

The Impacts of Tourism on Koh Yor community, Tambon Koh Yor, Muang district, Songkhla province.

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ABSTRACT

The research aimed to evaluate the perception of local residents toward tourism's impacts on Koh Yor community in Tambon KohYor, Muang district, Songkhla Province. The methods were used through collected by questionnaire; the sample size is 367 people. Koh Yor is an island located in middle of southern Songkhla Lake, selected as a representative for tourism impact study in local communities in Southern Thailand. The results showed that there were both positive and negative impacts to economic, environmental, social and cultural impact. The result show that impacts from tourism on Koh Yor is favorable in local economic that provided income, welfare and jobs to the community. However, it's cause phenomena of changing jobs. Residents' also favorable that tourism is maintain historical building, protect natural environment, prevent further ecological decline and improve scenic area. It's noticeable that residents' disagree on visitors generate waste and pollution, natural attractions can be harm to overuse. Furthermore, Residents' is confirm culture's pride in the community, promote culture exchange and improve understand of difference community. However, residents have a neutral about conflict of people due to profit of tourism and unwanted lifestyle changes.

KEY WORDS: Tourism impact, Sustainable tourism, Perception, Koh Yor