



**READINESS OF LOCAL PEOPLE FOR SUSTAINABLE  
TOURISM DEVELOPMENT: A CASE STUDY OF THA KHA  
FLOATING MARKET, TAMBON THA KHA, AUMPHAWA  
DISTRICT IN SAMUT SONGKHRAM PROVINCE**

**KOBKUL SRIVONGCHAROEN**

**๒**

**With compliments  
of**

**บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล.....**

**A THESIS SUBMITTED IN PARTIAL FULFILMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS (ENVIRONMENT)  
FACULTY OF GRADUATE STUDIES  
MAHIDOL UNIVERSITY**

**2002**

**ISBN 974-04-1490-7**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

TH

K75M

2002

C.2

Thesis  
Entitled

**READINESS OF LOCAL PEOPLE FOR SUSTAINABLE  
TOURISM DEVELOPMENT: A CASE STUDY OF THA KHA  
FLOATING MARKET, TAMBON THA KHA, AUMPHAWA  
DISTRICT IN SAMUT SONGKHRAM PROVINCE**

.....*Kobkul Srivongcharoen*.....

Ms. Kobkul Srivongcharoen,

Candidate

.....*T. Boonchote*.....

Asst.Prof.Dr. Thawatchai Boonchote, Ph.D

Major-Advisor

.....*I. Baker*.....

Lect. Ijas Baker, M.Phil

Co-Advisor

.....*Putsatee Monzon*.....

Asst.Prof. Putsatee Monzon, M.A., M.O.H.

Co-Advisor

.....*Thawatchai Arthornthurasook*.....

.....*Liangchai Limlomwongse*.....

Prof. Liangchai Limlomwongse, Ph.D.

Dean

Faculty of Graduate Studies

Assoc.Prof.Thawatchai Arthornthurasook,

M.P.A

Chair

Master of Arts Programme in Environment

Faculty of Social Sciences and Humanities

Thesis  
Entitled

**READINESS OF LOCAL PEOPLE FOR SUSTAINABLE  
TOURISM DEVELOPMENT: A CASE STUDY OF THA KHA  
FLOATING MARKET, TAMBON THA KHA, AUMPHAWA  
DISTRICT IN SAMUT SONGKHRAM PROVINCE**

was submitted to the Faculty of Graduate Studies, Mahidol University  
for the Degree of Master of Arts (Environment)

on April 22, 2002

.....*Kobkul Srivongcharoen*.....  
Ms. Kobkul Srivongcharoen,

Candidate

.....*T. Boonchote*.....  
Asst.Prof. Thawatchai Boonchote, Ph.D.

Chair

.....*I. Baker*.....  
Lect. Ijas Baker, M.Phil

Member

.....*Putsatee Monzon*.....  
Asst.Prof. Putsatee Monzon, M.A., M.O.H.

Member

.....*Laddawan Thongnop*.....  
Asst.Prof. Laddawan Thongnop,

M.P.H.

Member

.....*Liangchai Limlomwongse*.....  
Prof. Liangchai Limlomwongse,

Ph.D.

Dean

Faculty of Graduate Studies  
Mahidol University

.....*J. Chuckpaiwong*.....  
Assoc.Prof. Jiraporn Chuckpaiwong,

M.A. (Environment)

Acting Dean

Faculty of Social Sciences and Humanities  
Mahidol University

## ACKNOWLEDGMENTS

I would like to express my sincere gratitude and deep appreciation to Asst.Prof. Dr. Thawatchai Boonchote, my Principal Supervisor, for his guidance and invaluable advice. I am equally grateful to Lect. Iljas Baker and Asst.Prof. Putsatee Monzon, my co-advisors, for their guidance, constructive comments, and encouragement. I also would like to convey my grateful thanks to the external examiner, Asst.Prof. Laddawan Thongnop, for her valuable comments and suggestions.

Because this thesis is written in English, there are two most important persons for whom I have no language with which to express my heartfelt thanks. Lect. Iljas Baker, who gave his time, and provided me with the most useful information on which this thesis is built, and was never lacking in kindness and support. Alex Neylon, my nice colleague at ASH Thailand, looked closely at the final version of the thesis for English style and grammar, correcting and offering suggestions for improvement. I am deeply indebted to them.

I would like to thank my closed friend, Jiang, for his patience, wonderful friendship and encouragement throughout. A very special thanks to the friendly village leaders and villagers in Moo 2, Tha Kha, the staff of Social Sciences (Environment), Faculty of Social Sciences and Humanities, especially Mrs. Namooy Kumchuen for her kindness and help, and, finally, my 19 classmates. I am happy to remember all my lecturers, especially Asst.Prof. Pannipa Buraphacheep and Asst. Prof. Chutima Sangngen, who always give me her encouragement and support.

I am most grateful to my closed relatives, Pongtintongngam's family, for their continuous support, kindness and caring throughout my stay in their cozy home. Finally, I would like to thank all of my beloved family members for their continuous support and help during my study. My parents remain an eternal source of inspiration with their endless blessings, love and affection throughout my whole life. They are in my thoughts at every moment.

Ms. Kobkul Srivongcharoen

4237603 SHEV/M : MAJOR : ENVIRONMENT ; M.A. (ENVIRONMENT)  
KEY WORDS : READINESS/ SUSTAINABLE TOURISM DEVELOPMENT/  
THA KHA FLOATING MARKET  
KOBKUL SRIVONGCHAROEN : READINESS OF LOCAL  
PEOPLE FOR SUSTAINABLE TOURISM DEVELOPMENT: A CASE STUDY  
OF THA KHA FLOATING MARKET, TAMBON THA KHA, AUMPHAWA  
DISTRICT IN SAMUT SONGKHRAM PROVINCE. THESIS ADVISORS :  
THAWATCHAI BOONCHOTE, Ph.D., ILJAS BAKER, M.PHIL, PUTSATEE  
MONZON, M.A. M.O.H. 163 p. ISBN 974-04-1490-7

The objective of this research was to study the readiness of local people for sustainable tourism development of Tha Kha floating market in Aumphawa District, Samut Songkhram Province. For this study, sustainable tourism principles adapted from the World Wide Fund for Nature (WWF) were used as a guideline to explore the readiness of local people. The researcher utilized a qualitative approach to the study. Data were collected by means of RRA methodologies. The studied group consisted of local people involved and not involved with tourism and outsiders. Data analyses were done by Content Analysis and a combination of Analytic Induction and Deduction.

The result of the study revealed that local people in Tha Kha are passively ready for sustainable tourism development. The area's readiness, in many respects, is self-contained. Passive readiness in this study refers to local people experiencing tourism development without directly responding or initiating action in return. The main explanation for the passive readiness in this area is that the style of tourism evident in Tha Kha involves experiencing and participating in everyday community activities. Local people do not need to act or change themselves to welcome tourists. Therefore, in order for people to benefit from sustainable tourism development in the long term, they should maintain their current lifestyles.

Recommendations: 1) Encouraging and supporting the next generation to develop sustainable tourism; 2) Offering a general set of tourist activities; 3) Outsiders should contribute to the natural and cultural conservation by helping to promote sustainable tourism.

4237603 SHEV/M : สาขาวิชา : สิ่งแวดล้อม ; ศค.ม. (สิ่งแวดล้อม)

กอบกุล ศรีวงศ์เจริญ : ความพร้อมของประชาชนในท้องถิ่นที่มีต่อการท่องเที่ยวอย่างยั่งยืน กรณีศึกษา : ตลาดน้ำท่าคา ตำบลท่าคา อำเภออัมพวา จังหวัดสมุทรสงคราม (READINESS OF LOCAL PEOPLE FOR SUSTAINABLE TOURISM DEVELOPMENT: A CASE STUDY OF THA KHA FLOATING MARKET, TAMBON THA KHA, AUMPHAWA DISTRICT IN SAMUT SONGKHRAM PROVINCE). คณะกรรมการควบคุมวิทยานิพนธ์ : รัชชชัย บุญโชติ, Ph.D., ILJAS BAKER, M.PHIL., ปุสดี มอนซอน, M.A., M.O.H. 163 หน้า ISBN 974-04-1490-7

การวิจัยครั้งนี้ มีวัตถุประสงค์เพื่อศึกษาความพร้อมของประชาชนในท้องถิ่นที่มีต่อการท่องเที่ยวอย่างยั่งยืน การศึกษาในครั้งนี้อาศัยหลักการการท่องเที่ยวอย่างยั่งยืนที่ดัดแปลงมาจาก The World Wide Fund for Nature (WWF) เพื่อเป็นแนวทางในการศึกษาความพร้อม โดยผู้ศึกษาใช้วิธีการศึกษาเชิงคุณภาพ เก็บข้อมูลด้วยวิธีการประเมินสภาวะชนบทอย่างเร่งด่วน จากกลุ่มตัวอย่างประชาชนในท้องถิ่นทั้งที่เกี่ยวข้องและไม่เกี่ยวข้องกับการท่องเที่ยว รวมทั้งบุคคลภายนอกที่มีความเกี่ยวข้องกับการท่องเที่ยวในตลาดน้ำท่าคา

ผลการศึกษาพบว่า ประชาชนในท้องถิ่นมีความพร้อมในการท่องเที่ยวอย่างยั่งยืน ด้วยศักยภาพของชุมชนเอง ไม่ว่าจะเป็นการดำเนินชีวิตของชาวบ้าน และประเพณีและวัฒนธรรมต่างๆ ที่สืบทอดกันมา ล้วนแล้วแต่เป็นสิ่งที่นักท่องเที่ยวต้องการเข้ามาสัมผัส และพบเห็น ดังนั้นการที่ชาวบ้านสามารถเก็บรักษาวิถีชีวิตดั้งเดิมของตัวเองได้มากเท่าไร ชาวบ้านก็จะเก็บเกี่ยวผลประโยชน์จากการท่องเที่ยวได้นานเท่านั้น

ข้อเสนอแนะ 1) ส่งเสริมและสนับสนุนให้คนรุ่นหลัง ได้ใช้แนวทางการท่องเที่ยวอย่างยั่งยืนมาปรับใช้ในชุมชนของตนเอง 2) ส่งเสริมกิจกรรมการท่องเที่ยวภายในชุมชนให้เป็นรูปแบบมากยิ่งขึ้น 3) บุคคลภายนอกที่เกี่ยวข้องควรมีส่วนช่วยในการสนับสนุน และเผยแพร่การอนุรักษ์ประเพณี วัฒนธรรม รวมถึงสิ่งแวดล้อมของชุมชนสู่สาธารณชน เพื่อนำไปสู่การท่องเที่ยวที่ยั่งยืนต่อไป

# CONTENTS

	Page
<b>ACKNOWLEDGEMENTS</b> .....	iii
<b>ABSTRACT</b> .....	iv
<b>ABSTRACT (THAI)</b> .....	v
<b>LIST OF TABLES AND FIGURES</b> .....	viii
<b>CHAPTER I INTRODUCTION</b>	
1.1 Background and Significance of the Topic.....	1
1.2 Objectives of the Study.....	6
1.3 Scope and Research Tools of the Study.....	6
1.4 Conceptual Framework of the study.....	8
1.5 Definition of Terms.....	11
1.6 Benefits of the Study.....	12
<b>CHAPTER II LITERATURE REVIEW</b>	
2.1 Sustainable Tourism Development.....	13
2.1.1 Definition of Sustainable Tourism.....	13
2.1.2 Concepts of Sustainable Tourism Development.....	16
2.1.3 Principles of Sustainable Tourism Development.....	18
2.2 Rapid Rural Appraisal (RRA).....	28
2.2.1 Definition of RRA.....	28
2.2.2 Principles of RRA.....	31
2.2.3 Strengths and Limitations of RRA.....	34
2.3 Readiness of Local People.....	38
2.4 Definitions and Descriptions of Variables.....	40
<b>CHAPTER III RESEARCH METHODOLOGY</b>	
3.1 Research Design.....	45
3.2 Selection of Study Area.....	46
3.3 Target Population.....	46
3.4 Data Collection Process and Selection of Respondents.....	47
3.4.1 Secondary Data Collection.....	47
3.4.2 Primary Data Collection.....	47
3.5 Pre-test of Research Instruments.....	53
3.6 Content Validity.....	53
3.7 Data Processing and Analysis.....	55
<b>CHAPTER IV RESULTS</b>	
4.1 Background and History of Tha Kha Floating Market.....	58
4.2 Moo 2 profiles.....	61
4.2.1 Population.....	61
4.2.2 Occupation.....	62
4.2.3 Daily Life's Activities of Local People.....	65

## CONTENTS (Cont.)

	Page
4.3 The Market as a Tourism Resources.....	67
4.3.1 Floating Market.....	67
4.3.2 Home Stays.....	70
4.3.3 Processing of Coconut Palm Sugar.....	72
4.4 Readiness of Local People for Sustainable Tourism.....	79
4.5 Passive Readiness.....	94
<b>CHAPTER V DISCUSSION</b>	
5.1 Discussion the Results of the Study.....	99
5.1.1 Moo 2 as a Community.....	101
5.1.2 The Role of Outsiders.....	105
5.2 Discussion on Methodological Experience Gained During Data Collection.....	107
5.3 Discussion on the Conceptual Framework.....	111
<b>CHAPTER VI CONCLUSIONS AND RECOMMENDATIONS</b>	
6.1 Conclusions.....	112
6.2 Implication.....	115
6.3 Recommendations.....	115
6.4 Recommendations for Future Research.....	117
<b>BIBLIOGRAPHY</b> .....	120
<b>APPENDICES</b>	
Appendix 1: Direct Observation Checklists..... (English and Thai version)	129
Appendix 2: Key Informant Interview Sub-topics and Guidelines..... (English and Thai version)	131
Appendix 3: Semi-structured Questionnaire Guidelines..... (English and Thai version)	135
Appendix 4: Focus Group Guidelines..... (English and Thai version)	140
Appendix 5: RRA Methods and Types of Information Collected.....	145
Appendix 6: Web-site: ECOCLUB.com.....	153
Appendix 7: Web-site: ECOCLUB.com..... (Some responses by Internet user)	154
<b>BIOGRAPHY</b> .....	155



## LIST OF TABLES AND FIGURES

	<b>Page</b>
Figure 1-1 Conceptual Framework.....	10
Figure 3-1 RRA Summary Plan.....	52
Table 3-2 RRA Methods and Type of Information Collect.....	146
Figure 4-1 Map of Tha Kha Floating Market.....	60
Figure 4-2 Tha Kha Floating Market.....	68
Figure 4-3 Home-stay Locations.....	71
Figure 4-4 Coconut Syrup Cylinders.....	72
Figure 4-5 Collecting Coconut Sweet Sap.....	73
Figure 4-6 Simmering Coconut Syrup.....	75
Figure 4-7 Stirring Coconut Palm Sugar.....	76
Figure 4-8 Tao Tan.....	76
Figure 4-9 Design of Stove.....	77
Figure 4-10 Dried Coconut Leaves and Pieces of Wood.....	78
Figure 4-11 Footpath along the Canal.....	82
Figure 4-12 Passive Readiness of Local People.....	97
Figure 5-1 Reasons behind the passive readiness.....	100

# CHAPTER I

## INTRODUCTION

### 1.1 Background and Significance of the Topic

Worldwide, tourism is one of the fastest growing industries and has been described as a powerhouse in the global economy. By the year 2010, more than a billion people will travel around the world during their holidays seeking destinations in which to relax and unwind from the daily pressures of life. (Centre for Environmentally Responsible Tourism. (No Date). main[Online].)

In developing countries, tourism of all types contributes roughly US \$50 billion annually. (Anon 1989 quoted in John N. Shores. (1999, Dec). The Challenge of Ecotourism: A Call for Higher Standards[Online].) Even in the current period of widespread economic recession and depression, tourism has remained surprisingly strong. Several areas of the world are experiencing difficulties coping with an additional influx of visitors.

Tourism, as with all industries, has an impact on the environment. Tourists consume water, energy, and other raw materials as well as generate large quantities of waste and a great deal of pollution. If correct planning and management measures are not put in place from the very beginning, tourism can give rise to land-use conflicts, destroy natural habitats, and degrade scenic landscapes. Heavy concentration of tourist numbers can disrupt wildlife habitats, accelerating environmental degradation. (Suvit Yodmani, 1997 : 5)

Tourism is one of Thailand's main industries. In 1999 Thailand welcomed 8,651,260 visitors from abroad, an increase of 10.50% compared to 1998. In 2000 the number of international tourist arrivals increased by another 10.7%. (Tourism Authority of Thailand. (1999). Thailand Tourism Statistics 1999[Online].) The number of international tourists visiting Thailand is projected to increase to 11.2 million in the year 2003. (United Nation. (1999, Feb). Sustainable Tourism[Online].)

Thailand attracts large numbers of visitors each year because of its abundant cultural resources, native wildlife, biodiversity, beautiful beaches, and warm and friendly people. The tourism industry has been largely dependent on natural resources for its continued growth and existence. Resorts are built along stretches of beach, and tour companies transport visitors to remote destinations to see dramatic landscapes and experience cultures unique to these locations.

Tourism development in Thailand has both positive and negative socio-cultural and environmental impacts. Like other industries, tourism, if not properly managed, can actually destroy the very resources on which it depends. Cases have been documented where uncontrolled or runaway tourism development has negatively affected the environment and cultural fabric of certain areas. (Carlos M. Libosada Jr. (2000). Negative Impacts of Ecotourism Activities and Mitigating Measures[Online].) To avoid such problems and reduce the negative impact of tourism globally, it is necessary to work on all elements of tourism and move towards sustainable tourism development.

A recent poll of travel magazine readers found that 67 % of travelers prefer to spend their money in a way that supports conservation of cultural and natural environments at the places they visit. (Conservation International. (2000, July).

Ecotourism[Online].) One fast growing market segment in tourism should therefore be tourism that contributes to sustainability.

Ensuring that tourism is sustainable in the future requires balancing tourism development and local cultural and environmental concerns. The move towards sustainable tourism development will require that local people understand the concept of sustainable development and use this knowledge to inform their daily activities.

The World Commission on Environment and Development (1987) created the concept of sustainable development as a new paradigm for modern societies. The concept has since been accepted as a guiding principle for economic activities worldwide. (Greg Richards & Derek Hall (ed.), 2000: 222) The term 'sustainable development' has been used with increasing frequency since the United Nations Conference on Environment and Development (The Earth Summit) held in Rio de Janeiro, Brazil in June of 1992. The idea of sustainable development has become increasingly popular worldwide. Tourism is one of the few industries identified as part of a broader framework of sustainable development.

The World Tourism Organisation (WTO) describes sustainable tourism as "*tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future*". It embraces, all forms of tourism small and large scale, nature or culture based tourism, and it applies to cities, man-made visitor attractions, seaside resorts, small towns, national parks and countryside areas. This definition of sustainable tourism is based on principles derived from the 1992 Rio Declaration on the Environment by the World Tourism Organisation, World Travel & Tourism Council and the Earth Council. (Christians. (No Date). Tourism - Towards Sustainability [Online].

Additionally, a publication by Tourism Concern and the World Wide Fund for Nature defines sustainable tourism as tourism which “operates within natural capacities for the regeneration and future productivity of natural resources; recognizes the contribution that people and communities, customs and lifestyles, make to the tourism experience; accepts that these people must have an equitable share in the economic benefits of tourism; and is guided by the wishes of local people and communities in the host areas”. (Tamara Ratz. (1996, August). Sustainable Tourism Development in Evo, Finland[Online].)

In Thailand, The Tourism Authority of Thailand and the National Environment Board are responsible for sustainable tourism at the national level. At the local level, the Regional Offices of Tourism Authority of Thailand (TAT), the Provincial Authority, the Regional Offices of Environmental Policy and Planning and the Local Administration Organization are responsible.

Different groups participate in the various stages of decision-making processes relating to tourism. Thailand has moved towards decentralizing management responsibility for tourism, giving greater influence to local communities. In general, NGOs, local authorities and community and farmers are involved in deciding how to manage their tourism resources.

There are many places in Thailand that serve as models of sustainable tourism such as Umpang district in Tak province, Prasat village in Nakorn Ratchasima province and Kiriwong village in Nakorn Srithammarat province. In these instances, communities actively participate in tourist attraction management and administration. (United Nation.(1999, Feb). Sustainable Tourism[Online].)

The Tourism Authority of Thailand (TAT) is now promoting sustainable tourism development in the Tha Kha Floating Market, Tambon Tha Kha, Aumphawa District in Samut Songkhram Province. The TAT has made funds available for developing facilities in this area such as roads, bridges, and wayside shelters.

The Foundation for The Protection of Environment and Tourism, controlled by TAT, is responsible for the way sustainable tourism is developed and promoted at Tha Kha Floating Market. There are tour programs called “Homestay Tours” for tourists who are interested in observing and experiencing local people’s lifestyles. (อภิรักษ์ บัวหนักดี, 1999: 73-78)

Several elements of tourism have the potential to harmonize with local culture in this area. Local people and tourists can exchange knowledge and experiences in many ways. The following are examples of such community action and of the participation of local people in creating sustainable tourism:

- Home-stay programs managed by local people
- The floating market (held for 50 years) which takes place on the 2nd, 7th, and 12th days of both the waxing and waning moon of the Thai lunar month from 7.00 a.m. till noon.
- Boat services for touring the canal, enjoying the beauty of the natural scenery including ancient houses and orchards, and looking at the process of producing coconut palm sugar. There are 5 places where palm sugar is made situated between Km. 30-32 on Route No. 325, that are open to tourists.

The market is an impressive and attractive example of traditional Thai culture, which once promoted could prove a heavily frequented tourist destination. This study aims to explore the level of readiness of the local people for all aspects of sustainable tourism development, for example having services to offer tourists as well as managing and protecting their natural and cultural environment.

It is vital to take account of the local people's interests and knowledge and to involve them in managing and developing tourism, and in protecting their living environment. Otherwise, tourism may destroy the very resources, environment and/or culture on which it depends. This is why a study on the readiness of local people for sustainable tourism in Tha Kha floating market, Samut Songkhram Province is required.

## **1.2 Objectives of the study**

The major objective of this research is to explore the readiness of the local people for sustainable tourism by using research methods associated with Rapid Rural Appraisal (RRA).

## **1.3 Scope and Research Tools of the Study**

Research was conducted in the Tha Kha Floating Market, Moo 2, Tambon Tha Kha, Aumphawa District in Samut Songkhram Province. The study covers the area in which the floating market is located. There are around 102 families in the village with approximately 500 community members.

RRA methodologies were used to generate a rapid understanding of the complexity of the Tha Kha community. RRA methodologies were selected because of their particular usefulness for studying, in a short period, complex issues, especially those in which 'people factors' are prominent. (Dunn, T. (1994, Dec). Rapid Rural Appraisal: A description of the methodology and its application in teaching and research at Charles Sturt University[Online].) RRA provides investigators with rapid, holistic, accurate and interactive research tools. (Willigen, V. J. & Finan L.T. (Eds). (1999, Dec 15). Rapid and Reliable Research Methods for Practicing Anthropologists[Online].)

Several components of RRA methodologies are applied in this study such as secondary sources, key informants, semi-structured interviews, direct observation and focus groups for collecting and analyzing data for the evaluation of the readiness of local people for sustainable tourism.

A triangulation approach was also applied in this study. Triangulation is a technique used to choose research methods, target groups, and interview subjects so that more than one of each, usually a minimum of three, is used, thus the term "triangulation." (Grandstaff, W. S. & Grandstaff B. T. ,1987: 130-132). A triangulation approach helps to avoid the bias inherent in any single method by taking into account several research methods, perspectives, and information sources.

Encompassing all the social diversity present in the situation - learning from both men and women, young and old, well off and poor, for example - is an important kind of triangulation. (Freudenberger and Gueye. (1990). quoted in Biodiversity Support Program (BSP) by World Widelife Fund. (No Date). Understanding and



Influencing Behaviors in Conservation and Natural Resources Management[Online].)

Employing several methods also allows researchers to cross check data for accuracy.

It has been argued that triangulation is an essential methodological concept for RRA. "...[L]ooking at something from only one perspective introduces serious biases into the analysis. If you can introduce two, three, or even four different points of view into your analysis, you will begin to get a more complete and more accurate picture of the situation you are trying to understand"

Further details of the process of the study are elaborated in Chapter III, Research Methodology.

#### **1.4 Conceptual Framework of this Study**

The purpose of this study is to explore the readiness of the local people for sustainable tourism. The study uses defined principles of sustainable tourism development as indicators of readiness. Data are collected using RRA methodologies.

Principles developed by the World Wide Fund for Nature (WWF) were adapted and used to acquire data related to tourism at the Tha Kha floating market. These principles of sustainable tourism development are as follows:

1. Using resources in a sustainable manner, especially water and energy (oil, electricity and wood fuel), and non-use of hazardous substances
2. Reducing over consumption and waste, for example, by reusing and recycling materials
3. Maintaining diversity, especially in determining crops and tourist activities
4. Supporting local economies, for example, by using and selling local products

5. Involving local communities, especially in developing and managing tourism in their area

6. Marketing tourism responsibility, for example, by using marketing strategies that respect the local people and environment

[Full details of these principles are available in Chapter II Literature Review.

The practical principles relevant to this area will be selected as indicators for this study.]

The readiness of local people for sustainable tourism depends on many factors. Factors identified for the purpose of this study are classified into two parts as follows:

1. Internal factors

- Human resources: the importance of socio-demographic factors such as age, educational level, occupation and income, knowledge and opinion of sustainable tourism, and participation in sustainable tourism.

- Natural resources

- Local custom and culture

2. External influences such as the Tourism Authority of Thailand (TAT), Local Administrative Organization (LAO) and tourism entrepreneurs.

In this framework, readiness is the outcome variable, which is considered as having direct relationship with internal and external factors. The definitions and descriptions of variables are explained in the Chapter II Literature Review. The following figure is the Conceptual Framework applied in this study:

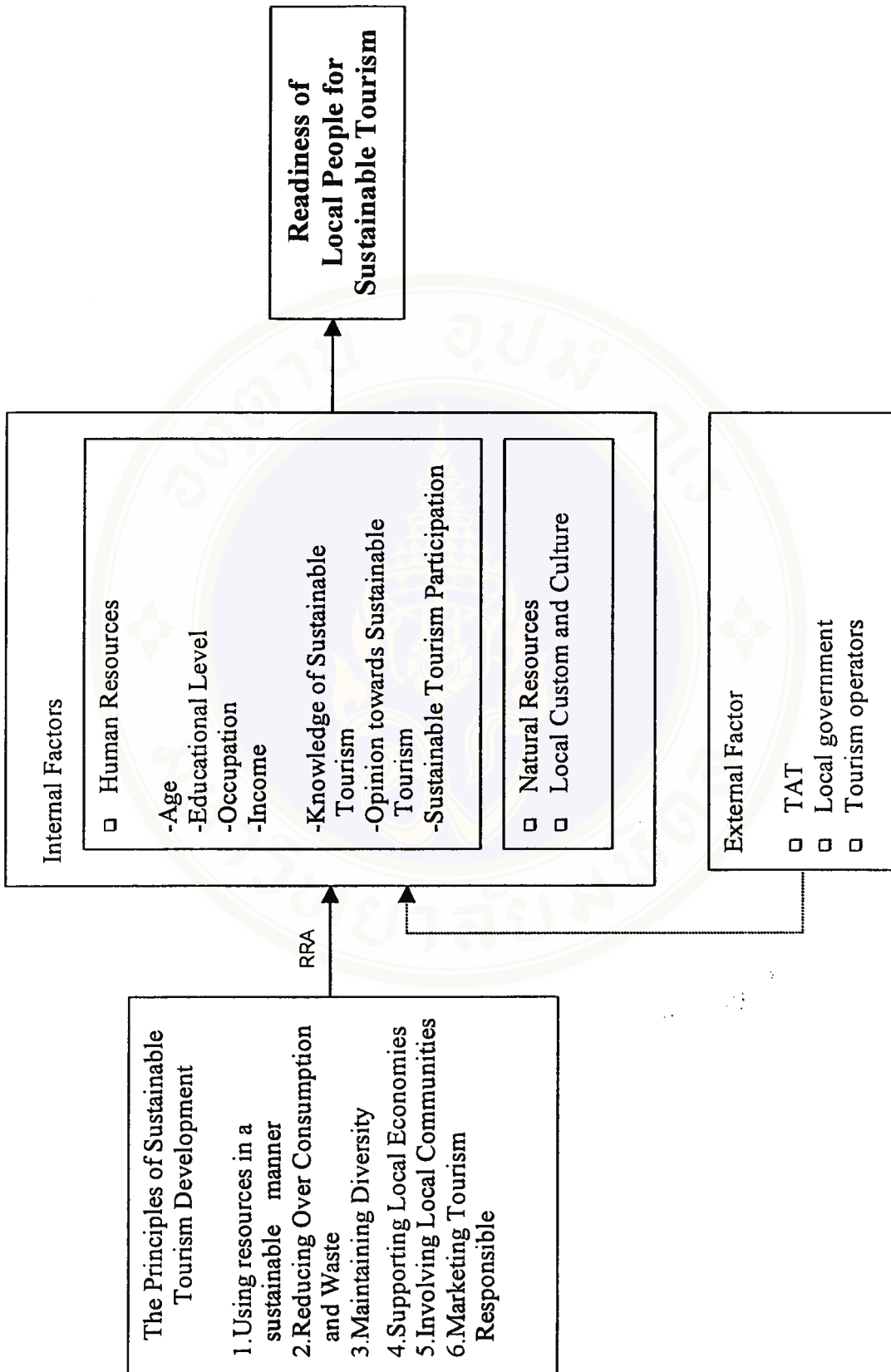


Figure 1.1 Conceptual Framework

### 1.5 Definition of Terms

**Readiness:** readiness is the preparedness of the local people for sustainable tourism that is now promoted in their area. This study aims to explore the readiness of local people for all aspects of sustainable tourism development, for example not only having services to offer tourists but also readiness for managing and protecting their natural and cultural environment.

**Local People:** the people who live in the area of Tha Kha floating market, Moo 2 Tambon Tha Kha, Aumphawa District in Samut Songkhram Province.

**Sustainable Tourism Development:** tourism, which develops, maintains and benefits the local environment and community including their future generations.

**Rapid Rural Appraisal (RRA):** a research methodology used in this study to generate a rapid understanding of the complexity of the Tha Kha community.

**Tourism Authority of Thailand (TAT):** takes responsibility to issue tourism policies in national level and now one objective in the eight plan is to develop tourism in Thailand to sustainable tourism. Because of Tha Kha floating market is a long traditional market and TAT would like this place to remain for long lasting term.

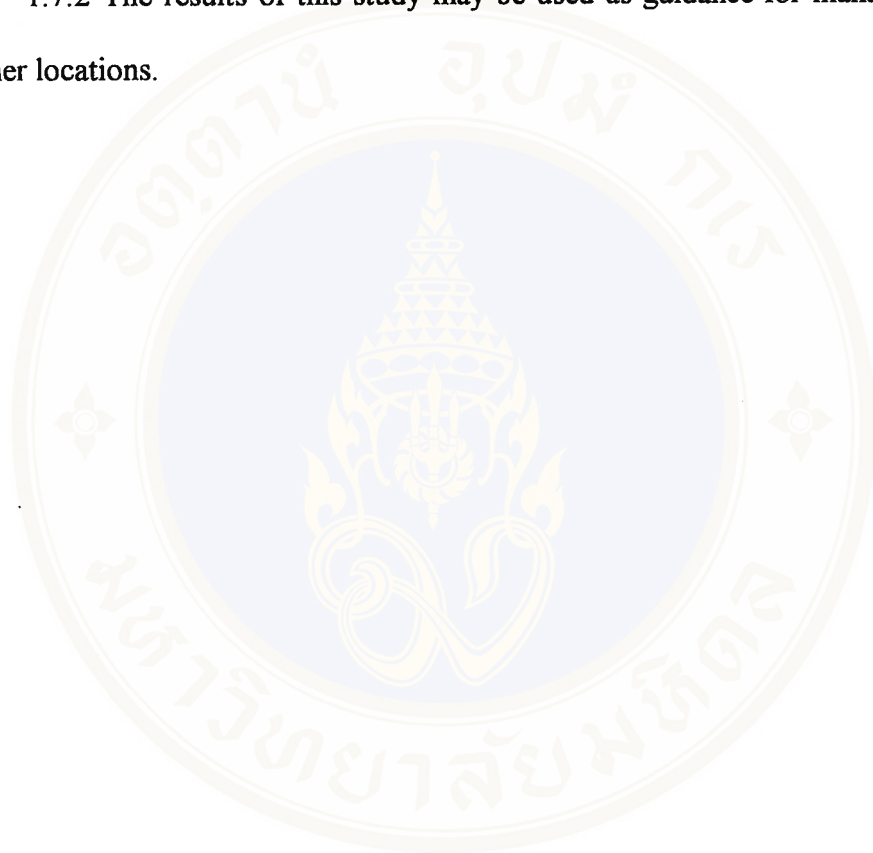
**Local Administrative Organization Members (LAO):** the outsiders who involved with this community by position and responsibility. All samples of Local Administrative Organization Members (TAO) in this study are not the people who live in Tha Kha floating market in Moo 2. They are Tambon Administrative Organization members, Public Health Officers and the Administrative Officer of TAO.

**Tourism Operators:** the people who engage in this tourism by taking tourists to visit this place. Normally they take Thai tourists to see the floating market and foreigner tourists to stay in homestays.

## 1.6 Benefits of the Study

1.7.1 It is expected that this study's results will assist particular organizations involved with tourism at Tha Kha floating market such as TAT, tour guides etc., to improve the readiness of local people for sustainable tourism development.

1.7.2 The results of this study may be used as guidance for managing tourism in other locations.



## CHAPTER II

### LITERATURE REVIEW

In this chapter, the researcher briefly reviews the literature on sustainable tourism and related issues, such as definitions and principles. In addition, Rapid Rural Appraisal (RRA) and readiness of local people, will also be reviewed.

#### 2.1 Sustainable Tourism Development

##### 2.1.1 Definition of sustainable tourism

Tourism that sustains the physical and social environment on which the tourism depends has become known as “sustainable tourism”. The precise definition of this term remains vague even within the tourism industry itself. However, sustainable tourism can be differentiated from traditional or mass tourism in that sustainable tourism not only attempts to minimize the environmental impact of tourism, but also has as a goal that local community and their future generations will actually benefit from tourism. Thus, sustainable tourism is conceived as a form of tourism that facilitates or is a component of sustainable development.

The World Tourism Organisation (WTO) describes sustainable tourism as *"tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future"*. It embraces, all forms of tourism not just small scale, nature or culture based products and applies to cities, man-made visitor attractions, seaside resorts, small towns, national parks and other countryside areas. It is based on principles derived from the 1992 Rio Declaration on the Environment by

the World Tourism Organisation, World Travel & Tourism Council and the Earth Council. (Christians. (No Date). Tourism -Towards Sustainability [Online].

Annalisa Koeman notes that “sustainable tourism” is often equated with nature or eco-tourism but argues that sustainable tourism development means more than protecting the natural environment - it means proper consideration of host peoples, communities, cultures, customs, lifestyles, and social and economic systems. It is tourism that truly benefits those who are on the receiving end, and that does not exploit and degrade the environment in which they live and from which they must earn a living after the last tourist has flown back home. It is tourism that enhances the material life of local communities, without causing a loss of traditional employment systems, acculturation or social disruption. (Annalisa Koeman. (No Date). Sustainable Tourism and Eco-Tourism[Online].)

Karl Schmid explains sustainable tourism as the tourism that creates the least problems for local people, the local environment, and the tourists or guests. Ideally, sustainable tourism benefits all involved, and promotes mutual understanding between hosts and guests and the conservation of the environment. (Karl Schmid. (1998, Dec). A Study of Tourist Attitudes Towards Sustainable Tourism[Online].)

Butler also advocates that the term sustainable tourism development should be understood as: tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes. (Butler, 1993 quote in D.B. Weaver, 1998: 5)

The Mediterranean NGO Network for Ecology and Sustainable Development (MED FORUM) manages a project called ULIXES 21. The project promotes sustainable tourism in the Mediterranean, tourism that it defines as:

- \* Long-lasting (economically viable in the long-term, planned and well managed, which implies avoidance of mass tourism and a low impact).

- \* Environment friendly (adapted to the carrying capacity of the natural and cultural spaces, minimizing seasonal effects)

- \* Diversified (in relation to the hinterland, adapted to the site's personality, based on local enterprises and avoiding total dedication to tourism)

- \* Participatory (with the participation of the local towns and villages)

(Mediterranean NGO Network for Ecology and Sustainable Development (MED FORUM). (No Date). What do we mean by sustainable tourism?[Online].)

Tamara Ratz points out that sustainable tourism has several - often seriously debated - definitions. According to the definition of the Federation of Nature and National Parks, sustainable tourism is “all forms of tourism development, management and activity that maintain the environmental, social and economic integrity and well-being of natural, built and cultural resources in perpetuity”.

She cites a publication by Tourism Concern and the World Wide Fund for Nature that defines sustainable tourism as tourism which “operates within natural capacities for the regeneration and future productivity of natural resources; recognises the contribution that people and communities, customs and lifestyles, make to the tourism experience; accepts that these people must have an equitable share in the economic benefits of tourism; and is guided by the wishes of local people and



communities in the host areas”. (Tamara Ratz. (1996, August). Sustainable Tourism Development in Evo, Finland[Online].)

In any case, sustainable tourism development is difficult to define because it must relate today's tourism needs with concern for the future --- a difficult task in a dynamic tourism world. The article “Alternative Paths to Sustainable Tourism”, as summarized by Richard Braithwaite, outlines the following five key elements for tourism sustainability:

1. Preserving the current resource base for future generations.
2. Maintaining the productivity of the resource base.
3. Maintaining biodiversity and avoiding irreversible environmental changes.
4. Ensuring equity within and between generations.
5. Maintaining and protecting the heritage (culture and history) of the area, region, or nation.

The challenge is finding an acceptable balance among these elements. The different business and consumer interests in tourism often overlook the *sustainability* aspect of tourism. Tourism *hosts and guests* often see the tourism environment through different *glasses*. (Braithwaite, Richard quote in Organization of American States. (No Date). Sustaining tourism by managing its natural and heritage resources[Online].)

### **2.1.2 Concept of Sustainable Tourism Development**

The concept of sustainable tourism is inextricably linked to the ethic of sustainable development, which in theory advocates that people strive to meet their present needs without compromising the ability of future generations to meet their

own needs, presumably measured against the standard of living currently enjoyed. (WCED, (1987) quoted in D.B. Weaver, 1998: 5) These words have received much popular and academic attention since the United Nations Conference on Environment and Development (the Earth Summit) held in Rio de Janeiro, Brazil in June of 1992.

However, Gerard Gonzales states that the concept of sustainable tourism development originally came into tourism vocabulary in the late 1980s when countries, especially in Europe, began to recognise the adverse impacts of unorganised and unplanned tourism on the physical and socio-cultural environments of tourist destinations. Opinions on sustainable tourism development sometimes conflict. Views on ecologically sustainable tourism development held by resource protectionists or preservationists need to be reconciled and balanced with views held by those promoting economically sustainable use of resources.

To date, there is no universally accepted interpretation although various tourism models have evolved such as “alternative tourism”, “appropriate tourism”, “community-based tourism”, “eco-tourism”, “ethical tourism”, “green tourism” and “responsible tourism.” These forms of sustainable tourism are advocated as replacements for existing ineffective methods and directions of tourism development. (Gerard Gonzales. (2000). Sustainable tourism: the new tourism paradigm[Online].)

The concept of sustainable tourism is widely used in many areas in this world including Thailand where tourism is one of the country's main industries. The goals of sustainable tourism, if achieved, should have the effect of reducing the level of negative impacts such that their effect will not be permanent or threaten the survival of environments, and should ensure that the positive impacts will be felt by local people as well as at a national level.

### 2.1.3 Principles of Sustainable Tourism Development

Sustainable tourism has the following principles that stated by many organizations. However the main point of their thinking is the same way to act and support the concept of sustainable development. Therefore, the Principles of Sustainable Tourism should be under the following samples:

According to the Earth Summit results, three International Organizations - the World Travel and Tourism Council, the World Tourism Organization and the Earth Council, joined together to launch an action plan entitled "*Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development*" - a sectoral sustainable development programme in 1996 include:

Firstly, the Travel and Tourism industry has a vested interest in protecting the natural and cultural resources, which are the core of its business. It also has the means to do so. As the world's largest industry, it has the potential to bring about sustainable development of the communities and countries in which it operates. Concerted action from governments, and all sectors of the industry, will be needed in order to realize this potential and to secure long-term future development.

Secondly, Agenda 21 for the Travel and Tourism Industry document contains priority areas for action with defined objectives and suggested steps to be taken to achieve them. The document emphasizes the importance of the partnerships among government, industry and non-government organizations, analyses the strategic and economic importance of travel and tourism and demonstrates the enormous benefits in making the industry sustainable.

Thirdly, the frame-work for sustainable development to be established by the travel and tourism industry should be based on the Rio Declaration on Environment and Development, from which the following guiding principles flow:

1. Travel and Tourism should assist people in leading healthy and productive lives in harmony with nature
2. Travel and Tourism should contribute to the conservation, protection and restoration of the earth's ecosystem
3. Travel and Tourism should be based upon sustainable patterns of production and consumption
4. Travel and Tourism, peace, development and environmental protection are interdependent
5. Protectionism in trade in Travel and Tourism services should be halted or reversed
6. Environmental protection should constitute an integral part of the tourism development process
7. Tourism development issues should be handled with the participation of concerned citizens, with planning decisions being adopted at local level
8. Nations shall warn one another of natural disasters that could affect tourists or tourist areas
9. Travel and Tourism should use its capacity to create employment for women and indigenous peoples to the fullest extent
10. Tourism development should recognize and support the identity, culture and interests of indigenous peoples

11. International laws protecting the environment should be respected by the Travel and Tourism industry.

12. For Travel and Tourism companies, the main aim is to establish systems and procedures to incorporate sustainable development issues as part of the core management function and to identify actions needed to bring sustainable tourism into being. The ten priority areas for action are:

- waste minimization, reuse and recycling
- energy efficiency, conservation and management
- management of fresh water resources
- waste water management
- hazardous substances
- transport
- land-use planning and management
- involving staff, customers, communities in environmental issues
- design for sustainability
- partnerships for sustainable development

(The world Travel and Tourism Council (WTTC). (No Date). AGENDA 21 for the Travel and Tourism Industry Towards Environmentally Sustainable Development [Online].)

A sample of Globe 90's "Principles for Sustainable Tourism" supports these principles by giving the way of tourism toward sustainability, which several countries subsequently followed up with principles of their own. Two initial efforts in developing a code of practice were by the English Tourist Board in 1991 and the Canadian Tourism Board. In the Asia-Pacific region, the promotion of sustainable

tourism is spearheaded by the PATA and the Asia-Pacific Economic Organization's (APEC) Tourism Working Group.

At the PATA's 40<sup>th</sup> Annual Conference in Bali in 1990, it was reported that members pledged enrichment of the environment with the "PATA Promise". In New Zealand in 1994, the "PATA Code for Environmentally Responsible Tourism" was released. APEC began formulating a sustainable tourism model in 1993. The principles in this report are in the following:

- Tourism planning, development and operation should be part of conservation or sustainable development strategies for a region, a province (state) or the nation. Tourism planning, development and operation should be cross-sectoral and integrated, involving different government agencies, private corporations, citizen groups and individuals thus providing the widest possible benefits.
- Agencies, corporations, groups and individuals should follow ethical and other principles, which respect culture and environment of the host area, the economy and traditional way of life, the community and traditional behaviour, leadership and political patterns.
- Tourism should be planned and managed in a sustainable manner, with due regard for the protection and appropriate economic uses of the natural and human environment in host areas.
- Tourism should be undertaken with equity in mind to distribute fairly benefits and costs among tourism promoters and host peoples and areas.

- Good information, research and communication on the nature of tourism and its effects on the human and cultural environment should be available prior to and during development, especially for the local people, so that they can participate in and influence the direction of development and its effects as much as possible, in the individual and collective interest.

- Local people should be encouraged and expected to undertake leadership roles in planning and development with the assistance of government, business, and financial and other interests.

- Integrated environmental, social and economic planning analyses should be undertaken prior to the commencement of any major projects, with careful consideration given to different types of tourism development and the ways in which they might link with existing uses, ways of life and environmental considerations.

- Throughout all stages of tourism development and operation, a careful assessment, monitoring and mediation program should be conducted in order to allow local people and others to take advantage of opportunities or to respond to changes.

(Source: Globe '90 Conference, Tourism Stream, Action Strategy for Sustainable Tourism development. Vancouver, British Columbia, Canada.)

(Gonzales & Associates. (2000 Aug,19). Sustainable tourism: the new tourism paradigm[Online].) <http://www.gonzales.com.sg/sustour.html>)

Finally, Shirley Eber edited the discussion paper on principles for sustainable tourism from World Wide Fund for Nature. The researcher has used these principles as a set of indicators. The following practical principles were adapted for use in this study, especially to guide the design of the fieldwork, observation, focus group etc.

They are:

### 1. Using resources in a sustainable manner

The conservation and sustainable use of resources (natural, social and cultural) is crucial and makes long-term business sense. The tourism industry should:

- Prevent damage to the environmental resources, natural and human.
- Act as a force for conservation.
- Develop and implement sound environmental policies in all areas of tourism.
- Install appropriate systems for minimizing water and atmospheric pollution from tourism developments.
- Develop and implement sustainable transport policies, efficient public transport and walking and cycling to enhance and protect the environment.
- Respect the needs and rights of local people.
- Carry out its practices in a responsible and ethical manner.

### 2. Reducing Over Consumption and Waste

Reduction of over consumption and waste avoids the costs of restoring long term environmental damage and contributes to the quality of tourism. The tourism industry should:

- Reduce consumption and promote the reduction of inappropriate consumption by its customers.
- Use local resources in preference to imports; but in an appropriate and sustainable manner.



- Only import goods when absolutely necessary, and ensure these are imported through local agencies and enterprises.
- Reduce waste.
- Ensure the safe disposal of waste produced from its tourism facilities.
- Implement waste disposal facilities, including support for local infrastructure where this is inadequate.
- Recycle waste to the benefit of the tourism industry and of the local community, where waste cannot be reduced.
- Invest in appropriate recycling schemes.
- Take responsibility for restoring damage arising from tourism projects.
- Avoid damage through proper pre-planning and constant monitoring.

### 3. Maintaining Diversity

Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry. The tourism industry should:

- Respect the natural, social and cultural diversity of destination areas.
- Ensure a pace, scale and type of development, which protects rather than destroys diversity, local culture and communities.

- Encourage social and economic diversity by integrating tourism within the activities of a local community and with their full participation.
- Prevent viable traditional occupations from being displaced by a tourism monoculture.
- Actively discourage forms of tourism, which cause or contribute to social problems.
- Foster genuine cultural tourism that does not reduce the host culture to a commodity.
- Promote a region's unique features, rather than impose blanket standardization.
- Promote tourism in tune with local culture, welfare and development aspirations.

#### 4. Supporting Local Economies

Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account both protects economies and avoids environmental damage. The tourism industry should:

- Take responsibility for maintaining improving the environment where this is a direct resource.
- Ensure that environmental costs are taken into account in all tourism projects.
- Underpin economic diversity by developing tourism infrastructures that also benefit wider interests.
- Ensure that the type and scale of tourism is appropriate to local conditions.

- Prevent over exploitation of individual locations.
- Support local income generation and small business enterprises.

### 5. Involving Local Communities

The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of the tourism experience. The tourism industry should:

- Respect the needs and aspirations of local people.
- Support the concept that local people should determine their own development.
- Actively encourage local community involvement in tourism projects.
- Promote the active partnership of local people and communities in tourism development.
- Involve the widest range of local associations.
- Actively support local enterprises and cooperatives, which provide services, goods and crafts.
- Support locally owned shops, restaurants and guide services.
- Involve local people through employment at all levels.
- Encourage the development of home-based tourism accommodation and facilities.
- Prevent disruption to and the displacement of local people.

## 6. Marketing Responsible Tourism

Marketing that provides tourists with full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction, the tourism industry should:

- Ensure that the marketing of “green” tourism is not merely a selling ploy but reflects sound environmental policy and practice. Educate visitors in advance of arrival and give guidance on environmental “do” as well as “don’t”.
- Market holidays that correspond to the tourist product and experience offered.
- Provide information to tourists on respecting the cultural and natural heritage of destination areas.
- Encourage tourists to try new experiences, such as cuisine, cultures and ways of life.
- Do not encourage tourism to vulnerable ethnic groups or environments.
- Employ tour guides who attempt to portray societies honestly and dispel stereotypes.

(Eber, Shirley (Ed.), 1992 quote in Mutchima, P., 2000: 7-14)

## 2.2 Rapid Rural Appraisal (RRA)

### 2.2.1 Definition of RRA

In order to define and apply RRA techniques for this study the researcher has reviewed explanations and appraisals of the technique by several experts.

Grandstff W. S. & Grandstaff B.T. explain that Rapid Rural Appraisal can be defined as a rapid learning process with the following essential features or criteria:

-Methodology is such that questions and hypotheses are able to be progressively revised during the study, based primarily on the acquisition of new information.

-Most of the activities are cyclical, or iterative, in order to gain and assess new information as quickly as possible, in order to progressively revised questions and hypotheses.

-Important parts of the new information acquired during an iteration result from questions that were not known at the start of the study. These questions come from information gained in previous iterations, including the immediately previous iteration.

-A large portion of the new information used comes verbally from rural inhabitants. (Grandstff W. S. & Grandstaff B.T. ,1987: pp. 129)

Mountain Valley Produce supports this statement by saying that rapid rural appraisal was developed to enable rapid decision making in rural development projects. Techniques have evolved from the need to get good quality data fast while avoiding the expensive and time consuming traditional survey methods used by researchers or total immersion methods used by ethnographic studies.

They state also that there are various methods that can be used in RRA and that the purpose of the appraisal will determine which methods should be used. (Mountain Valley Produce. (1999, Nov 19). Community and Project Development and Analysis[Online].)

The Sustainable Livelihoods Unit of UNDP suggest that Rapid Rural Appraisal is an umbrella name for a series of methodologies that use multi-disciplinary team to develop a quick, systematic overview of village systems.

RRA was developed mainly by academics and its primary users have been academics and aid agencies. These exercises aided in identifying the needs of a community, its priorities, action steps to achieving priorities, feasibility of interventions and monitoring of development. The predominant mode of collecting data via RRA is to elicit and extract information from interviewees. The information was gathered from the villagers and then analysed outside the villages. (The Sustainable Livelihoods Unit of UNDP. (1999, Nov 3). Chapter 3 - Methods of Promoting Participation[Online].)

Support Unit for Fisheries and Aquatic Research (SIFAR) support this understanding by saying that RRA is not a participatory approach, as it does not provide the foundation required for many of the methods used in participatory approaches. RRA enables outsiders to understand rural conditions quickly. It combines methods from various disciplines to yield relevant data.

The key principles in RRA are that it is a progressive and rapid learning process where triangulation (cross-checking data by multiple methods) is often used to quickly validate or refute findings; and it is a multidisciplinary learning process where

a range of disciplines, local informants, and knowledge are brought together. (SIFAR. (No Date). Rapid Rural Appraisal (RRA)[Online].)

IISD also argues that Rapid Rural Appraisal consists of a series of techniques for "quick and dirty" research that are claimed to generate results of less apparent precision, but greater evidential value, than classic quantitative survey techniques. The method does not need to be exclusively rural nor rapid, but it is economical of the researcher's time. It is essentially extractive as a process: the agenda is still that of the outside researcher.

RRA (and analogs) emerged in the 1970s as a more efficient and cost-effective way of learning by outsiders, particularly about agricultural systems, than was possible by large-scale social surveys or brief rural visits by urban professionals. It drew on many of the insights of field social anthropology of the 1930s-1950s, emphasized the importance and relevance of situational local knowledge, and the importance of getting the big things broadly right rather than achieving spurious statistical accuracy.

It developed a style of listening research, and a creative combination of iterative methods and verification, including "triangulation" of data from different sources - using two different methods to view the same information. It was usually conducted by a multi-disciplinary approach, and its chief techniques included:

- Review of secondary sources, including aerial photos, even brief aerial observation
- Direct observation, foot transects, familiarization, participation in activities
- Interviews with key informants, focus groups, workshops
- Mapping, diagramming
- Biographies, local histories, case studies

- Ranking and scoring
- Time lines
- Short simple questionnaires
- Rapid report writing in the field.

( IISDnet. (No Date). Rapid Rural Appraisal (RRA)[Online].)

### 2.2.2 Principles of RRA

RRA is never the same in different circumstances and never follows a predetermined pattern; its usefulness as a means to information generation lies in this fact. Nevertheless, there are certain principles that must be kept in mind, and often sharing one's experience is valuable for the wider use of this methodology.

Different researchers have used a variety of approaches; nonetheless, the fundamental principles of RRA must be adhered to. Broadly, they are: triangulation, optimal ignorance, appropriate imprecision, rapid and progressive learning, learning from, and along with, rural people.

1. *Triangulation* relates to the use of more than one, often three, sources of information for validation. In order to obtain information, there is no way that can be termed the "best." Therefore, in order to improve accuracy of information, triangulation becomes an important element of RRA.

2. *Optimal ignorance* means knowing the difference between what is worth knowing and what is not, enabling the collection of information that is required for the research projects. This avoids collection of too much irrelevant data.

3. *Appropriate imprecision*. In conventional surveys, many of the data collected have a degree of precision that is really unnecessary. It is often more useful



to obtain causes of problems, trends and directions of change, rather than accurate information on the absolute numbers affected by the problem. It could also be said that it is not necessary to know absolutely how many people in Tha Kha are ready for sustainable tourism. It is more important to know the attitude of a range of people in the community and to identify whether there are any major obstacles.4. *Rapid and progressive learning* can occur because of the exploratory and iterative nature of RRA. Many new issues are raised along with better insights into the problems. However, it is these new issues and insights that lead to an understanding of the real problems and their solutions.

5. *Learning from, and along with, rural people.* Local perceptions and comprehension of situations and problems are essential to learn and understand, since the intention is to plan programs that are viable and acceptable to the local inhabitants. The knowledge base of local inhabitants must be tapped in order to avoid misconceptions about the lives and constraints of this population.

Also, by involving the local community in both defining community needs and identifying possible solutions, the people develop a "sense of ownership" of the activity. This reduces the possibility of failure. (Chambers, R. (No Date). *The Fundamental Principles of RRA*[Online].)

Additionally, Grandstaff W.S. et al., also provides a basic set of important underlying core principles of RRA as follow:

-Triangulation: at a very basic level, RRA can be seen as a methodology that consciously combines things, of that approaches information from several intentionally different points of view (usually a minimum of three, hence 'triangulation'). Often there is no one best way to obtain information, or the best way



cannot be foreseen in advance. Triangulation is therefore adopted as a principle in RRA research process in order to improve accuracy.

-Rapid and progressive learning: The exploratory and iterative nature of RRA allows a process of rapid and progressive learning to take place and explicit emphasis is placed on RRA as a progressive learning process. RRA is not designed to produce the last word on particular resources issues or a quick, final solution to general development problems. The conduct of an RRA frequently results in as many new questions as answers. Nevertheless, the new questions and new insights usually allow researchers too move more directly toward an understanding of real problems and their solutions.

-Substantial use of indigenous knowledge: RRA is carried out as close to the source as possible. Local people' perceptions and understanding of resources situations and problems are important to learn and comprehend because solutions must be viable and acceptable.

-Multi-disciplinary approach: a multi-disciplinary approach is always deemed important, no matter what the subject of the study. In this study, the researcher and research assistant has narrow focused on a multi-disciplinary approach, for example investigating environmental, social and economic factors.

-Flexibility and use of conscious judgment: an important principle of RRA is not just to plan the work but also to work the plan in a flexible manner that allows for creativity and modification where appropriate. Whenever necessary and possible, the RRA team must be prepared to revise their time schedules and travel and interviewing plans in the same manner that they are prepared to revise hypotheses. To benefit from

flexibility, the RRA relies upon evaluation and conscious judgment to make effective and appropriate decisions. (Grandstff, W. S. at el, 1987: pp.9-12)

### 2.2.3 Strengths and Limitations of RRA

There is a consensus of opinion that RRA is a very useful methodological tool, whether used independently or in conjunction with other conventional methods, for development-oriented research. However, the methodology has both strengths and limitations.

Selina Adjebeng-Asem states that through examining the available literature, discussions with researchers, and personal experiences with RRA as a methodological tool, the following emerged as its strengths and limitations:

#### **Strengths:**

##### 1. *RRA is multi-disciplinary*

There is a general belief that the adoption of a multi-disciplined approach is one of the strongest advantages of RRA. Multidisciplinarity brings different perspectives into problem identification, planning, evaluation and monitoring and enriches the final outcome. Multi-disciplinarity acknowledges the complexities of social phenomena and underscores the need to look at the systemic nature of social problems and to pool disciplinary expertise.

## *2. Triangulation*

It is argued that, since RRA aims at capturing the breadth, diversity and complexity of a given situation, it pursues the use of different sources and methods for getting information. Each aspect of an issue is investigated in a variety of ways using multiple sources, multiple techniques and multiple approaches.

## *3. The adoption of the “emic perspective”*

That is, looking at problems from the point of view of the user/ informant/ beneficiary. This is one strength of RRA that has won the admiration of many of its users. In underscoring the power of the emic perspective, it has been argued that most development strategies have failed to significantly improve the lives of the target population because these strategies have often approached the issues from an outsider's point of view.

RRA is also acclaimed for its ability to extract information that is otherwise difficult to attain. Through the use of such techniques as wealth ranking or drama, researchers are able to gather sensitive and otherwise difficult-to-gather data quickly and easily.

Another frequently mentioned advantage of RRA is rapidity in the writing of RRA reports. While conventional research reports take anywhere from three months to forever to write, RRA reports are either finished in the field or very shortly thereafter. This rapidity allows for timely intervention.

More can be said about the usefulness of RRA, but as with many new paradigms, there are real and potential limitations that must be recognized and alleviated in order to push the frontiers of this methodology.

**Limitation:**

The limitations of RRA could be considered from two points of view: those inherent in the methodology itself, and those that result from its application.

*1. Inherent limitations*

It has been pointed out that sometimes adherents of RRA portray it as a panacea for all research problems. However, in spite of the numerous advantages in this methodology, it must be seen as only a means to an end and not an end in itself. It should complement or be supplemented by other conventional methods as and when appropriate.

One methodological impediment to the success of RRA fieldwork can be the problem of language. Development aid workers and researchers may not be well versed in the local dialect of the target group. In such situations, researchers cannot adequately translate some technical terms into local languages; for example, engineering terms. This, certainly, will affect the research results negatively.

To deal with the first issue, it is suggested that, in so far as possible, a research team be composed so that some core members are versed in the local language. It is further suggested that an extension worker with adequate working knowledge of the target group be on the team.

However a language is not a problem for this research, because the local people in the destination area use the Central Thai dialect as same as the researcher.

## *2 . Limitations resulting from application*

There are some critical limitations of RRA that may be reflected by using RRA techniques.

*Administration of semi-structural questionnaire:* In situations where the researcher is not well versed or trained sufficiently in the administration of a semi-structured questionnaire, wrong results will be collected and wrong conclusions reached. This methodological weakness can render an entire RRA project useless. Because the semi-structured questionnaire is at the heart of RRA, it is suggested that researchers develop the skill of administering such instruments. The researcher should ensure this and also insist that the questions asked are probing in nature. The six important questions are: What? When? Where? Who? Why? How? Furthermore, the researcher must ensure to avoid questions that are leading and be sure questions are asked in a logical manner.

*The issues of “rapidity” and cost:* RRA techniques may be rapid, but the process of development is not. Therefore, practitioners must take into consideration the long preparation period needed for effective mastery of these techniques. (Adjebeng-Asem, S. (No Date). RRA in West Africa[Online].)

### 2.3 Readiness of Local People

An important requirement for sustainable tourism is that it must involve local communities. The presence of tourism can encourage provision of better basic services such as water and electricity; it can create local jobs, income and support other social and environmental benefits. It must also give indigenous communities a stake in the improved management of their environment. This links sustainable tourism to sustainable development.

Preserving the natural environment means making informed choices. This means integrating tourism development into the whole question of development within a country or a region. This involves consultation between government and private sectors, including international tourism groups and local people. This consultative process is vital. It is a key element of the Agenda 21 process agreed at UNCED. It is essential that direct contact is made with the local people who live close by or in the tourist destination. (Erlet Cater & Gwen Lowman (Ed.), 1994: 92)

Tha Kha floating market has been attracted from tourism industry and local people are aware that traditional tourism can create problems and negative impact. To reduce negative impacts of tourism at a local level, it is necessary for local people to work and prepare themselves on all elements of the potential tourism to move these elements towards sustainability.

This study focuses specifically on the readiness of local people to support sustainable tourism development. Therefore, the researcher went to visit this place and had a chance to discuss this topic with some people there. As observed that, many of them try to run tourism industry without adversely affecting the environment.

However the researcher is uncertain that they all actually know and understand in sustainable tourism. Thus this is the reason why the researcher would like to study this topic in this area.

From this visit and some literature review, the researcher has divided the factors that can affect the readiness of local people for sustainable tourism development as follow:

1. Internal factors

- Human resources: Socio-Demographic factors such as age, educational level, occupation and income, knowledge and opinion of sustainable tourism, and participation in sustainable tourism.

- Natural resources

- Local custom and culture

2. External factors such as the Tourism Authority of Thailand (TAT), Local Administrative Organization (LAO) and tourism entrepreneurs. They are all involved with and play an important role in the way sustainable tourism is developed.

All of factors will be assessed at the same time along the principle of sustainable tourism because they are able to add to our understanding about the readiness of local people for sustainable tourism development in this area.

Readiness of local people in Tha Kha floating market for sustainable tourism development is not only having a service to offer tourists but also managing and protecting their natural and cultural environment. There are many service to offer such as home-stay, transportation, shops, tourist guide etc. On the other hand the local people should manage and protect their natural and cultural environment, i.e. using a paddleboat instead of a motorboat, applying recycle material in the market etc.



Finally, the goals of sustainable tourism that involved with the readiness of local people, if achieved, should have the effect of reducing the level of negative impacts from tourism, and ensuring that local people in this area will feel the positive impacts.

#### **2.4 Definitions and Descriptions of Variables**

There are no previous studies on the local people's readiness for sustainable tourism development in Tha Kha. This study gathered relevant research in order to study the factors influencing local people's readiness for sustainable tourism development namely factors internal and external to the community. The researcher thought it likely that these factors would influence local people's readiness for sustainable tourism development as follows:

##### **1. Internal factors (Moo 2 community)**

Internal factors are divided, for the purpose of this study, into human resources, natural resources and local custom and culture. Previous Thai research on rural development suggests that these are meaningful headings under which to collect data from the community on this subject. (สถาบันชุมชนท้องถิ่นพัฒนา, 1985: 105-106)

Socio-economics and demographic characteristics of local people are included and studied under the human resources category. Socio-economics characteristics include general information about age, education, occupation, income, knowledge, opinion and participation, which may have an effect on one's readiness.

### Age

Age is a characteristic that differentiates individual knowledge, attitudes and behaviors, as persons of different ages have different needs and attitudes (Preeyaporn Wonganutrarat, 1992:67). Anongnart Kongkanoy's (1995:115) study on the readiness for consulting about AIDS of public health officials working for district health centers and community hospitals in Pitsanulok finds that age is directly related to readiness and knowledge about AIDS of the officials.

It is likely therefore that age directly impacts on the readiness of the local people of Tha Kha for sustainable tourism development.

### Educational level

Educational level is another factor that is likely to impact the readiness of local people for sustainable tourism development. People with higher education are often able to accept change more easily than people with less education (refers to Narupong Chaiwong, 1997:87). Education is defined as a tool to increase human capacity, which can result in confidence, success, and greater ability to find work. Prasert Kumprakum (1993:94) found that education impacted to the readiness of motorcycle drivers to follow new traffic rules such as wearing safety hats.

### Occupation

People with different occupations may have their readiness affected in different ways. It is possible that the local people who deal with tourism full time and derive direct benefits from tourism such as home-stay owners, shop owners, tourist guides etc. need tourism and are prepared for tourism development. Cholphicha Tungun

(1991:101) study “Housewives’ knowledge, believes and practices of waste disposal” found that housewives with different occupations demonstrated different knowledge, beliefs and practices of waste disposal.

### Income

Siriwan Wachirawong (1993:abstract) studied factors influencing readiness for controlling and preventing hypertension of officials working in the public health centers in Supanburi. She found that the best factors that can predict changes in readiness of officials are salary. Wanida Weerakul (1991:abstract) studied the readiness of volunteers in population study activities in Khonkaen and found that income related to readiness of the volunteers in conducting the persuasion activities.

It is likely that income impacts on the readiness of local people for sustainable tourism development.

### Knowledge of sustainable tourism

Knowledge of sustainable tourism of local people is one of the factors that affect one’s readiness. If people have real knowledge about sustainable tourism, they will be ready to promote and take advantage of sustainable tourism processes. Narong Srisanit (1981:81) found that students who have knowledge at moderate level have more appreciation of environmental problems. Nittaya Suriyacharearn (1990:88) found that agriculturalists who have more knowledge about insecticides use these chemicals in the most safe and effective manner.

### Opinion towards sustainable tourism

Opinion here refer to feelings and views of the local people about sustainable tourism development including sustainable development principles, management, activities and so on. Their opinion may be positive, negative or moderate. Phanit Manokarn (1996:abstract) found that opinion has a positive relationship with personnel's behavior in the management of infected garbage in hospitals. People who have positive opinions toward the management of infected garbage demonstrate appropriate management practices.

Therefore positive opinion can be one of factors that help to develop tourism in Tha Kha community.

### Sustainable tourism participation

The participation of local people is one of the most important aspects of sustainable development. It is vital to take account of local people's interests and knowledge and to involve them in both managing and developing tourism. Kawi Supanun (1992:67 refers to Krisada Thongsungworn) found that Tumbon Administrative Organisation Members who had dealt with environmental problems in their work had a better understanding of environmental issues than those who has not experienced such exposure. Similarly, a longitudinal study of at-risk children who participated in Georgia's prekindergarten program during its first two years of operation found that participation in the program had a positive effect on the development, attendance and promotion of children in first grade. (David Denton. (No Date). Prekindergarten and Parent Support Programs[Online].)

2. External factors (role of outsiders) including with the Tourism Authority of Thailand (TAT), Local Administrative Organization (LAO) and tourism entrepreneurs. These groups are all playing an important role in the way tourism is being developed at Tha Kha floating market. For example, TAT has provided funds to develop tourist facilities such as roads and bridges and tourism entrepreneurs have developed tours to the area. Both problems and opportunities associated with the growth of tourism in this area are therefore certainly connected to the activities of these groups.

According to the triangulation required for RRA, many samples required for a step of the data collection. These variables, in conclusion, will affect the sampling used in this study. The step of selecting the sample explained in the next Chapter III.

## CHAPTER III

### RESEARCH METHODOLOGY

This research is to study the readiness of local people for sustainable tourism development: a case study of Tha Kha floating market, Tha Kha Sub-District, Aumphawa District in Samut Songkharm Province.

The process of information collection involves a combination of various methods and techniques from RRA methodologies such as use of secondary sources, key informants, semi-structured interviews, direct observation and focus groups. To understand various factors affecting the readiness of local people for sustainable tourism development, different techniques should be used in order to avoid bias that may occur during the course of research.

The general methodological approach for this RRA survey was adapted from method outlined by Selina Adjebeng-Asem (No Date). The major methodological steps were as follows:

#### **3.1 Research Design**

The study commenced with a one-day discussion to recommend background and significance of the topic to a research assistant (a student from the faculty of Environment and Resources Studies, Mahidol University) and also to explain methods involved in fieldwork using RRA principles.

A general checklist (table 3.2 – Appendix 5) to be used as a guide in fieldwork was prepared based on the objectives of the project.

### 3.2 Selection of Study Area

The scope of this study sets out with the area in which the floating market is located.

### 3.3 Target Population

The researcher set up the target population in this study as follows:

3.3.1 Key informants: Key informants for this study were divided into two groups as:

- Key local informants (internal factors) including 2 Tambon Administrative Organization (TAO) members, 1 Village Headman, 1 member of the Village Committeeman, and 2 senior citizens.

- Key informants (external factors) were as follows:

- 1) Local government including 1 Public Health Officers and 1 Administrative Officer of TAO;
- 2) Tourism Authority of Thailand (TAT) including 1 Local officers of TAT (Central zone 1); and
- 3) 1 officer of the Foundation for The Protection of Environment and Tourism of TAT (Tourism Operator).

3.3.2 Local people, over the age of 15 years who live in Moo2, Tha Kha floating market. This includes those who benefit directly from tourism and others who are not involved with tourism.

### **3.4 Data Collection Process and Selection of Respondents**

The details of sampling techniques and how the researcher obtained samples for specific purposes can be summarized as follows:

#### **3.4.1 Secondary data collection**

Use of secondary sources: there are many useful sources of information on Tha Kha. The researcher searched many sources including documents, journals and the World Wide Web.

#### **3.4.2 Primary data collection**

3.4.2.1 Direct observation (recorded via mapping, photography and writing): is useful for checking differences between reported conditions and real conditions. Taking time to walk around in the community, observing activities, asking questions at opportune moments and writing down useful information according to the direct observation checklists (Appendix 1) provided the researcher with a more complete understanding of this community.

3.4.2.2 Mapping: key local informants helped the researcher to draw a map in order to understand and gain a complete picture of this community. The map yielded useful information about the community and about certain types of tourism activities (such as the location of interesting places for tourists, the location of home-stays and canal networks).



### 3.4.2.3 Qualitative interviewing as follows:

- Key informants: key informants were a major source of information for this study. They were often very knowledgeable, provided useful insights and raised unexpected issues. The researcher used an in-depth interview for obtaining data from these people. Interviews were conducted according to informant interview sub-topics and guidelines (Appendix 3).

6 persons from the Tha Kha community and 4 persons from outside the community were chosen and interviewed as outlined in section 3.3 Target Population.

- Semi-structured interviews: semi-structured questionnaires were at the heart of the RRA approach taken in this study. The interviews included some predetermined questions and topics but also allowed new topics to be pursued during the course of the interviews. The interviews were informal and conversational but carefully controlled.

Local interviewees were 40 (n) chosen from 302 (N) males and females over the age of 15 years living in Moo2. According to a triangulation approach, Grandstaff W. S. & Grandstaff B.T.(1987) state that triangulation in choosing interviewees is a principle for semi-structured interviewing. Choices were made so that more than one (preferably three) points along the range of variable influencing factors were represented.

The study took into account whatever variables were hypothesized to be important influences on readiness for sustainable tourism. Thus socio-demographic variance such as age, educational level, occupation, income and participation of local

people would be at different hierarchical levels and these could be used to achieve maximum variation as follows:

Age of the local people was divided into 3 levels; 15-30, 31-60 and 61-80 people;

Educational level (medium-Mutthayom and low-Prathom school);

Occupation (those who involved with this tourism directly and those who do not involved with this tourism);

Income (high, medium, low); and

Sustainable tourism participation (full time or part time)

The researcher and research assistant used direct observation checklists (Appendix 1) and informal interviews to observe and talk with local people in order to gain information that could help to select appropriate interviewee(s) for this section of the study. The numbers of local people interviewed from each of these identified social groups were expected to be equal.

However, in the field it was not possible to find equal numbers of each group and fill-up the aforementioned quota. Groups lacking representation included teenagers, Mutthayom Educational level, villagers with high levels of land ownership and those whose full-time occupation was tourism. Thus the researcher was forced to select interviewees according to opportunity, for example 6 elderly but only 2 teenagers were interviewed.

The researcher set up questions on main topics based on the principles of sustainable tourism (Appendix 4) used in this study. Also the “six helpers”, questions which include “who, what, when, where, why and how”, were used as guides when interviewing local people.

- Focus groups: focus groups are another information gathering tool of RRA which may be defined as a discussion in which a small number of participants, under the guidance of the researcher, talk about topics believed to be relevant to the research. Discussion by focus groups was based on a set of subtopics or guidelines (Appendix 5) and, sometimes, topics generated during discussion.

Six participants were selected at random or via references then, using a snowball reference technique, the first informants recommended others, who in turn recommend yet others. (Garson, D. (1998,Oct). Focus Group Research[Online].) Participants were invited to and informed of the purpose of the focus group study. An appointment was then made for the to meet.

The focus group sessions were open conversations in which participants made comments and asked questions of others, including the researcher. Interaction among the participants was encouraged to stimulate in-depth discussion of various topics under research. The sessions were useful for discovering participants thoughts and for helping the researcher to understand why villagers held particular views (Morgan, 1988 quoted in Isarabhakdi, P., 1997: 72-74).

As mentioned above, semi-structured interviews and focus groups were formulated according to subtopics (or guidelines) based on the principles of sustainable tourism development. The researcher was then able to probe for more details and a better understanding of the local situation.

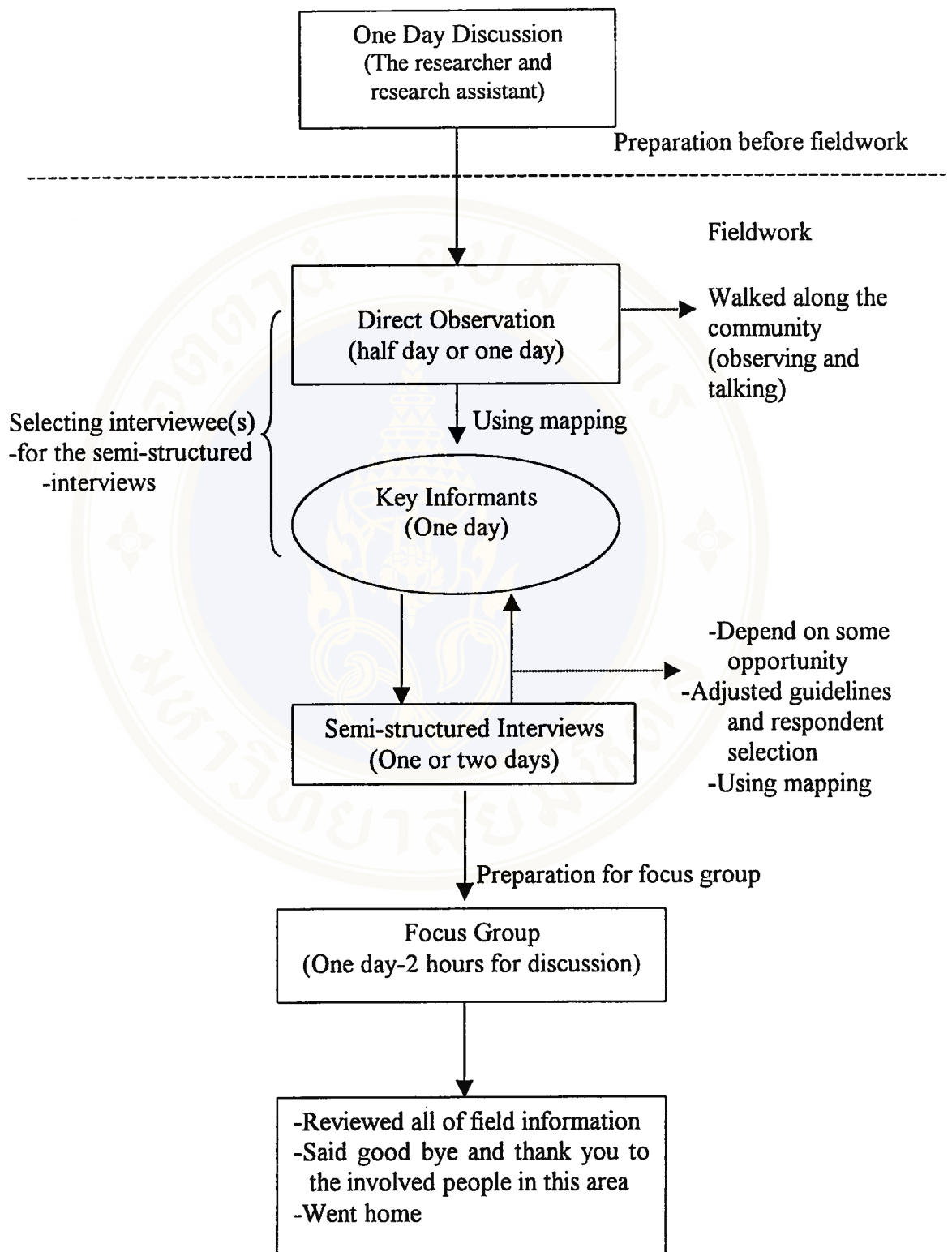
The following are examples of the subtopics constructed and adapted from the principles of sustainable tourism as discussed earlier in the conceptual framework:

1. Local people's understanding of sustainable development and sustainable tourism
2. Resources in local area, Natural and cultural conservation, Water and energy use in the household
3. Activities of local people, Consumption behaviour of local people
4. Variety of natural and handmade things (fruits, crafts etc.), local custom, tourists activities
5. Activities support local economies, Sources of goods, souvenirs, Shops and home-stay management
6. Responsibility of local people for developing tourism and reserving natural environment
7. Marketing tourism strategies, Interesting experiences of local people such as cuisine, cultures and ways of life

The researcher and research assistant met to compare and discuss notes and drew a more focused checklist in view of field experiences at the end of each day. Thus good rapport was created and a great deal of knowledge was gathered and shared.

The following flow chart is a summary of the study's RRA plan showing the steps taken before and during the fieldwork.

Figure 3.1 RRA summary plan



Remark: discuss and take note with the colleague at the end of each day

To aid understanding during the study, the researcher summarized and divided factors to be examined along with RRA methods as demonstrated in table 3.2 (Appendix 5).

### **3.5 Pre-test of Research Instruments**

Prior to beginning fieldwork, the semi-structured interview (using 1 key informant), checklist of direct observation, focus group session (using teenagers) and mapping plan were tested in Moo 2, Tha Kha floating market. Information and experience from the pre-test was presented to the research advisors in order to make certain that the study would be clearly understood.

Later, the interview guidelines were developed according to comments from all advisors and the experience of the researcher. Amendments included:

- To use informal words instead of academic terms;
- To take unnecessary and repetitive questions out;
- To build up appropriate direct observation checklists

After revision, the researcher returned to the site and continued the fieldwork

### **3.6 Content Validity**

This research aimed to study readiness of local people for sustainable tourism by using many tools from RRA methods within the complex context of the Tha Kha community. The success of qualitative research depends on quality of information, which should be cross-checked using a variety of tools. Information from direct

observation, interview and focus groups constitutes a triangulation of research tools, which aims to improve the quality of overall findings.

Ratcliff, D. states that we can achieve validity in qualitative research by:

- Diverging from initial expectations--reviewed personal notes kept from the beginning to see how the data had pushed me from initial assumptions
- Converging with other sources of data--using various kinds of triangulation and comparisons with the literature
- Using extensive quotations--from field notes, transcripts of interviews, other notes
- Using other research data--such as archival data, recordings (Ratcliff, D. (1995). *Validity and Reliability in Qualitative Research*[Online].)

Content validity in this study depended on the use of triangulation; the use of diverse methods, perspectives, and information sources. Patton states that there are basically three kinds of triangulation that contribute to verification and validation of qualitative analysis: (1) checking out the consistency of findings generated by different data-collection methods, that is, methods triangulation; (2) checking out the consistency of different data sources, that is, triangulation of sources; (3) using multiple analysts to review findings, that is, analyst triangulation. (Patton, 1990: 464)

The researcher applied different data-collection methods and data sources by using tape recordings and by taking written. The study was continued until there was no new information to be identified. The findings were then analysed by the multiple techniques as demonstrated in the next section.

### 3.7 Data Processing and Analysis

The data derived from various tools was important for understanding expected outcomes and readiness of local people for sustainable tourism development.

The data processing and analysis techniques employed in this study included:

*1. Content/theme analysis:* a technique that creates a classification scheme for qualitative information and reduces data into manageable proportions. Quotations are used to illustrate particular themes and relevant quotes were reincorporated and checked to ensure consistency with theme statements.

Bruce L. Berg suggested, “in content analysis, researchers examine artifacts of social communication. Typically, these are written documents or transcriptions of recorded verbal communications.” Broadly defined, however, content analysis is “any technique for making inferences by systematically and objectively identifying special characteristics of messages” (Berg, 1995: 174)

*2. Combination of Analytic Induction and Deduction:*

Bruce L. Berg also stated that “the categories researchers use in a content analysis can be determined inductively, deductively, or by some combination of both (Strauss, 1987). Abrahamson (1983, p.286) indicates that an inductive approach begins with the researchers “immersing” themselves in the documents in order to identify the dimensions or themes that seem meaningful to the producers of each message. In a deductive approach, researchers use some categorical schemes suggested by a theoretical perspective, and the documents provide a means for assessing the hypothesis. In many circumstances, the relationship between a theoretical perspective



and certain messages involves both inductive and deductive approaches.” (Berg, 1995: 230)

In conclusion, when the fieldwork was completed, the researcher conducted analysis of all interviews and field notes individually. The tapes were transcribed for analysis. The researcher began by reading through all of field notes and interviews and attaching pieces of different color paper to divide the different parts of data. Michael Q. Patton wrote “This is the beginning of organizing the data into topics and files. Coming up with topics is like constructing an index for a book or labels for a file system” (Patton, 1990: 381)

Following this, the notes made during the visits were marked and labeled into paraphrases, quotes, and number of participants who shared similar views. Then raw data was organized and categorized.

## CHAPTER IV

### RESULTS

This research aimed to study readiness of local people for sustainable tourism by using RRA methods within the complex context of the community. The analysis of the results generated by the direct observation, interview and focus group revealed key themes on which a wealth of information was obtained. Relating to the scope of sustainable tourism development principles, five theme areas were identified during the analysis. This section shows each of the themes, followed by explanation and illustrated by some of the quotations from individual subjects.

#### 4.1 Theme 1: Background and history of Tha Kha floating market

#### 4.2 Theme 2: Moo 2 profile

- Population
- Occupation
- Daily life's activities of local people

#### 4.3 Theme 3: The market as a tourism resources

- Floating market
- Home stays
- Processing of coconut palm sugar

#### 4.4 Theme 4: Readiness of local people for sustainable tourism

#### 4.5 Theme 5: Passive Readiness

#### **4.1 Background and history of Tha Kha floating market**

Tha Kha floating market is in Moo 2, Tha Kha Sub-district, Aumpawa District, Samut Songkhram province. This province is located in Mae Klong River basin at the mouth of the Gulf of Thailand. This fertile land and the Mae Klong River enabled Samut Songkhram people to earn a humble living from agriculture. Fruit plantations can be seen everywhere in the province, including coconuts, pomelos, lychees, and mangos.

Despite the construction of new road and the threat of modernisation, the local people have been successful in maintaining their traditional way of life. (Responsible Ecological Social Tours Project. (No Date). Samut Songkhram [Online].)

Mae Klong River is regarded as the main river with more than 300 tributary canals spread all over the area. Canals are central to all aspects of the life of local people. These canals provide the convenience of water transportation for the local people and many floating markets operate in this area.

One of the old and traditional floating markets is Tha Kha floating market, which is located in Sala Canal. This market is a rendezvous of vendor boats at 10 kms. from the town along Route NO. 325 and 5 kms. along an access road.

The market is a place of traditional local commerce and architecture including coconut sugar factories and houses along the canal side. A pleasant journey on a long tail boat along the canal enables the visitors to enjoy these attractions as well as idyllic views of green trees, colourful flowers, temples, orchards while being greeted by local villagers from both sides of the canal. (Responsible Ecological Social Tours Project. (No Date). Samut Songkhram [Online].)

The market is a rendezvous of vendor boats at Tambon Tha Kha, on the outskirts of Bangkok. The floating market takes place on special days, which coincide with the waxing and waning moon that defines the Thai lunar month. (Thai Adventure. (No Date). Samut Songkhram Home Stay [Online].)

Local people still operate the market on these special days as they did a hundred years ago. In the past, the market was a central meeting place where local people came to exchange food and goods. The people and goods came from many places in the province, for example seafood from Mae Klong, fruit and vegetables from a nearby Tambon and prepared betel from Tambon Bang Khonthi.

A key reason for the market to be floating was that there were no roads, so local people had to transport themselves and their goods by boat. The majority of interviewees made statements such as:

There are many canals spread all over this area. These canals provide the convenience of water transportation for me. I row my boat to all places that can be reached by the waterway such as the market, my relatives' house. Although there is a road, but I am still use a boat to go some places. You can see boats in every house.

Originally the market was located at Tha Kha weir (Thum Nop Tha Kha) in Moo 5, Tambon Tha Kha. Over time, however, the floating market moved farther from Tha Kha weir until it came to be held in Moo 2 about 50-60 years ago. Older interviewees who remembered the market in the past recalled that:

As Moo5 was a somewhat peripheral and somewhat distant location, villagers used to meet the boats before they reached Moo5 and purchase the best quality goods. Eventually when the boats reached the Moo5 market only inferior products were left. For this reason it was decided to move the market to a more central location (Moo2) giving everyone a more equal chance to buy the best quality products.

Some interviewee recalled how, in the old times, there were many boats, sometimes more than 100, and that they could get stuck for an hour in a 'traffic jam'. However, many said these were good times and very enjoyable because people had a chance to meet their friends and buy lots of fresh foods from the market.

These kinds of statement show that Tha Kha floating market was not only a place for people to come and exchange goods but also a place where the local people socialized. Figure 4.1 gives a schematic map of the market and surrounding area.

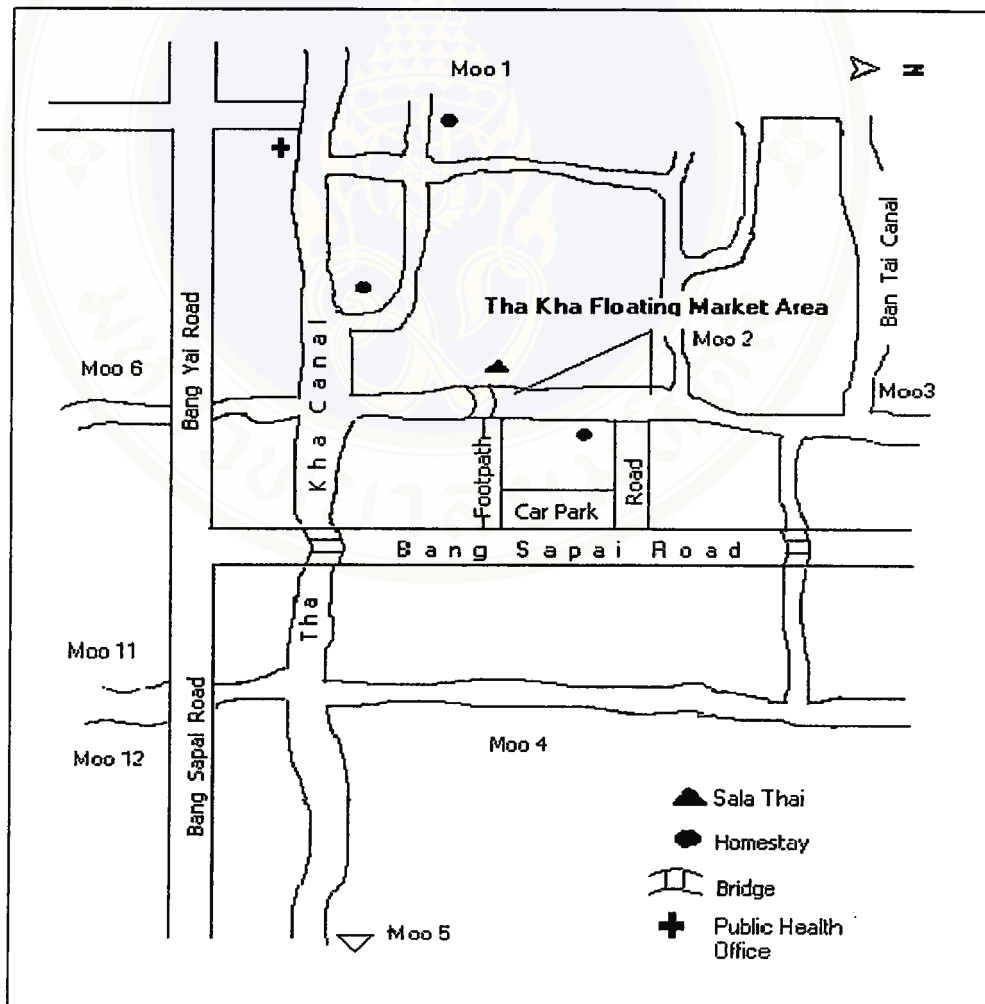


Figure 4.1 Schematic Map of Tha Kha Floating Market and Surrounding Area

## 4.2 Moo 2 Profile

### 4.2.1 Population

Tha Kha floating market is located in a small village. It has a population of about 500 people living in approximately 102 families, mostly located along the canal network. There are about the same amount of males and females in the village. As you walk through this community, you will see only elderly people and children in most houses. The village headman (in-depth interviewee) explained that

There are about 400 people in the village and 100 people go to work and study outside. Normally, the people who live in the village are elderly and children. As you are not see many teenager in this time because all of them go to work and study outside. For those who can support has sent their children to study in a high level and in other areas, especially in Bangkok. On the other hand, teenager who come from poorer families go to work in the nearer factories.

All of the villagers here know each other and almost all of them are relatives. It is a small area and few new outsiders have immigrated to the village, so relationships within the village are very close. There are some statements showing their relationship in the following way:

His grandparents had been here for long time. More than a hundred years as I know. The villagers know each other and almost of them are relatives. (Semi-structured interviewee, 64 years)

My house is close to the area of the floating market and I always walk to visit my uncle and cousin in the orchard. His house is very big and quiet; I like to spend my time there. Also you will see my aunt's house in the third house next to mine. We know each other very well. (Semi-structured interviewee, 20 years)

We all know each other. My brother's house is a homestay for tourists now. His house is a Thai-style house and very nice. You can walk from here to his house. (Semi-structured interviewee, 64 years)

#### 4.2.2 Occupation

The main income of the village comes from agriculture. The majority of people earn their living from the production of coconut palm sugar. Therefore it is not surprising that ninety percent of the area is blanketed with coconut trees. The area has been well-known for this product for a long time, some interviewees stated that the coconut palm sugar has been produced in the area for more than 50 or 60 years. They recalled first seeing these coconut trees when they were very young.

It is interesting to note that while villagers have grown many kinds of fruit and vegetables in the past, coconut trees have provided them with more income and profit. As a source of long-term income, villagers invest in coconut palms, planting the trees only once or twice during a period of ten years. Some interviewee made statements that are worth here:

As I remember, some fruit and vegetables could grow in this area but not in a good quality and we could not sell them. Therefore we eventually invested in coconut trees. Ninety percent of the people here earn money from coconut palm sugar processing. (Semi-structured interviewee, 62 years)

When a coconut tree is about 3-4 years old, villagers can collect its sweet sap and produce coconut palm sugar. When the trees are too tall to climb, they cut them down and grow new ones. This is usually almost 10 years. So the villagers get long benefits from coconut trees. (Semi-structured interviewee, 50 years)



Visitors know Tha Kha as an area of coconut palm sugar. There are “Tao Tan” [sugar cookers] in every household that owns a coconut plantation.

Local people do not sell their products by themselves. All of the interviewees (7) who own “Tao Tan” reported that merchants from a nearby area in the province come to buy their products every day. The merchants then send the sugar to artificial sweetening factories and shops in other Tambon. Local people receive around 400 Baht for each can of sugar and normally sell 2-3 cans a day. A villager might receive 8,400 Baht per week and 33,600 Baht per month for sugar production.

However calculating net profit requires deducting the cost of fuels, hiring staff (eg. someone to collect the syrup cylinders) and the costs of materials such as cans and syrup cylinders. Sugar producers have to work hard everyday and face the risk of accident such as falling down the coconut trees. As one interviewee stated “I still have a serious problem with my back after I fell down from the coconut tree. I cannot walk properly and feel pain when I sleep.”

So while local people can earn a reasonable income from palm sugar production the work is hard, the hours are long and work conditions can be dangerous. Another significant observation of occupation trends in Tha Kha is that few teenagers appear to want to continue their parents’ business:

My son and daughter are studying in Bangkok. My first daughter is studying a Master degree now. They do not want to do this kind of job because they study in a high level. So they want to find a good job in Bangkok. It is all right for my husband and me because now we still can do this job and maybe in the future we will hire someone to do this job instead. (Semi-structured interviewee -Tao Tan owner, 45 years)



You will not see many teenagers at this time because most of them go to work and study outside the village. Those who can afford it have sent their children to study in a high level and in other areas, especially in Bangkok. On the other hand, teenagers who are from poorer families go to work in the nearby factories. They can earn more money and have holidays. Local people hired them to work in the coconut plantations get little income and have to work every day. (The village headman - in-depth interviewee)

A focus group was asked how the local community will be able to continue traditional work practices if younger generations are not interested in these business. They responded:

We are not afraid and don't worry about this. It is a normal for our teenagers to study and work outside. There is a very convenient transportation provided for them nowadays and also they want to know and gain some experience of life outside the village. Nevertheless one day when they get older and get bored from their life outside they will come back to work and live here again. This is the life cycle. No one can leave their homeland for good.

This statement reveals acknowledgement that this village is no longer isolated. However people still earn a comparatively reasonable income here, as a Tambon Administration Organization member reports that:

The villagers are not so rich but they are not poor. No one starve in this area if they are not too lazy. Because there are many jobs offered for the villagers who do not have the coconut plantation, for example picking coconuts, cutting grass, cleaning footpaths and selling food. You have never heard that the villagers go to protest the government because of starving.”

#### 4.2.3 Daily life's activities of local people

Local people in this village who own a coconut plantation wake up around 04.00 or 05.00 every day to collect syrup cylinders. They then come back to simmer coconut syrup over a fire until it becomes brown and dry. It takes about half a day to produce 2-3 cans of sugar syrup. Later, villagers will take a rest before collecting coconut sweet sap again in the late afternoon. All of the interviewees (7) who owned coconut plantation made similar statements to these below:

Twice daily, early morning and late afternoon, my wife and I climb up and down some 100-coconut trees to collect hundreds of fresh syrup cylinders. The trunks of the trees are notched to make step for easier climbing. We will climb to the top, take the full syrup cylinders out, cut spadices to stimulate the new syrup, put the new cylinders back in and move on to the next tree. After we come back from the plantation, we begin the process of making palm sugar. The new syrup which we collect at the late afternoon is put in the pan and kept warm over night (to preserve it) and wait for the next round of cooking tomorrow.” (Semi-structured interviewee, 45 years)

Most of the villagers who own coconut plantation harvest the product themselves but some of them hire others to work for them. My wife and I are too old to climb the coconut trees, so I let my daughter and her husband do this. (In-depth interviewee, 72 years)

Those in the village who do not have coconut plantations also get up early to offer food to monks. Some interviewees made statements such as:

Everyday I get up early to make a food offering to monks. There are 3-4 monks come from Manee and Tee temple in Moo 1, some of them come by on foot and by boat. After that I prepare breakfast for my grandchild and for guests. The food offered to guests is the same as we eat but some of them require coffee for their breakfast. It is not too difficult for me to serve because all guests would like to eat the

traditional food. (Homestay's owner - Semi-structured interviewee, 70 years)

Usually local people who do not go to the plantation get up early to make a food offering to monks. Then they continue to do their own duty and spent the rest of their time to cook some foods, to make some handicraft, to make some sweets (especially from coconut) and to clean their houses. (Semi-structured interviewee, 68 years)

I get up around 4-5 am to prepare a food offering to monks and then my daughter and I open the shop to sell food. It is good when the tourists come to visit the market because my house is close to it. (Focus group interviewee – shop owner)

I sell food by rowing the boat along the canal network everyday after I offer food to monks and finish my housework in the early morning. On the day which the market is operated I have to get up earlier. I sell food a lot on that day and am not too tired because I can stop my boat in the market by not going around the village. After my food is sold out I come home and have some rest. I have dinner with my family and then I watch T.V. My favorite program is a soap opera. There is nothing special for me at nighttime. (Focus group interviewee - one of the merchants)

A summary of local people activities is given below along with reasons for or context of the behaviors from observing and interviewing. The life style and activities of local people here are all the same --they get up early to make a food offering to monks, then continue their own work, have some rest and go to bed after the T.V. soap opera is over. However one of their activities (the processing of coconut palm sugar) has become the community's most popular tourism resource. Further information of the processing is elaborated in the next section.

### 4.3 The market as a tourism resources

#### 4.3.1 Floating Market

The floating market is the main tourism resource in Tha Kha community. Local people come to the market to sell and buy goods. The market is operated only on the 2nd, 7th, and 12th of both the waxing and waning moon of Thai lunar month. The Village Headman explained “there were many floating market nearby this area in the province and local people scheduled every 5 days of both the waxing and waning moon of Thai lunar month in each market to be operated.” Tha Kha falls on the days mentioned above. Thus it takes place only 6 times a month.

From early morning (around 7am) waterways become crowded with small rowboats lades with fruits make their way up and down the canal. Paddle boats loaded with all of life’s necessities make their way up and down the canal. The various vendors are often dressed in dark clothing, their face shielded from the strong rays of the sun by hats made from bamboo and palm leaves.

Only on a few Sunday per month do outsiders have the chance of discovering it. It is one of the last original floating markets close to Bangkok. There are many tourists when these days fall on the day that the market is matched on a Saturday or Sunday but very few when they fall on a weekday.

The market is frequented by many merchants who stop their vendor boats along the canal as they buy and sell goods. One of the merchant stated, “vendor boats are both local people in Moo 2 and from other Sub-district. They come here to sell goods for tourists and sometimes they buy and exchange goods from each other. What they purchase is particularly foods, fruits and vegetables which are mostly brought from their own orchards.”

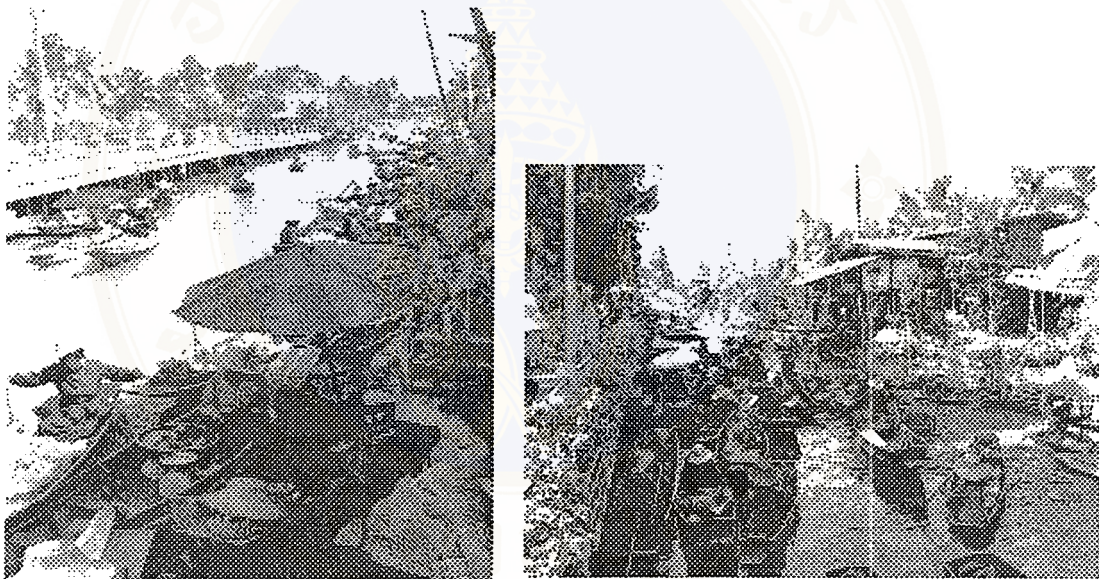


Figure 4.2 Tha Kha floating market

As the market is only operated 6 days a month, merchants were asked where they take their vendor boats on other days. The majority answered with statements such as:

On the other days, almost all of the merchants who come from other areas in the province will go to other markets, for example Don Manora floating market (also held based on the other dates of Thai Lunar Month), weekend market (Talat Bok). So if tourists come here on Saturday or Sunday, which is not the 2<sup>nd</sup>, 7<sup>th</sup> or 12<sup>th</sup> of the waxing or waning moon, they will see only a few vendor boats.

The Tha Kha style of floating market provides a unique opportunity for tourists to witness the lifestyle of local people. The market is also attractive to tourists for other reasons including:

1. The market located in Sala canal which still clean and clear

The quality of the water in the canal depends on many factors. According to some interviewees:

This canal is between Mae Klong River and Tacheen River in Sumut Sakorn province. There are many small tributaries that flow off of this watercourse. This is why the quality of water is still good. Moreover there are local people employed by the Tumbon Administrative Organization to clean and collect rubbish every morning. (In-depth interviewee - one of the Tumbon Administrative Organization members)

Our officers check the quality of water every year. There have been no problems of water pollution since I have been here for two years. It can be used for household tasks, for example washing, cleaning, bathing and so on. (In-depth interviewee - one of the public health officers)

2. It is a place surrounded by amazing natural features. The area boasts many interesting natural attractions, for example:

- the canal network where tourists can take small wooden boats and travel down the canal to see the lives of the people who reside along the banks,
- the area of coconut plantation where coconut trees tilt along the side of both banks of this small and peaceful canal.

3. The market is a place where tourists can see trading take place on water and purchase goods at significantly lower prices than in Bangkok. Some of the interviewees stated:

We can sell food very cheap (around 10 bath a dish) because we do not pay for rent like in any other markets. If we sell expensive food, the tourists will not come again. (Focus group interviewee - one of the merchants)

I do not want to sell expensive food because I want tourists to be impressed with our place and come again. (Semi-structure interviewee, 72 years)

The Administrative Officer of Tumbon Administrative Organization members, in addition, stated that she always checks that the goods are kept at a reasonable price because this will be one point that attracts tourists to come here.

The Tha Kha floating market has a unique history and many distinctive, attractive features. It is a valuable tourism resource that cannot be founded in big cities.

#### **4.3.2 Home stays**

A homestay program is another tourism resource that has been introduced in the Tha Kha village. Homestays here offer Thai-style accommodation for visitors who are seeking tranquillity, nature and a friendly atmosphere. Accommodation is set in a fruit orchard and visitors can participate in activities of the local people's lifestyle, including visits to fruit orchards and canal rides.

This style of accommodation has been promoted in the village over the last 1-2 years. There are now three houses offered for tourist accommodation. All of them are Thai-style houses aged over one hundred years old.

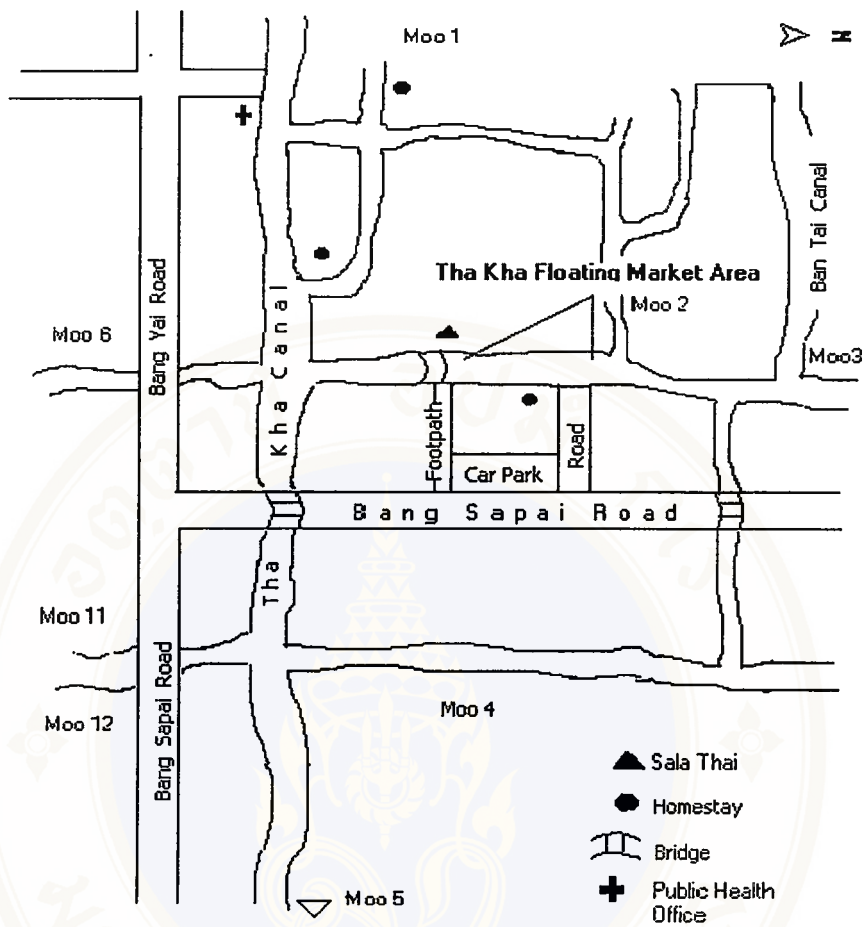


Figure 4.3 Home-stay Locations

The researcher and research assistant stayed in one of the houses that is part of the homestay program. The layout of the houses was similar to other houses in the village except that the interior space was larger and able to accommodate up to ten guests easily. The houses are surrounded by many big trees and the country air is fresh. The wooden floors inside the house were made of planks each about half a meter wide, shining not because of polish but because of people having walked over them constantly.



The house was divided into 4 areas. The inner area had one room that was a bedroom for a family [parents and 3 boys] and a small area used as a praying area with lots of Buddha images. The visitors' bed consisted of a white mosquito net over a mattress on the floor with two pillows and blankets set up in one corner of the house. Before going to bed, we had a conversation with the children and their grand parents in front of the T.V. showing a soap opera. Everyone left for bed after the T.V. program ended.

The homestays in this area are an example of how local people have participated in the tourism development. More statements showing that local people understand and accept these kinds of homestays are included in the tourism participation section of this report.

#### 4.3.3 Processing of Coconut Palm Sugar

Twice daily, early morning and late afternoon. Local people go to the coconut plantation and climb up and down some 100 coconut trees to collect hundreds of fresh syrup cylinders. (Figure 4.4)

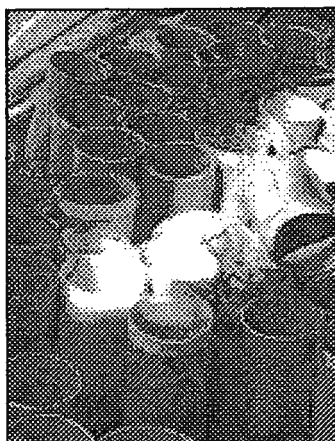


Figure 4.4 Coconut syrup cylinders

The trunks of the trees are notched to make steps for easier climbing. The collectors climb to the top of the trees, take the full syrup cylinders out, cut spadices to stimulate the release of new syrup, then put the new cylinder back in place and move on to the next tree. (Figure 4.5)

There are 1-2 people in each family (both men and women) who carry out this duty. In a young family where a husband and wife are not too old the couple will go to the plantation together but in an elderly family, a son or daughter carry out this work. Some families, alternatively, hire others to work for them.



Figure 4.5 Local people are collecting sweet coconut sap from tall and short coconut trees

Those who collect fresh syrup cylinders have to be careful when they climb up and down the trees as a fall could result in serious injury. Over the last 3 or 4 years, a new type of shorter coconut tree has been introduced to the area as one of interviewee reported that "...coconut trees come in short sizes and tall sizes. The short size is a new type of coconut trees from which we can collect its syrup more easily. We have cut down some of the coconut trees, which have grown too tall and have grown the new type instead. Each tree takes 2-3 years to grow and give syrup."

The same interviewee said "this replanting is carried out of the fear of falling down from coconut trees and getting injured. Nowadays it is very difficult to find or hire laborers to do the climbing since they can earn more money and are safer working at the factory."

After they come back from the plantation with the coconut syrup cylinders, the coconut syrup is put in a big pan on the stove. When it is simmered, the fresh syrup becomes brown and dry. (Figure 4.6)



Figure 4.6 simmering coconut syrup

After half an hour to one hour, the pan with the condensed sugar will be moved to the stirring machine to cool the sugar down as well as to dry the sugar. The half dry sugar is then put into containers. (Figure 4.7)

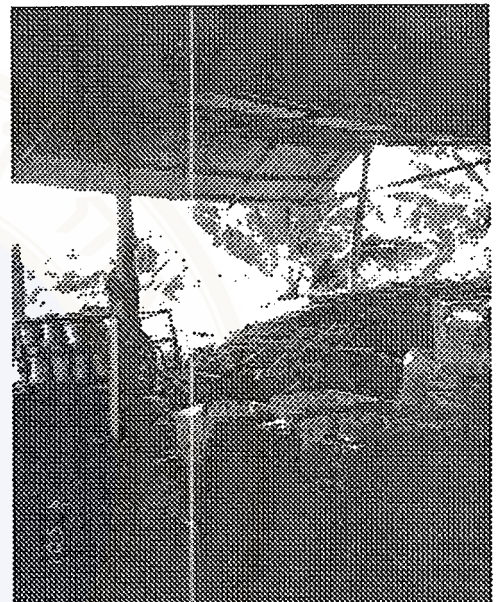


Figure 4.7 stirring coconut palm sugar and keeping in containers

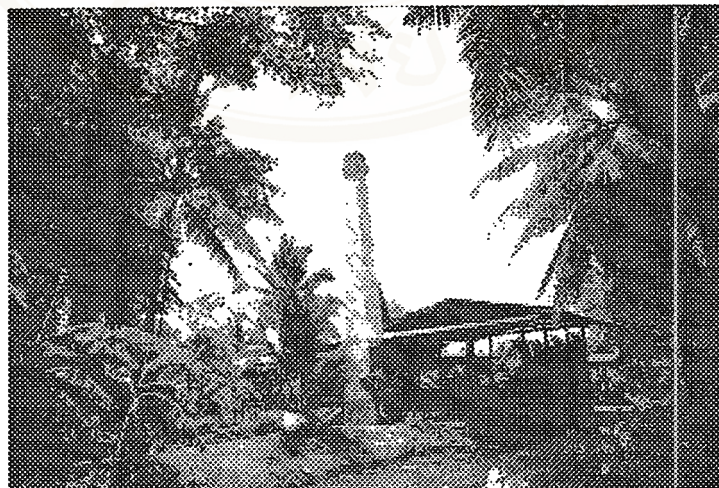


Figure 4.8 A place where coconut palm sugar made is called "Tao Tan".

The design of the stove used in the coconut palm sugar process has been employed for a long time. The concrete stove is built in a long shape and divided to accommodate 3-6 frying pans. It has one hole for putting in fuel and smoke is released via a smokestack. (Figure 4.8)



Figure 4.9 design of stove

The fuel used in this process is dried coconut leaves (obtained both from the area and imported from outside), pieces of wood from the local sawmill and dried rubbish. (Figure 4.10)



Figure 4.10 dried coconut leaves and pieces of wood

The cost of dried coconut palm leaves from Bang Khonti District is 80 Baht for 100 pieces. Wood from the sawmill is sent by ten-wheel-truck and cost about 6,000 Baht per truckload. A load of wood can be used for almost one month. Villagers do not use gas and electricity in the coconut palm sugar processing because they are more expensive than dried coconut leaves and pieces of wood.

“Tao Tan”, the places where coconut palm sugar is produced, have become an interesting places for tourists to visit. Dry coconut sugar is a famous quality product of Samut Songkharm. However some statements indicate that many people are not making pure coconut sugar anymore. Some examples are as follows:

Not many people are making a pure coconut sugar anymore because big coconut sugar makers add extra ingredients to make more sugar at a lower cost. Some "Tao Tan" has become big sugar makers instead. Nevertheless we [local people in Moo2] make pure sugar and the merchants still come to buy and send our product to the big sugar makers. Tha Kha still has many "Tao Tan" left and waiting for tourists to visit. (Semi-structured interviewee, 56 years)

Tha Kha floating market is home to a uniqueness of "Tao Tan" which horizontally shaped ovens with chimneys. The traditional process of coconut sugar production requires a full days work for villagers. The product, though intended for sale, is a reflection of traditional values and lifestyle in Tha Kha.

#### **4.4 Readiness of Local People for Sustainable Tourism**

Readiness is the degree to which a community is prepared for sustainable tourism development. It was measured by assessing the community's performance in the areas suggested by the sustainable tourism principles outlined in Chapter 2. The principles were an essential part of the methods used by the researcher to assess local people' readiness. The principles were converted into six broad indicators of readiness for sustainable tourism, and formed the basis of a series of questions. They are:

1. Using resources in a sustainable manner
2. Reducing over-consumption and waste
3. Maintaining diversity
4. Supporting local economy
5. Participation of local community
6. Marketing tourism responsibly



The following statements drawn from the various interviews will present the readiness of local people concerning the principles of sustainable tourism applied in the conceptual framework. These can be summarized as follows:

- **Local perception of the sustainable tourism concept**

Local people's knowledge and perceptions of sustainable tourism were explored and assessed through interviews. All interviewees (50) had never heard of the concept and term 'sustainable tourism development' before. Some statements made are as follows:

I do not know this phrase but the way of how to preserve environmental surrounding is one of my policies. (In-dept interviewee - one of the Tambon Administrative Organization members)

I do not know this phrase but the first thing that we considered when tourism came to our area was to protect our environment. (In-dept interviewee - the village headman)

I do not know this phrase but I want many tourists to come because I earn some money from rowing boat for them and I like to speak with them. (Semi-structured interviewee, 66 years old)

I do not know this word but I sell a lot of food in the market when tourists come. Usually both domestic and foreign tourists visit this market. Most Thai tourists like to buy food and goods but foreign tourists ask for sightseeing and enjoying natural scenery. (Focus group interviewee - one of the merchants)

However, some of the younger interviewees had heard of the word 'sustainability' for example:

I do not know the phrase sustainable tourism but I have heard of 'sustainability' from my studies. My idea of tourism in this area is that it must be based on environmental conservation and also keep everything in the same conditions. (Semi-structured interviewee, a 20 years old student)

In my opinion I think the word 'sustainability' means that we can sell food for the whole of our lives and there are many tourists will come to visit our area many times and for a long time." (Semi-structured interviewee, a 17 years old shop owner's daughter)

Due to the lack of knowledge and understanding of sustainable tourism, the word 'conservation' and 'good tourism' were used in subsequent interviews instead of sustainable tourism (as mentioned in Pre-test, Chapter III).

- **Using resources in a sustainable manner, acting for conservation to prevent damage to the environmental resources, natural and human.**

Local people had strong awareness of the need for environmental conservation. There are some statements from the in-depth interviews showing the activities of the village headmen on how to harmonise tourism with the environment. Some examples are as follows:

We think of environmental condition first when we manage tourism in this area. We had a budget from Tourism Authority of Thailand to construct tourism infrastructures, for example concrete footpath, Sala Thai and many flowerpots along the footpath. I thought about building the natural footpath by using wood or bamboo but both of them were too expensive and bamboo-bridge might not be strong. So the concrete footpath (see the following figure) was the solution for avoiding such problems. (In-depth interviewee - the village headman)



Figure 4.11 Footpath along the canal

She also reported “besides from those infrastructures mentioned above, we do not have any new construction to contrast with our original natural scenery. Because I know that tourists come here to see our original life and culture, we have tried to keep everything the same as in the past.”

Another village leader, in addition, mentioned some statements, which indicates strong values related to cultural and environmental conservation in Tha Kha. They are:

Tourism development in this area brings about convenient life for local people. We have a good road connected to outside and people can go to other places easily. However we have not changed much in this area. People continue to do their own job and one of their jobs – the coconut palm sugar processing – has become the most popular activity which many tourists would like to see. So there is no reason to change our life style. I do not care whether this market will become a popular tourism place like other floating markets because I would like to conserve this style of floating market. Thus the tourists who come to this area can distinguish this market from others. (In-depth interviewee, the village committeeman)

I and most of my villagers are concerned about the condition of our natural resources, for example we do not use pesticide in our plantation, which grow many kinds of fruits (guava, rose apple). We have arrested the person who applied a chemical to catch fishes and prawns and also we warn the villagers not to use tires as a fuel in this area because it causes strong smell and pollution. I am certain that our area still has a good environmental condition. We have a fresh air, clean water and fertile land. (In-depth interviewee, one of Tambon Administrative Organisation members)

We have abundant natural resources. People here do not face a problem of starvation if they are not too lazy. (In-depth interviewee, another Tambon Administrative Organisation members)

The above statements indicate strong points of view on conservation of the leaders of Moo2. Results from the focus group interview of merchants revealed similar attitudes:

We want many tourists to come here because we can sell food and get a lot of money. However we do not want our place to boom like Damnoen Saduak because the people there are not friendly with tourists and everything is so expensive. The merchants have to pay a rent for selling there also. If we compare that market with ours, I think our area has more natural sceneries such as clean water in the canal, Thai-style houses and natural walkway to coconut plantation. We know now almost all tourists want to see nature not the human-made things.

- **Reducing over consumption and waste**

Tha Kha is not strong in the promotion of waste reduction and recycling schemes. Local people still use plastic bags and foam containers at the market. On the other hand, the local waste disposal management system is an outstanding achievement for the area. There are some statement shows their strong action as follows:

We do not have a problem of waste disposal because every house has to pay 30 Baht a month for waste collecting. The village committee bought the rubbish bin and places them around the village. More than that waste management is under the control of Sub-district Administration Organization. The rubbish from every house especially around the floating market kept in bins and collected twice or three times a week by a vehicle from Sub-district Administrative Organization paid by the village committee. Especially when the market is operated, I have reminded the tourists and merchants to keep the market clean through public speaker. If I saw them throw rubbish away, I would warn them. (In-depth interviewee, the village committeeman)

Some villagers are hired by the Tambon Administrative Organization to make the area of market clean every morning. They have to collect rubbish, clean the footpath and sometimes clear grass and weeds. (Semi-structured interviewee, 18 years)

Although people in this area have shown understanding of the need for conservation, there is evidence that they lack knowledge on how to reduce over all consumption and waste. Some statements from interviews and the focus group revealed this situation as:

I have to use these containers (plastic and foam) because they are very convenient and everyone uses them. (Focus group interviewee, one of the merchants)

I have used plates for customers who eating here and foam containers have been used for take away. I do not have any idea to use something else. (Focus group interviewee, food seller)

There is no problem to use these containers because the village committees have their responsibility on waste disposal. (Focus group interviewee, food seller)

Local people also lack of knowledge on how to destroy waste, especially foam and plastic containers as one of interviewee stated that “sometimes I destroy all plastic bag, plastic bottles, foam containers and other rubbish in the stove while boiling coconut palm sugar. I do not know whether it is dangerous or not. Because I think they can be source of energy.”

Most interviewees appeared to lack concern for and knowledge of how to reduce and recycle waste because they were satisfied that they had a very good system of waste disposal.

- **Maintaining natural, social and cultural diversity of the area by integrating tourism within the activities of a local community.**

Increasingly, many travelers prefer to spend their holiday in a way that supports conservation of cultural and natural environments. The Tha Kha area contains a great wealth of diverse tourism resources that can satisfy these concerns, for example the original and unique floating market, old Thai style houses, beautiful canal scenery and so on. This topic appeared to be another strong point of awareness for local people. Most interviewees appeared to have the same statements of this issue. Some examples are as follows:

Almost all of tourists, especially foreigners, come to stay with us because they would like to know and learn our life style that is difficult to find in a big city nowadays. We offer many activities for tourists, for example touring along canal network during the day and at night, seeing the process of coconut palm sugar, preparing flower (water lily) offering to monks, having original Thai food and so on. (Semi-structured interviewee, one of the homestays' owner)

Tourism in this area is conservative style. We have a very old traditional floating market, a 100 years old Thai house and the daily life of people living in a real community. These are magnet that draws tourists to visit. All of villagers are doing their duty as before even tourists come or not. Because of tourism is not our main income. It brings about comfortable life for us but cannot change our way of life. Uncle Pramote (In-depth interviewee, the village committeeman)

Usually Thai tourists come here for shopping and they can get many cheap and various kinds of our natural products. We have some fresh fruit and vegetables from our orchard. On the other hand foreigner tourists want to stay and learn from us. (Semi-structured interviewee, one of the villagers)

In Tha Kha, tourists are able to witness activities that are part of the daily life of local people. Therefore the more the villagers maintain their way of life, the more tourists will be attracted to the area.

- **Supporting local economies**

Although tourism is not the main source of income for local people, it provides wide benefits to this area. All interviewees appeared to have positive feelings towards tourism development, as seen in the following examples:

Tourists and students, both Thai and foreigners, stay in my house. The cost of stay is not too expensive. I charge them 100 Baht each and offer breakfast and dinner. I have my main work and homestay business is my extra income. I think it is not too difficult for me to prepare everything for tourists because they want to share our life, so I just do what I usually do. (Semi-structured interviewee, homestay's owner)

I earn some money from offering a restroom for tourists. I charge them 2 Baht per time and some days I can get almost 100 Baht. Usually I do not have anything to do, so this can be some extra money for me. (Semi-structure interviewee, 74 years)

It is very good to have tourism development in this area because I can get a job from the Tambon Administrative Organisation to clean up the market area. (Semi-structured interviewee, 30 years)

I sell a lot of food when tourists come. (Semi-structured interviewee, one of the boat vendors)

It is good to promote tourism in this place because almost of all villagers can get an extra job, for example selling agricultural product from their orchards, selling food and desserts, rowing boat for tourists and so on. (Focus group interviewee, one of the merchants)

Tourism is a good source of income for the community. Most people have a chance to earn some money from tourism even if they are not involved with tourism directly. One of interviewees reported that "I am not involved with this tourism because I do not have a time to sell food or offer a homestay for tourists. I am a coconut sugar maker and this work takes up all my time. However if my neighbor can sell a lot of food and dessert made from coconut sugar, I also indirectly receive some more money too as I can sell more coconut sugar."



- **Local people's participation in tourism development**

One of the main objectives of sustainable tourism development is to involve local people in tourism projects. When tourism development comes to this area, local people benefit from the building of infrastructures such as main roads, footpaths, public telephones and so on. They think that tourism brings about easier and more comfortable living. They are also able to earn extra money from tourists and some villagers are employed by Tambon Administrative Organization members to keep the area clean and take care of community shops.

It is interesting to note that all levels of villages are involved in tourism development. For example:

Half of the merchants are local people in Moo 2. Some of them have their own job but they come when the market is opened to buy and sell goods. Someone comes to market to sell food and also to talk with his or her friends from other villages. (Semi-structured interviewee, food seller)

Many good desserts have been made by my family. I have no coconut plantation so I have to buy coconut palm sugar from my neighbor. Usually my son takes all dessert to sell in other markets but when the market here is operated, I row the boat to sell by myself. I like to come because I have a chance to talk with someone else. Also I can sell a lot when tourists come. (Semi-structured interviewee, 82 years)

Almost all of the villagers have their opportunity to participate with this tourism directly or indirectly. If more desserts and coconut palm sugar are sold in the market, the people who produce palm sugar can get more profit. Even they do not join this tourism directly. (In-depth interviewee, one of the Tambon Administrative Organisation members)

I am employed by the Tambon Administrative Organisation members to clean the area of the market every morning. I get not so much money from this duty but it is better than to seeking work outside. (Semi-structured interviewee, 30 years)

These are reasons that people accept and want tourism development in Tha Kha. However local people here have taken roles as merchants and do not express their opinion at policymaking level. They have left this responsibility to village headmen and Tambon Administrative Organization members. Statements describe this situation as follows:

Almost of all villagers do not participate in the policy level. TAT's officers used to come here to offer their help but the problem was villagers could not communicate and explain what they want and especially they thought that this duty is belong to village headmen not them. (Semi-structured interviewee, one of the villagers)

Villagers did not cooperate in the decision level, all of them want to follow us and do not express their opinion. (In-depth interviewee, one of the Tambon Administrative Organization members)

They only want to receive but not give any ideas. I do not know how to motivate them. (In-depth interviewee, the Administrative Officer of TAO)

Local people may not want to express or present any ideas on how tourism is developed, however all businesses in Tha Kha such as homestays, shops, boat hiring etc. are belong to the villagers. No outsiders are permitted to own any businesses here. The village headman also tries to make sure tourists stay in every house so that "every homestays have a chance to welcome tourists when tourists come to our village. It is my responsibility to circulate every homestays for tourists."

It is interesting to note that the elderly in the community who live alone like to have tourists staying in their houses. Examples follow:

My house is welcoming tourists all the time. My wife and I live alone because our son and daughter live in Bangkok now. So I think it is a good idea to have homestays because we do not feel lonely when the tourists stay with us. (Semi-structure interviewee, 66 years old, owner of one house)

There were many tourists stay with us, some of them were students and they were all nice. They ate the food that we cooked and sometime they helped us to prepare food. I really enjoy and do not feel lonely. (Semi-structure interviewee, 64 years)

Although this kind of accommodation is very popular with tourists and can increase local people's income, there are currently only 3 houses in the village out of around 10 Thai-style houses aged more than 100 years that have been offered to the tourists.

The village headman has tried to prepare some more houses for homestays but has encountered problems: "...there are some problems in the houses which villager do not want tourists to encounter such as untidy kitchen and restroom. Some of the house owner are not ready because they are no time to take care of tourists."

However almost of all villagers have cooperated and contributed to running tourism business by activities such as selling very cheap foods (10 baht per dish), collecting rubbish from the canal, welcoming and informing tourists and so on. These are ways in which local people participate in tourism in this area.

- **Marketing as an important role of outsiders**

One set of influences on sustainable tourism examined in this study are classified as 'external factors'. External factors in this study include people involved in tourism in the area who are not the local people in Moo.2, Tambon Tha Kha. The results from in-depth interviews reveal that these people are involved in tourism by providing support and promotion. Local people are not aware of how to carry out marketing by themselves. There are some statements shows an important role of the outsiders as follows:

We do not have any formal information to provide to tourists yet. Almost all of tourists come here by having information from TAT and the tour guides of tourism companies. I have tried to inform every tourist who come here that this is a place of conservative tourism. Almost of the tourists who stay in homestay are foreign tourists and students and also Thai students who want to do their research. (In-depth interviewee, village committeeman)

There were a group of Japanese tourists stayed with me. They came here by the tour guide who works for the tourism company. However he has shown and informed tourist before that this place is conservative tourism style. (Semi-structure interviewee, one of the homestay's owners)

Many tourists know this place from magazine and by recommending from tour operators. (Semi-structure interviewee, one of the villagers)

From the aforementioned statements it is clear that the tourism marketing in this area depends on the outsiders. Interviews with the Local Officer of TAT (directly involved with this area) and another officer from the Foundation for The Protection of Environment and Tourism by TAT (who recently developed the program of Plai

Phongpang home stays [in another Sub-district] revealed the marketing situation in Tha Kha to be as follows:

Tha Kha floating market has its limitation in itself. It operates only 6 times a month, so the tourists who would like to come here should know and have some information before. TAT started tourism campaign in this place by promote and support a concept of conservative lifestyle in last four years. The Tha Kha floating market was registered as tourist place of TAT on December 1997.

TAT has now left all responsibility of tourism management to village headman and Sub-district Administrative Organization members. Nevertheless the local officers of TAT (Central zone 1) still follow and look after any development of this area but normally we do promote and provide some information to tourists who want to come here. (In-depth interviewee, local officers of TAT)

Tha Kha floating market is only one part of Plai Phongpang Homestay Tour. We have a special program tour operated on the day that floating market is operated, especially Saturday and Sunday. I have taken my customer to stay in Plai Phongpang and come to Tha Kha floating market in the early morning. We do not have a homestay program in Tha Kha because Plai Phongpang Homestay is more managed and developed. Plai Phongpang's village headman is a spearhead to promote and strengthen this kind of tourism in his area. I have not seen any person in Tha Kha area who takes this action. (In-depth interviewee, the officer of Foundation for The Protection of Environment and Tourism by TAT--Tourism Operators)

I have taken domestic tourists by van to visit Tha Kha for shopping and then we have been to other place [in the province] such as Damnoen Saduak floating market, Rama II Park. (Informal interview, one guide of the tourism companies)

It is interesting to note that Tha Kha floating market is not the target area for domestic tourists for homestays as some statements made by the above interviewees as follows:



In my opinion, I think Plai Plai Phongpang Homestay Tour is more attractive and interesting for domestic tourists than Tha Kha floating market. Even they both have a kind of homestay tours but I think Thai people may want to stay in a convenient place. Almost of my members have known that this homestay tours have some different from mass tourism but however they prefer a place where everything set up for them. Therefore I think I will promote Tha Kha in a theme of floating market, which is only a part of our programs. (In-depth interviewee, the officer of Foundation for The Protection of Environment and Tourism by TAT--Tourism Operators)

It is normal for domestic tourists to visit here for 1 or 2 hours and then go to other places. They all like shopping and eating, some of them may like boat sight-seeing also. (Informal interview, one guide of the tourism companies)

The time frame for this study did not allow for interviews with the tour guides who take foreign tourists to the homestays. However statements of one interviewee shows a picture of the tourist experience as follows:

A group of Japanese tourists who came with a tour guide stayed with me. They all were very nice and liked to try many new experiences, for example they wanted to know how to cook Thai food, they tried to arrange water lilies with my wife and helped her to prepare a mosquito net. We were very happy and some of them cried on the last day. I think they got many new experiences from us that they are difficult to find in their hometown. (Semi-structured interviewee, one of the homestay's owners)

Tourism in Tha Kha is growing little by little. Local people are happy with this pace of development despite the potential for a 'boom' in tourism for this area. As one committeeman reported "I think we have done a good job now. There are many outsiders come to talk with me that they can do a big business here. I just say "no" because I do not want our place boom as Domnoen Saduak floating market in Ratchburi Province."

Some other interviewees, in addition, mentioned that they like it when a lot of tourists visited but said that they do not wish for a tourism boom such as that which occurred at Damnoen Saduak floating market in Ratchburi Province. Because Damnoen floating market has become a purely business market, everything is expensive and the merchants are not friendly with tourists.

Local people in Tha Kha floating market do not have their own marketing development plan but their determination to conserve their place for tourists may be seen as a strength that promotes and supports marketing in itself.

According to the sustainable tourism principles applied in this study, the readiness of local people in this study has assessed by considering the principle as an indicators. Therefore the readiness of local people can be described as not only having a service to offer tourists but also managing and protecting their natural and cultural environment.

#### **4.5 Passive Readiness**

The findings described up until this point have been obtained using a deductive approach to content analysis. The readiness of local people has been examined using pre-defined principles of sustainable tourism. Using an inductive approach to content analysis, however, an additional theme relating to readiness emerges. The data reveals a passive readiness of local people for sustainable tourism development.

Passive readiness in this study refers to local people experiencing tourism development without directly responding or initiating action in return. The main explanation for the passive readiness in this area is that the style of tourism evident in

Tha Kha involves experiencing and participating in everyday community activities. Local people do not need to act or change themselves to welcome tourists.

All interviewees in this study involved and not involved with tourism have a livelihood which harmonizes with their natural surrounding. This life style is a major attraction for tourists nowadays. The majority of the people not involved in tourism express acceptance of tourism development in their area:

I do not have any role to participate with this tourism and I do not know what I want to sell in the market. I help my family to cook coconut sugar and this takes me for all day. I am happy to stay like this and I do not have any reasons to change my life. However I like when tourists come, because I have a chance to talk with them. In my opinion, I will continue to do my activities even tourists come or not. (Semi-structure interviewee, 46 years)

My wife and I are the coconut sugar makers. We have to work for all day and do not have a time or any idea to join with the tourism development. We can sell our products every day, so this is enough for us. (Semi- structure interviewee, 60 years)

His wife also said I asked my daughter to prepare our house to be a homestay but she denied. She has a main reason that she wants a private life and also I have no time to greet tourists. I do not mind if tourists want to see our work and talk with us because I do this job everyday. It is good but usually most homestays have their own "Tao Tan", so tourists can see the all process in those houses. (Semi-structured interviewee, 55 years)

Interviewees involved with tourism insist that they are happy with their lifestyles and that tourism development does not interfere with their activities:

We have a comfortable life here. I am not rich but the life-sufficiency concept mentioned in the King's speech makes me happy. Tourism happens has been taking place in this area for almost 3 years and I think the villagers have been informed that tourists come to see



and experience their life style. As I have seen, none of them have changed their life. The coconut sugar maker and the boat vendors are the same people. I have not seen people change themselves to welcome tourists. My wife sometime is a vendor boat to sell some goods to get some extra money and she really enjoys. (In-depth interviewee - one of the Tambon Administrative Organization members)

No one has changed his life here. People do as same as they are even the homestays' owner who are the coconut sugar maker have only prepared some more convenient for tourists such as cleaning their bathroom, preparing the space for tourists to sleep and they continue their own activities. (In-depth interviewee – the village headman)

Local people here are ready for tourism. We have a good natural place, a traditional floating market and coconut sugar process. Tourists can come to join our real life style. I always inform every one that this place keeps our traditional life and I do not care if not many tourists come. (In-depth interviewee, the village committeeman)

Actually I was not tired when tourist came to my house. I have done the same activities and my father helped me to prepare breakfast for guest. Usually tourists would not stay during daytime, so I have time to prepare their beds after I come back from the plantation. I enjoy and am happy to be with the tourists. (Semi- structured interviewee – homestay's owner)

I do not have any reason to change my life. I am happy to sell a lot of food when tourists come but they do not come every day. So I have to row the boat to other areas as I am usually doing. My husband and I have our own boat to sell food. We can sell every day more or less but this is all right for us. (Focus group interviewee, one of the merchants)

Local people have their own natural resources, traditional culture and livelihoods which do not harm the environment. This area is passively ready for sustainable tourism. People do not actively follow tourism development plans initiated by outsiders. The passive readiness of local people beyond the conceptual framework studied in this research is shown in the following figure (Figure 4.12).

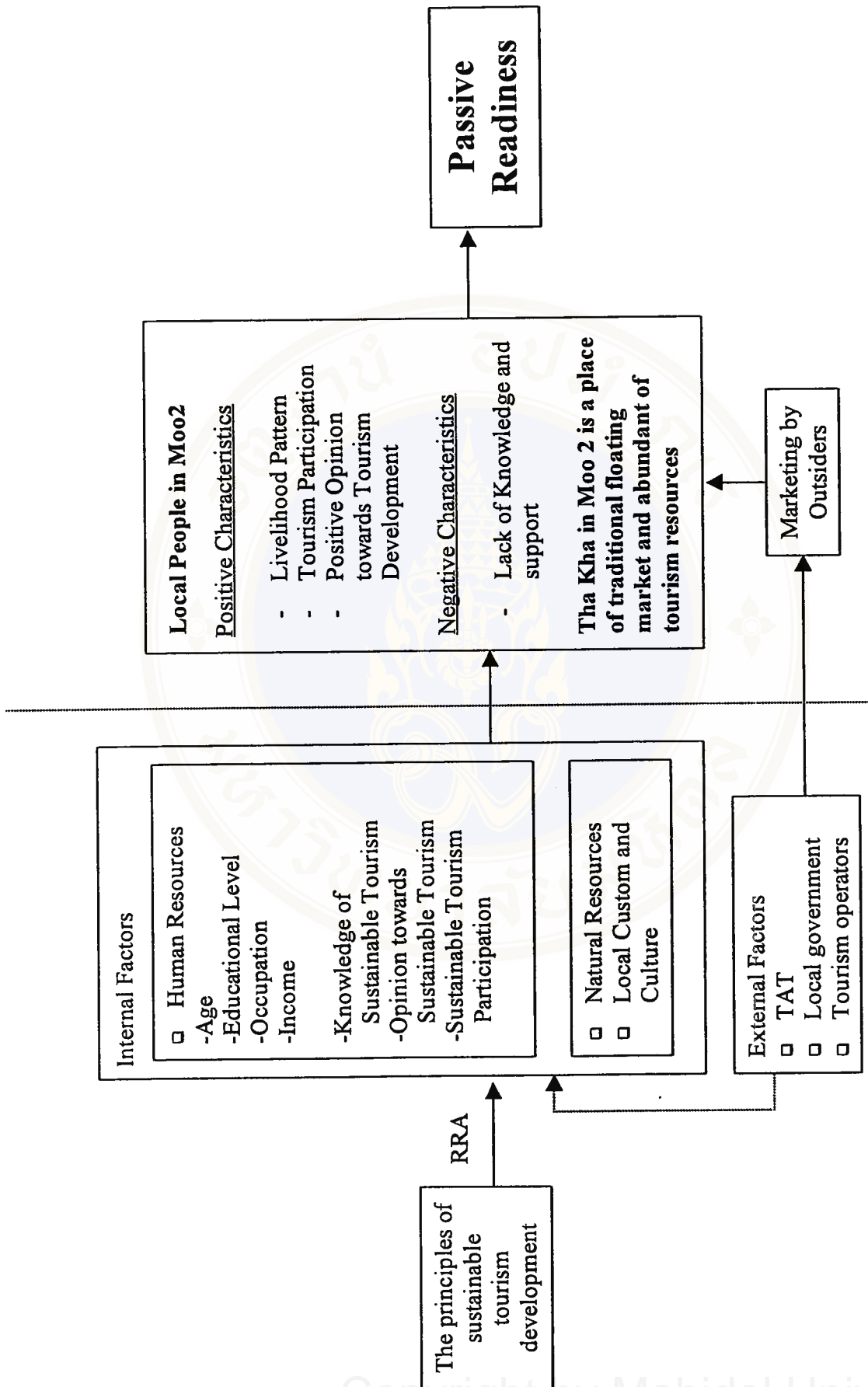


Figure 4.12 Passive readiness of local people

Figure 4.12 explains that the readiness of local people for sustainable tourism in this area is a passive readiness. When tourism development occurs in the village, local peoples normal livelihoods which exist in harmony their natural surrounding, provides the main attraction for outsiders. Therefore in order for people to benefit from sustainable tourism development in the long term, they should maintain their current lifestyles.

Local people know and understand this situation very well; their way of life is sustained ready to receive visitors now. The villagers do not change themselves for this kind of tourism. This can be concluded that an ordinary villager in Tha Kha floating market is passively ready for sustainable tourism development. However it should be noted that while a passive readiness exists amongst the villagers, there is also evidence that the village leaders are taking action to develop Tha Kha market as an area for tourists. For example the village headman has tried to promote and prepare for more homestays in the area and the village committeeman have accepted responsibility for take care the market and surrounding area. The reasons behind the active and passive readiness of local people in Tha Kha are explained in the next Chapter V.

## **CHAPTER V**

### **DISCUSSION**

In this chapter the results presented in the previous chapter are discussed. This chapter examines possible reasons for the level of readiness of local people for sustainable tourism development. The discussion will be divided into three sections; first is the result of the study, the second addresses research methodology and the last part discusses the principles of sustainable tourism development used in this research.

#### **5.1 Discussion the Results of the Study**

This study utilized RRA to explore the readiness of local people for sustainable tourism development. By using 6 principles (see figure 1.1 conceptual framework) as a basis for measurement in this community, the results of the study revealed a passive readiness of local people in Moo 2. The lifestyle and means of livelihood of Tha Kha villagers fits very well with the principles of sustainable tourism development used in this study. Reasons for this passive readiness is outlined in the following illustration:

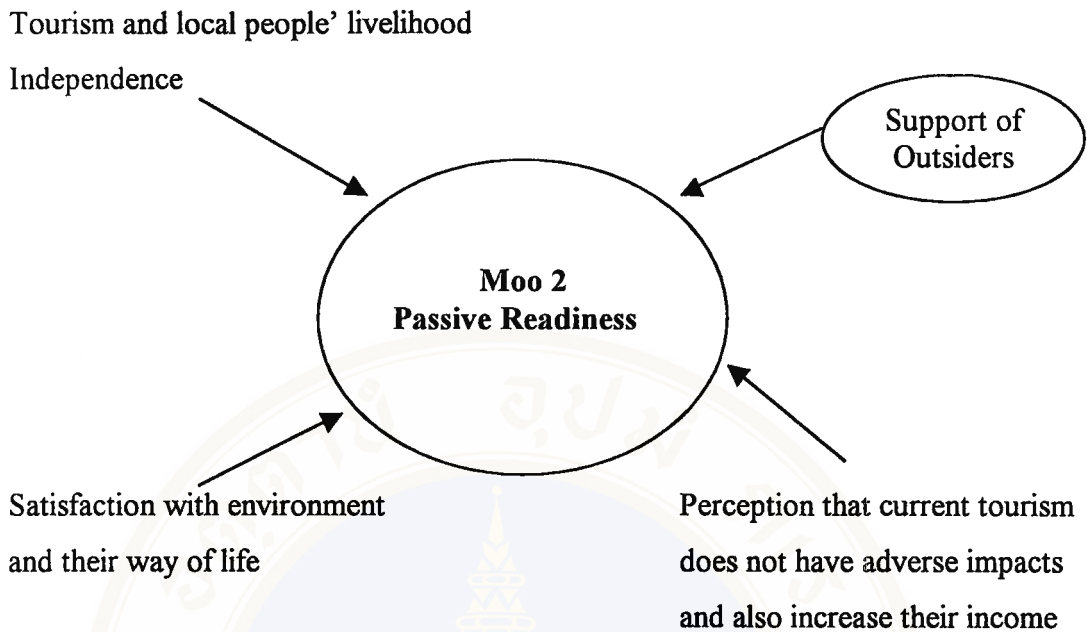


Figure 5.1 reasons behind the passive readiness

Reasons behind the local people's readiness include:

1. Tourism and local people' livelihoods are independent: this means that the income and occupation of local people do not depend on tourism. If there is no tourism in this area, local people continue to do their own activities. The tourism happens in this area because their means of livelihood is traditional and thus attractive.

2. Satisfaction with the environment and their way of life: most local people are satisfied with their environmental surroundings and their way of life. They have their own simple life and are happy to remain in the same condition.

3. Perception that current tourism does not have adverse impacts and also increases their income: this is a reason why all of the local people accept and have a positive opinion toward tourism.

It should be noted that while a passive readiness exists amongst the villagers, there is also evidence that the village leaders are taking action to develop Tha Kha market as an area for tourists. For example the village headman has tried to promote and prepare for more homestays in the area and the village committeeman have accepted responsibility for take care the market and surrounding area.

Explanations for peoples' readiness for sustainable tourism can also be found by examining situations within this community (internal factors).

### **5.1.1 Moo 2 as a Community**

#### **Positive Characteristics**

- **Local People's Livelihood Pattern**

Local people in Moo 2 have many livelihood patterns, which appear to compliment most principles of sustainable tourism development. There are some possibilities to explain the situation as follow:

1. Using resources in a sustainable manner

Due to the limited occurrence of the floating market to only 6 times a month (with only some month having the market fall on a weekend), the Tha Kha market is not as well known or popular as other market such as Dam Nuan or Taling Chun. This schedule is the main reason why fewer tourists come to this area. Thai and foreign tourists visiting Tha Kha specifically interested in seeing and travelling in a natural place. Fewer tourists result in fewer environmental problem. Also local people in this area have shown their action and understanding to be a force for conservation as explained in the previous chapter.

The other possible explanation for the result is that Tha Kha has been promoted at a time in which there has been popular support for ecotourism and sustainable development. The theme of how to develop this area for welcoming tourists has therefore centered on selling the nature and culture of local people. The more local people keep maintain their traditional life style, the more tourists come to visit. Also local people lives do not significantly harm the environmental resources. Villagers carry out their daily activities mindful of keeping their natural resources in good condition, for example they do not use pesticide in the plantations or car wheels as fuel for coconut processing, which cause the water and air pollution.

## 2. Reducing Over Consumption and Waste

The local leader--village headmen and village committeemen are concerned about the waste problem. They have taken responsibility, along with Sub-district Organization members, to manage this problem by arranging many dustbins around the area where the floating market is located. Also the local people help to keep the canal clean because most of them know that tourists come here to see the beauty of natural scenery

Nevertheless there is some evidence to indicate that they lack of knowledge on how to reduce overall consumption and waste, for example the merchants still use plastic bags, foam containers to sell food and so on.

One possible reason behind the lack of knowledge may be they think that they already have effective waste disposal management. So the use of non-recycle material is not perceived to be a big problem for their community.

3. Maintaining natural, social and cultural diversity of the area by integrating tourism within the activities of a local community. Compliance with this principle seems to be a strength of this village. Tourism happens in this area because TAT would like to promote the natural environment and traditional culture including the floating market (held for more than 100 years), coconut palm sugar processing and homestays. These are all daily life activities of people living in the Tha Kha community.

Almost all local people know and understand how Thai and especially foreigner tourists come to see preserved nature and culture not a modern, fast-paced life. They have achieved this awareness via information distributed by their leaders, for example Sub-district Administration Organization members have information from the province on how to manage their culture and provide homestays for tourists. They have also received some information from tour guides.

#### 4. Supporting Local Economies

Although tourism is not the main income for local people here it does bring wide benefits to this area. Tourism in this area encourages occupational and economic diversity by integrating tourism within the activities of a local community. Therefore almost all of local people get some extra money from tourism development directly and indirectly.

For example, tourists come to see the process of coconut palm sugar, one of the main sources of income for local people here. Tourists also come for homestays and to visit the floating market, which is the original market of local people for selling and buying. If a lot of Thai desserts are sold at the market, the people who make the coconut palm sugar will also profit.



- **Local People's Participation**

Tourism in this area involves all levels of local people, for example, merchants, cleaners, homestays' owners, shops' owners. This diverse participation is explained by the fact that tourism in this area is still in the hands of local people and most of tourism resources are based on the life style of these villagers. Tourism development also provides local people with extra income. Thus it is not difficult for them to participate in this kind of tourism.

Most villagers, however, do not want to be involved with tourism at a policy level despite the encouragement of the village headmen. They think that development of this tourism should be the responsibility of the village headmen and TAT.

One possible reason behind the lack of cooperation may be that do not have time to participate and lack of tourism experience makes them to be shy about expressing their ideas.

The village leader's concern for the environment and community has resulted in the prevention outsiders from carrying out or owning tourism related business in Tha Kha. This ensures that tourism development remains in the control of local people.

- **Positive Opinion of Local People towards Tourism Development**

All of the interviewees in this study, including those involved and not involved with directly with tourism, have positive opinions towards tourism development. This is because tourism has brought about infrastructure development and some extra income. Even people who are not involved with tourism receive benefits indirectly.

Those who are not involved are not forced to change their lives to accommodate tourists. The positive opinion of the general community towards tourism is of great support to sustainable tourism development.

### **Negative Characteristics**

One negative issue for this area is local people's lack of knowledge on particular topics. As discussed in the previous chapter, none of the villagers were familiar with the meaning and concept of 'sustainable tourism'. 'Sustainability' appeared to be a new and overly academic term to them. Most local people were familiar with the word 'conservation' as this is the term used by village leaders when discussing tourism development.

However local people here have been informed by TAT and the village leader that nowadays there is a new style of tourism by which tourists seek to experience traditional local lifestyles and preserved natural environments. Local people could therefore greatly benefit from more knowledge on sustainable tourism.

Not only internal factors impact on the readiness of local people for sustainable tourism in Tha Kha. The help of outsiders to promote and support tourism is also important.

#### **5.1.2 The Role of Outsiders**

Outsiders are involved specifically with promoting tourism to public. This is an issue for local people as only outsiders including TAT, tourism operators currently take responsibility for tourism marketing. The village headmen and local people respond to the results of this marketing by arranging and managing their

environmental and community condition for welcoming tourists. They do not control tourism marketing by themselves.

The main marketing problem facing TAT, tourism operators and local people is the floating market operational schedule which is determined according to the Thai lunar month. However several village headmen, whose primary concern is for the environmental and cultural preservation of the community, argue for the maintenance of this traditional timing.

Both Thai and foreigner tourists visit Tha Kha due to recommendation by TAT and tourism operators. While tourists are aware that tourism in Tha Kha is based on principles of environmental and cultural conservation they are not provided with information on how to minimize negative impacts of their presence.

In conclusion local people in this area are ready for sustainable tourism development. They live in a beautiful area, have traditional local customs which they would like to conserve but are also willing to share with strangers such as the floating market, coconut palm sugar processing and so on. The highlight of tourism in this area is the local people's lifestyle, as well as their commitment to natural and cultural conservation. It is not necessary for them to invest and change themselves for welcoming tourists. However it should be noted that some of them do prepare themselves for tourism such as homestay's owner and merchants.

## **5.2 Discussion on Methodological Experience Gained During Data Collection**

### **The strengths and limitation of research methodology**

Qualitative research designs are those that are associated with interpretative approaches, from the informants' emic point of view, rather than etically measuring discrete, observable behaviour. (Jones, I. (1997, Dec). *Mixing Qualitative and Quantitative Methods in Sports Fan Research*[Online].) Qualitative methodologies are strong in those areas that have been identified as potential weaknesses within the quantitative approach, e.g. the use of interviews and observations to provide a deep, rather than broad, set of questionnaire to wider a different group of local people, and so on. In order to find out and understand the complexity of this community, the researcher applied qualitative method to study.

In this study the researcher utilized a RRA method as a tool for qualitative research. No single method has a complete advantage over the others, so the rationale for using multiple tools for exploring data is triangulation. Triangulation increases the reliability of the data and the process of gathering it. In the context of data collection, triangulation serves to corroborate the data gathered from other sources.

Experiences gathered during data collection are important and would be helpful particularly for future researchers in this subject. Most of the methodologies have both strengths and limitations. The strengths and weaknesses of each tool from RRA methods are explained as follows:

## **1. Secondary data collection**

The secondary data obtained by the researcher was easy to access and interpret. The data was found in documents, journals and on the World Wide Web. The researcher collected and studied these sources before writing the paper. It did not take too much time for the researcher to find relevant information, for example the researcher used the internet to find books from many libraries and also to find information contained on websites.

## **2. Primary data collection**

### **2.1 Direct observation and informal interview**

This method allows researchers to witness reality and it covers events in real time. It is an opportunity to check between reported conditions and real conditions. The researcher's initial awareness of Tha Kha floating market was based on information from magazines. Upon visiting this place, direct observation and informal interviews provided the researcher with useful names and contacts which helped in the completion of this study.

However impressions formed through direct observation can also be misleading, for example the researcher went to the market on the day which it operated and saw many vendor boats. Thus the researcher incorrectly assumed that the market was crowded like this every day.

## **2.2 Mapping**

The village headman helped the researcher to draw a location map of Moo. 2. This helped to identify the location of important places such as homestays, the village headman's house, and the public health office. It allowed the researcher to form a clearer picture of the community. The mapping exercise also allowed the village headman to familiarize herself with the research so that she was comfortable answering the researcher's questions.

## **2.3 Key informants and semi-structured interview**

The researcher used an interview guideline when conducting the informal interviews. The interviews were used in order to avoid bias that occurred from other methods. They encouraged two-way communication between the researcher and the villagers. This allowed the researcher to obtain very detailed information, rich quotations and to be pursue new topics during the interview. Elderly villagers particularly enjoyed talking with the researcher as they were often lonely so the researcher was able to gain a lot information from this group.

## 2.4 Focus group

The focus group interaction enriched the quality and quantity of information collected. Discussion between the researcher and focus group participants was useful because the researcher appreciated the participants thoughts and had an understanding of their situations. However the researcher also found that successful use of this method benefits from practice and experience in qualitative research procedures. For example, the researchers was not able to control the group in the way that she expected and respondents did not always understand subjects being discussed and would lead the conversation off onto tangents.

In conclusion, there is a consensus of opinion that RRA is a very useful methodological tool. However in this study the researcher found both strengths and limitation of RRA as follow:

### Strengths:

1. RRA uses a triangulate approach; the triangulation of research tools and population samples improves the quality of data and information.
2. RRA looks at topics from the point of view of local people.

### Limitations:

3. The emphasis on 'rapidity'; RRA technique may be rapid but the lack of researcher's experience and practice may have resulted in overlooking of less obvious information.

### 5.3 Discussion on the Conceptual Framework

A conceptual framework was used to examine the readiness of local people for sustainable tourism. It was based on the internal and external factors that affect the readiness of people at Tha Kha ( the framework is discussed and explained in the chapter I).

The researcher explored this community using the framework after reviewing relevant literature and discussion with research advisors. The framework is designed to facilitate efficiency. Its specific objectives were as follows:

1. The sustainable tourism principles are the most important part of the framework. These principles formed useful guidelines by which the researcher studied the target area.

2. The framework highlights individual factors in internal and external factors. Within each of these factors are outlines a number of specific populations that can be very helpful for the researcher to select the interviewees.

3. The framework supports and leads the researcher in each step of the study. Therefore this conceptual framework can be used as a model to study readiness of local people in any other areas.

After collecting and analyzing primary and secondary data, the researcher concluded that useful tools (RRA method) and good indicators (practical principles) are the most important requirements for gaining in-depth information and understanding of the complexity communities.



## CHAPTER VI

### CONCLUSIONS AND RECOMMENDATIONS

This purpose of this chapter is to conclude the major findings of the present study and to make recommendations and suggest areas for further research.

#### 6.1 Conclusions

Based on the previous discussions, it appears that local people in Moo2 are passively ready for sustainable tourism development. The area's readiness, in many respects, is self-contained. This readiness is evident despite the fact that local people do not have a clear perception of sustainable tourism or its implementation. Many of the respondents felt that they were already 'sustainable' because they were not offering environmentally damaging activities.

Moo 2 has features strongly suited to sustainable tourism development:

1. The uniqueness of the location including the floating market which takes place only on the 2<sup>nd</sup>, 7<sup>th</sup> and 12<sup>th</sup> of the Thai lunar month.
2. The community supports social and economic diversity by integrating tourism with the activities of the local people. For example tourists are taken to see the production of coconut palm sugar and can stay in the village to learn about the local lifestyle by having a meal together.
3. The floating market operates only 6 times a month providing opportunity for the surrounding environment to recover between events.

4. The quality of water in this area is still good and clear because local people help to clean and collect rubbish in the canals. Most villagers are about their social and environmental condition and the water in the canal is the main part of their life's activities.

5. All of the businesses in this area such as food shops, shops and homestays are owned by local people.

Tourism in Tha Kha has been founded on concepts of conservation. The promotion of tourism commenced in Tha Kha after other, similar tourist destinations experiences problems such as water pollution, waste problem and so on. These examples have provided important lessons for people involved with the tourism industry.

Although few villagers had been exposed to the concept of sustainable tourism almost all of the forms of tourism development in the Tha Kha area not harmful to their social and environmental conditions.

Tha Kha floating market has been receiving tourists for only 3-4 years. Outsiders to the community have adopted the role of marketing Tha Kha as a tourist destination. TAT has managed and developed a natural and cultural tourism style, and has constructed tourist infrastructure. TAT has since left responsibility for these initiatives to local people. However they continue to contribute to developments at Tha Kha by offering advice and promoting the area to tourists as well as tourism operators and local government.

At the time of this study, tourism development was primarily in the hands of local people. The people who have taken a role in developing and managing tourism are village leaders such as village headman, village committeeman and Tambon Administrative Organization members. Also local people cooperate with external tourism development efforts by offering services for tourists such as homestays, shops and boat tours for seeing coconut palm sugar factories and beautiful scenery.

Local people who not involved with tourism are able to maintain their own life styles without alteration for the accommodation of tourists. This, in itself, is good evidence that tourism development in this area does not need to change or damage local society.

In conclusion local people here are ready for sustainable tourism development. They live in a beautiful natural environment and continue to practice traditional local customs such as the floating market, coconut palm sugar processing and so on. The highlight of tourism in this area is the local people's lifestyle, as well the preserved natural and cultural environment. It is not necessary for them to invest and change themselves in order to accommodate tourists.

Local people are strongly aware of how to conserve their community for tourists. If TAT provides them more knowledge and support on how to sustain tourism, the goal of sustainable tourism and the readiness of local people should have the effect of reducing the level of negative impacts from tourism, and should ensure that the positive impacts will be felt by local people.

## 6.2 Implications

This research is to explore the readiness of local people for sustainable tourism in Tha Kha floating market. The instruments, including the practical principles and RRA methodology used for the study may be applied to explore the readiness of local people in other similar areas. The results of this study clearly provide some insights into the readiness of local people for sustainable tourism in Tha Kha. Suggestions resulting from the study include that local people themselves should maintain their life style according with tourism management.

In conclusion the results of this study do not only have implications for the way in which tourism is currently managed, but also for the way in which it should be developed in the future.

## 6.3 Recommendations

From principles of sustainable tourism and results discussed in previous chapters come a number of general recommendations for implementing sustainable tourism.

6.3.1 The local community should encourage and support new next generation especially those educated to a high level, to come back to the community and help to develop sustainable tourism.

6.3.2 Local leaders should encourage local people who have the potential to promote and market Tha Kha to cooperate together. They should also employ local people to be guides to the community for every weekend.

6.3.3 The community should offer a general set of tourist activities such having a boat trip to enjoy the beauty of the scenery of the community, going to see the processing of coconut palm sugar and eating some fruit in the plantation, walking along a wood trail in the coconut palm tree plantation and then returning to the village by boat. This program should attract and be available to tourists who visit on days on which the floating market is not held.

6.3.4 The Tourism Authority of Thailand should not only promote Tha Kha but also take responsibility for giving local people more knowledge and understanding of natural and cultural conservation including sustainable development.

6.3.5 Outsiders who are involved with this tourism such as tour operators should contribute to the natural and cultural conservation of this place by helping to promote sustainable tourism and by explaining this kind of tourism to people visiting the community. The researcher contributed to the promotion of Tha Kha by sending information about the community to ECOCLUB - ecotourism news by ECOCLUB.COM. (Appendix 6)

This web-site contains many stories and information regarding ecotourism. Travelers who are interested in new styles of tourism such as ecotourism, cultural tourism and sustainable tourism will be able to find out about Tha Kha floating market. There have already been responses that show people' interest in this unique place. (Appendix 7)

## **6.4 Recommendations for Future Research**

Sustainable tourism is going through an important stage of development in this community. Even though the study finds that local people are ready for sustainable tourism, there are some factors involved in this tourism that could not be investigated in the course of this study. In this issue, further investigation in the field of sustainable tourism development should be developed.

### **6.4.1 Methodological issues for sustainable tourism development**

#### **6.4.1.1 Research design**

The findings of this study revealed a passive readiness of local people for sustainable tourism, however as the study applied RRA methods in which the researcher lacked experience and because the study was conducted over such a short time, more qualitative research is necessary to explore the diversity and complexity of the community.

#### **6.4.1.2 Study population**

Future studies should include different subgroups of the population, for example, tourists and teenagers. Tourists are a key factor contributing to the maintenance of tourism business. As this study was limited to only local people, the results could not show relationships between both groups.

Furthermore the influence of young local people was found to be important for the development of tourism in the future, so the thinking of this group needs to be studied in more detail.

#### **6.4.2 Further research areas**

Future studies are recommended in the following research areas:

6.4.2.1 Study findings reveal that most of the village leaders have taken strong action on managing their environmental surroundings and tourism development even they have not been educated at a high level. These actions have been very successful. Further studies of their motivation and initiatives would provide a good example of tourism development for other areas.

6.4.2.2 Traditional floating markets and the production of coconut sugar have their long histories and this history is related to how people maintain their traditional lifestyles in a changing world. Interviewees in this study mostly reported that they do not worry about the maintenance of this unique tourism in the future. They believe and insist that their young children will wish to come back to be a part of the community. It is important to learn more about the relation between the role of teenagers, who will be the next generation to run this tourism, and the beliefs of elderly people.

Finally, the results of all further studies should be made accessible and available to local leaders and outsiders so that they may plan and design the pattern of sustainable tourism for the future.





## BIBLIOGRAPHY

### English

Adjebeng-Asem, S. (No Date). RRA in West Africa[Online]. Available:

[http://www.unu.edu/unupress/food2/UTN08E/uin08e0y.htm#rra in west africa](http://www.unu.edu/unupress/food2/UTN08E/uin08e0y.htm#rra%20in%20west%20africa)[2000, Dec 28]

Beebe, J. (1995, July 27). The Principles of Rapid Appraisal[Online].

Available: [http://www.usaid.gov/about/part\\_devel/docs/pdiwksp1.html](http://www.usaid.gov/about/part_devel/docs/pdiwksp1.html)  
[2000,Dec27]

Berg, L.B. (1995). Qualitative Research Methods for the Social Sciences, Second Edition. Needhem Heights, Mass: A Simon & Schuster Company.

Biodiversity Support Program (BSP) by World Widelife Fund. (No Date). Understanding and Influencing Behaviors in Conservation and Natural Resources Management[Online].

Available: [http://www.bsponline.org/publications/africa/understanding\\_eng/understanding3.html](http://www.bsponline.org/publications/africa/understanding_eng/understanding3.html)[2000,Dec27]

Canadian Council on Tobacco Control. (No Date). Adolescents: Smoking and quitting, how the professional can help [Online]. Available: <http://www.acsa-caah.ca/Ang/documents/adosmokingandquitting.PDF>[2002, April12]

Carlos M. Libosada Jr. (2000). Negative Impacts of Ecotourism Activities and Mitigating Measures[Online].

Available: <http://www.ecotourism.ph>[2000,June 1].

Cater, E. & Lowman, G. (Ed.). (1994). Ecotourism A Sustainable Option?. Chichester:

John Wiley & Sons.

Center for Environmentally Responsible Tourism. (No Date). main[Online].

Available: <http://www.c-e-r-t.org/>[2000,June1]

Centre for Health Services Research. (No Date). Questionnaire Design[Online].

Available:<http://www.ncl.ac.uk/~ncentsr/otheract/qdesman1.htm>

[2000,Nov 25]

Conservation International.(2000,July).Ecotourism[Online]. Available:<http://www.conserva>

[org/WEB/FIELDACT/C-](http://www.conserva.org/WEB/FIELDACT/C-)

[C\\_PROG/ECON/ecotour.html](http://www.conserva.org/WEB/FIELDACT/C-)[2000,June1]

Chambers, R. (No Date). The Fundamental Principles of RRA[Online].

Available:<http://www.unu.edu/unupress/food2/UIN08E/uin08e0w.htm#>[2000,

Dec 27]

Christians.(No Date). Tourism - Towards Sustainability [Online].

Available: <http://www.culture.gov.uk/TOURISM/sustour.html>[2000,Nov5]

Denton, D. (No Date). Prekindergarten and Parent Support Programs[Online].

Available: <http://www.sreb.org/programs/srr/pubs/PreK/>

[PreK\\_parentsupport.asp](http://www.sreb.org/programs/srr/pubs/PreK/)[2002, April 12]

Dunn, T. (1994, Dec). Rapid Rural Appraisal: A description of the methodology and its application in teaching and research at Charles Sturt University[Online].

Available: <http://www.csu.edu.au/research/crsr/ruralsoc/v4n3p30.htm>

[2000,Dec27]

Garson, D. (1998,Oct). Focus Group Research[Online]. Available:

<http://www2.chass.ncsu.edu/garson/pa765/focusgroups.htm>[2000,Jan24]

Gonzales, G. & Associates. (2000 Aug,19). Sustainable tourism: the new tourism paradigm[Online]. Available:

<http://www.gonzales.com.sg/sustour.html>[2000,Aug 12]

Grandstaff, W. S. & Grandstaff B. T. (1987). Semi-Structured Interviewing by Multidisciplinary Teams in RRA. In Proceedings of the 1985 international conference, Rural systems research and farming systems research projects, Khon Kaen University, Thailand. (pp.9-12). Khon Kaen: Siriphan Press.

Grandstaff, W. S., Grandstaff B. T. & George W. L. (1987). Summary Report In Proceedings of the 1985 international conference, Rural systems research and farming systems research projects, Khon Kaen University, Thailand. (pp. 129, 130-132). Khon Kaen: Siriphan Press.

IISDnet. (No Date). Rapid Rural Appraisal (RRA)[Online].

Available: <http://iisd1.iisd.ca/casl/CASLGuide/RapidRuralAppraisal.htm>

[2000, Dec 27]

Isarabhakdi, P. (1997). Sexual attitudes and behaviour of never-married, rural Thai Youth. Ph.D. Thesis in Rural Sociology and Demography, Faculty of Philosophy, Graduate School, Pennsylvania State University, USA.

Jones, I. (1997, Dec). Mixing Qualitative and Quantitative Methods in Sports Fan

Research[Online]. Available: <http://www.nova.edu/ssss/QR/QR3->

[4/jones.html](http://www.nova.edu/ssss/QR/QR3-4/jones.html)[2001, Aug 1]

Koeman, A. (No Date). Sustainable Tourism and Eco-Tourism[Online]. Available:

[http://www.mekonginfo.org/mrc\\_en/doclib.nsf/0/1A03035194C19466472569](http://www.mekonginfo.org/mrc_en/doclib.nsf/0/1A03035194C19466472569)

[2800174AC3/\\$FILE/FULLTEXT.htm](http://www.mekonginfo.org/mrc_en/doclib.nsf/0/1A03035194C194664725692800174AC3/$FILE/FULLTEXT.htm)[2000, June 1]

Mediterranean NGO Network for Ecology and Sustainable Development (MED

FORUM). (No Date). What do we mean by sustainable tourism?[Online].

Available: <http://www.medforum.org/ulixes21/in/proj.elc.in.htm>[2000, Nov 9]

Mountain Valley Produce. (1999, Nov 19). Community and Project Development and

Analysis[Online]. Available: [http://mvproduce.com/dev.html#Rapid Rural](http://mvproduce.com/dev.html#RapidRural)

Appraisal (RRA)[2000, Dec 29]

Mutchima, P (2000). The Applications of Geographic Information Systems in

Determination of Potential Areas for Ecotourism Development: A Case Study

of Koh Kred (Kred Island), Nonthaburi Province, Thailand. M.S. Thesis in

Technology of Information system management, Faculty of Graduate Studies,

Mahidol University.

Patton, M. Q. (1990). Qualitative Evaluation and Research Methods. U.S.A.: SAGE

Publications.

Ratcliff, D. (1995). Validity and Reliability in Qualitative Research[Online].

Available: <http://don.ratcliff.net/qual/validity.html>[2001, Aug 1]

Responsible Ecological Social Tours Project. (No Date). Samut Songkhram [Online].

Available: <http://www.ecotour.in.th/english.files/04.3.ss.html>[2001,Dec 1]

Richards, G. & Hall, D.(ed.). (2000). Tourism and sustainable Community Development. London, England: Routledge.

Schmid, K. (1998, Dec). A Study of Tourist Attitudes Towards Sustainable Tourism [Online]. Available: <http://web.uvic.ca/anth/part3.htm>[2000,June1]

Shores, N. J. (1999, Dec). The Challenge of Ecotourism: A Call for Higher Standards[Online]. Available:  
<http://www2.planeta.com/mader/planeta/0295/0295shores.html>[2000, July 29]

SIFAR. (No Date). Rapid Rural Appraisal (RRA)[Online]. Available:  
<http://www.sifar.org/Presentation%20Documents/PR%20Final%20report%20June%202000.html>[2000,Dec 27]

Suvit Yodmani. (1997). Towards Environmentally Sound Development and Management in the World's Largest Service Industry. UNEP.

The World Travel & Tourism Council (WTTC). (No Date). AGENDA 21 for the Travel & Tourism Industry Towards Environmentally Sustainable Development[Online].  
Available: <http://www.wttc.org/agenda21.htm>[2000,June1]

- Thai Adventure. (No Date). Samut Songkhram Home Stay [Online]. Available:  
<http://www.thai-adventure.com/ssongkram.html>[2001 Dec, 1]
- The Sustainable Livelihoods Unit of UNDP. (1999, Nov 3). Chapter 3 - Methods of Promoting Participation[Online]. Available: <http://www.undp.org/sl/Documents/Manuals/Empowering/chapter3.htm>[2000,Dec 27]
- Tourism Authority of Thailand. (1999). Thailand Tourism Statistics 1999[Online]. Available: <http://www.tat.or.th/stat/index99.html>[2000,June 1]
- United Nation. (1999, Feb). Sustainable Tourism[Online]. Available: <http://www.un.org/esa/agenda21/natlinfo/countr/thai/eco.htm#tour> [2000, August 20]
- Walker, R. (No Date). Induction and Deduction[Online]. Available: <http://www.mnsfld.edu/~rwalker/inference.html>[2001, August 29]
- Weaver, D.B. (1998). Ecotourism in the Less Developed World. London, England: CAB International.
- William, M.T. (2000). Deductive and Inductive Thinking[Online]. Available: <http://www.trochim.human.cornell.edu/kb/>[2001, August 29]
- Willigen, V. J. & Finan L.T. (Eds). (1999, Dec 15). Rapid and Reliable Research Methods for Practicing Anthropologists[Online]. Available: <http://www.napabulletin.org/bulletin10.htm>[2000, Dec 28]

## Thai

กฤษดา ทองสังวรณ. (2540). ความพร้อมของคณะกรรมการบริหารองค์การบริหารส่วนตำบล ใน

การจัดการทรัพยากรธรรมชาติในท้องถิ่น จังหวัดอุดรธานี. วิทยานิพนธ์ปริญญา

ศึกษาศาสตรมหาบัณฑิต, สาขาวิชาสิ่งแวดล้อมศึกษา บัณฑิตวิทยาลัย มหาวิทยาลัย

มหิดล.

ชลธิชา ตั้งอั้น. (2534). ความรู้ความเชื่อและการปฏิบัติของแม่บ้านในการกำจัดขยะมูลฝอยและสิ่ง

ปฏิกูล ศึกษากรณี คริวเรือนริมคลองแสนแสบ กรุงเทพมหานคร. วิทยานิพนธ์ปริญญา

ศึกษาศาสตรมหาบัณฑิต, สาขาวิชาสิ่งแวดล้อมศึกษา บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล.

ณรงค์ ศรีสนิท. (2524). ความรู้แลเจตคติต่อปัญหาสิ่งแวดล้อมของนักศึกษาวิทยาลัยครูภาคกลาง.

วิทยานิพนธ์ปริญญาศึกษาศาสตรมหาบัณฑิต, สาขาวิชาสิ่งแวดล้อม บัณฑิตวิทยาลัย

มหาวิทยาลัยมหิดล.

นฤตพงษ์ ไชยวงศ์. (2540). ความพร้อมในการจัดการป่าชุมชน ศึกษากรณีคณะกรรมการหมู่บ้าน

อำเภอปัว จังหวัดน่าน. วิทยานิพนธ์ปริญญาศึกษาศาสตรมหาบัณฑิต, สาขาวิชาสิ่งแวดล้อม

ล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล.

นิตยา สุริยะเจริญ. (2533). การศึกษาพฤติกรรมในการใช้ข่าฆ่าแมลงของเกษตรกร อำเภอบ้านแพ้ว

จังหวัดสมุทรสาคร. วิทยานิพนธ์ปริญญาศึกษาศาสตรมหาบัณฑิต, สาขาวิชาสิ่งแวดล้อม

บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล.

ประเสริฐ เก็มประโคน. (2539). ความพร้อมของผู้จับจีรณจักรยานยนต์ต่อการบังคับใช้กฎหมาย

หมวกนิรภัย: ศึกษาเฉพาะกรณีเขตการสาธารณสุขที่ 5. วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต (สาธารณสุขศาสตร์), สาขาวิชาเอกบริหารกฎหมายการแพทย์และสาธารณสุข บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล.

ปรีชาพร วงศ์อนุตรโรจน์. (2535). จิตวิทยาการบริหารงานบุคคล. กรุงเทพฯ : ศูนย์สื่อเสริม กรุงเทพฯ.

พนิต มโนการ. (2539). ปัจจัยที่มีผลต่อพฤติกรรมของบุคลากรทางการแพทย์ในการจัดการขยะติดเชื้อจากโรงพยาบาล กรณีศึกษา โรงพยาบาลของกระทรวงสาธารณสุขขนาด 500 เตียง ใน

เขตจังหวัดนนทบุรี. วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต, สาขาวิชาเทคโนโลยีการบริหารสิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล.

วนิดา วิระกุล. (2534). ความพร้อมของ ผศส./ อสม. ในการดำเนินกิจกรรมการประชากรศึกษา :

ศึกษาเฉพาะกรณีในจังหวัดขอนแก่น. วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต, สาขาประชากรศึกษา บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล.

ศิริวรรณ วชิรวงศ์. (2536). ปัจจัยที่มีผลต่อความพร้อมในการปฏิบัติงานควบคุมและป้องกันโรค

ความดันโลหิตสูงของเจ้าหน้าที่สาธารณสุขระดับตำบล จังหวัดสุพรรณบุรี. วิทยานิพนธ์ปริญญาวิทยาศาสตรมหาบัณฑิต, สาขาวิทยาการระบาด บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล.

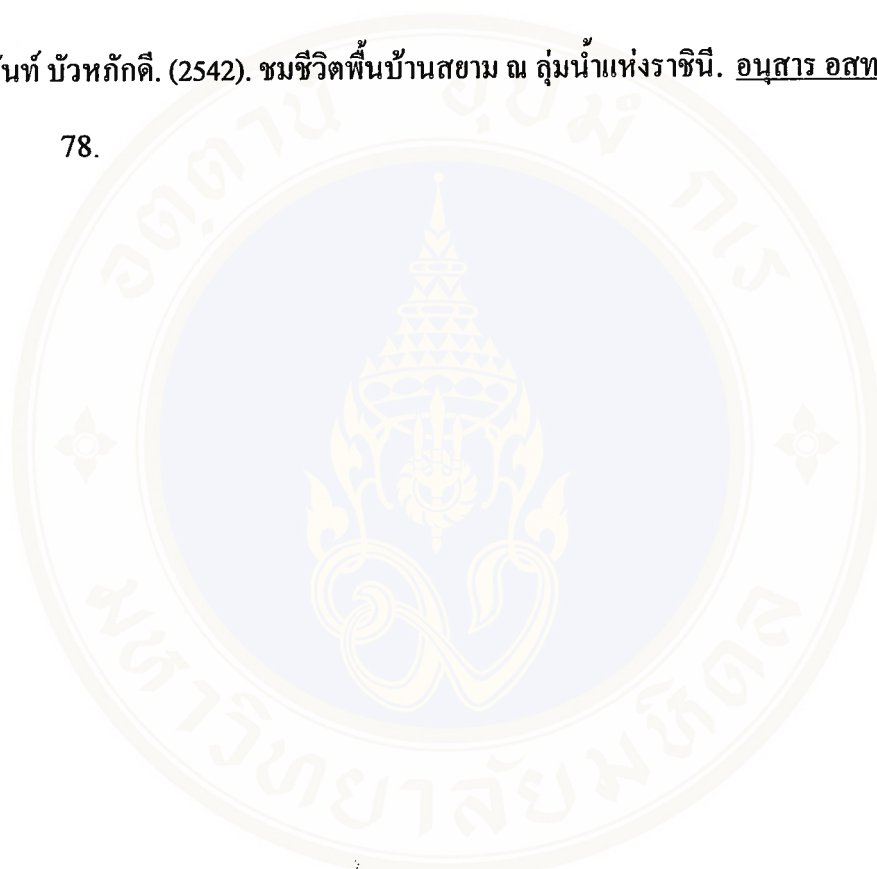
สถาบันชุมชนท้องถิ่นพัฒนา. (2538). ตัวชี้วัดสำหรับงานพัฒนาชนบท : ประสพการณ์จากนัก

พัฒนา. กรุงเทพมหานคร: สถาบันชุมชนท้องถิ่นพัฒนา.



อนงค์นารถ คงคาน้อย. (2538). ความพร้อมของบุคลากรสาธารณสุขในการให้คำปรึกษาแนะแนว  
เกี่ยวกับโรคเอดส์ ศึกษาเฉพาะกรณีเจ้าหน้าที่สาธารณสุขที่ปฏิบัติงานในสถานีนอนามัยและ  
โรงพยาบาลชุมชน ในจังหวัดพิษณุโลก. ปรินญาณิพนธ์ศึกษาศาสตรมหาบัณฑิต, สาขา  
วิชาเอกจิตวิทยาการแนะแนว บัณฑิตวิทยาลัย มหาวิทยาลัยนเรศวร.

อภิรักษ์ บัวหักดี. (2542). ชมชีวิตพื้นบ้านสยาม ณ กลุ่มน้ำแห่งราชินี. อนุสาร อสท., 40(3), 73-  
78.



## APPENDIX 1

### Direct Observation Checklist

Topics	Results
1. Natural environment -Natural resources -Environmental conditions	
2. Behavioural patterns and daily life activities of local people -Daily life activities -Waste problems -Water and energy used (Household, coconut palm-sugar processing called "Tao Tan")	
3. Local custom	
4. Local economies -Main income -Extra income	
5. Participation and responsibility of local people for tourism development	

แนวทางในการสังเกต

หัวข้อ	ผล
1. สภาพแวดล้อม -ทรัพยากรธรรมชาติ -สภาพแวดล้อมทั่วไป	
2. พฤติกรรม และกิจกรรมของคนในชุมชน -วิถีชีวิตประจำวัน -พฤติกรรมกรรมการบริโภค อุปโภค -ปัญหาขยะ -การใช้น้ำ, เชื้อเพลิงในการเคี้ยวตาล	
3. ประเพณี วัฒนธรรม	
4. สภาพเศรษฐกิจของชุมชน -รายได้หลัก -การจัดการบ้านพัก และบริการ	
5. การมีส่วนร่วม และหน้าที่ของคนในชุมชนที่มีต่อการท่องเที่ยว	

## APPENDIX 2

### Key Informant Interview Sub-topics and Guidelines

1. Do you know the meaning of sustainable tourism? If no, what kind of tourism do you want in this area? (**External Factors**)
2. Using resources in a sustainable manner
  - How do you protect and prevent damage happened from tourism development such as construction, water pollution, rubbish and so on?
  - Do you promote or urge the local people to help in environmental conservation?
  - Are there development and implement sound environmental policies in this area?

(**External Factors**)

  - Are there appropriate systems for minimizing water and atmospheric pollution from tourism development and household?
  - Do you think this tourism development came from the needs of tourists or local people? Are they benefits to local people from this tourism?
3. Reducing over consumption and waste
  - Are there information or promotion for tourists that to reduce over consumption and waste?
  - Do local resources sufficiently have for the community such as energy for coconut palm sugar processing, water and so on?
  - How does this community reduce and eradicate waste?
  - How do community managed the problem of rubbish that can not be eradicated such as foam, plastic?
4. Maintaining diversity
  - What are natural resources and interesting local custom in this area? Are there still happened now?
  - Do you think local custom and the way of local people lifestyle will be changed for welcoming tourists? How?
  - Are the activities of local people such as rowing boat, boiling coconut palm sugar and so on that showed for the tourists still happened in the real life of them?
  - What are the distinguished of tourism here? Are they different from another places?
  - Do you think the local people want and need this tourism? Why?
5. Supporting local economies
  - Do you take responsibility for maintaining improving the environment in this area? How? (**External Factors**)
  - Are the environment costs taken into account in all tourism projects?
  - Do the tourism infrastructures such as road, bridge etc. benefit wider interests?
  - Do you think this kind of tourism is appropriate to local conditions?
  - Who does get the benefits from this tourism?

-Do the shops, home stays and small business enterprises have owned by local people?

6. Involving local communities

-What is the role of local people in tourism development?

-Does the community actively supports local enterprises and cooperatives, which provide services, goods and crafts?

-Does this tourism involves local people through employment at all levels?

-What are services of home stays such as food, bed etc.?

-Can you accept if the outsiders offer the tourism development that can make your area boom?

7. Marketing tourism responsible

-Can you confirm that tourism in this area happened by the way of conservation?

-Does the community provides information to tourists on respecting the cultural and natural heritage?

-Are there market holidays that correspond to the tourist product and experience offered?

-Are there local tour guides in this area?

### ตัวอย่างหัวข้อและแนวทางในการสัมภาษณ์ผู้

1. ท่านรู้จักความหมายของการท่องเที่ยวอย่างยั่งยืนหรือไม่ ถ้าไม่, ท่านต้องการให้การท่องเที่ยวที่เป็นไปในรูปแบบใด (**External Factors**)
2. เรื่องของทรัพยากรทางธรรมชาติ
  - ชุมชนของท่านได้มีการป้องกันการทำลายทรัพยากรทางธรรมชาติ และผลกระทบต่อคนในชุมชน เช่น การก่อสร้าง, การทิ้งขยะ และผลกระทบต่างๆ ที่เกิดจากการท่องเที่ยวหรือไม่ อย่างไร
  - ได้มีการช่วยกันรณรงค์ในการที่จะดูแล และรักษาสภาพแวดล้อมทางธรรมชาติหรือไม่
  - มีการพัฒนาหรือดำเนินนโยบายในเรื่องเกี่ยวกับสิ่งแวดล้อมในพื้นที่แห่งนี้หรือไม่ อย่างไร ได้มีการติดตามและดูแลเรื่องของสภาพแวดล้อมบ้างหรือไม่ อย่างไร (**External Factors**)
  - มีการติดตั้งระบบการบำบัดน้ำเสีย หรือมลภาวะอื่นๆ ที่เกิดจากการท่องเที่ยว หรือการใช้ในชีวิตประจำวันอย่างไร
  - การท่องเที่ยวที่เกิดขึ้นที่นี่ เกิดขึ้นเพราะความต้องการของนักท่องเที่ยวอย่างเดียว หรือเกิดจากความต้องการของคนในชุมชนอย่างไร คนในชุมชนมีสิทธิ, ได้ประโยชน์ หรือเสียประโยชน์จากการท่องเที่ยวหรือไม่อย่างไร (**External Factors**)
3. การลดการบริโภค และการลดขยะ
  - มีการรณรงค์ให้นักท่องเที่ยวช่วยในเรื่องของการบริโภค และลดการทิ้งขยะหรือไม่
  - ทรัพยากรต่างๆ ที่ใช้ในชุมชน มีเพียงพอต่อความต้องการ และการบริโภคหรือไม่ เช่น ไร่ อะไร เป็นเชื้อเพลิงในการเคี้ยวตาล
  - มีการรณรงค์การลดขยะ ทิ้งขยะอย่างไร คิดว่าปลอดภัยหรือไม่
  - มีปัญหาในเรื่องของขยะที่ไม่สามารถย่อยสลายได้หรือไม่ และทางชุมชนมีวิธีการจัดการอย่างไร
4. การรักษาความหลากหลายของธรรมชาติ การท่องเที่ยว และวัฒนธรรม
  - ในชุมชนของท่านมีทรัพยากรธรรมชาติ วัฒนธรรม และประเพณีอะไรบ้าง และยังคงมีอยู่หรือไม่เมื่อมีการท่องเที่ยวเกิดขึ้น
  - เมื่อมีการท่องเที่ยวเข้ามาในพื้นที่ของท่าน ท่านคิดว่าวัฒนธรรม และประเพณีต่างๆ ที่มีอยู่ในชุมชนจะยังคงอยู่หรือเปลี่ยนแปลงไปเพื่อตอบรับกับการท่องเที่ยวหรือไม่ อย่างไร
  - กิจกรรมต่างๆ ที่มีอยู่ในชุมชน เช่น การเคี้ยวตาล, การพายเรือขายของ และอื่นๆ เป็นสิ่งมีอยู่แล้ว หรือปรับเปลี่ยนเพื่อตอบรับกับการท่องเที่ยว โปรดอธิบาย
  - จุดเด่นของการท่องเที่ยวที่นี่ คืออะไร เหมือนหรือแตกต่างจากที่อื่นๆ หรือไม่ อย่างไร

-ท่านคิดว่าการพัฒนาการท่องเที่ยวที่นี้ ได้มีส่วนให้ชุมชนเจริญขึ้น และเป็นไปเพื่อความ  
ต้องการของชุมชนหรือไม่ อย่างไร (External Factors)

5. ส่งเสริมสภาพเศรษฐกิจของชุมชน

-ในชุมชนของท่านได้มีการปรับปรุง และบำรุงรักษาสภาพแวดล้อมหรือไม่ อย่างไร

-แผนงานต่างๆ ที่เกี่ยวกับการท่องเที่ยวในชุมชนของท่าน มีการคำนึงถึงในเรื่องของสิ่งแวดล้อม  
หรือไม่ อย่างไร

-สิ่งอำนวยความสะดวกต่างๆ ที่เกิดขึ้นจากการท่องเที่ยว เช่น ถนน, ทางเดิน ได้ส่งผลดีหรือผล  
เสียต่อคนในชุมชนหรือไม่ อย่างไร

-ท่านคิดว่าการท่องเที่ยวที่เกิดขึ้นขณะนี้ เช่น บ้านพักรองรับนักท่องเที่ยว (Home stay), พายเรือ  
พานักท่องเที่ยวชมธรรมชาติ เหมาะสมกับชุมชนของท่านที่อยู่แล้วหรือไม่ โปรดอธิบาย ท่าน  
ต้องการอะไรเพิ่มเติมหรือไม่

-เมื่อมีนักท่องเที่ยวเข้ามา ท่านคิดว่าใครเป็นผู้ที่ได้ผลประโยชน์จากการท่องเที่ยว

-การค้าขาย หรือธุรกิจต่างๆ ที่เกิดจากการท่องเที่ยว เป็นของคนในชุมชนหรือบุคคลภายนอก

6. การมีส่วนร่วมของคนในชุมชน

-ได้มีการสนับสนุน ชักชวนให้คนในชุมชนได้มีส่วนร่วมในการพัฒนาการท่องเที่ยวหรือไม่

-มีการรวมกลุ่มกันในชุมชนของท่านเพื่อจำหน่ายสินค้า การบริการ และงานฝีมือหรือไม่ อย่างไร

-มีการจ้างงานคนในชุมชนทุกระดับ เพื่อตอบรับต่อการท่องเที่ยวหรือไม่ อย่างไร

-ได้มีการสนับสนุนในเรื่องของการเสนอบ้านพัก และความเป็นอยู่ที่แท้จริงของคนในชุมชนแก่นัก  
ท่องเที่ยวอย่างไร

-ถ้ามีบุคคลภายนอกมาเสนอการพัฒนาการท่องเที่ยว ที่จะทำให้ชุมชนของท่านมีชื่อเสียงมากขึ้น  
กว่านี้ โดยเข้ามาจัดการเปลี่ยนแปลงชุมชน ท่านจะยอมรับ และต้องการหรือไม่

7. การจัดการการตลาด

-ท่านแน่ใจได้อย่างไรว่า การท่องเที่ยวที่เกิดขึ้นเกิดจากความต้องการอนุรักษ์ มีสิ่งใดที่ยืนยันได้บ้าง

-ท่านได้ให้ข้อมูล หรือคำแนะนำต่างๆ ที่เกี่ยวกับชุมชนของท่าน แก่นักท่องเที่ยวหรือไม่ อย่างไร

-มีตลาดนัดวันหยุดในชุมชนของท่าน เพื่อให้นักท่องเที่ยวได้รับประสบการณ์ และสินค้าที่แตกต่าง  
หรือไม่

-มีไกด์นำเที่ยวที่เป็นคนในชุมชนหรือไม่

## APPENDIX 3

### Semi-structured Questionnaire Guidelines

Note: using Six Helpers-who, what, when, where, why and how for interviewing

#### 1. Using resources in a sustainable manner

- What are the main natural resources in this area?
- Where water resources and energy using in your household come from?
- Do you think that environment nowadays is different from the past? What do you think are important factors that make its change?
- How do you protect and prevent damage happened to environment resources such as flood, water pollution, hazardous substances i.e. pesticide, fertilizer and so on.?
- Are there any natural and cultural conservation groups in your area? How do they act?
- Do you think tourism make your ways of life getting better or worse? How is it does?

#### 2. Reducing over consumption and waste

- Are there any problems about waste and other pollution from tourism development? How do your community manage them?
- Do you help to promote or act to reuse, reduce, recycle? How?
- What is the main environmental problems you face?

#### 3. Maintaining diversity

- What are kind of fruit and natural scenery attracted tourists?
- What are activities that tourists can enjoy and participate during their stay?
- Do your communities want to change and develop their way of life to satisfy tourists? How?
- Are there any custom or local culture still happened from the past until now? Do tourists know and participate?

#### 4. Sustainable development and sustainable tourism

- Have you heard of the word sustainable development? What are your ideas about that?



-Do you know a meaning of sustainable tourism? What is it about?

-What do you think are important factors that make sustainable tourism differ from ordinary tourism?

-Do you think tourism management in your area is in the way of sustainability?

-What is the communities' expectation from sustainable tourism development?

#### 5. Supporting local economies

-What are your most important sources of income? How would you like to increase your income by travel and tourism?

-What is your main production activities?

-Who does take responsibility for maintaining improving the environment in this area? How?

-What is kind of tourism business that you involved with?

-Do you make any handicrafts? Where do you sell?

-Would this tourism be useful to you? Would it be useful to everyone in your community?

-What benefits do you derive from that?

#### 6. Involving local communities

-Have you participated in tourism development and management where you were talked about travel and tourism and gave your opinions on them?

-Do you, or does anyone in your family currently work in the travel or tourism industry?

-Have you been on any tourism development committee or group? How?

-What hospitality services and facilities such as food, bed, laundry etc. are available in your place?

-What is the best way of ensuring that sustainable tourism development provides benefits to everyone in the community?

-Are there any outsider get involved with this tourism?

7. Marketing tourism responsible

-What are the main campaigns that you offer to tourists?

-Do you give any information about sustainable tourism such as to respect the cultural and natural heritage or to give some guidance on environment of this area for tourists before trip, during trip or both?

-Do you, or does anyone in your community help to promote this tourism?

-Do you plan to due with tourism business for example to be tour guides, to manage home stay for tourists and so on within the next 12 months?



### แนวทางคำถามในส่วนของการสัมภาษณ์ถึงโครงสร้าง

หมายเหตุ: ใช้ Six helpers-ใคร, อะไร, เมื่อไหร่, ที่ไหน, ทำไม, อย่างไร มาช่วยในการสัมภาษณ์

1. การใช้ทรัพยากรอย่างยั่งยืน
  - ทรัพยากรทางธรรมชาติที่สำคัญของที่นี่ มีอะไรบ้าง
  - น้ำกิน น้ำใช้ และไฟฟ้าในบ้านท่านได้มาจากไหน
  - ท่านคิดว่าสภาพแวดล้อมปัจจุบันต่างจากในอดีต หรือไม่ มีปัจจัยใดบ้างที่ทำให้เกิดการเปลี่ยนแปลง
  - ท่านได้หาวิธี หรือทำอะไร ในการป้องกันการทำลายทรัพยากรธรรมชาติ เช่น น้ำท่วม, น้ำเสีย, การใช้ยาปราบศัตรูพืช
  - ในชุมชนของท่านมีกลุ่มที่เกี่ยวกับการอนุรักษ์สิ่งแวดล้อม และวัฒนธรรมบ้างหรือไม่
  - ท่านคิดว่าการท่องเที่ยวทำให้การดำรงชีวิตของท่านดีขึ้น หรือแย่ลง อย่างไร
2. การลดการบริโภค และการลดขยะ
  - มีปัญหาเรื่องขยะ และน้ำเสียที่เกิดจากการท่องเที่ยวหรือไม่ ชุมชนมีวิธีจัดการอย่างไร
  - ท่านได้มีส่วนช่วยในเรื่องของการลด, การแยกขยะ และการนำกลับมาใช้ใหม่บ้างหรือไม่
  - มีปัญหาทางสิ่งแวดล้อมที่เกิดขึ้นกับบ้านของท่านหรือไม่
3. การรักษาความหลากหลายของธรรมชาติ การท่องเที่ยว และวัฒนธรรม
  - มีทรัพยากรธรรมชาติ และกิจกรรมของนักท่องเที่ยวอะไรบ้างที่น่าสนใจ
  - ทางชุมชนของท่าน ได้มีการเปลี่ยนแปลงวิถีการดำรงชีวิตของท่าน เพื่อตอบรับกับการท่องเที่ยวหรือไม่ อย่างไร
  - มีประเพณีวัฒนธรรมใดที่เกิดขึ้นตั้งแต่อดีตจนถึงปัจจุบัน นักท่องเที่ยวได้รับรู้และมีส่วนร่วมหรือไม่
4. การพัฒนาการท่องเที่ยวอย่างยั่งยืน
  - ท่านเคยได้ยินคำว่าพัฒนาอย่างยั่งยืนหรือไม่ มีความคิดเห็นอย่างไรบ้างกับคำนี้
  - ท่านรู้ความหมายของการท่องเที่ยวอย่างยั่งยืน หรือการท่องเที่ยวเพื่อการอนุรักษ์หรือไม่
  - ท่านคิดว่าการท่องเที่ยวในชุมชนของท่านเป็นการท่องเที่ยวที่แตกต่างจากการท่องเที่ยวทั่วไปหรือไม่
  - ท่านคิดว่าการท่องเที่ยวที่นี่จะยังคงอยู่ต่อไปเรื่อยๆ หรือไม่ อย่างไร
  - ท่านคาดหวัง หรือต้องการอะไรจากการท่องเที่ยวแบบนี้

## 5. ส่งเสริมสภาพเศรษฐกิจของชุมชน

- รายได้หลักของท่านมาจากอะไร แล้วท่านได้เพิ่มรายได้บางส่วนจากการท่องเที่ยวหรือไม่
- ใครเป็นผู้รับผิดชอบในเรื่องของการดูแล ปรับปรุงสภาพแวดล้อมในพื้นที่ของท่าน
- ท่านเกี่ยวข้องกับการท่องเที่ยวอย่างไรบ้าง
- ในชุมชนของท่านมีแหล่งผลิตงานฝีมือ หรือสินค้าพื้นบ้านบ้างหรือไม่ ขายที่ไหน
- ท่านต้องการให้มีการท่องเที่ยวหรือไม่ คิดว่าการท่องเที่ยวให้ประโยชน์กับทุกคนในชุมชนหรือไม่
- ท่านได้รับประโยชน์ใดจากการท่องเที่ยวบ้าง

## 6. การมีส่วนร่วมของคนในชุมชน

- ท่านเคยมีส่วนร่วมในการเสนอความคิดเห็น ในการพัฒนาการท่องเที่ยวหรือไม่
- มีการบริการเช่น อาหาร ที่พัก แก่ นักท่องเที่ยวอะไรบ้างในบ้านของท่าน
- ท่านคิดว่าน่าจะทำอะไรในการที่จะให้การท่องเที่ยวเข้ามา แล้วเกิดประโยชน์กับทุกคนในชุมชน
- มีคนภายนอกเข้ามา มีบทบาทกับการท่องเที่ยวที่นี่หรือไม่

## 7. การจัดการการตลาด

- ท่านคิดว่าอะไรเป็นสิ่งที่ดึงดูดให้นักท่องเที่ยวเข้ามาในชุมชนของท่าน
- ท่านได้ให้คำแนะนำหรือข้อมูลต่างในชุมชนของท่าน เช่น ประเพณีที่ดึงดูด, ธรรมชาติที่งดงาม หรืออื่นๆ ต่อนักท่องเที่ยวบ้างหรือไม่
- ท่านหรือใครบ้างในชุมชนที่ช่วยส่งเสริม และสนับสนุนการท่องเที่ยว
- ท่านวางแผนที่จะดำเนินธุรกิจ หรือเกี่ยวข้องกับการท่องเที่ยว เช่น การจัดการที่พัก, ร้านอาหาร ภายใน 12 เดือนนี้หรือไม่ อย่างไร

## APPENDIX 4

### Focus Group Guidelines

#### **I Intro & warm-up**

1. Purpose of group
2. All opinions important
3. Asking for note and record
4. Introducing each person

**II Discussion process:** beginning with general topics of this area and continuing other topics step by step as follow:

#### 1. Using resources in a sustainable manner

- What are the main natural resources in this area?
- Where water resources and energy using in your household come from?
- Do you think that environment nowadays is differ from the past? What do you think are important factors that make its change?
- How do you protect and prevent damage happened to environment resources such as flood, water pollution, hazardous substances i.e. pesticide, fertilizer and so on.?
- Are there any natural and cultural conservation groups in your area? How do they act?
- Do you think tourism make your ways of life getting better or worse? How is it does?

#### 2. Reducing over consumption and waste

- Do you think that there are plenty of local resources in your area? Have you ever imported any goods or products from others? What are those? From?
- Are there any problems about waste and other pollution from tourism development? How do your community manage them?
- Do you help to promote or act to reuse, reduce, recycle? How?

-What are the main environmental problems you face?

### 3. Maintaining diversity

-What are kind of fruit and natural scenery attracted tourists?

-What are activities that tourists can enjoy and participate during their stay?

-Do your communities want to change and develop their way of life to satisfy tourists? How?

-Are there any custom or local culture that still happened from the past until now? Do tourists know and participate?

### 4. Sustainable development and sustainable tourism

-Have you heard of the word sustainable development? What are your ideas about that?

-Do you know a meaning of sustainable tourism? What is it about?

-What do you think are important factors that make sustainable tourism differ from ordinary tourism?

-Do you think tourism management in your area is in the way of sustainability?

-What is the communities' expectation from sustainable tourism development?

### 5. Supporting local economies

-What are your most important sources of income? How would you like to increase your income by travel and tourism?

-What are your main production activities?

-Who does take responsibility for maintaining improving the environment in this area? How?

-What is kind of tourism business that you involved with?

-Do you make any handicrafts? Where do you sell?

-Would this tourism be useful to you? Would it be useful to everyone in your community?

-What benefits do you derive from that?

### 6. Involving local communities

-Have you participated in tourism development and management where you were talked about travel and tourism and gave your opinions on them?

-Do you, or does anyone in your family currently work in the travel or tourism industry?

-Have you been on any tourism development committee or group? How?

-What hospitality services and facilities such as food, bed, laundry etc. are available in your place?

-What is the best way of ensuring that sustainable tourism development provides benefits to everyone in the community?

-Are there any outsiders get involved with this tourism?

#### 7. Marketing tourism responsible

-What are the main campaigns that you offer to tourists?

-Do you give any information about sustainable tourism such as to respect the cultural and natural heritage or to give some guidance on environment of this area for tourists before trip, during trip or both?

-How do you, or does anyone in your community help to promote this tourism?

-Do you plan to do with tourism business for example to be tour guides, to manage home stay for tourists and so on within the next 12 months?

### III Wrap-up

### แนวทางการสนทนากลุ่ม

#### ก. บทเริ่มต้น

1. แนะนำตัว อธิบายจุดประสงค์ของการสนทนา
2. ขอให้แสดงความคิดเห็นเต็มที่
3. ขอจดบันทึก และเทปบันทึกการสนทนา
4. ทักทาย ทำความรู้จักผู้ร่วมกลุ่มแต่ละคน

#### ข. เริ่มสนทนา แบบค่อนข้างด้วยเรื่องต่างๆ ไปของชุมชนที่นี่ และเข้าสู่หัวข้อคำถามตามลำดับ

##### 1. การใช้ทรัพยากรอย่างยั่งยืน

-ทรัพยากรทางธรรมชาติที่สำคัญของที่นี่ มีอะไรบ้าง

-น้ำกิน น้ำใช้ และไฟฟ้าในบ้านท่าน ได้มาจากไหน

-ท่านคิดว่าสภาพแวดล้อมปัจจุบันต่างจากในอดีต หรือไม่มีปัจจัยใดบ้างที่ทำให้เกิดการเปลี่ยนแปลง

-ท่านได้หาวิธี หรือทำอะไร ในการป้องกันการทำลายทรัพยากรธรรมชาติ เช่น น้ำท่วม, น้ำเสีย, การใช้ยาปราบศัตรูพืช

-ในชุมชนของท่านมีกลุ่มที่เกี่ยวกับการอนุรักษ์สิ่งแวดล้อม และวัฒนธรรมบ้างหรือไม่

-ท่านคิดว่าการท่องเที่ยวทำให้การดำรงชีวิตของท่านดีขึ้น หรือแย่ลง อย่างไร

##### 2. การลดการบริโภค และการลดขยะ

-มีปัญหาเรื่องขยะ และน้ำเสียที่เกิดจากการท่องเที่ยวหรือไม่ ชุมชนมีวิธีจัดการอย่างไร

-ท่านได้มีส่วนช่วยในเรื่องของการลด, การแยกขยะ และการนำกลับมาใช้ใหม่บ้างหรือไม่

-มีปัญหาทางสิ่งแวดล้อมที่เกิดขึ้นกับบ้านของท่านหรือไม่

##### 3. การรักษาความหลากหลายของธรรมชาติ การท่องเที่ยว และวัฒนธรรม

-มีทรัพยากรธรรมชาติ และกิจกรรมของนักท่องเที่ยวอะไรบ้างที่น่าสนใจ

-ทางชุมชนของท่านได้มีการเปลี่ยนแปลงวิถีการดำรงชีวิตของท่าน เพื่อตอบรับกับการท่องเที่ยวหรือไม่ อย่างไร

-มีประเพณีวัฒนธรรมใดที่เกิดขึ้นตั้งแต่อดีตจนถึงปัจจุบัน นักท่องเที่ยวได้รับรู้และมีส่วนร่วมหรือไม่

##### 4. การพัฒนาการท่องเที่ยวอย่างยั่งยืน

-ท่านเคยได้ยินคำว่าพัฒนาอย่างยั่งยืนหรือไม่ มีความคิดเห็นอย่างไรบ้างกับคำคำนี้

-ท่านรู้ความหมายของการท่องเที่ยวอย่างยั่งยืน หรือการท่องเที่ยวเพื่อการอนุรักษ์หรือไม่



-ท่านคิดว่าการท่องเที่ยวในชุมชนของท่านเป็นการท่องเที่ยวที่แตกต่างจากการท่องเที่ยวทั่วๆ ไปหรือไม่

-ท่านคิดว่าการท่องเที่ยวที่นี่จะยังคงอยู่ต่อไปเรื่อยๆ หรือไม่ อย่างไร

-ท่านคาดหวัง หรือต้องการอะไรจากการท่องเที่ยวแบบนี้

#### 5. ส่งเสริมสภาพเศรษฐกิจของชุมชน

-รายได้หลักของท่านมาจากอะไร แล้วท่านได้เพิ่มรายได้บางส่วนจากการท่องเที่ยวหรือไม่

-ใครเป็นผู้รับผิดชอบในเรื่องของการดูแล ปรับปรุงสภาพแวดล้อมในพื้นที่ของท่าน

-ท่านเกี่ยวข้องกับการท่องเที่ยวอย่างไรบ้าง

-ในชุมชนของท่านมีแหล่งผลิตงานฝีมือ หรือสินค้าพื้นบ้านบ้างหรือไม่ ขายที่ไหน

-ท่านต้องการให้มีการท่องเที่ยวหรือไม่ คิดว่าการท่องเที่ยวให้ประโยชน์กับทุกคนในชุมชนหรือไม่

-ท่านได้รับประโยชน์ใดจากการท่องเที่ยวบ้าง

#### 6. การมีส่วนร่วมของคนในชุมชน

-ท่านเคยมีส่วนร่วมในการเสนอความคิดเห็น ในการพัฒนาการท่องเที่ยวหรือไม่

-มีการบริการเช่น อาหาร ที่พัก แก่ นักท่องเที่ยวอะไรบ้างในบ้านของท่าน

-ท่านคิดว่าน่าจะทำอย่างไรในการที่จะให้การท่องเที่ยวเข้ามา แล้วเกิดประโยชน์กับทุกคนในชุมชน

-มีคนภายนอกเข้ามา มีบทบาทกับการท่องเที่ยวที่นี่หรือไม่

#### 7. การจัดการการตลาด

-ท่านคิดว่าอะไรเป็นสิ่งที่ดึงดูดให้นักท่องเที่ยวเข้ามาในชุมชนของท่าน

-ท่านได้ให้คำแนะนำหรือข้อมูลต่างในชุมชนของท่าน เช่น ประเพณีที่ดึงดูด, ธรรมชาติที่งดงาม หรืออื่นๆ ต่อนักท่องเที่ยวบ้างหรือไม่

-ท่านหรือใครบ้างในชุมชนที่ช่วยส่งเสริม และสนับสนุนการท่องเที่ยว

-ท่านวางแผนที่จะดำเนินธุรกิจ หรือเกี่ยวข้องกับการท่องเที่ยว เช่น การจัดการที่พัก, ร้านอาหาร ภายใน 12 เดือนนี้หรือไม่ อย่างไร

#### ค. จบการสนทนา

**APPENDIX 5**



**Table 3.2 RRA methods and types of information collected**

PRACTICAL PRINCIPLES USED IN THIS STUDY	FACTORS STUDIED						METHODS				
	INTERNAL FACTORS			EXTERNAL FACTORS			*				
	HUMAN	NATURAL	CUSTOM	TAT	LOCAL GOV	TOUR OPER	SS	D	K	S	F
I. Using resources in a sustainable manner											
- Prevent damage to the environmental resources, natural and human.	/	/						/	/	/	/
- Act as a force for conservation.	/							/	/	/	/
- Develop and implement sound environmental policies in all areas of tourism.	/				/				//		
- Install appropriate systems for minimizing water and atmospheric pollution from tourism developments.	/			/	/				//		
- Respect the needs and rights of local people.	/					/	/		//	/	/

\*Note: SS= Secondary Sources D= Direct Observation, K= Key Informants, S= Semi-structure Interviews, F= Focus Group / = Internal Factor, // = External Factor

**Table 3.2 RRA methods and types of information collected (cont.)**

PRACTICAL PRINCIPLES USED IN THIS STUDY	FACTORS STUDIED						METHODS				
	INTERNAL FACTORS			EXTERNAL FACTORS			*				
	HUMAN	NATURAL	CUSTOM	TAT	LOCAL GOV	TOUR OPER	SS	D	K	S	F
<p>2. Reducing Over Consumption and Waste</p> <ul style="list-style-type: none"> <li>- Reduce consumption and promote the reduction of inappropriate consumption.</li> <li>- Use local resources in preference to imports; but in an appropriate and sustainable manner.</li> <li>- Reduce waste.</li> <li>- Ensure the safe disposal of waste produced from its tourism facilities.</li> <li>- Invest in appropriate recycling schemes.</li> </ul>	/							/	/	/	/
		/							/	/	/
	/							/	/	/	/
	/								/		
	/			/	/				/	/	

\*Note: SS= Secondary Sources D= Direct Observation, K= Key Informants, S= Semi-structure Interviews, F= Focus Group / = Internal Factor, // = External Factor

**Table 3.2 RRA methods and types of information collected (cont.)**

PRACTICAL PRINCIPLES USED IN THIS STUDY	FACTORS STUDIED						METHODS				
	INTERNAL FACTORS			EXTERNAL FACTORS			*				
	HUMAN	NATURAL	CUSTOM	TAT	LOCAL GOV	TOL R OPER.	SS	D	K	S	F
<b>3. Maintaining Diversity</b>											
- Respect the natural, social and cultural diversity of destination areas.		/	/						/	/	/
- Ensure a pace, scale and type of development, which protects rather than destroys diversity, local culture and communities.	/	/	/		/				//	/	/
- Prevent viable traditional accusations from being displaced by a tourism monoculture.			/	//		/	/		/	/	/
- Encourage social and economic diversity by integrating tourism within the activities of a local community and with their full participation.	/								/		/
- Promote a region's unique features, rather than impose blanket standardization.		/	/	/	/	/	/	/	/	/	/

\*Note: SS= Secondary Sources D= Direct Observation, K= Key Informants, S= Semi-structure Interviews, F= Focus Group / = Internal Factor, // = External Factor

**Table 3.2 RRA methods and types of information collected (cont.)**

PRACTICAL PRINCIPLES USED IN THIS STUDY	FACTORS STUDIED						METHODS				
	INTERNAL FACTORS			EXTERNAL FACTORS			*	D	K	S	F
	HUMAN	NATURAL	CUSTOM	TAT	LOCAL GOV	TOUR OPER	SS				
<p><b>4. Supporting Local Economies</b></p> <p>-Take responsibility for maintaining improving the environment where this is a direct resource.</p>		/			/			//	/	/	
<p>- Underpin economic diversity by developing tourism infrastructures that also benefit wider interests.</p>	/	/			/			//			
<p>- Ensure that the type and scale of tourism is appropriate to local conditions.</p>	/			/				//	/	/	
<p>- Prevent over exploitation of individual locations.</p>	/							/	/	/	
<p>- Support local income generation and small business enterprises.</p>	/					/		/	//	/	

\*Note: SS= Secondary Sources D= Direct Observation, K= Key Informants, S= Semi-structure Interviews, F= Focus Group / = Internal Factor, / = External Factor

**Table 3.2 RRA methods and types of information collected (cont.)**

PRACTICAL PRINCIPLES USED IN THIS STUDY	FACTORS STUDIED						METHODS				
	INTERNAL FACTORS			EXTERNAL FACTORS			*				
	HUMAN	NATURAL	CUSTOM	TAT	LOCAL GOV	TOUR OPER.	SS	D	K	S	F
<p>5. Involving Local Communities</p> <ul style="list-style-type: none"> <li>- Actively encourage local community involvement in tourism projects.</li> </ul>	/							/	/		/
<ul style="list-style-type: none"> <li>- Actively support local enterprises and cooperatives, which provide services, goods and crafts.</li> </ul>	/							/	/	/	/
<ul style="list-style-type: none"> <li>- Involve local people through employment at all levels.</li> </ul>	/					/		//	/	/	
<ul style="list-style-type: none"> <li>- Encourage the development of home-based tourism accommodation and facilities.</li> </ul>	/							/	/	/	
<ul style="list-style-type: none"> <li>- Prevent disruption to and the displacement of local people.</li> </ul>	/							/	/	/	

\*Note: SS= Secondary Sources D= Direct Observation, K= Key Informants, S= Semi-structure Interviews, F= Focus Group / = Internal Factor, // = External Factor

**Table 3.2 RRA methods and types of information collected (cont.)**

PRACTICAL PRINCIPLES USED IN THIS STUDY	FACTORS STUDIED						METHODS				
	INTERNAL FACTORS			EXTERNAL FACTORS			*				
	HUMAN	NATURAL	CUSTOM	TAT	LOCAL GOV	TOUR OPER	SS	D	K	S	F
<p>6. Marketing Tourism Responsible</p> <p>- Ensure that the marketing of “green” tourism is not merely a selling ploy but reflects sound environmental policy and practice. Educate visitors in advance of arrival and give guidance on environmental “do” as well as “don’t”.</p>	/			/		/		//		/	
<p>- Market holidays that correspond to the tourist product and experience offered.</p>	/						/	/		/	
<p>- Provide information to tourists on respecting the cultural and natural heritage of destination areas.</p>		/	/				/	/		/	

\*Note: SS= Secondary Sources D= Direct Observation, K= Key Informants, S= Semi-structure Interviews, F= Focus Group / = Internal Factor, // = External Factor



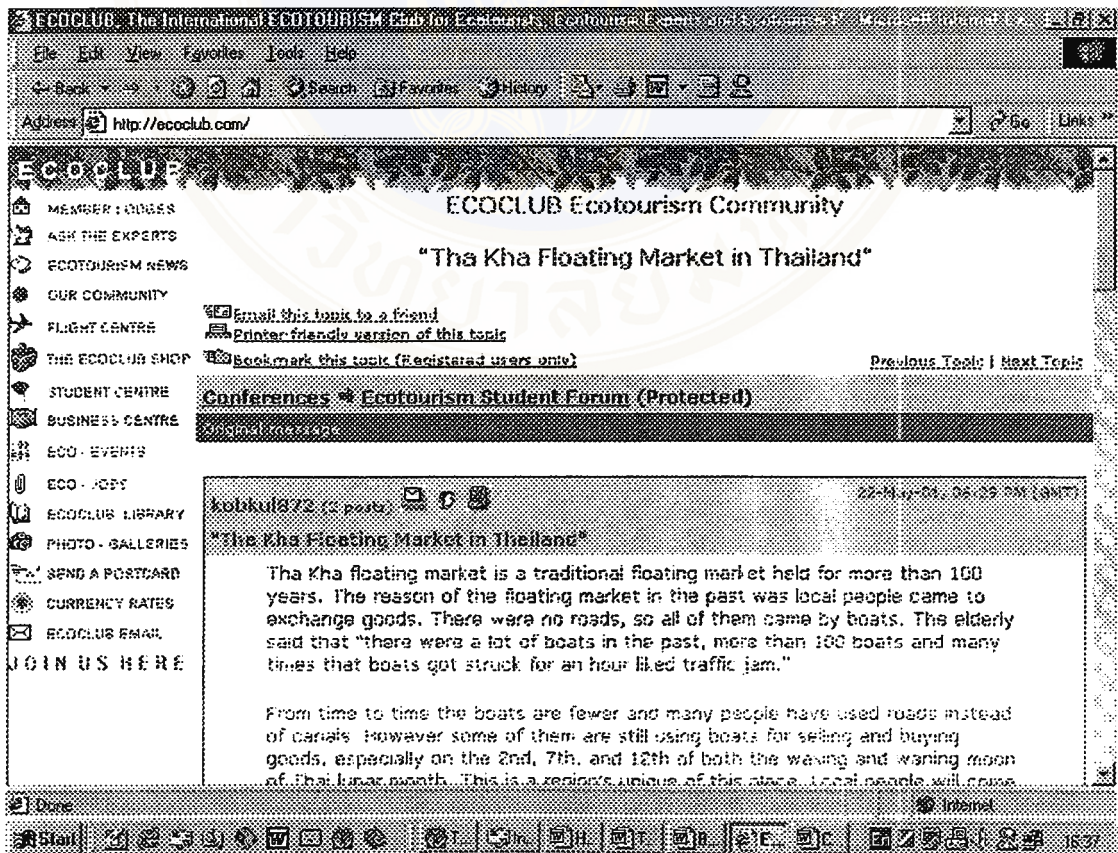
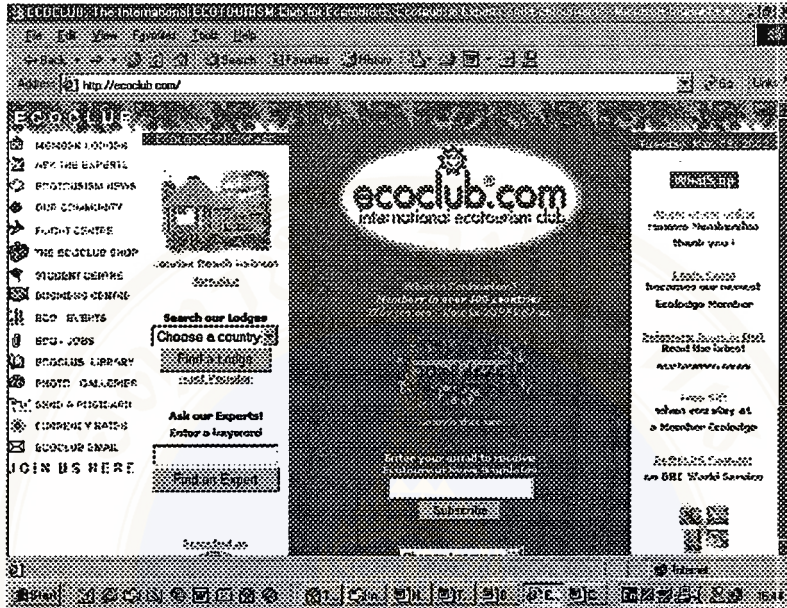
**Table 3.2 RRA methods and types of information collected (cont.)**

PRACTICAL PRINCIPLES USED IN THIS STUDY	FACTORS STUDIED						METHODS				
	INTERNAL FACTORS			EXTERNAL FACTORS			*				
	HUMAN	NATURAL	CUSTOM	TAT	LOCAL GOV	TOUR OPER.	SS	D	K	S	F
- Encourage tourists to try new experiences, such as cuisine, cultures and ways of life			/					/	/		/
- Employ tour guides who attempt to portray societies honestly and dispel stereotypes.	/					/			//		/

\*Note: SS= Secondary Sources D= Direct Observation, K= Key Informants, S= Semi-structure Interviews, F= Focus Group / = Internal Factor, / = External Factor

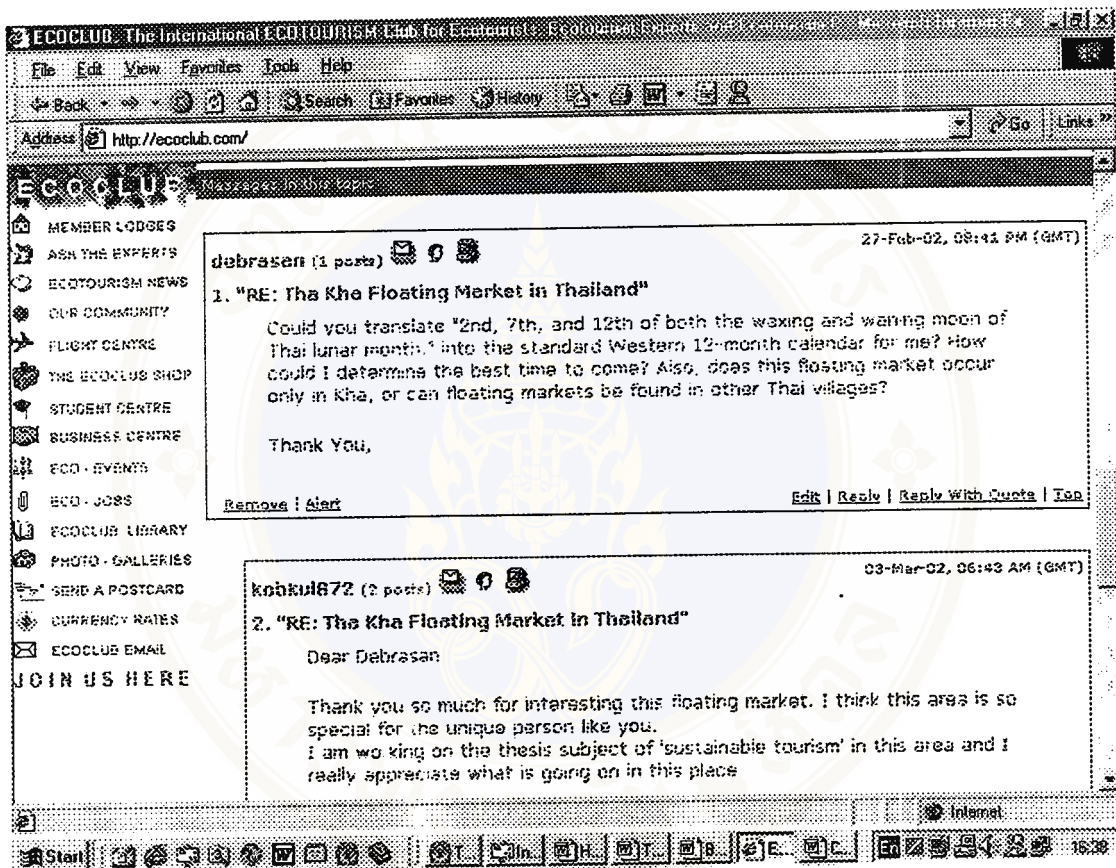
## APPENDIX 6

The story of Tha Kha floating market is published on The web-site 'ECOCLUB.com'.



### APPENDIX 7

Response that shows people' interest in Tha Kha floating market:



## BIOGRAPHY



**NAME** Ms Kobkul Srivongcharoen

**DATE OF BIRTH** 8 December 1970

**PLACE OF BIRTH** Bangkok, Thailand

**INSTITUTION ATTENDED** Kasetsart University, 1988 – 1991:  
Bachelor of Science (Home Economics)

Mahidol University, 1999 – 2002:  
Master of Arts (Environment)

**FELLOWSHIP / RESEARCH GRANT** Faculty of Graduate Studies,  
Mahidol University  
Supported for a partial research grant

**POSITION & OFFICE** 2001 – Present, Action on Smoking and Health  
Foundation, Thailand.  
Position: SEA Alliance Support  
Tel. 0-2278-1828