the idea of tourism management and the suitable tourism pattern for the community.

3) To be aware and understand the facts and conditions that relate to the community tourism.

4) To be aware and understand the problems of community's corporation in tourism management together with the preservation of the Musgrave Forest and the forest estuary of the river in the community.

1.4 The scope of the studies.

This thesis will be studied on searching the suitable type of tourism management for Khlong Khon community. I will accentuate Moo 2 and Moo 3 of Khlong Khon village by spending time collecting and gathering information from October 2002 until February 2003 by using observation with and without participation, and interviewing people who live in the community, tourists and governing agents as well as doing more research on reading at the same time.

1.5 Limitation.

As Tambon Khlong Khon is a wide area and has seven villages all together, therefore the research was only done in two villages which were Moo 2 and Moo 3. The main signification facts of studying these two villages are as followed: They are easy to access, have enough density of population, the condition of the Musgrave Forest and the forest at the estuary or the river are completely perfect to study, and the convenient transportation to the two villages.

Those are the main reasons which I decided to choose these two villages for my research.

1.6 Words and definition.

Eco-Tourism is travelling to a place somewhere with the objectives to learn and enjoy the pure natural environments, societies, cultures and the local people's life style.

The basic ideas of Eco-Tourism are to gain the knowledge, understanding and responsibilities to the ecology as well as the awareness of local people's participation. In this thesis, it means the travelling in Tambon Khlong Khon.

Tourism Management refers to the management of the private business owners who live within outside of the areas of tourist attraction place, Non-Government Organization (NGO), general people, government sectors, the corporation between government agents and the private sectors.

Moreover, it will be considered on the relationship of the management and the distribution of the authorization and the benefits which, cause from the tourism to the organizations and community.

The forms of the tourism management will also include the management and development the existence and potential or the new tourist attraction areas. In the thesis, tourism management means the management of the local administrative organization of Khlong Khon.

Community is the group of people who live in the same areas and have some kind of relationship regularly such as communication, cultures, believes, ideas and sharing the objectives and intentions.

Moo 2 and Moo 3 of Khlong Khon villages are the sample of community in this thesis.

The Musgrave Forest (Mangrove forest) and the forest at the estuary of the river refer to the forest which include of *Avicenna Alba*, *Sonneratia* and *Rhizophora* sp. in Moo 2 and Moo 3 of Khlong Khon community, Amphoe Muang, Samutsongkhram Province.

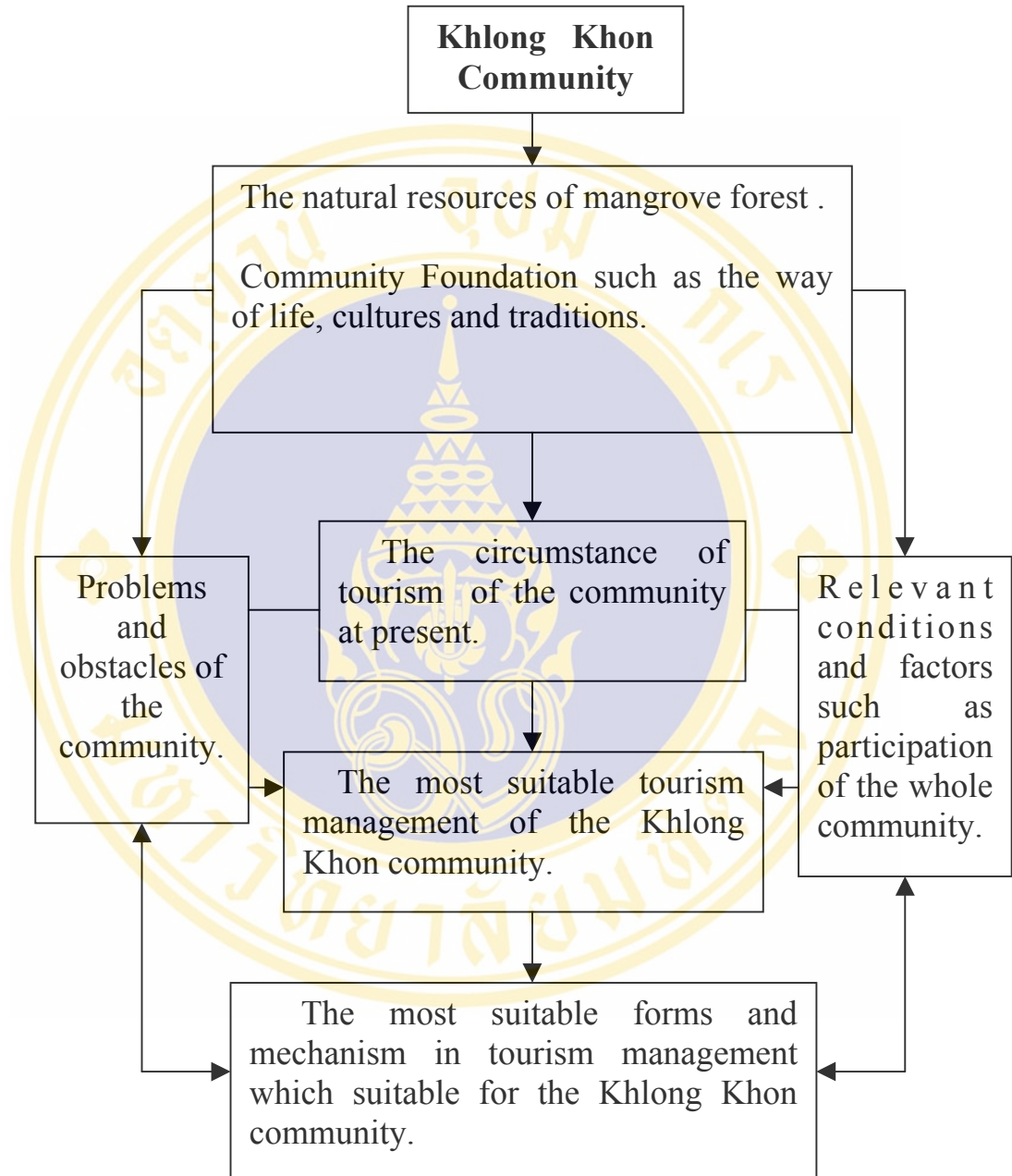
1.7 The Research Methodology.

This research will study to identify the most suitable tourism management for the community by paying the most attention to the Musgrave Forest and the forest at the estuary of the river as the major study. The tourism activities, problems or impediments and other factors which involve with the tourism of the Khlong Khon community will be used to as the minor circumstances. All of them, both major and minor issues, will be related and consistent in order to explain and build more understanding of Khlong Khon's tourism. These will lead to the most suitable and tangible form of tourism management of the community. Khlong Khon community is used in this study as the fundamental exemplification of tourism support such as, the participation in any activities of the people in the community.

The last part of this thesis will be the conclusion and the suggestion of the Khlong Khon tourism study.

To make the methodology more clearly and easy to understand, the author has put the methods into a diagram which is as followed:

1.8 Conceptual Framework.



CHAPTER II

THEORETICAL CONCEPT AND LITERATURE REVIEW

Documents and researches related to tourism management of Khlongkhon community, Samutsongkhram Province were collected and analyzed for this study. The contents are included as follows :

- 2.1 Concept and theories of tourism.
- 2.2 Concept and theories of the Eco-tourism.
- 2.3 Concept and theory of sustainable development and sustainable tourism.
- 2.4 Concept of the mangrove forest.
- 2.5 Concept of management and participation.
- 2.6 Related literature.

2.1 Concept and theories of tourism.

2.1.1 Ideas and definition of tourism.

Definition of tourism that has been widely acceptable is by International Association of Scientific Experts in Tourism (IASET) (Research for Development Institution of Thailand, 1993 : 1) quoted by 2 Switzerland people, Hunziker and Kraft as "Tourism is the product of special experience and relationship that derived from journey and temporary camping without doing occupation."

Navarat Kaewmat (cite in Nipon Chuemuengpan, 1999 : 12) said that " Tourism is one of the forms of human recreations that happened during leisure time and involves the journey from one place to another place. It is for relaxation of human's body and mind from other activities. It is for responding desire in changing the environment, especially, people who live in the complicated city to nature, new things, enjoyable activities, sports, recreations, study tours, meetings, and businesses and occupations.

From definition above, it can be concluded that tourism is the journey from one place to another place in particular time of period with the purposes of recreations, seeking for new things, and enjoyments.

2.1.2 *Component of tourism* (Tourism Authority of Thailand, 1995 :3-8) can be divided into 3 categories as

1) Attraction means thing that can attracts human inspiring to go to visit that place

Tourist Attraction means the area that tourist visiting. The area must have an attraction factor and this is one of the most important of tourist attraction. In one tourist attraction can have more than one attraction factors. If there are lots of attraction factors, it will attract lots of tourists who are interested in journey. Attraction factors can be divided into 2 groups as

- Natural Attraction Factor is the natural beauty that can attract people to visit that attraction tourism such as beautiful beach, forest, and wild animal life.

- Historical and Cultural Attraction Factor is what humans invented and therefore attract people to visit that place. For instance, architectural building such as temple, palace, and historical town. The way of life such as, floating market can be attraction factor that human has invented. Tradition and culture can be Loy Kratong, Thai dancing, and Buddhistic candle parade. The activities created by humans can be music concert and festival such as food and fruit festival.

2) Facility is a thing that supports journey in order to facilitate the journey. The most important facility is accommodation such as hotel or guesthouse. The second important facility is consumption. Therefore, it must have restaurants and tourist information provided for tourists. Touring is also another facility for tourists. Touring by travelling agent will help facilitate tourists.

3) Accessibility means way to access to the tourist attraction . It must have transportation for tourists. Accessibility can be in 3 ways, which are by land, by water, and by air. The tourist attraction that can be accessed by all 3 ways of transportation will be improved well. Vehicles for these 3 ways of transportation are also important for accessibility as well.

2.1.3 *Forms of Tourism.*

According to Science and Technology Institution of Thailand, different purposes of tourism lead to different forms of journey and can be divided as follows.

1) Tourism that is aimed for preserving natural resources, including the way of human life. This kind of tourism should be in the form of Conservative Tourism, which includes Nature-based Tourism, Cultural Tourism, and Historical Tourism.

2) Tourism that is aimed for recreation and enjoyment from the natural beauty is in the form of Nature-based Tourism.

3) Tourism that aimed to visit cultural and historical places which invented by humans and related to social life is a travelling for acquiring knowledge and proud. It is in the form of Cultural Tourism.

4) Other tourism, that is for relaxation, recreation, and enjoyment that focused on suitable services is in the form of Sport and Entertainment Tourism.

5) Tourism that is aimed for studying the nature in order to preserve the ecology system by participating local area, part of cultural tourism and historical ecology system, is in the form of Eco-tourism.

Moreover, Phayom Thammabut (cite in Nipon Chuemuangpan, 1999: 14-15) concluded the forms of tourism in management aspect as :

1) Nature-Tourism is a form of travelling that depended on the kind of using natural resources such as scenery, forest and wild animal. The activities include hunting, viewing, and biking.

2) Mass-Tourism means travelling by a big group of people. This kind of travelling usually has low control of preserving the natural resources and cultures. It may create the bad effect to the biological system. However, tourism has made lots of revenues to the country. Hence, the most necessary that need to be done is to manage this kind of tourism to the way of preserve the natural resources in order to create a sustainable tourism.

3) Sustainable-Tourism means any kind of travelling that has improvement and management systematically. It is also aimed to maintain natural resources and culture that humans have invented for sustainability.

4) Nature-based Tourism means Ecological Tourism or Eco-tourism. The word "**Eco-tourism**" is written by *Hector Ceballos - Lasscurain* in 1983 which had 35 new words created for the new form tourism that related to Eco-tourism such as Green Tourism, Alternative Tourism, Appropriate Tourism, Soft Tourism etc.

5) Alternative/ Appropriate Tourism by De Kadt proposed that policy maker should not exclude Alternative Tourism (which has tourism management standard which effects least environment and society) from Mass Tourism which does not have one and can destroy the environment. The policy maker should make any mean in order to change Mass Tourism to the tourism that aimed to preserve the environment so that it will create sustainable tourism.

2.1.4 *Alternative Tourism.*

Alternative Tourism is a new kind of tourism that is aimed to preserve sustainable natural resources and environment. It also includes taking the needs of local people into the account. It can be divided into 2 groups as follows:

1) Socio-cultural Tourism is aimed to visit closely to environment but not to destroy it.

2) Eco-tourism is aimed to the local area attraction for studying and emphasized on socio-cultural Tourism.

2.2 Concept and theories of the Eco-tourism.

2.2.1 Idea and definition of Eco-tourism.

2.2.1.1 Definition of Eco-tourism

Eco-tourism (Science and Technology Institution of Thailand, 1997: 6) is one of the forms of tourism that aimed to preserve environment of tourist attraction and natural resources, especially, ecology system. Eco-tourism, hence, is a part of Conservative Tourism which, leads to sustainable tourism. Eco-tourism will be in any form of tourism aiming to preserve environment.

Eco-tourism must have responsible for nature-based tourism, environmentally management, and education for involving people in Thailand. Eco-tourism is also defined in order to be clearer for involving people as below.

Eco-tourism (Research for Development Institution of Thailand, 1993 : 2) means the process of tourism, or the origin related to the study of the ecology of the tourist attraction or aiming in natural tourist attraction that is unique for that place. Therefore, ecology in tourist attraction, including emerging culture in that place or related culture or the original ecology system are important to eco-tourism.

Gail Nash (referred to a Seminar in Eco-tourism for preserving forest and community development ,1997 : 4-6) proposed the 7 fundamental of eco-tourism as follows:

- 1) Eco-tourism must avoid producing the negative effect that destroys the surroundings of nature and local culture.
- 2) Eco-tourism must educate tourists in order to concern the important of preservation of nature and culture.
- 3) Revenue from eco-tourism is led to preserve environment and preserved area management.
- 4) Local community including the nearby has to get benefit directly from Eco-tourism.
- 5) Eco-tourism must emphasize on planning and sustainability in tourism development by guaranteeing that the number of tourists will not exceed carrying capacity of local natural ecology system.
- 6) Most of revenue from Eco-tourism has to be within the country that owns the tourist attraction. Therefore, the eco-tourism should focus on local products and services.
- 7) Eco-tourism has to concern the use of basic structure that developed from idea of sustainability in resource management, reducing the use of fuel, preserving local plants, and managing tourism that fits the environment.

Sriporn Somboontham (cite in Nipon Cheumuangpan, 1999: 12) mentioned that Eco-tourism has more deeply meaning than offering product from new tourism for attracting tourists only. Eco-tourism is the idea that aims to maintain the advantages and the demand in preserving environment in order to improve the tourism that responding to economic and it is one of the important tools in sustainable tourism development.

Tourism Authority of Thailand (T.A.T.) defined the word **Eco-tourism** as " the journey into some place with the purpose of studying and enjoying along scenery, nature, social, culture and way of local life based on knowledge and responsibility in ecology system." Based on the definition, the tourists will be the group that seeking for these things as follows:

- 1) Any activities that offer variety of experiences
- 2) Experiences gained from travelling among the nature or experiences gained from different culture and the way of life in each local area.

- 3) Opportunities to study characteristics of nature and culture that is different in each area.
- 4) Preservation of nature and culture.

2.3 Concept and theory of sustainable development and sustainable tourism.

2.3.1 Sustainable development.

2.3.1.1 The meaning of Sustainable Development

Sustainable Development (Anan Kanjanakphan, 2000: 14) is the word which is often referred to any proceed activities. Due to its value-added or its positive meaning to the activities such as the farming, the fishing, the water system, the power production or the industry which are the production using resources for such project still do not forget to refer to sustainable development. In fact, every such activity can go to the sustainable development. Sustain is depended on the enough oriented or the profit oriented, which one is more realization, which is up to responsibility to use and maintain the resource and the environment. Many activities are needed to do for the living of human. Especially in the present society, human living, the using, the consuming have a purpose to live human being and the exist society. It had very forms and much complicate which can not know what to used or to consumed for each human being or each way of life.

There is the meaning of the sustainable development. In detail of the lecture on very wording, it is not different on philosophy or pattern. To the enough of the useful with the forever resource. In conclusion, sustainable development is the use of resources and environment with the clever thought to be highest useful in the long term as possible and has the least problems or affects in order to use eternally. When we consider deeply, It seems to be only best way. But, in fact, we can do or at least say that its means is not realistic, but the good way to go to sustainable development of people especially the corporation of people to tourism management on the ecology of people.

Sustainable Development (Supang Chantawanich referred, Anuchart Puangsamlee,1995 : 25-27) is the process in term of quantitative measurement that consist of variable function that makes people and community to build their uniqueness. This unique is able to stand with its destination and proud. This process emphasizes on the balance of people and community with economical, environment, society, politic and soul of the whole society.

2.3.2 Sustainable Tourism.

2.3.2.1 Meanings of the Sustainable tourism.

Sustainable tourism or Alternative tourism (Chaiyawut Chaiyaphan, 1998: 2) is the develop of tourism that manages the way to conserve the environment,

natural resources, including economical, society and cultural of the community that will lead to the sustainable succeed as follows :

- Ecological sustainability, the development of tourism must not cause the change to the residency system in the community. It must be in terms of environmental and natural conserved.
- Social sustainability, the ability of community to response to the tourism in terms of Industry and number of tourist without trouble shooting to the society.
- Cultural sustainability, community should be able to adapt its culture to the tourist culture.
- Economic sustainability, the benefit that community will be received from tourism and this benefit can create more revenue to people than the cost invested for such tourism.

The meaning of each sustainability mentioned above is very important. It can't be emphasized only one thing. Planning for sustainable tourism must consider every single factor simultaneously and must not bring the damage to the origin.

Sustainable tourism (Research for Development Institution of Thailand, 1993 :10)is the development that can response to the need of tourist and present native in community by protecting and reserve opportunity of the youth. In addition, it means to manage the resource in order to response to the necessity of economical, society and the beautiful while still remain the uniqueness of the cultural and natural system, also.

Anyway, it is the part of activity that manage by community, people, or farmer of that place in order to get additional revenue to community. For example, the tourist to gloat over the countryside, life in farm, consume the food produced directly from those farm. This sustainable tourism is the important method in developing agricultural, rural lifestyle and reserve environment. It is the new way of tourism and part of the home system tourism also.

2.3.2.2 The stake of sustainable tourism.

- 1) Try to valuably use the reserve : natural resource, society, and cultural are the most important factor in doing long term business.
- 2) To decrease the over consumption and trash : it will help cut cost for maintaining the damage environment and will help increase quality of tourism
- 3) To keep the variation on biological : to keep and to promote the variety of natural, society and culture, it has an important to the travel in long term and to help expand the tourism industry.
- 4) Improvement of travel planning : connection of tourism improvement to the scope of strategic planning of the nation development, of the local development, and of the environment influence which will help expanding the travel potential in long term.

5) To support local economy : tourism for local economic activity with consider on price and value of environment not only make economical, but yet help expand potential of tourism in long term.

6) To make corporation of local people : full corporation of local people not only make benefit to people and environment, but yet increase the quality of tourism managing.

7) Consult among stakeholder : always consult among enterprise, local people, organization, and stake constitute need to corporate, in the same way including problem solving and reduce conflict in the different benefit.

8) Training : with giving concept and operation on sustainable development to the local people on every level, with help increasing the quality of travel service.

9) To make marketing responsible of tourism : market which prepare information perfectly will help the tourist understand and to respect on the environmental nature, society, and culture of tourism resources and will help increase the satisfaction of travelers.

10) Researching : research and examination effectively help solving problem and increase benefit of tourism resources, tourists and investors.

2.3.2.3 Component of sustainable development (Research for Development Institution of Thailand, 1993 : 10-12)

1) Doing activity of travelling in the scope of capability of nature people, culture, and the way of life to travelling activity.

2) Realizing on travelling activity which has influence to people, culture, and the way of life.

3) Participating of people on travelling activity which has influence to people, culture, and the way of life to the travel.

4) Coordinating the economy need, social remain, and the keeping of environment prolong.

2.3.3 Theory of sustainable development and sustainable tourism, according to International Agreement of.

1) Environment is property and has the value to tourism must keep to be the same for the future descendant, not to destroy in the short time.

2) Travelling, the activity to provide the benefit for people and tourism resources to be equal to tourists means the tourists should not find only benefit from people and tourism sources. Tourists should receive benefit equally from tourism.

3) Managing the relation between the tourism and the environment must effect to sustainable development. Tourism must not destroy resources which make bad result in the future or effect to destroy environment.

4) Activity and development tourism. We should accept the natural condition and the pattern of the places which locate activity or the development as said before. In other word, if tourism source has weakness on the nature to much, we should develop this place in the scope and to affect the nature the least, such as limit the number of travelers, limit activity and time of travel.

5) Similarity of nature source must occur from the traveler need, local people, and travelling place.

6) Unaffordable changing, the changing must not destroy the theory of sustainable development.

7) Organization of tourism industry, the local organization and environment organization must accept the sustainable development rule and must join for the real result.

2.3.4 Sustainable Tourism Management.

Sustainable tourism management means resource managing to response the need on economy, social and the beautiful view. Meanwhile, still keep culture and ecology with the process of Sustainable tourism management consists of :

1) Area managing e.g. To manage benefit area, to study of the limit of area, to point the benefit way to build building and develop area, to control the tourism and the travelling activity, to prevent and decrease affect on area.

2) Study and meaning communication e.g. To promote the place to provide knowledge on every forms, to promote activity for knowledge and to build the realize on environment, to support the quality service, to promote local translators, to expand knowledge about ecology system and to give the learning to the people.

3) Tourism activity e.g. Focus on the activity which has no affect to environment or can protect and correct, activity promotion which provide knowledge, to have especially travelling activity, to make activity for the relation of the travelers, tour, local people.

4) Tourism service e.g. The promotion of responsibility service, make the coordination on the service of people, set the pattern of the service to similar to environment, training the quality of people, and support the standard service.

5) Environmental management, prevention, and affect decreasing e.g. Set the way to sweep and destroy garbage, set the way to prevent and destroy garbage, control the building plan, strict to the activity that destroy environment.

6) Marketing promotion e.g. Suggest to expand travelling sources which has a good manage and focus on target.

7) Participating of local people e.g. To support local people in area management, to up the level people to have potential to manage the environment, to training, to knowledge the participation.

According to the meaning and the process of the managing sustainable tourism, researcher conclude that, sustainable tourism management means the management the resource to response the economic need, social, and elegant view, still yet keep culture and the nature with the process of tourism management, study, communication of tourism activity, tourism service, environmental management including the prevent and affect, marketing promotion and the participation of local people.

2.4 Concept of the mangrove forest.

Mangrove forest (the Musgrave Forest) is the natural resource and is the composition of the seashore area and is the planting area and aquatic animals and land of animals. The mangrove forest seem to be the kitchen became, it is the source which cook and collect the foods for the living animals, to be house because it is the shelter for living and aquatic baby, and of the living on seashore, to be waste filter plant because it help absorb the dirty thing on the land the dirty thing on the land and to prevent the collapse of the land near seashore and produce oxygen, create the fresh for living, to be bridge connecting the land and the sea which help adapt the balance of seashore nature, and the last, to be food source for people who live near the seashore for living.

2.4.1 The meaning of the mangrove forest.

The mangrove forest (Sanit Aksornkaew, 1992 : 2) is the ecology consist of very plants and very aquarian which live together in the environment mud, saline water, always water sea search on.

2.4.2 Important of mangrove to human being and ecology.

1) Mangrove is the residence. In the mangrove, there are the residence for animal which very on the need of each species such as moisture, rough and clear of the soil in the time, the water sea reach on. There are six residence for animal : parts of plants, hole of twigs, surface of soil, in the land, water hole and the water way flow through the mangrove.

2) Mangrove is the perfect sources for very aquatic both economy animals and other animals such as the mammals, the reptile.

3) Mangrove is the food sources. The mangrove is the source product the nature food perfectly, because it connect between the land and the sea.

4) Mangrove is the source for the nest. Many animals enter to this area to brooding eggs.

5) Mangrove with the prevent the collapse of seashore. It helps decline the power of wind wave, storm and stream.

6) Mangrove with improve the quality of soil and water

2.4.3 The concept of define the benefit area of the mangrove in Thailand. (Sanit Aksornkaew, 1992 : 6-10)

The benefit area of the mangrove in Thailand has 3 areas as following :

1) Preventive area means the mangrove area is the place let it as the nature, keep it for environment and the ecology do not change anything. Such as prevent area for the plants and aquatic that it made value economy, natural area, area keep for the environment and the ecology system etc.

2)The economic area.

- Economic area A. means the mangrove forest which allow to take benefit in the special event for productive.

- Economic area B. means the mangrove forest which allow to take benefit of soil, but get the remind on the advantage and disadvantage. For example, industrial area, agricultural area, port area etc.

2.5 Concept of management and participation.

2.5.1 Concept of management.

1) The meaning of management.

Thaowan Nanthapiwat (1977:1) said, it means planing, operation, and control to meet organization's objective economically and effectively.

Thongchai Saydit (1988 :1) said, it means a mission of one man or men to help coordinate different people to get the goal.

The Science and Technology Institution of Thailand said, it means environmental study, prevention management, keeping environment and organization to management and to cooperation in management.

Cortland said, it consists of planning, managing, directing and controlling.

2.5.2 Concept of participation.

2.5.2.1 The meaning of participation

Wannarak Mingmaneeakin (referred at Shinnarat Somsueb :1996 , 24) said, the participation must feel on ownership. People who want to participate must get in every step of development of rural.

Nirant Chongwuttiwet (referred at Saowaluk Kusoltramas : 1998, 16) said, the participation occur from 3 concept that : interesting and worrying, unsatisfying together and agree to change in the same way. Beside the participation might come from the other concept : faithful, hesitation, power.

Dirake Rueksaray (referred at Saowaluk Kusoltramas : 1998, 17) said, the participation is the process in which the people had the goal to do together with equality of opinion. The scope of participation is analysis of people need, focus on goal or target, find resources, operation by plan and control and evaluation. For the concentrate of participation divide on many level :

- 1) Manage to get people to join.
- 2) Response.
- 3) Consult.
- 4) Duty to get one goal.
- 5) Strongly to analyze and develop operating plan.

The concept of participation is :

- 1) Participation is the right and the privilege.
- 2) Participation is the team.
- 3) Participation is the important part of the process of rural development.
- 4) Participation of the people in the more stronger basis, the more benefit to people.

Samphan Techaatik divided the participation into 5 levels the first, join to think and analyze the problem, making decision is the heart of the participation, planning, operation and, evaluation.

Strategic of participation of rural development means the process in which government promoting, leading, supporting and, creating opportunity in the rural in the form of person, groups of person and organization to get in participate to meet objective and policy.

- 1) Study to recover problem and the cause of problem.
- 2) Join to think and build pattern to meet people need.
- 3) Join to set policy or plan or project.
- 4) Join to make a decision using limited resources.
- 5) Join or improve developing management.
- 6) Join to invest in project activity.
- 7) Join to implement the policy, plan, project, and activity to meet goal or target.
- 8) Join to control, follow, evaluation, and maintenance project.

In conclusion, concept and the way to improve with the participation of people on that area can do much or less depends on :

- 1) Aim to people need.
- 2) Group activity.
- 3) Activity development must see the capability point of people on area.
- 4) The activity must go in the same way of the environment.
- 5) To start activity, must use the leader of that area.
- 6) Every step must let people to participate at first.

Participation has at least 3 conditions which are people have freedom to participate, ability to participate, and pleasure to participate. The way of management of participation has the main principle :

- 1) People is the center or the important part to make decision.
- 2) People involving to activity as the main cooperator.
- 3) People in that area have ability to define problem.
- 4) In long term, the decision from organization will be more increase than the decision from one group or one man.

2.5.3 Potential of people.

Potential means the ability behind itself, which will appear when the opportunity come. Each has different potential, positive side, and negative side or solver problem or make problem.

Potential of person on the living is the ability to adapt to get in the condition of environment to meet his need and satisfaction. Environment of life is the thing existing on nature. It is possible to be both resources people bring and power to enforce and limit of life.

Potential of person on the living means the ability to adapt the life to go together with the environment and the ability to change environment. In general, people have the potential to get life goes on in the changing environment. Just some people can change environment to response the need. People who want to improve their life quality set the living they believe better, then consider how to get life quality.

So, potential of people may be the ability hidden which may have unique or may not of person on that area. Might be ability to do something on the same way or do what to different to the different way. Including may be ability to develop or destroy the area. All these depends on people on that area will show thoughts, the ability to which way, some way or different way. Much or less, and must have the implement occur sightly.

2.6 Literature Review.

Datchanee Aimphan and his fellow (2000) studied the managerial tourism in term of middle ecology in part of self-manage tourism such as Yeesarn community, Playpong pang community, Samutsongkhram, Ban nong kao, Kanchanaburi, and Ban Pak Jan, Ayudhdhaya, as well as the part of receivable- manage (The department of forestry) such as the national park in the eastern and western forest. The interesting pants are follows:

1) To limit the area that which area can be visited by whom and how to arrange the schedule in the what way. The principle was to grasp the opportunity of recreation to be the majority and to define the prohibited area in part of tourism activities especially the western forest.

Moreover, the Eco-tourism still include the limitation of tourism area that bring to introduction of Eco-tourism in the western forest in suitable area in order to share the revenue and let the local people involve in managing their Eco-tourism.

2) The experience from the seven national park in the eastern of Thailand found that the management reservation was too tight. This make believe that ecological and environment of the national park for tourism will be sustained and local people insisted to help the national park by reserving more natural resources.

3) In the process of tourism management planning by community needed the survey of tourism resource of the local area and nearby by giving the knowledgeable and understandable in order to receive the trust from community member. In addition, the process in role of community and crystal benefit and evaluation are the needful things. This process build the right understandable in the community, reducing the conflict in the community.

4) Strong leadership and acceptant of community member is the necessity of the tourism management in the community.

5) Tourism management must emphasize to be the majority occupation not the minority.

6) The tourism in the community will be sustained must receive the cooperation from every section not only government but also private section, tourist, and community by itself.

7) Suitable market is the material for the tourism.

8) Building the tourism standard made the tourism sustained. Then, it should be the rule to define the standard of Eco-tourism. The responsible unit must help learning and define the acceptable rule.

9) The government must response to the need of the community more than what its want.

10) Define the process of each managerial services for the sake of local people.

11) The basic need for the success for the tourism management of the community is the unity and relationship in the society. However, tourism may bring to the conflict if there is not good communication.

12) Involved tourism management must start from the very party simultaneously and must have good management.

13) Tourism management must have sincerity between involved party and every party must known by itself well enough to recognize its target and aims.

14) The way to management the tourism for the local or community.

- Must know the origin of natural resource, culture.

- Must realize, value, and know the meaning of benefit that will receive from tourism.

- Human resource in community must involve in process of tourism such as, the older can to transitive their knowledge to the generation.

- Management every sides ; tourism resource, society cultural, etc.

- Must know the technical that will help secure the tourist.

- Tourist guide must know oneself and realize the capability in the tourism by him or herself.

- Must involve in everything, every factor.

Pirin Soijaturong (1997) studied the strategy of the promotion the natural travelling in Doi Inthanon (Chiengmai province), found that, the guide book of ecology has the benefit to be useful. Its help for give knowledge about the relation between the living and environmental of tourism, besides still help increase the quality tourist, who never do damage to the natural environment. With this research, it can bring to adapt and to guiding the travelling promotion to other natural organization.

Niphon Chuemuangphan (1999) studied the direction of tourism attraction management as the principle of eco-tourism in a case study of Phu-chi-far, in Chiang Rai province. The study reveals that, the direction of tourism attraction management at Phu-chi-far should distribute power and authority to local levels and there should be an emphasis on local people to participate in management as part of the eco-tourism policy. In addition, the study reveals that the tourists should understand the value of eco-tourism. It is also important that local people should understand the services of eco-tourism, participate in the management of eco-tourism and have an interest in it.

Simultaneously, the relating organizations must recommend and support the tourists and local groups. Moreover, the tour operators must underline the standard of eco-tourism. Tour guide groups must be aware and be able to impart knowledge of eco-tourism to the tourists. In a practical way, all groups should coordinate to implement tourism management, to harmonize the aims and objectives in order to promote the success of eco-tourism management.

Salid Sangaram (1998) studied the capability and the way to manage the national park for Eco-Tourism by using Phang-nga Bay to be the case study. The research found that the area and natural resource of the Phang-nga Bay National Park had had high capability that suitable to be the place for the eco-tourism.

For the management, it had the middle capability. The eco-tourism managed by enter-prenuer and local people had high capability. It resulted to middle environment and introduced the methodology of management that it should have the development of human resource, should improve the ecology system and the good service to tourist, should emphasize in coordination and cooperation with involved party and introduce the variable eco-tourism activities and follow the result.

The Forestry Research Center, Kasetsart University, studied “the project of tourism for ecology : Southern case” in 1994. This research used the eco-tourism to connect the benefit of economic and natural reserve together in order to be the theme in planning the eco-tourism. The research shown that the eco-tourism must be careful not to let the change destroyed the value of ecology meanwhile it must help building the economical opportunity to local people also. The eco-tourism consisted of 3 main idea as follow :

- To build the conservation in environmental reserved.
- The pleasure of tourists.
- The involution of local people.

The Research for human and environmental Project, Graduate level, Chiangmai University joining with Damrongrajanuphab Institute (2000) does research for “Project studied for tourism management in the response area of the local administrative organization” in order to study the point about the relationship of tourism in general with local community. They introduce the method of tourism management with 9 case studies. For example, Doi Suthep in Chiangmai, Banchieng in Udonthani, and Sarika waterfall in Nakhonnayok, etc. The research found that both of the local administrative organization had a lot of obstacles and limitation in tourism management. The most important problem was the limitation of budget in human

resource, in coordination, in the authorization limit, rule and regulation, also the problems in and out of both organizations.

The future trend of tourism management is that people should get together with the local administrative organization to help each other to develop their place. Therefore, it should blend the area and working method of every level in every sections both government and private and must decentralize the authority to the local level, in order to help take care the natural resources.

According to the studied, the tourism management pattern had been set into 5 points : public relation, tourism exploration and development, management, tourism planning and development, and tourism security with 6 patterns as follow :

- The local administrative organization manages all the jobs.
- The local administrative organization manages all the jobs with outsourcing the consultant from outside the community.
- Create the committee from involved party to manage.
- Co-operation.
- People in community take care of the job.
- Hire or give the exclusive right to private company outside the community.

From those 6 patterns with 9 case study can be concluded that the tourism under responsibility of the local administrative organization should run by the third pattern in which the committee from involved meeting management all jobs would be the most suitable method. Anyway, the second priority method is pattern 2 in which the local administrative organization manages the job with consultant from outside the community.

CHAPTER III RESEARCH METHODOLOGY

3.1 Type of Education.

This research is the qualitative research on tourism management which is the specific case study which explaining the relationship between the Musgrave Forest and the forest estuary in the river and the local tourism.

It begins from the researcher author collecting the information from any tourism sources, interviews some experts on different types of tourism, but concentrates on eco-tourism and gathers the general information of Khlong Khon community, Amphoe Muang, Samutsongkhram Province and near by communities.

The study and field training information collection together with finding more documentaries from previous researches on any forms of tourism in Thailand which had been done. Most of the field training information includes the selection and preparation of areas study, the material preparation, method of collecting information, the synthesis and analyze of the information and talking all the information to the conclusion in order to find the most suitable tourism management for Khlong Khon community.

3.2 The Areas selection.

In this study, the researcher selects the Khlong Khon community Moo 2 and Moo 3: Bann Khlong Khon, Amphoe Muang, Samutsongkhram Province is the main target areas. Because the areas have the interested and varieties of ecology both environment conditions and the way of life of local people. Particularly, the community has had the relation with the Musgrave Forest and the forest of the estuary in the river for a long time. Furthermore, people in the community have had depended on inland fishery such as using moving board on the mud to find the ark shells and the giant tiger prawn farming. Later on, the people start to gather together to arrange the permanent tourism activities within their community to support the expansion of eco-tourism which affect from the neighbour communities, Khao Yee-Sarn community, Amphoe Amphawa. There communities near by have been gathering together for the eco-tourism and it has been very successful.

Therefore, the local administrative organization of Khlong Khon brought in an idea of community tourism to support the tourism within the community and preserve the community natural resources, the Musgrave Forest and the forest of the estuary in the river. They use of planting the Musgrave Forest to planting the main strategic policies.

Moo 2 and Moo 3 of Khlong Khon community are selected because the size of the community are not too large, the convenience of transportation and the researcher can access to work with government agents and local people easily.

3.3 Collecting Information.

3.3.1 Collecting information from documentaries of other researchers who had done their researchers such as thesis, researches, magazines and articles. Those documents come from different sources which are followed ;

- Central library of Mahidol University, Salaya campus.
- Language and Cultural Institute for Rural Development library of Mahidol University.
- Environment Faculty library of Mahidol University.
- Her Royal High Princess Mahachakkri-Sirindhorn library, Chitralada Palace.
- National library.
- Documents in the community.

3.3.2 Field Training Information Collection.

1) Research areas preparation; the researcher meet with the local administrative organization of Khlong Khon, community leader, and local people to introduce myself and informs them the purposes of being into their community. And also ask for their corporation, convenience in collection the information and general information of the community including the Musgrave Forest and the forest at the estuary of the river in the community.

2) Research material are included ;

- A camera which is used in the field training to record any situations to use as the evidence and to support the collected information.
- A memorandum book which is used to record information from the field training during and after the observation and interview.

3.4 Information collection Methods.

3.4.1 Observation

- Participant Observation. The researcher participates in any activities in every daily life and meetings with the community village, and the local administrative organization of Khlong Khon. This kind of observation are also includes the any community activities and local people in the village in a period of time.

- Non-Participant Observation is the observation of general area conditions without participating in any community activities.

3.4.2 Interview are included Non-Structural Interview and In depth Interview.

The Non-Structural Interview or informal interview is done to build up the closer relationship with the local people in order to collect the specific information without letting them know that they are on interview and collecting information so

that it will be like talking to them. This type of interview can lead to the persons who have the genius information. The guidelines of this interview are :

- Personal information such as name, gender, age, career and the length of staying into the community.
- General society conditions culture, and the way of life of local people. For instance, the history of the community, the leader of the community, career of the local people, religious and believes and traditions.
- The relationship of the people in the society and the Musgrave Forest such as the environments and natural resources. The history of mangrove and the forest at the estuary of the river, career and the ecology of the Musgrave Forest and the other forest at the estuary in the river.
- The travelling of the community e.g. the problems, participation of local people and the future or the travelling to the community.

3.4.3 The target group of the interview are as followed :

- 1) The elderly people who live in the community as they can explain or provide information about the history of the community, the life styles of local people, culture, thought and beliefs, norm and the change in any aspects.
- 2) The leaders of the community which are including the headman of the village and the leader of the local administrative organization of Khlong Khon. Most of these people will be asked about the village information, the administration in the village, the support from government and private sectors, the problems and the changing within the villages of community.
- 3) The local people in the community. They will be interviewed about their general lives of their living' tourism in their community and the fundamental budget of the community tourism.
- 4) The outsiders who lie outside the villages such as tourists and the people from Khao Yee-Sarn. They will be interviewed about their point of views about the villages of Khlong Khon community.
- 5) The group of people who are involve in arranging the tour to Khlong Khon community for example, the local administrative organization of Khlong Khon, the group of headman of the village, Mr. Mana in Moo 3 village. Most of the questions are the problems and the barriers of the community which affect to the tourism.

Most of the in depth interview is done by selecting the key informant who know and have direct relevant to the tourism and the Musgrave Forest and the forest at the estuary of the river such as Mr. Montri Sookchuoy (deputy of the local administrative organization of Khlong Khon) , Mr. Wanchai Tomuaen (public health of Tambol Khlong Khon) and the community leaders whom the villagers have the respect to is Mr. Paiboon Rattana-pongthara or the headman “ Chong”

3.5 The Information Examination.

To exam the information, the researcher will use the participant and non-participant observation by recording all the information and proof by asking directly from the local people who involve in the Khlong Khon's tourism. For instance, Mr.

Montri (deputy of the local administrative organization of Khlong Khon) , Mr. Paiboon Rattana-pongthara or the headman “ Poo Yai Chong”. This will help in collecting the right and cover all the information points which are useful for the community and the thesis.

3.6 The Memorandum and Composition.

The researcher will write down in the memorandum book every time during and after the observations, interviews, group discussion and activities participation. Moreover, taking pictures is also done to use as the evidence. Then the composition will be done later on to make sure that all the collected information are clearly and be able to systematize. However, if some of the information do not complete or not yet enough, the researcher will do more research and redo the conclusion.

3.7 The Information Analysis.

The researcher will bring the theories or other principles which are related to the local tourism to use as the guidelines in analyzing to find out the cause, mechanism or other factors which lead to the suitable community tourism under the circumstance or the situation of the community tourism at present. However, the researcher has to be careful on the fundamental factors, the community budget, the unique of the community's tradition, the way of life, or the tourism resources in the community as the major factors. Furthermore, the trends and the theories such as, the tendency of eco-tourism management, the participation theory of the community and the through of the Musgrave Forest have also been used to explain and be part of the analysis to find the solutions of the relationship of all factors which relate to the best suitable form of the tourism management of the community.

3.8 The Information Presentation.

The information will be presented in description and expression on thought and ideas to use in analysis. The information will be separated into six chapters which as followed ;

- Chapter I : Introduction.
 - Chapter II : Theoretical Concept and Literature Review.
 - Chapter III : Research Methodology.
 - Chapter IV : The Results of Study.
 - Chapter V : Analysis.
 - Chapter VI : Conclusions, Discussion and Suggestions.
- The last part is the appendix.

3.9 Period of Collecting.

It take about 6 months from October 2002 – March 2003.

CHAPTER IV THE RESULTS OF THE STUDY

4.1 The areas of Samutsongkhram Province.

4.1.1 General facts of the province

The Samutsongkram Province is located near the beginning of Mae Klong River which is 65 kilometers southeast of Bangkok, Thailand (south central area of Thailand). One can get there by taking highway number 35 (Rama II Road) from Bangkok. The total area of the province is 416.707 square kilometers or 260,422 Rais and therefore, the smallest province in Thailand. The province mostly composes of agriculture economy. In addition, the province includes three local areas which in Thai are called ‘Amphoe.’ These three local areas are called Amphoe Muang, Amphoe Bangkhon-Tee, and Amphoe Amphawa. In terms of general location, the province is close to the following provinces:

From the north Samutsongkram province connects to Ratchburi and Samutsakorn provinces by having Khlong Don-manora (Don-manora canal) and Khlong Rang Ha Tam-Lung (Rang Ha Tam-Lung canal) dividing the area in Amphoe Bangkhon-tee and Amphoe Muang Samutsongkram.

From the south, the province connects to the Gulf of Siam or Ao-Thai right at the beginning of the Mae Klong River and Petchburi Province.

From the east, it connects to Samutsakorn Province at Khlong Prom Dan (Prom Dan canal) is divided area and Amphoe Muang, Samutsongkram.

From the west, it connects to Petchaburi and Ratchburi provinces by having Khlong Wat Pra Doo (Wat Pra Doo canal) dividing the area.

4.1.2 The weather

Because the province is close to the Ao-Thai and the Southern China Seas, the province experiences a lot of rain from the southwest monsoon during rainy season. In addition, its close proximity to the Ao-Thai also causes the province to experience humidity all year round. Therefore, the weather is usually not too cold during the winter and not too hot during the summer. The seasons can be categorized as the following:

- Rainy season starts from May until October yearly. The rain is cause by the pressure from the Southwest and Chinese monsoon, and therefore, the province

usually experiences a lot of rain each year. October is usually the month in which the province experiences the most rain during the year.

- Winter starts from November until January because the province and Thailand is located in northern hemisphere. However, because of the close proximity to the sea, the winter is usually not too cold and occurs only in a short time period.

- Summer begins from February until April. As the province is located close to the seas, the weather is usually not that hot.

4.1.3 Samutsongkhram's Geography.

Samutsongkhram is located in the central region and occupies a low lying area crisscrossed by water ways. The province consists of Mae Klong River flows in central part from north to south passing Amphoe Bangkhon-Tee and Amphoe Amphawa and then flowing into the sea at Amphoe Muang, Samutsongkhram. This divides the province into eastern and western parts of Mae Klong River. The eastern land is slightly higher than the western land. Samutsongkhram is also located along the sea coastline of Ao-Thai. We can find the Musgrave Forest along the sea coastline especially at the estuary of the Mae Klong River. There is only one mountain named KhaoYee-sarn which is in Amphoe Amphawa. Besides Mae Klong River, There are also Mae Nam Orm (Orm River) and other three-hundred khlongs (canals) which originated from Mae Klong River. According to its geography, Samutsongkhram is the area perfect for cultivation and water transportation.

4.1.4 Water Resources

4.1.4.1 Ground water: as the main river crosses the province from the north to south is the Mae Klong River, it provides the province an excellent source of ground water. The river is separated into small canals which allow the ground water to flow in every area of the province. This khlongs (canals) also helps in the draining the water from the Mae Klong flat areas to the Ao-Thai. The main rivers in Samutsongkhram province are:

- Mae Klong River: the beginning of the river is Kwai Noi and Kwai Yai which combines at Amphoe Muang, Kanchanaburi Province, through Mae Klong Dam. The river then goes pass Ratchburi Province at Amphoe Bangkhon-Tee, Amphoe Amphawa and to the Ao Thai at Amphoe Muang, Samutsongkhram. The length of the river that passes through Samutsongkhram is 30 kilometers.

- Khlong Dumnern-Saduak (Dumnern-Saduak Canel) was dug to connect with Ta-Chine River at Samutsakorn Province and Mae Klong River at Samutsongkhram which passes through Tambon Bang Nok-Kwage, Amphoe Bangkhon-tee, Samutsongkhram province. The length of this canel is two kilometers in length.

- Khlong Amphawa separates from Khlong Dao dong, Amphoe Amphawa and goes to Mae Klong River at Tambon Amphawa, Amphoe Amphawa, Samutsongkhram Province. It is seven kilometers in length.

- Khlong Pracha-Chonchuen separates from Mae Klong River at Tambon Suan Luang, Amphoe Amphawa and goes to the south to Khlong Khud Don Chan, Tambon Bang-Khantak, Amphoe Amphawa, Samutsongkhram. It is six kilometers long.

- Khlong Khud Kumnan Somboon separates from Khlong Khud Noi at Tambon Play Phong-Phang, Amphoe Amphawa and connects to Khlong Yee-Sarn, Amphoe Amphawa. It is 8 kilometers long.

- Khlong Khud Don Chan separates from Khlong Pracha-Chomchuen at Tambon Bangkhon-Tee, Amphoe Amphawa, and goes to Khlong Yee-Sarn, Amphoe Amphawa. It is 14 kilometers long.

- Khlong Yee-Sarn separates from Klong Khud Kumnun Samboon at Tambol Yee-Sarn, Amphoe Amphawa and goes to Bang-Taboon River, Amphoe Ban-Lam, Petchburi Province. In Samutsongkram, the khlong is 6 kilometers long.

4.1.4.2 Underground water.

This category is separated and characterize by water absorption rock level; for example, Chao Praya River also has the water absorption rock level.

4.1.4.3 Basin.

In Samutsongkhram, this category is separated and characterize by ground waterline, which in this province, it contains 3 main basins, that are Ta-Chine River, Mae Klong River, and Petchburi River.

4.1.5 Soil Resources.

Soil Resources is separated into two types and can be describe by defining Landform, soil origin material and topography.

1) Active Tidal Flat (the flood sea shore plain). This areas is connected to the seashore of Ao-Thai. In this category, the area is characterized as being between the height of sea level to one meter above sea level. This area as a lot of sediment that piles up year by year. These sediments usually are small size. After a while, some turn into clay or clay with the powder sand, and these materials are usually high in salt composition. The ground is soft and has low weight barring capacity. The soil is green or gray in color and it can be found within 0 – 50 centimeters in depth. Most of these areas are flooded in the rainy monsoon season, but usually the low sea level areas are flooded everyday.

2) Former Tidal Flat (The plain that the sea flooded in the past). This area is characterized as being between the height of one to three meters from sea level. In the past, the land of these areas usually flooded during the rainy monsoon season and so a lot of small sediments were collected. However, most of these sediments at the present have become clay or clay with powder sand. In 100-130 centimeters depth, the gray and green soil can be found.

4.1.6 Forest Resources.

In the past, this province had an abundant amount of mangrove swamp through the seashore of Ao-Thai which stretches in a length of 23 kilometers. The forest were in Amphoe Muang and Amphoe Amphawa and was connected with the forest in Samutsakorn Province (North-East) and Petchburi Province (South-West). The forest was separated in two parts by Mae Klong River. One part of the forest is separated in Tombon Bang Kaew and Bang Cha-kreng, Amphoe Muang and another part in Tambon Lam-Yai, and Tambon Khlongkhon, Amphoe Muang and Tambon Yee Sarn, Amphoe Amphawa. At the present time, the forest has changed and has decreased day by day. However, some parts of the forest had also been restored again, especially at Khlong Kone. In 1986, the Musgrave Forest in this province was about 124.28 square kilometers (From the report by the department of forestry). In addition, most of the current forest is now with private property hands. Economic Area A: 7.42 square kilometers and Economic Area B: 117.40 square kilometers.

4.1.7 The Tourism attraction and Interested Places.

1) Wat Petchsamut (Petchsamut temple) or Wat Banlam is one of the most important famous temples in this province. In Luang Por Ban Lam, there is a standing Buddha image carrying a Batra (Monk's bowl). This Buddha statue is considered as being sacred among the locals and so is worshipped by many people. The temple also has a museum which shows many Buddha images and a lot of the other ancient things.

2) Don Hoi-Lod (pipe-shell sand bar) is piled up with sediment of soil land sand at the mouth of Mae Klong River. This area is 18,026.25 Rais, and it compromises with many shells. The most famous of these shells is Hoi-Lod (pipe-shell). During low tide, the sand bar can be seen and so, tourist can come during this time to catch the shells on it. In front of this area, Krom-Luang Chumporn Khet Udom-Sak's monument is a sacred place of the people of Samutsongkhram. There are also have local seafood products shops and seafood restaurant for tourist in the area.

3) King Rama II's garden is in Amphawa. This monument was built in the belief that Rama II was born at this area. In this garden, there are many interesting things such as King Rama II's museum, the Thai style houses, the antique things from Ratanakosin period and objects that people used during the Rama II's period. There is also an outdoor theater and the botanical garden, which there is a famous tree of literature. This area also includes local product shops and fruit-shop for tourist.

4) Wat Khao Yee-Sarn (Khao Yee-Sarn Temple), the ancient place built during the last years of the Ayudhaya period. The areas of interest in this place includes Pra Viharn, which is a temple on top of the mountain that looks like a ship and within the temple there are four Buddha foot-prints. There is also Mondop, a sculpture wood, which crafts very beautiful ancient wooden doors. The folk-life museum has collected many ancient things that local people used in everyday life from past to the present. This museum is considered the origin of eco-tourism in this province.

4.2 Area Under Study : Tambon Khlongkhon, Amphoe Muang, Samutsongkhram.

4.2.1 General Condition

1) Location

Tambon Khlongkhon occupies an area of 33.69 square kilometres (21,056 Rais). It is located on the west of Amphoe Muang. The distance from Amphoe Muang to Tambon Khlongkhon is approximately 16 kilometres. Tambon Khlongkhon is surrounded by other Tombons as follows:

Form the north, Tambon Khlongkhon connects Tambon Bang-Khantak, Amphoe Muang, Samutsongkhram Province.

Form the south, it connected Tambon Ban-Lam, Amphoe Ban-lam, Petchburi Province.

Form the east, it connected Tambon Lam-Yai, Amphoe Muang, Samutsongkhram Province, and Ao-Thai.

Form the west, it connected Tambon Yee-Sarn, Amphoe Amphawa, Samutsongkhram Province.

2) Population

In Tambon Khlongkhon, There are 4,393 people that divide 2,212 males and 2,181 females (The information is obtained from Wanchai Tomuen, Tambon health officer, in year 2001).

3) The Local Area of Tambon Khlongkhon.

In Tambon Khlongkhon consists of 7 villages (7 Moo-Ban) as follows :

- Ban Khlong Khot, Moo 1, is located on RamaII Road (Thonburi-Pakthor Road) Its northern part is connected with Tambon Bang-Khantak, Amphoe Muang and having Khlong Takian (Takian Canal) as an area divider. The southern part is connected with Ban Khlongkhon, Moo 2. The western part is connected with Ban Pracha-Chomchuen, Moo 6. And, the eastern part is connected with Tambon Lam-Yai, Amphoe Muang by having Khlong Klang (Klang canal) are merged by Khlong-Khot. Khlong-Khot is an important khlong that divides areas of Moo 1, Moo 2 and Moo 6. Much of the land consists of coconut plantations and giant tiger prawn farms. The main occupation is working in coconut plantations and coconut sugar production. There is one manufacture of grounded fish which is located on RamaII Road. There are two ways to access Ban Khlong-Khot: first , by using RamaII Road or Thonburi-Pakthor Road ; second, by passing through Moo 2. People construct their houses in the old way, that is house are situated along the Bank of the khlong and they usually live close to one another resulting in the cluster of houses.

- Ban Khlongkhon, Moo 2, has its northern part connect with Ban Khlong-Khot , Moo1 and having Khlong Mai (Mai Canal) dividing the area of Ban Khlongkhon and Ban Khlong-Khot. In its south, there is Moo 3 having Khlongkhon as the main khlong dividing the area of Moo 2 and Moo 3. Thus, both villages are named Khlongkhon because they are named after the khlong that passes by. The eastern part of Moo 2 is connected with Ao thai and the western part is connected with Ban Pracha-Chomchuen, Moo 6 by Having Khlong Mai dividing Moo 2 and Moo 6. There is a density of habitation in Moo 2 because there is the main road pass through it together with the road itself having constructed along Khlongkhon. People build their houses on the Bank of khlong and nearby the road. People main occupation is fishery, for example fish and giant tiger prawn catching and muscle farming. Another important occupation is Khlongkhon shrimp paste production which is usually situated along the river. Special activities and festivals are usually arranged in Ban Khlongkhon, Moo 2. For example, the arrangement of tourism activity and reforestation of mangrove wood. The important local festivals are the procession of Por-Poo-Khun (The old thing that the people be esteem) and pouring bathed water onto it and the procession of Chao-Por-Khao-Tok (The sacred Buddha image) on Songkran's Day or Thai New Year Tradition. The main problem of Moo 2 is the large part of its area is lower than sea level, or it can easily be flooded. When the tide goes up, water will get in the road making inconveniences to commuters and tourists.

- Ban Khlongkhon, Moo 3, is located on the opposite side of Moo 2. Its northern part is connected with Ban Pracha-Chomchuen, Moo 6 and having Khlongkhon as an area divider between that. The southern part is connected with Thai Gulf and the eastern part is connected with Moo 2 having Khlongkhon as an area divider, also. The western part is connected Ban Praek-Thalay, Moo 4, having Khlong Praek-Thalay and Khlong Praek-Song as a divider between Moo 3 and Moo 4. Within Moo 3, the planting Musgrave Forest is initiated at the estuary of Mae Khlong Bay. Her Royal High Princess Mahachakkri-Sirindhorn has come to plant the mangrove trees the first time on September 3rd, 1997. This creates a concept of reforestation activity and marks such a good beginning of it. In Moo 3, large number of people has the occupation of local fishery which in similar to Moo2, Ban Khlongkhon. There is one person who is important and respected by Moo 3's people because of his outstanding performance in encouraging people to reforest mangrove wood and promoting related tourism activities in this area. His name is Mr. Paiboon Rattana-pongthara or the headman "Chong".

- Ban Praek-Thalay, Moo 4, is a small village. It is located between Moo 3 and Moo 5. Its location is far from the Khlongkhon-Khlong Chong main road. To access Ban Praek-Thalay, Moo 4, one must get to a local pier and travel by boat to reach Moo 4 village. People's Houses are built on the Bank of the khlong. Houses are scattered. The main occupation is giant tiger prawn farming and traditional fishery due to the geographical features of Moo 4 which consist of many small khlongs and giant tiger prawn ponds. The northern and the eastern parts are connected with Ban Khlongkhon, Moo 3 by having Khlong Praek-Thalay, and Khlong Praek-Song as area dividers

respectively. The southern part is connected with Gulf of Siam or Ao Thai, and the western part is connected with Ban Khlong- Chong, Moo 5. Ban Praek-Thalay, Moo 4, has Khlong Praek-Thalay, passing through the center of the village. It also has one monastery named Praek-Thalay that which is situated opposing the local fishery pier.

- Ban Khlong-Chong, Moo 5, is a large important, and old community which is similar to Khlongkhon, Moo 2 and Moo 3 communities. Its northern part is connected with Ban Praek-Thalay, Moo 4. The southern part is connected with Ban Khlong-Chong Noi, Moo 7, by having Khlong-Chong as an area divider. The eastern part is connected with Ao Thai, and the western part is connected with Tambon Yee-Sarn, Amphoe Amphawa by having Khlong Khud Don-Chan and Khlong Yee-Sarn Kao are merged by Khlong-Chong. This helps in reducing the community distance in the old days. People's main occupation is traditional fishery because it's general geography of Moo 5 consists of small Khlong that are separated from Khlong-Chong. Habitation of people is nearby khlongs. This includes an official premise of locality police station, Tambon Khlong-Chong and Wat Thamprasit (Thamprasit Temple). Mostly, people travel by using Khlongkhon-Khlong Chong main road. But, the road ends at Wat Thamprasit . the people must transfer to boat in order to go further from this. Ban Khlong-Chong, Moo 5, has a strong community bond and cooperation among its people. For example, there is a Ban Khlong-Chong Truth Saving Group that works on the income derives from traditional fishery of its community, as the major project. In addition, the importance of Ban Khlong-Chong in the past indicates that it use to be an ancient community that closely related with Ban Khao Yee-Sarn which once was an ancient port city. This results from the investigation within Ban Khao Yee-Sarn Traditional museum, Amphoe Amphawa. According to the study , important discoveries made near Khlong-Chong are ancient potteries. Phetchburi Journey written by Soonthorn-Phu also mentions about Khlong-Chong and Khlongkhon that they are located in Ban Khao Yee-Sarn.

- Ban Pracha-Chomchuen, Moo 6, is situated near the entrance of the main road and having the northern part connecting with Ban Khlong-Khot, Moo 1 but it divided by Khlong-Khot. The southern part is connected with Ban Khlongkhon, Moo 3, and having Khlongkhon as an area divider. The eastern side is connected with Ban Khlongkhon, Moo 2 and having Khlong Mai as an area divider. And , the western part is connected with Tambon Yee-Sarn, Amphoe Amphawa by having Khlong Khud Don-Jan as an area divider. Coconut plantations and giant tiger prawn farms are scattered in the Moo 6's area. The main occupation of its people is traditional fishery and working in aquarium industry ; for example, grounded fish and frozen product factories. The reason is that Moo 6 is located nearby the main road that links to RamaII Road (Thonburi-Pakthor Road) leading to Amphoe Ban-Lam, Petchburi Province. Thus, this creates the transfer of agricultural labor force to industrial sector which is due to the rapid and convenient transportation and communication. Beside this, a tradition occupation which still exists is the production of coconut sugar. Houses in general, are built nearby roads than nearby khlongs. Wat Thampradit (Thampradit temple) is an important temple in this village.

- Ban Khlong-Chong Noi, Moo 7, is separated from Ban Khlong-Chong and having its northern part connecting with Ban Khlong-Chong, Moo 5 by having Khlong-Chong as an area divider. The southern part is connected with Amphoe Ban-Lam, Petchburi Province and having Khlong Pak-Lad (Pak-Lad canal) as an area divider. The eastern part is connected with Ao Thai, and the western part is connected with Tambon Yee-Sarn, Amphoe Amphawa. The important khlong is Khlong Yee-Sarn Kao which passes through the center of the land. Large part the land is occupied by giant tiger prawn farms. People travel by water transportation only. Houses, in general, are built and scattered on the Bank of khlongs and rivers. Ban Khlong-Chong Noi, Moo 7, is the far apart community and having the lowest density of habitation. The major occupation is coastal and deep-sea fishery. This is due to Moo 7's geography which makes it easier for fisherman to get to the sea through Phetburi Province than through Samutsongkhram Province. Ban Khlong-Chong Noi, Moo 7, also has deeper and wider khlongs than other villages.

4.2.2 Tambon Khlongkhon's Geography

Large part of Tambon Khlongkhon is situated in the coastal plain and having *Avicenna Alba*, *Sonneratia* and *Rhizophora*. that are in the Musgrave Forest. Intertidal areas contain salty water and some part of contains saline water. The important khlongs (canals) are Khlongkhon, Khlong-Chong, Khlong-Khot and Khlong Praek Ta-lay.

4.2.3 Water Resource

Water resource are Khlong which are separated from Mae Klong River. These khlong are linked and merged to form larger water system; for example, Khlongkhon, Khlong-Chong, Khlong-Khot and Khlong Praek Ta-lay. In addition, each village has underground-water supply. Starting from this, water supply project is developed in seven villages. The underground-water and on land in each community is saline and hard, because the community is situated at the estuary of Mae Klong River. Thus people prefer stocking rainwater to be used for consumption. We can see that every house has big jar s for containing rainwater.

4.2.4 Soil Resource

Most of soil in Tambon Khlongkhon is muddy, sticky and black in color. The soil has a high percentage of acid because its land is located in lower plain of Mae Klong River and at the estuary of Ao-Thai, making less cultivation in the area. The tidal bore and the infiltration of sea water make the soil become salty at the estuary of khlongs; for example, areas of Moo 2, Moo 3, Moo 4, Moo 5 and Moo 7. But coconut plantation can be implemented in some areas such as Moo1 and Moo 6. These areas have sticky, loose, and hygros-copic soil. The soil has low percentage of acid. Having many khlongs surrounding the areas reduces acid level and solves the problem of salty soil.

4.3 Communities Under study.

The areas under study Moo 2 and Moo 3, Ban Khlongkhon. These areas are conveniently accessed because there is Khlongkhon-Khlong Chong as the main road and having Khlongkhon as an area divider of Moo 2 and Moo 3. There is a high population density in each community, thus, making it easy in data collection. The details concerning the communities have been started.

4.3.1 Historical Background of Community

Khlongkhon has been a dug canal since Ayutdhaya period. It was roundabout Khlong Moblad (nowadays called Khlong Wat Mai Lamthong), split from the Mae Klong River in order to use for a waterway in the past times. Previously Khlongkhon was named Khlong Sao-wa-khon but some legend noted that Khlongkhon or Khlong Moblad is the same canal (referred to Mr. Paiboon Ratanapongthara or Headman Chong). In the past, travelling on water for trade or work would make a stop at the landing pier of any community. That landing pier would have a very big tree on a river bank. The boarded boats could be tie up around the trunk of a tree. Then that community was called Khlongkhon since that time. In the old days Khlongkhon community, not located at Wat Khlongkhon as it is now. It formed up at Wat Taynad (now is Wat Thampradit in Moo 6 standing before the access to the main road). The word “Nad” means an open local market. Therefore, it is assumed that the old community had been located in this area. One thing can be observed is Por-Poo-Khun sacred shrine, situated near Wat Thampradit. Thai people in the past believed that a sacred place should be built for holding faith of people in the community. Later on the community flooded. Then people moved to form a new community in the precinct of Wat Khlongkhon (at present) 70 years ago. A new Por-Poo-Khun sacred shrine was also built. During Songkran’s festival or Thai traditional new year of every year, Por-Poo-Khun are carried in a procession around the community and people can pouring bathed water onto 2 Por-Poo-Khun came from 2 places. Moreover, locals will make a worship to Chao-Por-Khao-Tok who is believed to be a sacred Buddha image of the village.

As for the residents in this community, it is assumed that they moved from Phetchburi due to their dialects, words and accents quite similar to dialects of Phetchburi, for example,

Ta-ke means a walkway to Theng.

Theng means floating landing or buoy for parking boat

Nam Thur- Nam Tham means characteristic of water level that is uncertain, not high not low

Kra-teng means a cottage used for watching over ark shells in the sea.

Pae means a small shop on the side of the river.

4.3.2 Geography of the Moo 2 and Moo 3 communities

The study area is Khlongkhon community Moo 2, Ban Khlongkhon. From observation, it is found that the area next to Moo 6 that is the entrance had been giant tiger prawn farming noticed by the existing giant tiger prawn ponds (at present there still have some but they were raised naturally). In the central part locates government offices and it is also the center of Tambon, for example, Khlongkhon Health Center, Local Administrative Organization of Khlongkhon, Wat Khlongkhon (Khlongkhon Temple) etc. The most inner area or the river estuary is used for planting Musgrave Forest. It is the first project of Samutsongkhram province on resuscitation of Musgrave Forest. The type of Musgrave Forest is copsewood and sonneratia.

For Khlongkhon community Moo 3, most areas are used for giant tiger prawn farming and at the river estuary is the Musgrave Forest including copes wood, sonneratia and mangrove in the form of planted and natural forest. It is similar to Moo 2 but is more abundant. Both villages have Khlongkhon as a boundary marking.

4.3.3 Water Resource

The important water resource of these 2 villages is Khlongkhon. Underground water is developed to be water supply of the village. However, it is water from artesian wells so it is hard and brackish. Then, locals prefer to keep rainwater for consumption.

4.3.4 Soil Resource

The soil characteristic is fat clay not holding water. At the estuary is salty soil. Growing plants is not appropriate. Moreover, there is subsidence in some parts because of sea level piling.

4.3.5 Population

The population of Moo 2 is 680, including 360 males and 320 females; whereas there are 530 people in Moo 3 including 290 males and 240 females (data in 2001 from Mr. Wanchai Khomuan, a health official)

4.4 The Musgrave Forest of Khlongkhon community

Musgrave Forest of Khlongkhon and Khlong Chong is located at 20 kilometers shoreline, accounting for 150 squares kilometer. There are an original Musgrave Forest and a new plants of the Musgrave Forest. At present, the area totals approximately 300 Rais.

In past times, the Musgrave Forest of Khlongkhon community used to be an abundant Musgrave Forest. Locals could make use of it for a living such as local fishery,

cutting trees for charcoal. However, the destruction of Musgrave Forest resource didn't exist much. Until 1984 the giant tiger prawn farming was brought into being in the area of the Musgrave Forest. Tambon Khlongkhon is considered the first place of Thailand where a trial on giant tiger prawn farming was done. Not only giant tiger prawn farming got success, but it could also generate much income. A lot of residents had invaded the Musgrave Forest in order to do giant tiger prawn farming. Consequently, the Musgrave Forest was destroyed rapidly. This caused the area of them to be diminished. Besides, some locals also invaded alluvial plain of the shore. Later in 1989, the price of giant tiger prawn fell down and it made a great loss to the owners of giant tiger prawn farm. The areas where giant tiger prawn farming had ever existed were left vacant until now.

The activities for preserving, resuscitating and planting Musgrave Forest at Tambon Khlongkhon were started in 1989. Samutsongkhram Province was doing a project on resuscitation and preservation of the 900 Rais remaining the Musgrave Forest, scattering along the shoreline. The resuscitation of the Musgrave Forest was restarted to solve the environmental problem along the shoreline, which was going to be degraded. Besides a study on feasibility of growing more forest extending from the shoreline to the precinct of Tambon Khlongkhon and Lam-Yai in Amphoe Muang. These areas are shallow because sediment brought up continuously by the tide covered the area until they were shallow. As a result, the ground level went higher and became high ground. When the tide was low, the high ground appeared above water level along the shoreline, heading towards the sea for the distance of 4 kilometers. The area totaled 15,000 Rais. Mr. Withan Suwanathat, the Governor of Samutsongkhram Province at that time in cooperation with municipality, council of Tambon Khlongkhon and Tambon Lam-Yai were doing a project on the Musgrave Forest preservation and planting Musgrave Forest in 1990. Cooperating with merchants, local people, and public sector, planting Musgrave Forest was critical on August, 12 1991 at Tambon Khlongkhon as the first place. This project was done to commemorate Her Majesty the Queen's 60th birthday and it kept doing until now.

Observing by boat from Khlongkhon to the river estuary of Moo2 and Moo3, the area for planting Musgrave Forest, it is found that on the left side of Moo 2 lies the Musgrave Forest. Most of plants are copse wood and sonneratia. Mangrove trees were found in the same area of copse wood. When interviewing Mr. Jammong, a boat driver, it is known that in the precinct of Moo 2, soil is muddy but quite hard. There is the high ground that has a large area of clay not applicable for mangrove trees. To adjust the state of soil surface, it needs to grow copse wood. The activity of planting forest was implemented in Moo 2 as a pilot project. Starting by growing the sprouts of copse wood on the Buddhist holy days in the area of 20 Rais since 1990, the actual planting activity was implemented on August 12, 1991 until now. On the right side of the precinct of Moo 3 lies Musgrave Forest that replaces the old one. This is because the state of soil is applied for planting. Copse wood was first grown in order to adjust the area most close to the sea and to prevent soil erosion from wave and wind. Next are sonneratia and mangrove trees respectively. The old forest will be deep into Khlong Chong and Praek

Ta-lay that have small streams and can reach each other. Her Royal Highness Princess Maha-Chakri Sirindhorn firstly came to plant Musgrave Forest with the community on September 3, 1997 so Musgrave Forest in Tambon Khlongkhon was named “ Pa Somdej” (forest of Her Royal Princess) so far.

From observation, it was found that the animal most seen in Musgrave Forest is a herd of monkey, up to 25 centimeters long of the mud gobies fish , fiddler crabs and seabirds. Towards Moo 2, it will meet Tambon Lam-Yai and can go through the sea by Samutsongkhram shore. In the precinct of Moo 3, raising ark shell and oysters can be seen. With the state of shallow water, only knee or waist deep, locals can push plates for catching ark shell. This becomes the important activity of community.

At present, local fisher with Kradan-Len may not be seen so often because a number of naturally grown ark shell decreases and monsoons affect ark shell circle's life. Therefore, locals change from getting ark shell living naturally to raising ark shell by themselves. The invasion of the Musgrave Forest of Khlongkhon community for giant tiger prawn farming nowadays has been unnoticeable . That is because Musgrave Forest is declared reserved forest and is reserved to be ecology area of the world together with the estuary of the Mae Klong River. As a result, Khlongkhon Musgrave Forest is considered the most abundant planted forest of Thailand. Later it brings about the activities including tourism and planting forest.

4.5 Tourism of Tambon Khlongkhon.

Tourism management project was initiated by Mr. Montri Sookchuoy (deputy of the local administrative organization of Khlongkhon) during 1998-1999, with the idea that tourism can be used to develop community and locals can take part in preservation of natural resources that is Musgrave Forest. The main activities include planting Musgrave Forest and boat trips for nature and lives by the river. In the beginning stage of the project, people lack of knowledge and understanding of local tourism. Since it was new for the community, a few residents gave support and agreement to continue the said project. After that the training on Musgrave Forest was organized for the leaders of community and residents. Tourism activity was put as one part of the project on planting forest and resuscitating Musgrave Forest. Consequently, residents have much understanding of tourism. Furthermore, planting the Musgrave Forest was publicized in many types of press. This makes touring on the Musgrave Forest known and makes the community famous.

Planting Musgrave Forest and boat trips now become the main activities of Khlongkhon community. It causes to increase the area of Musgrave Forest more than 2,200 Rais , accounting for 1,300,000 plants. Most are copse wood and sonneratia. Tourists can take a long-tailed boat to see the forest area, to watch birds and monkey and to see fishermen' s lifestyle. One thing to take into account for the Musgrave Forest

activity is the tide phenomenon such as high/low tide, spring tide-ebb tide. Followings are different kinds of tide.

- High tide: a phenomenon that the water level is high for each day. The water level will get high twice a day depending on the waxing moon and the waning moon. The first rise of tide will be higher than the second rise.

- Low tide: a phenomenon that occurs after the tide rises. The tide gets low twice a day.

- Spring tide : This occurs when the tide of Khlongkhon which has a direct flow into the sea and is under the influence of seawater goes so high and falls to a lower level very quickly. This phenomenon happens because of the influence of the sun and the moon. At the time that the moon and the sun are in the same orbit, almost the same line as the earth, spring tide occurs for 2 periods. The first is during the period of full moon from the thirteenth day of the waxing moon to the second day of the waning moon. The second is during the period of new moon from the eleventh day of the waning moon to the second day of the waxing moon.

- Ebb tide: This occurs when the tide of Khlongkhon, which has a direct flow into the sea and is under the influence of seawater, has a less rise and fall. This phenomenon happens because of the influence of the sun and the moon. At the time the moon and the sun in the orbit are perpendicular to each other. Ebb tide occurs for 2 periods. The first is during the fifth to the ninth of waxing moon. The second is during the fifth to the ninth of the waning moon.

- Regular tide : It occurs when the tide of the river and the sea stops flowing. Or the period that the changes from the rise tide to the low tide or the low tide to the rise tide. This may last from 5 minutes until 2 hours depending on geography, slope of river bank.

The appropriate time for planting forest and a tour of Musgrave Forest is during the period of neap and regular tide. It is convenient for boat to sail through the estuary and enter Musgrave Forest. In the future Local Administrative Organization of Khlongkhon plans to have a project on agri-tourism such as making coconut palm sugar, making shrimp paste in addition to planting Musgrave Forest. For more information, please contact Tel. (034)731-329.

To visit Tambon Khlongkhon, Drive onto Highway 35 (Rama II Road), turn left at a kilometer stone 72 (when seeing the PTT oil station on the left), go forwards 2 km. turn left at the corner of Wat Thampradit and go straight until seeing local administrative organization of Khlongkhon (for information).

CHAPTER IV ANALYSIS

Thailand has a very high potential on tourism because, we have quite a number of reputed and very beautiful tourist attractions. We also have a unique tradition and culture of our own. The other important drawing attraction from tourists is the stability and the peaceful within the country.

Today, the types of tourism are the cultural tourism, visual tourism and relaxing tourism. These kinds of tourism were casual which the tourists can spend their time on relaxing, shopping, and sight-seeing in any tourist attractions. Although, the new idea of tourism, the eco-tourism, has been brought in, it is still not well-known and the expansion to the locality is still low. However, the trend of eco-tourism has been reduced in order to be one of the tools which can help in developing the local community, making it permanently and helping the residence to take care of themselves. Therefore, these kinds of activities have been done in many communities now particularly the ones where they have many different attractions such as Khlongkhon community in Samutsongkhram Province.

This chapter will analyse :

1. The foundation divided by the principle of tourist resource management for understand clearly about the Khlongkhon community.
2. The factors and other conditions in Khlongkhon community which relate to the tourism management that divided by the mainly composition of Eco-tourism factors.
3. Find out the suitable type of tourism management factors by to use the Musgrave Forest, that is the target to joining the relationship between the people, the local administrative organization, and the tourists and use the tourist activities for promoting the Musgrave Forest to well-known and then follows to the suitable tourism management for the community next.
4. The problems, obstacles, and the solution to solve any problems with interested in the limit of the community and the obstacles managed of the inner and outer community problems, and then to prefer the suitable solve under the local potential and find out the best way to pull out the participation of local people in tourism management and make it permanent.

5.1 Tourism of Tambon Khlongkhon.

Tourism management project was initiated by the local administrative organization of Khlongkhon with the idea that tourism can be used to develop community and local by the income and benefits to the local people and can take part in preservation of natural resources, that is Musgrave Forest. The main activities

include planting the trees in the Musgrave Forest and boat trip for nature and lives by the river. From the observation in Khao Yee-Sarn, Amphoe Amphawa, the neighbour community that result, the potential of tourism management of Khlongkhon has limited. Because, the tourism is the new idea for the local people that cause to the tourist carrying capacity or convenience is lower. The local administrative organization of Khlongkhon must be leader and take the planting to the main target within the project. But the tourism is a new thing for the community so the local administrative organization of Khlongkhon let to search for the suitable way about the activities and the tourism management to develop and improve the tourist activity for appropriation the community and without affected. Such as, local tourism is the first idea that the local administrative organization of Khlongkhon just started for develop the community to the stableness later.

5.2 The tourism management of Tambon Khlongkhon.

The part of tourism management, the local administrative organization of Khlongkhon is the header activity, the first at build the plan and project, the header for participant the community, make learning and understanding about tourism to the local people and managed with themselves. In this case, we can divide the tourism resource in Khlongkhon community by the principle of the resource management into 2 types, there are :

1. The natural tourism resource, is mean the natural tourist attraction places in Khlongkhon community for example, the natural Musgrave Forest in Moo2,3 and 4, these are the symbol of the community, the canals (Thai means Khlong) such as, Khlongkhon, Khlong-Chong, Khlong-Khot, and the sea at the mouth of Mae Klong River.

2. The human tourism resource is mean, the tourism attraction places that built by human for reply their wanted such as, for their occupation, their believable, the sacred place or cultural places. In Khlongkhon can divide into 2 types, there are :

2.1 Tourism places for art and cultural are related to the ways of life of the local people in the community. There are:

- Social Capital, these mean the social system that be transit to the next generation such as, the ways of life, wisdom, or traditions, that can not to separated. For example, Khlongkhon's shrimp paste and the local traditions that are the procession of Por-Poo-Khun (The old thing that the people be esteem) and pouring bathed water onto it and the procession of Chao-Por-Khao-Tok (The sacred Buddha image) on Songkran's Day every year.

- Human Capital are the capable, the experience, and the skilled that human have. They can use to take the advantage for themselves and others. In this place, the ways of life related to the local occupations, fishery such as, Kradanlen (the moving board on mud), Lawa (the local fishery tool), Kum (the local fishery tool) etc.

2.2 Tourism places for natural or historical, there are the Musgrave Forest that the local people joined to planting together and to used for tourism planning in Khlongkhon.

The tourism resources, in Khlongkhon are the important parts to make clearly for the tourism management and developing in the community. Because of, all of them are relating to the way of people's life. The local administrative organization of Khlongkhon must be planning the suitable tourism activity, that related to the natural resources of the community. To prevent the local tourism places from the changes and to keep places out of the effect from tourism. And still the local tourism places are used to get the benefit to the community for a long time.

5.3 The component factors of tourism of Tambon Khlongkhon.

5.3.1 Area element Khlongkhon has it own unique in natural, tourism, cultural resources and history which relevant to the ecology of the community.

A factor of area is related to the tourism attraction of Khlongkhon which draw a lot of attractions to the community is the reproduced the Musgrave Forest which grows in the new mire. Moreover, another attraction drawing is the culture and tradition in the community such as the procession and the important local festivals are the procession of Por-Poo-Khun (The old thing that the people be esteem) and pouring bathed water onto it and the procession of Chao-Por-Khao-Tok (The sacred Buddha image) during the SongKran's festival in also. Although, those cultural believe is one of the main attraction but it is not the most attractive to bring in more tourists. We found that the foundation factor is the natural resource, the Musgrave Forest of the community, but the culture and tradition is also important to be held and followed, but it should not be brought up as the major attraction to draw attraction from tourists. This is because most of the neighbours have similar culture and tradition as well.

Therefore, the Musgrave forest should be brought to be the major activity of the community to draw attraction from outsiders.

5.3.2 Management factor is to build the awareness of tourism in community, tourism not to destroy the social and environment and to promote the permanent tourism within the community.

To reach the above purpose, the local administrative organization of Khlongkhon must pay a higher careful and attention to the Musgrave Forest because, it is the most popular tourists attraction and bring the reputation to the community at present. There are some suggestions which can be done to maintain the forest such as environment management, natural preservation, and the control and the eradication of the pollution (effluent water from the giant tiger prawn farm and rubbish). These can be done in the major project of the community development. Also, the encouragement of the Musgrave Forest plantation will be an important part in preserve and resuscitate the perfect forest.

5.3.3 Activities and procedure factors can be done by providing information of general environment and ecology of the tourism places. This helps in increasing knowledge, experience and impression to the tourists, residents and outsider.

The activities and procedure factors relate to the facilities and accessibility to the community.

1) Facility is the factors which facilitate the tourism of the tourists in the community for example; accommodations, toilets, food shops, tourist information and souvenir shops which will impress the tourists and bring them back to visit the tourist attraction. However, in Khlongkhon community, these facilities have not been developed much because the tourism of the community is visit the Musgrave forest only and they spend only a short period of time. It does not require to stay over night. The main problem is the facilities of the community cannot facilitate the tourists.

- Toilet, the community does not have enough toilets and the shortage of water because the community is using the ground water and it is a hard water, unclear and saline.

- Accommodation, there is only one in the the local administrative organization of Khlongkhon area. It's suitable for a group only. Each groups not more than 20 tourists in a group and not suitable for many groups. Homestay has not been arranged yet because, the local people have not yet understood and paid more attention on local tourism. They still work for leaving which is fishery and live simply. They are not ready to provide the homestay services.

- Food, the food shops are located separately and have not yet managed to locate them in the same area. If the tourists want to stay over nights, they have to bring their own.

- Transportation such as motor boat or long-tail boat for the sight-seeing are not safe and the providers are limited. The safety system such as the life-saving jacket doesn't have in the boat. To visit the Musgrave forest, the tourists must contact in advance. Furthermore, the boat traveling depends on the high tide, ebb tide and neap tide which is the most important problem of the Musgrave forest visiting.

Beside that, the plan of advertising and tourist map of Khlongkhon community are also important. As they have not been done much therefore the tourists and outsiders do not know much about the areas and it can't draw their attention to come to visit the place.

2) Accessibility means to access to the tourist attraction easily. However, Khlongkhon community has only one main road and most of the trucks prefer to use this main road and it destroys the road condition. In the rainy season or whenever there is a heavy rain, the road will be flooded. The Khlongkhon-Khlongchong Road has the same situation. It is also the problem of accessing into the area. As the tourists have to make the contact and have the boat arranged to visit the Musgrave Forest, otherwise, there will not be enough boat for everyone or every group. This is the second major problem which the community has to solve it.

5.3.4 Participation factor is to pull out all the participate from community and local people.

As the Khlongkhon tourism activity has just started, the local people have not participated in any activities, management which arrange for the tourists. They are not

confident to decide or consult or advise their idea to the local administrative organization of Khlongkhon .

The local administrative organization of Khlongkhon must plan the procedure of tourism management. They should do the search on tourism resources of their own and near by areas, give the information, and have been accepted from the local people. Also, open up for the new ideas and role of the local people to be fair with every part of the community and evaluate and measure the results of the plan. Those mechanisms can build up the same understanding within the community, create the relationship, and reduce the conflict and create the awareness of participation of the community tourism management. The participation of local people in the community is required for the whole process in order to benefit the community in many aspects for example; the distribute of income or revenue, life up the way of life, the maintenance of the tourism attractions and the community can control the tourism development effectively. Moreover, the local people need to have more understanding in taking care of natural resources and environment and increase the skills of management and corporation with the outside. To drive these purposes to the target, the government must respond to what the local prefers not what the government needs.

5.4 The characteristic of tourism management of Tambon Khlongkhon in the present time.

There three main features for tourism of Khlongkhon :

1. To have the tourism activities in the limitation of their natural resources, potential of the community, tradition, culture and the way of life of the community.

In Tambon Khlongkhon has not yet the cultural and traditional and the way of life about tourism activities because, most of the activities have been created and done by the the local administrative organization of Khlongkhon . They emphasis the activity of planting the Musgrave Forest and boating to sight-seeing the natural resources because they are the only interesting activities, not a time consuming and the area is not far away from Bangkok.

However, the local people do not be aware of these activities. Also, in the forest plantation and boating, the tourists have to do the contact in advance before getting into the area. They have to come as a group and it depends on the tide as well because these activities cannot be done everyday. These tourism activities had not affected to the community much because it has just started.

2. The realization of tourism activities that affected the community, cultural, tradition, and lifestyle of the community.

Currently, all activities supporting tourism of Khlongkhon community is only boat trip along the Musgarve Forest planting. In term of Kradan-Len for keeping the ark shell or fishing and prawn catching will be upon the tide. In the future, the local administrative organization of Khlongkhon will arrange additional activities such as agricultural tourism; (demonstration of coconut-palm sugar making, demonstration of shrimp paste making), recreation tourism; (riding bicycle, fishing),

etc. These activities are eco-tourism which include lodging in Krateng and natural trip walking also.

It should be noticed that riding bicycle along the community it not safe enough because of many reasons as follow:

- Flooded water in some area.
- No interesting tourism place more than.
- Some places such as a pier with roof, food shop, and toilet must be improved to be a clean and comfortable place for the tourist.
- The Krateng needs lots of budget to improve and it is too dangerous for the tourist.
- The natural trip walking is still not property improve because it will destroy the natural resources especially the Musgrave Forest. For example, we have to cut a path because it is too far from the pier that go to the forest which will destroy the forest and the ecological. Furthermore, the animals will be in trouble especially the monkey, sea-bird, and reptiles.

The best way is to maintain the local style boat trip along the forest and develops the other parts such as to build the local museum that show the local life-style of the community, or give knowledge about herbs and local medicinally. These activities can be useful and can also allow the next generation to understand the community positions which will make them priding of their community. Moreover, this will help re-open the target for the tourist groups such as bicycle, agricultural lifestyle, and forest planting (currently the continuously activated groups of student.)

3. The involve of people in tourism activities that impacted the ecological system, community, cultural, traditional, and life-style for tourism.

Upon the inquisition and noticeable from the involvement of people in community, it found that most people in the resident promptly wanted to get involve in the tourism industry. One reason was because they wanted to have additional income. Presently, the only earnings of this community come from the local fishery such as fishing, catching mussel. However, it is quite difficult for them right now to do the fishery because of the decreasing number of aquatic animals. Hence, the people must change their interest to the community of tourism instead. However, the big problem is that there would only be a small group of people interested which would cause lack of confidence. This would make afraid to invest will be lost and, so the involvement in the community will still be very little.

5.5 The suitable process in managing tourism of Tambon Khlongkhon .

1. To build the strength for the community

This is the most important method. The process to quickly develop the capability of people in the community in order for them to have brain-storming, responsibility, problem solving, and capability of catching up with the rapidly change in the society.

For Khlongkhon community, it is important build the strength to first to manage tourism because, this community has wide area with seven villages. Each village will have the headmen of the village to be co-ordinator between communities. However, from the interviewed and the observation, the researcher found that, Moo 5 (Ban Khlong-Chong) has a strongest capability in managing tourism because this community gets together as a group called Truth Saving Group. For other communities, they have only village funds and have no clearly process. Then, these communities need more cooperation between villages in order to help build the strength to their community to first support the local tourism.

To start building the strength for Khlongkhon community, the government must have the major role as the consultant, support the budget, and provide the expert to introduce the information for the community. The local administrative organization of Khlongkhon must also have major section coordinate within the community. From the observation, the local administrative organization of Khlongkhon has never managed the formal meeting in the community. The meeting only compromises between the headman of village and spread the news to their community.

2. To build the realization in natural reserve with in the community.

Natural reservation, especially the Musgrave Forest, the heart of people in the community, should be managed and trained knowledge in the mangrove reservation within the community in order for the people to manage the resource with themselves. The government must be the leader to develop the process that emphasizes the involvement of every party in reserving, recovering, and make use of natural resources. Next, the local department should bring the policy into practice. The objectives of the sustainable natural resource management are as follow :

- 1) Emphasize on responsibility, clearly, practical, Knowledge giving and distributing news to the community and local organization in involvement of natural resource and environment.
- 2) Make use and recover the natural resource equilibrium. Good control in order to support the economic route and quality of life.

Building the realization in Khlongkhon community natural reservation will be in form of believe in wisdom such as Kradan-Len (moving board on the mud to keep ark shells). It will occur during the ebb tide level so that the mud will not be destroyed badly. The shrimp paste making will conduct from time to time in each year, from February to July so that the shrimp would be reserved. The method and pattern in managing the natural resource was initiated by the local administrative organization of Khlongkhon as follow :

1. Improve the local law to support the people to involve in managing the resources in every steps. Then, the decentralization will be active.
2. Support the network building of local organization, and people in the community in reserving and recovering and make use of sustainable natural resource and environment. Must give the importance in training the header of the community in order to add the capability in learning process. Also must develop and gather the local information including public opinion to listen to the community voice with the distribution of news and ideas constantly.

3. Support and coordinate with Samut Songkhram Province to issue the law to regulate the Khlongkhon Musgrave Forest area and co-areas. This will bring the area the status of reservation area. Then create a border of the mangrove forest reservation area clearly so that, the people cannot encroach to do giant tiger prawn farming. Moreover, the outside the buffer zone must be built to prevent the encroachment from the people in the neighbour. The network in managing the area between villages must be created as well in order to reduce the conflict between the government and the community. After that, the community and local must coordinate with the government in order to recover and plant the mangrove including the involvement and support of the managerial reservation the Musgrave Forest Zone. The national area reservation system must be created including the ecology standard as well. They must produce the plan to reserve the sea covering reservation side, recovering side, usage of seashore resource, seaside tourist place, and local fishery. They also have to support the appearance of cancellation of fisher device law. Limit the area and the usage of beach and provide the drainage system and litter termination system and development activities along the beach.

3. To development the Musgrave Forest to be the community forest

The Khlongkhon Musgrave Forest is very fertile. This can be seen from the natural life such as groups of monkey, crabs, and mud gobies fish that have big sizes. The forest must be tangible in order to manage the Musgrave Forest as the tourist place comfortably. The people in community should involve in the planning process through the appearance of the community rules in order to protect the encroaching and the destroying of the forest. This part of the forest should be less destroyed for the sake of the community. The important hint of the Khlongkhon Musgrave Forest originate from the following functions :

3.1 Co-benefit, the people reservation is based on the co-benefit in using the soil, water, and forest for agriculture.

3.2 Strong leadership both natural leader and beneficial care leader. These leaders must manage the resources as they are the public properties.

3.3 Starting to have the sustainable and fair system management. There are the principles as follows :

- Beware of the community's benefit and equality in the society.
- The sustainable of the producing system and the ecology.
- The involvement of every community in the village.

The process management are as follows :

- Classify type of forest.
- Issue the rules and processes of the usage for each community to practice.
- Arrange the meeting between people in each village in order to review the rules.
- Founding the organization to take care of everything.

From those principles mentioned above, the Musgrave Forest will be the important part to encourage more cooperation between the community and will be the

way to build the strength to the community to develop by themselves and community. These will lead to the capable of tourism management in the future.

4. To encourage and give knowledge to the people about tourism and tourism management of Khlongkhon.

After the other processes are setting, the tourism will be the next step to develop for Khlongkhon's people. There will be learning and understanding process shared to the people about the pattern of tourism management, and how suitable it is for the community or local clearly. The principle of tourism management is that the Khlongkhon management has to have the destination that complied with the theory, principle, and suitability ideas. Moreover, the destination will have to beware of the real position including the limitations in the society and environment. The policy and standard must be well organized and between of the defined idea.

Currently, the supporting and knowledge giving about local tourism still quite low because of the following reasons :

- The community meeting are not sufficient.
- The people in the neighbour still not put the effort in their local tourism because they afraid that it will change their lifestyle. To solve this, they need to understand more about tourism so that, the activities such as boat hirer, or hireable to planting will be the additional careers that will increase the income to the local people.

5. The search of touring form to suit the community environment.

After teaching the local people with the touring knowledge and making them interested in touring activity, the development of touring form to suit the community environment will be the next important step. This development would show the ability to manage the touring of the local administrative organization of Khlongkhon. The Khlongkhon resident would then cooperate to develop the tour and the Musgrave Forest of the community in order to tourism management and to search for the suitable way to manage that. Therefore, the tourism of Khlongkhon community must begin from the Nature-tourism at first. When the community is ready to manage it independently, they can then start developing the Eco- tourism later.

5.6 The method to tourism management of Tambon Khlongkhon.

In the present, Tambon Khlongkhon community is starting to create the eco-tourism with the objective to prevent and improve natural resources and sustain environment conservation. It is also important to educate the people so that they can handle and participate on the tourist activities independently. Therefore, it is necessary to manage the process in teaching the community so that they can sustain the eco-tourism. The components which necessary to teach community includes:

1) Area management would promote greater management of the benefit area, learn about the area limitations, create controls of amount of tourism and tourist activities, enforce the strict rules for prevention and reduce the area affected.

2) Study and the communication. This activity would promote the knowledge about the area, provide greater knowledge, increase awareness of environment, increase support of quality service, have greater knowledge of ecology and to teach the community the necessary skills.

3) Tourist activities e.g. to focus on the activity which does not affect the environment or help with prevention, to promote greater knowledge, and to build the tour activity individually.

4) The tourist service e.g. To promote the service which are responsible in creating larger participation in the service community, to pinpoint the service form in terms of environment perspective, to train the quality of the staff and to support and maintain standard service.

5) Managing the environment in terms of prevention and reduction of damage e.g. Must define and create strict rules of prevention and the elimination of waste, so harmful activities for the environment can be prevented.

6) Market promotion e.g. to help advice and expand the tour source and to define and focus on target tourist groups.

7) Participation of the people in the community e.g. to train and provide knowledge of local people to participating. This would increase local support for the tourist activities and increase the ability for people to potentially manage the environment independently

5.7 Problems, obstacles, and solving for tourism management of Tambon Khlongkhon .

The main problem and threat of the community for tourism management is the manage of carrying capacity because, it is difficult to tourism development during the growth step and to create realistic and acceptable balance between the environment and social impact. The management of carrying capacity includes the following steps:

1. The limitation on the environment for carrying capacity involves maintaining a balance between the physical environment and the tourist experience. Therefore, this means that this research would try to figure out the maximum amount of the tourists which would not cause any physical environment damage or reduce the quality of the tourist experience.

2. The limitation on the marketing in terms of maximum carrying capacity. It means if the marketing high promote that the area will be to aggressively which can cause the number of tourists to increase up to or greater then the carrying capacity. Therefore, it is necessary to market just enough so tourist could still experience the area without causing environmental harm.

3. The limit on community in terms of its ability to carry the tourist activities. This depends on the ability of the community to carrying the tourist. If the level of tourist is too high the community can experience negative impacts of these tourist activities.

Tourism management of Khlongkhon community is depended on giving a chance for the local administrative organization of Khlongkhon, that should have the major role in planning the tourism and to create the learning process about planning, managing resources and authority expending decision making by focusing on the importance of managing the natural environment and the community improvement. Because of the limitation of the carrying capacity, it is necessary to authority expending and to management of the tourism size in each community. In addition, each area should also create close relationships, especially Moo 2, 3, 4 which share natural resources that are the Musgrave Forest in a wide area. Tambon Khlongkhon should be the co-ordinator because the ecology of the areas consists of all and not only one area. In terms of relationship between social and the environment, each aspect is interrelated. When planning for tourism management it should take into account the social and ecological system and not base on politics. During the process, it is also important to look at the problem in terms of the whole rural network and not in terms of a specific the community. This would provide a greater understanding on the condition and the lifestyle of the community.

5.8 The Limit of Tourism management of Tambon Khlongkhon.

The first limitation, the tourism management has is the limitation of the area's people capabilities. For example:

1) Lack of Self-confidence: It is one of the biggest problems the community and the local administrative organization of Khlongkhon must solve. It comes from lack of confidence that the tourist would not be satisfy when they come to visit their community. The cause of this lack of confidence can be cause by natural disaster e.g. flooding. To solve that, by create an open meeting or forum for the people in the community to participate in and find a way to solve this problem together.

2) Manage the community conflicts: Conflicts would occur when each community have different conflict of interests. Solving that, support to resolve these conflicts must come from outside especially, professional, NGOs, Government unit. By exchanging experiences and by discussing the problem together, people in the community would have the ability to share their opinion. This would benefit the whole community and by discussing the problems and experiencing these communities the rural people in the future can solve these problems themselves.

The second limitation, is how the government coordinates the tourist activities. The problem is the lack of promotion policy for the eco-tourism in Khlongkhon by the government which can threaten the areas environment. Although the travel around on the Musgrave Forest of Khlongkhon has acknowledge the earnings from people outside, the budget that the government provides to community must improve also. This budget is especially important for plant and improves the forest which the budget was not existent for a while until Her Royal Highness Princess Maha-Chakri Sirindhorn visited Khlongkhon area. However, this support has diminished and are does not have continuous support. The way to solve, this must begin by improvement of the Musgrave Forest in the community forest. First, it is important for the people to participate and manage the community Musgrave Forest with itself. They might also convince the private sector to contribute in project budget or by encouraging the

government units involve in the forest. After receiving the budget, the community should improve the eco-tourism by focusing the project on perfect forest and on physical environment. In addition, with the government coordinating, the people in the community should also adapt the changes themselves and should improve their potential.

5.9 The suggestion to tourism development of Tambon Khlongkhon where the local administrative organization of Khlongkhon have to do.

1) Developing the quality in tourism attraction place, the Musgrave Forest where come support an expanding of tourists both Thais and foreigners. In addition, it supports the development tourism activity which is agreement with culture's potentiality that can accept in the community. Eco tourism, culture and tradition tourism, agriculture tourism, sport activity.

2) Adjustment a quality of services and products both direct and indirect in a standard and adequate. It pay attention to increase and be stress of standard in safety for tourists. For example, the solving of deceive tourism the development the facilities in tourism including developing personals to have a quality and quantity for each type of tourism activity.

3) Promoting function in community and local organization each of village to be a part that administrator in tourism area both developing and taking care of that. It is developed facilities by building conscious and giving knowledge in a right way to community and local area to develop tourism in a long term including supporting to develop hand-made products and services in local place that combing with tourism business with the local administrative organization of Khlongkhon to be a co-ordinator.

4) A quality of a public-relation and make conscious in tourism. The promote tourists know a forest over a making shrimp paste and urging the spread of tourists to travel other places in each village where develop to link main tourist attraction to build and spread income to community and local area.

5.10 The general conclusion of Khlongkhon Tourism.

1) Groups in Khlongkhon community have been established in order to management of Eco-tourism because of 2 things, first, the local administrative organization's compulsory, which states that Eco-tourism is an activity that the organization must take care, and urge of a government department of that area to react to government's policies either the natural and environment preservation or preservation and re-plantation of the Musgrave Forest's policy.

2) The local administrative organization of Khlongkhon will cooperate between villages in making decision on Eco-tourism of the community by organize the meeting of the leader of the villages in the first week of every month.

3) To gather together as a group, organization or the community has done by :

- Set up the committee who arranges the Eco-tourism activities.
- Set up the organization at the local level to acts the mission of Eco-tourism.

This organization will be vote by people in the community.

- The officers who will look after the cleaner, safety, and community disciplines for serving the tourist.

4) The arrangement of tourism activities should relate to the majority thought of community's member, that are :

- Determine the attraction point for give knowledge to the tourist.
- Design of pattern of tourism such as, guiding to the tourist attractions, natural wild life, and local home staying.
- Provide the transportation for example, local boat, bicycle, car.
- Demonstrate traditional culture such as the procession of Por-Poo-Khun (The old thing that the people be esteem) and pouring bathed water onto it and the procession of Chao-Por-Khao-Tok (The sacred Buddha image) on Songkran's Day.
- Produce local products or handy-craft as souvenir for example, shrimp paste' coconut sugar.

5) Performance and responsibility in the community by :

- To networking of the cooperation between the communities for brainstorming to develop the tourism of the communities.
- To sharing the responsible between the villages for the tourism management duty and smooth not have conflict.

6) The tourism resource or the general basic in the community are:

- Wisdom and local knowledge or tradition related with the local fishery.
- The natural resources and environment conservation with possession and careful for their resource. The musgrave forest is the main resource of the community.

7) The outcome or other benefits such as: the income from the tourist activities in the community by direct or indirect was form in the wage from transportation transfer to the forest, local products, souvenir, and food products from the sea.

- The community development shall be the abstract such as:
- The unity and the harmony of the community.
- Learning about the new thing by the relationship with the outsiders made the wide vision.
- The social regulation used the community peaceful and happiness.
- To build sense of belonging within the cultural, wisdom and environment.

The tourism management of Khlongkhon shall be the dictator for the unity of the community in the future. Then the community must prepared and to management the local tourism because, it is the new idea that the people have not intimate. The important of participation in tourism management and, the community get the common interest from the tourist attraction places must be manage by step by step and support by the government, NGOs, or other relate department to develop the capacity of the community will can manage the community tourism in the suitable direction later.

The important variable of the Khlongkhon's tourism management is the participation of the community because the local people must have to participant in tourist activity by themselves and the local administrative organization of Khlongkhon should be the strong leader to managing the tourist activity and being to join between the government officer and the community within the rule of the community that the local people can accept the changing and the effects after will go to Eco-tourism completely later.

From this analysis, the Khlongkhon's tourism management was begin be the local administrative organization of Khlongkhon. The purpose that to take the tourist activities for improved the community better with the participation of the community about the conservation and rehabilitation of natural resource, the Musgrave Forest, that was the biggest planting Musgrave Forest and nearest Bangkok. And it made be promoting Tambon Khlongkhon to the tourists or the outsider, beside the paste of shrimp that well-known for a long time. But, the tourism in Khlongkhon community just started in the short time, so there are many problems and obstacles. The problem for example, the problem about the carrying capacity that support the tourists activities are not completely and not safety enough, the budget for doing the tourist activities such as the planting place, improvement attraction place, and training and educating to the local people or the relater that to planning and follow continuously.

We can conclude that, the appropriate step of managing the tour of Tambon Khlongkhon must beginning from the strength of the community, the participation of the people to keep the natural resources, the improved the forest to be the community Musgrave Forest and the ability for the people to be independent. Therefore, the most important thing is the strength of the community which is capable to manage the tour successfully. On the other hand, it is also important to establish an ecological tour of the rural that would help create a good system and also create steps to improve the strength of the community effectively. Moreover, it is essential to prepare for the other compositions of the tour as well, so the tourists would be more impress and feel like coming back again, accommodations and reachable tour source. The above elements will be the tools in measuring the potential the community has to connect the activities beside the tourism.

CHAPTER VI CONCLUSIONS, DISCUSSION AND SUGGESTIONS

6.1 Conclusion.

Tourism is an opportunity and activity which encourage the communities to understand the community changing and already to protect communities in suitable ways. The cores of to found and make the unity in the community is a tourism's activities including local intelligence. Community being thinking and culture system and several success in the community. The opportunity of the change among people and visitors make them to be proud of things which they have to be confident of the community and to have power to develop themselves continuously.

The objective of the research is to study of tourism management of Tambon Khlongkhon, Amphoe Muang, Samut Songkhram Province. It is the qualitative research by participant and non-participant observation and interviewer. There are the Musgrave Forest and the forest at the estuary of a river as a main activity where join the way of life, tourism, and a part of the community in the conservation. It is included the problems obstacles and solves about tourism management which concern of environment. It's also educated a point of view, a form and an appropriate tourist mechanics to have long life, agree with character and nature of the community and make the management the eco-tourism.

Khlongkhon community is the community where established since Ayudthaya period. There has Khlongkhon where is the main canal of the community. The latest name was Khlong Sao-wa-khon (Sao-wa-khon canal). In the past Khlongkhon community did not stand at Wat Taynad but it stood at Wat Thampradit in Moo 6 at the presents. Later, it was flooded then it moved to Wat Khlongkhon (Khlongkhon temple) near the beginning until now. The sacred objective is Por-Poo-Khun and Chao-Por-Khao-Tok. There had worship and pouring water tradition during Songkran festival every year.

In the present, Khlongkhon community is divided into seven villages. The studies area are Moo 2 (Ban Khlongkhon) and Moo 3 (Ban Klong Khon). Because the characteristics of the area are variety both natural status and way of life especially a post of the community concerning about the Musgrave Forest from the past to the present including a way of life as a local fishery; for example, sliding the moving board to keep the ark shells and making shrimp paste. Later, people combine into a group managing tourism in the community to offer an expanding eco-tourism. Their activity related about the Musgrave Forest that is the main tourism attraction place of the community.

The Khlongkhon tourism management is up to tourist resources and activities. These are divided into 2 types. First, tourism's natural resources: the Musgrave Forest at Mao 2, 3, and 4, other canals (Khlong): Khlongkhon, Khlong-Chong, Khlong-Khot to the seat at the estuary of Ao Thai. In addition, tourism resources which people built: making shrimp paste, planting the tree at the Musgrave Forest, and the local fishery. There are 4 main things of tourism management of Khlongkhon community.

1) Area: it relate with tourist attractions. For example, the Musgrave Forest that is resuscitation by people in the shoreline. It is only one tourist attraction in the community.

2) Management: It concern about other the Musgrave Forest in the conservation. The support to plant forests and the control and protection pollution: water pollution.

3) Activities and methods: It increases knowledge, experiences and impression for make a conscious in a right way. It concern and relate to facilities: things which support tourists. For example, accommodations, toilets, restaurant, and tourist information etc. and accessibility: transportations to the forest with convenient.

4) A part of participation: It is a tourism which thinks about a participant of the community and people. The activities which support the tourism in community, people are not be a part in management. It make them do not confident to make a decision. The proceed of tourism activity which make by the local administrative organization of Khlongkhon, that is a local department, a leader to manage the tourist activities in community and be center to coordinate to other village about the participation and tourism management because people do not understand and do not see a profit about tourism. Therefore, the understanding and accepting about tourism to people in village is a point of start to develop local area and eco-tourism, leading to tourism in a long term for sustainable tourism for Tambon Khlongkhon next.

The character of tourism activity of Moo 2 & Moo3 Tambon Khlongkhon is an activity which is got start by the local administrative organization of Khlongkhon. The purpose is leading tourism to develop local with being a part of people in community in conservation natural resource, that is Musgrove Forest to learning and to use in the future. There are activities, planting a forest or boating and seeing natural and the way of life the processes do not continue because of less activity. It makes a lot of problems so less people are interested in this activity.

The tourism management's purpose of the local administrative organization of Khlongkhon is the activity to re-culture, wisdom or local knowledge that can use the tourism as an equipment to promote to the tourists to know and understand the potentiality of the community and propagate good things to the outer people.

The important obstacles and problems of tourism of Tambon Khlongkhon are not only the limitation of the area, but also budget problem. It is a main problem which is so important. Because the process of tourism activity, for example; planting a forest, developing environment have to pay a lot of money. Most budgets will get from the government department in a short time of planting forest not in tourism. Therefore, the

tourism is classified to be a sub-project within the planting project so it is developed discontinue including other policies that relate the Musgrave Forest and tourism which do not be of the same opinion. It is necessary to work together between government, sub-government, the people in the community and the local administrative organization of Khlongkhon in an environment and tourism management. That make a less effect to community from tourism but get more profit under fixed budget. And the people in the community can be develop by themselves.

Factors and conditions of tourism management of Tambon Khlongkhon is up to the local administrative organization of Khlongkhon ability both an administration and co-ordination between the community and the others such as promoting, giving the tourist information, including activity management in agreement with tourism in community. Due to tourism activity in community just started. It is necessary to coordinate between people in community, government, private that relate the tourism, and the local administrative organization of Khlongkhon to the same direction. The center which link to all is the local administrative organization of Khlongkhon. Moreover, the local administrative organization of Khlongkhon have to lead to develop each village as a part were support tourism by less effects.

The way of a suitable for tourism management of Tambon Khlongkhon gets start form make an understanding in tourism to the local people and support people to be part of tourism activity. So people will earn money from the tourism to supplement their occupation, the local fishery. Including leading to make conscious to be a part of community's of local administrative organization of Khlongkhon in natural conservation especially, the Musgrave Forest as a character of Tambon Khlongkhon. So, the tourism management of Tambon Khlongkhon have to proceed with natural conservation activity and the development planing of the Khlongkhon community at the same time.

In a part of using the Musgrave Forest, the local people have using the forest in different way up to conditions of forest. The form of uses in Khlongkhon community still clear to be local fishery. For example, use the moving board to keep the ark shells in the mud, doing mussel farms. But the forest area is higher decrease so the resource from the forest will be less and cannot useful. However, the tourist would like to travel for studying the ecology system in the Musgrove Forest, that is the main activity. It is still famous for the community.

The tourism management in Khlongkhon should start from conservation and development the forest, that is the prominent of the community. In addition, promoting to make shrimp paste which is an identity first, and the tourism activity that should adapt from the Nature-tourism then, develop to be the eco-tourism in later.

6.2 Discussion

The Khlongkhon community's tourism is up to be ready of itself because there are advantage and disadvantage of it as the examples from several communities. The tourism in equipment to built in the community to be strong. At the same time, the tourism is an opportunity to earn in several communities. They usually face problems because they are not ready. Instead of tourism encourage to protect but destroying the state. Therefore, the community has to have an organization to manage and to be accept from others. Due to the fact that tourism activities have profits which can make them do not understand and do not have a unity in the community. The organization who management of tourism has to manage clearly, has purposes to develop, assign members' duty. Also, the organization has to co-ordinate to local organization closely as important.

The tourism is an opportunity of Khlongkhon community which can be an equipment of development efficiently all natural resource, culture, social and economic. But, the community have to be ready to meet every situation both good and bad effects. It should be ready to manage that situations property under a potentiality.

The eco-tourism is a new idea. It's emphasized combining a purpose of the conservation and the development as the same thing. It pay attention to a dimension of natural resource management and development. Anyway, the eco-tourism should be a part of an alternative way in the development and start a real study method. The estimation of potentiality in the community about eco tourism management have to consider all which cover conditions and adjustments about the changes of relationship between the community.

6.3 Suggestions

6.3.1 The suggestion in developing about tourism management by the community.

1) A method of planning a tourism management by community, it should have to survey tourism resource in community and closest local area. It should have know and understand and accept from the members, moreover the method open the members coming to have role in management to work for profit and continue to estimate. That method is to build understanding a right way in community make a good relation, decreasing conflicts and make a responsibility about tourism management in the community.

2) A strong leader and accept of members is a necessary for a success of tourism management.

3) The tourism management should stress to be a supplement not main occupation.

4) The tourism will be a long term must get coordinate from all members including governments, tourist and local area community.

5) It is necessary have a suitable and quality public relations to tourists.

6) Making a tourism management is a necessary to manage tourism in a long term so, it should have rules or way to fix a service standard and eco-tourism management which a responsible department have to research and fix an accepted way.

7) The government should respond things that local needs not government needs.

8) A unity and relationship in the community is a fundamental factor for success in the tourism management

9) A tourism management have to be sincere among people who concern that what they do what the goal is how they do. If they have a clearly good, a good management will continue. And every department has to start at the same time.

10) The tourism management in a long term should care of environment problems and other effects including it should find how to protect that problems to the community can manage a tourism in methods.

6.3.2 The suggestion for the next research.

1) Their research is only educated for one area: Moo 2 & Moo 3 Ban Khlongkhon and it educated about tourism management in the community by a forest which is the main of education within a fixed time. It may act uncompleted information about the same forest. Therefore, it should expand the research limit. It might stress only a forest or a tourism to explain the information clearly.

2) The Musgrave Forest appropriate for researchers who want to research about the Musgrave Forest the most because the variety nature and it is established a province living area around Mea Klong River. So, it is suitable for researcher about it directly.

3) A research about tourism have to wait someone manage it clearly before. It should be researched and compared to other tourist attraction in the same style. Because it can develop in a right way for the community.

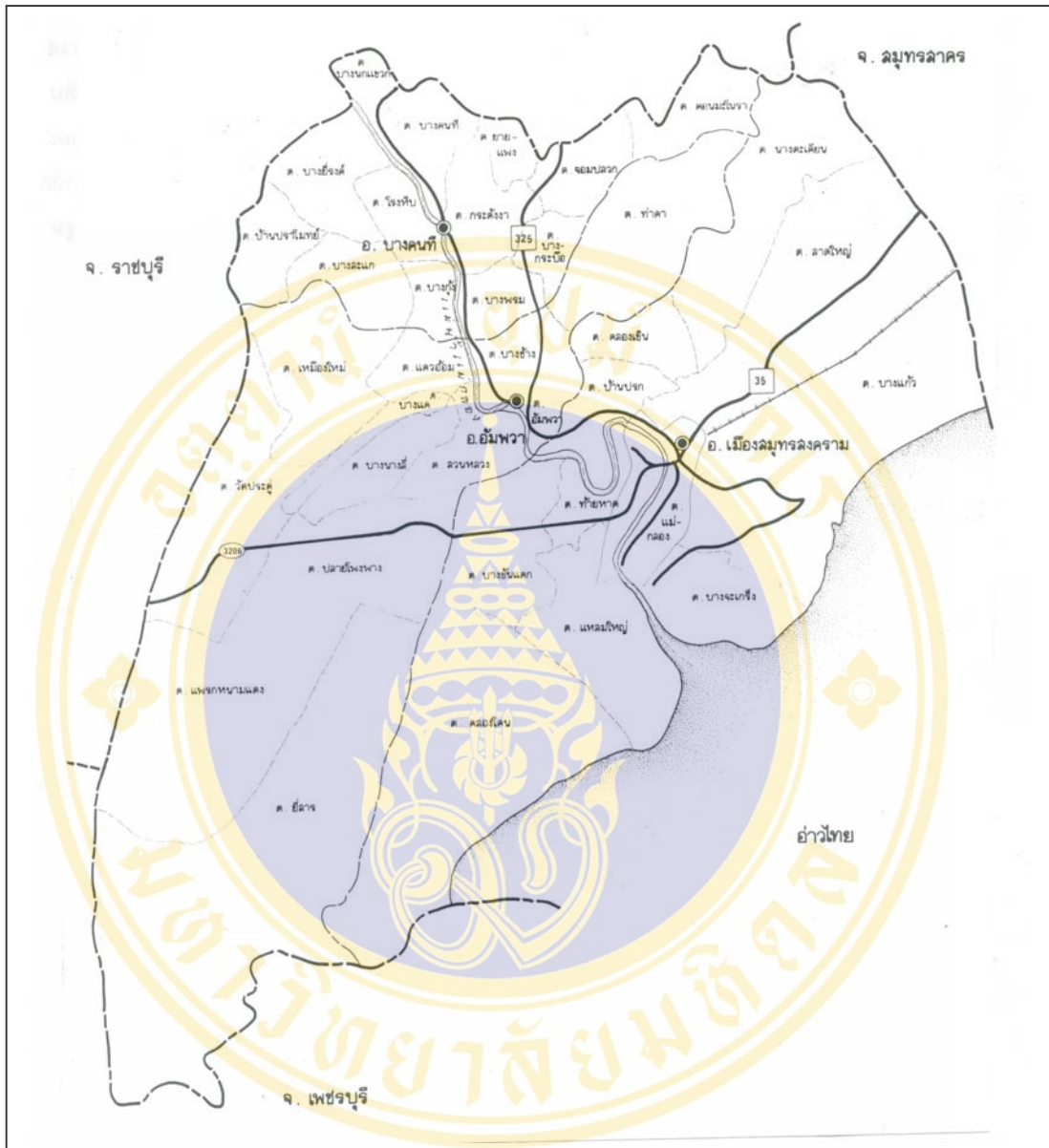
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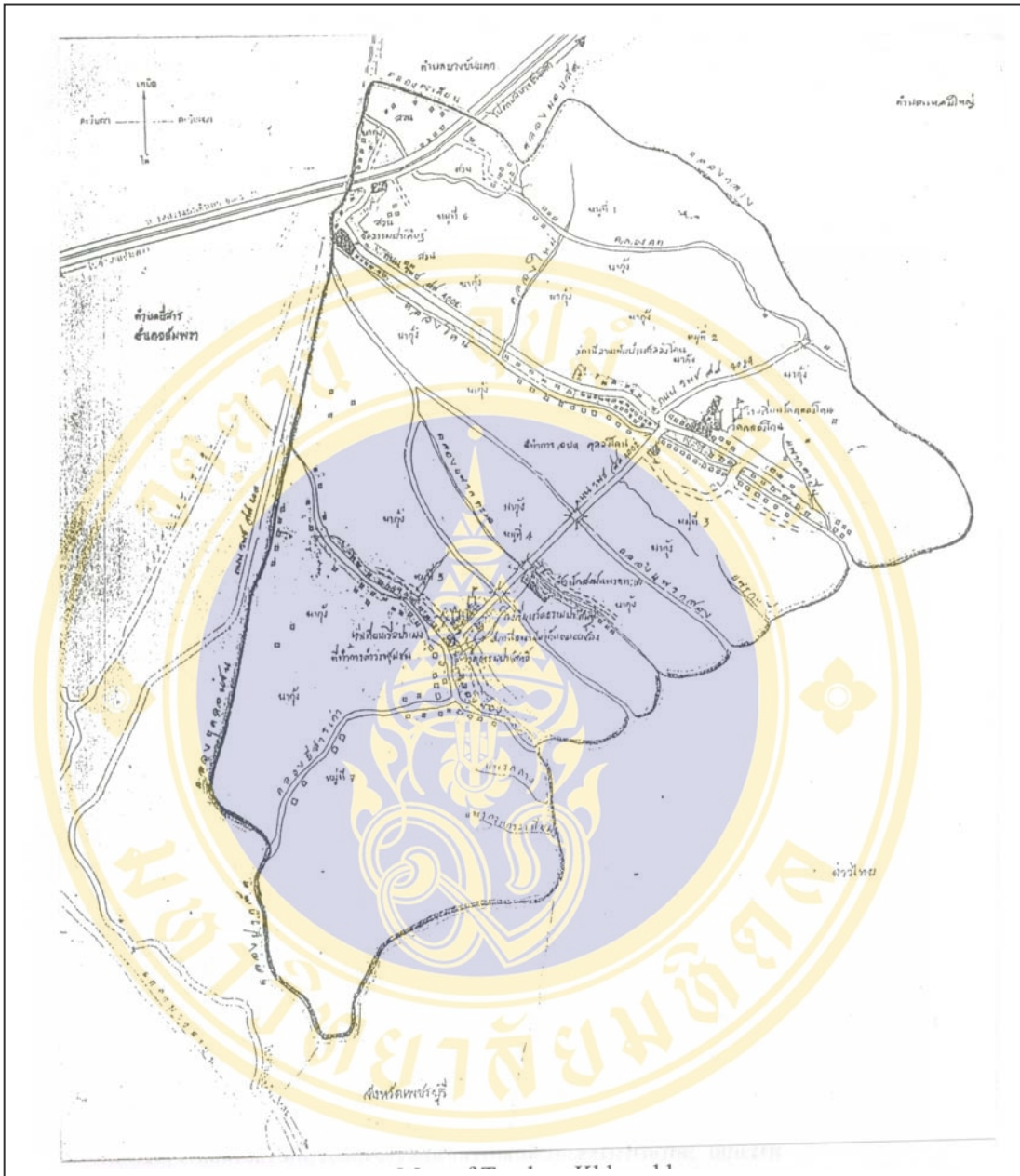
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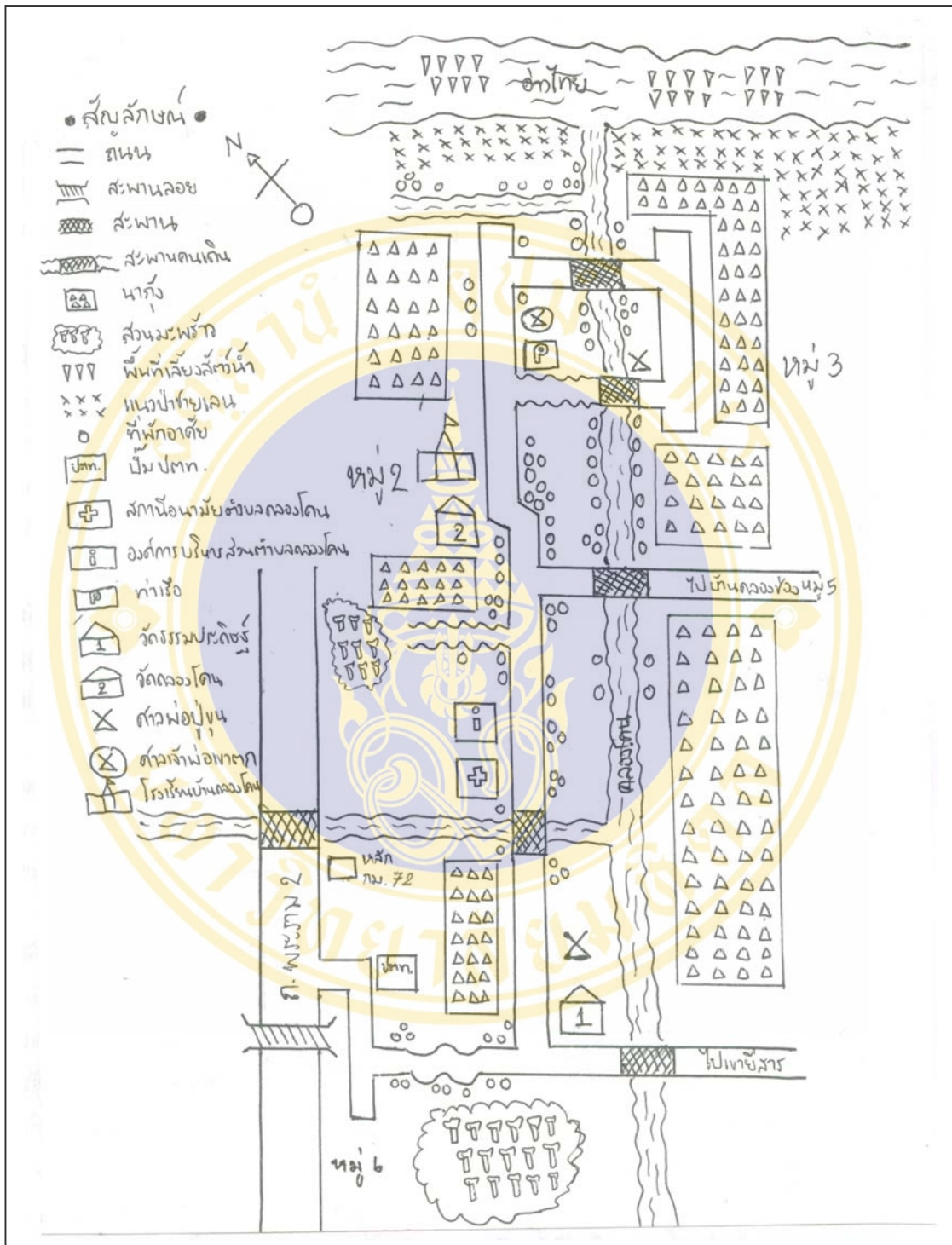




Map of Samut Songkhram Province



Map of Tambon Khlongkhon.



Map of Khlongkhon,





The entrance to Tambon Khlongkhon.



Khlongkhon Canal, house, and Wat Khlongkhon (Khlongkhon temple).



The locate of the local administrative organization of Khlongkhon.



The lodging for tourist in the local administrative organization of Khlongkhon area.



The local fishery.



To making to spread out the shrimp paste.



Kradan Len ; the moving board on the mud.



Kreteng ; the shelter that to watch over the ark shell area.



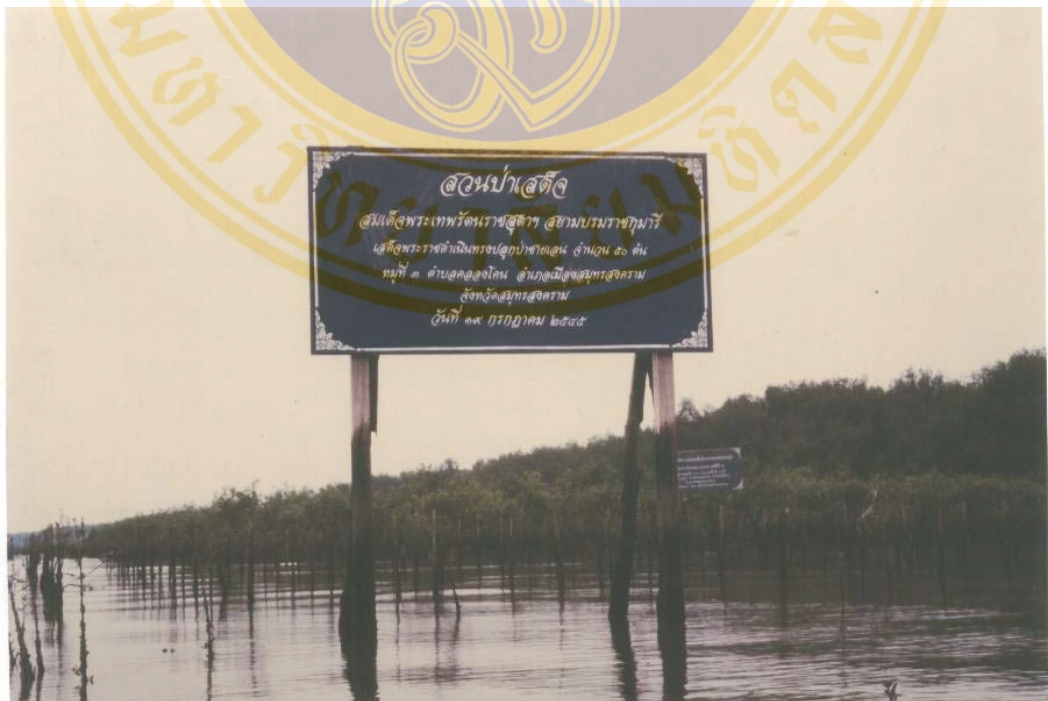
The shrine of Chao-Por-Khao-Tok



The shrine of Por-Poo-Khun.



Beginning the Musgrave Forest area for planted the trees in 1989.



The lastest Musgrave Forest area in 2002



The crab-eating macaque in the Musgrave Forest.



Mr. Jamnong, local guide and boat driver with his Kradan Len.



สรุปผลการดำเนินงานส่งเสริมและพัฒนาอุตสาหกรรมการท่องเที่ยวของ อบต. คลองโคน อ.เมือง
จังหวัดสมุทรสงคราม

แผนการพัฒนากการท่องเที่ยวในตำบล

1. แนวทางการพัฒนากการท่องเที่ยวของท้องถิ่น โดย อบต.คลองโคน เป็นผู้จัดดำเนินการ
เอง ซึ่งมีวิธีการดังนี้

1.1 ด้านทรัพยากรธรรมชาติและสิ่งจูงใจนักท่องเที่ยวให้มาเที่ยวที่ ต. คลองโคน

- 1) ป่าชายเลนและระบบนิเวศ
- 2) ฟุ้งลิงแสม และลิงขาวในป่าชายเลน
- 3) กระจงเฝ้าหอยในทะเล
- 4) นั้งไถกระดานเลน
- 5) เรือวิ่งบนเลน
- 6) แนวเขตพื้นที่ปักหอยแมลงภู่
- 7) คอกหอยแครงในทะเล
- 8) ฟุ้งนกนางนวลและนกกระทาย กำลังหาปลา
- 9) ชมหิ่งห้อยนับล้านตัว
- 10) ปลูกป่าชายเลน
- 11) เป็นพื้นที่ชุ่มน้ำดอนหอยหลอด
- 12) ลำคลองสายหลักทั้ง 4 สาย ได้แก่ คลองคต คลองโคน คลองแพรกทะเล และคลอง
ช่อง
- 13) การประกอบอาชีพดั้งเดิมของชาวบ้าน เช่น การหาหอย หาปลา ดักละวะป่องตัวเคย
เพื่อมาทำกะปิ ดักปลากระบอกในทะเลเวลากลางคืน การปักกำล้อมตอเพื่อจับปลา
คูกทะเล การทำน้ำตาลมะพร้าวของหมู่ที่ 1

2. แนวคิดในการดูแลรักษา และพัฒนาแหล่งท่องเที่ยว ในเขตพื้นที่ความรับผิดชอบ

2.1 อบต. คลองโคน ได้เน้นการท่องเที่ยวทางธรรมชาติ ประกอบกับการอนุรักษ์แหล่ง
ท่องเที่ยวเพื่อให้เป็นแหล่งท่องเที่ยวแบบยั่งยืนเพื่ออนาคต แก่ลูกหลานสืบต่อไป

ป่าชายเลนคลองโคนของตำบลคลองโคน มีชื่อเสียงในด้านป่าชายเลนปลูก โดยมี อบต. คลองโคน
เป็นผู้สนับสนุนและส่งเสริมให้นักท่องเที่ยวมาเที่ยว พร้อมทั้งดำเนินกิจกรรมปลูกป่าเพิ่มขึ้น และ
ยังเป็นการดูแลและอนุรักษ์ป่าพร้อมทั้งสิ่งแวดล้อม เพื่อระบบนิเวศน์ของป่าชายเลนให้ดีขึ้น

2.2 อบต. คลองโค่นได้ช่วยประชาสัมพันธ์และรณรงค์ให้ชาวบ้านไม่ทิ้งขยะลงในลำคลอง พร้อมทั้งได้มีการออกจัดเก็บขยะตามลำคลองต่างๆ ในเขตตำบลคลองโค่นมาโดยตลอด

2.3 อบต. คลองโค่นได้จัดตั้งเจ้าหน้าที่ในแต่ละหมู่บ้านที่มีแนวเขตติดกับป่าชายเลน เพื่อเฝ้าระวังดูแลรักษาป่าชายเลน ไม่ให้มีผู้ไปบุกรุกทำลาย เพื่อให้ป่าชายเลนได้คงสภาพความสมบูรณ์และมีระบบนิเวศน์ที่ดีสืบไป

2.4 อบต. คลองโค่น มีแนวคิดในการพัฒนาแหล่งท่องเที่ยวภายในตำบลคลองโค่นให้เป็นแหล่งท่องเที่ยวในระยะยาวอย่างยั่งยืน โดยในปัจจุบัน ได้สร้างบ้านพักรับรองนักท่องเที่ยวจำนวน 1 หลัง ในกรณีที่นักท่องเที่ยวมาพักค้างแรมที่ อบต. คลองโค่น ในรูปหมู่คณะ ซึ่งขีดความสามารถของ อบต. คลองโค่น ที่จะรองรับนักท่องเที่ยวได้ไม่เกิน 100 คน โดยสามารถพักได้ที่ห้องประชุมของ อบต. และในอนาคตอันใกล้นี้ ทาง อบต. ได้วางแผนที่จะสร้างห้องน้ำเพื่อรองรับนักท่องเที่ยวไว้บริการนักท่องเที่ยวที่มาทัศนศึกษาดูงาน และแหล่งท่องเที่ยวในพื้นที่ตำบลคลองโค่น อีกทั้งยังจะจัดสร้างเตนท์เพื่อไว้บริการนักท่องเที่ยวกางพักแรมในเขตบริเวณที่ทำการ อบต. คลองโค่นสืบต่อไป

3. การจัดตั้งศูนย์จำหน่ายสินค้าหนึ่งตำบล หนึ่งผลิตภัณฑ์

ในปี พ.ศ.2545 ที่ผ่านมามีการจัดตั้งศูนย์จำหน่ายสินค้าหนึ่งตำบล หนึ่งผลิตภัณฑ์ ให้แก่นักท่องเที่ยวจำนวน 2 แห่ง และมีรายได้จากการจำหน่ายสินค้า เป็นจำนวนเงินหลายหมื่นบาท

4. ปัญหาอุปสรรคในการดำเนินงานและการดำเนินการแก้ไข

4.1 การท่องเที่ยวยังไม่ค่อยเป็นรูปแบบที่ชัดเจนมากนัก เพราะ อบต. คลองโค่น มีงบประมาณที่จำกัดในการส่งเสริมการท่องเที่ยว

4.2 ส่วนราชการอื่นๆ ยังคงให้ความสำคัญกับการท่องเที่ยวป่าชายเลนน้อยอยู่

4.3 อบต. คลองโค่น ยังขาดนักวิชาการด้านการวิเคราะห์และวางแผนงานด้านการท่องเที่ยว

5. ข้อคิดเห็นและข้อเสนอแนะ

อยากให้ การท่องเที่ยวแห่งประเทศไทย หรือหน่วยงานที่เกี่ยวข้อง มาช่วยวางแผนงานและรูปแบบการท่องเที่ยว พร้อมทั้งสนับสนุนงบประมาณในการดำเนินการท่องเที่ยวต่อไป

ตัวอย่างโปรแกรมการท่องเที่ยว ตำบลคลองโคน ที่ อบต.คลองโคน เป็นผู้จัดทำขึ้น

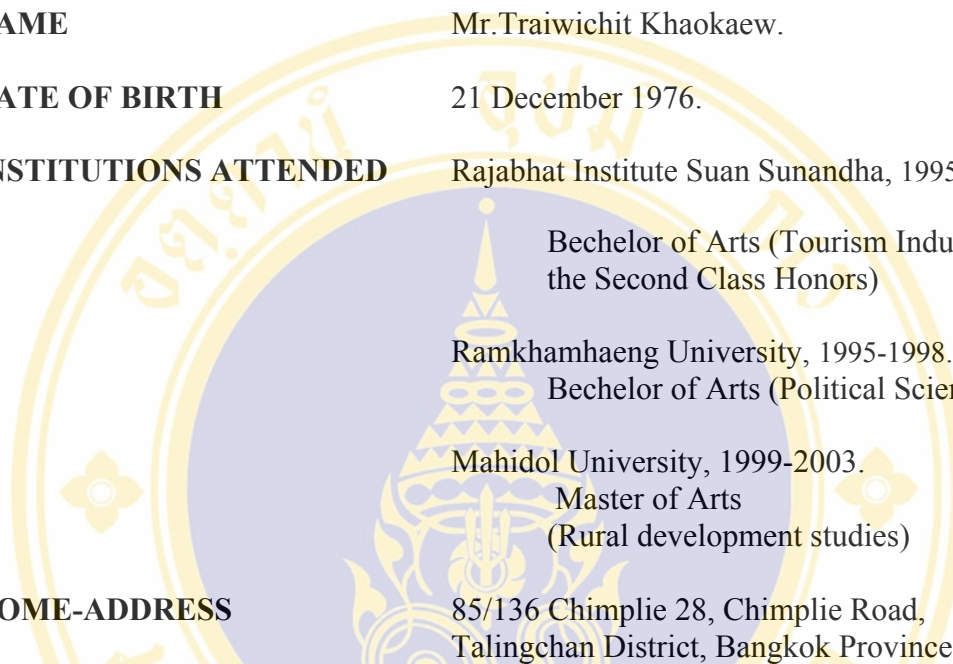
โปรแกรมที่ 1 เข้าไป-เย็นกลับ

เวลา 06.30 น.	คณะออกเดินทางจากกรุงเทพฯ โดยรถยนต์
เวลา 09.00 น.	ถึงที่ทำการ อบต.คลองโคน / อบต.แนะนำสถานที่
เวลา 09.30 น.	ลงเรือหน้าวัดคลองโคนเพื่อออกทะเล ไปยังป่าชายเลน <ul style="list-style-type: none"> - ชมธรรมชาติและวิถีชีวิตชุมชนสองฝั่งคลอง - ชมฝูงลิงแสม ที่อาศัยหากินอยู่ในบริเวณป่าชายเลน - ชมนกนางนวล และนกทะเลต่างๆ ออกหากิน - เพลิดเพลินกับการนั่งเรือวิ่งบนเลนแห้งเดียวของประเทศไทย
เวลา 10.00 น.	ล่องเรือชมแนวเขตเลียงหอยแมลงภู่นับพันไร่
เวลา 10.30 น.	ปลูกต้นกล้าป่าชายเลน บริเวณกั้นอ่าวไทย (โคลนน้ำตื้น)
เวลา 11.00 น.	ฝึกวิธีการจับกุ้ง หอย ปู ปลา นานาชนิด (ด้วยกระดานเลน)
เวลา 11.30 น.	ขึ้นเรือกลับ
เวลา 12.00 น.	รับประทานอาหารกลางวัน ณ. อบต. คลองโคน
เวลา 13.00 น.	ชมวิธีการทำกะปิที่มีชื่อเสียงของ ต.คลอง โคน และซื้อกลับบ้าน
เวลา 14.30 น.	ชมการสาธิตการทำน้ำตาลมะพร้าว บ้านคลองคต หมู่ที่1 ต. คลอง โคน และซื้อน้ำตาลมะพร้าวแท้ๆ เป็นของฝากกลับบ้าน
เวลา 16.00 น.	เดินทางกลับโดยสวัสดิภาพ

โปรแกรมที่ 2 พักค้างคืน

เวลา 06.30 น.	คณะออกเดินทางจากกรุงเทพฯ โดยรถยนต์
เวลา 09.00 น.	ถึงที่ทำการ อบต.คลองโคน / อบต.แนะนำสถานที่
เวลา 09.30 น.	ลงเรือหน้าวัดคลองโคนเพื่อออกทะเล ไปยังป่าชายเลน
	<ul style="list-style-type: none"> - ชมธรรมชาติและวิถีชีวิตชุมชนสองฝั่งคลอง - ชมฝูงลิงแสม ที่อาศัยหากินอยู่ในบริเวณป่าชายเลน - ชมนกนางนวล และนกทะเลต่างๆ ออกหากิน - เพลิดเพลินกับการนั่งเรือวิ่งบนเลนแห้งเดียวของประเทศไทย
เวลา 10.00 น.	ล่องเรือชมแนวเขตเลี้ยวหอยแมลงภู่นับพันไร่
เวลา 10.30 น.	ปลูกต้นกล้าป่าชายเลน บริเวณกั้นอ่าวไทย (โคลนน้ำตื้น)
เวลา 11.00 น.	ฝึกวิธีการจับกุ้ง หอย ปู ปลา นานาชนิด (ด้วยกระดานเลน)
เวลา 11.30 น.	ขึ้นเรือกลับ
เวลา 12.00 น.	รับประทานอาหารกลางวัน ณ. อบต. คลองโคน
เวลา 13.00 น.	ชมวิธีการทำกะปิที่มีชื่อเสียงของ ต.คลองโคน ชื้อกลับบ้าน
เวลา 14.30 น.	ชมการสาธิตการทำน้ำตาลมะพร้าว บ้านคลองคต หมู่ที่ 1 ต. คลอง โคน และซื้อน้ำตาลมะพร้าวแท้ๆ เป็นของฝากกลับบ้าน
เวลา 16.00 น.	พักผ่อนตามอัธยาศัย (เดินเล่นชมสถานที่ อบต. คลองโคน หรือ ทำกิจกรรมต่างๆ เช่น ตกปลา เล่นดนตรี เล่นกีฬา เป็นต้น)
เวลา 18.00 น.	รับประทานอาหารเย็นที่เรือนรับรองบ้านล้านนา ของ อบต. คลองโคน
เวลา 19.00 น.	ล่องเรือชมหิ่งห้อยยามราตรี สัมผัสบรรยากาศยามค่ำคืน ดู หิ่งห้อยที่ส่องแสงระยิบระยับแวววาว สว่างไสวท่ามกลางแสงจันทร์ที่สวยงาม
เวลา 20.00 น.	ร่วมกิจกรรมนันทนาการ บันเทิง เล่นเกมส์ และอื่นๆ

BIOGRAPHY



NAME	Mr.Traiwichit Khaokaew.
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