

**THE APPROPRIATE GUIDELINES FOR ENVIRONMENTAL
QUALITY MANAGEMENT BY LOCAL PARTICIPATION IN
ECOTOURISM ACTIVITIES
CASE STUDY : WAT DON WUAY RIVERSIDE MARKET**

CHERDCHANT LIEANGCHEEP

อธิษฐานนการ

จาก

บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล

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CHERDCHANT LIEANGCHEEP : THE APPROPRIATE GUIDELINES FOR ENVIRONMENTAL QUALITY MANAGEMENT BY LOCAL PARTICIPATION IN ECOTOURISM ACTIVITIES : CASE STUDY WAT DON WUAY RIVERSIDE MARKET. THESIS ADVISORS : SOMPONG THONGCHAI, M.Sc., SANCHAI SUTIPANWIHAN, M.Sc., SAYAM AROONSRIMORAKOT, M.Sc., DHARMADHORN DHARMASAROJA, M.A., PISASE SENAWONGSE, M.Sc., 201 p. ISBN 974-04-1543-1

The aim of this survey research was: to study tourism activities and survey ideas related to the Wat Don Wuay Riverside Market; to analyze and rank priorities concerning the importance of case problem and guidelines for effect of tourism activities; to propose suitable management guidelines for environmental quality management, agreeable to local participants; to study policies and promotion of the concerned agencies; to study the opinions of the various groups concerned with Wat Don Wuay Riverside Market tourism activities as a source of tourism and a sustainable economic provider for the local community

Questionnaire was employed as the survey tool. The sample consisted of 286 people comprising tourism, seller and homeowners groups. In depth interview was used to examine perceived environmental quality management. Data analysis involved the use of averages, percentages, minimum and maximum standard deviation and narrative analysis.

The results of this study can be divided into 5 activities as follows: 1. Wat Don Wuay's religious activities; 2. Shopping activities; 3. Fish feeding in front of Wat Don Wuay; 4. Tourism and food consumption; 5. Boat / cruise tourism activities; 6. Tourism activities in nearby areas. Environmental impact from tourism could be ranked according to following priority: Order 1- problems of primary structure and facilities; Order 2- problems related to the use of amplifiers with tourism activities at Wat Don Wuay Riverside Market; Order 3- problems concerning the noise created by vehicles at the site. Homeowners were the key group desiring participation in environmental quality management. Desire for monitoring of speed control at the direction of responsible staff was the highest, at 84.4%. The seller group wanted to participate in providing staff responsible for controlling vehicular traffic, at 91.5%. In conclusion, it will take many ideas and local participation in order to fulfill the community objectives so as result in the development of Wat Don Wuay Riverside Market as a popular and sustainable site for tourists.

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วท.ม.(เทคโนโลยีที่เหมาะสมเพื่อการพัฒนาทรัพยากร)

เจ็ดฉันทน์ เลียงชีพ : แนวทางที่เหมาะสมในการจัดการคุณภาพสิ่งแวดล้อมโดยการมีส่วนร่วมของท้องถิ่น สำหรับกิจกรรมการท่องเที่ยวเชิงนิเวศตลาดริมน้ำวัดดอนหวาย (THE APPROPRIATE GUIDELINES FOR ENVIRONMENTAL QUALITY MANAGEMENT BY LOCAL PARTICIPATION IN ECOTOURISM ACTIVITIES,CASE STUDY OF WAT DON WUAY RIVERSIDE MARKET) คณะกรรมการควบคุมวิทยานิพนธ์ : สมพงษ์ ชงไชย, วท.ม., สัญชัย สุทธิพันธุ์วิหาร,วท.ม., สยาม อรุณศรีมรกต ,วท.ม., ธรรมธร ธรรมสโรช, ศศ.ม., พิเศษ เสนาวงษ์, วท.ม., 201 หน้า ISBN 974 – 04 – 1543 – 1

การศึกษาวิจัยในครั้งนี้เป็นการศึกษาสภาพกิจกรรมการท่องเที่ยวและสำรวจความคิดเห็นที่มีต่อการท่องเที่ยวตลาดริมน้ำวัดดอนหวาย เพื่อนำมาวิเคราะห์และจัดลำดับความสำคัญของประเด็นปัญหาและแนวทางการแก้ไขผลกระทบที่เกิดขึ้นจากกิจกรรมการท่องเที่ยวเพื่อเสนอแนวทางการจัดการ การท่องเที่ยวที่เหมาะสมในการจัดการคุณภาพสิ่งแวดล้อมที่สอดคล้องกับการมีส่วนร่วมของท้องถิ่น นโยบายและการสนับสนุนของหน่วยงานที่เกี่ยวข้องและความคิดเห็นของกลุ่มต่างๆ สำหรับกิจกรรมการท่องเที่ยวตลาดริมน้ำวัดดอนหวายเพื่อให้เป็นแหล่งท่องเที่ยวและแหล่งเศรษฐกิจชุมชนที่ยั่งยืน

การวิจัยนี้เป็นการศึกษาเชิงสำรวจ โดยใช้แบบสอบถามเพื่อสำรวจความคิดเห็นในกลุ่มตัวอย่างนักท่องเที่ยว กลุ่มตัวอย่างผู้ชาย และกลุ่มตัวอย่างผู้อยู่อาศัย จำนวนทั้งสิ้น 286 ตัวอย่าง และทำการสัมภาษณ์แบบเจาะลึกเพื่อศึกษาถึงสถานการณ์การจัดการคุณภาพสิ่งแวดล้อมของตลาดริมน้ำวัดดอนหวายในปัจจุบัน ในกลุ่มผู้บริหารจัดการตลาดริมน้ำวัดดอนหวาย หน่วยงานต่างๆ และองค์การบริหารส่วนตำบลบางกระทึก อำเภอสามพราน จังหวัดนครปฐม นำผลการวิจัยที่ได้มาทำการวิเคราะห์หาค่าทางสถิติด้วยวิธีหาค่าเฉลี่ยอัตราร้อยละ ค่าสูงสุด ค่าต่ำสุด และส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์เชิงพรรณนา

ผลการศึกษาสามารถแบ่งกิจกรรมการท่องเที่ยวของตลาดริมน้ำวัดดอนหวายออกเป็น 5 กิจกรรมคือ 1) กิจกรรมการประกอบงานบุญวัดดอนหวาย 2) กิจกรรมการซื้อสินค้า 3) กิจกรรมการให้อาหารปลาหน้าวัดดอนหวาย 4) กิจกรรมการท่องเที่ยวเพื่อมารับประทานอาหาร 5)กิจกรรมการท่องเที่ยวทางเรือ 6) กิจกรรมการท่องเที่ยวพื้นที่ต่อเนื่อง ผลกระทบคุณภาพสิ่งแวดล้อมจากการท่องเที่ยวสามารถจัดลำดับความสำคัญของประเด็นปัญหาได้ดังนี้ ลำดับที่หนึ่งคือปัญหาทางด้านการเปลี่ยนแปลงโครงสร้างพื้นฐานและสิ่งอำนวยความสะดวก ลำดับที่สองคือปัญหาทางด้านการใช้เครื่องขยายเสียงในกิจกรรมการท่องเที่ยวตลาดริมน้ำวัดดอนหวาย ก่อให้เกิดเสียงดังรบกวน เดือดร้อนรำคาญต่อผู้อื่น ลำดับที่สามคือการใช้ยานพาหนะในการเดินทางก่อให้เกิดเสียงดังรบกวน ความต้องการมีส่วนร่วมในการจัดการคุณภาพสิ่งแวดล้อมสำหรับกิจกรรมการท่องเที่ยวบริเวณตลาดริมน้ำวัดดอนหวายกลุ่มผู้อยู่อาศัยต้องการเข้าร่วม ในประเด็นการควบคุมการใช้ความเร็วรถบริเวณพื้นที่รอบๆ และการจัดเจ้าหน้าที่รับผิดชอบในการควบคุมติดตามดูแลในการจัดการคุณภาพสิ่งแวดล้อมโดยเฉพาะมากที่สุดคือร้อยละ 84.4 เท่ากัน ในกลุ่มของผู้ชายต้องการเข้าร่วมในการจัดเจ้าหน้าที่ควบคุมจำนวนรถและจัดระเบียบรถมากที่สุดคือร้อยละ 91.5 ดังนั้นเพื่อให้ตลาดริมน้ำวัดดอนหวายเป็นแหล่งส่งเสริมระบบเศรษฐกิจชุมชนที่ยั่งยืนจึงควรนำความคิดเห็นและความต้องการมีส่วนร่วมต่างๆมาดำเนินการเพื่อให้เกิดเป็นรูปธรรมที่ชัดเจนอันจะส่งผลให้ตลาดริมน้ำวัดดอนหวายสามารถพัฒนาได้และคงเป็นที่นิยมของนักท่องเที่ยวตลอดไป

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CHAPTER I

INTRODUCTION

1.1 State of Problems

From the Seventh National Economic and Social Development Plan (1992-1996). The policy aimed at Thailand was the center of tourism in the Southeast Asia Region. According to the plan, it also included the resources conservation, tourism including the tourism quality upgrading development. The tourism development concepts were designated for Bangkok Metropolis and its surrounding areas. In the Eighth National Economic and Social Development Plan (1997-2001), increasing number of foreign tourists was assigned not less than 7 percent per year. This caused the average income increased not less than 15 percent per year. In addition, Thai tourist should average increased domestic travel not less than 13 percent per year. This resulted in a travelling distribution to other local and surrounding areas. Therefore, it created new and various travelling spots in those areas. The Tourism Authority of Thailand already estimated number of visitor in the future during 1991-2011 as follows; In Bangkok Metropolis, the average enlargement of 2.32 percent per year. Nakhon pathom Province 2.07 percent per year, Samut Sakhon Province 1.04 percent per year, Nonthaburi Province 1.89 percent, Samut Prakan Province 2.42 percent, and Pathum Thani Province 1.09 percent. By 2011, the visitors to Nakhon Pathom Province would be estimated for 3,197,500 visitors, Samut Sakhon Province for 550,600 visitors, Nonthaburi Province for 2,151,600 visitors, Pathum Thani Province for 556,400 visitors and Samut Prakan Province for 3,122,700 visitors (1).

From the estimated figures, the visitors in surrounding areas of Nakhon Pathom Province would be one of the province having a lot of visitors. From the survey of travelling sources in Nakhon Pathom Province, the historical importance, culture and its natural sources were found. This created the variety of interesting

places of Nakhon Pathom Province which is 56 kilometers apart from Bangkok Metropolis. The visitors could spend their time for excursion for one day round trip. Most visitors are Thai or of 80.3 percent, and foreigners for 19.7 percent. From the promotion to Thai people make a domestic travel, it results in the potential travel be more alert in improvement and development.

Wat Don Wuay Riverside Market is one of travelling places in Nakhon Pathom Province. It was established under cooperation among the government sector, private sector, and people. It was developed as a travelling source for longer than 4 years. In the present, it is well known among the visitors who need to contact the shady and enjoyable atmosphere. They could cruise along Taachin River. On both sides of river, there are various orchards such as Pomelo, Mango, Young Coconut, and Guava, etc. in addition, all goods in Don Wuay Riverside Market are attractive to the tourists. Especially various Thai foods and ancient Thai's confections that are very tasty and scarce. There are cooking demonstration for the visitors. The visitors, therefore, could purchase such a freshy foods. In front of Don Wuay Riverside Market along the bank of Taachin River, there are plenty of rafts of floating restaurants that are very popular among the visitors. They are enjoyable by taking foods on floating restaurant, or rafts for a pleasing atmosphere. From the cooperation in development and public relation, It made Don Wuay Riverside Market is rapidly well known. There are especially, a lot of visitors on Saturday, Sunday and other holidays.

From the commercial and travelling activities, variously occurred at the Don Wai Riverside Market in each day. Those various activities consequently give rise to different types of pollution. If the management is not good enough, it may affect on the environmental quality such as a quality of wasted water impurity, plenty of garbage happened due to both tourists and by the seller's performance. Consequently, large amount of garbage would be accumulated. Land uses was crowded due to the extension of various kinds of shop are increasing each day. If there are not any measurement to improve the deteriorated quality of environment appropriately. This problem might deplenish the visitors' popularity to Don Wuay Riverside Market as well.

Therefore, the researcher was interested in the study on the appropriate guidelines for environmental quality management by a local participation to the

Ecotourism of Wat Don Wuay Riverside Market. In order to sustain good environment and atmosphere and keep it as always a well known spot for the tourists. Consequently, it affects on the community's income and it could be sustainably self-reliance. It also affects on the community economy, and supporting Thai people increase their domestic travel.

1.2 Conceptual Framework of Research

To designate conceptual framework of research for the appropriate guidelines in the environmental quality management by the local participation for eco-tourism activity of Wat Don Wuay Riverside Market. It could be summarized the framework aspects of study for 4 principal parts as follows;

1.2.1 Study of tourism's activities.

1.2.2 Study of problems affect on the environmental quality caused by various activities.

1.2.3 The evaluation and analyses for the environmental problems priority.

1.2.4 Study of the appropriate guidelines in the environmental quality management for the Eco-tourism of Wat Don Wuay Riverside Market.

The conceptual framework of study happened the changing of environmental quality of Wat Don Wuay Riverside Market that affected on the tourism activities from a group of merchant, and the local community. These were the component in various activities. In the present, the implementation management was done at a certain level. Such effects on the environment problems could be evaluated their severity, the acceleration to solve such problems. From the implementing management and the community participation would set its priority of problems. However, the carry out to receive the appropriate guidelines for the environmental quality management to the ecotourism of Wat Don Wuay Riverside Market. It should study on the appropriate management for environmental quality maintenance according to technological aspects. Together with the related existing agencies' policy cooperation, attitude and the vision of local administration participating in the implementation. It results in the designated guidelines for Wat Don Wuay Riverside

Market's environments could be conserved bilaterally with the tourism activities. And it would be possibly appropriate practices.

1.3 Objectives

1.3.1 To study the tourism's activities condition and surveying for getting the ideas to Wat Don Wuay Riverside Market's tourism.

1.3.2 To analyze and set the problems priority, and find out the approach to solve the effects caused by tourism's activities.

1.3.3 To propose the appropriate guidelines for the environmental quality in relevance to local participation, policy and the related agencies' supporting together with the various group's points of view for Wat Don Wuay Riverside Market's eco-tourism activity. In order to be a sustainable travelling place and a community sustainable economic.

1.4 Scope of research

1.4.1 Surveying study of Wat Don Wuay Riverside Market's tourism activity including environmental problems caused by the tourism promotion activities and the environmental problems management situation in the area of Moo 5, Tamblo Bang Kra Tuk, Amphoe Sam Phran, Nakhon Pathom Province. The area of study covered a related area of activity as follows;

a) Area of Wat Don Wuay and Basketball play ground in front of Wat Don Wuay School.

b) Area of Wat Don Wuay Riverside Market.

c) Private's area within Wat Don Wuay Riverside Market.

d) Area of market and the private's parking lot.

1.4.2 Scope of the tourism's activities study were composed of

a) Tourism activities of Wat Don Wuay Riverside Market.

b) Tourism activities of Wat Don Wuay.

c) Tourism activities by cruise along Taachin River.

1.4.3 Scope of population consisted of

- a) Tourism Group
- b) Seller group area Wat Don Wuay, area basketball field, area old market and private area market.
- c) Homeowner group in Moo 5 Tambol Bang Kratak Apmhoe Sam Phran Nakhon Pathom province.
- d) Management Group

1.4.4 Scope of study on appropriate guidelines for the environmental quality management through the eco-tourism activities of Wat Don Wuay Riverside Market as follows;

- a) The evaluation of environmental problem situation from the tourism activities.
- b) The ranking of priority in the environmental problems severity from the tourism activities.
- c) The assignment of appropriate guidelines for the environmental quality management from the tourism activities of Wat Don Wuay Riverside Market.

1.5 Definitions.

Ecotourism of Wat Don Wuay Riverside Market refers to the natural tourism including environment and culture. By the direction that belonged to the conservative activities. General environmental maintenance and the tourism activities control. Including the study of related groups or organization participation that affected on income and the community economic promotion.

Participation refers to the community, merchants, and the Tambol Bangkra Tuk Administration Organization participation. They played the important roles in designation the environmental development management approach. It was conducted under a certain pattern of participation such as, to participate in sharing ideas, to contribute money, materials, to implement according to consensus, to participate in the committee, and to participate in monitoring and evaluation, etc.

Groups of homeowner refers to any person who has his own household in Moo 5 area, Tambol Bangkra Tuk, Amphoe Sam Phran, Nakhon Pathom Province.

Attitude refers to the tourists, merchants, and households' points of view to Wat Don Wuay Riverside Market's physical environment.

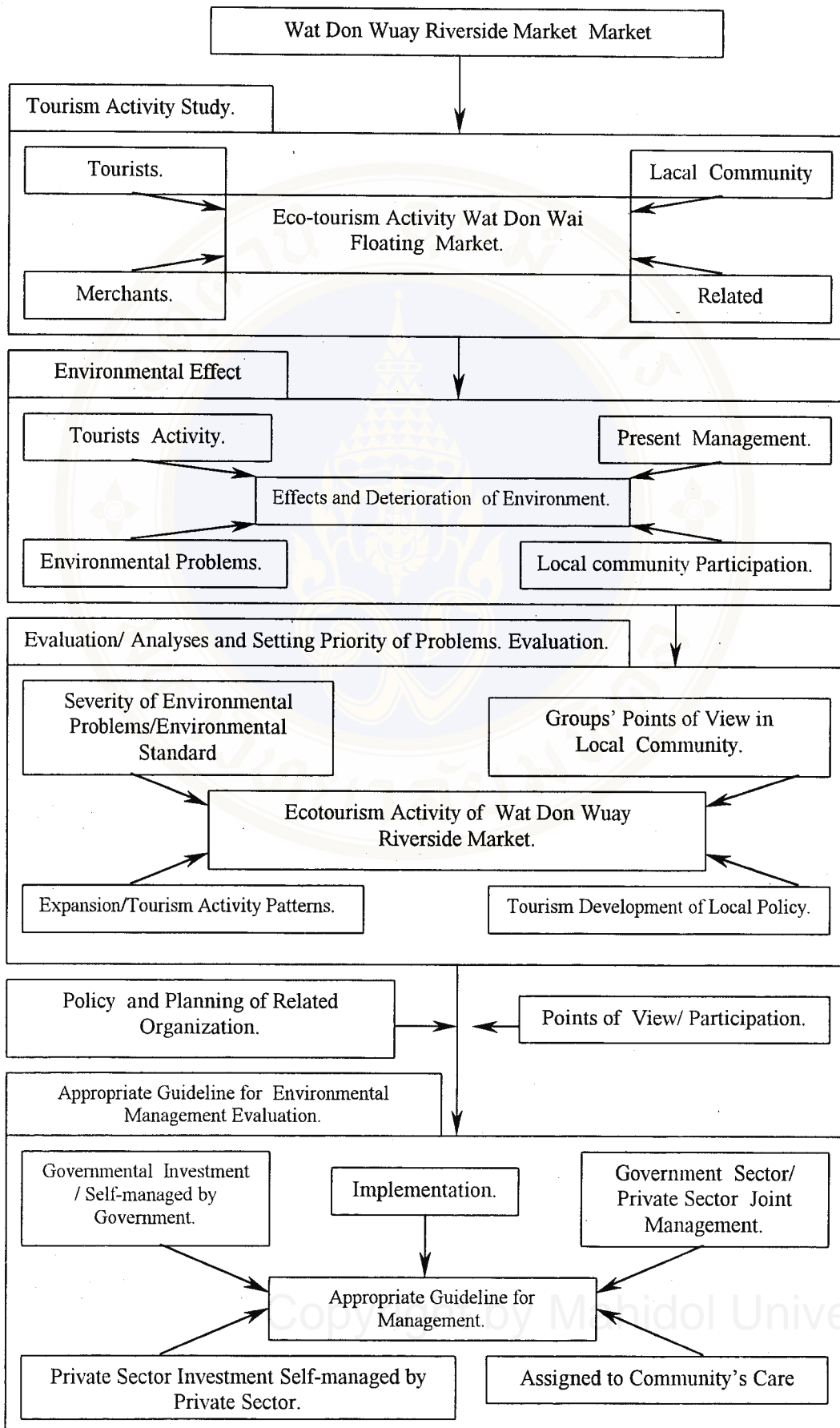
1.6 Expected Results

From the results of study on Wat Don Wuay Riverside Market tourism activity. The resources and environment physical, ecology, valuable usefulness, and quality of life surrounding areas of the tourism activities. It also including the environmental problems which resulted from Wat Don Wuay Riverside Market's tourism activities.

a) The problem aspects and the priority of the environmental quality that caused by the tourism activities of Wat Don Wuay Riverside Market.

b) To know the appropriate guidelines for the environmental quality management of Wat Don Wuay Riverside Market that is suitable and relevance to the environmental situation, tourism activities, roles, and attitudes from various groups of people and organizations. In addition, the results also concern with the existing agencies, patterns, and the participation of various groups. It also relates to policy and planning in order to serve, prevent, and reduce its effects from the tourism activities both measurement and the concreted organization management. Then it gives a practicable results that makes the tourism promotion on the conservative environmental situation and the ecotourism principles basis. And, therefore, it would be the income source, and the community sustainable economic.

Conceptual Framework of Research.



CHAPTER II

LITERATURE REVIEW AND RELATED RESEARCH

The concept of appropriate study on the environmental development managing by the local participation for ecotourism activities of Wat Don Wai Riverside Market. Due to the market is being well-popular of many visitors and tourists. It was designated as a traveling sport that affected on the community economy. However, in order to develop it as a sustainable community economy. It was necessary to have the appropriate guideline for environmental quality management. Therefore, the study would related to various knowledge so as to be basic data for understanding. Therefore, the researcher would review related researches, articles, etc. as follows:

- Origin and tourism development.
- Ecotourism management.
- Principal policy for ecotourism management.
- Guideline for tourism management of the Tambol Administration Organization.
- Concept and principle of tourism development.
- Conceptual attitude and participation.
- Effect of tourism on the environment.
- Related researches.

2.1 Origin and tourism development.

2.1.1. Definition and Objectives of tourism.

M.h. Tui Chumsai (2) stated the meaning of tourism and travel in “the first chapter of tourism” that tourism was a matter of travel, if no tourism happened, no happening in travel also. According to the Webster’s Third New International

Dictionary defined "Tourism" as tourism for pleasure and business managing in tourism. It could be seen that "tourism" was a broad meaning. It was not meant just a travel for relaxation or pleasure, but also meant the citizen movement from one place to another. It included both domestic and international travel.

Wanna Wongvanich (3) concluded that tourism dependent on 3 conditions as follows.

- 1) Travel from domicile to other places temporarily.
- 2) Travel with one's own accord.
- 3) Travel with some purposes and not for earning a living or making income.

The Geographical Architecture, Faculty of Architecture, Chulalongkorn University (4) already gave the meaning of tourism as a human's desire, when physical and mental were ready. They had different objectives as follows

- 1) For curiosity in different subjects for tourism, and for a new encounters such as different cultures and traditions, politics, associations personnel, special types of nature, natural phenomenon, and acknowledgement of the unknown matters.

- 2) Interested in religion and magic such as going on pilgrimage, pay respect to the important historical religious places, or religion, group meeting including the religious activities.

- 3) For occupation and business such as traveling for expedition, study tour and study as if visual education for increasing knowledge.

- 4) Other objectives such as visiting people who concerned with. It would happen during holiday time, and festival. It also included group meeting or for relaxation.

Wanna Wongvanich (3) classified the objectives of tourism into 6 kinds as follows:

- 1) Tourism for pleasure and amusement.

It was tourism for changing atmosphere together with curiosity viewing scenery, culture tradition, and different local way of life on occasionally travel along the traveling spots for pleasure changing of atmosphere and lodging. This

kind of travel depended on various factors such as test, economic status attractive things and each interesting places.

2) Tourism for relaxation.

This kind of tourism was concerned with spending leisure time for relaxation, or after recovering from illness that required time as much as possible. The place for resting would be quiet, facility and comfortable, clean air, such as sea, forest, and mountainous areas that was far from noisy.

3) Tourism for cultural study.

It was a tourism with a specific studies of local culture together with travel. The studies covered way of life both anthropology and sociology such as ancient places art works, and various exhibitions.

4) Sporting tourism.

This kind of tourism had 2 objectives. Firstly, tourism for a sporting spectators such as tennis and football game, etc. The sport, eventhough, the places had to be removed to another places. There always have the spectators. Secondly, it was tourism for exercise or playing game. This kind of tourism a place to go must be attractive for tourism, such as forest trekking, or sight-seeing travel, etc.

5) Tourism for business, meeting and seminar.

It was a tourism for business or seminar that travelers would spend his time for travel. Factors that attracted travelers must be interesting spots which provided lodging or hotel and facilitated communication system.

6) Tourism for study.

This kind of tourism referred to someone go abroad for study, doing research or inter-exchanging visitors or technicians, students among universities. Duration of stay may be longer than a month. Domestic study tourism was also included.

Therefore, tourism which oriented for this study concepts referred to requirement to travel to other places under specific objectives of person who has readiness and of his own accord.

2.1.2. Types of tourism resources.

The Geographical Architecture, Faculty of Architecture, Chulalongkorn University already classified types of tourism in the City Scenery Development for Tourism Handbook, and was proposed to the Tourism Authority of Thailand (4) for 4 types as follows:

- 1) Ancient places such as the Royal Palace, and important historical constructions and building.
- 2) Religious places such as temple, and pagoda, etc.
- 3) Natural places such as sea and sea shore, forest, water fall, and hot spring, etc.
- 4) Art, culture, and education such as museum, art, and cultural center.
- 5) Pleasure places such as theater, show, and night bazaar, etc.
- 6) Manufacture and handicraft that may be small scale manufactures such as lacquer ware and wickerwork, etc.
- 7) Others such as zoo, public garden, and amusement park, etc.

These tourism sources may be constantly and permanently all year round, or occasionally.

Wanna Wongvanich (3) defined the meaning of tourism resource as a traveling place including natural spontaneous happening place. It also included things of man-made for traveling, activities, tradition, and culture reflecting to the outstanding, and attractive to tourists such as Songkran Festival, Boat Racing Festival, ect.

Wanna Wongvanich (3) stated that tourism resource could be classified as follows

1) Tourism resource caused by natural attractions. This kind of resource could attract tourist most. This was due to a natural spontaneous, may be beautiful or miraculous. There were 4 kinds of natural attractions such as wildlife, scenery, climate, and natural phenomenon.

2) Tourism source caused by manufactured attractions. It would be characterized opposite to the natural attractions. In big cities, there were many traveling places such as amusement places, shopping center, amusement park, and

hotel. Some cities had constructions concerning with interesting architectures such as the Royal Palace, religious places, museum, and art works, various cultures, customs, and traditions. These were much attractive to tourist as well.

Wat Don Wuay Riverside Market was regarded as the traveling place completed with tourism source in natural resource, religious place, art, and culture. Together with custom and tradition and way of life of riverside community.

2.1.3. The Importance of Tourism.

From the continually tourism development, it could be seen that a number of foreign tourists increased from 6.95 millions in 1995 to 7.44 million in 1996. It was also expected that in 2003, a number of foreign tourists would have tendency as high as 11.16 millions. This would result in the increasing of foreign currencies from tourism approximately 329,720 millions Baht (5). It could be envisaged that, tourism had importance in economic, social, and politic. It is sharing life quality development and bring a civilization to rural areas.

Nikom Jarumanee (6) already concluded that the role of tourism in terms of promotion and economic development as follows:

- 1) The tourism industry has caused foreign currencies income since 1982. Income from tourism has become the first, comparing to the other exporting products.

- 2) The tourism industry's income could be obtained in form of foreign currencies could establish the paying balance stability, for instance, in 1984 the tourism could made income as foreign currencies for 27,317 millions Baht. The expense from Thai's travel just 7,208 millions Baht. The remainder of balance could much correct the other unbalancing sectors.

- 3) The tourism industry's income was widely spread out to the citizens. It established a lot of jobs, occupations, and being supplementary occupations linking to tourism such as the homeowner handicrafts or food production delivered to the cities. It also established traveling agents and traveling guides.

- 4) The tourism industry had important role at most and widely occupational establishment. This was due to a service industry which needed

manpower to service man, especially in direct business such as hotel, restaurant, traveling agent, and traveling guide, etc.

5) Tourism had a role in stimulating the production and applying the nation's resources for highest benefits. Wherever the tourists visited, the expenditure should happen in terms of food and drinks, local products, and lodging, ect. These expenditures would spread out to the small scale framers in terms of souvenirs from local handicrafts. Even though they were regarded as small income. But they caused the multiplier effect.

6) The tourism industry was unlimited in distribution. It may be called as "Unlimited industry", comparing to other industries.

7) The tourism industry had no limited in its productions. Unlike other agricultural products, it does not depend on weather. The tourism industrial products which offered to tourist are the natural beauty, sea beach, forest, mountain, wheather, and man-made structures such as the Royal Palace, temple, ancient place, local architectural structures, tradition or custom, way of life and living condition of people, eg. Floating Market, Songkran Festival, and Loy Kra Tong Festival, ect. These are sustainable abstract, non-variable or independent in weathering. The tourism industry does not require much capital and technology. Therefore, the tourism industry is certainly promoted and stimulated from the World Tourism Organization. Thus, the Organization has called for the developing countries have paid interest and uses this industrial sector in addition to previous agricultural sector or other industrial sectors. Then the tourism industry is regarded as the advantageous industry.

8) The tourism industry supports and conserves culture and tradition that are attractive things to tourist. Thai society is the ancient society and has continued for thousand years. Therefore, the nation possesses culture and tradition, classical dance, and plays, ect. that have represented a specific identity of locality. They have been inherited and were suitable to propagate, rehabilitate, and conserve as long as possible.

9) The tourism industry would play a role in terms of creative civilization to different regions. When tourism happens form one region to another region, whether Thai or foreigner or not. It could not avoid to create a new thing in such area, for instance, hotel, restaurant, and other facilities.

10) The tourism industry is a standard in supporting security to the developing areas for traveling spots. Tourist tends to select the safety places. They must be sure of their safety and stability of their lives and properties.

11) The tourism industry takes part in peace and friendship and good understanding. These are the way of human being under different societies would meet and acquaint and understand each other. The unity among people in the nation could obtain from communication. In the same manner, international tourism would enhance the understanding that lead to the world companion.

Wanna Wongvanich (3) described about a role of tourism to the society as follows:

- 1) The tourism establishes a good understanding among people. They could exchange ideas and create unity of people in the nation.
- 2) Tourism could develop and raise the civilization level of people higher in certain area.
- 3) It causes security and safety in the society. This is due to tourism in the opening system that obtain both safety and civilization. These would be the attractive factors for tourist and gives benefits to people in the area.
- 4) Tourism is a means to income thoroughly distribution to people. Health system development and public infrastructures could serve tourists. These would create benefits to people.
- 5) Tourism could effects on physical and mental health. Traveling to different places made tourists find something new, getting knowledge and pleasure. It would enhance a better life quality.
- 6) Tourism creates the cultural and traditional exchange. It helps propagating of good culture.
- 7) Tourism encourages conserving a good cultural of the locality, and stimulates local culture and tradition to attract tourism in such area.
- 8) Tourism could effect on the pride and nourishment in heritage and national culture and art together with sustainable natural resources and environment.
- 9) Tourism effects on development and improvement of topography and city's environment.

From the traveling along Wat Don Wuay Riverside Market resulted in economic and social development promotion in the adjacent community. It, therefore, effects on people's better living status by the supplementary income from the traveling along Wat Don Wuay Riverside Market.

2.1.4. Evolution of Tourism in Thailand.

The tourism originated about 40 past years ago. The Royal Decree was established in 1960 and the tourism Promotion Organization was set up for development and promotion in Thailand's tourism. It was changed to the Tourism Authority of Thailand (TAT). Tourism already spread out rapidly to every levels of people. This was due to the communication development, especially highway were already constructed and linked all regions of the country. It was the important factor for tourism enlargement and became the activity of all level of people.(3)

Factors affected on Thailand's tourism was rapidly progressive. It based on the important components such as policy and promotion from the government, cooperation of private sector and Thai people, the efficient implementation of TAT, together with different forms of public relation. According to public relation, there were many activities already accomplished such as Thailand's Tourism in 1987, Thai Cultural Campaign Year in 1984, and Amazing Thailand in 1998-1999, ect. in order to distribute income to every part of the country, the domestic tourism promotion increased. This resulted in good benefits to the tourism, especially the big cities in the regions. Each region has different highlights tourism characteristics to attract the tourist's interest.

2.1.5. Policy and strategy of tourism development.

1) Present government's tourism development policy.

1.1) To accelerate relationship level and cooperation among neighboring countries. In order to provide Thailand as a main gateway of tourism in the region.

1.2) Tourism administration by pushing forward marketing strategy. In addition, by raising Thailand as the center of meeting, seminar, and trading exhibition in the Southeast Asia.

1.3) To accelerate development, renovation, and rehabilitation of heritage and cultural property both urban and rural for a new tourism. Provide community sharing more participation in tourism management.

1.4) To increase the variety of tourism including Ecotourism, health tourism, and Agro-tourism.

1.5) To increase facility measurement for safety and taking advantage tourist protection, and including urging seriously tourist's problems.

From the present government's policy, it could be seen that government gave much importance to tourism development. The policy stressed on the development at the grass root level. That is let people have more participation in the tourism management in their own locality.

2) Tourism policy of the Tourist Authority of Thailand.

During 1997-2003 the Tourist Authority of Thailand already set the policy of tourism as an implementation framework each year. Such policy was already approved as a total perspective by The Tourism Authority of Thailand Committee as follows:

2.1) To promote the conservation of cultural art and tourism resources together with the environment by considering about the quality of sustainable tourism development. In order to serve the enlargement of tourist in the long run and sustain national identity and heritage.

2.2) To enhance the cooperation between government sector and the private sector together with local people in terms of sharing a role to solve or prevent the tourism's problems. They also participate in development and tourism resource managing administration to be in valuable. They cooperate in inducting more tourist's interest.

2.3) To enhance the development of factors of facility services to tourists and in harmonious with the technology advance under the information technology through computer internet both domestic and international service system.

2.4) To promote the cooperation in development and tourism marketing promotion among neighboring countries. It also includes the communication and transportation network development and facilitate various tourism

services. These have to be performed in order to get Thailand as a center of tourism in this region.

2.5) To enhance nation's personnel development as a good tourist in terms of love, nourishment, and support heritage of tourism and environment. They should be generous to host tourists with good hospitality.

2.6) To enhance the personnel for tourism industrial sector to be agreeable the marketing requirement under international standard quality. It has to be conducted to serve the free opening in trading of service policy. The policy also promote Thai people involves in the tourism industry.

2.7) To supervise tourist and people who earn their living in tourism industry received protection according to the Tourism Business and Guide in 1992 Act. This includes strictly and continuously pushing forward various measurements of protection and security to the tourist.

2.8) To promote the tourism having the important role in life quality development of people and results in good benefits development.

2.9) To promote and introduce good foreign tourists visit Thailand more in number, longer stay, pay more expense and travel all over the region. However, the ability level or limitation of each tourism resource must be taken consideration.

2.10) To create social value to enhance Thai people for domestic travel and expense. It is the civilization distribution to local. It should be good benefits to a total economic development.

2.11) To consider the tourism business as necessary as possible and it must be suitable to the investment for nation and organization benefits.

3) National strategy of tourism development.

From the previous policies of the TAT there are some strategies assignment as follows:

3.1) Pushing toward of the continuously maintenance of tourism resources and corrected and suitable direction. This could be performed under cooperation between government sector and private sector.

3.2) To campaign and conscious to people especially in the local to understand and realize the importance of tourism. In addition, people should

participate in maintenance and tourism resource development in a good condition. It also includes the availability to give information, news, services, and assistance to tourists who visit their domicile.

3.3) To assign a serious penalty to anyone who violent the regulations or creates the tourism resources and environment to be in deteriorated condition.

3.4) More stress on the ecotourism by giving a corrected knowledge to everyone.

3.5) To campaign in keeping the tourism resources clean, especially the main tourism resources. This should perform under the coordinating with the related agencies.

3.6) Coordination in the meeting, discussing, setting up joint organizing committee with the Tourism Authority of Thailand both policy level and operating level with the existing government agencies, private sector, and people. The strategy also covers the tourism development planning and concretely solves problems of tourism resource environment.

3.7) To study and develop the information technology system and monitoring system of situation, environment, and pollution in the tourism resources all over the country.

3.8) To promote and encourage the private sector setting up the institute or training to increase efficiency and quality to the personnel in the management.

4) Important substances of the master plan for tourism development of Thailand.

The TAT assigned the Research Institute for Thailand Development drafted the Master Plan for tourism development of the country. In the plan it already proposed policy, targets and strategy as the important framework in the assignment of policy concerning to the tourism for ecological system maintenance (in the Master Plan, this kind of tourism has been called "ecotourism"). Such Master Plan could be concluded the related substances as follow.

4.1) National policy level that is necessary to have a mutual points of view.

In order to achieve its targets, there are important priority as follows:

4.1.1) The mass transportation development in every major tourism provinces, especially Bangkok Metropolis just for solving traffic problem.

4.1.2) Environmental quality control and decrease pollution by increase green area and improved scenery and land uses control.

4.1.3) To enlarge the capacity of public utilities from the local former desire. Especially garbage and wasted water elimination to be agreeable to the tourism enlargement.

4.1.4) Let people have participation in the tourism resource management and receive benefits from service and other connecting activities.

4.1.5) The economic, law and social measures usage to control the tourist and tourists and operators behaviors to sustain Thai tourism resource condition.

4.1.6) To cancel the monopoly in service and communication concerning the tourism industry and supporting the competition for service quality.

4.2) Long tern targets 2012 year.

Let the Thai tourism has its own identity in the world class in the traveling site, services and completed saving environment. Most tourists would get benefits from the tourism world class. That is Thai tourists, and foreign tourists together with a rapid deterioration of the traveling sites. This is due to a number of domestic tourists and foreign tourists are increasing to serve. Therefore, within the 6 years ahead, the important duties is to sustain the heritage of traveling sites, and let Thailand be able to keep position as a beautiful country that long for travel.

4.3) Short term targets 1998-2003 "Travel Thai... Conserve Thai"

Let develop Thai tourism in the direction of cultural and sustainable environmental heritages conservation. By having a 6 years objectives as follows:

4.3.1) Let the tourism is the heritage of national tourism resource preserving method.

4.3.2) Let the tourism development is the welfare to Thai people.

4.3.3) Let the tourism is the method of consciousness creation in the preservation and reduce the environmental responsibility.

4.3.4) Let the tourism is a method of income distribution and the occupation of people all over local areas.

4.3.5) Let the tourism is a method of education to the youth and other people.

4.3.6) Let improve Thai tourism development come to the international standard.

4.3.7) Let the tourism is a method of seeking for foreign currencies. And let it could sustain the ability level of competition.

From the TAT's policies, in addition to focus on marketing development. At the same time it gives the importance to traveling sites condition. By focusing on people's consciousness creation for preserving the quality of environment is not in the deteriorated condition. In addition, the traveling sites must develop in a good condition. So as to be the source of sustainable income distribution for the community.

2.1.6. Area approach of tourism development strategy.

The development and promotion activities assignment of the Tourist Authority of Thailand for the next phase would carry out under 2 main strategies as follows: (8)

1) Area approach strategy focus on goods development and new tourism services. In order to increase variety and more option for tourist. By implementing activity development and marketing promotion. It would be designated from the readiness and potential of each area to be agreeable to the marketing desire. According to the globalization in 2001 already divided implementing areas for 3 main groups. The priority of activity development and marketing promotion for each area as follows:

Table 2-1 Important level of market activities tourism

Area	Priority of developing activities	Priority of marketing activities
1. Supplementary traveling sites 7 areas.	1	1
2. Major traveling sites (eg. Phuket, Samui, Chiang Mai, and Pattaya.)	2	2
3. New potential sites and boardering cities.	3	3

Source : TAT June 2540 (9)

2) Marketing/Segment approach strategy focuses on development and selling goods promotion and traveling services according to marketing needs. By setting up markets and marketing groups as implementing targets both development and selling promotion as follows:

2.1) Foreign markets.

2.1.1) Targeting markets from tourists more than 228 markets travel to Thailand. The targets would be appointed implementing as region approach. There are just 34 individual markets according to the priority as follows:

- East Asia Region: Japan, China, Singapore, Korea, Taiwan, Hongkong, Indonesia, The Phillipaines, and Indo-China.
- Europe Region: England, Germany, Scandinavia, France, Switzerland, The Natherlands, Italy, Eastern Europe, Austria, Belgium, Russia, Spain, Greece, Portugal, and Turkey.
- America Region: The Uimited States of America, Canada, and Latin-America.
- Oceania Region: Australia, and New Zealand.
- South Asia Region: India.
- Middle East Region: Isreal, Uimited Arab Emirates.
- South Africa Region: South Africa.

From the targeting markets as already assigned above. It would be clearer to set the priority for the implementing guideline in marketing approach as follows:

Table 2-2 Important level of market activities tourism

Detail	Major markets (number, High income, ect.)	Supplementary, and Potential markets (number, moderate income etc.)	Other markets	Total Country
Forwards implementing	Japan, Singapore, China, Korea, Taiwan, England, Germany, Scandinavia, U.S.A., and Australia.	France, Switzerland, The Netherlands, Italy, Israel, Eastern Europe, Indonesia, and India.	-	18
Marketing maintenance	Malasia, and Hongkong.	The Phillipines, Russia, Spain, South Africa, Middle East, and Canada.	Latin America, Greece, Portugal, Turkey, and Indochina.	16
Total	12	17	5	34

Source: TAT June 2540 (9)

2.1.2) Market segment for the foreign target markets have been focused on the implementation for 2 parts such as:

- Mass Markets (Group Travel and FIT)
- Repeater-First Visit.

2.1.3) Segment/Niche Market focused on 3 characteristics such as: due to goods are readiness and is the potential group could be able to give high profit such as:

2.1.4) To consider about selling promotion in almost every markets. This is due to goods are readiness and is the potential group could be able to give high profits such as:

- MICE
- Golfers
- Families
- Special Interest (Eco, Agro, Diving)
- Youth
- Honeymooners
- To consider about selling promotion according to its

suitability of each market such as:

- Health Travel
- Overseas Thai
- Athletes
- Overseas Inde-Chinese
- Religions
- Motion Pictures Makers
- Cruisers
- Frontline Agent/Airline
- Senior citizens/Long Stay
- To consider about selling promotion as main target groups

in the next phase.

- Senior Citizens – First Visit
- Health Travel, etc.

2.2) Domestic Markets

2.2.1) Target groups for development and Thai travel Thai promotion mass market (general tourists)

(1) Segment/Niche Market

(1.1) High potential groups in the present and stresses on special implementation.

- High income group
- Family group
- Government Official / State Enterprise.
- Young people group
- MICE group
- Senior people group / Retirement – Working day group.

(1.2) Other interesting groups and have tendency of growing up, it may be selling promotion according to the potential of each area.

- Eco-adventure-Golfer group
- Agro-tourism-Travel for health.
- Religious site travel group-Other special interest.

From the tourism development strategy, it was found that the marketing development and the area development are focused on together. Not only focusing on foreign marketing, but also the domestic travel marketing. By trying to develop traveling sites in each place for more diversity and option to tourists. This would be agreeable with Wat Don Wuay Riverside Market's condition in case of diversity site and Ecotourism, culture and tradition, way of life of the community along the river side.

2.2 Ecotourism.

2.2.1 concept and principles o Ecotourism.

From the results of the Earth Summit Meeting at Rio De Ja Nero, Brazil in June 14, 1992 (9). It affected on the important current of tourism development for 3 components as follows:

- 1) The current of the environment and natural resource development having its worldwide-network. It covered the local level to the conservation, prevention and solution of global. Especially the ecological conservation for sustainable physical diversity.

- 2) The current of traveling market in terms of acknowledgement or expertise in the environment and natural resources. It was more desire among tourist and every part of society. So as to the concerned persons had both knowledge and consciousness of environmental conservation. This current give rise to the enlargement and oriented direction for more tourism marketing.

- 3) The current of human development by the people participation at grass root level. It would guarantee the corrected way of development. There was more suitable income distribution in accordance with people's desire.

From the above concepts, the changing in tourism format happened, and proposed in various forms. It could be seen that, the applicable format to fulfill such implementation was the ecotourism. But ecotourism itself, could not combine all traveling sites. Therefore, natural tourism, adventure tourism, agro-tourism, historical and cultural tourism may not be ecotourism. Tourism formats selection that were not matching to desire my cause troublesome to the tourism.

The meaning of ecotourism already collected in the final report of the ecotourism implementation policy. It was reported by the Thailand Institute of Scientific and Technological Research (9) concluded from various concepts as follow:

Ecotourism refers to the travel in the natural and cultural sites. Tourists must get the real knowledge from that and would not affect on both cultural and natural environmental conditions. Besides this, locality should participate in the development (9)

Ecotourism has its aspect in the tourism of distributing the economic advance to the rural and supporting the natural sites, the Natural Conserved Tourism Association in the United States of America already gave the definition of ecotourism as the travel with its targets to different natural sites. In order to understand the culture and nature of that sites without any disturbance changing of the physical condition of the sites. This could be performed by surrounding people have income from the travel. From the World Congress on tourism and environment, It could be summarized that ecotourism was the tourism promoting the natural conservation (9)

Ecotourism stressed on natural conservation, understanding the ecology and save community culture (9)

Ecotourism derived from Ecology + Tourism. It has the same meaning, by a simple meaning, it is the travel by touching to the nature. One who knows the ecology should give such knowledge to tourists. In present, this meaning already included the cultural situation, people's ways of life in local and local identity that must be saved. Ecotourism, therefore, focused on the real natural and locality contact (9)

The Australian Department of Tourism (9) already gave definition of ecotourism applied for the Queensland ecotourism Strategy was "The sustainable tourism "that focused on natural attractive (including related culture) in order to give the knowledge to tourist and benefits to the community.

Raff Buckley, Director of International Center of Ecotourism Research-Griffith University, Australia (9) stated that ecotourism was.

- Tourism that was implemented sustainably (with pattern and corrected administration)
- Tourism should be on the natural basis.

- It is the study on culture and/or environment.
- It gives benefits to the conservation.
- It offers satisfaction to the tourist.

Anuchard Puengsamree creditde from (3) already gave a primary principle of implementing management of Ecotourism as follows.

- 1) Domestic tourism development was the first priority, whereas, the international tourism development must be suitable for the public infrastructure
- 2) Local participation must happen in the decision making in different program which affect on communal life style
- 3) Carrying capacity must be taken consideration in every aspect, both a number of tourists, traveling sites, community and environmental situation
- 4) Local products should be encouraged for the ecotourism
- 5) Income distribution to the local, by means of community long term benefits
- 6) The valuable environment and culture were intensive values. Therefore they were more valuable than the ordinary tourism sites. Long term survival could not be ignored
- 7) The tourism business sector, local organization or any non governmental organizations (NGOs), and the government constantly sharing in the implementation. In addition, it must be on the principle basis

Wanna Wongvanich (3) already concluded that the important characteristics of ecotourism as follows:

- 1) It was a pattern of tourism having target at the natural environment and/or the original culture. It should be far from the civilization of city society.
- 2) It was a pattern of tourism that having responsibility to society, environment, nature, and wild life.
- 3) It is a pattern of tourism that takes account of a number of tourists and the carrying capacity of tourists meets its balance in each area.
- 4) It is a pattern of tourism that let the local people taking part in different activities of tourism and receive highest economic benefit return.

The tourism Authority of Thailand (9) concluded the definition of ecotourism as follows: “The ecotourism is the tourism with responsibility to the natural resource. It has the specific local identity and cultural resource connecting to the ecoenvironment. It is tourism by the mutual studying processes with concerned people under participation management of the local. In order to have consciousness for saving the sustainable ecological system.

The ecotourism meaning under this research have covered tourism to nature, environment and culture. By having guideline of conservative activities, maintaining of environment and tourism activity supervision together with the study of the concerned group’s participation. In addition, it resulted in income promotion and the communal economic.

2.2.2 Ecotourism management principles.

Wanna Wongvanich (3) already gave the Ecotourism management principles as follows:

- 1) To determine zoning of the various activities by using update technology such as Geographic International System (GIS).
- 2) The control of tourists especially the fragile ecosystem. By considering about the carry capacity of tourists in each area.
- 3) Useful information preparation for the tourists both conserving natural resources and traveling experiences, a brief community history or tourism sources before or during the arrival. This included main characteristics of the area. The establishment of information center for the tourists in the important traveling sites was also possible. In this case, still pictures, video, leaflet for total perspectives or primary data of that traveling sites could be envisaged by the tourists.
- 4) To promote and develop more adjacent traveling sites in order to decrease the crowded in the main traveling sites.
- 5) Law enforcement should be seriously perform to the violators such as illegal lumbering, illegal collecting or having sea coral and rare marine lives for possession, or hunting animals in the restricted areas.

6) Any constructions around the traveling sites should be controlled in order to be harmonized to the environmental condition. This included the eliminating system of the wastes and the waste water from the building, etc.

From the policy implementation of Ecotourism of the Tourism Authority of Thailand (8) concluded the scope of Ecotourism is to cover the foundation characteristics of 4 key elements:

1) Areas of the tourism resource connecting to the nature. There are natural tourism resources that have the specific identity. It includes the cultural and historical sources connecting to the Eco-system in the area. This element focuses on the nature-based tourism.

2) The management element is the responsible travel has no low impact on environment and social. There was the sustainable management covering the conservation of resources. The environment management, prevention and controlling pollution, and specifically controlling the tourism development. Therefore, it is the sustainably managed tourism.

3) Activity and tourism process that serves learning process. By having the education concerning the environmental condition and ecological system of the tourism resource. It is the knowledge, experience, and appreciation improvements. In order to create the realism and corrected consciousness to both tourist and concerned person who involved with tourism. Therefore, this element could be regarded as the environmental education-based tourism.

4) Involvement of local community or people participation in almost entire processes in order to create the local benefits. It means the income distribution raising the quality of life, and receiving the benefit return. In turn, it affects on maintenance, and tourism resource management. Finally, locality participates in the controlling of tourism development. The locality begins with the grass root level to the local administration. It would combine the participation of the concerning persons. This element has been regarded as the community participation-based tourism.

The principal ecotourism management for this study could be regarded as the community and people in the local participation. So as to create the benefits

to the community economic, income distribution. Raising quality of life, and the benefit return.

2.3 Principal policy for ecotourism management

Ecotourism is the tourism management pattern focusing on tourism resource and other resources maintenance. Therefore, it is necessary to have a good management for the perfect ecotourism management. The management processes must have a closed coordination and clear among those elements. The management policy already assigned for 8 directions. It could be able to assign as the efficient management strategy. As it already proposed in the final report. The ecotourism management policy of the Tourism Authority of Thailand concluded as follows. (9)

2.3.1 Tourism resource and environmental management policy.

1) To assign the scope of tourism resource management. By having a clear measurements such as in the sensitive areas, it could be canceled. Promote the potential area for tourism. Especially the assignment of suitable area in ecological zone.

2) To support the natural areas and areas of cultural development connecting to the off-ecological zone, the natural rehabilitation zone, private areas, and community zone as the ecotourism source.

3) The tourism resource and environmental management planning in the ecotourism source according to its capacity. By assigning the tourism area, preserved area for study and environmental maintenance, buffer area, and rehabilitated area.

4) To promote the tourism source development and tourism networks in the locality to link and promote each other. By spreading out the tourism source that could be made up for the tourism source of that is beyond the carrying capacity.

5) To promote the information technology system for traveling, in order to use for management, controlling numbers of tourists in balancing to the

ability of carrying capacity of each area. In addition, the tourists could be systemically transferred to neighboring tourism sources.

6) To assign the measurements of protecting and conserving environmental quality in the ecotourism areas more strictly, and concretely promote the business having corrected and suitable measurement.

7) To promote the application of appropriate technology for controlling the quality, inspecting, and environmental pollution management in the traveling sites.

8) To promote the personnel's level of ability for resource and environmental planning and management of the ecotourism sources.

2.3.2 Education and consciousness policy

1) To direct, supervise and management for be suitable to the ecotourism patterns in the traveling sites. By let them as the off-school education and regarded as the field practices are the lessons. It must be taken consideration about the side effect of activity on the environmental resources.

2) To provide the education for ecotourism and conserving environment and resources and the concerned vocational institutes, By focusing on the corrected understanding through the tourism and the tourism management in a sustainable direction.

3) To promote mass media and other informations that enhance the natural and cultural study in the ecotourism. It can be used as handbook and studying materials of the tourist and concerned people.

4) To promote budgeting for a quality of natural media management in various tourism sources.

5) To provide the people's local intelligence as a media to tourist. In addition, encourage people as the specific guide or local guide. This is due to providing tourist really receives knowledge, and is the suitable income distribution.

6) To enlarge the natural and environmental education. To the concerned personnels. In order to transfer and mutual study. In the first phase. Let focus on knowledge and consciousness of the personnel. Both in the government sector and private sector of high potential and role in the tourism process.

2.3.3 Community participation policy

1) To develop the pattern of people participation in locality. It also includes the participation of local organization, private sector, and people in terms of investment, goods production and service. It must be on the suitable equity and quality basis. It must be harmonized to the other developmental aspects. In addition, it must least affect on the environment.

2) To encourage the establishment of the collaboration networks for the ecotourism in terms of organization or national committee, regional, and local levels. The networks must cover every part and every level of the concerned people. It must provide the scope of ability in decision making for the organization and carry out freely under the responded needs in different level of management.

3) To provide the opportunity for people participate in planning, decision making, monitoring and evaluation. It also includes the benefits from the ecotourism development, and adjusts the concept and the ability improvement of the existing government agents. So as to be more able to cooperate and assist the people participation.

4) To promote the establishment of private development organization, and other Non-governmental Organization's (NGO's) who care the environment and promote the ecotourism both legal person and non-legal person.

5) To correct, improve and develop law and governmental budgeting system. So as to be able to promote and support the cooperation of all levels of implementing levels with the local people. It also includes law, rule, and regulation in providing opportunity to the community for supervision, directing, and managing the resources by themselves.

6) To promote the human's potential widely by providing knowledge, experience and consciousness in the tourism business developing management, conserving rehabilitation natural resources and environment for community.

7) To strengthen the Local Administration's efficient in the ecotourism developing management freely and could collect income for the tourism conservation and rehabilitation by itself. This could be accomplished by providing a correct experienced developing management.

8) To provide the opportunity to the private development organization who has the ecotourism, resources and environments conservation, and social development, in assisting and leveling the participation. This includes the creatively establishment of community organization and the people's business management organization.

2.3.4 Marketing and traveling guide promotion policy.

1) To direct the ecotourism marketing promotion in a proper direction of resource condition and the ability level in carrying capacity of the tourism. To refrain and slow down marketing promotion the areas of lacking of readiness, and easily to be disturbed from the tourism.

2) To promote the marketing in the pattern of coordinating tourism, as a suitable networks and also the entire ecotourism program. It is also the mixed form with the other patterns. So as to reasonably spread out the tourist.

3) To promote the ecotourism, by developing the tourism resources. Focusing on education and eco-activity. For spurring up the enlargement of the ecotourism marketing in Thai tourist. By specially stressing on young people, labourer and agriculture sectors. It includes the educational management and activity in response to the foreign marketing.

4) To encourage the ecotourism guiding service for quality service development. By focusing on giving education and learning from experience, the equitable participation in the local community. In addition, to encourage human resource development, fully solving problem and barrier by measurement application.

5) To assign regulation, standard guiding service, and standard self-practiced of tourist for the ecotourism. It is conducted in the most rigorous manner. Under the suitable management according to the tourist's satisfaction. By indication the importance of resource above the human's need.

6) To promote public relation and provide the corrected information to the ecotourist under the scope of development. By using variety of media and focusing on the development for Thailand as a center of ecotourism in the region.



2.3.5 Primary structural management and tourism service policy.

1) To arrange the travel connecting to the tourism networks. By providing the facility that suitable to the area and activity. In addition, the safety is to be focused on.

2) To encourage the energy saving usage and suitable according to its necessity, traveling size, and the ecotourism service. The compensated energy usage is also promoted, and reduce the used-up natural resource in the tourism activity.

3) To support the tele communication. Establish the suitable technological networks of spreading out and covers the traveling sites. This includes every level of the participating networks for the communication for the tourist quantity control, and the emergency public hazard.

4) To encourage the tourism service implemented by private sector or organization or people under the participation from every sections. It could be performed by the government supporting the facilities and assigning the supporting area. It also provide the service development framework by size, pattern, and service quality according to the ecotourism.

5) Service management in a necessary area provided by the government. It must has the suitable size, and service. By focusing on assistance and self-learning of tourist which matching to the pattern and activity of certains tourism. The service must not for benefit, or compete with private sector. But it should be provided as supplementary income for rehabilitation and saving the resource.

6) The ecotourism service management should take into account the suitability and agreeable according to natural environmental condition, social and local culture. Increasing the opportunity of the participation and income distribution to the community and the local people.

7) The assignment of standard and supervisional measures, and the service promotion together with the natural resource usage. By setting up standard incentive, endorsing service standard, and giving reward, etc.

2.3.6 Investment promotion policy

1) The investment in the qualified and standardized ecotourism within the assigned regulations. To provide the opportunity to the private sector could develop a process of qualified service through the taxation measure. Making the other incentives in terms of giving reward, etc.

2) To promote the different community investments for the ecotourism management. By loans or borrow at low interest rate from the government's financing institutes.

3) To promote the private sector organization supporting ecotourism development implementation of people's organization.

4) To promote budgeting and beneficial right to the private sector development organization for the participation in the ecotourism development. In addition, to promote the local people's development.

5) To promote the goods, equipments and instrument investment for the domestic ecotourism activity management and saving quality of environment or reduce the necessary imported cost from foreign countries.

In the summary of direction assignment in the promotion and the tourism development for the ecotourism management policy. It is major framework of the Tourism Authority of Thailand that could be applied for this study would consisted of

- The guideline for tourism resource and environmental management
- The guideline for education and the ecological consciousness.
- The guideline for the community participation in the tourism management.
- The guideline for marketing and traveling guide promotion.
- The guideline for structural improvement and tourism development
- The guideline for investment promotion.

2.4 Guideline for tourism administration of the Tambol (Sub-district) Administration Organization (10)

For the tourism resource development and improvement planning in the area of responsible by the Tambol Administration Organization or the Tambol Council or related existing agents as the owner. Under the coordinating tourism business operator with the tourist, and other supporter. The assigned targets should be in the variety of targets. But by the general perspectives of the Tambol Administration Organization or Tambol Council may be taken consideration in many targets such as (10)

1) Targets for the sustainable improvement and development. This is regarded as the direction assignment for the tourism resource applicable usage in the area, or the tourism resource that going to be established or improved a new locality. By sustaining its identity that should be agreeable to the economic growth. In addition, it should maintain such tourism resource for the next generation's profit. It must causes least problem both social, natural, economic, and any protesting conditions, etc.

2) Targets for compacting improvement by strictness, supervise, and inspect the growth or expansion of the tourism source under the condition of saving the environment condition. It must be conducted under necessary scope for the tourism promotion.

Pattern of the tourism management and networks development processes in the local level (Province, or local) as follows.

1) General direction of the tourism

The tourism management at provincial and local levels could be applied through the provincial tourism development and promotion committee. It is divided as the committee at local level according to its suitability. The committee would direct, screen and coordinate the participation networks of various related persons.

2) Traveling sites management.

In case of the government's or community's land. It should be managed in terms of "Area Committee" composed of directly responsible

organization, representatives of the organization and existing related agencies who responsible for the administration, local development and promotion, private sector, educational institutes, private development organization and local community. They authorized in.

2.1) To provide and declare the traveling site and area under responsibility.

2.2) To direct, control and take care of the beneficial usage according to the assigned objectives.

2.3) To protect the natural area and environmental condition. By using strictly measurement for the least effect, Together with the efficient monitoring and evaluating.

2.4) To promote and support the tourism development in the area. Especially the program development, tourism activity and service. It includes facilities suitable for the tourist's and people's learning.

2.5) To promote and encourage the occupational activity development connecting to the tourism development in both its area and neighboring area. It has to be performed in order to reduce the effect on the development and leveling a standard of living of the community and its surrounding area.

The area approach in terms of the above committee pattern. By appointing the organization or responsible existing agencies such as the National Park, Non-government Organizations (NGO's) or other agencies. Incorporating with the Tambol Administration Organization and the administrative and developmental agencies at local level, by appointing them as the core of coordinating management of the committee.

2.5 Concept and principle of tourism development. (8)

2.5.1 Carrying ability assignment for the ecotourist.

The carrying ability for the ecotourist in each area, and resource in each period would be difference. It would be assigned from many factors such as the physical, environmental and ecological system, economic (investment), social (appreciation). The assignment may use one or many factors. The assignment could

be conducted through the selecting of factors with lowest carrying capacity, or permitting any losses or compensating the lower carrying capacity. This would include no permitting of any tourism, if the carry capacity is very low or difficult to control. The carry capacity of the resource assignment as follows.

1) The carrying capacity of the ecotourism is the carrying capacity assessment from the natural factors and a certain ecological resource. By determining the relationship of benefits usage to the ecological system that would effect on or damage. The capacity level based on the strength or fragility of such ecological system. Together with type and the tourism activity in such resource. Technologically, to achieve its certain result, it have to consider about physical, biochemical, and living behaviors impacts in the area. In the carrying capacity, a number of tourist to the activity, area, and duration that the land owner could provides the tourism.

2) The physical carrying capacity, the assessment, has been considered from the primary facilities and physical features of resource that could serve the tourist at a certain level. It would not cause physical changing or lacking of or creating pollution to the environment.

3) The economical carrying capacity and investment is the evaluation of worthiness in invesment of the ecotourism management. By considering about its input in terms of monetary, together with the environmental input. It also includes the social input affecting on the ecotourism promotion through the Internal Rate of Return (IRR), or Benefit Cost Analysis Pay-back Period, etc. The measurement show its output as the project size and type of activity etc. Then, it would be transformed to the limited quantity of tourism

4) Social carrying capacity would be assessted the social responded result to the ecotourism in such resource. By considering from the tourist society participating in activity and related community society. This could determine from questionair already made before and after the tourist participation. So as to determine the satisfaction under the lowest impact of the tourist and related community to the desirable level of suitable ecotourism. By considering of the tourism willingness, participation, benefit return, or impact possibly happening. It must be on the way of life basis, belief of the cultural system, and the cultural and traditional identity.

In conclusion about concept and principle assignment of the tourism development. It would study the carrying capacity level of the tourist for 4 elements as follows.

- The carry capacity of the ecological system.
- The carrying capacity of physical.
- The carrying capacity of economic.
- The carrying capacity of social.

2.5.2 Usage of carrying capacity process

When the carrying capacity of the area already assigned. The land owner must carry out the assignment of tourism, activities, suitable period of time. By using these as the measurement for management, and for monitoring during the tourism in order to improve the suitability. The processes and methods comprised as follows

- 1) To Assesst the carrying capacity of tourism from physical ecology, economic and primary social factors.
- 2) To assign the carrying capacity which direct the capacity of the ecotourism
- 3) To statistically record the tourist, and the tourist activity diary together with recording and reporting what happened to the tourism periodically such as the environmental impact to the various measurements already assigned for comparing analyses with the tourism's volume already occurred. And then, the related causes and reason were assessted.
- 4) To survey and inquire or assesst detail periodically for related factors. Inorder to inquire the tourist related community society satisfaction, and the rehabilitation ability of environmental and ecological system.
- 5) To inquire the conclusion to the carrying capacity level already assigned. By concluding that the tourism is not so high so as to the assignment. It should lower its target or maintain for any further study. On the other hand, if the capacity is as high as its target, it should cause the impact that should lower its capacity as well. If the capacity is as high as its target, but has no impact, therefore, it should increase the capacity level higher step by step, etc.

6) Suitably correct or adjust the assigned level, activities or the existing process.

This study, is the study on the carrying capacity level of the marketing area of Wat Don Wuay Riverside Market and the update environmental problem management situation. By using the processes and methods covering the area condition, survey, tourist inquiry, and related communal society.

2.5.3 Tourism resource establishment in the area.

Tambol Administration Organization and the Tambol Committee are regarded as the closed land owner. They concern with the area of development and improvement for the tourism resource. Whereas some areas may be unfamiliar for such Organizations and they never carry out before. Some areas would have some tourism resources. But they were carried out by other government agents such as the Royal Forest Department, the Customs Department and the Religions Affairs Department, etc. The tourism resource establishment in the area could be carried out as follows.

1) Renovation and development of former resource that lacking of maintenance. It, therefore, caused deterioration. If it is a natural resource such as cave, waterfall, etc. It is necessary to survey, inspect and rehabilitate for a new tourism source. It must be convenient and safty to the tourist.

2) The establishment of cultural folk lore as the tourism source in the past, but nowadays lacking of connecting. These must be rehabilitated according to the retold people or from the evidence. Such as the Buffalo Racing Tradition in Chol Buri Province, etc.

3) The renewal of the tourism source that may be complicated. For some areas lacking of tourism sources both nature, ancient place, and ancient subject. They may provide the activities originated from local intelligence such as handicrafts and wicker works, etc.

4) Abandoned area development for a new tourism source

5) Watershed, reservoir, and swamp forest development for the tourism source. Because these areas would be developed for the tourism sources, sanctuary

place, recreation areas for fishing, sailing or any activities which no effect on water resource.

Wat Don Wuay Riverside Market is regarded as the rehabilitated place from the old market to the fascinating and interesting traveling place in the present. By employing the local community participation for development and improvement.

2.5.4 Tourism source development guideline. (10)

1) The structural development could be classified as follows

1.1) The communication of transportation especially railroad, and water communication. These routes provide the easier to the traveling site. It attracts a number of tourist to visit. This excluded the potential of area.

1.2) Electricity system could be provide the electric light during a night time. In some tourism sources such as cave, if enlighten such area it would facilitate the travel within the cave.

1.3) Tele-communication system from the outside to the tourism source and vice versa. Nowadays, the networks system through satellite for a remote tourism source has been used.

1.4) Waterworks system provides water supply for the tourism source is also regarded as the necessary utility as well. The capacity of water supply would depend on the tourist's need.

1.5) Drainage system and waste water control are the infrastructure development project caused by the tourism or neighboring community. These infrastructures are necessary to prevent water and land pollutions.

1.6) Garbage management is the other useful infrastructure developed for the tourism source. It caused by tourist and the tourism operator around the tourism source. This causes deteriorated areas and lacking of maintenance, development, and improvement. This problem results in the lessen of popularity from the tourist.

2) Public relationship and advertisement are necessary for information distribution, and making the tourism source well-known. These could be performed through the poster, mapping for the tourism source and routes, highways by making

leaflet, brochure and pamphlet, etc. All details about the tourism source already indicated in such printing matters.

In addition, the advertisement could be performed through mass media such as newspaper, radio, television, and internet, etc. Sometimes the public relation may be used through various organizations both government sector and private sector's supporting. According to the publication for information and disseminating to assist in giving information of the tourism source. This could be conducted rapidly and widely such as setting up festival. A lot of tourism sources were carried out such strategy to attract tourist through a big festival such as Light Colour and Sound of "Bridge On The River Kwai," Kanchanaburi Province, etc.

In the conclusion the guideline for the tourism development to prevent the existing activities affect on the management and the quality of environment. By the structural tourism development. It is necessary to develop drainage system and wasted water control caused by tourist and neighboring community. Together with the garbage management caused by tourist and tourist operator in the tourism source.

2.6 Concept concerning attitude and participation

2.6.1 Concept concerning attitude

Attitude, according to The Royal Institute's Dictionary, 1982 (11) defined it as the points of view.

Prapahken Suwan (12) concluded that attitude is the points of view comprised of emotional composition. It is a part of a specific reaction to the external situation.

Gordon Allport (13) already gave the meaning of attitude as follows : Attitude is the situation of psychological readiness. It happened from the experience of psychological readiness situation would determine the responsive direction of person to thing, person or related situation.

This study, it could concluded the meaning of attitude according to previous mentioned as follows : It is points of view of person whose emotional composition occurred from the experience and ready to expose through its behavior.

In order to respond the surrounding circumstances. Attitude may be exposed in positive or negative.

Chalong Piromrat (14) already stated about the origin of attitude that it happened after a birth of human as follows :

- 1) Experience that people already found and directly impressed.
- 2) It originated from learning processes.
- 3) It originated from imitation.
- 4) It originated under communal society's influence.
- 5) It originated by interpreting from the occurrence of characteristics.
- 6) It originated from the abnormal self-improvement.

The components of attitude according to Martin-Fishbein and Paul F. Secord(15) stated that the important components of attitude comprised of 3 parts, idea, sensation, and tendency of exposure. Attitude would happen when these components have relation each other.

Prapapen Suwan (12) already classified attitude for 3 components.

- 1) Cognitive component eg. knowledge, and understanding in such circumstance. It was measured from wording that revealed the belief of something.
- 2) Affective component eg. emotion affecting on something both in positive or negative
- 3) Behavior component is the component showing the practical tendency. If there was some suitable stimulant, it would lead to taking into action or some reactions may occur.

2.6.2 Concept concerning participation

The people participation is the principle concept of country's sustainable development in every components. Because of people participation is regarded as the most important part of community development from local level to national level. So as to provides people should have self-reliance. Therefore, the technologist already gave concept of participation in many ways such as

Path Boonyaratapan (16) stated that people participation is the providing opportunity to people sharing in the initiation, decision making, cooperating and having mutual responsibility in many subjects. If we provide the opportunity to people in any development. It would let them taking part in, and finally they would have better living condition.

Niran Jongvuthiveth (17) said that, the participation means mental and emotional involvement of any person in a certain stimulate. The result of such involvement would stimulate the performance to fulfill the group's objective. In addition, it causes the mutual responsibility to the group.

Kanitha Thaiudom (18) already concluded that, the participation is cooperation, and co-responsibility of people in the society. It includes maintenance, and sustain the environmental quality development of the community.

Niran Jongvuthiveth (17) said about each time of the participation's condition must based on at least 3 conditions such as :

- 1) The freedom to participation
- 2) The ability to participation
- 3) The willingness to participation

In the participation, it would be successful whether or not, it still based on following conditions.

1) Timing should be available to the participation. In the emergency or critical situation is not suitable to the participation

2) It must not much expense in the participation more than the expected benefits turn the should receive.

3) Interested in relation and agreeable with that participation should be happened.

4) Would be able to communicate each other.

5) It must not negatively affect on the position, duty or social status.

In addition, people participation in carrying out one or more activities to achieve the objectives Pairath Techarin(19) stated that :

1) To participate in the study problem solution and causes of problems occurred in the community.

- 2) To participate in formulating and creating developmental model in response to the community's need.
- 3) To participate in policy making or activity project for assigning and solving problem and responding to the community's need.
- 4) To participate in decision making in limited resource utilization for the public's benefits.
- 5) To participate in the activity's investment community's project according to individual ability and the concerned agent's
- 6) To participate in re-engineering the administration system for its efficiency and effectiveness.
- 7) To participate according to its policy, plan, project, and activity to fulfill its targets.
- 8) To participate in supervising, monitoring, evaluating, and mainting the project.

Jerm Sak Pinthong (20) summarized the people participation in the development for 4 points as refered in (20) as follows:

- 1) Participation in searching for problem as its causes.
- 2) Participation in planning and management.
- 3) Participation in investment and operation.
- 4) Participation in evaluation and monitoring.

The United Nation already collected the participation for 3 patterns as follows :

- 1) Spontaneous participation is the participation by volunteer or joining for self-solving their problems. It is the participation without any assistance from the outsider.
- 2) Induced participation is the participation by the consent requirement or supporting from the government. It is a general pattern of the developing countries.
- 3) Compulsory participation is a pattern of participation under the government's implementing policy or authority management or by directly force. This pattern of participation, the operation receives a sudden results. However, it

would not succeed on the long term. Furthermore, it eventually would not receive supporting from the community.

2.6.3 Participating processes

The community may have different role or duty in the participation. According to this study, it was regarded as the desire of people in the community.

Therefore, it should provide the participation pattern most efficiency. Such pattern of participation, World Health Organization (21) already proposed the pattern of participation which regarded as a real pattern. It would be composed of 4 steps as follows:

- 1) Planning- People must participate in problem analysis, ranking the priority, establishing of targets, assigning of resource utilization, determining of monitoring and evaluation, and decision making.
- 2) Implementation- People must participate in management and resource utilization administration. People must be responsible for allocation of finance and service.
- 3) Utilization- People must be able to apply the activity for utilization. This is the increasing of self-reliance level and the social control.
- 4) Obtaining the benefits- People must receive benefits on the equality basis.

Cohen and Uphoff, 1979 (22)

- 1) Participation in decision-making that may be happened at the beginning, on-going stage of activity and decision-making for implementation
- 2) Participation in implementation that may be in the forms of supporting in resource, administration, cooperation, and sharing of labour and sharing of mind.
- 3) Participation in benefits that may be in the forms of material, social or private,
- 4) Participation in evaluation is the conducting and monitoring of all implementation. In addition it includes the self improvement for the next participation.

According to this research, the researcher already assigned the participation in the environmental quality management under the tourism activity of Wat Don Wuay Riverside Market. By studying on the participation in decision-making, implementation, benefits, and evaluation.

2.7 Environmental impact from tourism

Environment means everything surrounding us. It includes both living things and non-living thing. Environment could be classified into 2 kinds: (3)

1) Natural environment such as physical environment eg. geographical characteristics, geology, scenery, and biological environment eg. forest, wild life, natural vegetation, etc.

2) Cultural environment is the man-made such as ancient places, ancient material, and various traditions and cultures.

Tourism affects on both kinds of environment. The compact would be more or less based on 2 components. First, it based on the tourism source characteristics-natural or cultural, it characterizes in carrying capacity or creating more or less tourism, more or less stability or carrying capacity to tourist. Secondly, the tourist characteristics composed of economic status, social, member or tourism source utilization. This is due to the tourism source could serve tourist at a certain level. If it beyonds its carrying capacity or exceeds in tourist and number of travel. It would damage the tourism source.

2.7.1 Tourism impact to natural environment

Tourism business already developed as service industry earned income to the country. But there are some impacts to the natural environment in many ways(3)

1) Natural environmental deterioration problem.

The tourism natural resource is the important factor giving rise to the tourism progression. But, if those resources are utilized beyond their carrying capacity, it caused impact to those natural resources such as :

1.1) Impact to natural vegetation that is the perishable resource. Especially, some flowers and trees eg. Tree Marigold field on Doi Mae U Kor, Mae

Hong Son, Province, Sakura grove in the spring, Kyoto City, or Tulip Garden of the Netherlands, etc. A number of tourist visit in such areas may damage trees, and seedling in those area, eg. flower picking, tree branches breaking, or walking on seedling or lawn, or garbage dumping, etc. These practices cause disease germination. Mold may damage trees, car weight may affect on tree's root, and some kinds of animal living underground.

1.2) Impact to water resource by leaving rubbish along the river, canal or sea much beyond the nature could keep its balance. Along the seaside, as well as riverside, a rotten water around such areas could spoil the tourism source such as Pattaya, Cha-um, Chao Phraya River, and Ping River, etc. They were encountering problem from water pollution and resulted in vegetation, marine lives and human.

1.3) Impact to weather condition that caused by travel with various vehicles. This impact showed a very severe hazard to the urban rather than the rural area.

1.4) Impact to wildlife resource that caused by tourist. It affected on the wildlife in terms of member, behavior change, and extinction of some kinds of wildlife (lacking of shelter, food, and die out). In addition, the tourist behavior of purchasing, and collecting souvenir from wildlife products such as fur, skin, horn, and tusk, etc. It also included tourist's eating behavior.

1.5) Impact to topographic condition that affected by the tourist industry lesser than other components. But this impact is very difficult to solve, and results in physical features and its other ecological balance such as the damage of coral reef could directly affect on the sea wave and results in erosion along sea shore. Lumbering on the mountainous area results in soil erosion and affects on soil deposition on the river bottom. This phenomenon, eventually causes the shallow of river. It, therefore leads to flooding hazard.

2) Deterioration of tourist source and pollution problems

Deterioration of tourist source, dirty, garbage and rubbish around the tourism source, rotten water, dirty seaside, vegetative and wildlife die out or decreased rapidly in number caused by tourist. Moreover tourism operator. Such as hotel, bungalo, restaurant, shop, and community located nearby the tourism source

also affects on such deterioration. Air pollution, dusty, and noisy from various vehicles also create pollution problem. Not only damage the tourism source but also damage both physical and mental health of human. In addition, such problem may cause bad impression to tourist.

3) Trespassing of public land uses and construction caused environmental damage problems.

These problem would affects on scenery damage, and other infrastructures. Therefore, it would be necessary to assign a suitable and efficient measures or criteria so as to solve these problems.

4) Building and architectural construction .

The tourism development would cause the construction. It may damage a beautiful scenery or contrasts the natural condition. If there are not any measures or criteria to control such problem. It may cause pollution problem.

5) Primary structural development and facility utilizations problems without taking consideration about environmental condition.

Any construction development may cause soil erosion through the deposition on the bottom of the sea or river. The natural geographical condition may be damaged.

Such different problems certainly cause damage or deterioration of the tourism source. It also lowers a quality of the resource through water and air pollution. Losing of natural vegetal varieties.

2.7.2 Tourism impact to social and cultural environment.

Nowadays human could widely and rapidly communicate each other through the tourism activity. This causes social and cultural changes all the time. Human could communicate and has relationship both domestic and international levels. It, therefore, affects on social and culture as follows.

1) Communicable disease problem.

The progressive tourism causes a number of tourist pouring to the tourism source. The following problem is communicable disease problem such as Veneral Disease (VD) and Acquired Immune Deficiency Syndrome (AIDS), etc.

2) Criminal problems.

The criminal problems include tourist swindle, robbery, and theft, etc.

3) Living cost problem.

This problem should occur in a big city or tourism city. These places have a high standard cost of living. It, therefore, reflects to people in such locality. This problem also includes traveling guide fee, communication and transportation fees, service charge, admission fee, accommodation fee and souvenir or goods.

4) Area development distribution problem.

The primary infrastructural development and other facilities such as the electricity system development, community and transportation system, telephone system, airport, etc. They would be mostly provided in the tourism source. Comparing to non-tourism source, they would normally be abandoned without any attention.

5) Social value problem of the community by giving the importance of social value according to the western society. People would ignore their own previous culture and tradition. This is social value happened in a new social era. It is the evolution according to a new world progress.

6) Incompatible problem among local authority and tourist

Some tourist's behavior eg. the improper dressed in the holy places usually causes a conflict with a local people. This is due to a difference in custom and tradition. It could be solved by providing information to the tourist.

7) Handicraft artwork problem

The handicraft artwork was affected by the selfishness of producer and dealer. This have been performed by reducing of production standard, imitation of the handicraft without neat and quality.

Wat Don Wuay Riverside Market is regarded as the place that provides the ecotourism. Therefore it is the fragile traveling site that easily receives impacts from tourism. The impacts to natural environment, social and cultural environments

2.8 Related research

2.8.1 Area condition and human utilization values .

Null Sarnsorn (23) from the study of tourism industry impact to socio-economic situation at Damnoen Saduak Floating Market Ratchburi Province. It was found that, environmental, geographical characteristics, communal location, communication and transportation, and types of occupation were factors contributed to the Floating Market.

World Tourism Organization (24) analyzed the limitation by determining the tourist desires. It was found that the activities were the criteria judging the tourist's desires such as forest trekking, hunting, a number of tourist should lesser than 5 tourist and about 5-50 tourists per square meteres respectively. In addition, souvenir purchasing or visiting the interesting places in the city should have density as much as 5,000 tourists per 10,00square meter or 1 tourist per 2 square meter, in average.

Chinda Saengkanchanavanich (25) already studied the social ability level of Wat Phra Kaeo. It was found that the density level of tourist in the present was about 24-30 square meter per 1 tourist. Most tourists had satisfaction to density level 14-16 square meter per 1 tourists, or 18.361 square meter per 1 tourist.

Thailand Institute of Scientific and Technological Research (26) studied on "Study of carrying capacity level of tourism development of Samui". It was found that Samui beach could carry a number of tourist would not exceed than 200 tourists per rai or as highest as 400 tourists per rai, or 268 tourists per rai per day.

The Chulalongkorn University Environment Situation Research Institute(27) already studied " Rayong, Chantaburi, and Trad Provinces Tourism Development Master Plan". The study on carrying capacity of tourist for Kor Samet beach that calculated from beach area to rate of area utilized on tourist basis. It was found that Kaeo Beach Resort area between 5-15 square meter per 1 tourist could carry 1,600 –4,800 tourists. In addition, Wong Duean Bay area of 10 – 30 square meter per 1 tourist could carry 330-1,000 tourists.

Sittirat Pachinburawan (28) studied on the social ability for the Cha-um Beach travel. It was found that tourist had satisfaction in the different environment. Environment had statistically significant correlation to a level of tourist' satisfaction.

2.8.2 Tourism activity impact to environment

Preecha Upyokin and Suriya Virawong (29) studied about impact of tourism to Thai social and culture. Four areas were assigned for study according to the kinds of tourist activity as follows, Suan Sam Pharn, Nakorn Pathom Province, Damnoen Saduak Floating Market, Ratcha Buri Province, Kanchana Buri Province, and Thai Classical Dance in Bangkok Metropolis. It was found that, in the social task force already happened. But mostly were unskilled labours. According to a high skilled labour or administration level mostly belonged to people of different locality or from Bangkok Metropolis. Local people had not much opportunity to elevate or improve their status higher. The economic expansion of community out of tourism source was rapidly progressive growth. The economic growth in terms of shop, and service. Land utilization has changed from agricultural sector to commercial sector. This eventually affected on the mobilization of labour. Local social value began changing from the previous that pay respect to the relationship in family and social discipline to the importance of currency more than of the culture.

National tourism development review of master plan project that belonged to The Tourism Authority of Thailand. The project was conducted by the Environment Research Institute,(30) found that in the tourist's point of view the negative factors to Thai's tourism, or 57.8 percent belonged to the traffic in Bangkok Metropolis. Whereas 50.8 percent belonged to the pollution condition. According to the readiness of tourism. The carrying capacity of the environment were the site specific studies. For the quality of water, it was found that the quality of marine water along the beaches of Cha-um, Pattaya, Pae Bay, Suan Son, Had Pha Tong , Krata Beach, were lower standard.

Sanchai Sutipanwihan (31) studied on people participation in the water pollution from community Case Study : Municipality Muang of Phuket Province. From data collection through the interviewing questionairs of the 271 sampling group. It was found that most population had their points of view that hotel,

restaurant and food shop were the important causes made marine pollution. This affected on quality of water.

2.8.3 Environmental management.

Thamnoon Pongsigul et, al. (32) studied to support the tourism development planning in the Seventh National Economic and Social Development (1992-1996). He found that, people and local business realized the important of conservation and participated in the natural resources and environmental developing management.

Annuay Thiemkiragul (33) studied on concept of marketing in the promotion of Thai tourism. He found that the components of Thai tourism have grown up were due to many factors. The cooperation between government sector and private sector was the important factor. Development of merchandise's quality, the tourism services, and tourism promotion of the governments policy comprised of 5 components as follows :

1) Thailand has the attractive subjects such as natural things, history, archaeology, and man-made activities. Together with culture and tradition, and ways of life.

2) The facility of travel to Thailand.

3) The readiness in the primary infrastructures.

4) The readiness in facility of tourism.

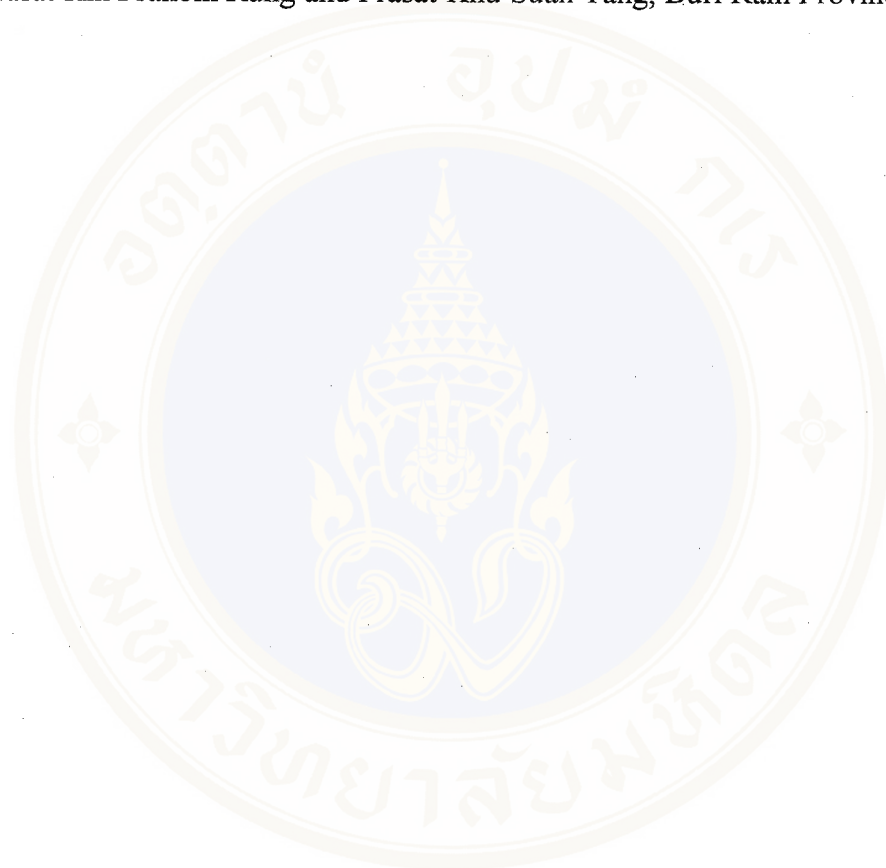
5) Thai friendliness provided to the tourism.

Factors influenced a decision making of tourist, 25 percent by friends/relations, 20 percent by his own experience and 15 percent by transit. In addition, 12 percent belonged to the tourism company or tourism agent's information, while 10 percent by reading article in the printed matter, and 8 percent by advertising media.

Sutit Oboun(34) studied of the community potential in promotion of ecotourism. Case Study: Kok River. He suggested that it should increase the cooperation with local administration and tourism operator. In order to promote people in the local having consciousness in the tourism resource conservation. To promote the unity in form of group/ club or forum of tourism in the community for

development and improvement of tourism source in the community. It also included the control of tourism business growth in a suitable direction.

Thienchai Haisirigul (35) found that people in the locality played a role in environment conservation more than other groups. From the study on the role of local people to the conservation and promotion of environment and art. Case Study: Prasat Hin Pranom Rung and Prasat Khu Suan Tang, Buri Ram Province.



CHAPTER III

MATERIALS AND METHODS

The study of “The Appropriate Guideline to Environmental Quality Management by Local Participation for ecotourism Activities, Case study of Wat Don Wuay Riverside Market” was the survey research in order to study 1) the tourism activities situation and to survey the point of view on the tourism of Wat Don Wuay Riverside Market 2) to analyze and ranking the priority importance of cases problem and the guideline to solve the problems or impacts caused by the tourism activities 3) to propose the appropriate guideline to a suitable tourism management for the environmental quality management to be agreeable to the local participation, policy, and the promotion of the concerning agencies and the point of view of various groups. For the ecotourism activities of Wat Don Wuay Riverside Market so as to be the tourism source and the sustainable local economic source. The method of research was already carried out as follows.

3.1 The assignment of sampling groups

The populations of sampling group for the research were tourists who visited Wat Don Wuay Riverside Market on Saturday and Sunday. From the tourists all samples would be collected for 100 samples. In case of samples that would be randomed in the homeowner group and the seller group. The randomed sampling group could be received from the Cochrum’s Formula that provided the calculation the size of sampling group as follows (Cochrun: 1973).

$$n = \frac{n_0}{1 + \frac{n_0}{N}}$$

$$n_0 = \frac{Z_{\alpha/2}^2 PQ}{e}$$

n_0 = Sample size before correction

$\alpha/2$ = 1.96 at 95% confidence interval

e = the desired level of precision

P = the estimated proportion of an attribute that is present in the population

Q = 1 - P

The sample group was calculated as follow:

P = 0.9

Q = 0.1

Z = 1.96 when $\alpha = 0.05$

e = 0.075

$$n_0 = \frac{1.96^2}{0.075} \times 0.9 \times 0.1$$

$$= 61.4656$$

In the determination a number of samples in the homeowner group and the seller group. The Cochrum's Formula would be applied from the first to the fourth group. But the fifth and the sixth groups, all samples would be collected 100 percent. The amount of sampling as follows:

Sampling groups	No.of population	No.of sample
1. The homeowner group	180	45
2. The sellers in front of Wat Don Wuay	108	40
3. The sellers in front of Wat Don Wuay School	50	27
4. The sellers in the old riverside market of Don Wuay	259	50
5. The sellers around the 3 private areas	24	24
6. Tourist group	100	100

3.2 Randomed sampling

From the amount of samples already determined, all samples would be randomed by simple radom sampling method. A number of shop would be randomed by lot. For the homeowner group, the researcher would survey the residence of samples who were not the seller in Wat Don Wuay Riverside Market.

3.3 Types of data

In the study, all data and detail were studied and collected such as population, economic, social of the sampling group, the people point of view to the problem situations, and the tourism situations of Wat Don Wuay Riverside Market management. According to the seller group and the homeowner group, the researcher already studied the desire in the participation and participation patterns in the environmental quality management problem caused by the tourism activities of Wat Don Wuay Riverside Market. For this study, all data sources were studied as follows:

1) Documentary research

By collecting the secondary data from the former researches concerning to the study. The study would include the data in seminar, articles, journals and text book concerning the research.

2) Field survey

Owing to this study is the survey research. In order to study the appropriate guideline and the local participation in the environmental quality management for the ecotourism of Wat Don Wuay Riverside Market. By the survey of the current environmental condition together with data collection through the questionairs. So as to collecting within the suitable sampling group and for the analyze and the conclusion of case problem to propose the appropriate guideline.

3) In depth interview

The in depth interview was conducted through the Chairman of the Organizing Committee, the Deputy-Chairman of Tambol Administration Organization in case of the participation in the environmental quality management of Wat Don Wuay Riverside Market, and the Wat Don Wuay's area Manager.

3.4 Tools for the research

3.4.1 Questionair

Owing to this study, the questionairs were used to collect data. By modelling 2 series of the questionairs as follows:

Questionair for the tourist sampling group comprised of:-

Part 1 – General primary data that refered to the primary data such as aging, marriage status, religion, education level, major occupation, supplementary occupation, and working offices.

Part 2 – The structural data of the tourism of of Wat Don Wuay Riverside Market

Part 3 – The point of view data concerning the environmental quality management of Wat Don Wuay Riverside Market.

To interview the tourist for the information. It would concern the tourists who visit Wat Don Wuay Riverside Market, the objectives of the travel and the frequency in travel to. Wat Don Wuay Riverside Market by whom, the expence for each travel, and the opinion of the tourists to revisit Wat Don Wuay Riverside Market whether or not. The questions concerning the ideas of Wat Don Wuay Riverside Market management in case of the environmental and tourism resources management. The opinion or attitude would be divided into 1) Agreed 2) Disagreed and 3) Did not know/did not answer.

The questionairs for the homeowner group and the seller group comprised of:

Part 1 – The general primary data was the primary data such as gender, aging, marriage status, religion education level, main occupation, supplementary occupation, and working office.

Part 2 – The structural data of the homeowner and the seller around the area of Wat Don Wuay Riverside Market.

Part 3 – The opinion data concerning the management and the participation in the maintenance of the ecotourism of Wat Don Wuay Riverside Market.

Part 4 – The point of view concerning the effect of the tourism activities of Wat Don Wuay Riverside Market to the local community.

The point of view concerning the guideline to the management and the participation in the environmental of quality maintenance from Wat Don Wuay Riverside Market's ecotourism activities. It could be classified as 1) Agreed 2) Disagreed and 3) Did not known/Did not answer.

The participating patterns of the homeowner group and the seller group in terms of the environmental comprised of 5 levels as follows:

1. The desire of the participation in sharing the ideas
2. The desire of the participation in contribution of money/materials
3. The desire of the participation in following up to practice.
4. The desire of the participation to be member in the committee
5. The desire of the participation in monitoring and implementing evaluation.

The objectives of the questions involved the desire measurement of people who received the effects on Wat Don Wuay Riverside Market's tourism activities. The questions wanted to know the people's desire to participate in the environmental quality problems whether or not. If they wanted to participate in the activities. What patterns they wanted to participate in. It was the opened-end questions with the free choice of wanted to participate, or did not want to participate, or did not know / did not want to answer the question.

The opinion concerning the effect from the tourism of Wat Don Wuay Riverside Market to the local community.

3.4.2 In depth interview

This type of interview was applied to the Organizing Committee of Wat Don Wuay Riverside Market comprised of

- 1) Wat Don Wuay Riverside Market implementation in terms of providing the facilities to the tourist
- 2) Problem solution caused by the tourism activities and resulted in the environmental quality such as garbage, dusty, wasted water and noisy problems
- 3) The participation among the concerning agencies to solve the problems caused by the tourism activities and resulted in the environmental quality.

3.5 Determination the efficiency of the tools

As the questionair was already finished. The questionair was submitted to the thesis Advisory Committee to approve its correction, and the clearness in language used in the questionair. The questonair after approving by the Committee, submitted to the specific expert checking its correction and content validity. This had to be done according to its relevance and the coverage various aspects whether or not. As questionair was already corrected and perfectly covered the contents in every questions. It, therefore, was used in collecting Wat Don Wuay Riverside Market data.

3.6 Ranking the importance of problem aspects

After inquiring people according to the questionairs. The researcher would check the correction of data. Then all data would be calculated as percentage. In order to analyse the primary data of the population in each variable group. It also included the opinion in terms of agree or disagree, and the desire in the participation whether or not. Ranking the important problems and the effects on the environmental quality from the tourism activities of Wat Don Wuay Riverside Market. There were 12 problem aspects that the homeowner group and the seller group had to answer in the questionair. These 12 problem aspects would concern the effect on the environmental quality. The problem aspect that the sampling group regarded it had the most effect on the environmental quality from the tourism activities of Wat Don Wuay Riverside Market with the highest percentage value. In this case it would be weighed up by scoring according to its importance by 12 points. Whereas the problem aspect that was ranked as the lesser important or came second in the ranking would receive 11 points. The third, in the ranking with the third percentage value, would be scored up 10 points. All problem aspects were arranged in a consecutive order until the last problem aspect. If the problem aspects were equalized the scores, or the percentage values. These problem aspects would be equally weighed up.

Collecting the scores in the same problem affecting the environmental quality of both 2 sampling groups according to the scores they obtained.

Bringing the total scores in each item. Then ranking the importance of problem to be the total average of the priority of the problem condition as the total image of each sampling group average.

3.7 Data analyses

To analyse the general primary data by using the average value, the highest value, and the lowest value. In addition, the standard deviation and the percentage value. In case of ranking the importance of the case problem affected on the environmental quality caused by the tourism activities of Wat Don Wuay Riverside Market was analysed by employing the percentage value, the highest value, and the lowest value as the components in the analyse data of the appropriate guideline to the environmental quality management for the tourism.

CHAPTER IV

RESULTS

According to the Appropriate Guidelines to Environmental Quality Management by Local Participation for Eco-tourism Activities. Case study of Wat Don Wuay Riverside Market, the results of this study could be concluded as follows:

4.1 Topographical condition Rivers and Tourism Activities of Wat Don Wuay Market Survey.

4.1.1 Original and topographical condition of Wat Don Wuay Riverside Market

The area around Wat Don Wuay Riverside Market originally belonged to the Chinese. The owner used to set up as sugar mill since the Early Rattanakosin, around the reign of the King Rama 3. When this sugar mill was closed down, all area of 9.75 rai was given to establish temple. The area of old Wat Don Wuay Riverside was the old marketing community. This area of old Wat Don Wuay Riverside was the old marketing community. This area originated in the reign of King Rama VI during World War 2. Meanwhile, the communication by cruise was most progressive. There were express boat cruised from Suphan Buri Province passed through daily. This caused importance shipping station along Taachin River. Nowadays, there were some evidences of such stations.

History of the word “Don Wuay” derived from the former name of Wat Don Wuay named “Wat Kok Wuay.” This was due to the area of Tham Rajanuwat, the second founder of Wat Don Wuay considered that this name was not suitable. In addition, it was not auspiciousness him, therefore, changed it to “Wat Don Wuay.” The reason of using “Kong Ka” in front was due to the location. Wat Don Wuay

situated on the bank of Taachin River. People normally called as “Wat Don Wuay” (37).

4.1.2 Location

Wat Don Wuay Riverside Market situated in Moo 5, Tambol Bang Kratok, Amphoe Samphran, Nakorn Phatom Province.

North adjacented to private land.

South adjacented to the community.

East adjacented to the road branched of Pinkhloa Nakhonchaisri Highway and connecting to Pech Kasem Highway.

West adjacented to Taachin River.

4.1.3 Area of Wat Don Wuay Riverside Market's activity.

The area was divided into 2 main parts, market around Wat Don Wuay, and the old market of Don Wuay Riverside. The area of Wat Don Wuay was 9.75 rai. The old market of Don Wuay riverside begin with the rear of Wat Don Wuay School to Chao Mae Seng Neah Shrine. A total distance along bank of Taachin River approximately 150 meters. This part belonged to the private's market under the management of the Marketing Administration Committee. According to its activities, There are ready made products, ancient Tahí sweets. The construction are both homeowner and shops. In addition, there are many stalls on booths in front of the shop as shown in Figure 4.1

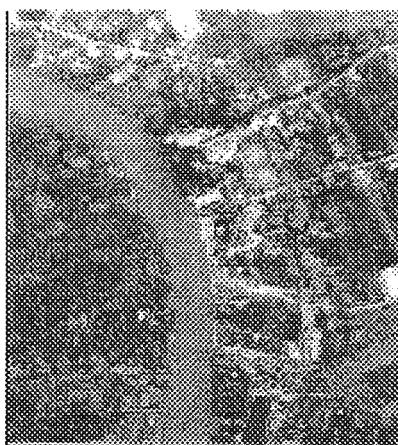


Figure 4.1 The aerial photography and map of Wat Don Wuay Riverside Market's boundary.

Wat Don Wuay Riverside Market's area could be divided according to its management as follows:

1. Front area around Wat Don Wuay.
2. Area around basket ball field, in front of Wat Don Wuay School.
3. Area around the old market of Don Wuay riverside starting from the rear of Wat Don Wuay School to Chao Mea Seng Neah Shrine.
4. Market's area and private car park No. 1,2, and 3. As shown in Figure 4.2

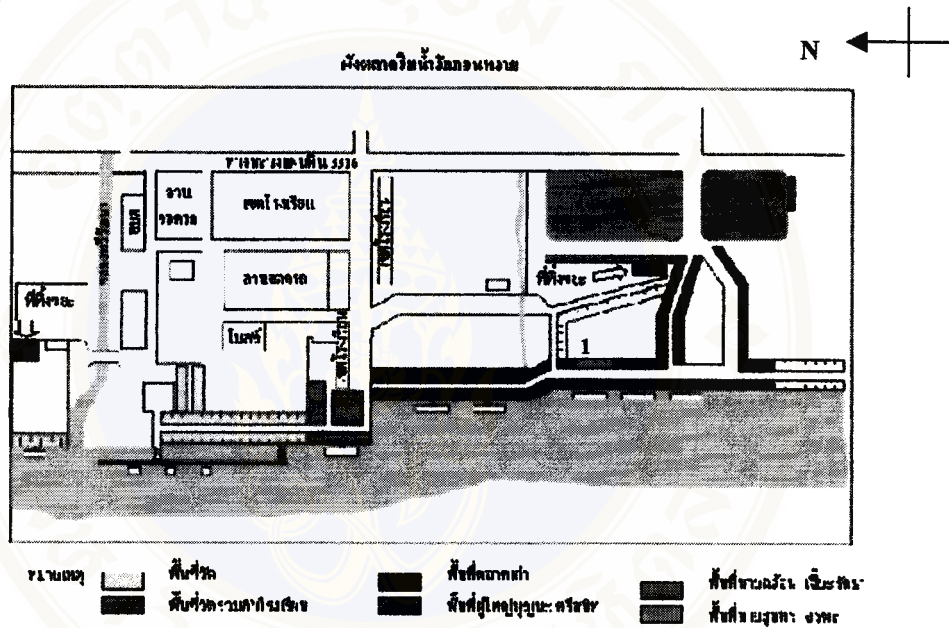


Figure 4.2 Wat Don Wuay Riverside Market layout.

- N.B.
- Wat Don Wuay's area.
 - Area of Wat Don Wuay and School.
 - Old Market's area.
 - Poo Yai Boonnak Sisanit's area.
 - Nai Charoon Jiaraksa's area.
 - Nai Soonthorn Joradol's area.

4.1.2 Scenery and Wat Don Wuay Riverside Market's tourism activity.

Wat Don Wuay Riverside market is one of the tourism of provincial level that a lot of visitor pay attention to visit. In 1998, it began to develop as a tourism by the local people's intelligence. It is well known nowadays. The tourism

activity started at the area around Wat Don Wuay to Chao Mae Seng Neah Shrine. It is the old market since the reign of King Rama VI. Now it is almost 100 years old.

Way of life of local people is simple. They communicate to each other by boat. People earn their lives with, pomelo bitter nut and coconut orchards. Along Nakhon Chaisi Watershed, with a pleasant and shady of orchard. Together with a simple way of life are most impressive to the tourists.

From the community gathering along Nakhon Chaisi river, the main communication and transportation in the old day. Now, it is a travelling place in Hakhon Pathom Province. The outstanding characteristic of this place is the riverside market of Nakhon Chaisi river with shady atmosphere. It still sustains the nature. It includes gifts of Thai sweet and many more. In addition, there are tasty Chinese foods serving tourists on the riverside. Vegetables and fruits from Tambol Bang Kratuk and its neighboring area.

In addition, Wat Don Wuay under the promotion of Phra Athikarn Pravath Pavatigo, Wat Don Wuay's abbot already promoted farmers taking their agricultural products to sell around the area of Wat Don Wuay. Therefore, Wat Don Wuay Riverside market is both shopping center and recreation area.

Tourism activity analyses could be divided according to its condition as follows:

1) Wat Don Wuay's religious festival.

This activity is concerned with Thai culture and tradition. All tourists could come to join the religious festival and pay respect to the Buddha Image and other sacred things. The festival, normally, starts at 08.00 – 17.00 hour daily as shown in Figure 4.3.



Figure 4.3 The religions festival

1) Purchasing activity.

This activity occurs everywhere around Wat Don Wuay. Merchants would provide their goods that showed its identity differed from other areas. Area in front of Wat Don Wuay, for example, fresh vegetables and fruits were brought from the farmer's orchards around neighboring areas. Whereas area around the old riverside market of Wat Don Wuay would be provided for Thai ancient sweet and Thai ancient food and it open daily. Area in front of school would provide selling activity only on Saturday, Sunday and Festival Holidays. According to the shops around the area of Wat Don Wuay are classified as follows: (Figure 4.4)

- Fruit shops	156
- Thai sweet shops	10
- Chinese pancake shops	3
- Vegetables and fruits free from toxicants	10
- Souvenir shops	250
- General gift shops	10

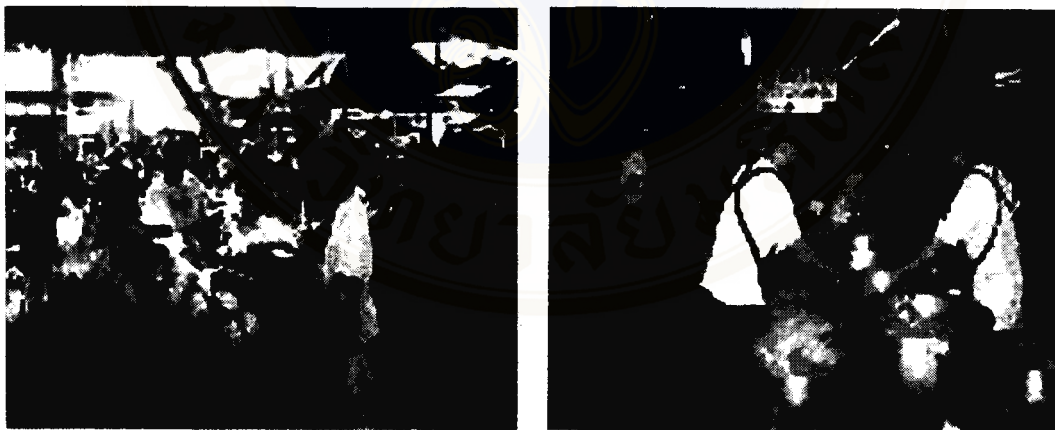


Figure 4.4 Shopping activity.

2) Feeding fish in front of Wat Don Wuay.

Wat Don Wuay already provided rafts and recreating area in front of it. In order to let tourists could feed the fishes around Taachin river's bank. The fish food already served tourists on the way to the raft (Figure 4.5).

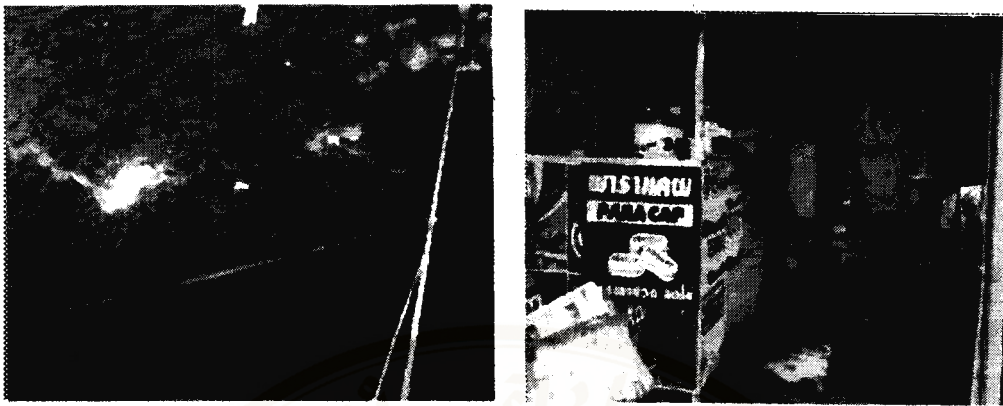


Figure 4.5 Feeding the fish in front of Wat Don Wuay.

3) Tourism activity for taking food.

All rafting restaurants around the bank of Taachin River would start approximately 08.00 – 17.30 hours daily. There are both ordinary restaurants and rafting restaurants all together 12 restaurants as shown in Figure 4.6.



Figure 4.6 Taking food activity

4) Tourism activity by cruising on boat.

It is the tourism activity of taking tourists cruising along Taachin River. Piers are in front of Wat Don Wuay, and around the old riverside market of Wat Don Wuay. There are 3 cruising boats namely Mitrthaichol, Srisawadi Yon Yook, and Srisooksan. The route, departure time and fees as follows:

- Route 1. From Wat Don Wuay to Wat Tha Pood, Wat Rai King, Wang Phra, takes 1 hour 15 minutes. Departure time for Saturday, Sunday and other Festival Holidays 9.30, 10.15, 11.00, 12.00, 13.00, 14.00, 15.00, 16.00 and 17.00

hours. The other days, the departure time is 12.30 hour. According cruising fees 50 Baht for adult and 15 Baht for children.

- Route 2. From Wat Don Wuay to Wat Rai King, Wang Phar, Pho Kaeo Bridge, Por Por Row Royal College, Wat San Petch, Wat Decha Nu Soan and Suan Sam Phran. It takes 2 hours for traveling. Departure times as follows: 11.00, 12.30, 14.00, and 15.30 hours. According to cruising fee, 80 Baht for adult, and 40 Baht for children as shown in Figure 4.7.

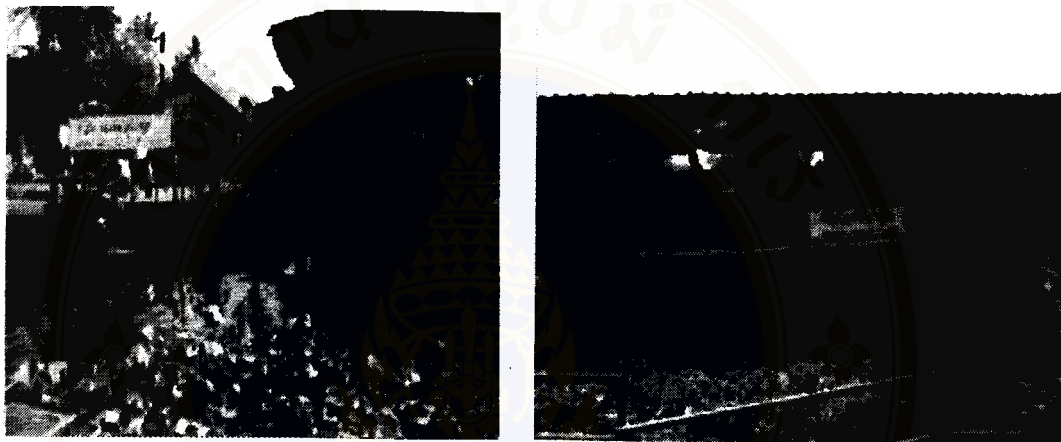


Figure 4.7 The tourism activity of boat cruising.

5) Tourism activity for connecting areas.

Due to the facility of communication both land and water to Wat Don Wuay Riverside Market. By using Pinklao-Nakhon Chaisri or Petchkasem routes. From the convenient travel, many tourists should go to Wat Don Wuay Riverside Market each. Not only Wat Don Wuay Riverside Market but neighboring areas that they could go. As shown in figure 4.2, after paying respect to Wat Rai King, they could continue their travel to Thai Wax Museum or Crocodile Farm Sam Phran, etc. as shown in Figure 4.8.

- 4) Mrs. Lawan Sukanpong, Tambol Bang Kratuk.
- 5) Nai Chakri Boonyarak, Agriculturist of Tambol Bang Kratuk.
- 6) Miss Sompith Klongrava, Tambol Bang Dratuk Health Official.
- 7) Pol. Sen. Sgt. Maj. Narong Innkong., Chief of inspector for Tambol Pho Kaeo Station.
- 8) Nai Somboon Vasaprasert, Deputy Chief of Amphoe Sam Phran, responsible for Tambol Band Kratuk.
- 9) Nai Suriya Hinmuangkao, Deputy of Tambol Bang Kratuk Administration Organization.
 - 1) Duty.
 - 1) To manage Wat Don Wuay Riverside Market in order.
 - 2) To control, setting prices of all kinds of goods delivered to tourists or other consumers.
 - 3) To promote and support the community participation.
 - 4) To assign reward and penalty to the merchant who violate community regulation of Wat Don Wuay Riverside Market.
 - 5) To consult and discuss to improve and develop Wat Don Wuay Riverside Market at least once a month.

4.1.6 Management and service situation.

Wat Don Wuay Riverside Market took consideration the clearness, acility, and safety to the tourists as follows:

1) Car parking was provided for tourist at Wat Don Wuay's football field and area in front of the Tambol Bang Kratuk Administration Organization without any charge.

2) Traffic was conducted by the organizing committee of Amphoe Sam Phran (Tambol Bang Kratuk and Tambol Toey) performed by Nai Sthien Meetawee, Phu Yai Ban Moo 8, and community oilice of Tambol Bang Kratuk.

3) Security was preformed by the appointment of committee. Kamnan of Tambol Bang Kratuk and Kamnan of Tambol Bang Toey were responsible to the security with the coordination of the committee of Amphoe sam Phran, community

police of Tambol Bang Kratuk. They provided security to the tourists all day. In addition, There were information announcement through radio.

4) Goods quality were inspected by the goods quality inspector committee. All goods delivered at both side of Wat Don Wuay and Wat Don Wuay Riverside Market. This also covered the right protection of the consumers who claimed about the goods quality.

5) Tambol Bang Kratuk Administration Organization already provided public infrastructures such as water works It was charged 3 Baht per cubic meter. Picking and eliminating to garbage have done by the Nakhon Pathom Municipality. Public relation was already conducted through every mass media to report information concerning to Wat Don Wuay.

The progressiveness of Wat Don Wuay Riverside Market occurred under the cooperation from each sector. Together with the cooperation from Wat Don Wuay providing areas and promoting the community market. All merchants were good temperament, and cheerful. Tourist should try all kinds of food whether buy them or not. All merchants are the mutual goods inspectors both quality and price.

4.1.7 Environmental problem condition form tourism activity.

1) Area in front of Wat Don Wuay was provided or selling vegetables, and fruits. Therefore, all kinds of garbage was the problem of this area. Wat Don Wuay Committee already provided 2 garbage pickers. They were responsible for collecting garbage each day. All garbage would be disposed at a place that the Tambol Administration Organization already allocated. Besides this, 13 yellow trash buckets already installed at different places. According to disposal water, nowadays no direct management for water disposal to natural water way. Dust around car park was eliminated by spraying water everyday of selling activity. In order to reduce dust. No any management for noisy problem.

2) Environmental problem of area around basket ball field in front of Wat Don Wuay School would be manage the same as area in front of Wat Don Wuay.

3) Area around the old Wat Don Wuay Riverside Market was provided for selling food, confectionery, fresh vegetables and fruits. The environmental problem caused by garbage, disposal water. The old practice was to dispose such

water into natural water resources. Food residue would be collected in container and was fed animals. No problem about dust in this area. Noise problem would happen at the entrance of market behind Wat Don Wuay School. Noisy caused by the public relation advertisement and the tourism activity by cruise.

4) Area around the private's market No.1 had problem situation and management same as of area around the old Wat Don Wuay Riverside Market. This is due to this place is a part of the old Wat Don Wuay Riverside Market.

5) The private's market and car park, area No.2 had the same problem as of the old Wat Don Wuay Riverside Market.

6) The private's market and car park, area No.3 had the same problem as of the old Wat Don Wuay Riverside Market. Whereas area of car park is occasionally water sprayed to decrease dust. (Table 4.1)

Table 4.1 The environmental quality problem management in the present

Area Problem	Area in front of Wat Kon Ka Ram Don Wuay	Wat Don Wuay School's football field	Old Wat Don Wuay Riverside Market	Private's market of Nai Soonthorn Jaradol	Private's market of Nai Chaoon Jiakraksa	Private's market of Nai Bronna Sisamit
1. garbage	- 2 garbage pickers - garbage disposal at Tambol Administration org's places -13 containers located	- 2 garbage pickers - garbage disposal at Tambol Administratio n Org.'s places -	- each shop takes care each other - garbage is collected and disposed at Tambol Administratio n Org.'s places -	- each shop takes care each other - garbage is collected and disposed at the Tambol Administratio n Org.'s places. -	- each shop takes care - garbage is collected and disposed at the Tambol Administratio n Org.'s places -	- each shop takes care each other - garbage is collected and disposed at the Tambol Administratio n Org.'s places -
2. Disposed Water	- no management - water directly disposed to Taachin River	- no management -water directly disposed to Taachin River	- no management - water directly disposed to Taachin River	- no management - water directly disposed to Taachin River	- no management - water directly disposed to Taachin River	- no management - water directly disposed to Taachin River
3. Dusty	- occasionally water spraying around area of Wat Don Wuay School's football field	No problem	No problem	No problem	- area around car park is laved by cement	- area around car park is occasionally Water spraying
4. Noisy	- no controlling measure	- no	- no controlling measure	- no	- no	- no

4.2 Study results of tourist point of view concerning the participation in Eco-tourism management of Wat Don Wuay Riverside Market.

The study of tourist point of view was already conducted by sampling survey. By random sampling of 100 samples by chance during December 2001. In

order to study the general structure of tourism, problem, situation, and points of view of Wat Don Wuay Riverside Market's tourism.

4.2.1 Tourist's primary data.

The survey of 100 sample of tourist was already made. According to the sampling groups, 38 samples were male, and 62 samples were female. All sampling groups were divided according to aging as follows: 16-30, 31-45 years old or 55.0 percent. Aging between 46-60 years old, or 38.0 percent, and over 60 years old or 7.0 percent maximum 81 years minimum 16 years average aging 41.68 years. Most sampling group are Buddhist for 98.0 percent, and Christian for 2.0 percent.

Sampling group status of 58.0 percent are single and of 40.0 percent were married. Whereas the rest of 2.0 percent belonged to a group of widower or divorce.

Tourist's education level of Bachelor Degree are in highest proportion of 56.0 percent. Whereas 10.0 percent of the total already received Diploma Degree. Most samples earned their living by taking employment for 40.0 percent, governmental service opr state enterprise employee came second. Whereas concerned with commercial business or possessed private business are equivalent to 24.00 cent. The remainder would be student and other occupations. Most tourist group came from Bangkok Metropolis for 74.0 percent, and from neighboring province for 14.0 percent. In addition, tourists from the other districts (amphoe) of Nakhon Pathom Province for 8.0 percent, and form Amphoe Sam Phran for 4.0 percent.

All details about primary data of tourist sampling group could be seen in Table. 4.2.

Table 4.2. Primary data of tourist sampling group.

General primary data	Quantity	Percent
1. Gender		
- Male	38	38.0
- Female	62	62.0
2. Aging		
- 16-30 years	29	29.0
- 31-45 years	28	28.0
- 46-60 years	36	36.0
- Over 60 years	7	7.0
3. Marriage status		
- Single	58	58.0
- Married	40	40.0
- Widower/divorce/separated	2	2.0
4. Religion		
- Buddhist	98	98.0
- Christian	2	2.0
5. Education level		
- Un-educated	-	-
- Primary –Higher Primary	8	8.0
- Lower secondary-Higher secondary	14	14.0
- Vocational/Deploma	16	16.0
- Bachelor Degree	56	56.0
- Higher than, Bachelor Degree	6	6.0
6. Major occupation		
- Governmental service, State enterprise	24	24.0
- Taking employment	40	40.0
- Agriculturist	-	-
- Commercial, Private business	24	24.0
- Student	4	4.0

Table 4-2 (Cont.)

General primary data	Quantity	Percent
6. Major occupation (Cont)		
- Others	8	8.0
7. Working Office (Cont)		
- Other villages in Tambol Bang Ra Tuk	-	-
- Other Tambols in Amphoe Sam Shran	4	4.0
- Other Amphoes in Nakhon Pathom Province	8	8.0
- Bangkok Metropolis	74	74.0
- Other places	14	14.0

4.2.2 Wat Don Wuay Riverside Market's tourism structural characteristic.

Data concerning to characteristics and tourism patterns from sampling group in Wat Don Wuay Riverside Market as case study as shown in Table 4.3, could be concluded as follows:

Most sampling group of 58.0 percent would go to Wat Don Wuay Riverside Market on Sunday, and of 16.0 percent on Saturday came second. According to Festival Holidays and working days, there were not many tourists, or being equivalent to 6.0 percent. This was due to there were not many merchants. However, 12.0 percent of sampling group who answered that they would go to Wat Don Wuay Riverside Market both Sunday and Festival Holidays.

Frequency of traveling to Wat Don Wuay Riverside Market.

The most group of tourist going to Wat Don Wuay Riverside Market was the occasionally visit to Wat Don Wuay Riverside Market, or 32.0 percent of the total. And 18.0 percent belonged to tourists who visited Wat Don Wuay Riverside Market twice a month. Whereas 12.0 percent occupied a group of tourist who visited than place just once a month. Tourist who visited Wat Don Wuay Riverside Market for the first time 12.0 percent, and 2.0 percent belonged to tourists who visited this place every week.

Objectives of visiting to Wat Don Wuay Riverside Market.

Due to Wat Don Wuay Riverside Market could serve for a various activities. Therefore, it could be concluded that the results of the study that the most objective of tourist visiting Wat Don Wuay Riverside Market was to eat a food or 40.0 percent of the total. They came to this place just for purchasing goods for 30.0 percent, cruising and relax for 22.0 percent. In addition, some tourists visit Wat Don Wuay Riverside Market just for worship for 2.0 percent.

Getting information for acknowledgement of Wat Don Wuay Riverside Market.

From the results of the study, it was found that most tourist know this place by getting information from the other who already known for 64.0 percent. From family introduction for 12.0 percent. Moreover, they knew it through mass media such as printed matter and radio 4.0 percent, and from television advertisement 1.0 percent.

Traveling to Wat Don Wuay Riverside Market.

Traveling to Wat Don Wuay could be performed through highways. Most tourists visited this place by their cars for 78.0 percent, by bus 18.0 percent, and by cycling and on boat 2.0 percent.

Patterns of traveling to Wat Don Wuay Riverside Market.

The traveling to Wat Don Wuay Riverside Market for relaxation with family occupied a largest part of sampling group for 44.0 percent. Whereas traveling with their friend for 40.0 percent, with relatives for 8.0 percent. In addition, a smallest part of sampling group belong to tourist who accompanied with both friend and relative for 6.0 percent.

Amount of expenditure for traveling to Wat Don Wuay Riverside Market.

The amount of expenditure that most sampling group already spent each time for 1,001-2,000 Baht, or 58.0 percent. While the other group already spent between 500-1,000 Baht came second or 39.0 percent. However, a smallest number of sampling group spent more than 2,000 Baht for each time, or 2.0 percent of the total.

Revisiting of Wat Don Wuay Riverside Market.

From the result of study in case of revisiting to Wat Don Wuay Riverside Market. It was found that largest number of tourist were willing to visit Wat Don Wuay for 92.0 percent. Whereas a group of uncertain and not revisited were equivalent for 4.0 percent.

Table 4.3 Tourism structural characteristics data.

Tourism structural characteristics	Quantity	Percent
1. Day of tourist travel to Wat Don Wuay Riverside Market		
- Sunday	58	58.0
- Saturday	16	16.0
- Saturday or Sunday	12	12.0
- Working day	6	6.0
- Festival Holiday	2	2.0
- Sunday and Festival Holidays	2	2.0
2. Frequency of visiting Wat Don Wuay Riverside Market		
- Every weeks	2	2.0
- Once a month	12	12.0
- Twice a month	18	18.0
- Occasionally	32	32.0
- First time	12	12.0
3. Travel to Wat Don Wuay Riverside Market for		
- Relax action	22	22.0
- Taking food	40	40.0
- Shopping	30	30.0
- Religious Worshipping	2	2.0
- Others	6	6.0
4. Know Wat Don Wuay Riverside Market from		
- Local people	2	2.0
- Other people's suggestion	64	64.0
- Family's suggestion	12	12.0
- Radio media	4	4.0

Table 4-3 (Cont.)

Tourism structural characteristics	Quantity	Percent
- Television media	14	14.0
- Newspaper media	4	4.0
5. You would rather travel is Wat Don Wuay Riverside Market with	78	78.0
- Private car	18	18.0
- Bus	2	2.0
- Morter cycle	2	2.0
- Walking		
6. Travellign to Wat DonWuay Riverside Market you spent for travel each time in average	44	44.0
- Family	42	42.0
- Friend	8	8.0
- Relative	6	6.0
- Relative and family - 500-1,000 Baht		
7. Do you think to revisit Wat Don Wuay Riverside Market whether or not	39	39.0
- 500-1,000 Baht	58	58.0
- 1,001-2,000 Baht	3	3.0
- More than 2,000 Baht		
8. Do you think to revisit Wat Don Wuay Riverside Market whether or not		
- Yes, visit again	92	92.0
- No, would not	4	4.0
- Uncertain	4	4.0

From the results of study, it was found that tourist knew Wat Don Wuay Riverside Market from data and information from others for 64.0 percent the objective of traveling to Wat Don Wuay Riverside Market in order to taking food or 40.0 percent of the total, shopping for 30.0 percent, and would visit again for 92.0 percent. This is due to its location is not too far from Bangkok Metropolis and did not take much time. Highways condition are paved with asphalt and are not too far from

main routes such as Petchkasem Highway, and Pinklao-Nakhon Chaisri Highway. According to car park, there are 3 areas with free of charge. But 2 private's car parking areas, tourist has to pay 10 Baht each for car parking. In addition, there are microbus service. It start at the Pata Department Store (Pinklao branch) to Wat Don Wuay Riverside Market with 30 Baht each for bus fee.

4.2.3. Ideas of the tourist concerning in guideline and Wat Don Wuay Riverside Market Management.

The study of the guideline and Wat Don Wuay Riverside Market management had been divided as the guideline of tourism resource and environmental management. It was found that promotion of Wat Don Wuay Riverside Market as the Eco-tourism source through the environmental condition control and maintenance. The majority of the tourists agreed with this guideline occupied 86.0 percent. Whereas 2.0 percent belonged to a group of not agreed with. However, there were some tourists did not know/not answered for 12.0 percent. In case of area management with tourism preserved area assignment for conserving of the environment. The tourists who agreed with this idea for 86.0 percent, not agreed with 2.0 percent. Whereas tourist who did not know this idea or not answer for 12.0 percent. For the tourism management network in the areas surrounding Wat Don Wuay Riverside Market to connect and support each other with the following areas such as Wat Rai King. Tourists who agreed with this idea for 88.0 percent not agreed 2.0 percent, and did not know/did not answer for 10.0 percent. To connect with Sam Phran crocodile farm, tourists who agreed with this for 84.0 percent, disagreed 4.0 percent. And did not know/did not answer for 12.0 percent. To connect with Thai Wax Museum, tourists who agreed with this idea for 80.0 percent, disagreed for 6.0 percent, did not know/did not answer for 14.0 percent.

According to the limitation a number of tourist to be suitable to the area and its activities. From the result, it was found that tourism activity through river cruise, tourist who agreed with this for 92.0 percent. By 2.0 percent belonged to a group of tourist who disagreed with such idea. Whereas tourist who did not know this idea/ did not answer for 6.0 percent. For the activity of taking food on the raft nearby the river. There were 84.0 percent of tourists who agreed with this idea, and

disagreed by 10.0 percent. Whereas did not know this idea/did not answer for 6.0 percent. Shopping around the old Wat Don Wuay Market's area, tourists who agreed with this by 64.0 percent, disagreed with by 24.0 percent. Whereas tourists who did not know this idea/did not answer by 12.0 percent.

In case of one way traffic of entrance and exit in order to relief crowded shopping. The tourists who agreed with this idea 54.0 percent, disagreed 32.0 percent. Whereas the tourist did not know/did not answer 14.0 percent.

If there are assignment of rigid maintenance the quality of environment policy among 4 groups of people who concerned with Wat Don Wuay Riverside Market as follows: a group of tourist who agreed with this policy for 84.0 percent, disagreed 6.0 percent. However, there were tourists who did not know/did not answer for 10.0 percent. For a group of seller, there were people who agreed with the policy for 82.0 percent, and disagreed 2.0 percent. While the others who did not know/did not answer 16.0 percent. According to the tourism operator, there were people who agreed with this policy for 82.0 percent, disagreed 2.0 percent. Whereas people who did not know/did not answer for 16.0 percent. The last group who sponsored the rafting restaurants. They agreed with this policy for 80.0 percent, disagreed for 4.0 percent. However, they did not know/did not answer for 16.0 percent.

According to the assignment of fat disposal pond as primary measurement in each shop. They agreed with this idea for 84.0 percent, disagreed for 4.0 percent. While people who did not know/did not answer for 12 percent. Increase of having a wasted water sedimented pond for common used in each area. It was found that by 76.0 percent of the total, people agreed with this idea. But there were 6.0 percent disagreed. Whereas people who did not know/did not answer by 18.0 percent.

In case of providing the garbage picker. There were 90.0 percent agreed with this idea. By 2.0 percent disagreed, whereas people who did not know/did not answer by 8.0 percent. According to building collected garbage area around Wat Don Wuay Riverside Market in order to collect garbage before the authority from the Tambol Administration Organization collected. There were people who agreed with this idea by 88.0 percent, disagreed by 4.0 percent and did not know/did not answer 8.0 percent.

In case, of displaced dumping of garbage by establishing a rigid regulation. People would be fined for doing such thing. A group of tourist agreed with this idea by 84.0 percent, disagreed by 6.0 percent. Whereas did not know/did not answer by 10.0 percent. For the seller group, people who agreed with this idea for 91.0 percent, disagreed by 30.0 percent. However, people who did not know/did not answer by 6.0 percent. While a group of tourism operator by the cruises, people who agreed with this idea by 89.0 percent. Whereas people who disagreed by 1.0 percent. People who did not know/did not answer by 10.0 percent. A group of people who operated rafting restaurant agreed with this by 91 percent, disagreed with 5.0 percent and did not know/did not answer by 4.0 percent.

The idea of rigid vehicle speed control around the area in order to decrease dust from vehicle. People who agreed with this idea by 93.0 percent, disagreed by 4.0 percent. Whereas people who did not know/did not answer by 30.0 percent know/did not answer by 8.0 percent. According to building collected garbage area around Wat Don Wuay Riverside from the Tambol Administration Organization collected. There were people who agreed with this idea by 88.0 percent, disagreed by 4.0 percent and did not know / did not answer 8.0 percent.

In case of displaced dumping of garbage by establishing a rigid regulation. People would be fined for doing such thing. A group of tourist agreed with this idea by 84.0 percent, disagreed by 6.0 percent, Whereas , did not know / did not answer by 10.0 percent. For the seller group, people who agreed with this idea for 91.0 percent, disagreed by 30.0 percent. However, people who did not know this idea / did not answer by 6.00 percent. While a group of tourism operator by the crisis, people who agreed with this idea by 89.0 percent. Whereas people who disagree by 1.0 percent. People who did not know / did not answer by 10.0 percent. A group of people who operated rafting restaurant agreed with this by 91.0 percent , disagreed with 5.0 percent and did not know / did not answer by 4.0 percent.

The idea of rigid vehicle speed control around the area in order to decrease dusty from vehicle. People who agreed with this idea by 93.0 percent, disagreed by 4.0 percent. Whereas people who did not know / did not answer by 30.0 a percent.

For the idea of turning off engine after parking car. There were 95.0 percent belonged to people who agreed with. People who disagreed and people who did not know / did not answer were 3.0 and 2.0 percent respectively.

The idea of controlling number of car to each parking lot when it was full. People who agreed with this idea by 89.0 percent, disagreed by 5.0 percent. Whereas people who did not know / did not answer by 60.0 percent.

The idea of providing the well organized car park. People who agreed with the idea by 90.0 percent, but disagreed by 20.0 percent, and people who did not know did not answer by 2.0 percent

In case of rigid controlling noisy for the announcement of different activities. There were 70.0 percent of the total agreed with this idea. People who disagreed by 18.0 percent, and did not know / did not answer by 12.0 percent.

According to the idea of providing authority to be responsible for environmental management. There were people who agreed with this idea by 90.0 percent. Whereas people who disagreed by 2.0 percent, and did not know / did not answer by 8.0 percent. The ideas of the tourist in such case could be concluded in Table 4-4.

Table 4-4 Ideas of the tourist in environmental quality management for the ecotourism activity of Wat Don Wuay Riverside Market

Environmental Quality Management Aspects	Agreed	Disagreed	No answer
	%	%	%
1. Promotion of Wat Don Wuay Riverside Market as the ecotourism source and the environmental condition control	86.0	2.0	12.0
2. To assign area as the preserved zone for environmental maintenance and prevention its effects.	86.0	2.0	12.0

Table 4-4 (Cont.)

Environmental Quality Management Aspects	Agreed	Disagreed	No answer
	%	%	%
3. To construct route linking neighboring tourism sources			
3.1 Wat Raising	88.0	2.0	10.0
3.2 Sam Phram Crocodile Farm	84.0	4.0	12.0
3.3 Thai Wax Museum	80.0	6.0	14.0
4. To control a suitable number of tourist to be agreed with area and following activities			
4.1 Travelling by cruise	92.0	2.0	6.0
4.2 Taking food in the raft	84.0	10.0	6.0
4.3 Shopping around the old market	64.0	24.0	12.0
5. To provide one-way of entrance and exit traffic around the old market	54.0	32.0	14.0
6. To assign the rigid conserving environment quality policy among following groups			
6.1 Tourist group	84.0	6.0	10.0
6.2 Seller group	82.0	2.0	16.0
6.3 Boat cruising tourism operator group	82.0	2.0	16.0
6.4 Food rafting operator group	80.0	4.0	16.0
7. To assign fat disposal pond for primary remedy in each restaurant	84.0	4.0	12.0
8. To assign wasted water disposal pond for wasted water treatment as common uses in each area	76.0	6.0	18.0
9. To provide garbage picker	90.0	2.0	8.0
10. To build hygienic garbage collected tank	88.0	4.0	8.0
11. To assign rigid regulation of displaced garbage dumping by fining among following			

Table 4-4 (Cont.)

Environmental Quality Management Aspects	Agreed	Disagreed	No answer
	%	%	%
groups			
11.1 Tourist group	84.0	6.0	10.0
11.2 Seller group	91.0	3.0	6.0
11.3 Boat cruise tourism operator group	89.0	1.0	10.0
11.4 Food rafting operator group	91.0	5.0	4.0
12. Vehicle speed control around areas	93.0	4.0	3.0
13. To switch-off engine after parking	95.0	3.0	2.0
14. To provide staff control number of car, and car arrangement	90.0	2.0	8.0
15. To provide staff to controlling noisy	70.0	18.0	12.0
To provide staff to maintaining environmental management	90.0	2.0	8.0

4.3. Study on the ideas of seller groups in the participation in the ecotourism management of Wat Don Wuay Riverside Market

The researcher already surveyed the sampling groups in each area by random sampling by chance method. The purpose was to study general structure of 141 sellers. The results could be concluded as follows :

4.3.1 Primary data of seller sampling groups of Wat Don Wuay Riverside Market

The total number of seller sampling group were 141 samples. There were 55 males and 86 females. They were classified according to aging 16-30, 31-4, 46-60, and over 60 years old or 22.7, 36.8, 26.24 and 14.1 percent. However, the average aging of male were 42.84 years old. They were Buddhists by 100.00 percent

The status of sampling group by 34.0 percent were single. By 60.3 percent of the total already married. Whereas a smallest number of sampling group were widower or divorced by 5.7 percent.

The education level of sellers area in front of Wat Don Wuay comprised of uneducated, and finished Lower Primary-Higher Primary level by 6.4 percent. Whereas the Lower Secondary-Higher Secondary level for 9.2 percent. The Vocational / Diploma level by 14.2 percent, and the Bachelor Degree level 68.1 percent. However, there were higher than the Bachelor Degree by 2.1 percent. According to major occupation of sampling group, they were agriculturist by 16.3 percent, taking employment by 15.6 percent, governmental service and state enterprise employee by 10.6 percent. The rest earned their living by commercial business and private business by 48.2 percent. However there were students by 9.2 percent. Commercial business and private business by 59.6 percent. People who earned their living by taking employment by 15.6 percent, students 6.4 percent. According to the agriculturist, they were 2.8 percent , governmental service and state enterprise employee 15.6 percent By 53.9 percent, their office located in different Moo Ban or village but in Tambol Bang Kra Tuk. Office in different Tampol but in Amphoe Sam Phran by 13.5 percent. Whereas people were working in different Amphoe but in Nakhon Pathom Province by 14.2 percent, working in Bangkok Metropolis by 14.9 percent, and others 3.5 percent (Table 4-5).

Table 4-5 General primary data of seller group

General Primary Data	Quantity	Percent
1. Gender		
- Male	55	39.0
- Female	86	61.0
2. Aging		
- 16 - 30 years	32	22.7
- 31 - 45 years	52	36.9
- 46 – 60 years	37	26.2
- > 60 years	20	14.2
3. Status		
- Single	48	34.0
- Married	85	60.3
- Widower, Divorce, Separated	8	5.7

Table 4-5 (Cont.)

General Primary Data	Quantity	Percent
4. Religion		
- Buddhism	141	100.0
5. Education Level		
- Non Education	3	2.1
- Lower Primary – Higher Primary	9	6.4
- Lower Secondary – Higher Secondary	13	9.2
- Vocational / Diploma	20	14.2
- Bachelor Degree	93	66
- Higher than Bachelor Degree	3	2.1
6. Major occupation		
- Governmental service, State enterprise employee	15	10.6
- Taking employment	22	15.6
- Agriculturist	23	16.3
- Commercial business, Private business	68	48.2
- Students	13	9.2
7. Supplementary occupation		
- Governmental service, State enterprise employee	22	15.6
- Taking employment	22	15.6
- Agriculturist	4	2.8
- Commercial business, Private business	84	59.6
- Students	9	6.4
8. Office location		
- Other villages in Tambol Bang Kra Tuk	76	53.9
- Other Tambols in Sam Phran Province	19	13.5
- Other Amphoe in Nakhon Pathom Province	20	14.2
- Bangkok Metropolis	21	14.9
- Others	5	3.5

4.3.2 Primary structure of seller group

Most Seller's homeowners had area around Wat Don Wuay in Moo 5, Tambol Bang Kra Tuk by 22.0 percent, and different Tambols in Amphoe Sam Phran by 9.9 percent. Duration of selling would be more than 2 years but not over 3 years by 17.7 percent, duration of selling more than 1 year but not over 2 years by 21.3 percent. Whereas less than 1 year, and over 3 years but not over 4 years were 14.9 and 10.6 percent. They normally came to sell their goods on Saturday, Sunday and Festival Holidays for 70.0 percent. The rest of 30.0 percent belonged to sellers who came to sell their goods everyday. According to income of this group, by 19.1 percent had income less than 10,000 Baht. Between 11,000 – 20,000 Baht by 33.3 percent, and 21,000 – 30,000 Baht by 34.8 percent. However, seller who could earn income over 30,000 Baht of 12.8 percent. Average income of this sampling group was 19,687.94 Baht a month (Table 4-6).

Table 4-6 Primary structural data of seller group

Primary Structural Data	Quantity	Percent
1. Dwelling household		
- Moo 5 Tambol Bang Kra Tuk	47	33.3
- Other villages in Tambol Bang Kra Tuk	31	22.0
- Other Tambols in Amphoe Sam Phran	14	9.9
- Other Amphoes in Nakhon Pathom Province	11	7.8
- Bangkok Metropolis	7	5.0
- Others	31	22.0
2. Duration of selling		
- Less than 1 year	21	14.9
- 1 year but not over 2 years	30	21.3
- 2 years but not over 3 years	25	17.7
- 3 years but not over 4 years	15	10.6
- Over 4 years	50	35.5
3. Days of selling		
- Saturday, Sunday and Festival Holidays	72	51.1
- Everyday	69	48.9

Table 4-6 (Cont.)

Primary Structural Data	Quantity	Percent
4. Income (Baht)		
- Less than 10,000	27	19.1
- 11,000 – 20,000	46	33.3
- 21,000 – 30,000	50	34.8
- over 30,000	18	12.8

4.3.3 Ideas concerning the guideline of environmental quality management from Wat Don Wuay Riverside Market ecotourism of the sell group

The results of study could be summarized as follows :

In case of promotion Wat Don Wuay Riverside Market tourism as a ecotourism under the control and maintenance of environment. There were 87.9 percent of the total agreed with this idea. But people who agreed by 2.1 percent. Whereas people who did not know / did not answer by 9.9 percent.

According to area management with the assignment of preserving tourism area for environmental maintenance and prevention of its effects. People who agreed with this idea by 80.9 percent. Whereas people who disagreed by 8.5 percent, and did not know / did not answer by 10.6 percent.

The route construction to link the other area of tourism. By combining Wat Don Wuay to link each other such as tourism area of Wat Rai King, some people agreed with by 91.5 percent. By 8.5 percent of the rest belonged to people who did not know / did not answer. In case of tourism area of Sam Phran Crocodile Farm, by 76.6 percent agreed with by 5.7 percent disagreed, and disagreed know / did not answer by 17.7 percent. For Thai Wax Museum, 66.0 percent agreed with this idea, and disagree by 21.1 percent. Whereas did not know / did not answer by 22.0 percent.

To control a suitable number of tourist to be agreeable with area and each activity. For the boat cruising activity, by 83.7 percent agreed with the idea, disagreed by 7.1 percent. But people who did not know / did not answer by 9.2 percent. Taking food in the riverside rafting restaurant, by 78.7 percent agreed with this idea, but 7.8 percent disagreed. By 13.5 percent of people who did not know / did not answer. Shopping along the old Wat Don Wuay Riverside Market, there were 43.3

percent of people agreed with, by 44.7 percent did not. Whereas people who did not know / did not answer by 12.1 percent.

In case of providing one way entrance and exit traffic to reduce crowded shopping. By 35.5 percent agreed with this idea, but disagree by 48.9. However, there were 15.6 percent of samples who did not know / did not answer.

To assign fat disposal pond for primary remedy in each restaurant. There were 17.0 percent agreed with this idea, disagreed 64.5 and did not know / did not answer by 18.4 percent.

To assign wasted water disposal pond for wasted water treatment as common uses in each area. There were 76.6 percent of samples agreed with , and 14.9 percent did not. However, people did not know / did not answer by 8.5 percent.

To provide garbage picker to eliminate garbage left. By 90.1 percent of samples agreed with, disagreed by 7.1 percent. Whereas, did not know / did not answer by 2.8 percent.

In case of building hygienic garbage collected area around Wat Don Wuay Riverside Market before the authority from Tambol Administrating Organization came to collect them. There were 58.8 percent agreed with, and 2.8 percent disagreed with. While people did not know / did not answer by 11.3 percent.

To assign rigid regulation of garbage displaced dumping by fining among tourist groups. By 52.5 percent agreed with, and 32.6 percent disagreed. People did not know / did not answer 14.9 percent. Among the seller group, there were 70.2 percent agreed with, disagreed 11.3 percent and did know / did not answer by 18.4 percent. For a groups of boat cruising tourism operator and a groups of food rafting operator. There were 77.3 greed with, percent, disagreed 7.8 percent, and did not know / did not answer by 7.49 percent.

Table 4-7 Ideas of the seller group in environmental quality management for the ecotourism activity of Wat Don Wuay Riverside Market

Environmental Quality Management Aspects	Agreed	Disagreed	No answer
	%	%	%
1. To promote Wat Don Wuay Riverside Market as the ecotourism source and the environmental condition control	87.9	2.1	9.9
2. To assign areas as the preserved zone for the environmental maintenance and prevention its effects	80.9	8.5	10.6
3. To construct routes linking neighboring tourism source			
3.1 Wat Rai King	91.5	-	8.5
3.2 Sam Phran Crocodile Farm	76.6	5.7	17.7
3.3 Thai Wax Museum	66.0	12.1	22.0
4. To control a suitable number of tourist to be agreeable with area and following activities			
4.1 Travelling by cruise	83.7	7.1	9.2
4.2 Taking food in the raft	78.7	7.8	13.5
4.3 Shopping around the old-market	43.3	44.7	12.1
5. To provide one-way of entrance and exit traffic around the old market	35.5	48.9	15.6
6. To assign the rigid conserving environmental quality policy among following groups			
6.1 Tourist group	59.6	17.7	22.7
6.2 Seller group	79.4	6.4	14.2
6.3 Boat cruise tourism operator groups	71.6	6.4	22.0
6.4 Rafting restaurant operator group	75.9	7.1	17.0

Table 4-7 (Cont.)

Environmental Quality Management Aspects	Agreed	Disagreed	No answer
	%	%	%
7. To assign fat disposal pond for primary remedy in each restaurant.	17.0	64.5	18.4
8. To assign wasted water disposal pond for wasted water treatment as common uses in each area	76.6	14.9	8.5
9. To provide garbage picker	90.1	7.1	2.8
10. To Build hygienic garbage collected area	85.8	2.8	11.3
11. To assign rigid regulation of displaced garbage dumping by fining among following groups			
11.1 Tourist group	52.5	32.6	14.9
11.2 Seller group	70.2	11.3	18.4
11.3 Boat cruising tourism operator group	70.2	12.1	17.7
11.4 Rafting food operator group	77.3	7.8	14.9
12. Vehicle speed control around area	77.3	5.0	17.7
13. To switch-off engine after parking	64.5	24.8	10.6
14. To provide staff controlling number of car, and car arrangement	87.9	5.0	7.1
15. To provide staff controlling noisy	52.5	16.3	31.2
16. To provide staff to be responsible for the control and monitoring the environmental management	87.9	5.0	7.1

In case of vehicle speed rigid control in the area to reduce dusty from vehicles. There were 77.3 percent of sample who agreed with this idea. By 5.0 percent disagreed and 17.7 percent belonged to samples who did not know / did not answer.

According to switching-off engine after parking. There were 64.5 percent agreed, and by 24.8 percent disagreed. However, people who did not know / did not answer by 10.6 percent.

To provide staff controlling number of car for each car park when it was full. By 87.9 percent agreed and 5.0 percent disagreed. Whereas people who did not know / did not answer by 7.1 percent.

In order to control noisy from activities. By 52.5 percent of samples agreed with this idea, and by 16.3 percent disagreed. Whereas they did not know / did not answer by 31.2 percent.

In case of providing staff to be responsible for the environmental management control. There were 87.9 percent of the total agreed with this, and by 5.0 percent did not. Whereas 7.1 percent belonged to a group of people who did not know / did not answer (Table 4-7).

4.3.4 Seller groups' point of view concerning desire of the participation in environmental quality management from the ecotourism of Wat Don Wuay Riverside Market.

The results of study on the seller's desire in the participation in environmental quality management from the ecotourism of Wat Don Wuay Riverside Market as follows :

The desire of the participation in environmental quality management from the ecotourism of Wat Don Wuay Riverside Market. The seller who agreed with this point of view by 85.8 percent, disagreed by 5.0 percent. While people who did not know / did not answer 9.2 percent.

According to desire of the participation in the assignment areas as the preserved zone for environmental maintenance and prevention its effects. It was found that the sampling group of seller who wanted to participate by 77.3 percent. But 2.1 percent belonged to people who did not want to participate. While the rest did not know / did not answer 20.6 percent.

The desire of participation in setting up tourism networks in the locals and included Wat Don Wuay Riverside Market together. In order to support each other. In this case, sampling groups of the seller wanted to participate by 80.9 percent, did not want to participate 8.5 percent. But there were 10.6 percent of the total did not know / did not answer.



In case of the desire of participation in controlling number of tourist to be agreeable to the area in each activity. The sampling group of seller wanted to participate in such activity 63.8 percent, did not want to participate by 13.5 percent. However, the sampling group of the seller did not know / did not answer by 22.7 percent equally.

The desire of participation in the assignment one-way of entrance and exit traffic around the old market in order to reduce crowded. There were 22.7 percent of the total who wanted to participate in this activity, did not want to participate by 6.4 percent. People who did not know / did not answer occupied 70.9 percent.

According to the desire of participation in the rigid assignment of environmental quality policy. By 81.6 percent of the total wanted to participate, and 6.4 percent did not want to participate in such policy. Whereas the seller who did not know / did not answer occupied 12.1 percent.

The participation in the primary wasted water disposal pond in each restaurant. Sampling group of the seller who desired to participate in this activity were 24.1 percent. People who did not wanted to participate by 39.7 percent, and people who did not know / did not answer 36.2 percent.

The desire of assigning wasted water disposal pond for wasted water treatment as common uses in each of the seller group. There were 76.6 percent of samples who wanted to participate in this idea. Whereas 10.6 percent of the sellers did not want to participate, and by 12.8 percent did not know / did not answer.

To provide garbage picker, there were 72.3 percent of the total wanted to participate, but by 5.0 percent did not want to participate. Whereas people who did not know / did not answer by 22.7 percent.

In case of building hygienic garbage collected tank around Wat Don Wuay Riverside Market before the Tambol Administration Organization staff collected them. By 68.1 percent of the sellers want to participate, but 12.8 percent did not want to participate. Whereas 19.1 percent belonged to the sellers who did not know / did not answer.

To assign rigid regulation of displaced garbage-dumping by fining. The seller groups who wanted to participate by 83.7 percent, did not want to participate by 7.1 percent However there were 9.2 percent did not know / did not answer.

In case of vehicle speed control in the area in order to reduce dusty. By 79.4 percent of the sellers wanted to participate, but 8.5 percent did not want to the seller who did not know / did not answer by 12.1 percent.

To switch-off engine after parking. The seller who wanted to participate by 78.7 percent, but 11.3 percent belonged to the seller who did not want to participate. However there were 9.9 percent did not know / did not answer.

To provide staff to controlling number of car to the car park in each area when it was full. There were 91.5 percent of the sellers who wanted to participate, but 2.1 percent did not want to participate. Whereas 9.3 percent did not know / did not answer.

To participate in rigid providing staff controlling noisy in various activities. There were 80.1 percent wanted to participate, but by 10.6 percent did not want to participate. The sellers who did not know / did not answer by 9.2 percent.

To provide staff to maintaining environmental management. There were 81.6 percent wanted to participate, but did not participate by 5.7 percent. The seller who did not know / did not answer by 12.7 percent (Table 4-8).

Table 4-8 Desire of the sellers' participation in environmental quality management for the ecotourism of Wat Don Wuay Riverside Market.

Environmental Quality Management Aspects	Participate	Not participated	No answer
	%	%	%
1. To promote Wat Don Wuay Riverside Market as the ecotourism source and the environmental control	85.8	5.0	9.2
2. To assign areas as the preserved zone for the environmental maintenance and prevention its effects	77.3	2.1	20.6
3. To construct routes linking neighboring tourism source.	80.9	8.5	10.6
4. To control a suitable number of tourist to be agreeable with area and following activities	63.8	13.5	22.7

Table 4-8 (Cont.)

Environmental Quality Management Aspects	Participate	Not participated	No answer
	%	%	%
5. To provide one-way of entrance and exit traffic around the old market	22.7	6.4	70.9
6. To assign the rigid conserving environmental quality policy among following groups.	81.6	6.4	12.1
7. To assign fat disposal pond for primary remedy in each restaurant	24.1	39.7	36.2
8. To assign wasted water disposal pond in each area	76.6	10.6	12.8
9. To provide garbage pickers	72.3	5.0	22.7
10. To build hygienic garbage collected area	68.1	12.8	19.1
11. To assign the rigid regulation of displaced garbage dumping by fining among the groups	83.7	7.1	9.2
12. Vehicle speed control around area	79.4	8.5	12.1
13. To switch-off engine after parking	78.7	11.3	9.9
14. To provide staff controlling number of car, and car arrangement	91.5	2.1	9.3
15. To provide staff controlling noisy	80.1	10.6	9.2
16. To provide staff maintaining the environment	81.6	5.7	12.7

4.3.5 Participation patterns of the seller group in the environmental quality maintenance from the ecotourism activities of Wat Don Wuay Riverside Market

Study on the participation patterns of the seller group in the environmental quality maintenance from the ecotourism activities of Wat Don Wuay Riverside Market. The results of the study as follows :

Patterns of the participation in the promotion for Wat Don Wuay tourism as the ecotourism source. It was found that, there were desires in different

forms of participation eg. Participation in sharing the ideas by 44.6 percent, consenting to practice by 19.0 percent. To donate money / materials by 16.5 percent, to be in member of the committee by 9.1 percent. Whereas participated in evaluation 10.7 percent.

Patterns of the participation in the area management by assigning the preserved tourism areas for environmental maintenance and protective area effected. There were 25.7 percent participated in sharing the ideas, consenting to practice by 29.4 percent, contributing money / materials by 11.9 percent. Whereas the seller participated in the committee by 21.1 percents, and participated in evaluation by 11.9 percent.

Patterns of the participation in building routes linking to the local tourism by including Wat Don Wuay Riverside Market. This had to be performed to connect and support each other. In the seller group, there were various forms of participation as follows. To participate in sharing the ideas 43.0 percent, and to consent to practice by 25.4 percent. Whereas they wanted to contribute money / materials 14.9 percent. To participate as a member in the committee 6.1 percent. To monitor and evaluate 10.5 percent.

The participation patterns in controlling number of tourism to be agreeable to areas in each activity such as to participate in sharing the ideas 25.6 percent, to contribute money / materials 26.7 percent. To consent to practice 14.4 percent. Whereas to participate as member in the committee 17.8 percent, and monitoring and evaluating 15.6 percent.

Patterns of the participation in assignment of one-way of entrance and exit traffic to reduce crowded. There were the seller who wanted to participate in different patterns. By 37.5 percent of the total wanted to share the ideas, to participate in evaluation by 9.4 percent. Whereas the seller who wanted to contribute money / materials by 9.47 percent, and to consent to practice 18.8 percent. This seller who wanted to be member in the committee 3.1 percent. However, there were 28.1 percent belonged to people who did not participate and did not answer.

In case of the participation in the rigid assignment of the environmental quality policy. The seller who wanted to participate 27.8 percent, and 23.5 percent wanted to share the ideas. To participate in evaluation by 11.3 percent, and participate

in contributing money / materials 27.0 percent. People who wanted to be member of the committee 7.0 percent.

To assign wasted water disposal pond for primary remedy in each restaurant. There were different patterns of desire in this case. People who wanted to share the ideas 44.1 percent, and participated in contributing money / materials 23.5 percent. To consent to practice 14.7 percent, and participated to be member of the committee and evaluation 8.8 percent.

For the desire of participation in assignment of wasted water disposal pond for common uses in each area. The seller who wanted to share the ideas 32.4 percent. Whereas the rest of 26.9 percent belonged to the seller who contributed money / materials 26.9 percent. People who consented to practice 30.6 percent, and to be member of the committee 5.6 percent. Whereas people who participated in monitoring and evaluation 4.6 percent.

To provide garbage pickers eliminating garbage. There were various patterns of desire for participation. People who wanted to contribute money / materials 39.2 percent, to consent to practice 38.2 percent. However people who wanted to participate in showing the ideas 12.7 percent, and wanted to be member of the committee 5.9 percent, and participated in monitoring and evaluation 3.9 percent.

To build hygienic garbage collected area around Wat Don Wuay Riverside Market before the staff from Tambol Administration Organization came to collect them. There were different patterns of participation. Seller who wanted to share the ideas 25.0 percent, to contribute money / materials 46.9 percent and to consent to practice by 20.8 percent. People who wanted to participate as member of the committee 4.2 percent, and participated in monitoring and evaluation 3.1 percent.

To assign rigid regulation of displaced garbage dumping by fining among the groups. The seller who wanted to participate in sharing the ideas 38.1 percent, to consent to practice 22.0 percent, and to contribute money / materials 21.2 percent. Whereas people who wanted to participate in monitoring and evaluation 6.8 percent, and to be member of the committee by 11.9 percent.

According to vehicle speed control around the area in order to reduce dusty. People who wanted to participate in sharing the ideas 41.1 percent, and participated in monitoring and evaluation 11.6 percent. To contribute money /

materials 17.0 percent , and to be member of the committee 6.3 percent. However people who consented up to practice 24.1 percent.

To switch-off engine after parking, there were people who wanted to share the ideas 9.9 percent, and contributed money / materials 7.2 percent. To consent to practice 64.9 percent, and to be member of the committee 4.5 percent. Whereas the seller group who wanted to monitor and evaluate 13.5 percent.

To provide staff consent controlling number of car to parking lot in each area when it was full. To consent to practice 25.6 percent, to contributed money / materials 16.3 percent. To participate in monitoring and evaluation by 10.1 percent, and to share the ideas 26.4 percent. Whereas the seller who wanted to participate in the committee by 21.7 percent

To participate in providing staff controlling noisy in various activities. The seller who wanted to share the ideas 21.2 percent, and to consent to practice 35.4 percent. People who participated in monitoring and evaluation 9.7 percent, to contribute money / materials 22.1 percent. There were 11.5 percent of the total belonged to people who wanted to be member of the committee.

To provide staff to be responsible for control and supervise in the environmental management. The patterns of participation as follows. To share the ideas 36.5 percent, and to be member of the committee 18.3 percent. However people who wanted to contribute money / materials 13.9 percent, to consent to practice 20.0 percent. People who wanted to participate in monitoring and evaluation by 11.3 percent (Table 4-9).

Table 4-9 The patterns of the participation in the environmental management for ecotourism of Wat Don Wuay Riverside Market

Participation problem aspects	Patterns of Participation				
	Sharing ideas	Contribute money /material	consent to practice	To be in the committee	Monitorin and evaluation committee
	%	%	%	%	%
1. To promote Wat Don Wuay Riverside Market as ecotourism source and environmental control	44.6	16.5	19	9.1	10.7
2. To assign areas as the preserved zone for the environmental maintenance and protect the effect	25.7	11.9	29.4	21.1	11.9
3. To construct routes linking neighboring tourism sources	43.0	14.9	-	6.1	10.5
4. To control a suitable number of tourist to be agreeable with area and activities	25.6	26.7	14.4	17.8	15.6
5. To provide one-way of entrance and exit traffic	37.5	25.0	18.8	3.1	15.6
6. To assign the rigid conserving environmental quality policy	25.2	27.0	28.7	7.0	12.2
7. To assign disposal pond for primary remedy in each restaurant	44.1	23.5	14.7	8.8	8.8
8. To assign disposal pond for primary remedy in each area.	32.4	26.9	30.6	5.6	4.6
9. To assign wasted water disposal pond in each area.	12.7	32.9	38.2	5.9	3.9
10. To provide garbage pickers.	25.0	46.9	20.8	4.2	3.1
11. To build hygienic garbage collected area	38.1	21.2	22	11.9	6.8
12. To assign the regulation of displaced garbage dumping by fining among the groups	41.1	17.0	14.1	6.3	11.6
12. Vehicle speed control around area					

Table 4-9 (Cont.)

Participation in problems	Patterns of Participation				
	Sharing ideas	Contribute money /material	consent to practice	To be in the committee	Monitoring and evaluation committee
	%	%	%	%	%
13. To switch-off engine after parking	9.9	7.2	64.9	4.5	13.5
14. To provide staff controlling number of car, and car arrangement	26.4	16.3	25.6	21.7	10.1
15. To provide staff controlling noisy	21.2	22.1	35.4	11.5	9.7
16. To provide staff maintaining the environment	36.5	13.9	20.0	18.3	11.3

4.3.6 Ideas concerning the guidelines of giving knowledge and consciousness for the tourism environmental maintenance

The results of study in this case as follows :

In case of providing of training in the seller's environmental preservation of tourism sources. There were sellers who agreed with these ideas by 69.5 percent, disagreed by 12.8 percent. Whereas the sellers who did not know / did not answer by 17.7 percent. For the householder group, people who agreed with by 68.1 percent, disagreed 8.5 percent. Whereas people who did not know / did not answer by 23.4 percent According to Wat Don Wuay Riverside Market Organizing Committee group, people who agreed with by 78.7 percent, disagreed 3.5 percent, did not know / did not answer 17.7 percent. For the group of teacher and student, people who agreed with 84.4 percent, disagreed by 2.1 percent. Whereas did not know / did not answer 13.5 percent.

In case of providing various media to give knowledge of the environmental maintenance in each area of Wat Don Wuay Riverside Market. There were people who agreed with by 79.4 percent, disagree 6.4 percent. However people who did not know / did not answer 14.2 percent (Table 4-10).

Table 4-10 Ideas concerning the guidelines of giving knowledge and consciousness for the tourism environmental maintenance

Case Study	Agreed	Disagree	No answer
	%	%	%
Guidelines of giving knowledge and consciousness for the environmental maintenance			
1. Training of the environmental conservation			
1.1 The seller group	69.4	12.8	17.7
1.2 The homeowner group	68.1	8.5	23.4
1.3 The Market Organizing Committee group	78.7	3.5	17.7
1.4 The teacher and student group	84.4	2.1	13.5
2. Providing of various media to give knowledge of the environment	79.4	6.4	14.2

4.3.7 Ideas concerning the participation in consciousness of the tourism source environmental maintenance

The participation in providing of the tourism source environmental conservation. It was found that people who wanted to participate 80.9 percent, did not want to participate 8.5 percent. But there were people who did not know / did not answer by 10.6 percent.

In case of providing various mass media give knowledge of Wat Don Wuay Riverside Market environmental maintenance in each area. There were people who wanted to participate 75.9 percent, did not want to participate 8.5 percent. But people who did not know / did not answer 15.6 percent. (Table 4-11).

Table 4-11 The participating desire in consciousness for the tourism source environmental maintenance

Case Study	Participation		
	Yes	No	No answer
	%	%	%
Guidelines of giving knowledge and consciousness for the environmental maintenance			
1. Guideline of training the tourism sources environmental conservation	80.9	8.5	10.6
2. Providing of various mass media giving knowledge of the environment	75.9	8.5	15.6

4.3.8 Patterns of participating desire in consciousness of the tourism sources environmental maintenance

The participating desire in providing of training the tourism sources environmental conservation knowledge. It was found that the pattern of participation in contributing money / materials 31.6 percent, sharing the ideas 32.5 percent. Whereas people who participated in monitoring and evaluation 13.2 percent, to be member in the committee 9.6 percent. People who consented to practice 13.2 percent.

In case of providing various media giving knowledge of Wat Don Wuay Riverside Market environmental maintenance in each area. People who wanted to share the ideas 43.0 percent, to participate in contribution of money / materials 25.2 percent. People who consented to practice 14.0 percent, and participated as number of the committee by 12.1 percent. Whereas the rest participated as member of committee by 12.1 percent. Whereas the rest participated in monitoring and evaluation by 5.6 percent (Table4-12).

Table 4-12 The patterns of the participation in giving knowledge and consciousness for the environmental maintenance

Case study	Patterns of Participation				
	Sharing ideas	Contribute money /material	Consent to practice	To be in the committee	Monitoring and evaluation committee
	%	%	%	%	%
Guideline of giving knowledge and consciousness the environmental maintenance for					
1. To provide training for the environmental conservation	32.5	31.6	13.2	9.6	13.2
2. To provide media giving knowledge of the environment	43.0	25.2	14.0	12.1	5.6

4.3.9 Ideas concerning guideline to the seller’s participation

Guidelines of local people’s participation in the environmental quality management of Wat Don Wuay Riverside Market.

In case of promotion to unit various of organizations such as the seller groups and the tourism operator to control the environmental maintenance management. The result of study was found that people who agreed with the ideas 80.9 percent, disagree 5.0 percent. Whereas people who did not know / did not answer 14.2 percent.

According to promotion of the local community participated in planning, decision making, and evaluation of the environmental maintenance management. There were 79.4 percent of the total agreed with the idea, disagreed by 2.8 percent. However people who did not know / did not answer 17.7 percent.

In case of providing the coordinating of the government agencies supporting the environmental maintenance. The result of study showed that. People who agreed with the idea 92.2 percent, did not know / did not answer 5.0 percent.

The establishment of organization that comprised of representatives from different groups to function the environmental maintenance. It was found that

there were people who agreed with 58.9 percent, disagreed 35.5 percent. Whereas people who did not know / did not answer 5.7 percent.

To promote the local administrating organization could perform the tourism development and could earn income to rehabilitate the environmental condition by itself. It was found that 75.2 percent belonged to people who agreed with, disagreed 7.8 percent, and people who did not know / did not answer 17.0 answer (Table 4-13).

Table 4-13 The Ideas concerning to the group of seller's participation guideline

Case Study	Agreed	Disagree	No answer
	%	%	%
People's participation guideline			
1. To unite various organizations for the environmental maintenance	80.9	5.0	14.2
2. To provide the community participating in planning, decision making and evaluation	79.4	2.8	17.7
3. To provide the governmental supporting in the environmental maintenance	92.2	2.8	5.0
4. To establish representatives functioning the specific environmental maintenance	58.9	5.7	35.5
5. To provide the local administrating organization could earn income to rehabilitate the specific environmental condition	75.2	7.8	17.0

4.3.10 Ideas concerning guideline to the tourism primary structural management

According to the ideas concerning guideline to the tourism primary structural management. The results of study could be concluded as follows :

In case of providing a connecting route system to be suitable to the area of activities by focusing on safety. It was found that, there were people who agreed

with this idea 83.0 percent, disagreed 9.9 percent. Whereas people who did not know / did not answer 7.1 percent.

For the safely energy consumption according to its suitability and its area size of tourism source. To promote the energy consumption safely in order to make up the used-up natural resources in the tourism activities. The results of study were found that people who agreed with this idea 44.7 percent, disagreed 7.8 percent, and did not know / did not answer 47.5 percent.

In case of providing the efficient communication system to control the tourist and mitigation of emergency public hazard. It was found that, 90.1 percent of the total agreed with the idea, disagreed 1.4 percent. Whereas people who did not know / did not answer 8.5 percent.

For the promotion of the tourism service by the local organization under the participation in everything. This could be conducted by the government's support. It was found that, 82.3 percent agreed with this concept. Whereas people who disagreed 5.0 percent, and did not know / did not answer 12.8 percent.

According to the government who invested the tourism sources development and local organization implemented. From the results of study, there were people who agreed with the idea 94.3 percent and disagreed 0.7 percent. Whereas did not know / did not answer by 5.0 percent.

In case of the control of the tourism activity to be agreeable to the natural condition, social and local culture. The results of study could be concluded that people who agreed the idea 76.6 percent, but disagreed 2.1 percent. However, people who did not know / did not answer by 21.3 percent.

To enhance the opportunity of participation and the increase local community income. It was found that 90.1 percent of the total belonged to people who agreed with this idea. However people who did not know / did not answer by 19.9 percent (Table 4-14).

Table 4-14 Ideas concerning to the primary structural management .

Case Study	Agreed	Disagree	No answer
	%	%	%
Primary structural management guidelines			
1. To provide connecting routes to be agreeable with areas and activities.	83.0	9.9	7.1
2. To use energy safely according to size of the tourism area.	44.7	7.8	47.5
3. To provide the efficient communication system	90.1	1.4	8.5
4. To provide the tourist service by the local organization under the government's supporting	82.3	5.0	12.8
5. Government invested the local tourism sources development and implemented by the local organization	94.3	0.7	5.0
6. To provide the tourism activities to be agreeable with the natural condition, social and local culture	76.6	2.1	21.3
7. To enhance the opportunity of participation and increase the local community income	90.1	0.0	9.9

4.3.11 Ideas of the seller group concerning to the effect of environmental quality from the ecotourism activity of Wat Don Wuay Riverside Market

It was found that 19.1 percent showed the high level of the idea. Whereas 29.8 percent of the total showed moderate level of this ideas, 41.8 percent belonged to the less level of this idea. While the samples who believed that it would not affect on the natural condition 3.5 percent, and people who did not know / did not answer 5.7 percent.

From the study of the level of idea concerning the tourism activity of Wat Don Wuay Riverside Market already dumped the dirty things to the river. It already spoiled the quality of water. The result of study found that high level of the

idea 18.4 percent the moderate level of the idea 22.7 percent. But the less level of the idea 30.4 percent. Where as the sellers believed that it had no effect on the natural condition 22.0 percent. People who did not knowledge did not answer 6.4 percent.

The results of study on the level of idea of travelling and using various vehicles could affect on air pollution of the local community. The high level of this idea 18.4 percent, and the moderate level 24.1 percent. A largest portion of sample belonged to the group of less level by 41.1 percent. Whereas people who believed that it did not affect on the natural condition 10.6 percent. People who did not know / did not answer by 5.7 percent

According to the effect of noisy from various vehicles, it was found that the high level 23.4 percent, and the moderate level occupied the largest portion of samples 47.5 percent. The less level of this idea 21.3 percent, and the idea level of no effect on the natural condition 3.5 percent. Whereas people who did not know / did not answer 4.3 percent.

The study of using amplifier for the tourism activities of Wat Don Wuay Riverside Market caused noisy to the other. From the results of the study, it was found that the high level of this idea 22.0 percent, and the moderate level 34.0 percent. But the less level occupied 29.1 percent. The idea of no effect on the natural condition 9.9 percent. While the rest of 5.0 percent showed that people did not know / did not answer.

In case of the study of idea levels concerning to the tourism development caused the trespassing the public uses area in order to construct building. This could affect on the environmental damage. The results of study showed that the high level of this idea 19.1 percent, the moderate level 31.2 percent. Whereas the less level 33.3 percent. The idea of no effect on the natural condition 12.8 percent, and people who did not know / did not answer 3.5 percent.

The effect of tourism development resulted in the natural serenity, culture and art. The high level of this idea 17.7 percent, the moderate level 22.7 percent. Whereas 36.9 percent belonged to the less level. The idea of no

In case of the travel of Wat Don Wuay Riverside Market affected on the communicable diseases. There were 12.8 percent of the total showed the high level of this idea. The moderate level 18.4 percent, and the less level 31.2 percent. The idea of no effect on such aspects occupied 25.5 percent. Whereas people who did not know / did not answer 12.1 percent.

The criminal problems caused by the tourism of Wat Don Wuay Riverside Market. The results of study revealed that the high level of this idea was just 10.6 percent, the moderate level 24.1 percent. Whereas 34.8 percent of people believed that it was less effect on the criminal problem. But the idea of no problem 16.3 percent, and people who did not know / did not answer 14.2 percent.

In case of the study on Wat Don Wuay development as the tourism source would affect on a primary structural changes, and inconvenience in the area. From the results of study showed that, the high level of this idea was as high as 61.7 percent. The moderate level 19.9 percent, and the less level 12.8 percent. But the idea of no problem 0.7 percent. Whereas the samples who did not know / did not answer 5.0 percent.

The study of the idea levels concerning Wat Don Wuay Riverside Market affected on the original culture and tradition changes. From the results of study the high level of this idea 12.1 percent, and the moderate level 17.7 percent. The less level 41.1 percent of the total. Whereas some people believed that there was no effect of change 21.3 percent, and people who did not know / did not answer 7.8 percent.

According to the study of the idea levels concerning Wat Don Wuay Riverside Market development affected on the incompatible between tourist and local community. It was found that there was high level of this idea 9.9 percent, and the moderate level 19.1 percent. The less level of the idea occupied a large portion of the samples or 36.9 percent. However some people believed that there was no problem to the level community 25.5 percent. The samples who did not know / did not answer 8.5 percent as shown in Table 4-15.

Table 4-15 Ideas concerning the effect of the environmental quality from the ecotourism of Wat Don Wuay Riverside Market

Problem of the environmental effects	Levels of Idea				
	High	Moderate	Less	No problem	No Answer
	%	%	%	%	%
The effects from tourism activities					
1. Tourism of Wat Don Wuay Riverside Market affected on the natural conditions	19.1	29.8	41.8	3.5	5.7
2. Tourism of Wat Don Wuay Riverside Market affected on dumping of dirty things to the natural watershed and damage the quality of water	18.4	22.7	30.5	22.0	6.4
3. Using vehicles resulted in air pollution to the community	18.4	24.1	41.1	10.6	5.7
4. Traveling and using various vehicles resulted in noisy	23.4	47.5	21.3	3.5	4.3
5. Using amplifier for the tourism activities resulted in noisy disturbance.	22.0	34.0	29.1	9.9	5.0
6. Tourism sources development affected on the public land uses trespassing	19.1	31.2	33.3	12.8	3.5
7. Tourism sources development affected on the natural serenity and culture	17.7	22.7	36.9	19.1	3.5
8. Tourism of Wat Don Wuay Riverside Market caused the communicable diseases	12.8	18.4	31.2	25.5	12.1
9. Tourism of Wat Don Wuay Riverside Market caused the criminal problems	10.6	24.1	34.8	16.3	14.2

Table 4-15 (Cont.)

Problem of the environmental effects	Levels of Idea				
	High	Moderate	Less	No problem	No Answer
	%	%	%	%	%
10. Tourism of Wat Don Wuay Riverside Market caused the primary structural and the facilities changes.	61.7	19.9	12.8	0.7	5.0
11. Wat Don Wuay Riverside Market development caused the original culture and tradition changes	12.1	17.7	41.1	21.3	7.8
12. Wat Don Wuay Riverside Market development caused the incompatible between tourist and local community.	9.9	19.1	36.9	25.5	8.8

4.4 Primary data of the homeowners around areas of Wat Don Wuay Riverside Market

The sampling group of the homeowners comprised of 45 homeowners. All samples had residences in Moo 5, Tabol Bang Kra Tuk, Amphoe Sam Phran, Nakhon Pathom Province. These sampling group received effects from the tourism activity of Wat Don Wuay Riverside Market.

From the results of general primary data, it was found that 44.4 percent of the sampling group were male, and 56.5 percent female. They were between 16-30 years old by 20.0 percent. Between 31-45 years old 48.9 percent, and between 46-60 years old 22.2 percent. However the sampling group who were over 60 years old 8.9 percent. In average, they were about 39.86 years old. According to the sampling group status, They were single 57.8 percent, already married 35.6 percent widower/divorced or separated 6.7 percent.. Most samples were Buddhists 97.8 percent, and Islamic 2.2 percent. The results of study about the education level of the sampling group. It was found that, sampling group already finished the Bachelor

Degree 40.0 percent, the Lower Primary Level 11.1 percent. Whereas people who finished Diploma or Vocational level 26.6 percent. People who were uneducated 6.7 percent. But the sampling group who already finished the Lower Secondary Level 8.9 percent. . However there were people who already finished higher than the Bachelor Degree 6.7 percent.

According to the main occupation, the sampling group were government service and state enterprise employees 17.8 percent, Taking employment 55.5 percent, commercial business and private business 22.2 percent, and students 4.4 percent. The minor occupation, the sampling group took employment 57.8 percent, agriculturist 13.3 percent, commercial business and private business 17.8 percent. The students 11.1 percent.

The office of sampling group, they had office in the other villages of Tambol Bang Kra Tuk 44.4 percent, the other villages in Amphoe Sam Phran 6.7 percent, and in the other Amphoes in Nakhon Pathom Province 31.1 percent. Some people had office in Bangkok Metropolis 8.9 percent, and in the other provinces 8.9 percent.

In case of income, samples who had income less than 10,000 Baht by 60.0 percent, income between 11,000-20,000 Baht 26.7 percent, and between 21,000-30,000 Baht by 4.4 percent. Whereas samples who had income between 31,000-40,000 Baht 8.9 percent. However the average income of this sampling group about 13,135 Baht a month, and they have maximum income 38,000 Baht a month and minimum income 5,500 bath a month and standardivation 35.78.

According to duration of stay, less than 1 year by 17.8 percent. Sampling group who stay longer than 5 years but not more than 10 years by 31.1 percent. However most people who stayed longer than 10 years by 51.1 percent (Table 4-16).

Table 4-16 The general primary data of the homeowner group

General Primary Data	Quantity	Percent
1. Gender		
- Male	20	44.4
- Female	25	55.6

Table 4-16 (Cont.)

General Primary Data	Quantity	Percent
2. Aging		
- 16-30 years	9	20.0
- 31-45 years	22	48.9
- 46-60 years	10	22.2
- over 60 years	4	8.9
3. Status		
- Single	26	57.8
- Married	16	35.6
- Widower, divorced and separated	3	6.7
4. Religion		
- Buddhist	44	97.8
- Islamic	1	2.2
5. Education level		
- Uneducated	3	6.7
- Lower Primary – Upper Primary	5	11.1
- Lower Secondary – Upper Secondary	4	8.9
- Vocational / Diploma	12	26.6
- Bachelor Degree	18	40.0
- Higher than Bachelor Degree	3	6.7
6. Main Occupation		
- Government service, State enterprise employee	8	17.8
- Taking employment	15	33.3
- Agriculturist	0	0.0
- Commercial private business	10	22.2
- Student	10	4.4
7. Minor Occupation		
- Government service, State enterprise employee	0	0.0
- Taking employment	26	57.8
- Agriculturist	6	13.3

Table 4-16 (Cont.)

General Primary Data	Quantity	Percent
7. Minor Occupation		
- Commercial private business	8	17.8
- Student	5	11.1
8. Office		
- Other village in Tambol Bang Ra Tuk	20	44.4
- Other Tambols in Amphoe Sam Phran	3	6.7
- Other Amphoe in Nakhon Pathom Province	14	31.1
- Bangkok Metropolis	4	8.9
- Other places	4	8.9
9. Income (Baht)		
- Less than 10,000	27	60.0
- 11,000-20,000	12	26.7
- 21,000-30,000	2	4.4
- 31,000-40,000	4	8.9

4.4.1 Ideas of the homeowners concerning the management guideline and the participation in the environmental quality management from the ecotourism of Wat Don Wuay Riverside Market

From the results of study, it was found that the homeowners group agreed with this idea 88.9 percent and disagreed 4.4 percent. There were people who did not know / did not answer 6.7 percent.

In case of area management by assigning the boundary of preserved tourism areas for the environmental maintenance and the protecting zone. From the survey the idea of the homeowners group. It was found that the majority agreed with this idea 93.3 percent, disagreed 4.4 percent. Whereas people who did not know / did not answer 2.2 percent.

Idea of the participation in providing the routes linking to other tourism areas around Wat Don Wuay Riverside Market. In order to link and support each other such as the tourism area of Wat Rai King. It was found that people who agreed with this idea 88.9 percent, disagreed 4.4 and did not know / did not answer 6.7

percent. The linking routes to Sam Pharn Crocodile Farm tourism area. There were the majority of the sampling group who agreed with this idea 88.9 percent, disagreed 4.4 percent. But people who did not know / did not answer 11.1 percent. The linking routes to Thai Wax Museum, people who agreed with the idea 84.4 percent, but disagreed 4.4 percent. People who did not know / did not answer 11.1 percent.

The study on assignment to control a number of tourist to be agreeable to areas and activities. The activity that had to be controlled was boat cruising. In this case, there were 71.1 percent of people who agreed with, but 4.4 percent disagreed. People who did not know / did not answer 24.4 percent. According to taking food in the riverside raft, the results showed that people who agreed with the idea 67.7 percent, disagreed by 13.3 percent. Whereas people who did not know / did not answer 20.0 percent. For the activity of shopping around Wat Don Wuay Riverside Market. People who agreed with the idea 53.3 percent, disagreed 13.3 percent. People who did not know/did not answer 33.3 percent.

The idea of sampling group to assign the one-way of entrance and exit traffic to reduce crowded in the shopping areas. It was found that, people who agreed and disagreed this idea of 68.9 percent and 17.8 percent respectively. But people who did not know /did not answer by 13.3 percent.

The case study of policy assignment to rigidly maintain the environmental quality in each group concerning the ecotourism activities of Wat Don Wuay Riverside Market by divided into 3 groups as follows ; the tourist group agreed with this idea rather high , that was 82.2 percent of the total, but disagreed 4.4 percent. Whereas they did not know / did not answer 10.0 percent. For the boat cruising operator, it was found that people who agreed with this policy 73.0 percent, disagreed 8.9 percent. People who did not know / did not answer 17.8 percent. In case of the rafting restaurant operator group. There were the majority of this group who agreed with this policy 82.2 percent. But people who did not know / did not answer 17.8 percent.

The idea of fat disposal pond for primary remedy in each restaurant. It was found that people who agreed with this idea 88.9 percent of the total, disagreed 4.4 percent. Whereas people who did not know / did not answer 6.7 percent.

To assign fat disposal pond in order to treat wasted water in each area.. From the results of study, a large number of the homeowners around Wat Don Wuay Riverside Market agreed with this idea 80.0 percent, disagreed 4.4 percent. However people who did not know / did not answer 15.6 percent.

To provide garbage pickers for no more garbage left. The results of study showed that the sampling group of homeowners agreed with this idea 95.6 percent, disagreed 4.4 percent.

From the survey the idea of building hygienic garbage collected area around Wat Don Wuay Riverside Market. In order to carry garbage before the staff from the Tambol Administration Organization come to collect them. The resulted indicated that, people who agreed with this idea 85.8 percent, disagreed 2.8 percent, and people who did not know / did not answer 11.3 percent.

In case of assignment the rigid regulation of displaced garbage dumping by fining among the tourist. It was found that, there were 77.8 percent of sampling group who agreed with, disagreed 4.4 percent. Whereas people who did not know / did not answer 17.8 percent. According to the seller group, there were 73.3 percent of the total agreed with this idea, disagreed 8.9 percent. People who did not know / did not answer 17.8 percent. For the boat cruising tourism operator, there were 77.8 percent agreed with this idea, disagreed 8.9 percent. Whereas 13.3 percent belonged to people who did know / did not answer. For the rafting restaurant operator, there were 73.3 percent of the total agreed with this idea, disagreed 13.3 percent. People who did not know / did not answer 13.3 percent.

For the vehicle speed rigidly control in the area to reduce dusty. There are sampling group of homeowners agreed with this idea 66.7 percent, disagreed 13.3 percent and did not know / did not answer 20.0 percent.

In case of the switching –off engine after parking. It was found that there were 62.2 percent of the samples agreed with the idea. But 4.4 percent disagree, and 33.3 percent did not know / did not answer.

To provide the staff to control shops, restaurants and car arrangement to the car park in each area. It was found that there were 80.0 percent of the majority of population agreed with this idea. But 8.9 percent of the samples disagreed. These were 11.1 percent belonged to people who did not know / did not answer.

In case of providing the staff controlling noisy rigidly. From the result of study, it was found that 37.8 percent of the total agreed with this idea. But 2.2 percent disagreed, and the largest number of samples did not know / did not answer by 60.0 percent.

To provide the staff to be responsible for the control and monitoring the environmental management. Most homeowners agreed with this idea 93.3 percent. There were not people who disagreed, but people who did not know / did not answer 6.7 percent as shown in Table 4-17.

Table 4-17 The ideas concerning the environmental quality management for the ecotourism activities of Wat Don Wuay Riverside Market

Case of the environment quality management cases	Agreed	Disagree	No answer
	%	%	%
1. To support Wat Wuay Riverside Market as the ecotourism source and provided the environmental condition control.	88.9	4.4	6.7
2. To assign the preserved zoning for the environmental maintenance and prevented zoning effect.	93.3	4.4	2.2
3. To connect routes to the neighboring tourism areas such as			
3.1 Wat Rai King	88.9	4.4	6.7
3.2 Sam Phran Crocodile Farm	88.9	4.4	6.7
3.3 Thai Wax Museum	84.4	4.4	11.1
4. To control a number of tourist to be suitable for the areas and activities as follows			
4.1 Boat cruising tourism	71.1	4.4	24.4
4.2 Taking food in the raft	66.7	13.3	20.0
4.3 Shopping around the old market	53.3	13.3	33.3

Table 4-17 (Cont.)

Case of the environment quality management cases	Agreed	Disagree	No answer
	%	%	%
4. To control a number of tourist to be suitable for areas and activities as follows 4.3 Shopping around the old	53.3	13.3	33.3
5. To provide one-way entrance and exit traffic	68.9	17.8	13.3
6. To assign the policy of the environmental maintenance rigidly among the following group	82.2	4.4	13.3
6.1 The tourist group	82.2	4.4	13.3
6.2 The seller group	77.8	13.3	8.9
6.3 The boat cruising tourism group	73.3	8.9	17.8
6.4 The rafting restaurant operator group	82.2	0.0	17.8
7. To assign the primary treated wasted water pond in each restaurant	88.9	4.4	6.7
8. To assign the treated wasted water in each area	80.0	4.4	15.6
9. To provide garbage pickers			
10. To provide the hygienic garbage collected area	95.6	4.4	0.0
11. To assign the rigid regulation of displaced garbage dumping by fining among the following groups.	85.8	2.8	11.3
11.1 The tourist group	77.8	4.4	17.8
11.2 The seller group	73.3	8.9	17.8
11.3 The boat cruising tourism	77.8	8.9	13.3
11.4 The rafting restaurant operator group	73.3	13.3	13.3
12. The vehicle speed control around the areas	66.7	13.3	20.0
13. To switch-off engine after parking	62.2	4.4	33.3
14. To provide the staff to control a number	8.00	8.9	11.1

Table 4-17 (Cont.)

Case of the environment quality management cases	Agreed	Disagree	No answer
	%	%	%
15. To provide the staff to control noisy	37.8	2.2	60.0
16. To provide the staff to be responsible for the monitoring and control the specific environmental management	93.3	0.2	6.7

4.4.2 Idea concerning the desire of the participation of the homeowners in the environmental quality maintenance from the ecotourism for Wat Don Wuay Riverside Market

From the survey of the participation in the promotion in the promotion of the tourism of Wat Don Wuay Riverside Market as the ecotourism under the environmental maintenance. There were 73.3 percent of the sampling group wanted to participate in this case. People who did not want to participate by 8.9 percent, and did not know / did not answer 17.8 percent.

In case of the assignment of the preserved zoning for the environmental maintenance and prevented zoning effect. It needed the cooperation from every sectors. From the survey of the participation, it was found that the sampling group wanted to participate 80.0 percent. Whereas they did not want to participate 4.4 percent, and did not answer 15.6 percent.

The construction of the routes linking to the other local tourism around Wat don Wuay Riverside Market. In order to support each other, it needed the cooperation from people. From the survey with questionnaire form, it was found that sampling group wanted is participate 66.7 percent. Whereas they did not want to participate 17.8 percent, and did not know/did not answer 15.6 percent.

According to the participation in the control a number of tourists to be suitable to the areas and activities. The results of study showed that, the homeowners

group who wanted to participate in this case 68.9 percent. Whereas they did not want to participate 17.8 percent, and did not know/did not answer 13.3 percent.

In case of the assignment of one-way of entrance and exit traffic to reduce the crowded shopping. Most homeowners wanted to participate in this case 68.9 percent, did not want to participate by 22.2 percent. Whereas people who did not know/did not answer 8.9 percent.

The study of the rigid assignment of the environmental quality maintenance policy in each group concerning the ecotourism activities of Wat Don Wuay Riverside Market. The results of the study showed that people in the householder group wanted to participate in the policy assignment of the environmental quality policy 68.9 percent, did not want to participate 17.8 percent. Whereas the homeowners who did not know/did not answer 13.3 percent.

The population in the sampling group that wanted to participate in the assignment of fat disposal pond for the primary treatment of wasted water in each shop. It was found that, there were 80.0 percent of the total wanted to participate in this idea. But the homeowners who did not want to participate 13.3 percent. The rest of 6.7 percent belonged to the people who did not know/did not answer.

The desire of participation in the assignment of the providing of common uses of wasted water disposal pond in each area. It needed the cooperation from various sectors. From the results of the survey with questionnaire form. It was found that, there were people who wanted to participate in this idea 80.0 percent, did not want to participate 13.3 percent, and did not know/did not answer 6.7 percent.

To provide garbage pickers collecting garbage left. In the homeowners group, there were people who wanted to participate 64.4 percent, did not want to participate in this case 17.8 percent. Whereas people who did not know/did not answer 17.8 percent.

In case of building the hygienic garbage collected area around Wat Don Wuay Riverside Market. In order to keep them before the staff of Tambol Administration Organization came to collect them later. The sampling group who wanted to participate in this case 73.3 percent, did not want to participate 17.8 percent. Whereas the sampling group who did not know/did not answer 8.9 percent.

The study of the rigid regulation assignment of displaced garbage dumping by fining. It needed the cooperation from every sectors. The results of the study showed that, most of the sampling group wanted to participate in this case 82.2 percent, did not want to participate 4.4 percent. Whereas the rest 13.3 percent belonged to the sampling group who did not know/did not answer.

The desire of the participation in the vehicle speed control around Wat Don Wuay Riverside Market's area. There were 84.4 percent belonged to the people who wanted to participate in this idea, did not want to participate 4.4 percent. However the people who did not know/did not answer 8.9 percent.

To switch off engine after parking, there were samples who wanted to participate in this case 71.1 percent, did not want to participate 8.9 percent. People who did not answer the questions 20.0 percent.

In case of providing the staff controlling a number of car and car arrangement in the homeowners sampling group. There were people who wanted to participate in this case 51.1 percent, did not want to participate 6.7 percent. However 42.2 percent belonged to the homeowners who did not know/did not answer.

To provide the staff control noisy rigidly, there were most people who wanted to participate 73.3 percent, did not want to participate 8.9 percent. People who did not answer 17.8 percent.

In case of providing the staff to be responsible for controlling and monitoring the environmental management. People who agreed with this idea 93.0 percent or the largest portion of the homeowners group. There were not people who disagrees, but people who did not answer 6.7 percent.

According to providing the staff to be responsible for monitoring and maintaining the environmental management. From the results of study indicated that. People who wanted to participate in this case 84.4 percent, did not want to participate 4.4 percent. Whereas people who did not answer question 11.1 percent (Table 4.18).

Table 4-18 The desire of the homeowners to participate in the environmental quality management for the ecotourism of Wat Don Wuay Riverside Market.

Cases of the environmental quality development	Participated	Not participated	No answer
	%	%	%
1. To promote Wat Don Wuay Riverside Market as the ecotourism source.	73.3	8.9	17.8
2. To assign the preserved zoning for the environmental maintenance and prevented zoning effect.	80.0	4.4	15.6
3. To construct the routes linking to the neighboring tourism sources.	66.7	17.8	15.6
4. To control a member of tourists to the suitable to the areas and activities as follows.	68.9	17.8	13.3
5. To assign the one-way of entrance and exit traffic around the area of the old market.	68.9	22.2	8.9
6. Rigidly assign the environmental quality maintenance policy among the following groups.	68.9	17.8	13.3
7. To assign the primary treatment of disposal pond in each shop.	80.0	13.3	6.7
8. To assign the common uses of waster water disposal pond in each area.	80.0	13.3	6.7
9. To provide garbage pickers.	64.4	17.8	17.8
10. To construct the hygienic garbage collected area.	73.3	17.8	8.9

Table 4-18 (Cont.)

Cases of the environmental quality development	Participated	Not participated	No answer
	%	%	%
11. To assign the rigid regulation of displaced garbage dumping by fining among the groups.	82.2	4.4	13.3
12. Vehicle speed control around the areas.	84.4	4.4	11.1
13. To control the switching-off engine after parking.	71.1	8.9	20.0
14. To provide the staff to controlling a member of car and car arrangement.	51.1	6.7	42.20
15. To provide the staff to control noisy.	73.3	8.9	17.8
16. To provide the staff to responsible for monitoring and maintaining the environment.	84.4	4.4	11.1

4.4.3 Ideas concerning the patterns of the participation of the homeowners for the environmental quality maintenance from the ecotourism of Wat Don Wuay Riverside Market.

The study of the patterns of participation for the environmental quality management for the ecotourism of Wat Don Wuay in the sampling group of the homeowner. The patterns of the participation as follow:

The patterns of the participation in the promotion the tourism of Wat Don Wuay Riverside Market as the ecotourism source by the environmental control. It was found that, the homeowners group wanted to participate in various patterns. There were sampling group wanted to share the ideas 57.6 percent. To consent to practice 27.3 percent, and to contribute money/materials 9.1 percent. Whereas people wanted to participate in the implementation 6.1 percent.

The patterns of the participation in the area management by the assignment the preserved zoning for the environmental maintenance and prevented zoning effect. From the results of study of the patterns of the participation could be

concluded as follower. To share the ideas 22.2 percent, and to consent to practice 47.2 percent, to contribute money/materials 8.3 percent. Whereas to participate in the monitoring and evaluation 22.2 percent.

The participation pattern in the construction of the routes linking the local tourism by including Wat Don Wuay Riverside Market together. This had to be conducted in order to link and support each other. In this case, the sampling group of the seller had the participation patterns as follows. People who wanted to participate in sharing the ideas 33.3 percent, and consenting to practice 3.3 percent. People who wanted to participate in terms of contribution of money/materials 43.3 percent. Whereas people who wanted to participate in monitoring and evaluation 20.0 percent.

The participation pattern in the control a number of tourists to be suitable to the areas in each activity. People who wanted to participate in sharing the ideas 35.5 percent of the total, and consenting to practice was also 35.5 percent. People who wanted to participate as the member in the committee 3.2 percent. And 25.8 percent of the rest they wanted to participate in monitoring and evaluation.

To participate in the assignment of one-way of entrance and exit traffic to reduce crowded. There were population who wanted share the ideas 32.3 percent, monitoring and evaluation 19.4 percent, contributing money/materials 9.7 percent, and consenting to practice 38.7 percent.

In case of the rigid assignment of the environmental quality maintenance policy in each group concerning to the ecotourism activities of Wat Don Wuay Riverside Market. The results of study indicated that the sampling group that wanted to participate in the policy assignment showed their desire in various participation patterns. To participate in sharing the ideas 64.5 percent, 3.2 percent belonged to the contribution of money/materials. People who want to participate in the consenting practice 9.7 percent, and want to participate in the monitoring and implementing evaluation 22.6 percent.

To assign the fat disposal pond for the primary wasted water treatment. The sampling group wanted to participate in various patterns. People who wanted to share the ideas 41.7 percent, and wanted to contribute money/materials 2.8 percent. They wanted to participate in the consenting to practice 50.0 percent, while 5.6 percent belonged to samples who want to participate in the monitoring and evaluation.

To assign the wasted water disposal pond in each area. It needed the cooperation from various sectors. People who wanted to participate in sharing the ideas 30.6 percent. To participate in contribution of money/materials 8.3 percent, and wanted to consenting to practice 44.4 percent. By 16.7 percent they wanted to participate in monitoring and implementing evaluation.

In case of the need of the participation in providing the garbage pickers to eliminating garbage left. According to the participation patterns, to participate in sharing the ideas 41.4 percent, to contribute money/materials 20.7 percent. People who wanted to participate in the following up to practice 27.6 percent. Whereas 3.4 percent belonged to be member of the committee. However the rest of 6.9 percent want to participate in monitoring and implementing evaluation.

The study of the construct the hygienic garbage collected area around Wat Don Wauy Riverside Market carrying garbage before the staff from Tambol Administration Organization came to collect them. The participation patterns that the sampling group wanted as follows. The participation in sharing the ideas 9.1 percent. People who want to contribute money/materials 36.4 percent, and wanted to be member in the committee 6.1 percent. Whereas the rest of 18.2 percent wanted to participate in the monitoring and implementing evaluation.

The study of the assignment of the rigid regulation of displaced garbage dumping by fining among the groups. It needed the cooperation from various sectors. The results of study showed that 5.4 percent of the total needed the participation pattern of sharing the ideas. People who wanted to participate in the consenting to practice 73.0 percent. Moreover, people who wanted to participate in the monitoring and implementing evaluation 16.2 percent.

According to the vehicle speed control. It was found that the sampling group wanted to share the ideas 47.4 percent, to contribute money/materials 15.8 percent. While they wanted to consent to practice 18.4 percent and wanted to monitoring and implementing evaluation 18.4 percent as well.

To switch-off engine after parking. There were 21.9 percent of the samples wanted to share the ideas, to contribute money/materials 12.5 percent. People who wanted to participate in the consenting to practice 50.0 percent, and to be a

member of the committee 9.4 percent. However 6.3 percent of the total wanted to participate in the monitoring and implementing evaluation.

To provide the staff controlling a number of car, and car arrangement. People who wanted to participate in sharing of the ideas 73.9 percent, to contribute money/materials 8.7 percent. Whereas no participation in the consenting to practice. The rest of 17.4 percent belonged to the sampling group of monitoring and implementing evaluation.

To provide the staff controlling noisy rigidly. The patterns of the participation that the sampling group needed as follows. People who want to share the ideas and to consenting to practice were equally 45.5 percent. Whereas they wanted to be member in the committee 3.0 percent, and wanted to participate in the monitoring and implementing evaluation 6.1 percent.

To provide the staff to be responsible for the monitoring and control the specific environmental management. The patterns of participation that all samples needed as follows. People who wanted to share the ideas 48.9 percent, to contribute money/materials 6.7 percent. Whereas 17.8 percent of the samples wanted to consenting to practice. People who wanted to participate in the committee 24.4 percent. However 2.2 percent belonged to the sampling group who wanted to participate in the monitoring and evaluation (Table 4-19).

Table 4-19 the participation patterns of the homeowner group in the environmental quality management for the ecotourism of Wat Don Wuay Riverside Market.

Problems to the participation	To share the ideas	To contribute money/materials	To consent practice	To be member in the committee	To monitor and evaluate
	%	%	%	%	%
1. To promote Wat Don Wuay Riverside Market as the ecotourism source.	57.6	9.1	27.3	0.0	6.1
2. To assign the preserved zoning for the environmental maintenance and prevented zoning effect.	22.2	8.3	47.2	0.0	22.2
3. To construct the routes linking to the neighboring tourism sources.	33.3	43.3	3.3	0.0	20.0
4. To control a member of tourist to be suitable to the areas and activities.	35.5	0.0	35.5	3.2	25.8
5. To assign the one-way of entrance and exit traffic.	32.3	9.7	38.7	0.0	19.4
6. Rigidly assign the environmental quality maintenance.	64.5	3.2	9.7	0.0	22.6
7. To assign the primary treatment of fat disposal pond in each shop.	41.7	2.8	44.4	0.0	5.6
8. To assign wasted water disposal pond in each area.	30.6	8.3	44.4	0.0	16.7
9. To provide garbage pickers.	41.4	20.7	27.6	3.4	6.9
10. To construct the hygienic garbage collected area.	9.1	36.4	30.3	6.1	18.2

Table 4-19 (Cont.)

Problems to the participation	To share the ideas	To contribute money/materials	To consent to practice	To be member in the committee	To monitor and evaluate
	%	%	%	%	%
11. To assign the rigid regulation of displaced garbage dumping by fining among the group.	5.4	0.0	73.0	5.4	16.2
12. Vehicle speed control around the areas.	47.4	15.8	18.4	0.0	18.4
13. To control the switching-off engine after parking.	21.9	12.5	50.0	9.4	6.3
14. To provide the staff controlling a number of car and car arrangement.	73.9	8.7	0.0	17.4	0.0
15. To provide the staff to control noisy.	45.5	0.0	45.5	3.0	6.1
16. To provide the staff to be responsible for monitoring and maintaining the environment.	48.9	6.7	17.8	24.4	2.2

4.4.4 Ideas of the homeowner group concerning to the guideline of giving knowledge and consciousness for the environmental maintenance of the tourism source.

From the results of study in case of providing the training and giving knowledge for the environmental maintenance of the tourism source. There were the seller group who agreed with this ideas 84.4 percent, disagreed 12.8 percent. People who did not answer 15.6 percent. According to the homeowner group, people who agreed with this ideas 80.0 percent, disagreed 11.1 percent. Whereas samples who did not answer 8.9 percent. For the Wat Don Wuay Riverside Market Organizing Committee, the member who agreed with this ideas 84.4 percent. The member who

disagreed was none, and did not answer 15.6 percent. In case of the teacher and the student group. They agreed with this ideas 80.0 percent. Whereas people who disagreed was none. But people who did not answer 20.0 percent.

To provide various media giving knowledge for the environmental condition management of Wat Don Wuay Riverside Market in each area. People who agreed with this ideas 80.0 percent, disagreed had none. People who did not answer 20.0 percent.

Table 4-20 Ideas concerning the guideline to giving knowledge and consciousness for the environmental maintenance.

Case study	Ideas		
	Agreed	Disagreed	No answer
	%	%	%
Guideline to giving knowledge and consciousness of the environmental maintenance.			
1. To provide training in the environmental conservation.			
1.1 The seller group.	84.4	12.8	15.6
1.2 The homeowner group.	80.0	11.1	8.9
1.3 The Market Organizing Committee group.	84.4	0.0	15.6
1.4 The teacher and student group.	80.0	0.0	20.0
2. To provide various media giving knowledge for the environmental condition management.	80.0	0.0	20.0

4.4.5 Ideas of the homeowner group concerning the participation in giving knowledge and consciousness of the tourism source maintenance.

To provide training for the environmental maintenance of the tourism source. There were sampling group of homeowner who agreed with this idea 82.2 percent. People who disagreed this idea 2.2 percent, and did not answer 15.6 percent.

To provide various media giving knowledge for the environmental condition of Wat Don Wuay Riverside Market in each area. It was found that, people

who want to participate this idea 66.7 percent, disagreed to participate 11.1 percent. Whereas people who did not answer 22.2 percent (Table 4-21).

Table 4-21 Thw patterns of the participation in giving knowledge and consciousness for the environmental maintenance.

Cases study	Participated	Not participated	No answer
	%	%	%
Guideline for giving knowledge and consciousness of the environmental maintenance.			
1. To provide training for giving knowledge of the environmental maintenance of the tourism source.	82.2	2.2	15.6
2. To provide various media giving knowledge of the environment.	66.7	11.1	22.2

4.4.6 Ideas concerning the participation patterns of the homeowner group in giving knowledge and consciousness for the environmental maintenance of the tourism sources.

To provide the training for giving knowledge of the environmental maintenance of the tourism sources. It was found that there were people who wanted to participate in the sharing of ideas 40.5 percent. People who wanted to participate in the contribution money/materials 5.4 percent. The homeowners who wanted to consent to practice 37.8 percent, and wanted to be member in the committee 5.4 percent. Whereas people who want to participate in the monitoring and implementing evaluation 10.8 percent.

To provide various media giving knowledge of the environmental condition maintenance for each area of Wat Don Wuay Riverside Market. It was found that, according to the participation patterns, people wanted to share the ideas 36.7 percent, and to contribute money/materials 16.7 percent. Whereas they wanted to consent to practice 20.0 percent, and wanted to be member in the committee 6.7

percent. The rest of 20.0 percent, therefore, belonged to the homeowners who wanted to participate in the monitoring and implementing evaluation (Table 4-22).

Table 4-22 The participation patterns in the giving knowledge and consciousness for the environmental maintenance.

Problems to the participation	Participation				
	To share the ideas	To contribute on money/materials	To follow up to practice	To be member of the committee	To monitor and evaluate
	%	%	%	%	%
Guideline for giving knowledge and consciousness of the environmental maintenance.	40.5	5.4	37.8	5.4	10.8
1. To provide training of the environmental conservation.	36.7	16.7	20.0	6.7	20.0
2. To provide media giving knowledge of the environment.					

4.4.7 Ideas concerning the guideline to the local people's participation of the homeowner group.

From the study of the promotion in the unite of various organizations to control and maintain the environmental condition. The results of study showed that, there were sampling group who agreed with this idea 73.3 percent. People who disagreed had none, and people who did not answer the question 26.7 percent.

In order to promote the local community participating in planning, decision making, and the implementing evaluation. It was found that there were sampling group who agreed with this idea 68.9 percent, disagreed 8.9 percent. The samples who did not answer the question 22.2 percent.

In case of the coordination of the government agencies taking responsibility in supporting the environmental maintenance. The result of study was found that. Most samples agreed with the idea 73.3 percent, disagreed 8.9 percent. But there were no answer from the rest of samples 17.8 percent.

According to the setting up the organization comprising of various representatives to be responsible for the environmental maintenance. There were a large number of people who agreed with this idea 77.8 percent, disagreed 4.4 percent. However 17.8 percent belonged to a group of samples who did not answer the question.

In the supporting the Local Administration Organization could carry out the tourism development and could also collect income for the environmental rehabilitation. It was found that most of the homeowners agreed with this idea 82.2 percent, disagreed 4.4 percent. However there were people did not answer the question 13.3 percent (Table 4-23).

Table 4-23 Ideas of the homeowner group concerning the local people participation.

Case study	Ideas		
	Agreed	Disagreed	No answer
	%	%	%
Guideline to the people participation.			
1. To provide the unite of various organizations.	73.3	0.0	26.7
2. To provide the community participate in planning.	68.9	8.9	22.2
3. To provide the government agencies supporting the environmental management.	73.3	8.9	17.8

Table 4-23 (Cont.)

Case study	Ideas		
	Agreed	Disagreed	No answer
	%	%	%
4. To set up the representatives of the organization acting a specific environmental maintenance.	77.8	4.4	17.8
5. To provide the local community could earn its income for the environmental rehabilitation.	82.2	4.4	13.3

4.4.8 Ideas concerning the primary structural management guideline of the homeowner group.

From the results of study in this cases. There were the assignments of the suitable connecting route system to the areas and activities by regarding of the security as the main subject. It was found that, majority of the homeowners who agreed with this idea 82.2 percent, disagreed 4.4 percent. Whereas the rest of sampling group did not answer the question 13.3 percent.

In case of providing the efficient communication system to control tourist and relief the emergency public hazard. It was found that there were 62.2 percent of the homeowners agreed with this idea, disagreed 4.4 percent. However the samples who did not answer the question 33.3 percent.

To enhance the energy consumption safely according to its suitability and size of the tourism areas. To enhance the replaceable energy consumption, and reduce the used-up natural resource consumption. In the tourism activities. The results of study showed that most people agreed with this point of view 82.2 percent, disagreed 17.8 percent. But there was not people who did not answer the question.

To provide the tourism service by the local organization under the governmental supporting. The results of study were found that, the sampling group who agreed with this idea 64.4 percent, disagreed 4.4 percent. Whereas people who did not answer the question 31.1 percent.



In case of the government invested in the tourism development under the implementation of the Local Administration Organization. The results of study showed that 73.3 percent of the total agreed with the idea. Whereas 26.7 percent belonged the group of homeowners who did not answer the question.

To assign the control of the tourism business to be agreeable to the nature, social and local culture. It was found that 71.1 percent of the homeowner group agreed with this case, disagreed 11.1 percent. People who did not answer the question 17.8 percent. To enhance the participating opportunity and increased the local community income. It was found that 80.0 percent agreed with this case, disagreed 2.2 percent. Whereas people who did not answer the question 17.8 percent as shown in Table 4-24.

Table 4-24 Ideas concerning the primary structural management guidelines of Wat Don Wuay Riverside Market.

Case study	Ideas		
	Agreed	Disagreed	No answer
	%	%	%
Primary structural management guidelines.			
1. To provide the connecting routes to be suitable for the areas and activities.	82.2	4.4	13.3
2. To provide the efficient communication to control tourist and relief the energy public hazard.	82.2	17.8	0.0
3. Safely utilize the energy according to the tourism areas	62.2	4.4	33.3
4. To provide the tourism service by the local organization under the government supporting.	64.4	4.4	31.1
5. The government invested the tourism sources development under the local administration implementing.	73.3	0.0	26.7

Table 4-24 (Cont.)

Case study	Ideas		
	Agreed	Disagreed	No answer
	%	%	%
6. To arrange the tourism activities to be agreeable to the nature, social and culture.	71.1	11.1	17.8
7. To enhance the participating opportunity and increased the local community income.	80.0	2.2	17.8

4.4.9 Ideas of the homeowner group concerning the effects from the tourism activities of Wat Don Wuay Riverside Market.

From the study on the ideas concerning the effects from the ecotourism activities of Wat Don Wuay Riverside Market to the local community.

It was found that, people who believed that the tourism of Wat Don Wuay Riverside Market had much effect on the natural condition 37.8 percent, moderate effect 28.9 percent. Whereas 33.3 percent of the homeowners believed that it had less effect on the natural condition. However no one believed that there was no effect on the natural condition.

The study of the idea concerning the tourism activities of Wat Wuay Riverside Market caused the wasted things disposal to the natural watershed. It affected on water quality in the river. There were the homeowners believed that the tourism activities of Wat Don Wuay Riverside Market dumping the wasted things to the natural watershed would have much effect on water quality 46.7 percent, moderate effect 35.6 percent. Whereas someone believed that it would have less effect on water quality 13.3 percent. However some householders believed that it had no effect on water quality 4.4 percent.

The study of the traveling and using various kinds of vehicle giving rise its air pollution to the local community of high level of 40.0 percent of the total population. People who believed that it had moderate effect by 35.6 percent. Whereas people who believed that it had less effect on air pollution by 24.4 percent.

In case of the study on the travelling and using various vehicles giving rise to noisy. There were population who believed that it caused high level of noisy 40.0 percent, moderate noisy 33.3 percent. Whereas the population who thought that it caused less noisy 26.7.

Using of amplifier in the tourism activity of Wat Don Wuay Riverside Market giving rise to noisy and disturbance to other people. The sampling group who believed that it caused much disturbance to other people 48.9 percent. Whereas it caused moderate disturbance to others 26.7 percent, and caused less disturbance to other people 24.4 percent.

The tourism sources development caused trespassing the public land uses for construction and caused the environmental condition damage. There were 33.3 percent of the samples had point of view that it caused much damage of the environmental condition. The people who had point of view that it caused moderate damage 20.0 percent, and less damage by 33.3 percent. But there were people who gave the idea that it caused no effect on the environmental condition damage.

The tourism sources development caused the effect on the natural serenity and cultural art. The population who had point of view that it caused much effect 33.3 percent, and it caused moderate effect 26.7 percent. People who had the opinion that it caused less effect 26.7 percent. However people who had the idea of no effect on the natural serenity and cultural art 8.9 percent. People who did not answer 4.4 percent.

The tourism of Wat Don Wuay Riverside Market caused the communicable diseases problem. The population who gave the idea of much communicable diseases problem 15.6 percent, moderate communicable diseases problem 40.0 percent. But 31.1 percent of the total samples gave the idea that it caused less problem, 8.9 percent believed that I caused no problem. . However there were people who did not answer the question 4.4 percent.

The tourism of Wat Don Wuay Riverside Market caused the criminal problem. The samples who gave the idea of much problem 20.0 percent, the moderate problem by 28.9 percent. Whereas the population who had point of view of less problem on the criminal 33.3 percent. But 15.6 percent belonged to the people who

thought that it caused no problem. However the rest of 2.2 percent belonged to the people who did not give their opinion.

The tourism of Wat Don Wuay Riverside Market caused the primary structural and facilities changes. The population who had the idea of much changes of the primary structure and facilities 57.8 percent, the idea of moderate changes of the primary structure and the facilities 33.3 percent. The less changes of the primary structure and the facilities 4.4 percent and the same as the people who had the idea of nothing change or 4.4 percent.

Wat Don Wuay Riverside Market development caused the original culture and tradition changes. From the results of study, it was found that population who had the opinion of much changes of the original culture and tradition 33.3 percent, and the moderate changes 35.6 percent. Whereas the sampling group who thought that it caused less changes 2.2 percent. But the population who thought that it caused no changes 28.9 percent.

Wat Don Wuay Riverside Market caused the incompatibility between the tourist and the local community. There were 11.1 percent belonged to the population who thought that it caused much incompatibility, moderate, and less incompatibility were 2.2 percent and 17.8 percent respectively. Whereas the rest thought that it caused no effect on the incompatibility between the tourist and the local community 48.9 percent (Table 4-25).

Table 4-25 Ideas of the homeowner group concerning the effect of the environmental quality from the ecotourism activities of Wat Don Wuay Riverside Market.

Problems affected on the environment	Idea Levels				
	Much	Moderate	Less	No problem	No answer
	%	%	%	%	%
The effects from the tourism activities. 1. The tourism of Wat Don Wuay Riverside Market affected on the natural condition.	37.8	28.9	33.3	0.0	0.0

Table 4-25 (Cont.)

Problems affected on the environment	Idea Levels				
	Much	Moderate	Less	No problem	No answer
	%	%	%	%	%
2. The tourism of Wat Don Wuay Riverside Market caused the wasted thing disposal to the natural watershed and resulted in water quality damage.	46.7	35.6	13.3	4.4	0.0
3. Using of vehicles resulted in air pollution to the community.	40.0	35.6	24.4	0.0	0.0
4. The travelling and using of various kinds of vehicle resulted in noisy.	40.0	33.3	26.7	0.0	0.0
5. Using of amplifier in the tourism activities resulted in noisy and disturbance.	48.9	26.7	24.4	0.0	0.0
6. The tourism sources development resulted in trespassing the public land uses.	33.3	20.0	33.3	0.0	0.0
7. The tourism sources development caused the natural serenity.	33.3	26.7	26.7	8.9	4.4
8. The tourism of Wat Don Wuay Riverside Market caused the communicable diseases problem.	15.6	40.0	31.1	8.9	4.4
9. The tourism of Wat Don Wuay Riverside Market caused the criminal	20.0	28.9	33.3	15.6	2.2

Table 4-25 (Cont.)

Problems affected on the environment	Idea Levels				
	Much	Moderate	Less	No problem	No answer
	%	%	%	%	%
problem.					
10. The tourism of Wat Don Wuay Riverside Market caused the primary structural and facilities changes.	57.8	33.3	4.4	4.4	0.0
11. Wat Don Wuay Riverside Market caused the original culture and tradition changes.	33.3	35.6	2.2	28.9	0.0
12. Wat Don Wuay Riverside Market caused the incompatibility between the tourist and the local community.	11.1	22.2	17.8		

4.5. The participation guidelines of the Organizing Committee of Wat Don Wuay Riverside Market to the environmental quality management for the ecotourism activities of Wat Don Wuay Riverside Market.

In the Wat Don Wuay Riverside Market managing administration. There was setting up Wat Don Wuay Riverside Market Wat Don Wuay Market Organizing Committee. Mr.Bancha Wutisaugka, the chairman and had the Joint Organizing Committee comprised of 17 members. According to the administration, there would have the meeting at least once a month. In order to give information to the concerned persons, or in case of the urgent problem. The chairman would call for all members to ask their opinion or to seek the guideline to solve problems. Most problems in the agenda would be the tourism service development and general subjects. The agreement of the committee would be a guideline for the mutual implementation.

The Tambol Administration Organization's implementation in case of the environmental management. In the present it already implemented for the part of providing the staff in collecting garbage at the garbage collected areas that the Tambol Bang Kra Tuk Administration Organization already provided such as area near by the office of the Organization, in front of Kamnan's residence. The garbage picking was carried out on Monday, Tuesday, Wednesday, Friday, Saturday and Sunday. By providing the side-opened and the rear-pressed with 2 drivers and 6 garbage pickers.

The implementation of the administrator's area management around Wat Don Wuay would be responsible for the various activities' tidy around the area of Wat Don Wuay and Wat Don Wuay School in every aspects, such as water spraying to prevent dust from parking lot. Providing the staff for car parking. In addition, to provide the staff for the security, etc.

4.6. The participating evaluation in the environmental quality management from the tourism activities of Wat Don Wuay Riverside Market.

In order to promote the tourism of Wat Don Wuay Riverside Market as the ecotourism source. It would be seen that ideas of the homeowner group and the seller group were agreeable and supported each other. A number of participation was not much different. Whereas the participation patterns would rather stress on the sharing of the ideas and the contribution of money/materials. This was due to the groups believed that the development patterns should be the duty of the organizing committee or the concerned government agencies such as the Tambol Administration Organization or the provincial tourism development agencies.

The assignment of preserved zoning for the environmental maintenance and the protected effect area. From the survey, it was found that the percentage of the participation of the householder group and the seller group almost the same. But the participation patterns of the 2 group were in the form of consenting to practice at most. This was due to the condition and regulations would provide everyone to participate in the practice. In case of the implementation, it should be the staff or the government agencies as the operator. Sometimes it would take a role, power or various duties as the components so as to be able to carry out.

In case of the route construction to link the other tourism sources. In the homeowner group and the seller group, it was found that the seller group had the desire of participation in higher percentage than of the homeowner group. This was due to the construction, if it accomplished. The consequent results would provide the increase of tourist. It also reduced the crowded areas of Wat Don Wuay Riverside Market to the neighboring tourism sources. It was more alternative of the tourism areas to the tourist.

In case of the control a number of tourist to be suitable for the areas and activities. For the homeowner group, they wanted to participate in the form of consenting to practice rather than the other patterns. This was due to the implementation needed the cooperation the concerned people and from the Marketing Administration Committee. According to the seller group, they wanted to share the ideas rather than the other participation patterns.

According to the one-way of entrance and exit traffic. The seller group most wanted to participate in the sharing of the idea. This was due to the effect on this direct implementation. At the same time, the homeowner group wanted to participate in according to regulations under the managing administration of the Marketing Administration Committee, or the concerned agencies.

The rigid assignment policy of the environmental quality maintenance. The seller group wanted to participate in the contribution of money/materials rather than the other patterns of participation. Whereas the homeowner group wanted to participate in sharing the ideas. This was due to the implementation under the Marketing Administration Committee as the core leader.

To assign the primary wasted water disposal pond in each shop and the primary treatment of wasted water disposal pond in each area. For the seller group, they wanted to participate in this pattern lesser than of the homeowner group. Because the seller group was the initiator in this activity. In addition to construct such primary treatment of disposal pond in each area, it was costly investment. These reason caused the sellers did not pay much interest in such participation. But the construction of the treatment of wasted water disposal pond in each area. The seller group had more desire to participate in this activity. Therefore, it should be more possibility to construct such disposal pond in each shop.

To provide garbage pickers, it was found that the seller group had more desire than of the homeowner group. Because this problem originated from the group of people who had the activities created garbage. The seller group had the most desire of contribution of money/materials. The contribution might be in a form of garbage picking fee etc.

To construct the hygienic garbage collected area. The homeowner group had more desire in this case than of the seller group. Whereas the seller group paid more interest in the selling than this activity.

To assign the regulation displacing of garbage dumping by fining. The homeowner's desire was closed, to the sellers'. According to the participation in the consenting to practice, the homeowner group had more desire than the other participation patterns. Whereas the seller group wanted to participate in the contribution of money/materials more than the other patterns. This was due to the seller had the limitation of time available. They, therefore, did not have much choice for the other participation.

In case of the vehicle speed control in the surrounding areas. The homeowner group had more desire than of the seller group. This was due to the fact that the homeowner group received this direct effect. In addition, they wanted to participate in the sharing of the ideas more than the other participation's. They possibly wanted the others to realize the real problem they encountered.

To control the switching-off engine after parking. The seller group had more desire than of the other group. But both 2 groups wanted to participate in the consenting to practice as well.

To provide the staff controlling number of car and car arrangement, noisy, and to be responsible for the environmental maintenance. The householder group had more desire of sharing the ideas than the other participation patterns. They had the tendency to do so, because the providing of the staff for each activity must be approved by the Market Administration Committee.

The homeowner group had more desire in the training of the environmental conservation than of the seller group. They also wanted to share the ideas. In order to enhance the local people having more cherish in the environmental quality. Whereas the seller group wanted to participate in the providing of media in

terms of giving knowledge instead of training. The homeowner group would have much more time than the seller group. The former, therefore, was more interested in training than the giving knowledge through the media.

4.7. The priority of the environmental quality case problems.

4.7.1. The environmental case problems from the homeowner group's attitudes.

The appropriate study on the environmental quality management by the local participation for the ecotourism activity of Wat Don Wuay Riverside Market. From the survey point of view concerning the effect caused by the tourism activities. It was found that the point of view from the homeowner group concerning the effect of the tourism activities. They could be summarized and ranked the priority of the case problems as shown in Table 4-26.

Table 4-26 The priority of the environmental case problems from the homeowner's attitudes.

No.	Case problems	Percentage of the attitude that caused high level of problems
1.	The tourism of Wat Don Wuay Riverside Market caused the primary structural and the facilities changes.	57.8
2.	The using of amplifier in the tourism activities caused noisy disturbance.	48.9
3.	The tourism of Wat Don Wuay Riverside Market caused dumping of dirty things to the river and resulted in rotting wasted water.	46.7
4.	Traveling by various vehicles caused noisy disturbance.	40.0
5.	The using of vehicles caused air pollution to the community.	40.0
6.	The tourism of Wat Don Wuay Riverside Market affected on the natural condition.	37.8

Table 4-26 (Cont.)

No.	Case problems	Percentage of the attitude that caused high level of problems
7.	The tourism source development caused the trespassing of the public land uses.	33.3
8.	The tourism source development caused the natural condition and cultural art.	33.3
9.	Wat Don Wuay Riverside Market development caused the original cultural and traditional changes.	33.3
10.	Wat Don Wuay Riverside Market development caused the criminal problem.	20.0
11.	The tourism of Wat Don Wuay Riverside Market caused the communicable diseases.	15.6
12.	Wat Don Wuay Riverside Market development caused the incompatibility between tourist and the local community.	11.1

For the homeowner group, it was found that they agreed with the tourism of Wat Don Wuay Riverside Market caused the most primary structural and the facilities changes or 57.8 percent. The using of amplifier in the tourism activities cause noisy disturbance came second 48.9 percent. Whereas 40.0 percent belonged to the using of vehicles caused air pollution and noisy disturbance to the community. This was due to the homeowners already got accustomed to changes. All connecting routes to Wat Don Wuay Riverside Market have been used and caused noisy and dusty all day long from Saturday, Sunday and other Festival Holidays from 10.30-14.00 hour. In addition, Wat Don Wuay had many routes passed through. It therefore caused the spreading out of vehicles around the community area. This would affect on all over the homeowners.

4.7.2. The environmental case problems from the seller group's attitudes.

From the ranking priority of the environmental case problems among the seller sampling group. It was found that the tourism of Wat Don Wuay Riverside Market caused the primary structural and the facilities changes. The seller group had this attitude the same as of the homeowner group the results of study already shown in Table 4-27.

Table 4-27 The priority of the environmental case problems from the seller group's attitudes.

No.	Case problems	Percentage of the attitude that caused high level of problems
1.	The tourism of Wat Don Wuay Riverside Market caused the primary structural and the facilities changes.	61.7
2.	The travelling by various vehicles caused noisy disturbance.	23.4
3.	The using of amplifier in the touring activities caused noisy disturbance.	22.0
4.	The tourism of Wat Don Wuay Riverside Market affected on the natural condition.	19.1
5.	The tourist development caused trespassing the public laud uses.	19.1
6.	The using of vehicles caused air pollution to the community.	18.4
7.	The tourism of Wat Don Wuay Riverside Market caused dumping of dirty thing to the river and resulted in rotting wasted water.	18.4
8.	The tourism source development affected on the natural and cultural art conditions.	17.7

Table 4-27 (Cont.)

No.	Case problems	Percentage of the attitude that caused high level of problems
9.	The tourism of Wat Don Wuay Riverside Market caused the communicable diseases.	12.8
10.	Wat Don Wuay Riverside Market development caused the original cultural and traditional changes.	12.1
11.	Wat Don Wuay Riverside Market development caused the criminal problems.	10.6
12.	Wat Don Wuay Riverside Market development caused the incompatibility between tourist and the local community.	9.9

From the results of study in Table 4-27, it was found that the seller sampling group's attitudes showed that the tourism of Wat Don Wuay Riverside Market caused the most effect on the primary structural and the facilities change, or 61.7 percent. This was due to the changes directly affected on a number of tourist. Therefore this problem also directly affected on the seller group. However the other effects on the environmental quality and caused problems. The seller sampling group believed that they were indirect effects. Therefore, they would cause their attitude percentage values levels were lesser than 50 percent.

4.7.3. The ranking priority of the environmental problems from the tourism of Wat Don Wuay Riverside Market.

From the results of study on the homerowner and the seller groups' points of view could be classified according to its important problem affecting on the environment by the tourism of Wat Don Wuay Riverside Market as a total image as shown in Table 4-28.

Table 4-28 Ranking priority of the importance of the environmental quality from the tourism activities of Wat Don Wuay Riverside Market.

Case problems	Importance of the problem				Total value	Priority of the importance of problems
	homeowner group		Seller group			
	Ranking	Value	Ranking	Value		
1. The tourism of Wat Don Wuay Riverside River affected on the natural condition.	5	8	4	9	17	5
2. The tourism of Wat Don Wuay Riverside Market caused dumping of dirty thing to the natural water resources.	3	10	5	8	18	4
3. The using vehicles caused air pollution to the community.	4	9	5	8	17	5
4. The traveling and using various vehicles caused noisy disturbance.	4	9	2	11	20	3
5. The using amplifier caused noisy disturbance	2	11	3	10	21	2
6. The tourism sources development caused trespassing of the public land uses.	6	7	4	9	16	6
7. The tourism source development affected on the cultural art serenity.	6	7	6	7	14	7
8. The tourism of Wat Don Wuay Riverside Market caused the communicable diseases.	8	5	7	6	11	9

Table 4-28 (Cont.)

Case problems	Importance of the problem				Total value	Priority of the importance of problems
	homeowner group		Seller group			
	Ranking	Value	Ranking	Value		
9. The tourism of Wat Don Wuay Riverside Market caused the criminal problems.	7	6	9	4	10	10
10. The tourism of Wat Don Wuay Riverside Market caused the primary structural and facilities changes.	1	12	1	12	24	1
11. Wat Don Wuay Riverside Market caused the original cultural and traditional changes.	6	7	8	5	12	8
12. Wat Don Wuay Riverside Market development caused the incompatibility between tourist and the local community.	9	4	10	3	7	11

From the results of analyzed data in Table 4-28. The importance of problem effects from the ecotourism activities of Wat Don Wuay Riverside Market in the total image of both 2 groups as following orders:

Order 1 Wat Don Wuay Riverside Market development as the tourism source caused the primary structural and facilities changes.

Order 2 The uses of amplifier in the tourism activities of Wat Don Wuay Riverside Market caused noisy disturbance.

Order 3 The traveling by using various vehicles caused noisy disturbance.

Order 4 The tourism of Wat Don Wuay Riverside Market caused dumping of dirty things to the natural watersheds and resulted in the water quality damage.

Order 5 The traveling and using vehicles resulted in air pollution to the local community. And the tourism of Wat Don Wuay Riverside Market affected on the natural condition.

Order 6 The tourism source development caused trespassing of the public land uses in order to construct any buildings and caused the environmental condition damage.

Order 7 The tourism source development caused effect on the natural serenity and the culture and art.

Order 8 Wat Don Wuay Riverside Market development caused the original cultural and traditional changes.

Order 9 The tourism of Wat Don Wuay caused the communicable diseases.

Order 10 The tourism of Wat Don Wuay Riverside Market caused the criminal problems.

Order 11 The tourism of Wat Don Wuay Riverside Market affected on the incompatibility between tourist and the local community.

4.8. The justification of the participation in the environmental quality management of Wat Don Wuay Riverside Market ecotourism.

From the study of the participation in the environmental quality management from the tourism activities of Wat Don Wuay Riverside Market, including the guideline to the environmental quality management which belonged to the 2 groups of householder and the seller. It could be ranking the justification of desire in the participation in various case study as shown in Table 4-29 and Table 4-30.

Table 4-29 Ranking of the justification and the cases of the participation of the homeowner group.

Ranking number	Cases of the participation	Percentage of the sampling group response
1.	The vehicles speed control the surrounding area.	84.4
2.	To provide the staff to be responsible for the monitoring the specific environmental management control.	84.4
3.	To assign the rigid regulation of displaced dumping of garbage with fining.	82.2
4.	To assign the zoning area as the preserved area for the environmental maintenance and to prevent its effect.	80.0
5.	To assign the primary treatment of wasted water disposal pond in each shop.	80.0
6.	To assign the treatment of wasted water disposal pond in each area.	80.0
7.	To construct the hygienic garbage collected areas.	73.3
8.	To provide the staff controlling noisy.	73.3
9.	To promote Wat Don Wuay Riverside Market as the ecotourism and the environmental control.	73.0
10.	To control the switching-off engine after parking.	71.10
11.	To assign the rigid policy of the environmental quality maintenance.	68.9
12.	To control a number of tourist to be suitable for the areas and activities.	68.9
13.	To construct the routes linking to the neighboring tourism sources.	66.7
14.	To provide garbage pickers.	64.4
15.	To provide the staff controlling a number of car and car arrangement.	51.1
16.	To provide the one-way of entrance and exit traffic around the old market.	38.9

It was seen that the homeowner group wanted to participate in the environmental quality management of the tourism of Wat Don Wuay in almost subjects. Only one subject that the group of homeowner wanted to participate less than 50 percent was the providing the one-way of entrance and exit traffic around the old market. This was due to the most homeowners believed that this activity was under the responsibility of the sellers and the Market Organizing Committee.

Table 4-30 The ranking of the justification and the cases of the participation of the seller group.

Ranking number	Cases of the participation	Percent
1.	To provide the staff controlling a number of car and car arrangement.	91.5
2.	To promote Wat Don Wuay Riverside Market as the ecotourism and the environmental control.	85.8
3.	To assign the rigid regulation of displaced dumping of garbage with fining.	83.7
4.	To provide the staff to be responsible for the monitoring the specific environmental management control.	81.6
5.	To assign the rigid policy of the environmental quality maintenance.	81.6
6.	To construct the routes linking to the other neighboring tourism areas.	80.9
7.	To provide the staff controlling noisy.	80.1
8.	The vehicles speed control the surrounding area.	79.4
9.	To control the switching-off engine after parking.	78.7
10.	To assign the zoning area as the preserved area for the environmental maintenance and to prevent its effect.	77.3
11.	To provide of the wasted water disposal pond in each area.	76.6
12.	To provide garbage pickers.	72.3
13.	To construct the hygienic garbage collected areas.	68.1

Table 4-30 (Cont.)

Ranking number	Cases of the participation	Percent
14.	To control a number of tourist to be suitable for the areas and activities.	63.8
15.	To provide the primary treatment of wasted water disposal pond in each shop.	24.1
16.	To assign the one-way of entrance and exit traffic around the old market area.	22.7

From the total image of the homeowner's desire in various cases more than of the seller's group. This was due to the homeowner group received the effect from various tourism activities. In addition they did not get the full benefits as the seller group. Especially the case of the participation that had principle tendency of the environmental assignment. Whereas the seller group already stressed on the principle tourism. According to the providing the staff controlling a number of car and car arrangement. In this case the seller group wanted to participate 91.5 percent. The case that lesser than 50 percent of the participation was the assignment of providing the primary wasted water disposal pond in each shop. This was regarded as the high cost of payment. Therefore, there were less in number of the seller wanted to participate in this case. In case of the assignment of the one-way of entrance and exit traffic had the least number of the sellers who wanted to participate in this activity. This was due to the seller were afraid that if this activity had undergone. They would loose the commercial benefits that certainly affect on their total selling. It therefore eventually affected on their income.

CHAPTER V

DISCUSSION

5.1 The analyzing image of Wat Don Wuay Riverside Market tourism

5.1.1 Demand and supply in the tourism of Nakhon Pathom Province

According to the total image of Nakhon Pathom Province, it is the province that closed to Bangkok Metropolis outskirts. It could take one-day travel. Nakhon Pathom Province, therefore is a by-pass province to Bangkok Metropolis for the tourism. Just a group of tourists who want to overnight in Nakhon Pathom for seminar or meeting.

In the reality, Nakhon Pathom is the tourism city that most people wanted to be free from the crowded in Bangkok Metropolis. They came to Nakhon Pathom just to contact the rural atmosphere around the big city. Especially on Saturday and Sunday, most tourists came to Nakhon Pathom to worship Buddha Image, monks, and purchase food and souvenirs. The foreigner tourists mostly from Asia and Europe usually visit Nakhon Pathom by traveling agencies. They normally visit Nakhon Pathom on working day. The location they preferred to visit are the interesting places as the main tourism sources of the Province such as Phra Phathom Jedi, and Suan Sam Phran.

5.1.2 The scenery and recreation for tourism

From the report concerning to the list of tourism sources in the Central Part of Thailand (2000) in the Final Report of the "Local and Environmental Architecture Identity Maintenance Project to attract tourists that set up by the Silpakorn University (2000). The tourism sources in Nakhon Pathom already classified as the historical tourism for 14 places, the Art and Cultural tourism for 5 places, mostly in the municipality Amphoe Muang Nakhon Pathom as shown in

Table 4.7-1. In addition, there are tourism sources as the market places including Wat Don Wuay Riverside Market. In the conclusion, Nakhon Pathom Province focused on the cultural way of Thai life and the agro-tourism. Especially the Thai food and restaurants. This is due to Nakhon Pathom Province is a source of ready-made food for export, self-reliance agriculture and the completed cycle of agriculture. The well-known goods and souvenirs of Nakhon Pathom Province mostly are Chinese sausage, and other pork products, glutinous rice in bamboo, chili source together with all kinds of fruit. For the handicrafts there are wickworks and water-hyacinth products.

5.1.3 Local architectural characteristics of Wat Don Wuay Riverside Market

Wat Don Wuay Riverside Market is the market according to the Thai typical way of life around Wat Kong Ka Ram Don Wuay. Most foods are the local food. According to the local architectural constructions are the Thai typical 1 or 2 floors with low clearance. Most buildings are made of wood with the long consecutive row. In the past, it was also the places that selling goods to the boat. But in the present situation, the river communication is not popular. Therefore, the outside of shops have to reverse to the outside. This side paved with long sidewalk along the riverside by side. Therefore, most shops and restaurants turned their back to the river. Whereas the front side faced to the sidewalk along the river approximately 3 meter. Thai tourism activities are regarded as the cultural tourism.

5.2 Sustainable tourism development for Wat Don Wuay Riverside Market

5.2.1 Problem situation and impact from the tourism

This study, it was found that from the area situation and the survey the problem situation and impact on Wat Don Wuay Riverside Market could be summarized as follows:

1) Environmental problem of the tourism sources and community

The environmental problems affected by the impact from the tourism activities as follows:

1.1) Wasted water-disposal caused by various tourism activities affected on water quality of Nakhon Chaisi. This was due to the disposal of wasted products to the water resources especially rafting restaurants, riverside restaurants,

feeding fish in front of Wat Don Wuay. Rafting restaurants would block water course. From the inquiry of the homeowner group it was found that Wat Don Wuay Riverside Market caused disposal of wasted products to the natural water resources 46.7 percent. Whereas the seller group of 18.4 percent gave the opinion on the same topic.

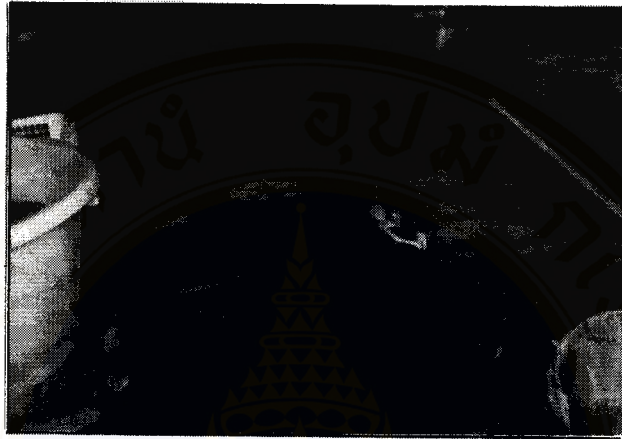


Figure 5-1 The disposal water problem

1.2) Garbage problem caused by various food selling and other goods in the study areas. Even though the project already furnish garbage bin around the areas. But the large amount of tourist it may cause problem of insufficient garbage bin, or the operator could not carry out this matter in time. This may caused garbage left. In the question of providing garbage pickers. The sellers around Wat Don Wuay Riverside old market agreed with this idea and they were willing to participate in this activity.

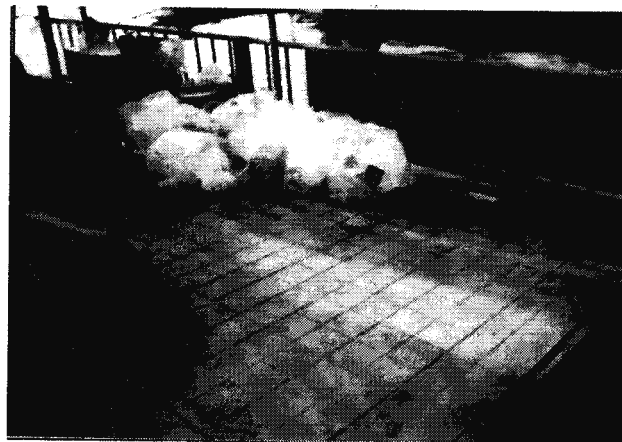


Figure 5-2 Garbage from the boat cruise tourism.

1.3) Dusty problem The traveling to Wat Don Wuay Riverside Market. The tourists could come to visit this place by the Royal Highway of Petchkasem and Pinklao-Nakhon Chaisi. Because it is not too far from Bangkok Metropolis, most tourists could travel from Bangkok Metropolis on Saturday, Sunday and Festival Holiday. During this time, there were many tourists come to visit Wat Don Wuay Riverside Market. The Wat Don Wuay Riverside Market Organizing Committee would provide car parks for the tourists, there are many places of car park both to pay the fee and free of charge such as area around Wat Kong Ka Don Wuay is the car park paved with concrete cement. This place give service with free of charge, area around the football field in front of Wat Don Wuay School, it is the car park and caused dusty. It is free of charge for parking. For the private market and the area of car park Number 2, The ground was paved by concrete cement. Tourist has to pay 10 Bath for its fee. The other private market and the car park area Number 3. The ground is semi earth and sand and paved with gravel. This place also charged the tourist for car parking 10 Bath each, From the general condition, the car park ground caused dusty. This was due to large amount of cars during such period of time. There were a number of car in and out around the areas of car park.



Figure 5-3 Water spraying around the parking area

1.4) Noisy problem caused by the tourism activities of Wat Don Wuay Riverside Market both in the area of Wat Don Wuay, and the public

relation office. The activities included the introducing people to do the Religious activity to convince tourists knowing the boat cruise information.

2) The crowded traffic and insufficient in car park area.

There were 5 areas of car park that had carrying capacity 1,200 cars. However it still caused the car parking problem, amount of cars were much more the carrying capacity of the areas. This also affected on the traffic situation at the area of entrance to Wat Don Wuay, road and the Royal Highway 3316. This problem occurred in the short period of time during 10.30-14.00 hours. Even though the marketing operator and people who concerned with already provide the staff to give the convenient and had a traffic arrangement. But it could not solve this problem. In addition, this problem could cause the following problem such as dusty, air quality, traffic jam together with the quarrel among car owners and the trouble from the surrounding householders, etc.

3) The facility deficiency problem such as the sign media in the tourism sources. This included the providing all kinds of sign, eg. guiding sign, regulation or practicing sign, etc. It also cover, the sign media giving knowledge and understanding about the tourism sources. In general, the guiding sign to the tourism sources were in good level. It facilitates the tourists to get into the areas. But the sign media for introducing various places, regulation to be practice and the sign indicating the way to the market were insufficient. The contents of giving knowledge or consciousness to maintain the environment around Wat Don Wuay Riverside Market were less in amount.

4) Lacking of promotion in connecting networks to the surrounding tourism sources

If there are promotion in the public relation to indicate the connecting networks of surrounding various, tourism places. It would create the tourism sources to be valuable and more interesting. This made tourists feel it worth in travel. In addition, it would spread the tourists out the various areas. Therefore, it resulted in reducing the crowded of the tourism sources.



Figure 5-4 The crowded of tourists.

5) Lacking of the distinct organizing committee and coordinating to the other concerning agencies in service managing and maintenance

5.2.2 Environmental case problem from the homeowner group attitudes

The study of the appropriate guideline for the appropriate environmental quality management by the local participation for the ecotourism of Wat Don Wuay Riverside Market. It was found that the householder group had the opinion to the effect caused by the tourism activities. It could be ranking the important of case problem that householder group already give their point of view as follows :

Order 1 Wat Don Wuay Riverside Market development as the tourism source resulted in the primary structural and facilities changes

Order 2 Using the amplifier in the tourism Wat Don Wuay Riverside Market caused noisy and trouble some to the other people

Order 3 Traveling by various vehicles caused noisy

Order 4 Wat Don Wuay Riverside Market caused the wasted producted disposal to the natural watershed and resulted in water quality damage.

Order 5 Traveling and using vehicles resulted in air pollution to the communicaty and Wat Don Wuay Riverside Market tourism affected on the natural condition.

Order 6 Tourism sources development caused the trespassing the public land uses for construction and caused the environmental damage.

Order 7 Tourism sources development affected on the natural serenity and cultural art.

Order 8 Wat Don Wuay Riverside Market development caused the original cultural , and traditional changes

Order 9 Tourism of Wat Don Wuay Riverside Market caused the communicable diseases

Order 10 Tourism of Wat Don Wuay Riverside Market caused the criminal problems

Order 11 Tourism of Wat Don Wuay Riverside Market caused problem between tourists and local communicaty.

In the homeowner group, it was found that Tourism of Wat Don Wuay Riverside Market caused the primary structural and facilities changes , there were most people who agreed with 57.8 percent . Using of amprifier in the tourism activities caused noisy came second 48.9 percent. Using of vehicles caused pollution to the community and caused noisy 40.0 percent. This was due to the homeowner contacted to that changes. The using vehicles caused dusty resulted in many routes to Wat Don Wuay. The amount of vehicles , therefore , spread out all over the community. These affected on the dwellers in the community. From the study of the effect on the environmental quality caused by the tourism of Wat Don Wuay Riverside Market. According to the sellers' points of view. It was found that idea of the the tourism of Wat Don Wuay Riverside Market caused the primary structural and facilities changes showed the highest level 61.7 percent. This was due to such the changes affected on the amount of tourist who came to visit Wat Don Wuay Riverside Market decreased. That would be direct effect to the seller group. But the other problems affected on the environmental quality would be the indirect effects to the seller group. This caused the percentage values of each opinion lower than 50 percent.

5.2.3 Managing administration guideline assignment

From the above problem situation , it could be assigned for the managing administration the environmental situation of the tourism sources for the

sustainable tourism development. In addition it would be agreeable to the ability level in the carrying capacity of the tourism sources. This also included the promotion of the community economy as follows

1) Development targets

1.2) to maintain the local way of life

1.3) to maintain the environmental situation getting along with the tourism consideration

1.4) to be the income source to the community

2) Principal guidelines for the tourism managing administration

2.1) To be the sustainable tourism managing administration

2.2) To provide the real participation in the managing administration under the local level

2.3) To focus on the tourism source resulted in the suitable utilization of the local resources

2.4) To promote the tourism as the income source to the local community and equitably income distribution

2.5) To be the public relation in promoting the tourism quality

2.6) To promote the tourism networks so as to spread out the tourist and causes circulation to decrease crowded

2.7) To establish the sign media process that causes the tourism quality and causes consciousness and knowledge of the environmental situation maintenance of the tourist sources

2.8) To provide the efficient implementing organization for the environmental maintenance

2.9) To provide the guidelines for the environmental condition development investment that causes the participation in maintenance and usage for problem solution

5.3 Guideline in the participation of the environmental quality management of the ecotourism of Wat Don Wuay Riverside Market

From the study of “ The Appropriate Guideline to Environmental Quality Management In Local Participation for Ecotourism Activities Case Study

of Wat Don Wuay Riverside Market. It was analyzed and concluded the case study from the homeowner group together with the tourists group and the group of the organizing committee. The study concerned with the patterns, roles, and the participation in the environmental quality management. It could be summarized as the guideline to the participation in each case problem as show in Table 5-1.

Table 5-1 Patterns of participation in the environmental quality management for the ecotourism of Wat Don Wuay Riverside Market

Case problems in the participation	Participate in the ideas	Contribut money / material	Consent to practice	Participate in the committee	Participate in the committee
1. To promote Wat Don Wuay Riverside Market as the ecotourism	● ● ●	● ● ●	● ● ● ●	● ●	● ● ●
2. To assign the zoning area as the preserved area for the environmental maintenance	● ● ●	● ● ●	● ● ● ●	● ●	● ● ●
3. To construct the connecting routes to the neighbouring tourism sources	● ● ●	● ● ●	● ● ● ●	● ●	● ● ●
4. To control the appropriate amount of tourist to be agreeable to the areas and activities	● ● ●	● ●	● ● ● ●	● ● ● ●	● ● ●
5. To provide the one way of entrance and exit of traffic around the old market	● ● ● ●	● ● ●	● ● ● ●	● ●	● ● ●

Table 5-1 (Cont.)

Case problems in the participation	Participate in the ideas	Contribut money / material	Consent to practice	Participate in the committee	Participate in the committee
6. To assign the rigid reulations of the environmental quality maintenance	● ● ●	● ● ●	● ● ● ●	● ●	● ● ●
7. To assign the utilization of primary treatment of wasted-water pond in each shop	● ● ● ●	● ● ●	● ● ● ●	● ●	● ● ●
8. To assign the wasted-water disposal pond in each area	● ● ● ●	● ● ●	● ● ● ●	● ●	● ● ●
9. To provide garbage pickers	● ● ● ●	● ● ●	● ● ● ●	● ● ●	● ● ●
10. To build the hygienic garbage collected area	● ● ● ●	● ● ●	● ● ● ●	● ● ●	● ● ●
11. To assign the rigid regulations of displaced dumping of garbage by fining	● ● ● ●	● ●	● ● ● ●	● ● ●	● ● ●

Table 5-1 (Cont.)

Case problems in the participation	Participate in the ideas	Contribute money / material	Consent to practice	Participate in the committee	Participate in the committee
12. Vehicle speed control around the area	● ● ● ●	● ● ● ●	● ● ● ● ●	● ●	● ● ●
13. To switch – off engine after parking	● ● ● ●	● ● ● ●	● ● ● ● ●	● ● ●	● ● ●
14. To provide the staff controlling the amount of car and car arrangement	● ● ● ●	● ● ● ●	● ● ● ●	● ● ●	● ● ●
15. To provide the staff controlling noisy	● ● ● ●	● ●	● ● ● ● ●	● ● ●	● ● ●
16. To provide the staff to be responsible for monitoring the environmental maintenance	● ● ● ●	● ● ● ●	● ● ● ● ●	● ● ●	● ● ●

Note ● = Homeowner group

● = Implementing committee group

● = Seller group

● = Tourist group



The tourist group and the Organizing Committee were evaluated from the activities.

The homeowner group and the seller group were evaluated from percentage values of samples.

In the promotion of Wat Don Wuay Riverside Market as the ecotourism. It would be necessary to get the participation from various concerned people. From the study of the ideas and desire for the participation in the homeowner group, the seller group, and the Organizing committee group, in the providing Wat Don Wuay Riverside Market as the ecotourism source. In this case it would have the environmental quality maintenance and control. According to the homeowner group that wanted to participate to share the ideas most of all 58.3 percent same as the seller group who wanted to participate to share the ideas 44.6 percent. In the meeting to survey the ideas by let every group to participate such as the Organizing Committee the homeowner group who stay around the area of Moo 5, Tambol Bangkra Tuk, Amphoe Sam Phran, Nakhon Pathom Province, and the sellers group in front of Wat Don Wuay School, the sellers in front of Wat Don Wuay, the sellers around Wat Don Wuay Riverside Old Market, the sellers around the private market area No. 1, the sellers around the area No. 2, and the sellers around the areas No. 3, They should have representative to participate in giving the ideas. The pattern of meeting carried out by the Wat Don Wuay Riverside Market Organizing Committee From the results of survey, it was found that the homeowner group wanted to participate in sharing the ideas 58.3 percent. Whereas the seller group wanted to participate in sharing the ideas 44.6 percent. This was due to the community and the sellers had attitudes to the area development as the ecotourism. It caused the image of tourism and valuable stability. However, in case of the consenting to practice of these 2 groups. It had the tendency of not much desire in this type of the participation. There were 27.5 and 19.0 percent respectively. This was due to the promotion it as the ecotourism. The local community regarded it should be the responsibility of the Wat Don Wuay Riverside Market Organizing Committee and the related agencies. The tendency of carrying out it as the ecotourism source. The policy should be provided as follows:

- 1) The ecotourism development should be considered about the potential of the tourism resource. It should have the suitable activity establishment,

and the adjustment to keep balance with the patterns and former activities. It would be advisable to avoid being any strong contradictory to the other types of tourism such the religious performance, etc. If the carry-out could focus on the beneficial transform from the ecotourism management to the total tourism management.

2) The ecotourism development must be control, maintenance and the resource management must be retained in the original condition as much as possible. Try to avoid or refrain from the travel in the sensitive to the side effect and difficult to rehabilitate, for instance, the area around the fish sanctuary in front of Wat Don Wuay.

3) The ecotourism development must be taken consideration to the educational development together with the creation of good consciousness for the mutual maintenance of the ecological system rather than focusing on the economic advance or good enough income. This could be performed through various sign media in the area of Wat Don Wuay Riverside Market such as using the sign media to campaign displaced garbage disposal to Taa chin River.

4) The ecotourism management must be given the importance of personnel and local organization participation in the resource management, services, and knowledge and local cultural exchanges in the tourism process. This also includes the participation in the development planning, or having the representatives from the groups as the members in the co-committee for all levels of the managing administration.

5) Give the importance of the ecotourism management as the first priority needs in the promotion of ecotourism. This could be conducted by allocating budget, personnel, and the regional development planning. Together with providing budget, personnel and suitable assigned method.

6) Taking the ecotourism development planning to various development planning levels, such as Wat Don Wuay Riverside Market Development Planning, Provincial Development Planning. Together with providing budget and budget distribution thoroughly, and sufficiently.

7) Promoting the education, research and evaluating the results of development in every aspect. In order to determine the managing guidance, solving the problem and improving the plan step-by step

8) Using the rules and regulations to control and maintain the environmental condition of the tourism sources rigidly. By focusing on suggestion, warning and creating the disciplines simultaneously.

9) To provide the practical guideline or code of conduct to the related people. In order to correctly participate in the ecotourism development.

To study the patterns of participation in the area management with the assignment of the zoning area of preserving to conserve the environmental and protecting area of side effect. It was found that in the homeowner group wanted to participate in the consenting to practice most or 47.2 percent. According to the seller group, they also most wanted to participate in the consenting to practice or 29.7 percent. The carrying out of Wat Don Wuay Riverside Market management as the ecotourism source according to the potential of management and from the participation in sharing the ideas to determine as the suitable tourism developmental targets. It must be taken consideration about the possibility in the practice under the participating process of the related people such as the implementing group, the representatives of the seller and the homeowner groups, To provide zoning within the tourism sources. So as to utilize the tourism and other activities according to the resource condition and the carrying capacity of the resource. By allocation to ecological system and the acceptable activities. For instance, the zoning area of fish sanctuary as the preserved area to maintain the environmental and the protecting area of the side effect. According to the tourist group, they would participate in the consenting to practice the management of such area.

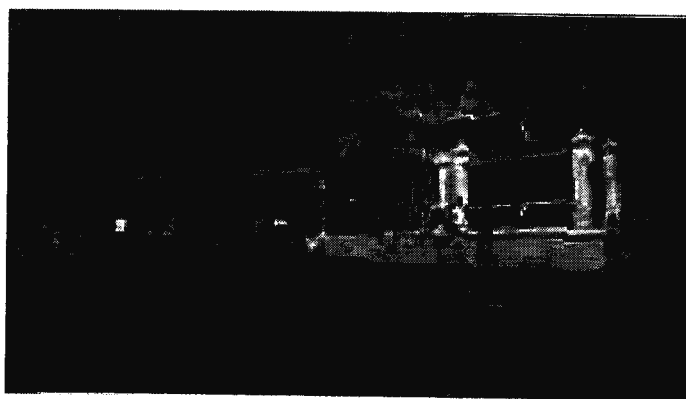


Figure 5-5 Fish sanctuary zone

In the construction of the routes connecting to the neighbouring areas, the homeowner group most wanted to participate in the contribution money/ material. But they did not want to participate in the committee. This due to they did not share in the benefits getting from the activities. But the seller group most wanted to participate in sharing the idea. This is due to they were concerned with the tourism activities and they directly received the effect on the tourism distribution. In case of providing budget of management, the homeowner group has the tendency to participate. In general, the routes connecting to the other tourism sources development. It was regarded as the normal plan that could be carried out in the budgeting from the agencies or the Tambol Administration Organization the provincial agencies. in the networks of the tourism development to various tourism sources that connecting the other areas. In order to reduce the crowded of Wat Don Wuay Riverside Market. It was the tourist distribution to the other area such as Wat Rai King, Sam Phran Crocodile Farm, and hai Wax museum ;etc. That is a part of the attractive creation of the tourism source in terms of the area approach.

In case of the study on controlling the amount of tourism to be suitable to the areas and the activities. The homeowner group wanted to participate in the consenting practice the same as sharing the ideas. But the seller group wanted most to participate in the contribution money / material or joint investment, Because they believed that the area management should be responsible by the Marketing Administration Committee. In case of Wat Don Wuay Riverside Market improvement and development should be responsible by the related people, especially the seller group, and the organizing committee to provide funds to improv and carry out Wat Don Wuay Riverside Market. In the assignment of principle of implementing Wat Don Wuay Riverside Market as the ecotourism source. To assign it as the tourism development target under the participation of the related people. The target of development such as the assesstment of carrying capacity to the tourism of Wat Don Wuay Riverside Market. In additional, there were assignment of controlling the amount of tourisms and it regulations to be suitable for the areas. This have to be performed to reduce the crowded of tourists to shop around the old market According to garbage remained in the areas, noisy from vehicles, and varieties of plant and animals such as fish sanctuary. In addition, there should be

setting up the public relation to the tourists so as to participate in the consenting to practice according to the area condition management.

The study of the participation in the one-way entrance and exit of traffic. It was found that the homeowner group most wanted to participate in the consenting to practice. This was due to the improvement concerning to Wat Don Wuay Riverside Market structure should be under the responsibility of the Marketing Organizing Committee. Moreover, they believed that all implementation had no effect on them. Therefore, the homeowner group preferred consenting to the other kinds of participation.

To study on the participation in the assignment of the rigid regulations of the environmental quality maintenance policy, In the homeowner group they most wanted to participate in the sharing the ideas. For the seller group they most wanted to consent to practice or 27.8 percent that was closed to the participation in the contribution money / materials 27.0 percent.

According to the study of the assignment of the primary wasted water disposal pond in each shop and restaurant. The homeowner group most wanted to participate in the consenting to practice 50.5 percent. For the seller group they most wanted to give the ideas 44.1 percent.

To study on the participation in assignment the treatment of wasted water in each area. The homeowner group most wanted to participate in the consenting to practice 44.4 percent. Whereas the seller group most wanted to participate in sharing the ideas 32.4 percent.

To study of the participation in the providing garbage pickers. The homeowner group most wanted to participate in giving the ideas 41.4 percent. But the seller group most wanted to contribute money / materials 39.2 percent. This pattern of participate was closed to the desire of participation in the consenting to practice or 38.2 percent.

To study on the participation in the hygienic garbage collected area. The homeowner group most wanted to participate in the distribution of money / materials 36.4 percent. The seller group most wanted to contribute money / materials 46.9 percent.

In case of the assignment the one-way entrance and exit of the traffic. To provide the rigid regulations and policy of the environmental quality maintenance. To build the garbage collected area, to provide garbage pickers together with the assignment of primary wasted water disposal pond in each shop and restaurant. These must be standard and assign the measurement of supervision and control. It must be developed for the standard assigned, These could be conducted by using the participating measurement and regulations. The government sector provides sufficiently the supporting the basic part. In addition ,promote the seller to follow according to regulations and conditions under the appropriate incentive, such as reward the prize and by taxation measurement , etc. By giving the opportunity to the seller and the homeowner to participate in the management. By giving the social opportunity through the unite and promote in the capital from every sector to concerned with in order to create the participation in the management.

To study about the participation in the assignment the rigid regulations for displaced garbage disposal with fining. The homeowner group most wanted in the participations in the consenting to practice 70.0 percent. But the seller group most wanted to participate in giving the ideas 38.1 percent. Whereas the homeowner group did not want to participate to be in the committee.

To study on the participation in the vehicle speed control in the areas. The homeowner group most wanted to participate in giving the ideas 47.4 percent. Whereas the seller group most wanted to participat in giving the ideas as well 41.1 percent.

In case of switching- off engine after parking , the homeowner most wanted to participate in the consenting to practice 50.0 percent , as well as the seller group by 64.9 percent.

The rigid assignment of displaces garbage dumping by fining the tourist. The seller group , the rafting restaurant group the boat cruise operator , or the vehicle speed control in the areas. Together with the switching-off engine after parking control. It should assign the development targets to be suitable for Wat Don Wuay Riverside Market areas. By thinking of the possibility in the practical and carry out under the participation process of Wat Don Wuay Organizing Committee. The related agencies might allocate the zoning area within Wat Don Wuay or according to

its suitability and utilize the participating measures from every sector that concerned in the implementation. This should be performed by assigning role, duty, and responsibility together with the suitable equipments. The other method by applying the environmental management system. In the setting activities in the areas, the suitable pattern under the scope of management, duration or regulations such as the study of primary impact to the aquatic animals from garbage disposal of the tourists around the fish sanctuary in front of Wat Don Wuay by using media as a tool to prohibit the tourist dumping garbage in to the river. In the creation of the consciousness of the tourist to participate in the consenting to practice in order to fulfill the guideline for management. It should impose the monitoring and inspecting of the concerned agencies. In order to develop and improve the process and coordinating in the cooperation from the concerned agencies efficiently. To study the providing staff to control the amount of car and car arrangement. The homeowner group most wanted to participate this type of participation in terms of sharing the ideas and the same as of the seller group with 73.9 percent and 24.6 percent respectively.

In case of providing staff to control noisy. The homeowner group as well as the seller group most wanted to participate in the consenting to practice for 45.5 percent and 35.4 percent respectively. According to the providing staff to be responsible for monitoring and maintenance of the environment. Both to groups of the householder and the seller most wanted to participate in giving the ideas 48.9 percent and 36.5 percent respectively.

The following guidelines for the staff to be responsible for monitoring and maintenance of the environment as follows :

- 1) The roles and duties of the ecotourism management and administration of the concerned agencies such as Wat Don Wuay Riverside Market Organizing Committee should be clear and should provide each level of implementation.

- 2) To provide the regulations supporting the efficient management together with the improvement of hinder regulations or non-applicable regulations. This must be conducted under the correct, suitable or agreeable to the area conditions of Wat Don Wuay Riverside

3) To develop working system and its managing administration for cooperating networks

4) To develop on level of personnels such as Wat Don Wuay Riverside Marketing Organizing Committee the Committee of Taachin River Lover Forum , etc. to understand the guideline and the ecotourism management. This could be conducted through training seminar, meeting, and providing manual for practice.

5) To promote the power, administration distribution ,and the local management. By providing plan and supporting budget for development.

6) To promote the cooperation between the government agencies such as the Tambol Bang Kra Tuk Administration Organization ,private sector. The representatives of Wat Don Wuay Riverside Market seller, the representatives from various forums. By collecting them to provide the specific area of tourism development planing, the implementation and the monitoring.

CHAPTER VI

CONCLUSIONS AND SUGGESTION

6.1 Conclusion

The study of “ The Appropriation Guideline to Environmental Quality Management by Local Participation for Ecotourism Activities. Case study of Wat Don Wuay Riverside Market “ is the survey research by using questionnaire as a tool of study. The target population comprised of the tourist group, the seller group, and the homeowner group, all data were collected all together 286 samples. The general data analyses of sampling population by using the statistical percentage values. The average values (\bar{X}), standard deviation (S.D.) The attitude level analyses by using the statistical percentage, and the ranking the priority of importance of the problems by weighing up the points according to problem importance. The results of survey research could be concluded as follows:

6.1.1 The tourism condition of Wat Don Wuay Riverside Market

From the survey the area condition of Wat Don Wuay Riverside Market. It was found that the following tourism activities could be concluded: 1.) The religious ceremony of Wat Don Wuay 2.) The activity of feeding fish in front of Wat Don Wuay around the area of fish sanctuary 4.) The tourism activity of taking food 5.) The tourism activity of boat cruising 6.) The tourism activity of travel to the connecting areas. From the survey of the tourist's opinion, it was found that most tourists had objective of visiting for taking food. The objective for shopping and sailing for scenery viewing. The third belonged to the religious activities and worship. According to the desire to come again, it was found that 92 percent of the total wanted to come back to Wat Don Wuay Riverside Market.

6.1.2 Ranking the priority importance of the environmental problems

The researcher already asked the question concerning the opinions from 3 sampling groups such as the homeowner group, the seller group, and the tourist group. The questions concerned problem conditions of the environmental quality. From result of the study, it was found that Wat Don Wuay Riverside Market ecotourism activitive affected on the environmental quality. They could be ranked according to the importance of problems as follows:

Order 1 Wat Don Wuay Riverside Market development as the tourism source caused the changes of the primary structure and its facilities.

Order 2 Using the amplifier for the tourism activities caused noisy and disturbance to the people.

Order 3 Traveling by various kinds of vehicle caused noisy.

Order 4 Wat Don Wuay Riverside Market tourism caused the wasted products disposal to the natural water sources that resulted in water quality damaged.

Order 5 Traveling and using vehicles resulted in air pollution to the local community and also the natural condition.

Order 6 Tourism sources development caused the trespassing the public land uses for construction and caused the environmental damage.

Order 7 Tourism sources development affected on the natural serenity and cultural art.

Order 8 Wat Don Wuay Riverside Market development caused the original cultural and traditional changes .

Order 9 Wat Don Wuay Riverside Market caused the communicable diseases

Order 10 Tourism of Wat Don Wuay Riverside Market caused the criminal problems

Oder 11 Tourism of Wat Don Wuay Riverside Market caused problems between the tourists and the local community.

From using the questionair as a tool to collect data. It was found that every groups of population was willing to participate in the environmental management. The homeowner group wanted to participate in case of vehicle speed control around the area same as the providing staff to be responsible for controlling

and monitoring the environmental quality management equally for 84.4 percent. According to the seller group, they most wanted to participate in the providing staff to control the amount of cars and care arrangement 91.5 percent. The total image of the homeowner group had more desire to the participation in the environmental quality management than the seller group. This was due to the homeowner group directly received effect, and did not receive the benefits in various activities occurred around Wat Don Wuay Riverside Market. In case of the seller group, they wanted to participate in the providing facilities to the tourists. Therefore, the seller group, personally might be directly affected on these various activities. These caused them wanted to participate in the tourism services to the tourists.

According to the environmental quality problems on the wasted water disposal management that each group agreed with the building common wasted water disposal pond. Both 2 group were willing to participate in different participating patterns. But the physical condition of Wat Don Wuay Riverside Market that limited in area. The common wasted water disposal pond, therefore, could not be constructed. This problem could be solved by finding a new method to eliminate wasted water disposal by employing new technology instead. The new technology should need small area in replace the common wasted water disposal that needed more area.

6.1.3 Research problems

In this research, the researcher used the questionair as a tool to collect data. In case of the seller group, data would collected on Saturday and Sunday at the time of a lot of tourists come to visit Wat Don Wuay Riverside Market. They were not in the situation to answer question or to give informations in terms of giving the reasons. Therefore, the answers were just giving the ideas, opinions, or attitudes in the scope of agree/disagree or know/ do not answer. Moreover, in the answer questions, they were afraid the answer sometimes affected on tax payment. These problems caused the researcher making clear and took much time to the explain about the objectives of the study.

6.2. Suggestion

From results of the study , the researcher found that some part of the tourists traveled to Wat Don Wuay Riverside Market for the religious activities and worship. Moreover , feeding fish in front of to Wat Don Wuay around the area of fish sanctuary . From the inquiry the opinion of 3 groups of population . They agreed to keep the area around the fish sanctuary as the preserved zoning area. In order to maintain the environment or as the protective side effect area. From the present situation , area in front of Wat Don Wuay around the fish sanctuary was full of floating garbage or other wasted products. In the near future , if it is not received good management . It may caused deterioration to water quality around the fish sanctuary. Therefore , to carry out it more concrete object. In the first step, it may be carry out by providing the sign media to campaign not to dump garbage to the river. It would help maintaining the environmental around the fish sanctuary later.

6.2.1 Suggestion for the next research

- 1) The study should be carry out the environmental quality problems management in a specific subject . This is due to the solving problem in the long terms
- 2) The data collecting should be occurred on the working day , Saturday , Sunday and the Festival Holidays . In order to receive more data distribution
- 3) The same study should be conducted to the other riverside market . In order to be the guideline to the suitable environmental quality management
- 4) The study should focus on the incentive to the participation in the environmental quality management of the seller group and the homeowner group . The results would affect on the sustainable economic of the local community.

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ภาคผนวก ก.

แบบสอบถามวิทยานิพนธ์

**เรื่อง แนวทางที่เหมาะสมในการจัดการคุณภาพสิ่งแวดล้อมโดยการมีส่วนร่วมของท้องถิ่นสำหรับ
กิจกรรมการท่องเที่ยวเชิงนิเวศตลาดริมน้ำวัดดอนหวาย**

โดย

นางสาว เจดฉันท์ เลียงชีพ

นักศึกษาระดับปริญญาโท หลักสูตรวิทยาศาสตรมหาบัณฑิต

สาขาวิชา เทคโนโลยีที่เหมาะสมเพื่อการพัฒนาทรัพยากร

คณะสิ่งแวดล้อมและทรัพยากรศาสตร์ มหาวิทยาลัยมหิดล

.....

บทนำ : แบบสอบถามฉบับนี้จัดทำขึ้นเพื่อสอบถามความคิดเห็นของ **นักท่องเที่ยว** ที่เดินทางมาท่องเที่ยวยังตลาดริมน้ำวัดดอนหวายต่อปัญหาของสิ่งแวดล้อมที่เกิดขึ้นบริเวณรอบๆตลาดริมน้ำวัดดอนหวาย เพื่อเป็นแนวทางในการจัดการคุณภาพสิ่งแวดล้อมโดยการมีส่วนร่วมของท้องถิ่นสำหรับกิจกรรมการท่องเที่ยวเชิงนิเวศของตลาดริมน้ำวัดดอนหวาย และเป็นการช่วยส่งเสริมระบบเศรษฐกิจชุมชนให้ยั่งยืนต่อไป

แบบสอบถามประกอบด้วย 3 ส่วน ดังนี้

ส่วนที่ 1 ข้อมูลพื้นฐานทั่วไป

ส่วนที่ 2 ลักษณะโครงสร้างของการท่องเที่ยวตลาดริมน้ำวัดดอนหวาย

ส่วนที่ 3 ความคิดเห็นเกี่ยวกับสภาพปัญหาและสถานการณ์การท่องเที่ยวของตลาดริมน้ำวัดดอนหวาย

แบบสอบถามกลุ่มตัวอย่างนักท่องเที่ยว

ส่วนที่ 1 ข้อมูลพื้นฐานทั่วไป

1. เพศ

1. ชาย 2. หญิง

2. อายุปี

3. สถานภาพสมรส

1. โสด 2. สมรส 3. หม้าย/ หย่าร้าง/ แยกกันอยู่

4. ศาสนา

1. พุทธ 2. คริสต์ 3. อิสลาม 4. อื่นๆ

ระบุ.....

5. ระดับการศึกษา

1. ไม่ได้ศึกษา 2. ประถมศึกษาตอนต้น 3. ประถมศึกษาตอนปลาย 4. มัธยม
ศึกษาตอนต้น 5. มัธยมศึกษาตอนปลาย 6. ปวช. 7. อนุปริญญา (ปวส.)
 8. ปริญญาตรี 9. สูงกว่าปริญญาตรี
 10. ระบุ.....

6. อาชีพหลัก

1. รับราชการ/ รัฐวิสาหกิจ 2. รับจ้าง 3. เกษตรกรรม 4. ค้าขาย/ ธุรกิจส่วนตัว
 5. นักเรียน/ นักศึกษา 6. อื่นๆระบุ.....

7. อาชีพรอง

1. รับราชการ/ รัฐวิสาหกิจ 2. รับจ้าง 3. เกษตรกรรม 4. ค้าขาย/ ธุรกิจส่วนตัว
 5. นักเรียน/ นักศึกษา 6. อื่นๆระบุ.....

8. สถานที่ทำงาน

1. หมู่บ้านอื่นในตำบลบางกระทึก 2. ตำบลอื่นในอำเภอสามพราน
 3. อำเภออื่นในจังหวัดนครปฐม 4. กรุงเทพมหานคร
 5. จังหวัดอื่นระบุ.....

ส่วนที่ 2 ลักษณะโครงสร้างของการท่องเที่ยวตลาดริมน้ำดอนหวาย

1. ส่วนใหญ่ท่านเดินทางมาเที่ยวตลาดริมน้ำวัดดอนหวายในวันใด ?

- 1.1 วันธรรมดา 1.2 วันเสาร์ 1.3 วันอาทิตย์ 1.4 วันหยุดนักขัตฤกษ์
 5. วันเสาร์วันอาทิตย์และวันหยุดนักขัตฤกษ์

2. ท่านเดินทางมายังตลาดริมน้ำวัดดอนหวายบ่อยเพียงใด?

1. ทุกวัน 2. ทุกสัปดาห์ 3. เดือนละ 1 ครั้ง 4. เดือนละ 2 ครั้ง 5. นานๆ ครั้ง
 6. ครั้งแรก 7. อื่นๆ ระบุ.....

3. วัตถุประสงค์ของการมาตลาดริมน้ำวัดดอนหวาย?

1. พักผ่อน 2. ชมทัศนียภาพ 3. รับประทานอาหาร 4. ซื้อของ
 5. ทำบุญ, สักการะสิ่งศักดิ์สิทธิ์ 6. อื่นๆ ระบุ.....

4. ท่านรู้จักที่นี่ได้อย่างไร?

1. อยู่ที่นี่ 2. ผู้อื่นแนะนำ 3. ครอบครัวแนะนำ 4. วิทยุ 5. โทรทัศน์
 6. หนังสือพิมพ์ 7. อื่นๆ ระบุ.....

5. ท่านเดินทางมายังตลาดริมน้ำวัดดอนหวายอย่างไร?

1. รถโดยสาร 2. รถยนต์ส่วนตัว 3. รถแท็กซี่ 4. รถจักรยานยนต์ 5. เดิน
 6. เรือ 7. อื่นๆ ระบุ.....

6. ท่านมาที่ตลาดริมน้ำวัดดอนหวายกับใคร ?

1. คนเดียว 2. ครอบครัว 3. เพื่อนๆ 4. คณะทัศนจร 5. ญาติ
 6. อื่นๆ ระบุ.....

6. โดยเฉลี่ยแล้วท่านใช้จ่ายรวมค่าใช้จ่ายทั้งหมดในการท่องเที่ยว
 ตลาดริมน้ำวัดดอนหวายบาท/วัน

8. ท่านคิดว่าท่านจะกลับมาที่นี่อีกหรือไม่

1. มา เพราะ.....
 2. ไม่มา เพราะ.....
 3. ไม่แน่ใจ

2. ความคิดเห็นเกี่ยวกับแนวทางและการจัดการตลาดริมน้ำวัดดอนหวาย

2.1 แนวทางการจัดการด้านทรัพยากรการท่องเที่ยวและสิ่งแวดล้อม

1. ในกรณีที่จะมีการสนับสนุนให้การท่องเที่ยวตลาดริมน้ำวัดดอนหวายเป็นแหล่งท่องเที่ยวเชิงอนุรักษ์ โดยมีการควบคุมและดูแลรักษาสภาพแวดล้อม ท่านมีความคิดเห็นอย่างไร ?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

2. ในกรณีที่มีการจัดการพื้นที่ด้วยการกำหนดพื้นที่ท่องเที่ยวเขตสงวนเพื่อการรักษาสิ่งแวดล้อม เขตป้องกันผลกระทบ ท่านมีความคิดเห็นอย่างไร ?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

3. ท่านคิดว่าการสร้างโครงข่ายการท่องเที่ยวในท้องถิ่นโดยรอบตลาดริมน้ำวัดดอนหวายเพื่อให้เชื่อมโยงสนับสนุนซึ่งกันและกัน ในแหล่งท่องเที่ยว ดังต่อไปนี้

3.1 วัดไร่ขิง

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

3.2 ฟาร์มจระเข้สามพราน

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

3.3 พิพิธภัณฑ์หุ่นขี้ผึ้งไทย

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

อื่นๆ

4. ในกรณีที่มีการกำหนดควบคุมจำนวนนักท่องเที่ยวให้เหมาะสมกับพื้นที่และกิจกรรม ท่านมีความคิดเห็นอย่างไร กับบริเวณดังต่อไปนี้

4.1 กิจกรรมการท่องเที่ยวทางเรือ

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

4.2 กิจกรรมการนั่งรับประทานอาหารที่เพริมแม่น้ำ

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

4.3 กิจกรรมการเดินทางซื้อสินค้าบริเวณตลาดเก่าริมน้ำวัดดอนหวาย

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

5. ในกรณีที่มีการกำหนดทาง เข้า – ออก ทางเดียว เพื่อลดความแออัดในการเดินซื้อสินค้า ท่านมีความคิดเห็นอย่างไร

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

6. ถ้ามีการกำหนดนโยบายการรักษาคุณภาพสิ่งแวดล้อม อย่างเข้มงวด ในแต่ละกลุ่มดังต่อไปนี้ ท่านมีความคิดเห็นอย่างไร ?

6.1 กลุ่มนักท่องเที่ยว

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

6.2 กลุ่มผู้ขาย

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

6.3 กลุ่มผู้ประกอบการเรือท่องเที่ยว

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

6.4 กลุ่มผู้ประกอบการแพอาหาร

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

7. ในกรณีที่มีการกำหนดให้มีการใช้บ่อพักไขมัน ในการบำบัดเบื้องต้นในทุกร้านอาหารท่านมีความคิดเห็นอย่างไร

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

8. ในการกำหนดให้มีบ่อบำบัดรวมในแต่ละพื้นที่เพื่อบำบัดน้ำทิ้งในแต่ละบริเวณ ท่านคิดมีความคิดเห็นอย่างไร

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

9. ในกรณีที่มีการจ้างเจ้าหน้าที่จัดเก็บขยะเพื่อไม่ให้มีขยะตกค้าง ท่านมีความคิดเห็นอย่างไร

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

10. ให้มีการสร้างที่พักขยะที่ถูกสัญลักษณ์บริเวณตลาดริมน้ำวัดคอนทวายเพื่อรองรับขยะก่อนที่เจ้าหน้าที่องค์การบริหารส่วนตำบลจะมาจัดเก็บ ท่านมีความคิดเห็นอย่างไร

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

11. ในกรณีที่มีการกำหนดระเบียบที่เข้มงวดในกรณีการทิ้งขยะที่ไม่เป็นที่ ด้วยการปรับในแต่ละกลุ่มดังต่อไปนี้ ท่านมีความคิดเห็นอย่างไร

11.1 กลุ่มนักท่องเที่ยว

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

11.2 กลุ่มผู้ชาย

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

11.3 กลุ่มผู้ประกอบการเรือท่องเที่ยว

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

11.4 กลุ่มผู้ประกอบการแพอาหาร

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

12. ในกรณีที่มีการควบคุมให้มีการใช้ความเร็วรถในพื้นที่โดยรอบอย่างเข้มงวดเพื่อลดปริมาณฝุ่นละอองจากยานพาหนะ ท่านมีความคิดเห็นอย่างไร

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ.....

ไม่ทราบ/ไม่ตอบ

13. ในกรณีที่มีการควบคุมให้มีการดับเครื่องยนต์ในเวลาที่จอด ท่านมีความคิดเห็นอย่างไร

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

14. ในกรณีที่มีการจัดเจ้าหน้าที่ในการควบคุมจำนวนรถและจัดระเบียบรถ ให้เข้าสู่ที่จอดรถในแต่ละบริเวณ เมื่อลานจอดรถเต็ม ท่านเห็นด้วยหรือไม่

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

15. ในกรณีที่มีการจัดเจ้าหน้าที่ควบคุมการใช้เสียงในกิจกรรมต่างๆอย่างเคร่งครัด ท่านเห็นด้วยหรือไม่

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

16. ในกรณีที่มีการจัดให้มีเจ้าหน้าที่รับผิดชอบในการควบคุมติดตามดูแลในการจัดการสิ่งแวดล้อม โดยเฉพาะ ท่านเห็นด้วยหรือไม่

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

ข้อเสนอแนะอื่นๆ

1.....

2.....

3.....

4.....

ภาคผนวก ข.

แบบสอบถามวิทยานิพนธ์

เรื่อง แนวทางที่เหมาะสมในการจัดการคุณภาพสิ่งแวดล้อมโดยการมีส่วนร่วมของท้องถิ่น
สำหรับกิจกรรมการท่องเที่ยวเชิงนิเวศตลาดริมน้ำวัดดอนหวาย

โดย

นางสาว เจดฉันท์ เลียงชีพ

นักศึกษาระดับปริญญาโท หลักสูตรวิทยาศาสตรมหาบัณฑิต

สาขาวิชา เทคโนโลยีที่เหมาะสมเพื่อการพัฒนาทรัพยากร

คณะสิ่งแวดล้อมและทรัพยากรศาสตร์ มหาวิทยาลัยมหิดล

บทนำ : แบบสอบถามฉบับนี้จัดทำขึ้นเพื่อสอบถามความคิดเห็นของ *ผู้อยู่อาศัย* และ *ผู้ขาย* ที่บริเวณตลาดริมน้ำวัดดอนหวายต่อสภาพปัญหาของสิ่งแวดล้อมที่เกิดขึ้นบริเวณรอบๆตลาดริมน้ำวัดดอนหวายและผลกระทบที่เกิดจากกิจกรรมการท่องเที่ยว เพื่อเป็นแนวทางในการจัดการคุณภาพสิ่งแวดล้อมโดยการมีส่วนร่วมของท้องถิ่นสำหรับกิจกรรมการท่องเที่ยวเชิงนิเวศของตลาดริมน้ำวัดดอนหวาย และเป็นการช่วยส่งเสริมระบบเศรษฐกิจชุมชนให้ยั่งยืนต่อไป

แบบสอบถามชุดนี้มีทั้งหมด 3 ส่วน ดังนี้

ส่วนที่ 1 ข้อมูลพื้นฐานทั่วไป

ส่วนที่ 2 ลักษณะโครงสร้างของผู้ขายและผู้อยู่อาศัยบริเวณตลาดริมน้ำวัดดอนหวาย

ส่วนที่ 3 ความคิดเห็นเกี่ยวกับแนวทางการจัดการและการมีส่วนร่วมในการรักษาคุณภาพสิ่งแวดล้อมจากกิจกรรมการท่องเที่ยวเชิงนิเวศตลาดริมน้ำวัดดอนหวาย

แบบสอบถามกลุ่มตัวอย่างผู้อยู่อาศัยและกลุ่มผู้ขาย

ส่วนที่ 1 ข้อมูลพื้นฐานทั่วไป

1. เพศ

- 1) ชาย 2) หญิง

2. อายุ.....ปี

3. สถานภาพสมรส

- 1) โสด 2) สมรส 3) หม้าย/ อยู่ร้าง/ แยกกันอยู่

4. ศาสนา

- 1) พุทธ 2) คริสต์ 3) อิสลาม 4.4) อื่นๆ

ระบุ.....

5. ระดับการศึกษา

- 1) ไม่ได้ศึกษา 2) ประถมศึกษาตอนต้น 3) ประถมศึกษาตอนปลาย 4) มัธยม
ศึกษาตอนต้น 5) มัธยมศึกษาตอนปลาย 6) ปวช. 7) อนุปริญญา (ปวส.) 8)
ปริญญาตรี 9) สูงกว่าปริญญาตรี 10) อื่นๆ ระบุ.....

6. อาชีพหลัก

- 1) รับราชการ/ รัฐวิสาหกิจ 2) รับจ้าง 3) เกษตรกรรม 4) ค้าขาย/ ธุรกิจ
ส่วนตัว
 6) นักเรียน/ นักศึกษา 6) อื่นๆระบุ.....

7. อาชีพรอง

- 1) รับราชการ/ รัฐวิสาหกิจ 2) รับจ้าง 3) เกษตรกรรม 4) ค้าขาย/ ธุรกิจ

ส่วนตัว

- 5) นักเรียน/ นักศึกษา 6) อื่นๆระบุ.....

8. สถานที่ทำงาน

- 1) หมู่บ้านอื่นในตำบลบางกระทึก 2) ตำบลอื่นในอำเภอสามพราน
 3) อำเภออื่นในจังหวัดนครปฐม 4) กรุงเทพมหานคร
 5) จังหวัดอื่นระบุ.....

9. รายได้บาท/เดือน

ส่วนที่ 2 ลักษณะโครงสร้างของผู้ขายและผู้อยู่อาศัยบริเวณตลาดริมน้ำวัดดอนหวาย

1 สถานที่พักอาศัย

- 1) หมู่ที่ 5 ตำบลบางกระทิก 2) หมู่บ้านอื่นในตำบลบางกระทิก
 3) ตำบลอื่นในอำเภอสามพราน 4) อำเภออื่นในจังหวัดนครปฐม
 5) กรุงเทพมหานคร 6) จังหวัดอื่นๆระบุ.....

2.ระยะเวลาในการอยู่พักอาศัย

- 1) น้อยกว่า 1 ปี 2) 1 ปี ขึ้นไปแต่ไม่เกิน 2 ปี 3) 2 ปีขึ้นไปแต่ไม่เกิน 3 ปี
 4) 3 ปี ขึ้นไปแต่ไม่เกิน 4 ปี 5) 4 ปีขึ้นไปแต่ไม่เกิน 5 ปี
 6) 5 ปีขึ้นไป แต่ไม่เกิน 10 ปี 7) 10 ปี ขึ้นไป

3.ระยะเวลาในการขายสินค้า

- 1) น้อยกว่า 1 ปี 2) 1 ปี ขึ้นไปแต่ไม่เกิน 2 ปี 3) 2 ปีขึ้นไปแต่ไม่เกิน 3 ปี
 4) 3 ปี ขึ้นไปแต่ไม่เกิน 4 ปี
 5) 4 ปีขึ้นไป

4. ท่านเดินทางมาขายสินค้าในวันใด

- 1) วันธรรมดา 2) วันเสาร์ 3) วันอาทิตย์ 4) วันหยุดนักขัตฤกษ์
 5) ทุกวัน 6) วันเสาร์และวันอาทิตย์และวันหยุดนักขัตฤกษ์

3. ความคิดเห็นเกี่ยวกับแนวทางการจัดการและการมีส่วนร่วมในการรักษาคุณภาพสิ่งแวดล้อมจากกิจกรรมการท่องเที่ยวเชิงนิเวศตลาดริมน้ำวัดคอนหาวย

1. ในกรณีที่มีการสนับสนุนให้การท่องเที่ยวตลาดริมน้ำวัดคอนหาวยเป็นแหล่งท่องเที่ยวเชิงอนุรักษ์ โดยมีการควบคุมและดูแลรักษาสภาพแวดล้อม ท่านเห็นด้วยหรือไม่?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ.....

2. ในกรณีที่มีการจัดการตลาดริมน้ำวัดคอนหาวยเป็นแหล่งท่องเที่ยวเชิงอนุรักษ์ โดยมีการควบคุมและดูแลรักษาสภาพแวดล้อม โดยอาศัยการมีส่วนร่วมท่านจะเข้าร่วมหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

3. กรณีที่มีการจัดการพื้นที่ด้วยการกำหนดพื้นที่ท่องเที่ยวเขตสงวนเพื่อการรักษาสีเขียวและเขตป้องกันผลกระทบ ท่านเห็นด้วยหรือไม่?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

4. กรณีที่มีการจัดการพื้นที่ด้วยการกำหนดพื้นที่ท่องเที่ยวเขตสงวนเพื่อการรักษาสีเขียวและเขตป้องกันผลกระทบ จำเป็นต้องอาศัยความร่วมมือจากทุกฝ่าย ท่านจะเข้าร่วมด้วยหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการ เข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

5. ท่านคิดว่าการสร้างเส้นทางเชื่อมโยงการท่องเที่ยวในท้องถิ่นโดยรอบตลาดริมน้ำวัดคอนหาวยเพื่อให้เชื่อมโยงสนับสนุนซึ่งกันและกัน ดังในแหล่งการท่องเที่ยว ดังต่อไปนี้ ท่านเห็นด้วยหรือไม่?

5.1 วัดไร่จิง

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

5.2 ฟาร์มจระเข้สามพราน

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

5.3 พิพิธภัณฑ์หุ่นขี้ผึ้งไทย

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

5.4 อื่นๆ

6. ในการสร้างโครงข่ายเพื่อเชื่อมโยงการท่องเที่ยวในท้องถิ่น โดยรอบตลาดริมน้ำวัดคอนฮวยเพื่อเชื่อมโยงสนับสนุนซึ่งกันและกันนั้น จำเป็นต้องอาศัยการมีส่วนร่วมของประชาชน ท่านจะเข้าไปมีส่วนร่วมด้วยหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

- ต้องการเข้าร่วม
- ไม่ต้องการเข้าร่วม ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

- ร่วมแสดงความคิดเห็น ร่วมบริจาคเงิน/ วัสดุ ร่วมปฏิบัติตาม ร่วมเป็นคณะกรรมการ ร่วมติดตามประเมินผล อื่นๆ ระบุ.....

7. ในการกำหนดให้มีการกำหนดควบคุมจำนวนนักท่องเที่ยวให้เหมาะสมกับพื้นที่และกิจกรรม ท่านมีความคิดเห็นอย่างไร กับบริเวณพื้นที่ดังต่อไปนี้

7.1 กิจกรรมการท่องเที่ยวทางเรือ

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

7.2 กิจกรรมการนั่งรับประทานอาหารที่แพริมแม่น้ำ

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

7.3 กิจกรรมการเดินซื้อสินค้าบริเวณตลาดเก่าริมน้ำวัดคอนฮวย

- เห็นด้วย เพราะ.....
- ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

8. ในการควบคุมจำนวนนักท่องเที่ยวให้เหมาะสมกับพื้นที่และกิจกรรมจำเป็นต้องอาศัยการมีส่วนร่วมของทุกฝ่ายจึงจะประสบผลสำเร็จ ดังนั้นท่านต้องการที่จะเข้าไปมีส่วนร่วมด้วยหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม ร่วมแสดงความคิดเห็น ร่วมบริจาคเงิน/ วัสดุ ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

9. ในกรณีที่มีการกำหนดทาง เข้า – ออก ทางเดียว เพื่อลดความแออัดในการเดินซื้อสินค้า

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

10. ท่านต้องการมีส่วนร่วมในการกำหนดทางเข้า – ออก ทางเดียวเพื่อลดความแออัดหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม ร่วมแสดงความคิดเห็น ร่วมบริจาคเงิน/ วัสดุ ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

11. ถ้ามีการกำหนดนโยบายการรักษาคุณภาพสิ่งแวดล้อม อย่างเข้มงวด ในแต่ละกลุ่มดังต่อไปนี้ ท่านเห็นด้วยหรือไม่ ?

11.1 กลุ่มนักท่องเที่ยว

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ.....

11.2 กลุ่มผู้ขาย

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ.....

11.3 กลุ่มผู้ประกอบการเรือท่องเที่ยว

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ.....

11.4 กลุ่มผู้ประกอบการแพอาหาร

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ....

12. ท่านต้องการมีส่วนร่วมในการกำหนดนโยบายการรักษาคุณภาพสิ่งแวดล้อม อย่างเข้มงวดหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น ร่วมบริจาคเงิน/ วัสดุ ร่วมปฏิบัติตาม ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล อื่นๆ ระบุ.....

13. กรณีที่มีการกำหนดให้มีการใช้บ่อดักไขมันในการบำบัดเบื้องต้นในทุกร้านค้าท่านเห็นด้วยหรือไม่

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

14. ในกรณีที่มีการกำหนดให้มีการใช้บ่อดักไขมันในการบำบัดน้ำทิ้งเบื้องต้นในทุกร้านค้าท่านต้องการเข้าไปมีส่วนร่วม ด้วยหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น ร่วมบริจาคเงิน/ วัสดุ ร่วมปฏิบัติตาม ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล อื่นๆ ระบุ.....

15. ในการกำหนดให้มีบ่อบำบัดรวมในแต่ละพื้นที่เพื่อบำบัดน้ำทิ้งในแต่ละบริเวณ ท่านเห็นด้วยหรือไม่?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

16.ท่านต้องการมีส่วนร่วมในการกำหนดให้มีบ่อบำบัดรวมในแต่ละพื้นที่เพื่อบำบัดน้ำทิ้งในแต่ละบริเวณหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการ เข้าร่วม

ไม่ต้องการเข้าร่วม ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น ร่วมบริจาคเงิน/ วัสดุ ร่วมปฏิบัติตาม ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล อื่นๆ ระบุ.....

17. ในกรณีที่จ้างเจ้าหน้าที่จัดเก็บเพื่อไม่ให้มีขยะตกค้าง ท่านเห็นด้วยหรือไม่

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

18. ท่านต้องการมีส่วนร่วมในการจ้างเจ้าหน้าที่จัดเก็บขยะเพื่อไม่ให้มีขยะตกค้างหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น ร่วมบริจาคเงิน/ วัสดุ ร่วมปฏิบัติตาม ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล อื่นๆ ระบุ.....

19. ในกรณีที่มีการสร้างที่พักขยะที่ถูกสุขลักษณะบริเวณตลาดริมน้ำวัดดอนหวายเพื่อรองรับขยะก่อนที่เจ้าหน้าที่องค์การบริหารส่วนตำบลจะมาจัดเก็บ ท่านเห็นด้วยหรือไม่?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

20. ถ้ามีการสร้างถึงที่พักขยะที่ถูกสุขลักษณะบริเวณตลาดริมน้ำวัดดอนหวายเพื่อรองรับขยะก่อนที่เจ้าหน้าที่องค์การบริหารส่วนตำบลจะมาจัดเก็บท่านต้องการเข้าไปมีส่วนร่วมหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น ร่วมบริจาคเงิน/ วัสดุ ร่วมปฏิบัติตาม ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล อื่นๆ ระบุ.....

21. ในกรณีที่มีการกำหนดระเบียบที่เข้มงวดในกรณีการทิ้งขยะที่ไม่เป็นที่ ด้วยการปรับ

21.1 กลุ่มนักท่องเที่ยว

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

21.2 กลุ่มผู้ชาย

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ.....

ไม่ทราบ/ไม่ตอบ

21.3 กลุ่มผู้ประกอบการเรือท่องเที่ยว

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

21.4 กลุ่มผู้ประกอบการแพอาหาร

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

22. ท่านต้องการมีส่วนร่วมในการกำหนดระเบียบที่เข้มงวดในกรณีที่จะไม่ใช่เป็นการปรับหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

23. ในกรณีที่มีการควบคุมให้มีการใช้ความเร็วรถในพื้นที่โดยรอบอย่างเข้มงวดเพื่อลดปริมาณฝุ่นละอองจากยานพาหนะ ท่านเห็นด้วยหรือไม่ ?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

24. ท่านต้องการมีส่วนร่วมในการควบคุมการใช้ความเร็วรถในพื้นที่โดยรอบเพื่อลดปริมาณฝุ่นละอองหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

25. ในกรณีที่มีการควบคุมให้มีการดับเครื่องยนต์ในเวลาที่จะจอด ท่านเห็นด้วยหรือไม่ ?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

26. ท่านต้องการมีส่วนร่วมในการควบคุมให้มีการดับเครื่องยนต์ในเวลาที่จอด หรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

27. จัดเจ้าหน้าที่ในการควบคุมจำนวนรถและจัดระเบียบรถให้เข้าสู่ที่จอดรถในแต่ละบริเวณ เมื่อลานจอดรถเต็ม ท่านเห็นด้วยหรือไม่?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

29. ถ้าท่านมีโอกาสเข้าร่วมในการควบคุมจำนวนรถและจัดระเบียบรถให้เข้าสู่ที่จอดรถในแต่ละบริเวณ เมื่อลานจอดรถเต็ม ท่านจะเข้าร่วมหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

30. ท่านเห็นด้วยหรือไม่ ในการจัดเจ้าหน้าที่ควบคุมการใช้เสียงในกิจกรรมต่างๆอย่างเคร่งครัด?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

31. ถ้าท่านมีโอกาสในการจัดเจ้าหน้าที่ควบคุมการใช้เสียงในกิจกรรมต่างๆอย่างเคร่งครัดท่านจะเข้าร่วมหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

33. ท่านเห็นด้วยหรือไม่กับการจัดให้มีเจ้าหน้าที่รับผิดชอบในการควบคุมติดตามดูแลในการจัดการสิ่งแวดล้อม โดยเฉพาะ

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

34. ถ้าท่านมีโอกาสเข้าร่วมในการจัดให้มีเจ้าหน้าที่รับผิดชอบในการควบคุมติดตามดูแลในการจัดการสิ่งแวดล้อม โดยเฉพาะท่านจะเข้าร่วมหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

อื่นๆ ระบุ.....

3.2 แนวทางการให้ความรู้และจิตสำนึกการดูแลรักษาสภาพแวดล้อมและแหล่งท่องเที่ยว

1. ดำเนินการให้มีการจัดการฝึกอบรมให้ความรู้ด้านการอนุรักษ์สิ่งแวดล้อมของแหล่งท่องเที่ยว ในกลุ่มดังต่อไปนี้

1.1 กลุ่มผู้ชาย

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

1.2 กลุ่มผู้อาศัย

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

1.3 กลุ่มคณะกรรมการบริหารตลาดริมน้ำวัดคอนฮวย

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

1.4 กลุ่มครูและนักเรียน

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

2. ถ้าท่านมีโอกาสเข้าร่วมในการจัดการฝึกอบรมให้ความรู้ด้านการอนุรักษ์สิ่งแวดล้อมของแหล่งท่องเที่ยว ท่านจะเข้าร่วมหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการ เข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

อื่นๆ ระบุ.....

3. จัดให้มีสื่อต่างๆในการให้ความรู้ด้านการรักษาสภาพแวดล้อมของตลาดริมน้ำวัดคอนหาวยในแต่ละบริเวณ ท่านเห็นด้วยหรือไม่?

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

5. ถ้าท่านมีโอกาสเข้าร่วมในการจัดให้มีสื่อต่างๆในการให้ความรู้ด้านการรักษาสภาพแวดล้อมของตลาดริมน้ำวัดคอนหาวยในแต่ละบริเวณ ท่านจะเข้าร่วมหรือไม่? (ถ้าตอบว่าต้องการเข้าร่วมท่านต้องการจะเข้าร่วมรูปแบบใด)

ต้องการเข้าร่วม

ไม่ต้องการเข้าร่วม

ไม่ทราบ/ไม่ตอบ

รูปแบบของการเข้าร่วม

ร่วมแสดงความคิดเห็น

ร่วมบริจาคเงิน/ วัสดุ

ร่วมปฏิบัติตาม

ร่วมเป็นคณะกรรมการ

ร่วมติดตามประเมินผล

อื่นๆ ระบุ.....

อื่นๆ ระบุ.....

3.3 แนวทางด้านกรที่มีส่วนร่วมของประชาชนท้องถิ่น

1. สนับสนุนให้มีการรวมตัวกันขององค์กรต่างๆ เช่นกลุ่มผู้ขาย กลุ่มผู้ประกอบการท่องเที่ยว เพื่อควบคุมดูแลการดำเนินงานและการรักษาสภาพแวดล้อม

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

2. สนับสนุนให้ชุมชนท้องถิ่นเข้ามามีส่วนร่วมในการวางแผน ตัดสินใจ และการประเมินผล การดำเนินงานตามแผนการดูแลรักษาสภาพแวดล้อม

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

3. มีการประสานงานให้หน่วยงานของรัฐเข้ามาสนับสนุนการดำเนินการรักษาสภาพแวดล้อม

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

4. จัดตั้งองค์กรที่ประกอบด้วยผู้แทนกลุ่มต่างๆ เพื่อทำหน้าที่ดูแลรักษาสภาพแวดล้อม โดยเฉพาะ

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

5. สนับสนุนให้องค์กรปกครองส่วนท้องถิ่นสามารถดำเนินการด้านการพัฒนาการท่องเที่ยวและสามารถจัดเก็บรายได้เพื่อการอนุรักษ์ฟื้นฟูสภาพแวดล้อมด้วยตัวเอง

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

3.4 แนวทางด้านจัดการโครงสร้างพื้นฐาน

1. กำหนดให้มีการจัดระบบเส้นทางเชื่อมโยงให้เหมาะสมกับพื้นที่และกิจกรรมโดยเน้นความปลอดภัยเป็นหลัก

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

2. สนับสนุนให้มีการใช้พลังงานอย่างประหยัดตามความเหมาะสมและตามขนาดพื้นที่ท่องเที่ยว สนับสนุนให้มีการใช้พลังงานทดแทน ลดการใช้ทรัพยากรธรรมชาติที่หมดเปลืองในกิจกรรมการท่องเที่ยว

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

3. จัดเตรียมระบบการติดต่อสื่อสารที่มีประสิทธิภาพในการควบคุมนักท่องเที่ยวและการบรรเทาสาธารณภัยในยามฉุกเฉิน

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

4. สนับสนุนให้มีการบริการการท่องเที่ยว โดยองค์กรท้องถิ่นภายใต้การมีส่วนร่วมของทุกฝ่าย โดยมีหน่วยงานของรัฐเป็นผู้สนับสนุน

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

5. ให้รัฐเป็นผู้ลงทุนในการการพัฒนาแหล่งท่องเที่ยว โดยองค์กรท้องถิ่นเป็นผู้ดำเนินการ

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ.....

ไม่ทราบ/ไม่ตอบ

6. มีการควบคุมกิจกรรมการท่องเที่ยวให้สอดคล้องตามสภาพทางธรรมชาติ สังคมและวัฒนธรรมของท้องถิ่น

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

7. ให้มีการเพิ่มโอกาสการมีส่วนร่วมและการเพิ่มรายได้ของชุมชนท้องถิ่น

เห็นด้วย เพราะ.....

ไม่เห็นด้วย เพราะ..... ไม่ทราบ/ไม่ตอบ

5. ผลกระทบจากกิจกรรมการท่องเที่ยวตลาดริมน้ำวัดดอนหวายต่อชุมชนท้องถิ่น

หัวข้อความคิดเห็น	ระดับความคิดเห็น				
	มาก	ปานกลาง	น้อย	ไม่มี	ไม่ทราบ/ไม่ตอบ
1.ท่านเห็นว่า กิจกรรมการท่องเที่ยวตลาดริมน้ำวัดดอนหวายมีผลกระทบต่อสภาพทางธรรมชาติ					
2.ท่านเห็นว่าจากกิจกรรมการท่องเที่ยวตลาดริมน้ำวัดดอนหวายมีการปล่อยสิ่งปฏิกูลลงสู่แหล่งน้ำตามธรรมชาติจนมีผลทำให้คุณภาพน้ำในแม่น้ำเน่าเสีย					
3.ท่านเห็นว่าการเดินทางและการใช้ยานพาหนะประเภทต่างๆส่งผลให้เกิดมลภาวะทางอากาศมีผลต่อชุมชนท้องถิ่น					
4.ท่านเห็นว่าการใช้ยานพาหนะต่างๆก่อให้เกิดเสียงดังรบกวน					
5.ท่านเห็นว่าการใช้เครื่องขยายเสียงในกิจกรรมการท่องเที่ยวของตลาดริมน้ำวัดดอนหวายก่อให้เกิดเสียงดังรบกวน เดือดร้อนรำคาญต่อผู้อื่น					
6.ท่านเห็นว่าการพัฒนาสถานที่ท่องเที่ยวก่อให้เกิดการบุกรุกบริเวณที่สาธารณะประโยชน์เพื่อสร้างสิ่งก่อสร้างและก่อให้เกิดการทำลายสภาพแวดล้อม					
7.ท่านเห็นว่าการพัฒนาสถานที่ท่องเที่ยวก่อให้เกิดผลกระทบต่อความสงบทางธรรมชาติและศิลปวัฒนธรรม					

5. ผลกระทบจากกิจกรรมการท่องเที่ยวตลาดริมน้ำวัดดอนหวายต่อชุมชนท้องถิ่น (ต่อ)

หัวข้อความคิดเห็น	ระดับความคิดเห็น				
	มาก	ปานกลาง	น้อย	ไม่มี	ไม่ทราบ/ ไม่ตอบ
8. ท่านเห็นว่าการท่องเที่ยวตลาดริมน้ำวัดดอนหวายก่อให้เกิดปัญหาโรคติดต่อ					
9. ท่านเห็นว่าการท่องเที่ยวตลาดริมน้ำวัดดอนหวายก่อให้เกิดปัญหาทางด้านอาชญากรรม					
10. การพัฒนาตลาดริมน้ำวัดดอนหวายเป็นแหล่งท่องเที่ยวทำให้มีการเปลี่ยนแปลงด้านโครงสร้างพื้นฐานและสิ่งอำนวยความสะดวกต่างๆ					
11. การพัฒนาตลาดริมน้ำวัดดอนหวายก่อให้เกิดการเปลี่ยนแปลงทางขนบธรรมเนียมประเพณีและวัฒนธรรมดั้งเดิม					
12. การพัฒนาตลาดริมน้ำวัดดอนหวายก่อให้เกิดความขัดแย้งของนักท่องเที่ยวและชุมชนท้องถิ่น					

ข้อเสนอแนะในการดูแลสภาพแวดล้อมของตลาดริมน้ำวัดดอนหวาย

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- 2.....
- 3.....
- 4.....

BIOGRAPHY



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