



**Community Participation for Sustainable Tourism Development  
at Koh Yao Noi, Changwat Phang Nga**

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**A Thesis Submitted in Partial Fulfilment of the Requirements for the Degree of  
Master of Business Administration in Hospitality and Tourism Management**

**Prince of Songkla University**

**2006**

**ISBN 974-9944-65-8**

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|                 |               |     |      |
|-----------------|---------------|-----|------|
| เลขหนังสือ..... | 6159.8.17     | 997 | 2006 |
| Bib Key.....    | 295704        |     |      |
|                 | 12 Cl.A. 2549 |     |      |

|                 |   |
|-----------------|---|
| ชื่อวิทยานิพนธ์ | การมีส่วนร่วมของชุมชนเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนที่เกาะยวน้อย จังหวัดพังงา |
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| สาขาวิชา        | การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)                                 |
| ปีการศึกษา      | 2548  |

### บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาระดับความสนใจในการมีส่วนร่วมของชุมชนเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนที่เกาะยวน้อย (2) ศึกษาระดับความสำคัญของสิ่งกระตุ้นชุมชนในการมีส่วนร่วมเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน ที่เกาะยวน้อย (3) เสนอแนะรูปแบบการมีส่วนร่วมของชุมชน ในแผนการท่องเที่ยวเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน ที่เกาะยวน้อย

ในการศึกษาค้นคว้าครั้งนี้ผู้วิจัยได้มีการเก็บข้อมูลเชิงปริมาณโดยใช้แบบสอบถามกับกลุ่มประชากรที่อาศัยอยู่ใน ตำบลเกาะยวน้อย จังหวัดพังงา จำนวน 300 คน ระหว่างเดือนกันยายนถึงเดือนตุลาคม 2548 การวิเคราะห์ผล ผู้วิจัยใช้ (1) Independent Samples T-Test (2) One-Way ANOVA (3) Pearson's Chi-Square และ (4) Principle Component Analysis Method ในโปรแกรม SPSS 11.0 for Windows

ผลการศึกษาที่ได้รับจากการสำรวจในเบื้องต้นพบว่า กลุ่มประชากรตัวอย่างสามารถแบ่งออกเป็น 4 กลุ่ม ได้แก่กลุ่มผู้นำท้องถิ่น 14 คน กลุ่มผู้ประกอบการที่พหุสัมพันธ์วัฒนธรรมชุมชน (โฮมสเตย์) 63 คน กลุ่มผู้ประกอบการหรือทำงานเกี่ยวกับการท่องเที่ยว 95 คน และกลุ่มประชาชนทั่วไป 128 คน ส่วนความรู้ของประชากรในด้านการท่องเที่ยวเชิงนิเวศและการท่องเที่ยวอย่างยั่งยืน ประเมินจากร้อยละของประชากรผู้มีความรู้สูงกว่าระดับมาตรฐานที่ผู้วิจัยตั้งไว้ที่ 0.75 เป็น 53% และ 70.33% ตามลำดับ ซึ่งกว่าครึ่งของกลุ่มประชากรตัวอย่างมีความรู้ความเข้าใจในการท่องเที่ยวเชิงนิเวศ และการท่องเที่ยวอย่างยั่งยืนเป็นอย่างดี โดยเฉพาะกลุ่มผู้นำท้องถิ่นเป็นกลุ่มที่มีความรู้ความเข้าใจสูงสุด ผลเหล่านี้ได้สื่อถึงคุณลักษณะของการเป็นกลุ่มประชากรที่ดีและน่าเชื่อถือในการตอบแบบสอบถาม

จากการศึกษาพบว่า ผู้นำท้องถิ่น ผู้ประกอบการที่พหุสัมพันธ์วัฒนธรรมชุมชน (โฮมสเตย์) และผู้ประกอบการหรือทำงานเกี่ยวกับการท่องเที่ยว มีระดับความสนใจในการมีส่วนร่วมที่ระดับสูงคิดเป็นจำนวน 172 คน หรือ 57.33% และกลุ่มประชาชนทั่วไป 128 คน หรือ 42.67% มีความสนใจในการมีส่วนร่วมที่ระดับปานกลาง ประชาชนต้องการร่วมกิจกรรมในด้านการได้รับผลประโยชน์ การดำเนินงาน และการตัดสินใจ อยู่ในระดับสูงตามลำดับ และต้องการร่วมกิจกรรมในด้านการวางแผน การจัดการกับปัญหา และการประเมินผลงาน ในระดับปานกลาง

ตามลำดับ ทุกกลุ่มของประชากรเห็นว่าระยะเวลาของการร่วมกิจกรรมที่เหมาะสมที่สุดคือตามสะดวกและตามที่จำเป็น ตำแหน่งหน้าที่ทางสังคมมีผลต่อระดับความสนใจในการมีส่วนร่วม ระดับกลุ่มอายุที่สูงขึ้น ส่งผลให้ระดับความสนใจในการมีส่วนร่วมลดลง และ ประชากรที่มีการศึกษาตั้งแต่ระดับอนุปริญญาหรืออาชีวศึกษาขึ้นไปมีระดับความสนใจในการมีส่วนร่วมมากกว่าระดับการศึกษาอื่น ๆ

ทุกกลุ่มของประชากรให้ความสำคัญต่อสิ่งกระตุ้นในการมีส่วนร่วมพัฒนาการท่องเที่ยวอย่างยั่งยืนอยู่ในระดับสูง โดยให้ความสำคัญต่อผลประโยชน์ด้านสิ่งแวดล้อมมากที่สุด รองลงมาคือเศรษฐกิจ สังคมและวัฒนธรรม และการได้รับข้อมูลข่าวสารตามลำดับ กลุ่มผู้ประกอบการหรือทำงานเกี่ยวกับการท่องเที่ยวให้ความสำคัญต่อสิ่งกระตุ้นมากกว่ากลุ่มอื่น ๆ รองลงมาคือ กลุ่มผู้นำท้องถิ่น กลุ่มผู้ประกอบการที่พักสัมผัสวัฒนธรรมชุมชน (โฮมสเตย์) และกลุ่มประชาชนทั่วไปตามลำดับ ตำแหน่งหน้าที่ทางสังคมของประชากรมีผลต่อการให้ระดับความสำคัญของสิ่งกระตุ้น ประชากรในระดับกลุ่มอายุที่สูงขึ้นให้ระดับความสำคัญของสิ่งกระตุ้นน้อยลง และ ประชากรกลุ่มที่มีการศึกษาตั้งแต่ระดับอนุปริญญาหรืออาชีวศึกษาขึ้นไป ให้ระดับความสำคัญของสิ่งกระตุ้นมากกว่าระดับการศึกษาอื่น ๆ

ข้อเสนอแนะจากผลการศึกษาครั้งนี้ ประการแรกคือสนับสนุนให้คนในชุมชนเกาะยวน้อยมีส่วนร่วมมากขึ้นในการพัฒนาการท่องเที่ยวอย่างยั่งยืน โดยใช้รูปแบบการมีส่วนร่วมที่เริ่มจากการให้กลุ่มผู้นำท้องถิ่นเป็นผู้นำสนับสนุนการอบรมความรู้เกี่ยวกับการท่องเที่ยวอย่างยั่งยืนให้แก่ประชาชน โดยเฉพาะผู้ที่อยู่ในกลุ่มอายุ 18-25 ปีซึ่งมีความสนใจในการมีส่วนร่วมมากกว่ากลุ่มอายุอื่น ๆ รวมทั้งสนับสนุนทรัพยากรบุคคลและงบประมาณ ต่อจากนั้นให้คนในชุมชนเป็นผู้ดำเนินการในแผนการท่องเที่ยวเพื่อให้เกิดการมีส่วนร่วมและการรับผลประโยชน์ ประชาชนควรร่วมกันประเมินและหาแนวทางเพื่อปรับปรุงกระบวนการของรูปแบบการมีส่วนร่วม รวมทั้งควรมีส่วนร่วมอย่างต่อเนื่องในการวางแผนและตัดสินใจในการเตรียมแผนการปรับปรุงการท่องเที่ยวที่เกาะยวน้อย ข้อเสนอแนะประการที่สองคือ ให้ความสำคัญต่อผลประโยชน์ด้านสิ่งแวดล้อมเป็นอันดับแรกเพราะคนในชุมชนเห็นว่าเป็นสิ่งสำคัญที่สุด รองลงมาคือเศรษฐกิจ และสังคมและวัฒนธรรมตามลำดับ เพื่อกระตุ้นคนในชุมชนเกาะยวน้อยให้เกิดความสนใจมีส่วนร่วมมากขึ้นในการพัฒนาการท่องเที่ยวอย่างยั่งยืน และประการสุดท้ายคือควรให้ข้อมูลข่าวสารด้านการท่องเที่ยวแก่คนในชุมชนเกาะยวน้อยอย่างเพียงพอในรูปแบบการรวมกลุ่มสนทนา การประชุม หรือการฝึกอบรมที่เหมาะสม

|                      |  |
|----------------------|--|
| <b>Thesis Title</b>  | Community Participation for Sustainable Tourism Development at Koh Yao Noi, Changwat Phang Nga |
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| <b>Major Program</b> | Hospitality and Tourism Management (International Program)                                     |
| <b>Academic Year</b> | 2005   |

### ABSTRACT

The objectives of this thesis were (1) to study the interest levels of community participation for sustainable tourism development at Koh Yao Noi, (2) to study the important levels of community motivation that influence participation for sustainable tourism development at Koh Yao Noi, and (3) to propose a community participation model in tourism plan for sustainable tourism development at Koh Yao Noi.

The data was collected through questionnaires distributed to 300 households in the period of September to October 2005, to the local residents at Koh Yao Noi. Independent Samples T-Test, One-Way ANOVA Pearson's Chi-Square, and Principle Component Analysis Method were used for the data analysis.

The result from the study indicated that respondents could be classified into 4 groups. Those were 14 local authorities, 63 homestay owners, 95 tourism service providers, and 128 local residents. The residents who had mean score of ecotourism and sustainable tourism knowledge higher than 0.75 (P-Standard of Knowledge) were 53% and 70.33%, respectively. More than a half of the respondents well recognized ecotourism and sustainable tourism, especially the local authorities were the most knowledgeable. Therefore, the respondents were the appropriate and dependable in respond to the questionnaire.

The result indicated that 57.33% or 172 respondents of local authorities, homestay owners, and tourism service providers had "High" level of interest in participation. The rest, 128 local residents, or 42.67% had "Moderate" level of interest. The respondents wanted to participate in benefits gaining, implementation, and decision-making in "High" level of interest and wanted to participate in planning, problem solving, and evaluation in "Moderate" level of interest. The respondents' appropriate time participated for sustainable tourism development was "Whenever Necessary". The respondents' social role tended to affect their interest level of participation. Older

respondents tended to have less interest than younger respondents did. The respondents who obtained the education in “Diploma, Vocational or higher” presented the highest mean scores among others.

All groups of respondents ranked the “High” level of important among motivations. The respondents selected the environmental benefits as the most important motivation that influenced the participation for sustainable tourism development then, followed by the economic, the socio-culture, and information gathering respectively. The tourism service providers ranked the highest important level of motivation, followed by local authorities, homestay owners, and local residents. The social role of respondents tended to affect their important level of motivation. The older respondents gave less important than the younger did. The respondents who obtained the education in “Diploma, Vocational or higher” presented the higher important than other levels.

According to the thesis results, 3 recommendations could be presented as follows. Firstly, Koh Yao Noi community should carry out the proposed model of community participation in tourism plan for sustainable tourism development. Local authorities should be the leader to provide the tourism education, especially to the residents who were in between 18-25 years old because they tended to have higher interest than other age groups did. Local authorities should provide human resource and financial support to Koh Yao Noi residents as well. The residents should process the tourism plan in order to get the participation and tourism benefits. Afterwards, they should evaluate and find the ways or methods to improve the process of the model. Koh Yao Noi residents, who involved in carrying out the model, should continue participation in planning and decision-making in order to prepare the plan for improving the tourism at Koh Yao Noi. Secondly, the environmental benefits should be raised as the priority important motivation for sustainable tourism development, then followed by the economic and socio-cultural benefits in order to influence the higher participation level. Finally, Koh Yao Noi residents should be provided sufficient tourism information in the form of group discussion, group meeting, or appropriate training.

**Key Words:** Participation, Motivation, Sustainable tourism development, Koh Yao Noi

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# CHAPTER 1

## INTRODUCTION

### 1.1 Statement of the Problem

Tourism has become one of the fastest growing industries and the highest priority industries in many countries. Tourism industry is expected to generate the growing revenue from US\$6,201.5 billion in 2005 to US\$10,678.5 billion by 2015 as well as the tourism demand that is expected to increase by 4.6% per annum between 2006 and 2015 (WTCC, 2005). In developing countries, tourism can be used as a source to encourage the economic development. Tourism creates better living conditions to the local residents, provides tax revenues to governments, creates new tourism jobs and businesses, and keeps rural residents from moving to overcrowded cities (WTO, 2005). Although, tourism has created benefits, its negative impacts on the socio-culture and environment toward the communities must not be overlooked. Without well considerable plan in tourism development, it will damage the socio-culture and environment in tourism attractions and the surrounding areas, as well.

Most tourism generating countries have more awareness to the impacts of tourism development. Many strategies are applied to work on tourism development and the concept of sustainability is considered as the main theme. The essential scheme of sustainable tourism development is the balance development among environmental, economic, and socio-cultural aspects of tourism. The concept of sustainability becomes an international use in terms of developing the direction of national strategies. In Thailand, the 9<sup>th</sup> national plan (2002-2006) included this concept in social participation for sustainable development. People and all stakeholder sectors have the particular rules to participate in the development of natural resource, environment, economy, and society (NESDB, 2003).

Tourism in Thailand is aware of the sustainable development that tries to encourage local community to participate in the development process and establish a suitable balance between environmental, economic, and socio-cultural at the destination. The significance of sustainable tourism in community is that, the community can directly obtain unbiased distribution of all tourism benefits and avoid the negative tourism impacts (Choi and Sirakaya, 2005). After Tsunami, 26<sup>th</sup> December 2004, Thai tourism concerned about the situation. Government suggested using situation for improving the tourism

management at the destinations, especially in the Andaman cluster, also the sustainable concept was reviewed regularly.

Tourism destinations in the southern part of Thailand are more greatly promoted than ever by Tourism Authority of Thailand (TAT), especially the Andaman coast that includes Phang-Nga, Phuket, and Krabi province. Phang-Nga province is famous for natural tourism attractions. Many fascinating islands are protected by the development of Phang-Nga Bay National Park. Yao Noi and Yao Yai Islands are two large islands located in the East of Phuket in Phangna Bay. The famous island as a tourism destination is Yao Noi Island (Koh Yao Noi). It is the sub-district in Koh Yao District. Koh Yao Noi Sub-district Administration Organization (2005) stated that Koh Yao Noi or Yao Noi Island is 48.6 kilometers from the south of Phang-nga mainland. It is 46.46 square kilometers in estimated including municipal area 0.6977 square kilometers. The geographical phenomenon covers with the mountains and beaches around the island. More than 90% of local people are Muslim, and their main occupation is agriculture and fishery. The physical features of the island, the unique local culture, public facilities, and necessary infrastructure can support the tourism development. It is not hard to catch the attention from the international and domestic tourists (Appendix A).

Koh Yao Noi or Yao Noi Island is famous in eco-tourism because of the richness of natural resources. There was the development of Community Based Eco-Tourism Club in the community, directed by REST (Responsible Ecological Social Tours) since 1995. The major objectives of REST for Koh Yao Noi are to educate local community to conserve the natural resources and to strengthen the community participation. Meanwhile, the representative of the community and REST formed the tourism club in order to promote the tourism in the community and create the environmental conservation awareness to local people in the community and visitors who travel in Koh Yao Noi. Nowadays, this tourism club is known as Homestay Koh Yao Noi and is still operated and managed by local residents. Another group is called Koh Yao Homestay and Tour Company, developed since 1997 by local people. The objectives of this group are to involve in tourism development and management, improve the tourism in the community, conserve the local culture, and generate economic benefits to host community.

Tourism in Koh Yao Noi became famous since it received the 2002 World Legacy Award from Conservation and National Geographic Traveller in the category of "Destination Stewardship". This award is for being a leading example in the tourism

industry where environmentally and socially responsible tourism practices are helping to protect natural and cultural heritage. Therefore, Koh Yao Noi became an international well-known tourism attraction. In 2002 and 2004, the Tourism Authority of Thailand (TAT) awarded Homestay Koh Yao Noi or Community Based Eco-Tourism Club for the best tourism organization. These awards can stimulate tourists and visitors' perspective in Homestay and ecotourism to the community. The increasing numbers of tourists and visitors as well as the number of establishments in Koh Yao Noi are not only promoting benefits, but there are also the drawbacks. Resources overuse and not consider sustainable tourism development may arise and these are the tourism drawbacks. In order to maintain the economic, environment, and socio-culture benefits and eliminate the tourism drawbacks, local people participation in tourism development is the key tool to sustain the tourism resources and those benefits.

Although, there is the visible participation in tourism development at Koh Yao Noi, at local level still has had an unclear defined direction for community participation. Therefore, they are reluctant to participate. As a result, sustainable tourism development is slow in practice and lacks visible achievement. A locally appropriate model of community participation in tourism plan for sustainable tourism development is a special need at the local level. This model can be accomplished if the local residents are motivated by tourism benefits and are given the appropriate direction and supports.

## **1.2 Objectives**

1.2.1 To study the interest level of community participation for sustainable tourism development at Koh Yao Noi.

1.2.2 To study the important level of community motivations that influence participation for sustainable tourism development at Koh Yao Noi.

1.2.3 To propose a model of community participation in tourism plan for sustainable tourism development at Koh Yao Noi.

### **1.3 Significance of the Study**

1.3.1 The proposed model of community participation for sustainable tourism development is able to enhance the effectiveness of the community participation in sustainable tourism development.

1.3.2 The information and the results obtained from this research can be utilized as information for all stakeholders in decision-making in the tourism development plan.

1.3.3 The information and the results obtained from this research can be utilized as a source for further research or for any academic purposes for students or interested persons.

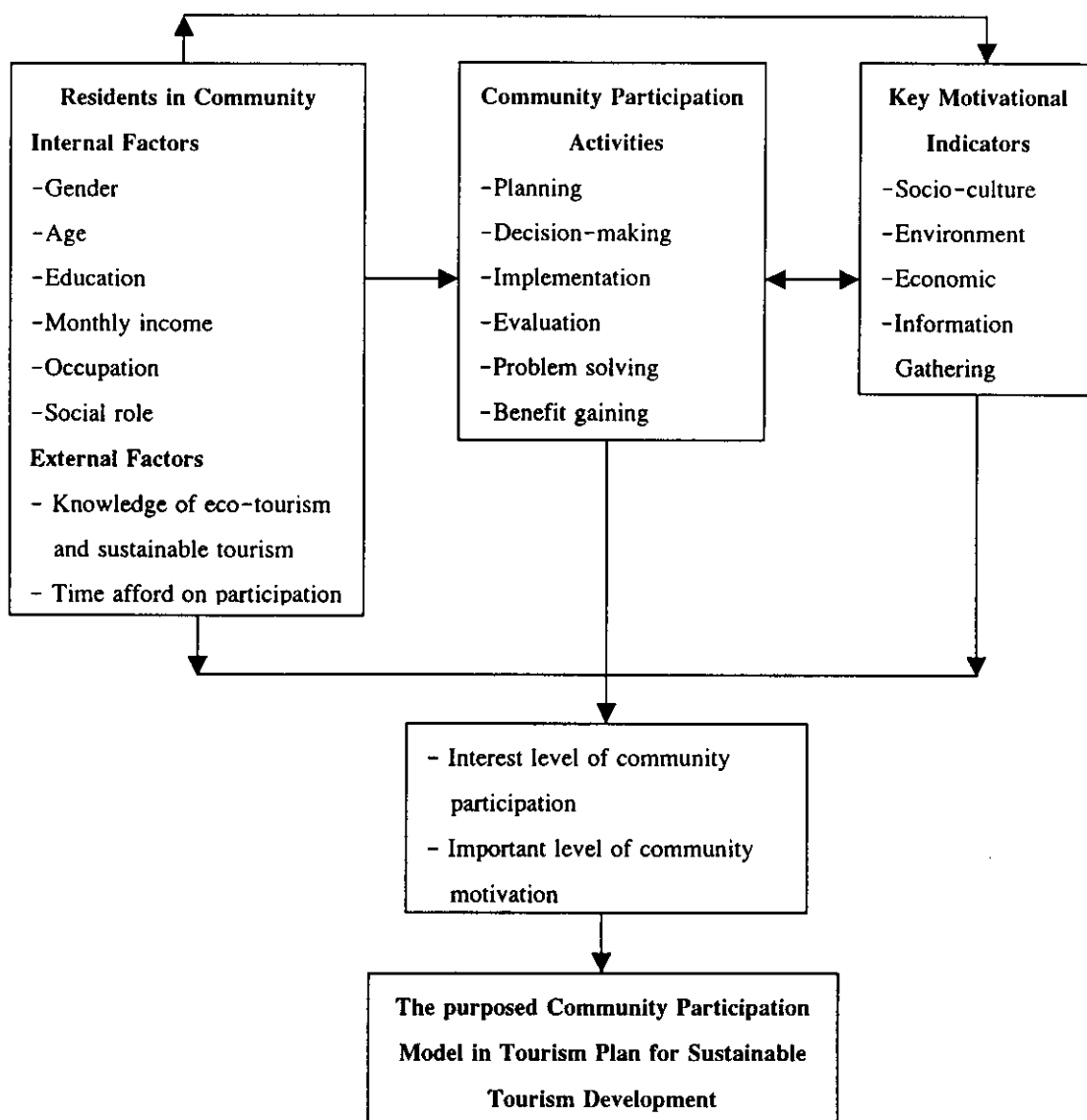
### **1.4 Scope of the Study**

1.4.1 Scope of area: This study is specified at Yao Noi Island, Yao Noi Sub-district, Phang-Nga Province which composes of 7 villages and 1 municipality area. There are tourism activities, natural tourism attractions, and popularity in Homestay.

1.4.2 Scope of demography: Residents who live and work at Yao Noi Island and are at least 18 years old. Koh Yao Noi residents' interest level of participation for sustainable tourism development and their tourism benefits motivation are studied from the resident's perspective.

1.4.3 Conceptual framework: The residents in the community are examined with regard to their internal factors and external factors that might affect the interest level of participation and the important levels of motivations. The community participation activities and the key motivational indicators (based on tourism benefits) were used to identify the potential participation levels and the important levels of motivations. Then, the potential participation levels and the important levels of motivations were used to determine the components inside the model for community participation in sustainable development (Figure 1.1).

Figure 1.1: Conceptual Framework





## **1.5 Definition of Key Terms**

**1.5.1 Community participation** is defined as the local residents' involvement and cooperation in participation activities for sustainable tourism development. Participation activities are planning, decision-making, implementation, problem solving, evaluation, and benefits gaining by the local residents.

**1.5.2 Interest level of community participation** is defined as the residents' level of interest in participation of planning, decision-making, implementation, problem solving, evaluation, and benefits gaining. The ranges of level are superlative interest, high interest, moderate interest, low interest, the least interest, and no interest.

**1.5.3 Motivation** is defined as information gathering and benefits from sustainable tourism development. Those benefits are socio-cultural, environmental, and economic benefits that are able to motivate or influence participation from local residents in the community.

**1.5.4 Important level of community motivation** is defined as the given important level of motivation (socio-cultural, environmental, economic benefits, and information gathering) by residents. The ranges of level are superlative important, high important, moderate important, low important, the least important, and not important.

**1.5.5 Sustainable tourism development** is defined as the development of tourism that creates optimal use of environmental resources, respects the socio-cultural authenticity of host community, and provides economic benefits to all stakeholders.

**1.5.6 Residents** are defined as people who live with their family and work in Koh Yao Noi. They must be at least 18 years old.

**1.5.7 Community Participation Model** is defined as a proposed model of community participation in tourism plan for sustainable tourism development. This model identifies the components for enhancing the effectiveness of community participation in implementing the tourism plan. It composes of 4 parts of inputs, processing, outputs, and improvement. Moreover, the model applies the blending of top-down and bottom-up management.

## **CHAPTER 2**

### **RELATED LITERATURE**

This research was aimed at studying the community participation in sustainable tourism development from the residents' perspective. The interest level of participation and the important level of motivations were the main objectives of this study for proposing the community participation model in tourism planning for sustainable tourism development. Therefore, the related concepts, theories, and related research were collected in order to support this study. Those were as the followings:

#### **2.1 Sustainable Tourism**

2.1.1 Concept of sustainable tourism development

2.1.2 Tourism impacts

#### **2.2 Community and Tourism**

2.2.1 Community tourism development

2.2.2 Community-based tourism

2.2.3 Indicator of community involvement and awareness in tourism

#### **2.3 Participation**

2.3.1 Definitions of participation

2.3.2 Types and levels of community participation

2.3.3 Community participation in tourism

#### **2.4 Motivation**

2.4.1 Definitions of motivation

2.4.2 Models of motivation

2.4.2 Community motivation for sustainable tourism

#### **2.5 Related Research**

## 2.1 Sustainable Tourism

### 2.1.1 Concept of Sustainable Tourism Development

Many concepts of sustainable tourism development were in broad and narrow interpretation. This concept in another source was summarized as the four following points. The first point was that tourism development might take place if it does not damage the environment and ecology; the second one was sustainable tourism development largely consists of small-scale development and based on the local community; thirdly, sustainable tourism development takes its point of departure in who benefits from tourism and not to exploit the local resident, the last point was sustainable tourism development emphasized on cultural sustainability that retained in its architecture and cultural heritage (Lars, 2000).

Fennell (2003) had argued that sustainable tourism development was seen as a guide to the management of all resources in a way that it could fulfill economic, social and needs while maintained cultural identity, ecological process, biological diversity, and life support systems.

The precise concept was that sustainability principles referred to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability (WTO, 2004). WTO also mentioned in the similar way to the components that contribute to sustainable tourism. It mentioned that, the first component was sustainable tourism made optimal use of environmental resources that was a key element in tourism development as well as maintained essential ecological processes and helped to conserve natural heritage and biodiversity; secondly, sustainable tourism development must respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance; the last important component was sustainable tourism must ensure possible, long-term economic operations, providing fairly distributed socio-economic benefits to all stakeholders in host community. The sustainable tourism development concepts from different sources were similar in referring to the balance development of socio-culture, environment economic. Achieving the sustainable tourism was a continuous process and it required constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary (WTO, 2004).

The increasing numbers of abuse the tourism resources especially at the tourist attractions, mostly in natural attractions, made the rising in the awareness of sustainable tourism development concept. Nowadays, the development in every aspect was more often mentioned on sustainable development than the past. This was the result of the United Nations Conference on Environment and Development (UNCED), the Earth Summit, on 14 June 1992. There were four fundamental principles for the World Conservation Strategy that came out from the World Commission on Environment and Development. The first principle was ecological sustainability that was development had to compatible with the maintenance of ecological processes, biological diversity and biological resources; the second principle was economic sustainability that economically efficient and equitable development within and between generations; thirdly, social sustainability that was the development must be designed to increase people's control over their lives and maintain and strengthen community identity; the last one was cultural sustainability, the development must be compatible with the culture and the values of the people affected by it (Sofield, 2003).

According to GLOBE '90 (1990) quoted in Fennell (2003), the goals of sustainable tourism were as the followings:

- 1) To develop greater awareness and understanding of the significant contribution that tourism could make to the environment and the economy
- 2) To promote the equity in development
- 3) To improve the quality of life of the host community
- 4) To provide a high quality of the experience for the visitors
- 5) To maintain the quality of the environment on which the foregoing objectives depend

When there was sustainable tourism development in the community, region, or country, it must have the support from the majority of the host. Therefore, the perceived benefits from sustainable tourism could overcome the tourism negative impacts. As a result, McIntosh et al. (1995) had proposed an operational allocation of responsibility that remained true to the democratic model and the concept of resident-responsive sustainable tourism (Table 2.1).

**Table 2.1: A possible Allocation of Responsibility in Sustainable Tourism Development**

| Level/ Organization                               | Responsibilities  |
|---|---|
| Host community/<br>Region                         | <ul style="list-style-type: none"> <li>-Defining the tourism philosophy and vision for the community/ region.</li> <li>-Establishing social, physical, and cultural carrying capacity for the host community/ region.</li> </ul>  |
| Destination management/<br>Community organization | <ul style="list-style-type: none"> <li>-Coordination of implementation of community sustainable development plan for tourism.</li> </ul>  |
| Individual tourism firms<br>and operators         | <ul style="list-style-type: none"> <li>-Monitoring levels and impacts of tourism in the community/ region.</li> <li>-Fair contribution to implementation of sustainable development plan for tourism.</li> <li>-Observance of regulations, guidelines, and practice for sustainable development.</li> </ul> |
| Host community/<br>Region                         | <ul style="list-style-type: none"> <li>-Encouragement/ acceptance of tourism within parameters of sustainable development plan.</li> </ul>  |
| Visitors/ Tourists                                | <ul style="list-style-type: none"> <li>-Acceptance of responsibility for minimal self-education with respect to values of host region.</li> <li>-Acceptance and observance of terms and conditions of host community sustainable development plan for tourism.</li> </ul>                                   |

Source: McIntosh et al. (1995)

### 2.1.2 Tourism Impacts

At the tourism destinations, there were tourism establishments and activities that could create both benefits and costs to the communities. The costs and benefits of tourism will vary in each destination and could change over time, depending on the tourism activities in a destination (United Nations, 2003). The costs and benefits of tourism will be divided into economic, social, cultural, and physical environment issues (Table 2.2).

**Table 2.2: Benefits and Costs of Tourism**

| Economic Benefits  | Economic Costs  |
|--|---|
| <ul style="list-style-type: none"> <li>- Tourism generates local employment, directly in the tourism sector and in support and resource management sectors.</li> <li>- Tourism stimulates profitable domestic industries, hotels and other lodging facilities, restaurants and food services, transportation systems, handicrafts, and guide services.</li> <li>- Tourism generates foreign exchange for the country and injects capital and new money into the local economy.</li> <li>- Tourism helps to diversify the local economy.</li> <li>- Improved road systems and infrastructure that contributes to the entire destination could be justified and supported by the benefits from tourism development.</li> <li>- Often the jobs created through tourism could be low paying and unskilled but they constitute an important step for the poor to improve their economic condition.</li> <li>- Increased tax revenues from tourism.</li> </ul> | <ul style="list-style-type: none"> <li>- Higher demand created by tourism activity might increase the price of land, housing and a range of commodities necessary for daily life.</li> <li>- Demands on health service provision and police services could increase during the tourist seasons at the expense of the local tax base.</li> </ul>                                       |
| Physical Environmental Benefits  | Physical Environmental Costs  |
| <ul style="list-style-type: none"> <li>- Parks and nature preservations might be created and ecological preservation supported as a necessity for nature based tourism.</li> <li>- Improved waste management could be achieved.</li> <li>- Increased awareness and concern for the environment could result from nature-based tourism activities and development.</li> </ul>   | <ul style="list-style-type: none"> <li>- Negative changes in the physical integrity of the area.</li> <li>- Rapid development, overdevelopment, and overcrowding could forever change the physical environment and ecosystems of area.</li> <li>- Degradation of parks, preserves, and other attractions such as beaches might occur through over-use and poor management.</li> </ul> |

Table 2.2 (continued)

| Social Benefits  | Social Costs  |
|--|---|
| <ul style="list-style-type: none"> <li>- The quality of life of a community could be enhanced by economic diversification through tourism.</li> <li>- Local communities as well as domestic /international visitors could use recreational and cultural facilities created for tourism.</li> <li>- Public spaces might be developed and enhanced through tourism activity.</li> <li>- Tourism enhances local community esteem and provides an opportunity for greater understanding and communication among peoples of diverse backgrounds.</li> </ul> | <ul style="list-style-type: none"> <li>- Rapid tourism growth could result in the inability of local amenities and institutions to meet demands.</li> <li>- Without proper planning and management, litter, vandalism, and crime often accompany tourism development.</li> <li>- Tourism could bring overcrowding and traffic congestion.</li> <li>- Visitors bring their material wealth and apparent freedom. Young members of the host community were sensitive to visitors' economic expectations. It could harm community ways of life.               <ul style="list-style-type: none"> <li>- The community structure might change, e.g. community bonds, demographics, and institutions.</li> <li>- The authenticity of the social and cultural environment could be changed to meet tourism demands.</li> </ul> </li> </ul> |
| Cultural Benefits  | Cultural Costs  |
| <ul style="list-style-type: none"> <li>- Tourism could enhance local cultural awareness.</li> <li>- Tourism could generate revenue to help pay for the preservation of archaeological sites, historic buildings and districts.</li> <li>- The sharing of cultural knowledge and experience could be beneficial for hosts and guests of tourism destinations and could result in the revival of local traditions and crafts.</li> </ul>   | <ul style="list-style-type: none"> <li>- Youth in the community begin to emulate the speech and attire of tourists.</li> <li>- Historic sites could be damaged through tourism development and pressures.</li> <li>- There could be long-term damage to cultural traditions and the erosion of cultural values, resulting in cultural change beyond a level acceptable to the host destination.</li> </ul>  |

Source: United Nations (2003)

In this research, the researcher used the tourism benefits to be the local residents' motivation to participate for sustainable tourism development. If the tourism benefits were recognized from the beginning of a tourism plan, the strength and opportunity issues could be developed into the plan. The tourism must be planned, developed, and managed carefully with the consideration to benefits of local communities. Inskeep (1998) suggested some important potential tourism benefits for local communities as the followings:

1) Tourism could provide employment for young people, women, and local ethnic groups. The tourism demand should support supplying sectors such as agriculture, fisheries, crafts, and manufacturing in communities. These jobs might reduce the out-migration of young people to seek employment elsewhere.

2) Tourism development provided opportunities for local capital investment, jobs, income, profits made from the enterprises and, developing sense of entrepreneurship that newly promoted in the area.

3) The increasing income generated by the new jobs and enterprises in tourism helped improving the local living standard especially the profits from the locally owned and managed enterprises will remain in the area.

4) Tourism generated local tax revenue that could be used to develop and improve community facilities, services, and infrastructure such as libraries, schools, hospitals, parks, and roads.

5) Tourism related skills and technologies education to employees could enhance local human resource development. Some of these skills and technologies might transfer to other economic activities.

6) Tourism development required adequate infrastructure to be developed such as roads, waste management, water supply, electric power, and telecommunications. Tourism development helped paying for the cost of infrastructure improvement and development. Therefore, the local communities would receive the benefits.

7) Tourism provided new market to local products such as agricultural and fisheries items, arts and handicrafts. It also stimulated other local economic sectors.

8) Tourism stimulated development of new and improved retail, recreation, and cultural facilities such as specialty shops, parks and recreation, cultural centers and theater performances that local residents and visitors or tourists could use. Tourism often helped pay for cultural facilities that local communities could not afford without tourism.

9) The overall environmental quality of the communities might be improved to serve the tourists because of their preference to visit attractive, clean, and non-polluted places. Land use and transportation patterns might also be improved because of the redevelopment of some places or tourism attractions.

10) Tourism could provide the justification and helped pay for conservation of local nature areas, archaeological and historical sites, arts, crafts and certain cultural traditions because these features were also the attractions for tourists.



11) Tourism encouraged a greater environmental awareness and a sense of cultural identity to residents. They would develop a sense of pride in their heritage when they realized that the tourists appreciated the local environmental, historical, and cultural heritage. Moreover, tourism might stimulate revitalization of certain aspects of the cultural heritage that were being lost by the force of modern development.

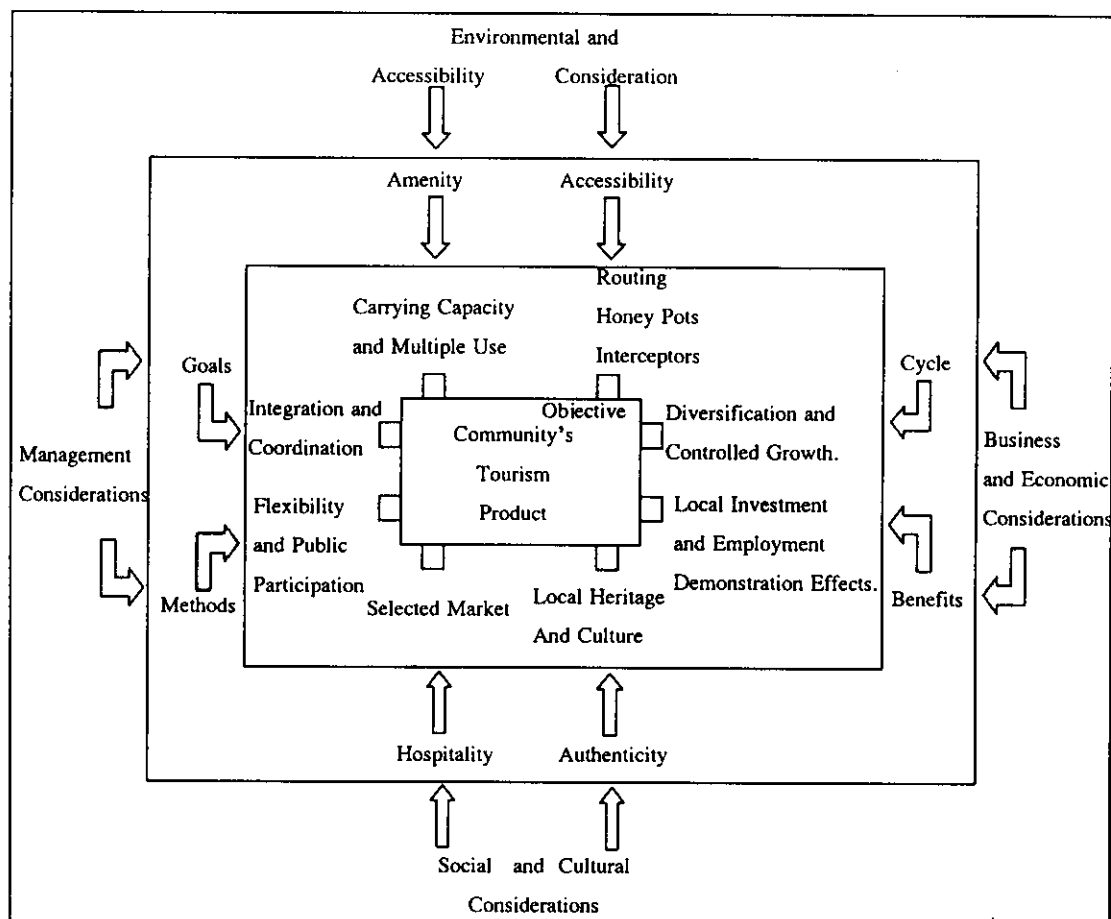
## 2.2 Community and Tourism

### 2.2.1 Community Tourism Development

In attempt to plan for tourism development, the community at the destination must be involved with regard to the effective and sustainable development. Community-oriented tourism was another kind for sustainable tourism development if its tourism products were seen as a local resource. Murphy (1985) quoted in Gartner (1996) had proposed a model of major components for a community-based or community-oriented tourism strategy (Figure 2.1). This model was for developing a community tourism product as a local resource by residents. This model exhibits the tourism product includes business and socio-cultural considerations along with the environmental and accessibility considerations that attract visitors to the community.

According to Murphy's model, management was the major component because it related to the participation in developing the tourism product from public or community (Gartner, 1996). Gartner (1996) also mentioned that tourism organizations often begins with a small group of people who had informal meeting and discussing tourism development, usually in rural communities, then they selected their leader of the group or the strong willed person to be the leader.

**Figure 2.1: Major Components for a Community-Oriented Tourism Strategy**



Source: Murphy (1985) quoted in Gartner (1996)

United States Department of commerce (1986) quoted in Gartner (1996) had identified the five key functions necessary for developing the successful organizational operation in tourism as the followings:

1) **Budget and Finance.** There must be adequate budget to response and effectively carried out the organization. The budgets acquired from the community were special tax (hotel room tax), general tax, fund raising events, and contributions.

2) **Communication.** Communication was for both visitors and local residents. The information center that provided community's general information, events or festivals including services, was important for visitors' communications. Information that

available to local residents had the effect of involving them into the tourism development process and creates the relation between tourism organization and local residents.

3) **Education and Training.** It helped preparing the better local work force for serving visitors. The community tourism organization must assist local establishments to educate and train front line staff about the service-minded benefits and the goal of providing better and friendlier services.

4) **Research and Data Collection.** Conducting research was a mean of forecasting decisions and predicting changes or trends that might influence the tourism in the community.

5) **Promotion.** It could take the form of direct advertising, mass media source, and direct contact with individuals, and through special events. Those promotions intended to create individual's awareness of tourism as well as to protect or increase market share.

Inskip (1998) had suggested the general approaches for bringing tourism benefits to local communities as the followings:

1) Giving the priority to employment in the tourism establishments for local residents. It would usually require special training programs such as foreign language training. Some communities required basic education to be qualified in the industry.

2) Assisting local entrepreneurs to establish small-scale tourism enterprises by technical assistance and small business loans. The monitoring and ongoing assistance was also necessary after the tourism enterprises started.

3) Improving basic infrastructure as part of the development program for tourism development. Those were the developments of roads, water supply, electric power and waste management for the communities.

4) Applying techniques for some of the revenue from tourism to be used for improving general community facilities and services. For example, the fees to parks and historic sites could be used for improving medical clinics and schools.

5) Organizing the craftsmen to produce and sell local crafts to tourists. This might require special training and development of sales outlets.

6) Organizing some community-based tourism projects such as village tourism and ecotourism, this concerned to community involvement.

7) Encouraging local communities to organize traditional performances for tourists and still maintaining the authenticity of the performances.

8) Encouraging the tourism enterprises to use local products in the construction and furnishings of the tourist's facilities without creating any environmental negative impacts.

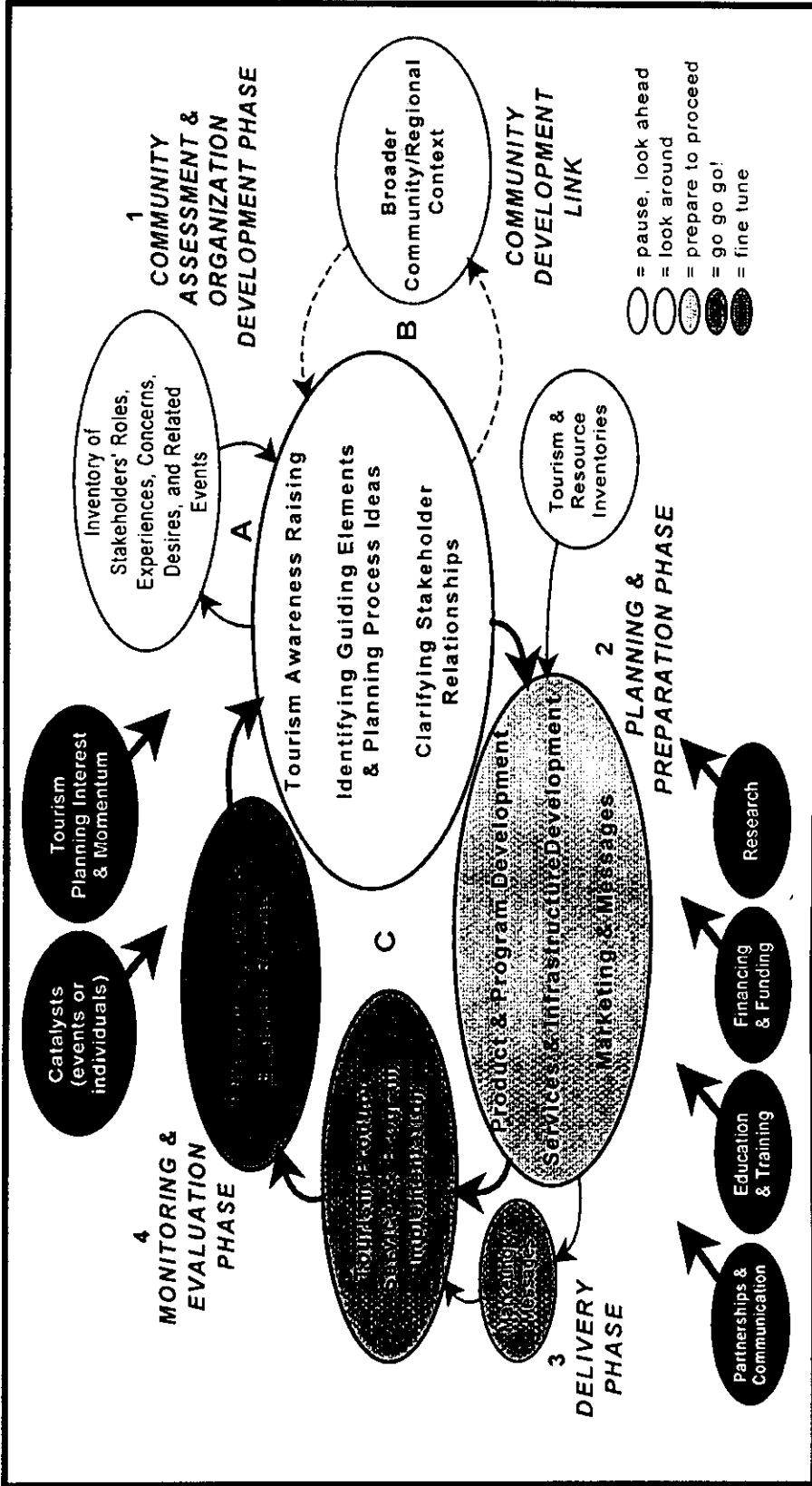
9) If the local economy based on agriculture or fishery, develop a program to use these products in tourism enterprises without taking away the communities' food supply. The marketing and improving of the local products' quality might in need in order to ensure a steady and reliable supply.

Planning in community-based tourism should be built from an awareness of community and their needs in order to guide more locally appropriate tourism development that fits with other needs, ideas, and opportunities of that community. Pinel (1999) had purposed the Model of Community-Based Tourism Planning (CBTP) that emphasized the need for catalyst from events or individuals to start an assessment process, and keeping the process through tasks that stimulate co-operation, trust, tourism awareness, and links with the broader community development context (Figure 2.2). The 4 phases of this model were the community assessment and organization development, planning and preparation, delivery, and monitoring and evaluation.

Pinel (1999) had mentioned the concern of community-based tourism planning as follows. There should be the introducing more strategic and future thinking or visioning to tourism development, the relying on residents and community leaders as their own experts about community needs and desirable tourism influences, and the providing opportunities to clarify community strengths, challenges, obstacles, and opportunities for social, economic, and ecological well-being (Pinel, 1999).

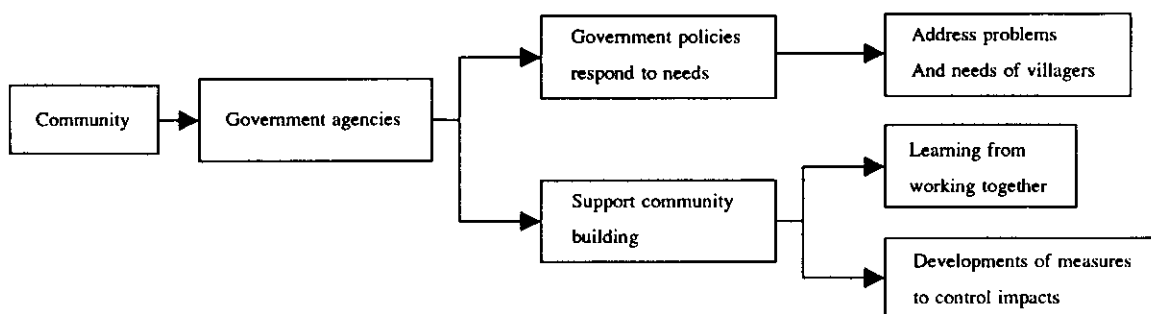
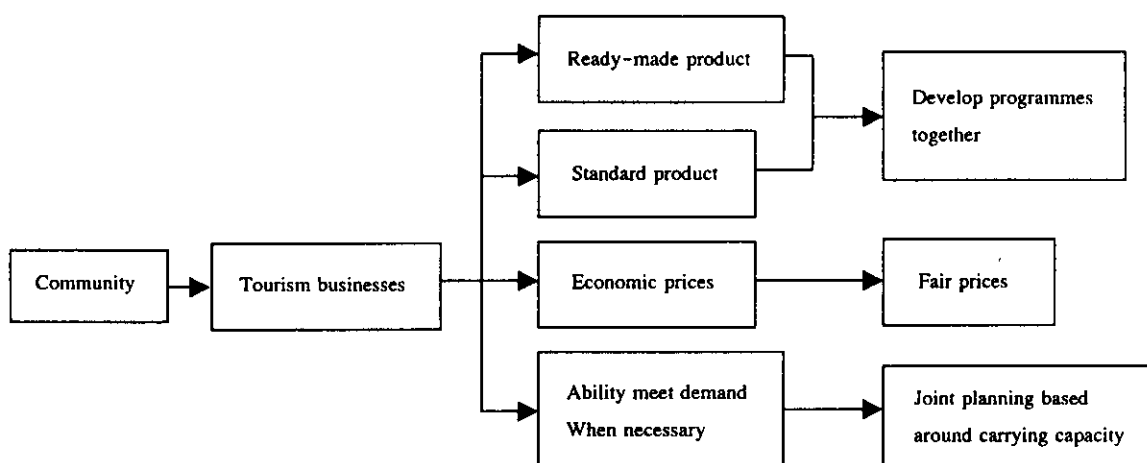
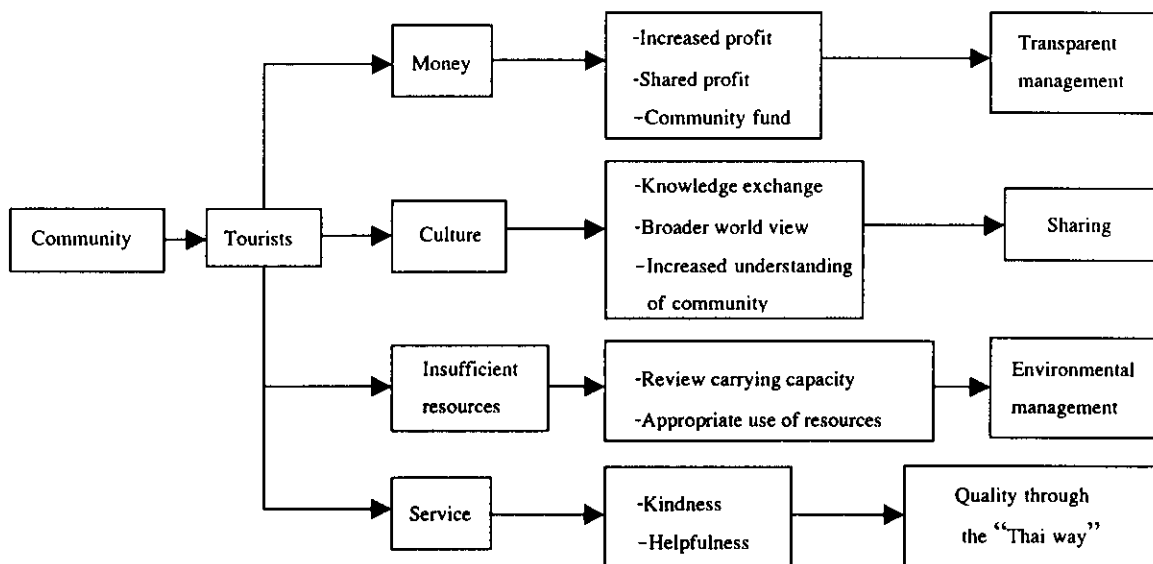
The development of the tourism within community should prior concern to the host residents. They should take the major role in the development. Suansri (2003) had mentioned that the Community Based Sustainable Tourism (CBST) was a type of tourism that the host community made decision and managed the programme, in this way the community were the owners of the program and have a right over the way tourism was managed with the purpose of encouraging sustainability of the environment and society and enabling learning among visitors to the community. As a result, the models of host community controlled Community Based Sustainable Tourism (CBST) were proposed (Figure 2.3). With CBST, the communities, tourists, tourism business, and government agencies were allowed to the sharing benefits.

Figure 2.2: Community-Based Tourism Planning Process Model



Source: Pinel (1999)

Figure 2.3: Host Community controlled Community Based Sustainable Tourism (CBST)



Source: Sounsri (2003)

### 2.2.2 Community-Based Tourism

Community-Based Tourism (CBT) was considered as a privately offered set of hospitality services and features extended to visitors by individuals, families or a local community and its important objective was to establish direct personal, cultural exchange between host and guest in a balance manner that create understanding, unity and equality for those who involved Wearing and Neil (2000). Suansri (2003) had argued that Responsible Ecological Social Tours (REST) had mentioned that CBT was the tourism that took environmental, social, and cultural sustainability into account as well as managed and own by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life. Community-based tourism, in the participation of communities, could take in various forms depending on the resources and social conditions. The types of community-based tourism or community participation were arts and crafts tourism, rural tourism, agro tourism, village tourism, and ecotourism. The forms of community-based tourism centered in community participation in the development and they overlapped in their forms. WTO (2002) defined each type of community-based tourism as the followings:

1) Arts and crafts tourism, with tourists visiting villages and town districts that specialize in crafts production such as wood craving and textile making, or traditional performance, dance, music and drama. These visits could be stopovers on day tours or longer-term stays with the tourists living in the village and learning about arts and crafts.

2) Rural tourism, with tourist staying in farmhouse or small-scale accommodation and experiencing farming activities, touring nearby areas, and often involving in local creation activities such as fishing or hiking.

3) Agrotourism, another type of rural tourism, with tourists visiting on day tours or staying overnight on farms or plantations specifically to observe and involve in agricultural activities.

4) Village tourism, with tourists visiting villages on day tours or staying overnight in local accommodation, eating local cuisine and experiencing village life and cultural traditions.

5) Ecotourism, where local communities exist in ecotourism area, these communities providing business and employees related to ecotourism activities.

The important type of tourism for this research was village tourism and ecotourism. In Yao Noi community, Homestay that was similar to village tourism and ecotourism were famous and managed by host community. Village tourism was often combined with ecotourism if there were exist villages near or in the ecotourism area and tourists experiencing both natural environment and local cultural patterns of the villages (WTO, 2002). At Koh Yao Noi, Homestay and ecotourism were combined together as well. However, the sustainable tourism development with the participation from the local residents was in need for every community.

### **Village Tourism**

Inskip (1998) had mentioned about village tourism which was the development of local style accommodation in or near interesting traditional village where tourist stay, eat locally prepared meals and observe and participate in village activities; the facilities were constructed, owned and managed by the villagers who also provide local cuisine and other tourist service; the benefits from tourism received directly by the villagers and tourists learn about local life styles and traditions, arts, crafts and economic activities; the villagers might provide guide services for tours to the nearby areas and organize cultural performances for the tourists. WTO (2002) had defined village tourism was that, tourists visiting villages on day tourist or staying overnight in local accommodation, eating local cuisine and experiencing village life and cultural traditions. Successful village tourism does not require large capital investment but does need to be carefully planned and managed as well as other types of tourism. Village tourism had to carefully programme and monitor so that fair tourism benefits would share to villagers. WTO (2002) described the Systematic approaches to organize village tourism with community participation in types of action as the followings:

1) The villages should have convenient and safe accessibility by road, trail or boat. The villages should have traditional layouts and building styles and improve village appearance if necessary. If some types of traditional agricultural, fishing techniques practiced, traditional performances and craft production was available, they could be organized, and then these make tourism more interesting to tourists.

2) The villages should receive a specified fee for each visit. The fees will go into a village improvement fund that might use for village improvements such as water supply, school, medical clinic, roads, and for student scholarship fund.



3) The villagers could be encouraged to produce craft items for sale to tourists. The small craft market should be set up so the tourists could compare items and prices or sold individually to tourists. An ordinary lunch of local cuisine could be served to tourists and the cost added to the fee paid to the village.

4) The tourism officials and village chiefs or elders should have meeting and discussing together, on how to prepare the village for the visits including how to organize tourist visits in the best practice.

5) The tourism office should monitor the village programs proceeding to ensure that no problems arise. If there were problems, the office could help to resolve the problems and judge between the village and tour operator.

6) A special structure or building could be developed near the village entrance for orientation of tourist before they walk around the village. The same structure could be used for a small craft market and refreshment stand, and or serving lunch. A clean and sanitary toilet facility should be provided for tourists' use.

7) The qualified tour guide had to plan the escort of group tours or individual visits so the village knows the visit was planned. Village visits should be arranged on a rotation basis, if there were several villages selected for tourists visit in the area. Therefore, the tourism benefits will equally share. Too many visits to one or a few villages could disturb the village life so that some villages might want visits only on certain days of the week.

8) The tourists should be well informed about the custom life styles of the villagers, and about good local manner and how to show respect to local customs before entering the village. They could be educated by tour guides or a brochure about the village.

9) The tourists will be informed that they should not make any payments directly to the villages, except for purchasing local craft products, and the villagers educated not to ask for money or other presents.

10) Additional villages could be added to the program as tourism expands and accessibility was improved in the area.

### **Ecotourism**

Ecotourism was known as the tourism that creates the minimal impacts. Inskeep (1998) had explained the concept of ecotourism was a form of nature tourism in which greatest consideration was given to conservation of environment, including biological

diversity, wildlife and ecological systems, with emphasis placed on educating tourists about the environment and how to conserve it, moreover, the ecotourism area often include existing communities, especially of the traditional people, and the ecotourism plan must consider ways to conserve local cultural traditions and identities and how to bring benefits to these local communities. Sometimes, it was identified as a form of tourism where the motivation of visitors that emphasis on the observation of nature. This general sector of the market was called “nature tourism” and true ecotourism or nature tourism requires a proactive approach that seeks to minimize the negative and enhance the positive impacts of nature tourism (WWF International, 2001). Another definition of ecotourism suggested by The International Ecotourism Society (TIES) (2004) was responsible travel to natural areas that conserves the environment and improves the well-being of local people.

Boo (1990) quoted in Wearing and Neil (2000) had suggested the ecotourism travel essentials and summarized as the followings:

- 1) Ecotourism encouraged community, environmental, and tourism representatives to work together under the common goal.
- 2) The success for ecotourism depended on the conservation of nature and everyone should involve in maintaining natural resources.
- 3) Ecotourism sites needed financial support for protection and maintenance. It could be generated directly from entry fees and sale of products.
- 4) Ecotourists were a valuable audience for environmental education. They could enhance their appreciation of the area through information providing such as brochures, exhibits, and guides.
- 5) Ecotourism will contribute to rural development when local residents involved in the planning process.
- 6) Opportunities were creating for new relationships between conservationist and tour operators. When more tourists come, tour operators have opportunity to become more actively involved with the conservation of these areas through education for their customers and donations to ecotourism attractions.

The World Ecotourism Summit (2002), in Qubec City, produced a series of recommendations, which were proposed to the ecotourism stakeholders. They had recommended the ecotourism development means for local and indigenous communities, as the followings:

1) Define and implement a strategy for improving collective benefits for the community through ecotourism development including human, physical, financial, and social capital development, and improved access to technical information.

2) Strengthen, raise, and encourage the community's ability to maintain and use traditional skills, particularly home-based arts and crafts, agricultural produce, traditional housing, and landscaping that use local natural resources in a sustainable manner.

Many concepts of ecotourism were put in combination to the community involvement and ecotourism was seen as the suitable tourism form that could be developed in the rural community. A form of ecotourism was that, where the local community has, significant control over and involvement in, its development and management and a major proportion of the benefits remain within the community- and it was in the international concerns that ecotourism should be genuinely community-based (WWF International, 2001).

Wearing and Neil (2000) suggested a number of reasons why local communities might consider ecotourism, the first reason was a desire to be part of strong growth in tourism and see the potential of niche market or special interest tourism, secondly, an awareness of the high value of natural attractions in the communities, thirdly, understanding for conservation ideals and the need for sustainable tourism and lastly, a desire to responsibly rejuvenate the local tourist industry.

There were many projects of non-sufficiently ecotourism community focused. Therefore, they made negative impacts to local communities. Careful planning and practical strategy was in need. WWF International (2001) had recommended that people who involved in preparing strategy should experienced and knowledgeable in tourism and conservation, those were include representatives of the local community, knowledgeable tourism operators, local entrepreneurs, relevant NGOs, conservation agencies including protected area managers, and local authorities as well as the links that should be made as appropriate to the regional and national government level.

### **2.2.3 Indicators of Community Involvement and Awareness**

There were various sustainable tourism development indicators in the aspect of sustainable development for tourism destination. For this research, the related indicators were the indicators of community involvement and awareness. WTO (2004) had stated

that building awareness of sustainable tourism practice need a strategic approach for achieving a participation and long-term attitudinal change. The information able to quantify such change, and was the key for effective community involvement in tourism planning process. The aspects of informed decision-making were as the followings (WTO, 2004):

1) **Availability of Information.** People will be more likely to try to gain access if they were aware of information relating to sustainable tourism practice or a specific management model.

2) **Access to Information.** The easier access to gain generic information, the greater people's interest in the process.

3) **Analysis of Information.** The information for local people must be presented in a form and language that was easily to understand.

4) **Advocacy of Information.** It was essential to have passionate people, who could inspire the others and support the awareness building process as well as cooperate with tourism stakeholder groups, in the community in order to proactively sustain the management process.

5) **Action on the Information.** The action or responsibility was essential to create the awareness and desire in sustaining the tourism asset, community, and environmental resource. The responsibility leads greater understanding and action. These lead to a number of indicators to measure the level of access, impact and engagement.

## 2.3 Participation

### 2.3.1 Definitions of Participation

There has been a range of interpretations of the meaning and concept of participation in development. The followings were numbers of argument:

The definition of the participation developed by Cohen & Uphoff (1977) was that, participation includes people's involvement in decision-making processes, in implementing programs, their sharing in the benefits of development programs and their involvement in efforts to evaluate the activities in such programs. Cohen & Uphoff (1977) quoted in Wattanakhun (2002) mentioned to the components of people participation that should be consist of four steps. The first step was decision-making, there were three sub-steps that was the participation in decide to make decision, prepare to make decision and

making decision. The second step was implementation, it included participation in management, efforts, or resources supporting. The third step was participation in benefits gaining that could be material incentives, social or personal benefits. The last step was evaluation that participated in controlled and proved all the activities. Another argument, Cary (1976) quoted in Intayon (2002) had summarized the citizen participation concept into five forms, those were membership, attendance of meeting, financial contribution, membership of committee and position of leadership.

World Bank (1994) quoted in Clayton et al. (1997) argued that participation was a process through which stakeholders influence and share control over development initiatives and the decisions and resources which affect them.

According to above participation concepts, participation typically emphasized on giving the opportunity to people to make decision, implementation, finding out the root of problems or any obstacles in the development activities. Much of arguments regarding participation based upon the concept of stakeholders and authority that different stakeholders could have on the development activities. However, participation by host community enabled people in community to develop the resources management and controlled by them as well as improved their being.

Clayton et al. (1997) identified the interpretation of participation in two broad and different areas of development. The distinctions between these concepts do represent two different purposes and approaches to promote participatory development; they were participation as a means and participation as an end. Participation as a mean was people's participation that supported by an external agency and it was seen as a technique to support the progress of the program or project. The development activities were externally designed and then implemented in a participatory manner by people in community. This quite common and essentially promoted as mean of ensuring the successful result of the activities undertaken. Participation as an end could be expressed as empowering people in terms of their acquiring the skills, knowledge, and experience to take greater responsibility for their development. This form of participation was a tool of change. It helps to eliminate the lack of access to control the resources which people need to sustain and improve their being. It also provides the basis for more direct involvement in development programs to poor people. Clayton et al. (1997) stated the significant issue of people's participation in development concerned with two things. The first one was structural relationships and the importance of developing people's capacities and skills. The second one was the methods

and techniques for local people to involve and to develop a stake in development activities. Another important thing to think about was providing people the access to the benefits in order to ensure the sustainable development for poor people.

To achieve the goal of sustainable tourism development, community participation was the important factor and it facilitates all the development activities as well as creates the value of tourism directly to the host community. Paul (1987) quoted in Clayton et al. (1997) mentioned that community participation was an active process by which beneficiary or client groups influence the direction and execution of a development project with a view of enhancing their well-being in terms of income, personal growth, self-reliance or other values they cherish.

### **2.3.2 Types and Levels of Community Participation**

Pattanapongsa (2004) had identified the levels of participation into five different levels as the following:

1) Participation by being the informant. The residents in the community could participate by giving the information about their family and their community to support the development of tourism.

2) Participation in information gathering. The residents get the information before making the decision.

3) Participation in co-decision. The participation depends on the authority of those residents or the stakeholders.

4) Participation in implementation. The residents participate by working through the process of the plan.

5) Participation in assistance. The residents might participate by supporting the plan but do not fully participate the entire plan.

Pretty's typology of participation identified the different degrees of external control and local involvement in the decision making process, and reflected the power relationships between them (Kayat, 2002). Pretty's (1995) typology describes seven types of participation based on the three important characteristics that were the source and nature of the project goals, the level of community participation and the share of authority and responsibility (Table 2.3).

Table 2.3: Pretty's Typology of Participation

| Typology                                 | Characteristic of each type  |
|--|--|
| 1. Manipulative participation            | Participation was simply pretence: 'people' representatives on official boards, but they were unelected and have no power.   |
| 2. Passive participation                 | People participated by being told what has been decided or has already happened; involves unilateral announcements by project management without any listening to people's responses; information shared belongs only to external professionals.   |
| 3. Participation by consultation         | People participate by being consulted or by answering questions; external agent define problems and information-gathering processes, and so control analysis; process does not concede any share in decision-making; professionals under no obligation to account for people's views.  |
| 4. Participation for material incentives | People participate by contributing resources (e.g. labor) in return for food, cash, or other material incentive: farmers might provide fields and labor but not involve in testing or the process of learning; this was commonly participation, yet people have no stake in prolonging technologies or practices when the incentives end.  |
| 5. Functional participation              | Participation seen by external agencies as a means to achieve project goals, especially reduced costs; people might participate by forming groups to meet project objectives; involvement might be interactive and involve shared decision-making, but tends to arise only after major decisions have already been made by external agents; at worst, local people might still only be co-opted to serve external goals.   |
| 6. Interactive participation             | People participate in joint analysis, development of action plans and strengthening of local institutions: participation was seen as a right, not just the means to achieve project goals; the process involves interdisciplinary methodologies that seek multiple perspectives and use systemic and structured learning process. As groups take control of local decisions and determine how available resources were used, so they have a stake in maintaining structures and practices. |
| 7. Self-mobilization                     | People participate by taking initiatives independently of external institutions to change systems; they develop contacts with external institutions for resources and technical advice needed, but retain control over resource use; self-mobilization could spread if governments and NGOs provide an enabling framework of support. Self-mobilization might or might not challenge existing distributions of wealth and power.   |

Source: Pretty (1995)

The other two forms of community participation, Arnstein's (1971) and Torun's (1999a) were comparatively illustrated in figure 2.2 including Pretty's (1995) typology. There were eight different levels that categorized into three categories relative to

actual citizen participatory in Arnstein's, while Tosun's typology classified the levels of community participation into three main headings of spontaneous participation, coercive participation, and induced participation (Figure 2.4).

Spontaneous participation in Tosun's typology related to Arnstein's typology in degree of citizen power and to self-mobilization and interactive participation in Pretty's typology.

Induce community participation in Tosun's typology related to degree of citizen tokenism in Arnstein's typology and functional participation, participation in material incentive and participation by consultation in Pretty's typology.

Coercive participation in Tosun's typology corresponds to degrees of non-participation in Arnstein's typology, and passive and manipulative participation in Pretty's typology. It represents the lowest level of community participation in tourism development. For example, the actual objective was not to allow host community to participate in the tourism development process, but to allow the authorized people or power holders to educate or cure host community to eliminate the potential and actual threats of tourism development, some decisions might be taken to meet basic needs of host community by consulting local leaders in order to reduce the socio-political risks for tourists and tourism development (Tosun, 2004).


However, these 3 typologies of community participation have some limitations. The first one was that they did not consider the number of people in community to be included, the second one was the none-analysis of the important barriers (patternism, racism, gender discrimination, cultural remoteness of local people to tourism, etc.), the third shortcoming was the intensity and permanence of community participation that was not adequately addressed; the enthusiasm of local people might decline over time, be lower than expected or be obstructed by the threats such as political and economic stability (Tosun, 2004).



Figure 2.4: Normative Typologies of Community Participation

|   |   |   |                             |   |  |                |
|---|---|---|-----------------------------|---|--|----------------|
| 7. Self-mobilization                                | ← | 8. Citizen control                                    | Degrees of Citizen Power    | → | Spontaneous Participation<br>Bottom-up; active participation; direct participation; participation in decision making, authentic participation; self planning.  |                |
| 6. Interactive participation                        |   | 7. Delegate power                                     |                             |   |  | 6. Partnership |
| 5. Functional participation                         | ← | 5. Placation  | Degrees of Citizen Tokenism | → | Induce participation<br>Top-down; passive; formal; mostly indirect; degree of tokenism manipulation; pseudo-participation; participation in implementation and sharing benefits; choice between proposed alternatives and feedback.  |                |
| 4. Participation for material incentive             |   | 4. Consultation                                       |                             |   |  | 3. Informing   |
| 3. participation by consultation                    |   |   |                             |   |  |                |
| 2. Passive Participation                            | ← | 2. Therapy  | Non-participation           | → | Coercive Participation<br>Top-down; passive; mostly indirect, formal; participation in implementation, but not necessary sharing benefits; choice between proposed limited alternatives or no choice; paternism, non-participation, high degree of tokenism and manipulation |                |
| 1. Manipulative Participation                       |   | 1. Manipulation                                       |                             |   |  |                |
| Pretty's (1995) typology of community participation |   | Arnstein's (1971) typology of community participation |                             |   | Tosun's (1999a) typology of community participation  |                |

Remark

Corresponding categories in each typology  / 

Source: Tosun (2004)

### 2.3.3 Community Participation in Tourism

Sustainable tourism development needs the participation of all relevant stakeholders in order to ensure the successful of the long-term development. The local community involvement in tourism development process was very essential. Tourism and tourism based on natural areas does not take place in isolation from local people (Wearing and Neil, 2000). By involving local communities, they will understand tourism, be better to cope with the new development in their area, participate in its benefits, more likely support tourism because of local communities know their area and societies best, they may have good ideas on tourism development and how they could participate in it (Inskip, 1998). Therefore, if there was a tourism development project in a particular area, efforts should be made to involve the communities in that area. Inskip (1998) also suggested that meeting should be held with community residents and especially the local religious leaders to explain the benefits and potential problems of tourism as well as discussing tourism development approaches that could be used in the area and review the various ways that the communities and their residents could participate in and benefit from tourism.

WTO (2002) suggested that there should be opportunity for communities to participate in conservation and tourism development of attractions and the local communities would give greater support to conservation of the attraction and tourism if they directly receive benefits from the site and its tourism development. These communities could provide hotels, restaurants, shops, transportation, guide services and other tourist facilities and services but they still require assistance in loans, training and technical advices. The employment in management and operation of the tourism enterprises should give the priority to local residents so that the outside business and employees did not intervene them.

The key factors in gaining local participation were the early contact with local groups, active individuals and those most likely to be affected by any changes; providing meetings, discussion opportunities where all interested stakeholders could express their interests and concerns; provision of feedback in a clear form, showing participants that their effort has been taken into consideration; and continuous involvement of key players throughout the process, openness and clearness were essential (WTO 2004).

## 2.4 Motivation

### 2.4.1 Definition of Motivation

Motivation could influence the productivity and was not an easy task to motivate people because they respond in different ways to their jobs and they have different needs. It could say that motivation was the set of practices that could take a person to a goal. Lindner (1998) had mentioned that motivation operationally defined as the inner force that drives individuals to accomplish personal and organizational goals. He also mentioned to the other defined concepts of motivation in his research those were; the psychological process that gives behavior purpose and direction (Kreitner, 1995); a predisposition to behave in a purposive manner to achieve specific, unmet needs (Buford et al. 1995); an internal drive to satisfy an unsatisfied need (Higgins, 1994); and the will to achieve (Bedeian, 1993).

### 2.4.2 Models of Motivation

Arnold and Feldman (1986) had mentioned that the theories of motivation deal with two interested issues regarding to the individual behavior in organizations; the first issue concerns with the choices that people make regarding to the activities that they will and will not do and the second issue has to do with the effort that people put into the activities they choose to be involved.

There were different theories related to motivation, those were Maslow's hierarchy of needs, Charles Handy's motivation calculus, Alderfer's ERG model, and Adams's equity theory.

#### **Maslow's Hierarchy of Needs**

In this content approach to motivation, it focuses on the assumption that individuals were motivated by the desire to fulfill inner needs. Maslow (1943) quoted in Allen (1998) had assigned the five levels of hierarchy consist of the most basic need rising first and the most sophisticated need was last.

1) **Level I: Physiological Needs.** The most basic human needs. They include food, water, and comfort.

2) **Level II: Safety Needs.** They were the desires for security and stability, to feel safe from harm.

3) **Level III: Social Needs.** They were the desires for relationship. They include friendship and belonging.

4) **Level IV: Esteem Needs.** They were the desires for self-respect and to be respected or recognized.

5) **Level V: Self-Actualization Needs.** They were the desires for self-fulfillment and the realization of the individual's full potential.

As basic or lower-level needs were satisfied, higher-level needs were in requirement. A satisfied need was not a motivator but the need that has not been satisfied was most powerful one (Allen, 1998).

#### **Charles Handy's Motivation Calculus**

This theory was an extension of Maslow's Hierarchy of Needs. It stated external reference points that the original Hierarchy of Needs model did not. Handy's Motivation Calculus attempted to provide for variations in people's situations further than the Hierarchy of Needs model (Chapman, 2005). Handy (1993) quoted in Chapman (2005) had stated his motivation calculus as follow:

1) **Needs.** There were Maslow factors, personality characteristics, current work environment, outside pressures and influences.

2) **Results.** We must be able to measure the effect of what our additional efforts, resulting from motivation, will produce.

3) **Effectiveness.** We decide whether the results we have achieved meet the needs that we feel.

#### **Alderfer's ERG Model**

It identified three categories of needs. The most important contribution of the ERG model was that when individuals cannot catch higher level needs, the next lower level needs will come into view (Allen, 1998). Alderfer (1969) quoted in Allen (1998) had identified three categories of needs as follow:

1) **E: Existence needs** were the desires for material and physical well-being. These needs were satisfied with food, water, air, shelter, working conditions, pay, and fringe benefits.

2) **R:** Relatedness needs were the desires to establish and maintain interpersonal relationships. These needs were satisfied with relationships with family, friends, supervisors, subordinates, and co-workers.

3) **G:** Growth needs were the desires to be creative, to make useful and productive contributions, and to have opportunities for personal development.

### **Adams's Equity Theory**

Chapman (2005) had mentioned to Adams's equity theory that people established the benchmark between input and output as well as compared the outputs among their colleagues, friends, or partners. Adams (1965) quoted in Chapman (2005) had defined inputs and outputs as the key influence of this theory as follow:

1) **Inputs.** There were loyalty, hard work, effort, commitment, skill, ability, adaptability, flexibility, tolerance, determination, heart and soul, enthusiasm, trust in their boss and superiors, support of colleagues and subordinates, personal sacrifice, etc.

2) **Outputs.** They were financial rewards: pay, salary, expenses, benefits, pension arrangements, bonus and commission plus intangibles, recognition, reputation, praise and thanks, interest, responsibility, stimulus, travel, training, development, sense of achievement and advancement, promotion, etc.

### **2.4.3 Community Motivation for Sustainable Tourism Development**

None of research on community involvement and participation in community-based tourism uses the concept of motivation in explaining community participation (Kayat, 2002). Actually, the community involvement and participation related with motivation or benefits. If local people cannot see the real benefits from their participation, the opportunities to create the participation were meaningless (Muselwhite, 1997). Therefore, to motivate and create the participation, the benefits from the participation must be arise. As well as community participation in sustainable tourism development, the tourism benefits could be one of the motivations that influence the community participation. The researcher also put the information gathering as the motivation that able to influence the community participation. Most of people always consider fairness between the efforts and results, as the Adam's Equity Theory, before involving in any activities and they might need the information in consideration to

participation. Therefore the researcher used the tourism benefits plus information gathering to be the motivation to participate in sustainable tourism development.

When the community planned and managed the tourism, the benefits sharing was much more equitable than in the case of regular tourism. Suansri (2003) had mentioned the different types of benefits the communities and tourists gotten from example CBST activities (Table 2.5). In this tour programme, the monetary benefits would be distributed in the following ways (Suansri, 2003):

Total Received per Guest = 1,350 + 200 (donation)

60 % of 1,350 Baht to the villagers

20 % of 1,350 Baht to the community fund plus 200 Baht of donation

20 % to the tour operator

**Table 2.5: Benefits that Communities and Tourists obtained from CBST Activities**

| CBST Tour Activities             | Type of Benefit |         | Monetary Benefits for the Community (Baht) |
|----------------------------------|-----------------|---------|--|
|                                  | Community       | Tourist |  |
| <b>Day 1</b>                     |                 |         |  |
| - Arrival                        | S               | S       | -  |
| - Lunch                          | E, S            | C       | Lunch = 50                                 |
| - Tour of village                | S, E, C         | C       | Local guide = 100                          |
| - Dinner                         | E, S            | C       | Dinner = 50                                |
| - Cultural Show                  | E, S            | C       | Show = 500                                 |
| - Homestay                       | E, C, S         | C       | Homestay = 100                             |
| <b>Day 2</b>                     |                 |         |  |
| - Breakfast                      | E, S            | C       | Breakfast = 50                             |
| - Trek around the forest         | Ev, E           | Ev, C   | Local guide = 100                          |
| - Lunch                          | E, S            | C       | Lunch = 50                                 |
| - Discussion with villagers      | C, S            | C, S    | -  |
| - Dinner                         | E, S            | C       | Dinner = 50                                |
| - Homestay/ Camping              | E, S            | C       | Homestay/camping = 100                     |
| <b>Day 3</b>                     |                 |         |  |
| - Breakfast                      | E, S            | C       | Breakfast = 50                             |
| - Join activities with villagers | E, S            | C, S    | Local guide = 100                          |
| - Lunch                          | E, S            | C       | Lunch = 50                                 |
| - Departure                      | S               | S, C    | Donation = 200                             |

**Remarks** (S = Social, C = Cultural, E = Economic, Ev = Environmental)

**Source:** Suansri (2003)

## 2.5 Related Research

Tourism has become one of the fastest growing industries and the sustainable concept was in consideration. The important thing for sustainable tourism development was the community participation.

There were similar components in the community participation idea of each researcher. The kinds of participation were participation in decision-making, participation in implementation, participation in benefits and participation in evaluation (Cohen and Uphoff, 1977). They were similar to another argument of Alastair and Kerkhoven (1981) quoted in Nilnarong (1992) that the 4 dimensions of participation were participation in decision-making of development's activities, participation in implementation, participation in benefits sharing and participation in evaluation. While Taweekul (2001) said that there were 5 levels or form of community participation divided by the nature in participation of development activity. Those were the participation in setting community's demand, problems solving, project creating and planning, implementation in development activities, and evaluating. In this research, the researcher studied the potential level of community participation on planning, decision-making, problem solving, implementation, evaluation, and benefit gaining. Tosun and Timothy (2003) argued that normative model of community participation in the tourism development process has been built on a set of seven propositions, there were, the relationships between the participatory tourism development approach and the implementation of tourism plans, achieving sustainable tourism development, increasing tourist satisfaction, preparation of better tourism development by tourism professionals, fair distribution of costs and benefits among stakeholders, satisfaction of locally-felt needs, and strengthening the democratization process in local tourist destinations.

From research, results in the level of community participation on tourism management in different area were presented as follows. The specific behavior of community participation in tourism planning, as the case in Canada and North America, was often no more than a form of tokenism in which decisions or the direction of decisions have already been prearranged by government and the communities rarely have the opportunity to say no (Joppe, 1996). While the sample group in Lampang Province represented a low level of participation in tourism, the majority of sample had a medium potential of participation in tourism management (Intayon, 2002). The sample group in

Phare Province expressed a high degree of need to participate in ecotourism management (Yakarn, 2000). As well as in Jiuzhaigou biosphere reserve (JBR), China, the results showed that the local residents had high tolerance for any tourism interference therefore they were extensively involved in tourism and received the related benefits (Li, 2006). The local participation forms with regarded to decision-making should not necessarily be the same worldwide, but should rather depend on different institutional arrangements and other local constraints. Furthermore, participation forms could be related to the different stages of tourism development (Li, 2006). As same as argument form (Tosun and Timothy, 2003), if there were the arguments for community participation presented positively, it was also noted the validity and practicality of these arguments may not be possible in some developing countries and small regions, it was because of their existence of various operational, structural and cultural limitations.

Some of the demographic characters of people presented the statistically significant level of community participation, although the others were not. The differences in occupation and the benefits gained from ecotourism management did not influence the need for people's participation in Phare Province (Yakarn, 2000). While the occupation of sample group in Lampang Province did not influence the need of participation. Gender, age, and education did influence the needs of participation in tourism management (Intayon, 2002).

The related research on Yao Noi Island's tourism by Promchanya (2000), and the results were that the community-based tourism development must be intended to support and increase the variety of tourism activities, which were important to catch the attention of tourists, and it needed genuine support from the Government sectors and the local participation to conserve the local environment, which might be the way to develop and sustain the tourism in the community. There was another case of community-based management in Thailand at Mae Kam Pong Village, Chiang Mai Province. It found that the homestay ecotourism in the community's potentiality and readiness were found at a good level in terms of attractions, facilities and accessibilities but the carrying capacity found were less potential when there were a large number of tourists (Techa-Erawan, 2001). There was another argument in Yao Noi Island's tourism by Vorratchaiphan (2001), the result was that being a Muslim community was the strength, they had strict moral codes of conduct that made it easy to establish a prohibition on degrading local natural resources and the environment, and set up a local system for monitoring and enforcement. The strength of



the community was the basis for creating services to satisfy the tourists and establish practices to maintain those services for the future, thus sustaining community-based tourism for many years (Vorratchaiphan, 2001).

The recommendations from different researchers on community participation in tourism and community-based tourism were as follows. The proper guideline for participation in tourism management was to set up standard and evolution indicators at community and environmental levels in order to have clear system and standard of management, duty, and compensation as well as to examine and sustain the tourism in the community (Intayon, 2000). The four major areas of problems that put into guidelines for people, who were going to conduct a community-base tourism business, were physical conditions of the area, community-based management of homestay business, participation pattern of management and marketing (Techa-Erawan, 2001). The evaluation of the actual implementation of a community tourism development process should determine a community three or five years after the original process was completed and determine how much had been accomplished, what changes in the power structure had occurred and what influence has been employed by community representatives in the decision-making process (Joppe, 1996).

In order to develop the successful community participation, the researchers also recommend the important factors as the followings. Musselwhite (1997) mentioned that participation in the development process in rural regions will require two main things, the first thing was that sufficient education, in tourism development benefits and negative impacts, for host community and the last one was ability to make fully informed decisions. Moreover, appropriate entrepreneurial training and financial support must be made available for equitable participation (Muselwhite, 1997). The community needs the support of both the political and the community leaders with much more insight into the assessment, problems, pleasure and benefits of undertaking a process that change to a large extent control (Joppe, 1996).

Reid et al. (2004) recommended that the success of tourism plans over the long-term to be sustainable will depend on generating the emotional commitment and skills during the planning process, this could only be achieved by creating and utilizing instruments to engage participants, helping residents that have more completely understood themselves and their environment. Moreover, helping them to appreciate the nature of the decisions they make regarding issues of development and daily life, therefore, it could

enhance the sustainability of tourism and community development in the long term (Reid et al. 2004). They also recommended that the conversation and information created for community must generate common understanding, cooperation, and visions for the future of tourism and the community.

There were two main policy recommendations for achieving efficient and effective community participation in tourism development. These were suggest by Tosun (2004), the first recommendation was, the central authority should give significant parts of its authority and responsibility to lower level of governmental bodies and then, local governments should be re-organized to defend, protect and reflect concerns and interests of local people in their administrative areas. Secondly, local Non-Governmental Organizations (NGOs) should be established to lead local people to take part in tourism development and NGOs were seen as a good institutional tool to empower local communities by various educational, organizational, financial, socio-cultural, psychological and political means to move towards a more participatory tourism development approach (Tosun, 2004).

Tourism benefit was the part that majority of people wanted to participate. It could motivate people to participate in planning, decision-making, implementation, problem solving and evaluation. The 4 recommended aspects to be the reasons for the increasing of ecotourism benefits at local level were as follows. The administration must consider benefits to the local community, the expertise in tourism management was important and some managers must come from local villages, and property rights arrangements might be responsible for the biggest differences between patterns in China's community participation and Western models because there were some limitations in the incentive for them to participate in the decision-making process (Li, 2006).

## CHAPTER 3 METHODOLOGY

### 3.1 Sample Selection

#### 3.1.1 Population

Residents in Yao Noi sub-district, Yao Noi District Phang-Nga Province were the target population. The total number of household in Koh Yao Noi was 1,407 (Yao Noi Sub-District Municipality, 2005).

#### 3.1.2 Sample

The residents were people who live with their family and work at Koh Yao Noi and at least 18 years old was the targeted sample. They were local people who were and were not directly involve in tourism business.

#### 3.1.3 Sampling Method

The number of the sample was obtained by Yamane method (Yamane, 1973) as follows:

$$n = N / (1 + Ne^2)$$

When

n was size of sample

N was size of population

e was the level of precision (A 95% confidence level and  $\pm 5\%$  precision levels were assumed)

Then

$$n = 1407 / [(1) + 1407 (0.05)^2]$$

$$n = 311.45$$

The researcher decided to use 310 as a sample size from 1,407 households. Those were in 7 villages and 1 municipality. The sample size was divided by the size of population and calculated into percentage in order to get the sample size in each village which was 22% of households (gotten from  $[310/1,407]*100$ ). However, the sample size in each village was 22% of the households, but the researcher had adjusted number of households because of the number fluctuation. The minimal at 25 households was assigned to get the appropriate average numbers in each village. At the same time, reduced the size of households in village 5, and increase in village 1 and 7 to maintain the size of sample at 310 (Table 3.1).

**Table 3.1: Calculation of Sample Size in Each Village**

| Village           | Number of Households | 22% of Households | Adjusted Sample Size |
|-------------------|----------------------|-------------------|----------------------|
| Municipality Area | 221                  | 49                | 49                   |
| Village 1         | 75                   | 16                | 25                   |
| Village 2         | 167                  | 37                | 37                   |
| Village 3         | 204                  | 45                | 45                   |
| Village 4         | 141                  | 31                | 31                   |
| Village 5         | 304                  | 67                | 54                   |
| Village 6         | 200                  | 44                | 44                   |
| Village 7         | 95                   | 21                | 25                   |
| <b>Total</b>      | <b>1,407</b>         | <b>310</b>        | <b>310</b>           |

The sample size in each village was obtained, and then the researcher selected people in households in each village and the municipality area from the Koh Yao Noi Sub-District Name List in Phang-Nga Province Administration Organization Election 2004. All of them were at least 18 years old and has the right to vote for this election. The researcher selected people whose ID. Numbers ended with 3, 6 and 9, then recorded the house number of the selected households (Appendix B). Moreover, they must not have the same family name because the researcher wants to collect data from different families and decrease the respondents' bias.

### **3.2 Research Design**

This study was quantitative research, collected data from the local residents perspective. The research began with reviewing literature intended for collecting the related information. Then, the area surveying was conducted as well as informal meeting with key persons in Koh Yao Noi to get the current information of tourism development for more ideas to develop the research instrument. After developing the questionnaire, the researcher had consulted with adviser and revised it. Then 10 questionnaires were pre-tested with local residents. The comments, suggestions, and recommendations to the questionnaires were collected and then discussed with research advisor, for appropriate revision before launching the questionnaires to targeted sample.

### **3.3 Research Instrument**

The questionnaire was the common research instrument and the researcher selected the personally administered questionnaire after reviewing the advantages, disadvantages and the limitations in finance and time. This instrument could establish relationship, motivate respondent, the doubts could be clarified, less expensive and almost 100 percentage response rate ensured (Sekaran, 2003). In this case, the personally administered questionnaire was used for the research of community participation for sustainable tourism development at Koh Yao Noi, Changwat Phang-Nga. It comprised of 5 parts in Thai version for local residents as the followings (Appendix C).

#### **3.3.1 Part 1: Demographic Characteristics**

This part had altogether 10 questions related to the demographic characteristics and some personal information of the respondents. It consisted of a checklist and opened-end question. It combined the question of gender, age, education level, occupation, monthly income, social role, hometown, length of living at Koh Yao Noi, respondents' occupation related to tourism, and family member's occupation related to tourism.

### **3.3.2 Part 2: Ecotourism and Sustainable Tourism Knowledge**

There were 10 questions to examine the recognition in eco-tourism and sustainable tourism of host community. The first five questions was ecotourism and the rest were sustainable tourism indicators. There were two scales, of true and false in each question.

### **3.3.3 Part 3: The Interest Level of Community Participation in Sustainable Tourism Development**

There were 7 questions, the first six questions were the issue of tourism development participation in planning, decision-making, problem solving, implementation, evaluation and benefit gaining. There were 5 components in each main issue and using “Interval Scale” in the range of 0-5 in order to examine the interest level in participation. It was ranged from most negative response to most positive response, 0 defined as no interest to participate and 5 means strongly interested to participate. Another question was related to the appropriate length of time to participate in the activities of sustainable tourism development.

### **3.3.4 Part 4: The Motivation influenced the Participation in Sustainable Tourism Development**

There were 4 issues of motivation based on tourism benefits; those were socio-cultural benefits, environmental benefits and economic benefits including the interest in information gathering. There were 5 components in each main issue and using Interval Scale in the range of 0-5 in order to examined the important level of those motivations. It was ranged from most negative response to most positive response, 0 defined as not important and 5 mean the superlative important.

### **3.3.5 Part 5: Recommendations**

This part consisted of 7 open-ended questions, 6 questions were related to the ways that were able to persuade or encourage people in community to participate in sustainable tourism development activities in terms of planning, decision-making, problem solving, implementation, evaluation and investment altogether with benefit sharing. The last question was the reasons that make respondents had minor or no participation in the sustainable tourism development activities.

## **3.4 Data Collection**

### **3.4.1 Primary Data**

The period of collecting data was in September to October 2005. The researcher distributed 310 sets of questionnaire to the target households in each village and also did informal interviews, based on the questionnaire, in some households by convenience selection. The questionnaires were carried out with adult family members who were community residents, at least 18 years old and who were able to respond to the questionnaires effectively. When there were more than one adult in the family presented at the time of the survey, the family was free to choose the representative to answer the questionnaire.

### **3.4.2 Secondary Data**

The relevant concepts, ideas, theories, and research were taken from different sources. Those were from articles, journals, and tourism researches from University's library and Internet to support and complete the research. The general information and tourism information of Koh Yao Noi was obtained from district office, sub-district administration organization, municipality, and local tourism clubs at Koh Yao Noi.

### 3.5 Data Analysis

The data was analyzed by SPSS 11.0 for Windows. The statistics used in this research were related to the objectives of the analysis and the characteristic of the data. The researcher decided to use the frequencies, Percentages, Means, Pearson's Chi-Square, One-Way ANOVA, Independent Samples T-Test, "P-Standard of knowledge", and "Principal Component Analysis" method.

#### **P-Standard of Knowledge**

This P-Standard of Knowledge was the "Optimistic Goal Cut-off Standard values" and it was used to indicate the percentage of resident amounts, who had mean score of knowledge in ecotourism and sustainable tourism above 0.75 (Thonnam, 2005). It was used to analyze the data collected from part 2 in questionnaire. The respondents who had mean score over 0.75 in ecotourism or sustainable tourism indicators were defined that they had recognition to ecotourism or sustainable tourism.

#### **Principal Component Analysis**

The multivariate technique of Principal Component Analysis in Data Reduction was used in order to simplify the components into a single one as well as to simplify the comparisons with other variables. The method employs with implementing a proper linear combination and data reduction which would be best "pooled explain" of all the components in its category (Appendix D).

A different part of the questionnaire was used for the appropriate statistic to analyze for the uncomplicated interpretation. They were as the followings:

**Part 1:** Demographic Characteristics data was the analyzed by descriptive statistics, those were frequency and percentage.

**Part 2:** Ecotourism and sustainable tourism knowledge was analyzed by using frequency, Means, One-Way ANOVA, P-Standard of knowledge of ecotourism and sustainable tourism, and Principle Component Analysis.

**Part 3:** The interest level of community participation in sustainable tourism development was ranged by the Interval Scale from 0 to 5. Interval scale was used when responded to the various items that measure a variable could be tapped on a five-point



(or seven-point or any other number of points) scale, which could subsequently be summated across the items (Sekaran, 2003).

The descriptive statistics were used, those were frequency and percentage. The researcher also uses means comparison, One-Way ANOVA, Independent Samples T-Test, and Principle Component Analysis to get the statistic results.

The means scores were classified into 6 interval scales, calculated as follows:

$$\begin{aligned} \text{The Interval level} &= [\text{Max} - \text{Min}] / n \\ &= [5-0] / 6 \\ &= 0.83 \end{aligned}$$

Then, the researcher had ranged the interest level as follows:

| Interval Scale | Mean Scores | Interest Levels of Participation |
|----------------|-------------|----------------------------------|
| 5              | 4.16 - 5.00 | The superlative interest         |
| 4              | 3.33 - 4.15 | High interest                    |
| 3              | 2.50 - 3.32 | Moderate interest                |
| 2              | 1.67 - 2.49 | Low interest                     |
| 1              | 0.84 - 1.66 | Least interest                   |
| 0              | 0.00 - 0.83 | No interest                      |

Another issue in part 3 was the appropriate time to participate in sustainable tourism development. It was analyzed by Pearson Chi-Square in order to examine the independency between groups of respondents and appropriate time participated.

In order to simplify the 5 components of each participative indicator into a single one, the researcher also use Principal Component Analysis for grouping 20 participative components into 4 key motivational indicators (Appendix D).

**Part 4:** The important levels of motivation for participating in sustainable tourism development were ranged by the Interval Scale from 0 to 5. The data was analyzed by frequency, percentage, mean, One-Way ANOVA and Independent Samples T-Test to know the statistical results. In order to simplify the 5 components into a single one, the researcher also use Principal Component Analysis method in Data Reduction for grouping 20 motivational components into 4 key motivational indicators.

**Part 5:** Recommendation data was analyzed by descriptive statistics. Those were Frequencies and Percentage.

## **CHAPTER 4**

### **RESULT**

The results from the research of “Community participation model for sustainable tourism development at Koh Yao Noi, Changwat Phang-Nga would be presented by the descriptions and tables. Data analysis and presentation was facilitated by using SPSS 11.0 for windows. The results from this research were as follows:

- 1) Demographic characteristics of respondents
- 2) Classified groups of respondent
- 3) Ecotourism and sustainable tourism knowledge among classified groups of respondents
- 4) Interest levels of community participation
- 5) Important levels of community motivation
- 6) Recommendations from respondents

The 310 questionnaires were distributed, 300 sets were obtained and useable. Therefore, the analyzing based on the 300 questionnaires.

#### **4.1 Demographic Characteristics of Respondents**

The demographic characteristics of respondent were analyzed individually into frequency and percentage. There was gender, age, education level, occupation, monthly income, their hometown, and social role. From the study, the demographic characteristics of respondent could be described as follows:

1) **Gender.** The majority of the respondents were male that contributed 57.3% or 172 persons and the rest of 42.7% or 128 persons were female. This result was compatible with the general information of Yao Noi Island, that the majority of the local residents were male.

2) **Age Group.** The majority of the respondents were in the range of 26-40 years old, 128 persons or 42.7%, and 41-55 years old, 112 persons or 37.3% of total respondents. The reason was that when the researcher survey and distribute questionnaires to the sampled households, the questionnaires were carried out with adult family members who were community residents, at least 18 years old and not too old, and were able to respond to the questionnaires effectively. When there were more than one adult

in the family presented at the time of the survey, the family was free to choose the representative to answer the questionnaire. Therefore, the majority of respondents were in the 26-40 years old and 41-50 years old age group. The rest of age between 18 - 25 years old, 39 persons or 13%, and more than 55 years old, 21 persons or 7%.

**3) Education Level.** The majority of the respondents had education in primary school, 121 persons or 40.3%, and secondary school, 118 persons or 39.3%. The other levels were bachelor's degree or over, 29 persons or 9.7%, and diploma or vocational education, 25 persons or 8.3%. The smallest group of education level was no education, 7 persons, or 2.3% of total respondents. The majority of respondents had basic education in primary and secondary school, reading and writing, that they thought it was sufficient for their occupation in agriculture.

**4) Occupation.** The majority of respondent was in fishery agriculture. There were 113 persons or 37.7% of total respondent. The reason was that their early occupation, before the tourism was developed. It also represents the unique occupation of people who live near by the sea in southern part of Thailand. The workers or labors were 75 persons or 25%. The later range was commercial personnel, 67 persons or 22.3%. The number of students was a little more than the government officers or state enterprise. The unemployed or retired and other occupations were the minority groups, 5 persons or 1.7% in each occupation. The company officer or employee was in the smallest number. There were only 4 persons or 1.3% of total respondents.

**5) Monthly Income.** The majority of respondents earned 5,000 Baht or lower per month, 176 persons or 59.7%. This was compatible with the majority of occupations that were fishery, agriculture, worker, and labor. The later range of salary was 5,001 - 15,000 Baht and 15,001 - 25,000 Baht respectively. The smallest group of respondent, 10 persons or 3.3%, earned over 25,000 Baht and most of them were the commercial personnel.

**6) Hometown.** The majority of the respondents lived in Yao Noi Island, 253 persons, or 84.3%. The others were 19 people or 6.3% whose hometown was not Yao Noi Island but in the same province, Phang Nga. The rest was people who were not in Phang Nga province, 28 persons, or 9.4% of total respondent. Most of them, 12 people came from Krabi Province. The rest came from Phuket, Nakorn Sri Thammarat, Trang, Srisaket, Nakornrachasima, Chumporn and Bangkok respectively.

7) **Social Role (within community)**. The majority of the respondents were the local residents who were without social role or did not join any group within the community. Those respondents were 213 people or 71%. 50 persons or 16.7% joined occupation group, such as rubber and fishery group. Tourism related group consisted of 20 people or 6.7%. The last group were respondents who undertook local authority role, there were 14 persons or 4.7% (Table 4.1).

**Table 4.1: Demographic Characteristics of Respondents**

| <b>Demographic Characteristics</b> | <b>Frequency</b> | <b>Percentage</b> |
|------------------------------------|------------------|-------------------|
| <b>1. Gender</b>                   |                  |                   |
| Male                               | 172              | 57.3              |
| Female                             | 128              | 42.7              |
| <b>Total</b>                       | <b>300</b>       | <b>100.0</b>      |
| <b>2. Age Group</b>                |                  |                   |
| 18 - 25 years old                  | 39               | 13.0              |
| 26 - 40 years old                  | 128              | 42.7              |
| 41 - 55 years old                  | 112              | 37.3              |
| Over 55 years old                  | 21               | 7.0               |
| <b>Total</b>                       | <b>300</b>       | <b>100.0</b>      |
| <b>3. Education Level</b>          |                  |                   |
| None education                     | 7                | 2.3               |
| Primary school                     | 121              | 40.3              |
| Secondary school                   | 118              | 39.3              |
| Diploma/ Vocational                | 25               | 8.3               |
| Bachelor's degree or over          | 29               | 9.7               |
| <b>Total</b>                       | <b>300</b>       | <b>100.0</b>      |

Table 4.1 (continued)

| Demographic Characteristics              | Frequency  | Percentage   |
|--|------------|--------------|
| <b>4. Occupation</b>                     |            |              |
| Government officer/ State enterprise     | 13         | 4.3          |
| Commercial personnel                     | 67         | 22.3         |
| Company officer/ Employee                | 4          | 1.3          |
| Worker/ Labor                            | 75         | 25.0         |
| Student                                  | 18         | 6.0          |
| Unemployed/ Retired                      | 5          | 1.7          |
| Fishery/ Agriculture                     | 113        | 37.7         |
| Others                                   | 5          | 1.7          |
| <b>Total</b>                             | <b>300</b> | <b>100.0</b> |
| <b>5. Monthly Income</b>                 |            |              |
| 5,000 Baht or lower                      | 176        | 59.7         |
| 5,001 - 15,000 Baht                      | 87         | 29.0         |
| 15,001 - 25,000 Baht                     | 27         | 9.0          |
| Over 25,000 Baht                         | 10         | 3.3          |
| <b>Total</b>                             | <b>300</b> | <b>100.0</b> |
| <b>6. Hometown</b>                       |            |              |
| Yao Noi Island                           | 253        | 84.3         |
| From the other districts in Phang-Nga    | 19         | 6.3          |
| From the other provinces                 | 28         | 9.4          |
| <b>Total</b>                             | <b>300</b> | <b>100.0</b> |
| <b>7. Social Role (within community)</b> |            |              |
| Without any social role                  | 213        | 71.0         |
| Tourism groups                           | 20         | 6.7          |
| Occupation groups                        | 50         | 16.7         |
| Local authorities                        | 14         | 4.7          |
| Other social role                        | 3          | 1.0          |
| <b>Total</b>                             | <b>300</b> | <b>100.0</b> |

## 4.2 Classified Groups of Respondent

The 300 obtained questionnaires were from 300 different households, the respondents were classified into 4 main groups for the expedient analysis and comparison. They were homestay owners, local authorities, Tourism service provider, and Local residents. Their different degree of involving in tourism may depend on their occupation and their social role.

Homestay owner group was defined as the respondents themselves who worked for homestay and the respondents whose family members worked in homestay. They were classified into homestay owner group. Question number 9 and 10 in Part 1 of Questionnaire (Appendix C) identified them.

Local authority group was defined as the respondents who undertook the social role related to local authorities. Question number 6 in Part 1 of Questionnaire (Appendix C) identified them. Local authorities who also in homestay group or others, they were classified into Local authority group.

Tourism service provider group was defined as the respondents themselves who work in the hospitality or tourism industry, but excluded homestay owner group. Question number 9 in Part 1 of Questionnaire (Appendix C) identified them.

Local resident group was defined as the respondents who did not work in the hospitality or tourism industry. Moreover, their family members did not work in hospitality or tourism industry as well. Question number 9 and 10 in Part 1 of Questionnaire (Appendix C) identified them.

The result showed that the majority of the respondents were local residents, 128 persons, or 42.7% of all respondent. They were the group that their occupations did not relate to the tourism sectors. The tourism service providers were 95 persons or up to 31.7% of all respondent. They were the people who work in hotels, restaurants, small tour operators, transportation, and related services. The homestay owners were 63 persons or 21%. They were familiar with the community-based tourism especially ecotourism that was developed within the community since 1995. Some of them were working in local authorities, the researcher focused on their familiarity in tourism, and then they were classified into homestay group. The local authority respondents were 14 persons or 4.7%. This minority group was the group that recognized the tourism development in the

community as well. This group consists of village headmen, mayor, chief of sub-district administration organization, and government officials (Table 4.2).

**Table 4.2: Classification of Respondents**

| Groups of Respondent     | Frequency  | Percentage |
|--------------------------|------------|------------|
| Homestay owner           | 63         | 21.0       |
| Local authority          | 14         | 4.7        |
| Tourism service provider | 95         | 31.7       |
| Local resident           | 128        | 42.7       |
| <b>Total</b>             | <b>300</b> | <b>100</b> |

#### **4.3 Ecotourism and Sustainable Tourism Knowledge among Classified Groups of Respondents**

The degree of knowledge on ecotourism and sustainable tourism was examined among groups of respondent, they were groups of homestay owners, local authorities, tourism service providers and local residents. There were 5 indicators of ecotourism knowledge and 5 indicators of sustainable tourism knowledge indicators. The respondents answered "Right" or "Wrong" through these indicators in questionnaire (Appendix C). The statistical comparison (testing of significance) used to examine the statistic significant among groups and knowledge. There were means, and P-standard. P-standard was used to indicate the percentage of resident amounts, who had mean score of knowledge in ecotourism and sustainable tourism above 0.75. The respondents who had mean score over 0.75 in ecotourism or sustainable tourism indicators were defined that they had well recognized to ecotourism or sustainable tourism. The objective of this indicator was to identify the respondents' knowledge of tourism, especially in ecotourism that exist in their community and in sustainable tourism that was the concern in tourism development. If the respondents recognized both types of tourism, they would make the dependable response in survey instrument.

The overall tourism knowledge of the respondents was over 0.75 P-standard. For the same reason, more than a half of respondents in each group well

recognized tourism. They had a little better recognition in sustainable tourism knowledge than the ecotourism's, except the homestay owner group. This was indicated by their average mean score. The respondents presented their average mean score of sustainable tourism knowledge at 0.79 and ecotourism knowledge at 0.78.

Local authorities had the highest mean score and P-standard, in both ecotourism and sustainable tourism, among groups of respondents. The result was that, they had 0.92 mean score and 78.57% P-standard, therefore they well recognized in ecotourism. Their sustainable mean score was 0.96 and P-standard of 92.86%, therefore they well recognized in sustainable tourism.

The later group was homestay owners, their mean score of sustainable was 0.81, and their P-standard was 52.38%. It could say that 52.38% of homestay owners well recognized in sustainable tourism. The 66.67% of people in homestay owner group well recognized in sustainable tourism at 0.77 mean score. Homestay owner was the only group that had the higher mean score of ecotourism knowledge than the sustainable tourism knowledge. This may be because they arranged the community-based ecotourism club that made them have more knowledge to ecotourism than sustainable tourism.

The mean score in both ecotourism and sustainable tourism among groups of service provider and local resident were not much different. The percentages of tourism service providers and local residents, who had well recognized in ecotourism, were not much different. Similarity, there was 51.58% of service providers and 51.56% of local residents well recognized in ecotourism. Service providers had higher percentage of P-standard than local residents did in sustainable tourism (Table 4.3).



**Table 4.3: Degree in Ecotourism and Sustainable Tourism among Classified Group of Respondents**

| Stat. Test \ Groups             | Homestay Owners | Local Authorities | Tourism Service Providers | Local Resident | Total / Average |
|---------------------------------|-----------------|-------------------|---------------------------|----------------|-----------------|
| Frequency                       | 63              | 14                | 95                        | 128            | 300             |
| Mean                            |                 |                   |                           |                |                 |
| ETI <sup>1</sup>                | 0.81            | 0.92              | 0.78                      | 0.76           | 0.78            |
| STI <sup>2</sup>                | 0.77            | 0.96              | 0.80                      | 0.78           | 0.79            |
| P-Standard <sup>3</sup> (>0.75) |                 |                   |                           |                |                 |
| ETI                             | 52.38%          | 78.57%            | 51.58%                    | 51.56%         | 53%             |
| STI                             | 66.67%          | 92.86%            | 71.58%                    | 68.75%         | 70.33%          |

- Remarks**
- 1: ECI = Ecotourism knowledge indicators
  - 2: STI = Sustainable tourism knowledge indicators
  - 3: P-Standard = Percentage of residents who have mean score over 0.75

#### 4.4 Interest Levels of Community Participation

In this part, the interest level of community participation for sustainable tourism development at Koh Yao Noi were examined by comparing the interest level among the classified group of respondents in the key participative indicator of planning, decision-making, problem solving, implementation, evaluation, and expectation in tourism benefits. The interest levels indicated the extent of their interest to participate for sustainable tourism development. They were ranged into 6 levels from the superlative to no interest as follows:

| Interval Scale | Mean Scores | Interest Levels of Participation |
|----------------|-------------|----------------------------------|
| 5              | 4.16 – 5.00 | The superlative interest         |
| 4              | 3.33 – 4.15 | High interest                    |
| 3              | 2.50 – 3.32 | Moderate interest                |
| 2              | 1.67 – 2.49 | Low interest                     |
| 1              | 0.84 – 1.66 | Least interest                   |
| 0              | 0.00 – 0.83 | No interest                      |

#### 4.4.1 The Interest Level of “Key Participative Indicators” in Sustainable Tourism Development among “Classified Group of Respondents”

Each classified group of respondent were examined their interest level of participation in the issue of planning, decision-making, implementation, problem solving, evaluation and tourism benefit gaining for sustainable tourism development. The 5 components in each key participative indicator were as follows:

“Planning” components were; propose the rules and regulations for tourism activities, propose ideas in the meeting, plan the tourism activities, prepare and organize the plan, and cooperate with other related sectors.

“Decision-making” components were; assign the plan or project, set up the rules and regulation to development activities, assign the solution to the problems, arrange persons to work and select the tourism activities. The decision-making was emphasis on set up and assigned the activities for sustainable tourism development.

“Problem solving” components were; investigate the cause of problems, survey and collecting data, analyze the problems, possibility survey the problem solving, and cooperate with other related sectors. This participation was emphasis on problem solving solutions for sustainable tourism development.

“Implementation” components were; involving in committee team, involve in tourism activities, follow the development plan, persuade other people to involve in the activities, and cooperate with other related sectors. This participation was emphasis on implementation activities for sustainable tourism development.

“Evaluation” components were; evaluate the tourism development activities, evaluate the committee’s performance, evaluate the problem in development activities, create the method to improve the performance and direct the rules and regulations of the activities. This participation was emphasis on evaluation activities for sustainable tourism development.

“Benefits gaining” components were; the local culture and way of life would be well recognize by visitors, to be the local tour guide, invest in tourism services for serving the tourists, produce the crafts and agriculture products and earn the reward or compensation from involving for tourism development activities.

Each key participative indicator comprises of 5 components. Those 5 components were grouped into a single one variable, by Principle Component Analysis

method, in order to simplify the analysis among groups (Appendix D). Therefore, the 6 keys participative indicators were obtained and used for the analysis.

The results (Table 4.4) showed that among those 6 key participative indicators, the respondents were presenting “Moderate” interest in “Planning, Problem Solving and Evaluation” and they presenting “High” interest in “Decision-making, Implementation and Benefit Gaining”.

The classified groups of respondent had “High” interest in benefit gaining, implementation, and decision-making respectively. This may be because the respondents feel that benefit gaining was the most advantage issue of participation. The participation in implementation required less skill and knowledge then, they may perceive that it was the suitable activity for them. However, the participation in decision-making required skill, knowledge, and experience but the respondents had “High” interest.

The classified groups of respondent had “Moderate” interest in planning, problem solving, and evaluation correspondingly. The respondents may see that those issues of participation required the specific skill, knowledge, and experience. Moreover, the respondents felt unsure in perceiving benefits from those issues of participation. Therefore, they presented the moderate level.

Local residents had “Moderate” interest that differed from the local authorities, tourism service providers, and homestay owners who presented “High” interest among participation activities. This may because the local residents did not have the occupation directly related to tourism. Therefore, they had less interest to participate in the activities.

The different groups of respondent presented the statistic significant difference in levels of interest among key participative indicators. It could be identified by the P-value that was not over 0.05.

**Table 4.4: Statistical Comparisons of “Key Participative Indicators” among Classified Group of Respondents**

| Classified<br>Groups of<br>Respondent             | Key Participative Indicators |           |                    |          |                    |          | Level<br>of<br>Interest |
|---|------------------------------|-----------|--------------------|----------|--------------------|----------|-------------------------|
|   | Benefit<br>Gaining           | Implement | Decision<br>Making | Plan     | Problem<br>Solving | Evaluate |                         |
| Homestay<br>Owners                                | 3.63                         | 3.45      | 3.56               | 3.54     | 3.48               | 3.35     | High                    |
| Local Authorities<br>Tourism Service<br>Providers | 3.62                         | 3.71      | 3.63               | 3.77     | 3.40               | 3.58     | High                    |
| Local Residents                                   | 3.76                         | 3.63      | 3.46               | 3.54     | 3.53               | 3.45     | High                    |
| Average<br>Mean Score                             | 3.17                         | 3.03      | 3.09               | 2.99     | 3.02               | 2.96     | Moderate                |
|   | 3.47                         | 3.34      | 3.33               | 3.32     | 3.29               | 3.23     | High                    |
| Level of Interest                                 | High                         | High      | High               | Moderate | Moderate           | Moderate | -                       |
| P-Value<br>(ANOVA)                                | 0.001                        | 0.001     | 0.025              | 0.000    | 0.008              | 0.014    | -                       |

#### 4.4.2 Classification of Significant Group of Respondents

From table 4.4, the results showed that homestay owners, local authorities, and tourism service providers had “High” interest level in participation while local residents had “Moderate” interest level. Therefore, those groups of respondent were classified into 2 significant groups by their similarity of interest level and it also simplified the study of interest level in participation by their demographic characteristics. “Group 1” was to the respondents who were homestay owners, local authorities and tourism service providers. This group was more familiar to tourism than “Group 2”. “Group 2” was the respondents who were local residents. Their demographic characteristics were rearranged as table 4.5.

Table 4.5: Demographic Characteristics of Significant Groups of Respondent

| Demographic Characteristics   | Significant Groups of Respondent |            |                      |              |
|-------------------------------|----------------------------------|------------|----------------------|--------------|
|                               | Group 1 <sup>1</sup>             |            | Group 2 <sup>2</sup> |              |
|                               | Frequency                        | Percentage | Frequency            | Percentage   |
| <b>1. Gender</b>              |                                  |            |                      |              |
| Male                          | 109                              | 63.4       | 63                   | 49.2         |
| Female                        | 63                               | 36.6       | 65                   | 50.8         |
| <b>Total</b>                  | <b>172</b>                       | <b>100</b> | <b>128</b>           | <b>100.0</b> |
| <b>2. Age Group</b>           |                                  |            |                      |              |
| 18 – 25 years old             | 19                               | 11.0       | 20                   | 15.6         |
| 26 – 40 years old             | 67                               | 39.0       | 61                   | 47.7         |
| Over 40 years old             | 86                               | 50         | 47                   | 36.7         |
| <b>Total</b>                  | <b>172</b>                       | <b>100</b> | <b>128</b>           | <b>100.0</b> |
| <b>3. Education Level</b>     |                                  |            |                      |              |
| Primary school or lower       | 70                               | 40.7       | 58                   | 45.3         |
| Secondary school              | 67                               | 39.0       | 51                   | 39.8         |
| Diploma/ Vocational or higher | 35                               | 20.3       | 19                   | 14.8         |
| <b>Total</b>                  | <b>172</b>                       | <b>100</b> | <b>128</b>           | <b>100.0</b> |
| <b>4. Monthly Income</b>      |                                  |            |                      |              |
| 5,000 Baht or lower           | 92                               | 53.5       | 84                   | 65.6         |
| 5,001 – 15,000 Baht           | 61                               | 35.5       | 26                   | 20.3         |
| Over 15,000 Baht              | 19                               | 11.0       | 18                   | 14.1         |
| <b>Total</b>                  | <b>172</b>                       | <b>100</b> | <b>128</b>           | <b>100.0</b> |
| <b>5. Social Role</b>         |                                  |            |                      |              |
| Without any social role       | 107                              | 62.2       | 106                  | 82.8         |
| Undertook the certain role    | 65                               | 37.8       | 22                   | 17.2         |
| <b>Total</b>                  | <b>172</b>                       | <b>100</b> | <b>128</b>           | <b>100.0</b> |

**Remarks** 1: Group 1 = Homestay owners, local authorities and tourism service providers

2: Group 2 = Local residents

These 2 groups were separately analyzed among 6 key indicators of participation in tourism development with their demographic characteristics. The indicators of participation were the in planning, decision-making, problem solving, implementation, evaluation, and expectation in tourism benefits. Their demographic characteristics were

gender, age group, education level, monthly income, and social role. There were 6 different key participative indicators, in each indicator there were 5 different components in questionnaire. It created 30 components and may complicate the analysis. In order to simplify the analysis, the comparison and the interpretation of results, the researcher use the principle component analysis in “Data Reduction” for grouping 5 related variables into one indicator (Appendix D). The 6 key participative indicators were created and analyzed among “Group 1” and “Group 2” with 5 demographic characteristics. “Group 1” was firstly analyzed among 6 key participative indicators and the characteristics. The next was “Group 2” as the followings:

#### **4.4.2.1 Statistical Comparisons of “Key Participative Indicators” between “Gender” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)**

Comparison of mean scores among “Group 1” respondents was to identify the interest level in participation activities for sustainable tourism development classified by their gender. The test results of independent samples t-test, degrees of freedom (d.f.), and P-value (statistically significant) were used to indicate the significant difference among genders and key indicators.

Male had “High” interest in “Benefit gaining” as well as female. Their mean score was 3.70. The lowest mean scores of both male and female were in “Evaluation”. Male had “High” interest at 3.51 mean scores and female had “Moderate” interest at 3.27 mean scores in “Evaluation”.

The interest level in participation did not indicate any statistically significant difference among gender of Group 1. Similarly, male and female had similar interest level in participation activities. Both male and female had “High” interest in almost activities except female presented “Moderate” interest in “Evaluation” (Table 4.6).

**Table 4.6: Statistical Comparisons of “Key Participative Indicators” between “Gender” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)**

| Key Participative Indicators | Demographic Characteristic:<br>Gender |                    | Summary of Test Results   |
|------------------------------|---------------------------------------|--------------------|---|
|                              | Male                                  | Female             |   |
| 1. Planning                  | 3.61                                  | 3.49               | T-value <sup>1</sup> = 0.764, d.f. <sup>2</sup> = 170<br>P-value <sup>3</sup> = 0.446 |
| 2. Decision-making           | 3.57                                  | 3.39               | T-value = 1.055, d.f. = 170<br>P-value = 0.293  |
| 3. Problem solving           | 3.57                                  | 3.57               | T-value = 0.005, d.f. = 155.78<br>P-value = 0.996                                     |
| 4. Implementation            | 3.56                                  | 3.40               | T-value = 0.962, d.f. = 170<br>P-value = 0.338  |
| 5. Evaluation                | 3.51                                  | 3.27<br>(Moderate) | T-value = 1.369, d.f. = 170<br>P-value = 0.173  |
| 6. Benefit gaining           | <u>3.70</u>                           | <u>3.70</u>        | T-value = -0.044, d.f. = 156.022<br>P-value = 0.965                                   |

All mean scores, which were not alphabetically indicated, were in “**High**” level of interest.

**Remarks**

- 1: T-value = Independent-Samples T-Test (computed) value
- 2: d.f. = (degrees of freedom) the amount of information from the sample data that has been used up
- 3: P-value = Level of statistically significant (2-tailed)
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### **4.4.2.2 Statistical Comparisons of “Key Participative Indicators” between “Gender” of “Group 2” Respondents (local residents)**

Comparison of mean scores among “Group 2” respondents was to identify the interest level in participation activities for sustainable tourism development classified by their gender. The test results of independent samples t-test, degrees of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant difference among genders and key indicators.

Male in “Group 2” had “Moderate” interest in “Decision-making” at 3.09 as the highest mean score among key participative indicators. Female had “Moderate” interest in “Benefit gaining” at 3.32 as the highest mean score. The lowest mean scores of male was in “Implementation” and “Evaluation”, their mean scores were 2.95 or in “Moderate” interest. The lowest mean score of female was in “Evaluation” and its mean score was 2.96 or in “Moderate” interest.

The interest level in participation did not indicate any statistic significant difference among gender of Group 2. Similarity, male and female had the same interest level of “Moderate” in all participation activities (Table 4.7).



**Table 4.7: Statistical Comparisons of “Key Participative Indicators” between “Gender” of “Group 2” Respondents (local residents)**

| Key Participative Indicators | Demographic Characteristic:<br>Gender |             | Summary of Test Results  |
|------------------------------|---------------------------------------|-------------|--|
|                              | Male                                  | Female      |  |
| 1. Planning                  | 2.98                                  | 3.01        | T-value <sup>1</sup> = -0.128, d.f. <sup>2</sup> = 126<br>P-value <sup>3</sup> = 0.899 |
| 2. Decision-making           | <u>3.09</u>                           | 3.07        | T-value = 0.085, d.f. = 126<br>P-value = 0.933   |
| 3. Problem solving           | 3.01                                  | 3.04        | T-value = -0.128, d.f. = 126<br>P-value = 0.898  |
| 4. Implementation            | 2.95                                  | 3.08        | T-value = -0.515, d.f. = 118.61<br>P-value = 0.606                                     |
| 5. Evaluation                | 2.95                                  | 2.96        | T-value = -0.019, d.f. = 126<br>P-value = 0.985  |
| 6. Benefit gaining           | 3.01                                  | <u>3.32</u> | T-value = -1.368, d.f. = 116.505<br>P-value = 0.174                                    |

*All mean scores were in “Moderate” level of interest.*

**Remarks**

1: T-value = Independent-Samples T-Test (computed) value

2: d.f. = (degrees of freedom) the amount of information from the sample data that has been used up

3: P-value = Level of statistically significant (2-tailed)

4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.4.2.3 Statistical Comparisons of “Key Participative Indicators” among “Age Groups” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)

Comparison of mean scores among “Group 1” respondents was to identify the interest level in participation activities for sustainable tourism development classified by their age group. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among age groups and key indicators.

“Group 1” respondents who were 18–25 years old had 3.86 mean score or “High” interest in “Planning” as their highest mean score among key participative indicators. Respondents who were 26–40 years old had “High” interest in “Benefit gaining” at 3.72 the highest mean score among key participative indicators. Respondents who were over 40 years old had “High” interest in “Evaluation” or at 3.48 the highest mean score among key participative indicators.

The lowest mean scores of 3 sub-groups of respondents in “Group 1”, classified by their age group, were in “Evaluation”. The respondents who were 18–25 years old having mean scores at 3.36, respondents who were 26–40 years old and over 40 years having mean score of 3.38 and 3.48 respectively or “High” interest in participation activities.

Their P-values among 6 key participative indicators were over 0.05. Therefore, the interest level in participation did not indicate any statistically significant difference among age group of Group 1. For the same reason, the respondents in different age group presented their interest in different participation activities but under the same level of “High” interest (Table 4.8).

**Table 4.8: Statistical Comparisons of “Key Participative Indicators” among “Age Groups” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)**

| Key Participative Indicators | Demographic Characteristic:<br>Age Groups (years old) |             |             | Summary of Test Results  |
|------------------------------|---|-------------|-------------|--|
|                              | 18-25   | 26-40       | Over 40     |  |
| 1. Planning                  | <u>3.86</u>   | 3.49        | 3.56        | F-value <sup>1</sup> =1.135, d.f. <sup>2</sup> =2, 169<br>P-value <sup>3</sup> = 0.324 |
| 2. Decision-making           | 3.84  | 3.39        | 3.53        | F-value= 1.287, d.f.= 2, 169<br>P-value = 0.279  |
| 3. Problem solving           | 3.77  | 3.54        | 3.55        | F-value= 0.423, d.f.= 2, 169<br>P-value = 0.656  |
| 4. Implementation            | 3.38  | 3.47        | 3.55        | F-value= 0.270, d.f.= 2, 169<br>P-value = 0.763  |
| 5. Evaluation                | 3.36  | 3.38        | 3.48        | F-value= 0.021, d.f.= 2, 169<br>P-value = 0.818  |
| 6. Benefit gaining           | 3.55  | <u>3.72</u> | <u>3.72</u> | F-value= 0.298, d.f.= 2, 169<br>P-value = 0.742  |

All mean scores were in “High” level of interest.

**Remarks**

1: F-value = One-Way ANOVA (computed) value

2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator =2; d.f. for denominator = 169

3: P-value = Level of statistically significant

4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.4.2.4 Statistical Comparisons of “Key Participative Indicators” among “Age Groups” of “Group 2” Respondents (local residents).

Comparison of mean scores among “Group 2” respondents identified the interest level in participation activities for sustainable tourism development classified by their age group. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among age groups and key indicators.

“Group 2” respondents who were 18–25 years old had 3.49 as the highest mean score or “High” interest in “Evaluation” among key participative indicators. Respondents who were 26–40 years old had “High” interest in “Benefit gaining” at 3.38 as the highest mean score. Respondents who were over 40 years old had “Moderate” interest in “Benefit gaining” at 2.79 as a highest mean score among key participative indicators.

The lowest mean scores of respondents, 18–25 years old, were in “Planning” at 3.28 mean scores or “Moderate” interest in participation. The respondents, 26–40 years old, had mean scores at 3.05 or “Moderate” interest in “Evaluation” as the lowest mean scores in its age group. Respondents who were over 40 years old had mean score of 2.60 or in “Moderate” interest in “Implementation” as the lowest mean scores among key participative indicators.

Their P-values of the last 3 key participative indicators (implementation, evaluation and benefit gaining) were not over 0.05. Therefore, the interest level in participation indicated the statistically significant difference among age group of Group 2 respondents in implementation, evaluation, and benefit gaining. Similarly, the respondents in different age groups presented the different level of interest in implementation, evaluation, and benefit gaining. Moreover, the older respondents presented the fewer mean score than younger respondents did (Table 4.9).

**Table 4.9: Statistical Comparisons of “Key Participative Indicators” among “Age Groups” of “Group 2” Respondents (local residents)**

| Key Participative Indicators | Demographic Characteristic:<br>Age Groups (years old) |                       |             | Summary of Test Results  |
|------------------------------|---|-----------------------|-------------|--|
|                              | 18-25   | 26-40                 | Over 40     |  |
| 1. Planning                  | 3.28  | 3.14                  | 2.69        | F-value <sup>1</sup> =2.076, d.f. <sup>2</sup> =2, 125<br>P-value <sup>3</sup> = 0.130 |
| 2. Decision-making           | 3.47<br>(High)  | 3.22                  | 2.74        | F-value= 2.833, d.f.= 2, 125<br>P-value = 0.063  |
| 3. Problem solving           | 3.46<br>(High)  | 3.12                  | 2.74        | F-value= 2.470, d.f.= 2, 125<br>P-value = 0.089  |
| 4. Implementation            | 3.30  | 3.25                  | 2.60        | F-value= 3.583, d.f.= 2, 125<br>P-value = <b>0.031</b>                                 |
| 5. Evaluation                | <u>3.49</u><br>(High)                                 | 3.05                  | 2.61        | F-value= 3.120, d.f.= 2, 125<br>P-value = <b>0.048</b>                                 |
| 6. Benefit gaining           | 3.41<br>(High)  | <u>3.38</u><br>(High) | <u>2.79</u> | F-value= 3.332, d.f.= 2, 125<br>P-value = <b>0.039</b>                                 |

All mean scores, which were not alphabetically indicated, were in “Moderate” level of interest.

**Remarks**

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator =2; d.f. for denominator = 125
- 3: P-value = Level of statistically significant. The bold numbers indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.4.2.5 Statistical Comparisons of “Key Participative Indicators” among “Education Levels” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)

Comparison of mean scores among “Group 1” respondents was to identify the interest level in participation activities for sustainable tourism development classified by their education levels. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among education levels and key indicators.

“Group 1” respondents whose education level was in primary school or lower, they had the highest mean score at 3.72 among key participative indicators or “High” interest in “Benefit gaining”. Respondents whose education level was in secondary school, they had “High” interest in “Benefit gaining” at 3.69 as the highest mean score. Respondents who were in education level of diploma or higher, they had “High” interest in “Planning” at 3.93 as a highest mean score among key participative indicators.

The lowest mean scores of 3 sub-groups of respondents in “Group 1”, were as follows. The first group, respondents who were in primary school or lower education level had mean scores at 3.30 or “Moderate” in “Decision-making”. Respondents whose education levels were in secondary school and diploma or higher, they had mean score of 3.41 and 3.50 respectively or in “High” interest in “Evaluation”.

Their P-values of planning and decision-making were not over 0.05. Therefore, the interest level in participation indicated the statistically significant difference among education level of Group 1 respondents in planning and decision-making. For the same reason, the respondents in different education level had the different level of interest in planning and decision-making. The higher educated respondents presented higher mean score. This may be because they had better recognition of the benefits from participation for sustainable tourism development (Table 4.10).

**Table 4.10: Statistical Comparisons of “Key Participative Indicators” among “Education Levels” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)**

| Key Participative Indicators | Demographic Characteristic:<br>Education Levels |                  |                   | Summary of Test Results  |
|------------------------------|---|------------------|-------------------|--|
|                              | Primary or lower                                | Secondary school | Diploma or higher |  |
| 1. Planning                  | 3.41  | 3.54             | <u>3.93</u>       | F-value <sup>1</sup> =3.763, d.f. <sup>2</sup> =2, 169<br>P-value <sup>3</sup> = 0.025 |
| 2. Decision-making           | 3.30<br>(Moderate)                              | 3.53             | 3.87              | F-value=3.220, d.f.=2, 169<br>P-value = 0.042  |
| 3. Problem solving           | 3.46  | 3.52             | 3.87              | F-value=2.092, d.f.=2, 169<br>P-value = 0.127  |
| 4. Implementation            | 3.42  | 3.53             | 3.59              | F-value=0.381, d.f.=2, 169<br>P-value = 0.684  |
| 5. Evaluation                | 3.40  | 3.41             | 3.50              | F-value=0.107, d.f.=2, 169<br>P-value = 0.899  |
| 6. Benefit gaining           | <u>3.72</u>                                     | <u>3.69</u>      | 3.70              | F-value=0.019, d.f. =2, 169<br>P-value = 0.982   |

*All mean scores, which were not alphabetically indicated, were in “High” level of interest.*

**Remarks**

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator =2; d.f. for denominator = 169
- 3: P-value = Level of statistically significant. The bold numbers indicated the statistically significant differences between groups at 95% significant level (p<0.05)
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.4.2.6 Statistical Comparisons of “Key Participative Indicators” among “Education Levels” of “Group 2” Respondents (local residents)

Comparison of mean scores among “Group 2” respondents was to identify the interest level in participation activities for sustainable tourism development classified by their education levels. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among education levels and key indicators.

The highest mean scores of each 3 sub-group, among key participative indicators, classified by their education levels were as follows. The first group, respondents whose education level were in primary school or lower, they had 2.82 mean score or “Moderate” interest in “Benefit gaining”. Respondents whose education level was in secondary school had “High” interest in “Benefit gaining” at 3.36 mean score. Respondents who were in education level of diploma or higher had “High” interest in “Decision-making” at 3.71 mean scores.

The lowest mean scores of each 3 sub-group, among their key participative indicators, classified by their education levels were as follows. The first group, respondents who were in primary school or lower education level had mean scores at 2.61 or “Moderate” interest in “Evaluation”. Respondents whose education levels were in secondary school, they had mean score of 3.13 or in “Moderate” interest in “Problem-solving”. The last group, respondents whose education was diploma or higher had 3.35 mean scores or “High” interest in “Evaluation”.

Their P-values of planning, decision-making, implementation, evaluation and benefit gaining were not over 0.05. Therefore, the interest level in participation indicated the statistically significant difference among education level of Group 2 respondents in planning, decision-making, implementation, evaluation, and benefit gaining. Similarity, the respondents in different education level presented the different level of interest in planning, decision-making, implementation, evaluation, and benefit gaining. The higher educated respondents presented higher mean score. This may because they had better recognition of the benefits from participation for sustainable tourism development (Table 4.11).



Table 4.11: Statistical Comparisons of “Key Participative Indicators” among “Education Levels” of “Group 2” Respondents (local residents)

| Key Participative Indicators | Demographic Characteristic:<br>Education Levels |                       |                       | Summary of Test Results  |
|------------------------------|---|-----------------------|-----------------------|--|
|                              | Primary or lower                                | Secondary school      | Diploma or higher     |  |
| 1. Planning                  | 2.65  | 3.22                  | 3.46<br>(High)        | F-value <sup>1</sup> =4.106, d.f. <sup>2</sup> =2,125<br>P-value <sup>3</sup> = <b>0.019</b> |
| 2. Decision-making           | 2.77  | 3.22                  | <u>3.71</u><br>(High) | F-value=4.323, d.f.=2,125<br>P-value = <b>0.015</b>  |
| 3. Problem solving           | 2.78  | 3.13                  | 3.55<br>(High)        | F-value=2.770, d.f.=2,125<br>P-value = 0.067   |
| 4. Implementation            | 2.63  | 3.22                  | 3.64<br>(High)        | F-value=5.190, d.f.=2,125<br>P-value = <b>0.007</b>  |
| 5. Evaluation                | 2.61  | 3.21                  | 3.35<br>(High)        | F-value=3.426, d.f.=2,125<br>P-value = <b>0.036</b>  |
| 6. Benefit gaining           | <u>2.82</u>                                     | <u>3.36</u><br>(High) | 3.69<br>(High)        | F-value=4.372, d.f. =2,125<br>P-value = <b>0.015</b>   |

All mean scores, which were not alphabetically indicated, were in “Moderate” level of interest.

#### Remarks

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom ( the amount of information from the sample data that has been used up), d.f. for numerator =2; d.f. for denominator = 125
- 3: P-value = Level of statistically significant. The bold numbers indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.4.2.7 Statistical Comparisons of “Key Participative Indicators” among “Monthly Income” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)

Comparison of mean scores among “Group 1” respondents was to identify the interest level in participation activities for sustainable tourism development classified by their monthly income. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among monthly income and key indicators.

The highest mean scores of each 3 sub-group among 6 key participative indicators were as follows. The first 2 groups, respondents who had monthly income 5,000 Baht or lower and respondents who had monthly income 5,001–15,000 Baht, they had “High” interest in “Benefit gaining”. Their mean scores were 3.75 and 3.62 respectively. The last group was the respondents whose monthly income was over 15,000 Baht. Their highest mean score was 3.85 or they had “High” interest in “Problem solving”.

The lowest mean scores of 3 sub-group among key participative indicators were as followings. The first group, respondents whose monthly income was 5,000 Baht or lower, their lowest mean score was 3.44 or they had “High” interest in “Decision-making”. The last 2 groups, respondents whose monthly income was 5,001–15,000 Baht and respondents who had monthly income over 15,000 Baht, they had lowest mean scores in “Evaluation”. In addition, the interest level of participation of them was 3.24 or “Moderate” and 3.67 or “High”, respectively.

Their P-values were all over 0.05. Therefore, the interest level in participation did not indicate the statistically significant difference among monthly income of Group 1 respondents. Similarity, the respondents in different monthly income presented the similar interest level (Table 4.12).

**Table 4.12: Statistical Comparisons of “Key Participative Indicators” among “Monthly Income” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)**

| Key Participative Indicators | Demographic Characteristic:<br>Monthly Income (Baht) |                    |             | Summary of Test Results   |
|------------------------------|--|--------------------|-------------|---|
|                              | 5,000 or lower                                       | 5,001 to 15,000    | Over 15,000 |   |
| 1. Planning                  | 3.54   | 3.49               | 3.90        | F-value <sup>1</sup> =1.470, d.f. <sup>2</sup> =2,169<br>P-value <sup>3</sup> = 0.233 |
| 2. Decision-making           | 3.44   | 3.52               | 3.78        | F-value=0.764, d.f.=2,169<br>P-value = 0.468  |
| 3. Problem solving           | 3.54   | 3.48               | <u>3.98</u> | F-value=1.865, d.f.=2,169<br>P-value = 0.158  |
| 4. Implementation            | 3.55   | 3.34               | 3.76        | F-value=1.418, d.f.=2,169<br>P-value = 0.245  |
| 5. Evaluation                | 3.49   | 3.24<br>(Moderate) | 3.67        | F-value=1.537, d.f.=2,169<br>P-value = 0.218  |
| 6. Benefit gaining           | <u>3.75</u>  | <u>3.62</u>        | 3.72        | F-value=0.351, d.f. =2,169<br>P-value = 0.705   |

*All mean scores, which were not alphabetically indicated, were in “High” level of interest.*

**Remarks**

1: F-value = One-Way ANOVA (computed) value

2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator =2; d.f. for denominator = 169

3: P-value = Level of statistically significant

4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.4.2.8 Statistical Comparisons of “Key Participative Indicators” among “Monthly Income” of “Group 2” Respondents (local residents)

Comparison of mean scores among “Group 2” respondents was to identify the interest level in participation activities for sustainable tourism development classified by their monthly income. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among monthly income and key indicators.

The highest mean scores of each 3 sub-group among 6 key participative indicators were as follows. The first 2 groups, respondents whose monthly income were 5,000 Baht or lower and respondents whose monthly income were 5,001–15,000 Baht, they had highest mean scores in “Benefit gaining”. Their mean scores were 3.04 or “Moderate” interest and 3.46 or “High” interest in benefit gaining. The last group was the respondents whose monthly income was over 15,000 Baht. Their highest mean score was 3.37 in “Implementation” or “High” interest in implementation.

The lowest mean scores of 3 sub-groups among 6 key participative indicators were as follows. The first 2 groups, respondents whose monthly income were 5,000 Baht or lower and respondents whose monthly income were 5,001–15,000 Baht, they had lowest mean scores in “Evaluation”. Their mean scores, in that order, were 2.88 and 2.97 or “Moderate” interest in evaluation. The last group was the respondents whose monthly income was over 15,000 Baht. Their lowest mean score was 3.18 in “Problem solving” or “Moderate” interest in problem solving.

Their P-values were all over 0.05. Therefore, the interest level in participation did not indicate the statistically significant difference among monthly income of Group 2 respondents. For the same reason, most of the respondents in different monthly income presented the similar interest level (Table 4.13).

Table 4.13: Statistical Comparisons of “Key Participative Indicators” among “Monthly Income” of “Group 2” Respondents (local residents)

| Key Participative Indicators | Demographic Characteristic:<br>Monthly Income (Baht) |                       |                       | Summary of Test Results   |
|------------------------------|--|-----------------------|-----------------------|---|
|                              | 5,000 or lower                                       | 5,001 to 15,000       | Over 15,000           |   |
| 1. Planning                  | 2.90   | 3.11                  | 3.28                  | F-value <sup>1</sup> =0.733, d.f. <sup>2</sup> =2,125<br>P-value <sup>3</sup> = 0.483 |
| 2. Decision-making           | 2.98   | 3.27                  | 3.32                  | F-value=0.815, d.f.=2,125<br>P-value = 0.445  |
| 3. Problem solving           | 3.00   | 3.02                  | 3.18                  | F-value=0.132, d.f.=2,125<br>P-value = 0.876  |
| 4. Implementation            | 2.94   | 3.04                  | <u>3.37</u><br>(High) | F-value=0.735, d.f.=2,125<br>P-value = 0.482  |
| 5. Evaluation                | 2.88   | 2.97                  | 3.31                  | F-value=0.685, d.f.=2,125<br>P-value = 0.506  |
| 6. Benefit gaining           | <u>3.04</u>  | <u>3.46</u><br>(High) | 3.36<br>(High)        | F-value=1.291, d.f.=2,125<br>P-value = 0.279  |

All mean scores, which were not alphabetically indicated, were in “Moderate” level of interest.

**Remarks**

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator =2; d.f. for denominator = 125
- 3: P-value = Level of statistically significant
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.4.2.9 Statistical Comparisons of “Key Participative Indicators” among “Social Role” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)

Comparison of mean scores among “Group 1” respondents was to identify the interest level in participation activities for sustainable tourism development classified by their social roles. The test results of t-value, degrees of freedom (d.f.), and P-value of (statistically significant) were used to indicate the significant difference among their social role and key indicators.

The highest mean scores of 2 sub-groups among 6 key participative indicators were in “Benefit gaining”. The respondents who were without any social role, they had mean score of 3.72 or “High” interest in benefits gaining. The respondents who undertaken the certain role had mean score of 3.67 or “High” interest.

The lowest mean scores of 2 sub-groups among 6 key participative indicators were as follows. The first group, respondents who did not take any social role, had lowest mean score in “Evaluation”. Their mean score was 3.49 or “High” interest in evaluation. The last group, respondents who undertook the certain role, had lowest mean score in “Decision-making”. Their mean score was 3.28 or “Moderate” interest in “Decision-making”.

Their P-values of “Decision-making” was not over 0.05. Therefore, the interest level in “Decision-making” indicated the statistically significant difference among social role of Group 1 respondents. For the same reason, the respondents in different social role presented the different level of interest in “Decision-making” (Table 4.14).

**Table 4.14: Statistical Comparisons of “Key Participative Indicators” between “Social Roles” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)**

| Key Participative Indicators | Demographic Characteristic:<br>Social Roles |                             | Summary of Test Results  |
|------------------------------|---|-----------------------------|--|
|                              | Without any social role                     | Undertaken the certain role |  |
| 1. Planning                  | 3.61  | 3.50                        | T-value <sup>1</sup> =0.738, d.f. <sup>2</sup> = 170<br>P-value <sup>3</sup> = 0.461 |
| 2. Decision-making           | 3.65  | 3.28<br>(Moderate)          | T-value=2.050,d.f.=115.723<br>P-value = <b>0.043</b>                                 |
| 3. Problem solving           | 3.67  | 3.40                        | T-value=1.659, d.f. = 170<br>P-value = 0.099   |
| 4. Implementation            | 3.54  | 3.43                        | T-value= 0.698, d.f. = 170<br>P-value = 0.486  |
| 5. Evaluation                | 3.49  | 3.32<br>(Moderate)          | T-value= 0.937, d.f. = 170<br>P-value = 0.350  |
| 6. Benefit gaining           | <u>3.72</u>                                 | <u>3.67</u>                 | T-value= 0.350, d.f. = 170<br>P-value = 0.727  |

*All mean scores, which were not alphabetically indicated, were in “High” level of interest.*

**Remarks**

- 1: T-value = Independent-Samples T-Test (computed) value
- 2: d.f. = (degrees of freedom) the amount of information from the sample data that has been used up
- 3: P-value = Level of statistically significant (2-tailed). The bold number indicated the statistically significant differences between groups at 95% significant level (p<0.05)
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.4.2.10 Statistical Comparisons of “Key Participative Indicators” between “Social Roles” of “Group 2” Respondents (local residents)

Comparison of mean scores among “Group 2” respondents was to identify the interest level in participation activities for sustainable tourism development classified by their social roles. The test results of t-value, degrees of freedom (d.f.), and P-value of (statistically significant) were used to indicate the significant difference among their social role and key indicators.

The highest mean scores of 2 sub-groups among 6 key participative indicators were in “Benefit gaining”. The mean score of respondents who did not take any social role was 3.07 or “Moderate” interest in benefit gaining. The mean score of respondents who undertook the certain role was 3.63 or “High” interest in benefit gaining.

The lowest mean scores of 2 sub-groups among 6 key participative indicators were as follows. The first group, respondents who did not take social role, they had lowest mean score in “Evaluation”. Their mean score of was 2.87 or “Moderate” interest in evaluation. The last group, respondents who undertook the certain role, they had lowest mean score in “Planning”. Their mean score was 3.29 or ranged in “Moderate” interest in planning.

Their P-values of “Evaluation” was not over 0.05. Therefore, the interest level in “Evaluation” indicated the statistically significant difference among social role of Group 2 respondents. Similarity, the respondents in different social role presented the different level of interest in “Evaluation”. Moreover, the respondents who undertook the certain role had higher mean score than who did not take any role (Table 4.15).



**Table 4.15: Statistical Comparisons of “Key Participative Indicators” between “Social Roles” of “Group 2” Respondents (local residents)**

| Key Participative Indicators | Demographic Characteristic:<br>Social Roles |                             | Summary of Test Results  |
|------------------------------|---|-----------------------------|--|
|                              | Without any social role                     | Undertaken the certain role |  |
| 1. Planning                  | 2.93  | 3.29                        | T-value <sup>1</sup> = -1.171, d.f. <sup>2</sup> = 126<br>P-value <sup>3</sup> = 0.244 |
| 2. Decision-making           | 3.00  | 3.52<br>(High)              | T-value = -1.710, d.f. = 126<br>P-value = 0.090  |
| 3. Problem solving           | 2.96  | 3.39<br>(High)              | T-value = -1.430, d.f. = 126<br>P-value = 0.155  |
| 4. Implementation            | 2.92  | 3.51<br>(High)              | T-value = -1.873, d.f. = 126<br>P-value = 0.063  |
| 5. Evaluation                | 2.87  | 3.42<br>(High)              | T-value = -1.686, d.f. = 126<br>P-value = 0.042  |
| 6. Benefit gaining           | <u>3.07</u>                                 | <u>3.63</u><br>(High)       | T-value = -1.861, d.f. = 126<br>P-value = 0.065  |

All mean scores, which were not alphabetically indicated, were in “Moderate” level of interest.

**Remarks**

- 1: T-value = Independent-Samples T-Test (computed) value
- 2: d.f. = (degrees of freedom) the amount of information from the sample data that has been used up
- 3: P-value = Level of statistically significant (2-tailed). The bold number indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### **4.4.3 The Appropriate Time Participated for Sustainable Tourism Development Activities**

The respondents' opinion, toward appropriate time participated for sustainable tourism development activities, was examined among their classified groups and their demographic characteristics. The four nominal scales of time were; once a week or more, one time per two or three weeks, once a month, and whenever necessary. Chi-Square test at 0.05 significant level was used in order to analyze the independency of relationship among the appropriate time and classified group of respondents as well as their demographic characteristics. Their selected time could also represent their enthusiasm of participation in sustainable tourism development.

##### **4.4.3.1 The Appropriate Time Participated for Sustainable Tourism Development among Classified Group of Respondents**

The respondents were classified into 4 groups. They were homestay owners, local authorities, tourism service providers, and local residents. P-values of 0.021 indicated that the appropriate time to participate in sustainable tourism development depended on classified groups of respondent. The distribution of percentages, among each group of respondents was different or fluctuated.

More than a half of respondents in each group, except homestay owner group, selected "Whenever Necessary" as their appropriate time of participation. The homestay owners always had the activities in their "Community-Based Ecotourism Club" and they had monthly meeting among members. Therefore, 36.5% of them selected "Once a Month" and 41.3% of them selected "Whenever Necessary" of appropriate time participated for sustainable tourism development.

However, more than a half of total respondents, or 55.3% of total respondent, selected "Whenever Necessary" as their appropriate time participated for sustainable tourism development (Table 4.16).

**Table 4.16: Statistical Test of “Independency” between “Classified Groups of Respondents” and “Appropriate Time” Participated for Sustainable Tourism Development**

| Classified Groups of Respondents | Appropriate Time  |                           |              |                      | Total          |
|----------------------------------|---|---------------------------|--------------|----------------------|----------------|
|                                  | Once a week or more   | One time per 2 or 3 weeks | Once a month | Whenever necessary   |                |
| Homestay owners<br>(%)           | 2<br>(3.2)  | 12<br>(19.0)              | 23<br>(36.5) | 26<br><b>(41.3)</b>  | 63<br>(100.0)  |
| Local authorities<br>(%)         | 2<br>(14.3)   | 1<br>(7.1)                | 2<br>(14.3)  | 9<br><b>(64.3)</b>   | 14<br>(100.0)  |
| Tourism service providers<br>(%) | 3<br>(3.2)  | 9<br>(9.5)                | 35<br>(36.8) | 48<br><b>(50.5)</b>  | 95<br>(100.0)  |
| Local residents<br>(%)           | 5<br>(3.9)  | 11<br>(8.6)               | 29<br>(22.7) | 83<br><b>(64.8)</b>  | 128<br>(100.0) |
| <b>Total</b>                     | 12<br>(4.0)   | 33<br>(11.0)              | 89<br>(29.7) | 166<br><b>(55.3)</b> | 300<br>(100.0) |
| <b>Statistical Summary</b>       | Pearson Chi-Square ( $\chi^2$ ) = 19.578; d.f. = 9; P-value = 0.021 |                           |              |                      |                |

**Remarks**

- 1: The bold number indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
- 2: The underlined numbers showed the indicator with the highest percentage within a group

**4.4.3.1 The Appropriate Time to Participate for Sustainable Tourism Development among Demographic Characteristics of Respondents**

Their demographic characteristics were gender, age, education level, monthly income, and social role. Pearson Chi-Square test at 0.05 significant level was used in order to analyze the independency of relationship among the appropriate time and demographic characteristic of respondents. The results showed that, more than a half of the respondents in each characteristic, except the respondents who were 18–25 years old, selected the time of “Whenever Necessary”. As a result, 48.7% of respondents who were 18–25 years old selected “Whenever Necessary” and 25.6% of respondents selected “Once a Month”. Moreover, their percentage in “A Time per 2 or 3 Weeks” and “Once a Week or More” was the same at 12.8%. For the same reason, the younger presented the more enthusiastic than the older. P-value of “Age Group” was 0.035. It indicated that the

appropriate time participated for sustainable tourism development activities depended on the difference in "Age Group" (Table 4.17).

**Table 4.17: Statistical Test of "Independency" between "Demographic Characteristics" and "Appropriate Time" Participated for Sustainable Tourism Development**

| Demographic Characteristics   | Appropriate Time  |                           |              |                    | Total   |
|-------------------------------|---|---------------------------|--------------|--------------------|---------|
|                               | Once a week or more   | One time per 2 or 3 weeks | Once a month | Whenever necessary |         |
| <b>1. Gender</b>              |   |                           |              |                    |         |
| Male                          | 9   | 19                        | 52           | 92                 | 172     |
| (%)                           | (5.2)   | (11.0)                    | (30.2)       | (53.5)             | (100.0) |
| Female                        | 3   | 14                        | 37           | 74                 | 128     |
| (%)                           | (2.3)   | (10.9)                    | (28.9)       | (57.8)             | (100.0) |
| Total (%)                     | (4.0)   | (11.0)                    | (29.7)       | (55.3)             | (100.0) |
| <b>Statistical Summary</b>    | Pearson Chi-Square ( $\chi^2$ ) = 1.823; d.f. = 3; P-value = 0.610  |                           |              |                    |         |
| <b>2. Age Group</b>           |   |                           |              |                    |         |
| 18 - 25 years old             | 5   | 5                         | 10           | 19                 | 39      |
| (%)                           | (12.8)  | (12.8)                    | (25.6)       | (48.7)             | (100.0) |
| 26 - 40 years old             | 5   | 18                        | 36           | 69                 | 128     |
| (%)                           | (3.9)   | (14.1)                    | (28.1)       | (53.9)             | (100.0) |
| Over 40 years old             | 2   | 10                        | 43           | 78                 | 133     |
| (%)                           | (1.5)   | (7.5)                     | (32.3)       | (58.6)             | (100.0) |
| Total (%)                     | (4.0)   | (11.0)                    | (29.7)       | (55.3)             | (100.0) |
| <b>Statistical Summary</b>    | Pearson Chi-Square ( $\chi^2$ ) = 13.588; d.f. = 6; P-value = 0.035 |                           |              |                    |         |
| <b>3. Education Level</b>     |   |                           |              |                    |         |
| Primary school or lower       | 1   | 14                        | 38           | 75                 | 128     |
| (%)                           | (0.8)   | (10.9)                    | (29.7)       | (58.6)             | (100.0) |
| Secondary school              | 7   | 13                        | 34           | 64                 | 118     |
| (%)                           | (5.9)   | (11.0)                    | (28.8)       | (54.2)             | (100.0) |
| Diploma/ Vocational or higher | 4   | 6                         | 17           | 27                 | 54      |
| (%)                           | (7.4)   | (11.1)                    | (31.5)       | (50.0)             | (100.0) |
| Total (%)                     | (4.0)   | (11.0)                    | (29.7)       | (55.3)             | (100.0) |
| <b>Statistical Summary</b>    | Pearson Chi-Square ( $\chi^2$ ) = 6.623; d.f. = 6; P-value = 0.357  |                           |              |                    |         |

Table 4.17 (continued)

| Demographic Characteristics | Appropriate Time   |                           |               |                    | Total          |
|-----------------------------|--|---------------------------|---------------|--------------------|----------------|
|                             | Once a week or more  | One time per 2 or 3 weeks | Once a month  | Whenever necessary |                |
| <b>4. Monthly Income</b>    |  |                           |               |                    |                |
| 5,000 Baht or lower         | 6  | 18                        | 51            | 101                | 176            |
| (%)                         | (3.4)  | (10.2)                    | (29.0)        | <u>(57.4)</u>      | (100.0)        |
| 5,001 - 15,000 Baht         | 6  | 9                         | 29            | 43                 | 87             |
| (%)                         | (6.9)  | (10.3)                    | (33.3)        | <u>(49.4)</u>      | (100.0)        |
| Over 15,000 Baht            | -  | 6                         | 9             | 22                 | 37             |
| (%)                         | -  | (16.2)                    | (24.3)        | <u>(59.5)</u>      | (100.0)        |
| <b>Total (%)</b>            | <b>(4.0)</b>   | <b>(11.0)</b>             | <b>(29.7)</b> | <b>(55.3)</b>      | <b>(100.0)</b> |
| <b>Statistical Summary</b>  | Pearson Chi-Square ( $\chi^2$ ) = 6.078; d.f. = 6; P-value = 0.414 |                           |               |                    |                |
| <b>5. Social Role</b>       |  |                           |               |                    |                |
| Without any social role     | 8  | 22                        | 59            | 124                | 213            |
| (%)                         | (3.8)  | (10.3)                    | (27.7)        | <u>(58.2)</u>      | (100.0)        |
| Undertaken the certain role | 4  | 11                        | 30            | 42                 | 87             |
| (%)                         | (4.6)  | (12.6)                    | (34.5)        | <u>(48.3)</u>      | (100.0)        |
| <b>Total (%)</b>            | <b>(4.0)</b>   | <b>(11.0)</b>             | <b>(29.7)</b> | <b>(55.3)</b>      | <b>(100.0)</b> |
| <b>Statistical Summary</b>  | Pearson Chi-Square ( $\chi^2$ ) = 2.471; d.f. = 6; P-value = 0.480 |                           |               |                    |                |

**Remarks**

- 1: The bold number indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
- 2: The underlined numbers showed the indicator with the highest percentage within a group

#### 4.5 Important Levels of Community Motivation

In this part, the important levels of motivations for participating in sustainable tourism development based on tourism benefits and information gathering were examined between 2 significant groups of respondents. “Group 1” was defined as respondents who were homestay owners, local authorities and tourism service providers. “Group 2” was local residents. Their opinion was examined on the important level of motivation. The important level of motivation consisted of information gathering and 3 main tourism benefits. The tourism benefits were the benefits in socio-culture, environment and economic. The important levels indicated levels of motivational that influenced the respondents to participate in tourism development. They were ranged into 6 levels, from the superlative important to not important as follows:

| Interval Scale | Mean Scores | Important Levels          |
|----------------|-------------|---------------------------|
| 5              | 4.16 - 5.00 | The superlative important |
| 4              | 3.33 - 4.15 | High important            |
| 3              | 2.50 - 3.32 | Moderate important        |
| 2              | 1.67 - 2.49 | Low important             |
| 1              | 0.84 - 1.66 | Least important           |
| 0              | 0.00 - 0.83 | Not important             |

##### 4.5.1 The Important Level in “Key Motivational Indicators” of Sustainable Tourism Development among “Classified Groups of Respondent”

Comparison of mean scores among “Classified groups of respondent” was to identify the important level of motivation to participate in sustainable tourism development activities. The key motivational indicators based on tourism benefits, those were socio-culture; environment and economic benefits, and information gathering. One-way ANOVA at 0.05 significant level was used to identify the significance of group difference. Each issue of key motivational indicators comprised of 5 components and were examined as follows:

“Socio-cultural” components were; the opportunity to learn and exchange the culture with tourists, create relationship with tourists and other people within community, pride in unique culture, preservation of the cultural heritage and to be recognized among local residents.

“Environmental benefits” components were; cleanliness of community, systematic of physical environment, environmental conservation regulation was promoted to carry out, tourism attractions were conserved and tourist’s carrying capacity was created.

“Economic benefits” components were; local employment, increase revenue, quality of life was enhanced, local economic was stimulated and diversify and the investors were attracted into community.

“Information gathering” components were; involve in training and meeting, involve in tourism exhibition, public relations through medias, directly noticed from the responsible person and directly noticed from neighbors.

Each key motivational indicator comprises of 5 components. Those 5 components were grouped into a single one variable, by Principle Component Analysis method, in order to simplify the analysis among groups (Appendix D). Therefore, the 4 keys motivational indicators were gotten and used for analyzing among groups of respondent.

The result (Table 4.18) showed that all group of respondents indicated the “High” important level among different tourism benefits and information gathering motivation.

All groups of respondent selected the environmental benefits as the most important motivation that influenced the participation in sustainable tourism development activities. This was indicated by their highest average mean score in environmental benefits. For the same reason, the respondents were sensitive to the environmental benefits.

The economic benefits and the socio-cultural benefits motivation were not much different. The respondents may feel that economy within community was not in a critical situation. Therefore, the respondents had little concern about the economic benefits and they may give less interest than other motivational indicators.

The respondents may feel that they have strong local traditions and culture. It was because of their Muslim community, they must strictly follow the moral codes of conduct. This could conserve their socio-culture. Therefore, they gave less important level to the socio-cultural benefits motivation.

The least given important score was information gathering. This was the essential tool used to motivate, but the respondents felt that information gathering was less significant than other motivations.

Among classified group of respondents, tourism service provider had higher mean scores than others. This may be because their occupations were directly involved in the tourism business and they directly gained the tourism benefits.

The later group was local authority. This may be because, they recognized the benefits of the tourism. Therefore, they give high mean score of important.

Then, the homestay owners group that was directly involved in sustainable tourism development activities. Most of them argued that they would participate in the development activities, even though, without tourism benefits or information gathering for them. Therefore, they did not give much importance to tourism benefits and information gathering.

The last group was local residents. Their occupations did not relate to tourism. Therefore, they gave the little importance of tourism benefits motivation that influenced participation in sustainable tourism development.

The different groups of respondent presented the different important level in each motivation. It was indicated by the P-value were not over 0.05 (Table 4.18).

**Table 4.18: Statistical Comparisons of “Key Motivational Indicators” among “Classified Groups of Respondent”**

| Classified Group of Respondents | Key Motivational Indicators (Benefits & Info. Gathering) |          |               |                       | Important Levels |
|---------------------------------|--|----------|---------------|-----------------------|------------------|
|                                 | Environment  | Economic | Socio-Culture | Information Gathering |                  |
| Homestay Owners                 | 4.09   | 3.89     | 3.97          | 3.56                  | High             |
| Local Authorities               | 4.12   | 4.03     | 4.00          | 3.68                  | High             |
| Service Providers               | 4.23   | 4.14     | 4.17          | 3.65                  | High             |
| Local Residents                 | 3.65   | 3.60     | 3.51          | 3.27                  | High             |
| Average Mean Score              | 3.95   | 3.85     | 3.84          | 3.47                  | High             |
| Important Levels                | High   | High     | High          | High                  | -                |
| P-Value (ANOVA)                 | 0.000  | 0.000    | 0.000         | 0.014                 | -                |



#### 4.5.2 Classification of Significant Groups of Respondents

From table 4.18, the results showed that all classified group of respondents have high important level but local residents have lowest group of mean scores. Therefore, those groups of respondent were classified into 2 significant groups by the similarity of mean score. It also simplified the study of important level of motivation by demographic characteristics. "Group 1" and "Group 2" were separately analyzed among 4 key indicators of motivation to participate in tourism development and their demographic characteristics. The 4 key indicators of motivation were the issues of tourism benefits on socio-culture benefits, environmental benefits, economic benefits and information gathering. There were 5 different components in each issue. Therefore, there were 20 components that may complicate in the analysis. In order to simplify the analysis as well as simplify the comparison and the interpretation of results, the researcher used the principle component method (Appendix D) in grouping 5 related components into one variable of motivations.

The 4 key motivational indicators of participation in sustainable tourism development were created and analyzed among "Group 1" and "Group 2" with their 5 demographic characteristics. "Group 1" was firstly analyzed among 4 key participative indicators and the characteristics. The next was "Group 2" as follows:

##### 4.5.2.1 Statistical Comparisons of "Key Motivational Indicators" between "Gender" of "Group 1" Respondents (homestay owners, local authorities, and tourism service providers)

Comparison of mean scores among "Group 1" respondents was to identify the important level of participation in sustainable tourism development activities classified by their gender. The test results of independent samples T-value, degrees of freedom (d.f.), and P-value (statistically significant) were used to indicate the significant difference among genders and key indicators.

Male had the "Superlative" important level of motivation in "Environmental benefits" at 4.16 as the highest mean score among key motivational indicators. Female had the "Superlative" important level of participation in "Environmental benefits" at 4.17 as the highest mean score.

The lowest mean scores of both male and female was in “Information gathering”, male and female had “High” important level or 3.67 and 3.54 mean scores respectively.

Their P-values among 4 key motivational indicators were over 0.05. Therefore, key motivational indicators did not indicate any statistically significant difference among gender of “Group 1”. Similarity, male and female had similar important level to the key motivational indicators (Table 4.19).

**Table 4.19: Statistical Comparisons of “Key Motivational Indicators” between “Gender” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)**

| Key Motivational Indicators | Demographic Characteristic:<br>Gender |                              | Summary of Test Results   |
|-----------------------------|---------------------------------------|------------------------------|---|
|                             | Male                                  | Female                       |   |
| 1. Socio-Cultural Benefits  | 4.09                                  | 4.08                         | T-value <sup>1</sup> =0.117, d.f. <sup>2</sup> =166.704<br>P-value <sup>3</sup> = 0.907 |
| 2. Environmental Benefits   | <u>4.16</u><br>(Superlative)          | <u>4.17</u><br>(Superlative) | T-value=-0.007, d.f.=162.830<br>P-value = 0.995   |
| 3. Economic Benefits        | 4.06                                  | 4.00                         | T-value=0.572, d.f.=170<br>P-value = 0.568  |
| 4. Information Gathering    | 3.67                                  | 3.54                         | T-value=1.190, d.f.=154.579<br>P-value = 0.266  |

*All mean scores, which were not alphabetically indicated, were in “High” level of important.*

**Remarks**

1: T-value = Independent-Samples T-Test (computed) value

2: d.f. = (degrees of freedom) the amount of information from the sample data that has been used up

3: P-value = Level of statistically significant (2-tailed)

4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.5.2.2 Statistical Comparisons of “Key Motivational Indicators” between “Gender” of “Group 2” Respondents (local residents)

Comparison of mean scores among “Group 2” respondents was to identify the important level of motivation in sustainable tourism development activities classified by their gender. The test results of independent samples T-value, degrees of freedom (d.f.), and P-value (statistically significant) were used to indicate the significant difference among genders and key indicators.

Male had “High” important level of motivation in “Environmental benefits” at 3.62 as the highest mean score among key motivational indicators. Female had “High” important level of participation in “Economic benefits” at 3.70 as the highest mean score.

The lowest mean scores of both male and female were in “Information gathering”. Male had “Moderate” important level or 3.12 mean scores and female had “High” important level or 3.42 mean scores.

Their P-values among 4 key motivational indicators were over 0.05. Therefore, key motivational indicators were not indicating any statistically significant difference among gender of “Group 2”. For the same reason, male and female in “Group 2” respondents had similar important level to the key motivational indicators (Table 4.20).

**Table 4.20: Statistical Comparisons of “Key Motivational Indicators” between “Gender” of “Group 2” Respondents (local residents)**

| Key Motivational Indicators | Demographic Characteristic:<br>Gender |             | Summary of Test Results  |
|-----------------------------|---------------------------------------|-------------|--|
|                             | Male                                  | Female      |  |
| 1. Socio-Cultural Benefits  | 3.39                                  | 3.62        | T-value <sup>1</sup> = -1.206, d.f. <sup>2</sup> = 116.841<br>P-value <sup>3</sup> = 0.230 |
| 2. Environmental Benefits   | <u>3.62</u>                           | 3.67        | T-value = -0.317, d.f. = 126<br>P-value = 0.752  |
| 3. Economic Benefits        | 3.48                                  | <u>3.70</u> | T-value = -1.176, d.f. = 126<br>P-value = 0.242  |
| 4. Information Gathering    | 3.12<br>(moderate)                    | 3.42        | T-value = -1.551, d.f. = 126<br>P-value = 0.123  |

All mean scores, which were not alphabetically indicated, were in “**High**” level of important.

**Remarks**

- 1: T-value = Independent-Samples T-Test (computed) value
- 2: d.f. = (degrees of freedom) the amount of information from the sample data that has been used up
- 3: P-value = Level of statistically significant (2-tailed)
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.5.2.3 Statistical Comparisons of “Key Motivational Indicators” among 3 “Age Groups” of “Group 1” Respondents (homestay owners, local authorities and tourism service providers)

Comparison of mean scores among “Group 1” respondents was to identify the important level of motivation in sustainable tourism development activities classified by their age group. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among age groups and key indicators.

The highest mean scores of all 3 age groups were in “Environmental Benefits”. The mean score of respondents, who were 18-25 years old, was 4.19 or in the “Superlative” important level. Respondents, who were 26-40 years old, had mean score of 4.05 or “High” important level. Respondents, who were over 40 years old, had mean score of 4.25 or the “Superlative” important level of “environmental benefit” motivation.

The lowest mean scores of 3 age groups of respondents in “Group 1” were all in “Information gathering”. The respondents who were 18-25 years old had mean scores at 3.55, respondents who were 26-40 years old and over 40 years had mean score of 3.59 and 3.69 respectively or in “High” important levels of “Information gathering” motivation.

Their P-values among 4 key motivational indicators were all over 0.05. Therefore, key motivational indicators did not indicate any statistically significant difference among age group of “Group 1”. The respondents in different age group had similar important level in every key motivational indicator (Table 4.21).

**Table 4.21: Statistical Comparisons of “Key Motivational Indicators” among 3 “Age Groups” of “Group 1” Respondents (homestay owners, local authorities and tourism service providers)**

| Key Motivational Indicators | Demographic Characteristic:<br>Age Groups (years old) |             |                              | Summary of Test Results  |
|-----------------------------|---|-------------|------------------------------|--|
|                             | 18-25   | 26-40       | Over 40                      |  |
| 1. Socio-Cultural Benefits  | 4.05  | 3.97        | 4.18<br>(Superlative)        | F-value <sup>1</sup> =1.954, d.f. <sup>2</sup> =2, 169<br>P-value <sup>3</sup> = 0.145 |
| 2. Environmental Benefits   | <u>4.19</u><br>(Superlative)                          | <u>4.05</u> | <u>4.25</u><br>(superlative) | F-value= 1.957, d.f.= 2, 169<br>P-value = 0.144  |
| 3. Economic Benefits        | 3.94  | 3.92        | 4.15                         | F-value= 2.563, d.f.= 2, 169<br>P-value = 0.080  |
| 4. Information Gathering    | 3.59  | 3.55        | 3.69                         | F-value= 0.649, d.f.=2, 169<br>P-value = 0.524   |

All mean scores, which were not alphabetically indicated, were in “**High**” level of important.

**Remarks**

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator = 2; d.f. for denominator = 169
- 3: P-value = Level of statistically significant
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.5.2.4 Statistical Comparisons of “Key Motivational Indicators” among 3 “Age Groups” of “Group 2” Respondents (local residents)

Comparison of mean scores among “Group 2” respondents was to identify the important level of motivation in sustainable tourism development activities classified by their age group. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among age groups and key indicators.

The highest mean scores of first 2 age groups were in “Environmental Benefits”. The mean score of respondents who were 18–25 years old was 3.93 or in “High” important level. Respondents, who were 26–40 years old, had mean score of 3.78 or “High” important level. Respondents who were over 40 years old had mean score of 3.36 or in “High” important level of “Economic benefit” motivation.

The lowest mean scores of 3 age groups of respondents in “Group 2” were all in “Information gathering”. The respondents who were 18–25 years old had mean scores at 3.54, respondents who were 26–40 years old had mean score of 3.46 and they were in the range of “High” important level of “Information gathering” motivation. Respondents who were over 40 years had mean score at 2.91 or in moderate important levels of “information gathering” motivation.

There were P-values among 3 key motivational indicators that were not over 0.05. They were cultural benefits, environmental benefits, and information gathering. Therefore, those 3 key motivational indicators indicated the statistically significant difference among the respondents in different age group of “Group 2”. The respondents in different age group gave the different important level in cultural benefits, environmental benefits, and information gathering (Table 4.22).

Table 4.22: Statistical Comparisons of “Key Motivational Indicators” among 3 “Age Groups” of “Group 2” Respondents (local residents)

| Key Motivational Indicators | Demographic Characteristic:<br>Age Groups (years old) |             |                    | Summary of Test Results   |
|-----------------------------|---|-------------|--------------------|---|
|                             | 18-25   | 26-40       | Over 40            |   |
| 1. Socio-Cultural Benefits  | 3.87  | 3.62        | 3.21<br>(Moderate) | F-value <sup>1</sup> =3.401, d.f. <sup>2</sup> =2, 125<br>P-value <sup>3</sup> = <b>0.036</b> |
| 2. Environmental Benefits   | <u>3.93</u>   | <u>3.78</u> | 3.35               | F-value=3.442, d.f. = 2, 125<br>P-value = <b>0.035</b>  |
| 3. Economic Benefits        | 3.84  | 3.70        | <u>3.36</u>        | F-value=2.005, d.f. = 2, 125<br>P-value = 0.139   |
| 4. Information Gathering    | 3.54  | 3.46        | 2.91<br>(Moderate) | F-value= 4.310, d.f. =2, 125<br>P-value = <b>0.015</b>  |

All mean scores, which were not alphabetically indicated, were in “**High**” level of important.

**Remarks**

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator = 2; d.f. for denominator = 125
- 3: P-value = Level of statistically significant. The bold numbers indicated the statistically significant differences between groups at 95% significant level (p<0.05)
- 4: The underlined numbers showed the indicator with the highest mean score within a group



#### 4.5.2.5 Statistical Comparisons of “Key Motivational Indicators” among 3 “Education Levels” of “Group 1” Respondents (homestay owners, local authorities and tourism service providers)

Comparison of mean scores among “Group 1” respondents was to identify the important level of motivation in sustainable tourism development activities classified by their education level. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among education level and key indicators.

The highest mean scores of all 3 education levels were in “Environmental Benefits”. The mean score of respondents, their education level was in primary school or lower, was 4.19 or in the range of “Superlative” important level. Respondents whose education level was secondary school, they had mean score of 4.06 or “High” important level. Respondents who had diploma or higher education level, their mean score was 4.33 or in the “Superlative” important level of motivation in “Environmental Benefit”.

The lowest mean scores of all 3 education levels of respondents in “Group 1” were all in “Information Gathering”. The respondents who had primary school or lower education level, they had mean scores of 3.65. Respondents who were had secondary school education level, they had mean score of 3.58. The respondents who had education level in diploma or higher had 3.65 mean scores. The mean scores of these 3 groups of respondent were in the range of “High” important levels of the motivation in “Information Gathering”.

Their P-values among 4 key motivational indicators were all over 0.05. Therefore, key motivational indicators did not indicate the statistically significant difference among “Education level” of “Group 1” respondent. The respondents in different education level presented the similarity in important level of motivation (Table 4.23).

**Table 4.23: Statistical Comparisons of “Key Motivational Indicators” among 3 “Education Levels” of “Group 1” Respondents (homestay owners, local authorities and tourism service providers)**

| Key Motivational Indicators | Demographic Characteristic:<br>Education Levels |                  |                              | Summary of Test Results  |
|-----------------------------|---|------------------|------------------------------|--|
|                             | Primary or lower                                | Secondary school | Diploma or higher            |  |
| 1. Socio-Cultural Benefits  | 4.13  | 3.99             | 4.17<br>(Superlative)        | F-value <sup>1</sup> =1.078, d.f. <sup>2</sup> =2, 169<br>P-value <sup>3</sup> = 0.343 |
| 2. Environmental Benefits   | <u>4.19</u><br>(Superlative)                    | <u>4.06</u>      | <u>4.33</u><br>(Superlative) | F-value=2.073, d.f. = 2, 169<br>P-value = 0.129  |
| 3. Economic Benefits        | 4.11  | 3.97             | 4.04                         | F-value=0.730, d.f. = 2, 169<br>P-value = 0.484  |
| 4. Information Gathering    | 3.65  | 3.58             | 3.65                         | F-value=0.176, d.f. =2, 169<br>P-value = 0.838   |

*All mean scores, which were not alphabetically indicated, were in “High” level of important.*

**Remarks**

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator = 2; d.f. for denominator = 169
- 3: P-value = Level of statistically significant
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.5.2.6 Statistical Comparisons of “Key Motivational Indicators” among 3 “Education Levels” of “Group 2” Respondents (local residents)

Comparison of mean scores among “Group 2” respondents was to identify the important level of motivation in sustainable tourism development activities classified by their education level. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among education level and key indicators.

The highest mean scores of respondents, whose education level was in primary school or lower, was 3.47 or in the range of “High” important level in “Environmental benefits” motivation. Respondents whose education level was secondary school, they had mean score of 3.73 or “High” important level in “Economic benefits” motivation. Respondents who had diploma or higher education level, their mean score was 4.10 or in “High” important level of “Cultural benefits” motivation.

The lowest mean scores of all 3 education levels of respondents in “Group 2” were all in “Information gathering”. The respondents who had primary school or lower education level, their mean score was 3.06 or in “Moderate” important level. Respondents who had secondary school education level, they had mean score of 3.34 or in “High” important level. The respondents who had education level in diploma or higher had 3.74 mean scores or in the range of “High” important levels of “information gathering” motivation.

The P-values of “Cultural benefits” and “Economic benefits” key motivational indicators were not over 0.05. Therefore, there were the statistically significant differences among those 2 key motivational indicators and respondents in “Group 2”. The respondents in different education level had the different important level in “Cultural benefits” and “Economic benefits” (Table 4.24).

**Table 4.24: Statistical Comparisons of “Key Motivational Indicators” among 3 “Education Levels” of “Group 2” Respondents (local residents)**

| Key Motivational Indicators       | Demographic Characteristic:<br>Education Levels |                  |                   | Summary of Test Results  |
|-----------------------------------|---|------------------|-------------------|--|
|                                   | Primary or lower                                | Secondary school | Diploma or higher |  |
| <b>1. Socio-Cultural Benefits</b> | 3.24<br>(Moderate)                              | 3.59             | <u>4.10</u>       | F-value <sup>1</sup> = 5.115, d.f. <sup>2</sup> = 2, 125<br>P-value <sup>3</sup> = 0.007 |
| <b>2. Environmental Benefits</b>  | <u>3.47</u>                                     | 3.72             | 3.99              | F-value = 2.170, d.f. = 2, 125<br>P-value = 0.118  |
| <b>3. Economic Benefits</b>       | 3.35  | <u>3.73</u>      | 3.97              | F-value = 3.246, d.f. = 2, 125<br>P-value = 0.042  |
| <b>4. Information Gathering</b>   | 3.06<br>(Moderate)                              | 3.34             | 3.74              | F-value = 3.006, d.f. = 2, 125<br>P-value = 0.053  |

All mean scores, which were not alphabetically indicated, were in “**High**” level of important.

**Remarks**

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator = 2; d.f. for denominator = 125
- 3: P-value = Level of statistically significant. The bold numbers indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.5.2.7 Statistical Comparisons of “Key Motivational Indicators” among 3 “Monthly Income” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)

Comparison of mean scores among “Group 1” respondents was to identify the important level of motivation in sustainable tourism development activities classified by their monthly income. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among their monthly income and key indicators.

The highest mean scores of all 3 “Monthly incomes” were in “Environmental benefits”. The mean score of respondents, who earned 5,000 Baht or lower per month, was 4.13 or in the range of “High” important level. Respondents whose monthly income was 5,001–15,000 Baht, they had mean score 4.20 in the “Superlative” important level of motivation. Respondents whose monthly income was over 15,000 Baht, their mean score was 4.22 or in the “Superlative” important level of “Environmental benefit”.

The lowest mean scores of all 3 “Monthly income” groups of respondents were in “Information gathering”. The respondents whose monthly income was 5,000 Baht or lower, they had mean scores of 3.64. Respondents whose monthly income was 5,001–15,000 Baht, they had mean score of 3.54. Respondents whose monthly income was over 15,000 Baht having 3.76 mean scores. They had “High important level in “Cultural benefits”.

Their P-values among 4 key motivational indicators were all over 0.05. Therefore, key motivational indicators did not indicate any statistically significant difference among “Monthly income” of “Group 1”. The respondents in different monthly income had similar important level to all key motivation indicators (Table 4.25).

**Table 4.25: Statistical Comparisons of “Key Motivational Indicators” among 3 “Monthly Income” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)**

| Key Motivational Indicators | Demographic Characteristic:<br>Monthly Income (Baht) |                              |                              | Summary of Test Results  |
|-----------------------------|--|------------------------------|------------------------------|--|
|                             | 5,000 or lower                                       | 5,001 to 15,000              | Over 15,000                  |  |
| 1. Socio-Cultural Benefits  | 4.07   | 4.08                         | 4.12                         | F-value <sup>1</sup> =0.046, d.f. <sup>2</sup> =2, 169<br>P-value <sup>3</sup> = 0.995 |
| 2. Environmental Benefits   | <u>4.13</u>  | <u>4.20</u><br>(Superlative) | <u>4.22</u><br>(Superlative) | F-value=0.315, d.f. = 2, 169<br>P-value = 0.730  |
| 3. Economic Benefits        | 3.97   | 4.10                         | 4.15                         | F-value=1.076, d.f. = 2, 169<br>P-value = 0.334  |
| 4. Information Gathering    | 3.64   | 3.54                         | 3.76                         | F-value= 0.721, d.f. =2, 169<br>P-value = 0.488  |

All mean scores, which were not alphabetically indicated, were in “**High**” level of important.

**Remarks**

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator = 2; d.f. for denominator = 169
- 3: P-value = Level of statistically significant
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.5.2.8 Statistical Comparisons of “Key Motivational Indicators” among 3 “Monthly Income” of “Group 2” Respondents (local residents)

Comparison of mean scores among “Group 2” respondents was to identify the important level of motivation in sustainable tourism development activities classified by their monthly income. The test results of F-value, degrees of freedom (d.f.), and P-value of one-way ANOVA (statistically significant) were used to indicate the significant difference among their monthly income and key indicators.

The highest mean scores of all 3 “Monthly” incomes were in “Environmental Benefits”. The mean score of respondents, their monthly income was 5,000 Baht or lower, was 3.70 or in the range of “High” important level. Respondents whose monthly income was 5,001-15,000 Baht, they also had mean score 3.69 in both “Environmental benefits” and “Cultural benefits” at “High” important level of motivation. Respondents whose monthly income was over 15,000 Baht, their mean score was 3.34 or in “High” important level of “Environmental benefit” motivation.

The lowest mean scores of the first 2 “Monthly” income groups of respondents in “Group 2” were all in “Information gathering”. The respondents whose monthly income was 5,000 Baht or lower, they had mean scores of 3.25. Respondents whose monthly income was 5,001-15,000 Baht, they had mean score of 3.41. The mean scores of these 2 groups of respondents were, respectively, in the range of “Moderate” and “High” important levels of “Information gathering” motivation. The last monthly income group was the respondents whose monthly income was over 15,000 Baht. They had 3.19 mean scores in “Cultural benefits” or had “Moderate” important level of “Cultural benefits” motivation.

Their P-values among 4 key motivational indicators were all over 0.05. Therefore, key motivational indicators did not indicate any statistically significant difference among “Monthly income” of “Group 2”. “Group 2” respondents in different monthly income had similar important level of motivation (Table 4.26).

**Table 4.26: Statistical Comparisons of “Key Motivational Indicators” among 3 “Monthly Income” of “Group 2” Respondents (local residents)**

| Key Motivational Indicators | Demographic Characteristic:<br>Monthly Income (Baht) |                 |                    | Summary of Test Results  |
|-----------------------------|--|-----------------|--------------------|--|
|                             | 5,000 or lower                                       | 5,001 to 15,000 | Over 15,000        |  |
| 1. Socio-Cultural Benefits  | 3.52   | <u>3.69</u>     | 3.19<br>(moderate) | F-value <sup>1</sup> =1.170, d.f. <sup>2</sup> =2, 125<br>P-value <sup>3</sup> = 0.314 |
| 2. Environmental Benefits   | <u>3.70</u>  | <u>3.69</u>     | <u>3.34</u>        | F-value=0.937, d.f. = 2, 125<br>P-value = 0.395  |
| 3. Economic Benefits        | 3.65   | 3.67            | 3.27<br>(moderate) | F-value=1.004, d.f. = 2, 125<br>P-value = 0.369  |
| 4. Information Gathering    | 3.25<br>(moderate)                                   | 3.41            | 3.20<br>(moderate) | F-value=0.252, d.f. =2, 125<br>P-value = 0.778   |

All mean scores, which were not alphabetically indicated, were in “High” level of important.

**Remarks**

- 1: F-value = One-Way ANOVA (computed) value
- 2: d.f. = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator = 2; d.f. for denominator = 125
- 3: P-value = Level of statistically significant
- 4: The underlined numbers showed the indicator with the highest mean score within a group



#### 4.5.2.9 Statistical Comparisons of “Key Motivationale Indicators” between “Social Role” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)

Comparison of mean scores among “Group 1” respondents was to identify the important level of motivation in sustainable tourism development activities classified by their social role. The test results of T-value, degrees of freedom (d.f.), and P-value of (statistically significant) were used to indicate the significant difference among their social role and key indicators.

The highest mean scores of respondents among 4 key motivational indicators were in “Environmental benefits” motivation. The mean score of respondents who were without any social role was 4.17 or the “Superlative” important in “Environmental benefits”. The mean score of respondents who undertook the certain role was 4.16 or also in the “Superlative” in “Environmental benefits”.

The lowest mean scores of respondents among 4 key motivational indicators were in “Information gathering”. The respondents who were without any social role, their mean score of was 3.64 or “High” important level of motivation. The respondents who undertook the certain role, their mean score was 3.60 or ranged in “High” important level of “Information gathering” motivation.

Their P-values among 4 key motivational indicators were all over 0.05. Therefore, key motivational indicators did not indicate any statistically significant difference among social role of “Group 1”. The respondents, both who undertook the certain role and without social, had similar important level of motivation (Table 4.27).

**Table 4.27: Statistical Comparisons of “Key Motivational Indicators” between “Social Role” of “Group 1” Respondents (homestay owners, local authorities, and tourism service providers)**

| Key Motivational Indicators | Demographic Characteristic:<br>Social Role |                              | Summary of Test Results  |
|-----------------------------|--|------------------------------|--|
|                             | Without any social role                    | Undertaken the certain role  |  |
| 1. Socio-Cultural Benefits  | 4.10                                       | 4.05                         | T-value <sup>1</sup> =0.454, d.f. <sup>2</sup> = 170<br>P-value <sup>3</sup> = 0.650 |
| 2. Environmental Benefits   | <u>4.17</u><br>(Superlative)               | <u>4.16</u><br>(Superlative) | T-value= 0.052, d.f. = 170<br>P-value = 0.958  |
| 3. Economic Benefits        | 4.08                                       | 3.98                         | T-value= 0.999, d.f. = 170<br>P-value = 0.319  |
| 4. Information Gathering    | 3.64                                       | 3.60                         | T-value= 0.326, d.f. = 170<br>P-value = 0.745  |

All mean scores, which were not alphabetically indicated, were in “**High**” level of important.

**Remarks**

1: T-value = Independent-Samples T-Test (computed) value

2: d.f. = (degrees of freedom) the amount of information from the sample data that has been used up

3: P-value = Level of statistically significant (2-tailed)

4: The underlined numbers showed the indicator with the highest mean score within a group

#### 4.5.2.10 Statistical Comparisons of “Key Motivational Indicators” between “Social Role” of “Group 2” Respondents (local residents)

Comparison of mean scores among “Group 2” respondents was to identify the important level of motivation in sustainable tourism development activities classified by their social role. The test results of T-value, degrees of freedom (d.f.), and P-value of (statistically significant) were used to indicate the significant difference among their social role and key indicators.

The highest mean scores, among 4 key motivational indicators, of respondents who were without any social role was in “Environmental benefits” motivation. The mean score was 3.59 or in “High” important level of motivation. The mean score of respondents who were undertaken the certain role was in “Cultural benefits” motivation. The mean score was 3.96 or in “High” important level of “Environmental benefits” motivation.

The lowest mean scores of respondents among 4 key motivational indicators were in “Information gathering” motivation. The respondents who were without any social role, their mean score of was 3.19 or “High” important level of motivation. The respondents who undertook the certain role, their mean score was 3.69 or ranged in “High” important level of “Information gathering” motivation.

The P-values of “Cultural benefits” were not over 0.05. Therefore, “Cultural benefits” indicated the statistically significant difference in social role of “Group 2” respondents. The respondents, both who undertook the certain role and without social, had different important level of motivation in “Cultural benefits” (Table 4.28).

**Table 4.28: Statistical Comparisons of “Key Motivational Indicators” between “Social Role” of “Group 2” Respondents (local residents)**

| Key Motivational Indicators       | Demographic Characteristic:<br>Social Role |                             | Summary of Test Results   |
|-----------------------------------|--|-----------------------------|---|
|                                   | Without any social role                    | Undertaken the certain role |   |
| <b>1. Socio-Cultural Benefits</b> | 3.41                                       | <u>3.96</u>                 | T-value <sup>1</sup> = -2.212, d.f. <sup>2</sup> = 126<br>P-value <sup>3</sup> = <b>0.029</b> |
| <b>2. Environmental Benefits</b>  | <u>3.59</u>                                | 3.92                        | T-value = -1.366, d.f. = 126<br>P-value = 0.174   |
| <b>3. Economic Benefits</b>       | 3.53                                       | 3.93                        | T-value = -1.647, d.f. = 126<br>P-value = 0.102   |
| <b>4. Information Gathering</b>   | 3.19<br>(Moderate)                         | 3.69                        | T-value = -1.972, d.f. = 126<br>P-value = 0.051   |

All mean scores, which were not alphabetically indicated, were in “**High**” level of important.

**Remarks**

- 1: T-value = Independent-Samples T-Test (computed) value
- 2: d.f. = (degrees of freedom) the amount of information from the sample data that has been used up
- 3: P-value = Level of statistically significant (2-tailed). The bold number indicated the statistically significant differences between groups at 95% significant level ( $p < 0.05$ )
- 4: The underlined numbers showed the indicator with the highest mean score within a group

#### **4.6 Recommendations from Respondents**

The respondents were classified into 2 groups. "Group 1" was defined as the respondents who were homestay owners, local authorities and tourism service providers. "Group 2" was defined as the respondents who were local residents. These 2 groups of respondents were compared their opinion through their recommendations and suggestions.

The recommendations were divided into 2 parts. The first part was the ways that could influence their participation in planning, decision-making, problem solving, implementation, evaluation and investment and tourism benefit gaining. The recommendations and suggestions were grouped into 5 main methods. They were education for local people on tourism, arrangement of the right and willing person to work, arrangement of meeting for inducing further participation, governmental authorities' support in tourism and enhancement of public relation in order to motivate local residents.

The second part was the reasons for no participation in sustainable tourism development. The reasons were grouped into 5 reasons. Those were the lack of cooperation within community, their lack of tourism knowledge, the tourism creates costs rather than benefits, and they did not have enough time or have to work and lack of public relations.

##### **4.6.1 The Recommendations of the Ways that influence the Participation on "Planning" for Sustainable Tourism Development**

The majority of respondents in both of Group 1 and Group 2 gave recommendations, of the ways that influenced the participation on planning that was an arrangement of meeting for inducing further participation. The percentages were 41.9 and 53.8 respectively. The next recommendation from both of Group 1 and Group 2 was the tourism education for local people, at the percentage of 33.3 and 25.6 respectively. The latter important recommendation from both of group 1 and 2 was the arrangement of the right and willing person to work at the percentage of 12.9 and 10.3 respectively (table 4.29).

**Table 4.29: Displaying the Statistical Comparisons of Recommendations in “Planning” between “Group 1” and “Group 2” Respondents**

| Recommendations in Planning                      | Group 1 <sup>1</sup> | Group 2 <sup>2</sup> |
|--|----------------------|----------------------|
|  | Frequency (Valid%)   | Frequency (Valid%)   |
| Education for local people on tourism            | 31 (33.3)            | 10 (25.6)            |
| Arrangement of the right and willing person      | 12 (12.9)            | 4 (10.3)             |
| Arrangement of meeting for further participation | 39 ( <u>41.9</u> )   | 21 ( <u>53.8</u> )   |
| Governmental authorities' support                | 4 (4.3)              | 1 (2.6)              |
| Enhancement of PR                                | 7 (7.5)              | 3 (7.7)              |
| <b>Total</b>                                     | 93 (100.0)           | 39 (100.0)           |
| <b>Not Recommend</b>                             | 79                   | 89                   |
| <b>Total Respondents</b>                         | 172                  | 128                  |

**Remarks**

1: Group 1 = Homestay owners, local authorities and tourism service providers

2: Group 2 = Local residents

3: The underlined numbers showed the indicator with the highest percentage within a group

#### 4.6.2 The Recommendation of the Ways that influence the Participation on “Decision-making” for Sustainable Tourism Development

The majority of respondents in both of Group 1 and Group 2 gave recommendations, of the ways that influence the participation on decision-making that was education for local people on tourism. The percentages were 38.8 and 32.1 respectively. The next recommendation from Group 1 and Group 2 was governmental authorities' support at the percentage of 20.9 and 21.4 respectively. The latter important recommendation from both of group 1 and 2 was arrangement of meeting to get the participation at the percentage of 19.4 and 17.9 respectively. In addition, Group 2 gave recommendation on assignment the right and willing person to work at the percentage of 17.9 as well (table 4.30).

**Table 4.30: Displaying the Statistical Comparisons of Recommendations in “Decision-making” between “Group 1” and “Group 2” Respondents**

| Recommendations in Decision-making               | Group 1 <sup>1</sup> | Group 2 <sup>2</sup> |
|--|----------------------|----------------------|
|  | Frequency (Valid%)   | Frequency (Valid%)   |
| Education for local people on tourism            | 26 ( <u>38.8</u> )   | 9 ( <u>32.1</u> )    |
| Arrangement of the right and willing person      | 8 (11.9)             | 5 (17.9)             |
| Arrangement of meeting for further participation | 13 (19.4)            | 5 (17.9)             |
| Governmental authorities' support                | 14 (20.9)            | 6 (21.4)             |
| Enhancement of PR                                | 6 (9.0)              | 3 (10.7)             |
| <b>Total</b>                                     | <b>67 (100.0)</b>    | <b>28 (100.0)</b>    |
| <b>Not Recommend</b>                             | <b>105</b>           | <b>100</b>           |
| <b>Total Respondents</b>                         | <b>172</b>           | <b>128</b>           |

#### Remarks

1: Group 1 = Homestay owners, local authorities and tourism service providers

2: Group 2 = Local residents

3: The underlined numbers showed the indicator with the highest percentage within a group

#### 4.6.3 The Recommendation of the Ways that influence the Participation on “Problem Solving” for Sustainable Tourism Development

There were the different recommendations of the ways to influence the participation on problem solving between groups. The majority of respondents in Group 1 gave recommendation on arrangement of meeting for further participation. Its percentage was 35.5, most of them thought that this was the way to influence the participation. The majority of respondents in Group 2 recommend that arrangement of the right and willing person could influence the participation, at the percentage of 46.4. The latter important recommendation from Group 1 was arrangement of the right and willing person to work at the percentage of 32.3. Group 2 gave recommendation on enhancing public relation at the percentage of 25.0. The last important recommendation of Group 1 was enhancing public relation at percentage of 19.4. Group 2 recommend the arrangement of meeting at the percentage of 17.9 (table 4.31).

**Table 4.31: Displaying the Statistical Comparisons of Recommendations in “Problem Solving” between “Group 1” and “Group 2” Respondents**

| Recommendations in Problem Solving               | Group 1 <sup>1</sup> | Group 2 <sup>2</sup> |
|--|----------------------|----------------------|
|  | Frequency (Valid%)   | Frequency (Valid%)   |
| Education for local people on tourism            | 6 (9.7)              | 1 (3.6)              |
| Arrangement of the right and willing person      | 20 (32.3)            | 13 ( <u>46.4</u> )   |
| Arrangement of meeting for further participation | 22 ( <u>35.5</u> )   | 5 (17.9)             |
| Governmental authorities' support                | 2 (3.2)              | 2 (7.1)              |
| Enhancement of PR                                | 12 (19.4)            | 7 (25.0)             |
| <b>Total</b>                                     | 62 (100.0)           | 28 (100.0)           |
| <b>Not Recommend</b>                             | 110                  | 100                  |
| <b>Total Respondents</b>                         | 172                  | 128                  |

**Remarks**

1: Group 1 = Homestay owners, local authorities and tourism service providers

2: Group 2 = Local residents

3: The underlined numbers showed the indicator with the highest percentage within a group



#### 4.6.4 The Recommendation of the Ways that influence the Participation on “Implementation” for Sustainable Tourism Development

The majority of respondents in Group 1 gave recommendation on the ways that influence the participation on implementation. That was the enhancement of public relations. The percentage was 24.6 as the highest within group. The majority of respondents in Group 2 recommended the arrangement of the right and willing person to work and arrangement of meeting for further participation at the same percentage of 25.9. The next recommendation from Group 1 was arrangement of the right and willing person to work at the percentage of 21.1. Group 2 recommended the education to local people on tourism and enhancing public relation at the equal percentage of 18.5. The last important recommendation from group 1 was tourism education for local people, at the percentage of 15.8. Group 2 gave recommendation on governmental authorities’ support at the percentage of 11.1 (table 4.32).

**Table 4.32: Displaying the Statistical Comparisons of Recommendations in “Implementation” between “Group 1” and “Group 2” Respondents**

| Recommendations in Implementation                | Group 1 <sup>1</sup> | Group 2 <sup>2</sup> |
|--|----------------------|----------------------|
|  | Frequency (Valid %)  | Frequency (Valid %)  |
| Education for local people on tourism            | 9 (15.8)             | 5 (18.5)             |
| Arrangement of the right and willing person      | 12 (21.1)            | 7 ( <u>25.9</u> )    |
| Arrangement of meeting for further participation | 11 (19.3)            | 7 ( <u>25.9</u> )    |
| Governmental authorities’ support                | 11 (19.3)            | 3 (11.1)             |
| Enhancement of PR                                | 14 ( <u>24.6</u> )   | 5 (18.5)             |
| <b>Total</b>                                     | 57 (100.0)           | 27 (100.0)           |
| <b>Not Recommend</b>                             | 115                  | 101                  |
| <b>Total Respondents</b>                         | 172                  | 128                  |

#### Remarks

1: Group 1 = Homestay owners, local authorities and tourism service providers

2: Group 2 = Local residents

3: The underlined numbers showed the indicator with the highest percentage within a group

#### 4.6.5 The Recommendation of the Ways that influence the Participation on “Evaluation” for Sustainable Tourism Development

The majority of respondents in both of Group 1 and Group 2 gave the same recommendation on the ways that influence participation on implementation. That was an arrangement of meeting for further participation. The percentages were 39.6 and 46.4 respectively. The next recommendation from Group 1 and Group 2 was education for local people on tourism. The percentages were 24.5 and 21.4 respectively. The last important recommendation from group 1 was enhancing public relation at the percentage of 13.2. Group 2 gave recommendation on enhancing public relations and governmental authorities' support at the equal percentage of 14.3 (table 4.33).

**Table 4.33: Displaying the Statistical Comparisons of Recommendations in “Evaluation” between “Group 1” and “Group 2” Respondents**

| Recommendations in Evaluation                    | Group 1 <sup>1</sup> | Group 2 <sup>2</sup> |
|--|----------------------|----------------------|
|  | Frequency (Valid%)   | Frequency (Valid%)   |
| Education for local people on tourism            | 13 (24.5)            | 6 (21.4)             |
| Arrangement of the right and willing person      | 6 (11.3)             | 1 (3.6)              |
| Arrangement of meeting for further participation | 21 ( <u>39.6</u> )   | 13 ( <u>46.4</u> )   |
| Governmental authorities' support                | 6 (11.3)             | 4 (14.3)             |
| Enhancement of PR                                | 7 (13.2)             | 4 (14.3)             |
| <b>Total</b>                                     | 53 (100.0)           | 28 (100.0)           |
| <b>Not Recommend</b>                             | 119                  | 100                  |
| <b>Total Respondents</b>                         | 172                  | 128                  |

#### Remarks

1: Group 1 = Homestay owners, local authorities and tourism service providers

2: Group 2 = Local residents

3: The underlined numbers showed the indicator with the highest percentage within a group

#### 4.6.6 The Recommendation of the Ways that influence the Participation on “Investment and Benefits Gaining” for Sustainable Tourism Development

Group 1 and Group 2 had similar recommendations on the ways that could influence the community participation on investment and benefits gaining. The majority of respondents in both of Group 1 and Group 2 thought that was governmental authorities' support could influence them to participate. The percentages were 44.6 and 46.7 respectively. The next recommendation from Group 1 and Group 2 was arrangement of the right and willing person to work. The percentages were 23.2 and 26.7 respectively. The last important recommendation from Group 1 and Group 2 was tourism education for local people, at the percentage of 16.1 and 13.3 respectively (table 4.34).

**Table 4.34: Displaying the Statistical Comparisons among Recommendations in “Investment and Benefits Gaining” between “Group 1” and “Group 2” Respondents**

| Recommendations in Investment and Benefit Gaining | Group 1 <sup>1</sup> | Group 2 <sup>2</sup> |
|---|----------------------|----------------------|
|   | Frequency (Valid%)   | Frequency (Valid%)   |
| Education for local people on tourism             | 9 (16.1)             | 4 (13.3)             |
| Arrangement of the right and willing person       | 13 (23.2)            | 8 (26.7)             |
| Arrangement of meeting for further participation  | 7 (12.5)             | 2 (6.7)              |
| Governmental authorities' support                 | 25 ( <u>44.6</u> )   | 14 ( <u>46.7</u> )   |
| Enhancement of PR                                 | 2 (3.6)              | 2 (6.7)              |
| <b>Total</b>                                      | 56 (100.0)           | 30 (100.0)           |
| <b>Not Recommend</b>                              | 116                  | 98                   |
| <b>Total Respondents</b>                          | 172                  | 128                  |

#### Remarks

- 1: Group 1 = Homestay owners, local authorities and tourism service providers
- 2: Group 2 = Local residents
- 3: The underlined numbers showed the indicator with the highest percentage within a group

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

The concept of sustainability was always considered in every development project included within the tourism development. With the aim of maintaining tourism benefits, those were the economic, environment and socio-culture benefits as well as eliminating the tourism drawbacks. Participation from local people was the key tool to sustain those benefits and resources in tourism development. However, the sustainable tourism development at Koh Yao Noi had an unclear direction of participation for the host community. As a result, the researcher decided to propose the model of community participation in tourism plan for sustainable tourism development at Koh Yao Noi. The objectives of this study was to study the interest level of community participation for sustainable tourism development and to study the important level of community motivations influencing participation for sustainable tourism development based on tourism benefits and information gathering, and to propose the model of community participation in tourism plan for sustainable tourism development at Koh Yao Noi.

#### 5.1 Conclusion

The researcher had reviewed the related concepts and theories then the research methodology was designed. The data collection period was in September to October 2005. In this study, the sample size was 300. There were local residents who were at least 18 years old. The researcher used questionnaire to collect the primary data. The data was collecting from 63 homestay owners, 14 local authorities, 95 tourism service providers, and 128 local residents. They were classified by their occupations and social statuses. SPSS version 11.0 analyzed the data collected. The statistics used in this research were related to the objectives of the analysis and the characteristic of the data. Therefore, the frequencies, percentages, means, Pearson's Chisquare, One-Way Anova and Independent Samples T-Test were used. The researcher had introduced the "Principal Component Analysis" method in order to simplify the components into a single one (Appendix D). This method employed implementing a proper linear combination which will be best "pooled explain" of all the components in its category.

### **5.1.1 Demographic Characteristics of Respondents**

The findings of demographic characteristics of respondents were as follows. The majority of the respondents were male. The respondents were mostly in age group of 26–40 years old and obtained education level in primary school that they think it was sufficient for their occupation. More than half of total respondents earned 5,000 Baht or lower per month. This was compatible with their occupations. Their main occupation was fishery or agriculture, such as Para rubber and rice, because of the geography of the community and they did so from generation to generation. More than 80 percent of them were Koh Yao Noi local residents. The majority of the respondents did not take any social role. The respondents who undertook the certain role were mostly been in occupation's group such as Local Fishery Group and Para Rubber Group.

### **5.1.2 The classified Group of Respondents**

The groups of respondent were classified after data collection by their occupation and their social role. There were 4 classified groups of local residents, tourism services providers, homestay owners, and local authorities. Local resident group was the majority of the respondents. They did not take any social role and their occupations and their families' did not directly relate to tourism. More than 30 percent of total respondents were tourism service providers. They directly involved in tourism business such as transportation, accommodation, tour guide, and souvenir shop. Homestay owners were the respondents who directly involved in homestay community–base ecotourism club or homestay and tour company. Even being the members, they were classified into homestay owners. The local authorities were the minority group of respondents. They undertook the certain social role in local authorities such as village headmen, mayor, chief of sub–district administration organization, and government officials.

### **5.1.3 Ecotourism and Sustainable Tourism Knowledge among classified Group of Respondents**

There were 5 indicators of ecotourism knowledge and 5 indicators of sustainable tourism knowledge. The ecotourism and sustainable tourism knowledge were

examined among classified group of respondents. P-standard was set to indicate percentage of respondents who had mean score more than 0.75 (P-Standard of Knowledge). Those respondents were defined that they well recognized in ecotourism or sustainable tourism.

The overall result was that the groups of respondent well recognized in sustainable tourism than ecotourism's, except the homestay owner group. Sustainable tourism was the common tourism and was easier to understand than ecotourism, which was more specific.

The results by classified group of respondents were that, more than a half of total respondents well recognized the ecotourism and more than 70% of total respondents well recognized the sustainable tourism. Among groups of respondent, local authorities had the highest mean score and P-Standard in both ecotourism and sustainable tourism. For the same reason, they really know about ecotourism and sustainable tourism more than other groups. This may be because of their higher education level made them more knowledgeable in tourism. The homestay owner group more recognized the ecotourism than the sustainable tourism. It may be because they arrange Community Based Eco-Tourism Club within community since 1997. Moreover, REST (Responsible Ecological Social Tours) educated them about the social and ecology preservation. Some of homestay owners very well recognized in ecotourism. Therefore, they make higher mean score in ecotourism with the lower percentage of respondent numbers. Tourism service providers and local residents were not much different in degree of knowledge. Around 50% of total respondents in each group well recognized the ecotourism. However, more than 65% of total respondents in each group well recognized in sustainable tourism. These groups had small number of respondents who well recognized in both ecotourism and sustainable tourism. It may be because these groups had lower education than others did. Especially, the local resident group did not work in tourism or hospitality industries. Therefore, they may less recognize the tourism.

#### **5.1.4 The Interest Levels of Community Participation for Sustainable Tourism Development at Koh Yao Noi**

The respondents were reclassified into "Group 1 respondents" and "Group 2 respondents" according to their similarity of interest level. It could simplify the analysis among their interest level and demographic characteristics.

Group 1 respondents or the homestay owners, local authorities, and tourism service providers had “High” interest in participation for sustainable tourism development. Group 2 respondents or local residents had “Moderate” interest in participation for sustainable tourism development.

Among groups of respondent presented the “High” interest in participating sustainable tourism development activities of benefit gaining, implementation, and decision-making. The respondents presented the “Moderate” interest in participating in other activities, those were planning, problem solving, and evaluation.

The different group of respondents presented the different interest in each sustainable tourism development activities. Their interest level had related to their age group, education level, and social role.

#### **5.1.5 The Important Levels of Community Motivation that influence Participation for Sustainable Tourism Development at Koh Yao Noi**

The respondents were reclassified into “Group 1 respondents” and “Group 2 respondents” according to their similarity of important level. It could simplify the analysis among their important level and demographic characteristics. Group 1 respondents or the homestay owners, local authorities, and tourism service providers. Group 2 respondents or local residents.

All groups of respondents presented the “High” important in all motivations of tourism benefits and information gathering. Those were the environmental benefits, economic benefits, socio-cultural benefits, and information gathering respectively. They gave the “High” important especially in environmental benefits, indicated by the highest mean score. Tourism service providers had the highest mean score followed by local authorities and homestay owners. Local resident group had the lowest mean score of important among classified groups of respondent.

The different group of respondents presented the different important in each motivation of tourism benefits and information gathering. The respondents’ interest level related to their age group, education level, and social role.

### **5.1.6 The Recommendations of Community Participation for Sustainable Tourism Development at Koh Yao Noi**

The respondents in Group 1 (homestay owners, local authorities, and tourism service providers) and Group 2 (local residents) had similar recommendations of community participation in activities of sustainable tourism development. The majority of respondents perceived that the arrangement of meeting for inducing further participation was able to influence them to participate in development activities. The other recommendations from the respondents were that education for local people on tourism, the arrangement of the right and willing person to work, the governmental authorities' support and the enhancement of public relations, respectively.

The respondents also recommended the reasons for their minor or no participation in sustainable tourism development. The majority of the respondents in Group 1 and Group 2 had similar reasons. They had minor or no participation because they thought that tourism created the negative impacts more than positive impacts, they did not have enough tourism knowledge, and they had to work and lack of time to participate, the lack of cooperation within the community and the lack of public relations, respectively.

## **5.2 Discussion**

### **5.2.1 Objective 1: The Interest Level of Community Participation for Sustainable Tourism Development at Koh Yao Noi**

#### **Interest Level and Participation Activities**

The participation activities for sustainable tourism development were planning, decision-making, problem solving, implementation, evaluation, and tourism benefits gaining. They were also used as the key participative indicators. The interest level of participation ranged from the superlative to no interest level.

The result showed that, the respondents had "High" interest in benefit gaining, implementation, and decision-making respectively. This may be because the respondents felt that participation in benefit gaining was the activity that gave the most advantage. The majority of respondents may feel that participation in implementation required less skill and knowledge then, they perceived that it was the suitable activity for



them. The participation in decision-making required skill, knowledge, and experience but the respondents presented “High” interest in participation. It may be because decision-making had the major effect to other participation activities.

The residents had “Moderate” interest in planning, problem solving, and evaluation correspondingly. The respondents may perceive that those participation activities required the specific skills, knowledge, and experience. Moreover, the respondents felt unsure in receiving benefits from those participation activities. Therefore, they represented the “Moderate” level.

#### **Interest Level and Classified Group of Respondents**

The majority of the respondents had “High” interest level of participation except local residents that had “Moderate” interest level of participation.

Among the classified group of respondents, local authorities had higher mean score than other groups. This may be because of their social role, they were always seen as the leader of the activities so they had to participate in some of tourism development activities within the community. They may feel that the participation in the tourism development activities was their duty. The later group was tourism service providers, homestay owners and local residents respectively. Tourism service providers directly involved in tourism business as well as the homestay owners. Therefore, they had more interest to participate in activities for sustainable tourism development than local residents did. Especially the homestay owner group, as the villagers, they had cooperated to form the “Community-Based Ecotourism Club” since 1995. The members of this group were allowed to participate in the management, planning, and policies concerning the growth and direction of the tourism on Koh Yao Noi. Although, this group was the small group of respondents at Koh Yao Noi, but it was important group for tourism within community. This group of respondents could be the leader of the sustainable tourism development at local level. It was because of their experience and tourism knowledge. Local residents, who were not directly involved in tourism business, had “Moderate” interest. Their occupations were mostly in fishery and agriculture. They may think that tourism did not relate and affect their being, and they did not depend on the tourism. Moreover, some of them had a little negative attitude toward tourism. They may need more tourism education to help them understand in gain the benefits and prevent negative impacts. After that, they may have more interest in participation activities.

### **Interest Level and Demographic Characteristics**

The respondents were grouped into Group 1 (homestay owners, local authorities, and tourism service providers) and Group 2 (local residents). They were reclassified into 2 significant groups because they had similar interest level of participation. Moreover, it simplified the comparison among their demographic characteristics between groups.

The results showed that the interest level in each key participative indicators (planning, decision-making, problem solving, implementation, evaluation, and tourism benefits gaining) did not differ among gender and monthly income. Therefore, male and female had similar interest level of participation and the difference in monthly income did not effect to the respondents' interest level of participation. The Group 1 respondents tended to have more interest level than Group 2 respondents did.

Group 2 respondents (local residents) in different age groups presented different interest level of participation in implementation, evaluation, and benefit gaining. Group 2 respondents who were over 40 years old presented lower interest to participation activities than other age groups. They may have less enthusiastic to participate. Some of them argued that they had to do their job therefore, they did not have enough time for participation activities. Moreover, some of them tended to feel that tourism created costs more than benefits.

Group 1 respondents in different education level presented different interest level of participation activities in planning and decision-making. As well as Group 2 respondents in different education level, they presented different interest in planning, decision-making, implementation, evaluation, and benefit gaining. The respondents who had higher education level, they tended to have more interest in participation activities. They may think that they were qualified to participate in the activities that required knowledge and skills, such as planning and decision-making.

Group 1 respondents, between those who undertook the social role and those who were without social role, had different interest level of participation in decision-making. This may be because tourism service providers had far less interest in decision-making than homestay owners and local authorities. Group 2 respondents also presented different interest levels in evaluation and they had less interest in it than other activities.

The respondents would participate in sustainable tourism development activities whenever they saw the need to do so. The appropriate time to participate

depended on their age group. The old respondents may have less interest in participation than younger. Moreover, the time of participation also depended on the different group of respondents. They had different limitation on time participated. The percentage of homestay owners, who presented their appropriate time participated at “once a month”, more than local authorities and local residents. It was because the homestay owners must arranged monthly meeting among their members. The percentage of local residents, who presented their appropriate time participated at “whenever necessary”, was more than other groups of respondent. This may be because, local residents felt that they were apart from tourism. Their jobs and their family did not directly relate to tourism. They may think that it was not necessary for frequent participation.

### **5.2.2 Objective 2: The Important Level of Community Motivations that influence Participation for Sustainable Tourism Development at Koh Yao Noi**

#### **Important Level and Motivations**

The key motivational indicators were based on tourism benefits, socio-cultural benefits, environmental benefits, economic benefits, and information gathering. The important level of motivation ranged from the superlative to not important level.

The result showed that all group of respondents indicated the “High” important among different tourism benefits and information gathering. The respondents selected the environmental benefits as the most important motivation that influenced the participation for sustainable tourism development. It was indicated by the highest mean score in environmental benefits. Similarity, the respondents were sensitive to the environmental benefits. They would have participation for sustainable tourism development if there were tourism benefits, especially environmental benefits. The latter important motivations were economic benefits, more than the socio-cultural and information gathering. This may be because, the economy within the community was in the concerned situation, and the respondents had little concern about their being. The economy of the community did not depend on tourism much. The respondents felt that they have strong local traditions and culture. It was because of their Muslim community. They must follow the strict moral codes of conduct and they believed that this practice could preserve their socio-culture. Therefore, they gave less mean score of important to the socio-cultural benefits. The least given important was information gathering. Although it was the essential

tool, that was able to motivate people, the respondents may feel that information gathering provided fewer benefits than other motivations.

#### **Important Level and Classified Group of Respondents**

The different groups of respondent presented statistically different results in each motivational indicator. Among classified group of respondents, tourism service providers had higher mean scores than others. This may be because of their occupation were directly involved in tourism business. They may recognize the tourism benefits and directly gain the tourism benefits and tourism information. Therefore, they were sensitive to the motivation in tourism benefits and information gathering. They may be the group that had the highest interest in participation for sustainable tourism development, if there was the motivation of tourism benefits and information gathering. The latter group was local authority that had higher education than other groups. They may recognize the importance of tourism benefits and they need successful sustainable development within the community. If there were the motivations, local authorities would definitely participate in activities for sustainable tourism development. Subsequently, the homestay owner group presented less important mean scores to tourism benefits and information gathering. This group was directly involved in sustainable tourism development activities. Most of them argue that they would participate in the activities, although without tourism benefits or information gathering for them. Therefore, they did not give much importance to tourism benefits and information gathering. The last group was local residents who had the least mean scores of importance. They thought that they did not depend on the tourism because their occupations did not relate to tourism. Therefore, they gave less importance to tourism benefits. Although, there were the tourism benefits and information, this group may have less participation for sustainable tourism development than the other groups.

#### **Important Level and Demographic Characteristics**

The respondents were grouped into Group 1 (homestay owners, local authorities, and tourism service providers) and Group 2 (local residents). They were classified into 2 significant groups because of their similarity of important mean scores. They could simplify the comparison among their demographic characteristics between groups.

The results showed that key motivational indicators did not present any difference among gender and monthly income of respondents. Therefore, male and female had similar important level of motivation and their monthly income did not affect the important level of motivation.

Group 1 respondents presented similar important level of motivation among their different demographic characteristics. For the same reason, local authorities, homestay owners, and tourism service providers had similar important level of motivation among their differences of gender, age, monthly income, education level, and social role.

Group 2 respondents in different age group presented different important level in socio-culture benefits, environmental benefits, and information gathering among their different age groups. The respondents who were over 40 years old put less importance to motivations. It was because they also had less interest in participation for sustainable tourism development. However, they perceived that economic benefits were more important than other benefits. That was different from other age groups.

Group 2 respondents in different education level had different important level in socio-culture and economic benefits. The respondents whom education level in primary school had perceived the economic benefits were more important than other benefits. At the same time, the respondents who had education level in diploma or higher were much more concerned on their socio-culture. They thought that tourism development could make negative impacts to the community especially to the socio-culture. Therefore, they perceived the socio-culture benefits were more important than other benefits.

Group 2 respondents, between those who undertook the social role and those who were without social role had different important level in socio-cultural benefits. Group 2 respondents, who undertook the certain social role, perceived the socio-cultural benefits were more important than other benefits. This may imply that they were more concerned their socio-culture than the environment and economic.

### **5.2.3 Objective 3: A proposed Model of Community Participation in Tourism Plan for Sustainable Tourism Development at Koh Yao Noi**

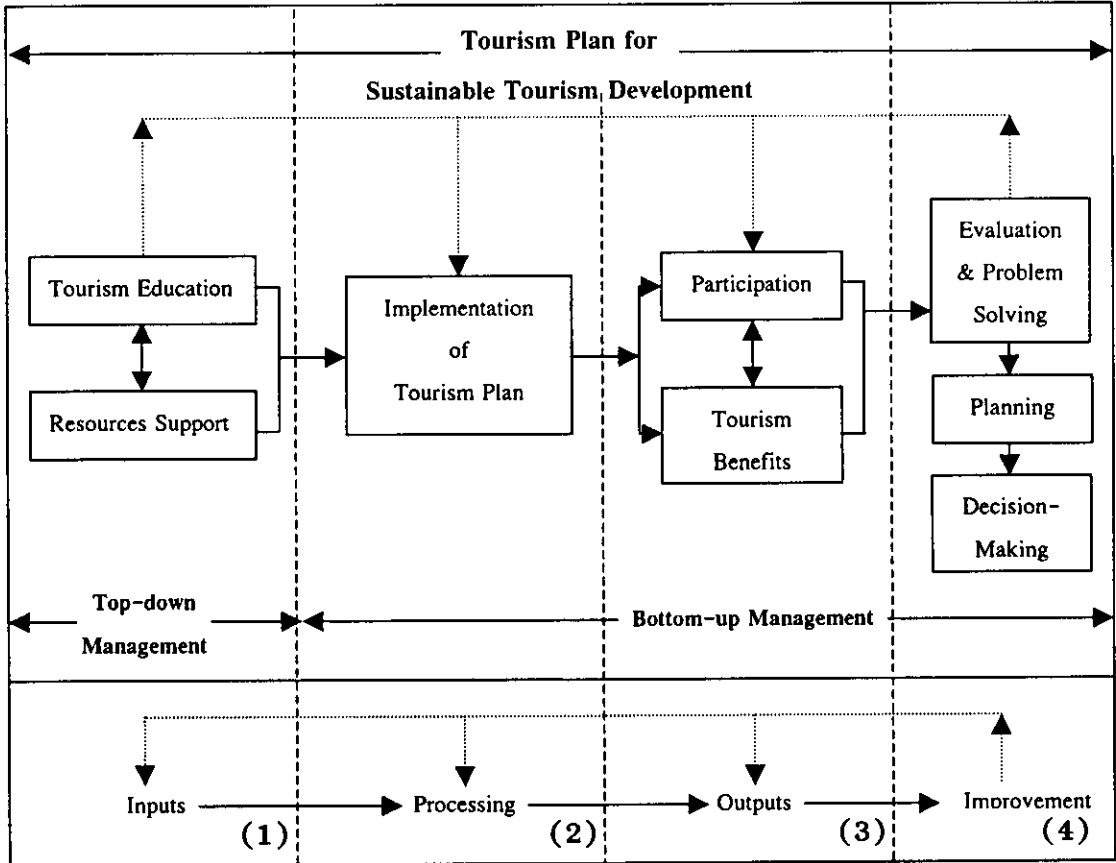
In order to enhance community participation at Koh Yao Noi for sustainable tourism development, there must be a community participation model that mainly implemented by the local residents. This model identified the components for enhancing the

effectiveness of community participation in implementing the tourism plan for sustainable tourism development. It composed of 4 parts: inputs, processing, outputs, and improvement (Figure 5.1).

At local level, the nature of community participation in tourism plan was often seen no more than a form of “Induce Participation”. Similarity, the decisions or the directions of decision had already been prearranged by government and people participated by being told what has been decided. However, there was a small group of villager at Koh Yao Noi that had “Spontaneous Participation”. This group was homestay owners. They had bottom-up management in their group. They participated in the management, planning and, policies concerning the growth and tourism direction at Koh Yao Noi. They had “High” interest in participation as well as the group of local authority and tourism service provider. However, another group that was local residents had “Moderate” interest in participation. They would have more participation if they were influenced by motivations. All groups of respondent presented the “High” important level in every motivation. The respondents at Koh Yao Noi recommended the ways that influenced the participation for sustainable tourism development. They recommended the tourism education, government authorities’ support, meeting for inducing further participation, arrangement of strong willed people to work, and enhancement of public relations within Yao Noi community.

The sustainable tourism development at Koh Yao Noi would be accomplished, if there were many groups of local resident participating and there were the tourism benefits sharing among Koh Yao Noi residents. The proposed model would be base on the research results of interest level of participation, important level of motivations, and the recommendations from Koh Yao Noi respondents as well as from the researcher (Figure 5.1).

Figure 5.1: The proposed Model of Community Participation in Tourism Plan for Sustainable Tourism Development at Koh Yao Noi



### 5.2.3.1 Composition of the proposed Model of Community Participation in Tourism Plan for Sustainable Tourism Development

The 4 parts of this model were inputs, processing, outputs, and improvement. They were clarified as follows:

#### Part 1: Inputs

There were tourism education and resources support. The model started with this part. All the components were equally important and related to each other. This part should be top-down management. The local authorities should manage and control this part because this group had more interest in participation than other groups. It was top-

down management because it helped inducing participation of Koh Yao Noi residents. Therefore, local authorities were the leader in this part and they did top-down management.

### 1) Tourism Education

One of the reasons from Koh Yao Noi respondents for their minor or no participation for sustainable tourism development was their lack of tourism knowledge. Although, more than a half of respondents recognized the ecotourism and sustainable tourism, they should have principle knowledge of tourism especially in maintaining tourism benefits and decreasing negative impacts as well.

The targeted residents in tourism education were the representatives from every group of Koh Yao Noi residents such as local residents, tourism service providers, and homestay owners. Especially to the residents in between 18-25 years old, who had higher participation than other age groups. The local authorities should provide the qualified educators, that may come from local institutes, tourism firms or the outsource expertise, for Koh Yao Noi residents. The educators should use the visual aid that facilitated the understanding and easy to understand for local residents. It was because the majority of them had education level in primary school or lower.

The contents of the tourism education should emphasize on sustainable tourism development. The principle knowledge for local residents were, such as, the types of tourism products, tourism costs and benefits, type of visitors, and the interaction between host community and tourists. Moreover, the residents must recognize their existing tourism attractions, tourism resources and tourism services, the potential development of the tourism within Yao Noi community, and the market trend. The majority of Koh Yao Noi residents would not participate in sustainable tourism development because they perceived that tourism created costs more than benefits. Therefore, they must be educated about the tourism benefits as well as the way to prevent the potential negative impacts, in order to minimize their negative opinion on tourism development. In addition, Koh Yao Noi residents should also recognize the way to participate for sustainable tourism development in benefit gaining, implementation, and decision-making. It was because Koh Yao Noi respondents interested those participation activities in "High" level. Other participation activities that should be encouraged and educated were planning, problem solving, and evaluation especially to the group of local residents. It was for the reason that the respondents interested them in "Moderate" level.



When Koh Yao Noi residents gathered information, they would be able to enhance their participation in sustainable tourism development. Moreover, they may easily be influenced to participate and they may need to participate in higher level in the near future. It was because they had more confidence, they recognized the tourism benefits and negative impacts, and they know the way to participate.

The potential benefits from this tourism education were increasing community knowledge and awareness of tourism, reducing the negative attitude on tourism development, increasing residents' confidence in participating in tourism, and preparing the facilitation in processing the tourism plan.

## **2) Resources Support**

It was essential to have the resources support for participation in accordance with the model. The respondents recommended that the government authorities' support could influence the participation for sustainable tourism development. The important supported resources for Koh Yao Noi residents should be the financial resource and human resource.

The financial resource was the budget that may come from the central government, funding from relevant NGOs, or from the community tourism revenue. The point was that, it must be transparently managed. The responsible people should be arranged to manage the budget. The local authorities and the representatives from other groups of respondent should respond to budget management. The local authorities should come from Koh Yao Noi Sub-District Administration Organization, Koh Yao Noi Municipality, and Village headmen. With the sufficient budget and appropriate budget distribution, the processing of the tourism plan will be smooth.

Koh Yao Noi residents needed the arrangement of the right and willing people to participate in tourism plan especially in implementation and problem solving. The human resources for this model were classified into 2 groups. The first group was the human resources in implementing or processing the tourism plan. In implementation of the plan for sustainable tourism development, the human resource should be the representatives from all groups of local resident. However, the respondents had "High" interest in implementation, they should have appropriate skill to the specific activity. The local authorities should respond by providing education or training of the skills needed in activities.

The last group was the tourism educators. They must recognize the nature of the residents, the tourism resources, and general information of the community. Therefore, the tourism educators can educate different group of residents effectively and properly to the community.

### **Part 2: Processing**

The processing part was the implementation of tourism plan. This part was bottom-up management. The respondents had “High” interest in participating in implementation. Therefore, all groups of local resident were the key people to process the tourism plan. They recommended that the arrangement of the right and willing people could influence the participation. Therefore, the local residents who interested in participation could be the volunteers or the arranged persons who have appropriate skill to the specific activity. There would be the activities in the implementation part that went beyond the tourism plan. Those activities should be supported by local authorities or the village headmen. The activities were collecting the information for the evaluation part, and preparing the advice in regulations, policies, and religious practice (Muslim) that may affect the implementation of the plan. This may ensure a smooth implementation.

### **Part 3: Outputs**

After accomplishing the processing part, the respondents can participate in implementation and benefit gaining. Its outputs were the participation by residents at Koh Yao Noi community and the sharing of tourism benefits.

#### **1) Participation**

Participation was one of the expected outputs. This refers to the participation of all groups of local residents at Koh Yao Noi. They were local authorities, homestay owners, tourism service providers, and local residents. If there were more numbers of participants and effectiveness of residents’ participation, there will be more achievement of the sustainable tourism development. Moreover, participation should be use to evaluate the practicality of the tourism plan. If the tourism plan was practicable, the implementation would be smooth.

## **2) Tourism Benefits**

Tourism benefits and participation interrelated to each other. The tourism benefits were the result from the participation in implementing the tourism plan. In addition, the tourism benefits could influence the further participation in sustainable tourism development. The tourism benefits created in the tourism plan should have the environmental benefits as their priority. It was because Koh Yao Noi residents were more sensitive to environmental benefits than other benefits. The latter important benefits were economic benefits and socio-cultural benefits. They were the benefits in sustainable tourism development. The residents in community, who involved in the different parts of the model, must receive equally and appropriate benefits sharing. Therefore, this practice may avoid the conflicts among them as well as influence the higher level of participation.

## **Part 4: Improvement**

### **1) Evaluation and Problem Solving**

The last part was evaluation part and it related to the inputs, processing, and outputs. It was because the results from the evaluation will be used to improve those parts of the model. In this part, the local residents were fully participated in evaluation and problem solving. However, they had “Moderate” interest in evaluation and problem solving. Koh Yao Noi residents perceived that the arrangement of right and willing people and the meeting for inducing further participation were the ways to influence participation in evaluation and problem solving. Therefore, this part should be in the form of a meeting that everyone participated could have discussions and the residents who participated in this part should be the volunteer or the representative selected by local residents. Moreover, this part was able to create the participation in planning and decision making after the local residents developed the ways to solve the problems.

Again, this part was the bottom-up management. The residents, who involved in the processing part, were the evaluators. They must evaluate themselves and then evaluate the overall process. The issues to be evaluated should cover inputs, processing, and outputs part. Koh Yao Noi residents should evaluate the inputs part such as the tourism knowledge used in implementation and the equal and appropriateness of resource allocation plus the transparency of the resources management. The processing part

should evaluate the problem in activities and the practicality of tourism plan. The outputs part should evaluate the performance in participation and equally benefits sharing.

Local authorities and other groups of local resident should propose the recommendations and the ways to solve the problems after the evaluation of different parts of the model. The recommendations and results would be directly used to improve the particular part and solve all problems within the model. Furthermore, the evaluators should identify the problems and develop the ways to solve those problems. The resident should have meetings for discussion and brainstorming with the local authorities support. Therefore, the local residents were induced to participate in evaluation and problem solving.

## **2) Planning and Decision-Making**

After evaluation, Koh Yao Noi residents who involved in evaluation part should continue participation in planning and decision-making in order to prepare the plan for improving the tourism at Koh Yao Noi. The residents had “Moderate” interest in planning but “High” interest in decision-making. However, they recommend the tourism education and the arrangement of meetings for inducing participation in planning. The residents already had principle knowledge of tourism. The activities of planning should in the form of meeting. Therefore, the residents would have more interest to participate in planning. Although, the residents had “High” interest in decision-making, they also recommended that if they had more tourism education and the governmental authorities support they would have more participation in decision-making. Therefore, the local government such as Koh Yao Noi Sub-District Administration Organization and Koh Yao Noi municipality, who had authority in tourism development within community, should support the residents not only the tourism education but also support by giving them more authority to make decisions. When the residents, who had the best knowledge of their community, they would make the best decision on improving the tourism at Koh Yao Noi.

This model will be accomplished under the sustainable concept, if the residents in community participated in every part of the model. Koh Yao Noi residents should have adequate and appropriate inputs, receive the equally distributed tourism benefits, evaluated without bias, prepared the plan for improving the tourism at Koh Yao Noi, and have authority in making-decision for improving tourism. The important thing for sustainable tourism development was the continuous cooperating of Koh Yao Noi residents and the blending of top-down and bottom-up management.

### **5.2.3.2 Limitations of a proposed Model of Community Participation in Tourism Plan for Sustainable Tourism Development at Koh Yao Noi**

There were some limitations on this model as the followings:

1) To accomplish the model, it depended on the condition of religious practice at the destination. The essential thing to be considered in the tourism plan for Koh Yao Noi was the nature of Muslim community. If the planners were not the local residents or were not the Muslim, the planners may overlook some limitations of Muslims and then some activities in the plan may be the prohibition for them.

2) This model focused only on the participation of supply side at the community level. But, achieving the sustainable tourism development should also include the participation from the demand side (visitors).

## **5.3 Suggestions**

### **5.3.1 Motivation for Participating in Sustainable Tourism Development**

The result of data analyzing showed that, the majority of the respondents had high interest in participation and had high motivation in environmental benefits. The recommendation for influencing community participation was to raise the environmental benefits as the priority important for sustainable tourism development then, followed by the economic benefits and socio-cultural benefits.

#### **Environmental Benefits**

The conservation of the environment was the major interest for Koh Yao Noi residents. Therefore, the local government together with the representatives from the community should do a survey of the sensitive areas and then identify them as the conservation areas. They may then limit the numbers of tourist and introduce the conservation rules in order to prevent the over using and minimize the negative impacts to environment. The tourists' carrying capacity must also be a consideration, otherwise the environmental, economic, and socio-cultural benefits were minimized, and tourism could not be a sustainable development. This would ensure to the community that their environment was sustainable and properly conserved.

### **Economic Benefits**

The respondents believed that if there was the increasing number of tourists, they would have more economic benefits from tourism. In order to increase the number of tourists, marketing at the destination must be a consideration. The Tourism Authority of Thailand should support more on promoting Koh Yao Noi to both domestic and international tourists. Koh Yao Noi could attract the tourists by the ecotourism and their richness of natural environment. However, the conservation of the environment should not be overlooked. The local authorities should support more on the distribution of arts and agriculture products. The souvenir stalls and the attractive packaging of products should be improved and developed to attract the tourists to purchase. The products may be produced to be OTOP (One Tambon One Product) that was the standardized in production and could be distributed to other provinces or even to foreign countries. Therefore, the economy at Koh Yao Noi would be improved.

### **Socio-Cultural Benefits**

Koh Yao Noi was the Muslim community, 98% of total population was Muslim. They strictly followed Muslim moral codes of conduct so they believe that their socio-culture will not be harmed by tourism. However, they still wanted to strengthen their socio-culture within the community and especially to the group of teenagers. Therefore, the rules of interaction between local residents and visitors must be proposed and then strictly practiced. The local residents must propose the rules by both of those directly involved and those who did not involve in tourism business. This could influence and create more participation in socio-culture benefits by local residents. The local authorities may arrange the festival that had the local cuisine competition and Koh Yao Noi residents should wear the local costume. Moreover, the village headmen who were close to local residents should create the public relations. Therefore, they could persuade Koh Yao Noi residents to take pride in their culture. This could prevent the imitation and adaptation of the inappropriate external practice as well as create pride in their unique culture and tradition.

### **5.3.2 Tourism Information**

From the results, the majority of respondent preferred the tourism information through meeting and training. It was the two-way communication between educators and local residents. Therefore, the form of the information gathering should be group discussion, group meeting or appropriate training. The tourism information should be provided to different groups of local residents, in particular to different age groups and education levels. The information should be easy to understand because the majority of the respondents had education in primary school or lower. The knowledge of the educators, the clearness, and the accuracy of the information must also be a consideration. Therefore, the residents were able to understand and get the correct information. Moreover, they would have more confidence to participate in sustainable tourism development.

### **5.3.4 Suggestions for further Research**

This research focused on the study of interest level of community participation and the important level of community motivations that influenced participation for sustainable tourism development in order to propose the model of community participation in tourism plan for sustainable tourism development at Koh Yao Noi. However, the sustainable tourism development at Koh Yao Noi may not only need the participation but other components that should be concerned for further research. The suggestions were as the followings:

- 1) Further research is needed to identify what changes are needed in the type of sustainable tourism for a small island in order to maximize the benefits for the host community. This type of tourism would stimulate the participation from local residents in the planning, decision-making, problem solving, implementation, and evaluation of tourism development.

- 2) Further research on the appropriate and specific practices for tourists, when they traveled and stayed at Koh Yao Noi, in the local residents' point of view and in the sustainability concept. The participation from tourists should satisfy the local residents at Koh Yao Noi and should not offend the Muslim community.

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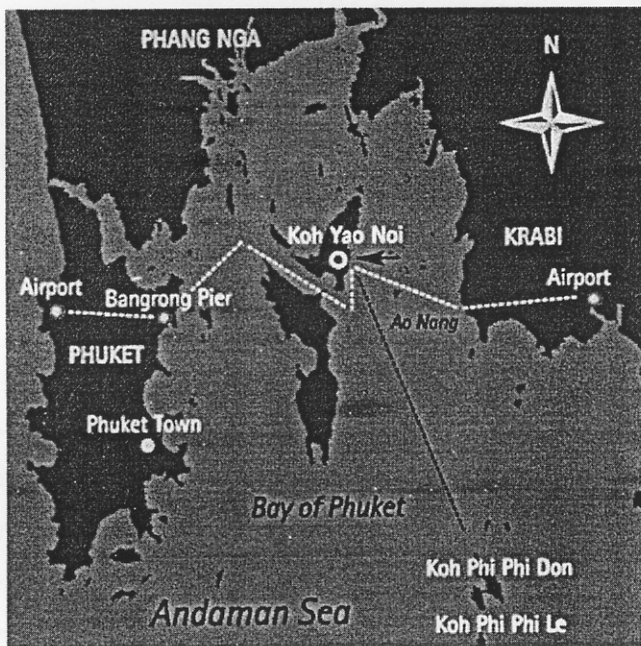
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## Appendix A: Yao Noi Island's General Information

Yao Noi Island or Koh Yao Noi is one of tourism destination that can attract the visitors. It is because, the island is located on the heart of Phang-Nga Bay and surrounded by Phuket, Phang-Nga and Krabi, those are the tourism generated provinces. In addition not only the natural environment but also the local culture is one of tourist attraction that draws the attention from the visitors to meet and learn the unique culture. Yao Noi Island is very famous in ecotourism. The ecotourism under the management of local people can make them get the Tourism Awards from Tourism Authority of Thailand in 2002 and 2004. Moreover, they receive the international award, Destination Stewardship Award, from National Geographic Traveler Magazine in 2002.

Figure A: Map of Yao Noi Island



Source: Adapted from <http://www.koyao.com/map.htm>

### Administration

Koh Yao District Office was established and located in Koh Yao Noi. There are 2 administrative areas, Koh Yao Sub-District Municipality and Koh Yao Noi Sub-District Administration Organization. There is one municipality, and 7 villages that are governed by the Koh Yao Noi Sub-District Administration Organization with their population as follows (Table 6.1).

**Table A: Population of Koh Yao Noi**

| Administrative Area     | Households   | Male Population | Female Population | Total Population |
|-------------------------|--------------|-----------------|-------------------|------------------|
| Yao Island Municipality | 221          | 350             | 320               | 670              |
| Ta-Kai Village (1)      | 75           | 143             | 134               | 277              |
| Yai Village (2)         | 167          | 228             | 232               | 460              |
| Nam Cheud Village (3)   | 204          | 392             | 357               | 749              |
| Ta-Khao Village (4)     | 141          | 237             | 237               | 474              |
| Rim Ta Lay Village (5)  | 304          | 456             | 422               | 878              |
| Lam Yang Village (6)    | 200          | 349             | 358               | 707              |
| An Pao Village (7)      | 95           | 188             | 182               | 370              |
| <b>Total</b>            | <b>1,407</b> | <b>2,343</b>    | <b>2,242</b>      | <b>4,585</b>     |

### Occupation

The occupation of majority of local people is fishery and agriculture, and the rest are workers and commercial personnel.

Fishery            570 households

Agriculture      13,323 Rais

(included paddy field, coconut, para rubber, and cashew nut)

### Education and Religion Organization

There are 3 primary schools, a secondary school, 6 local libraries, a nursery, an Islamic school, and a temple.

### **Local Government Services**

There are health services in a hospital, a private clinic and 2 drugstores. There is one Police Station and one fire station for a local security. There is one truck for garbage disposal.

### **Natural Resources**

There are 13,550 Rais of National forest, 1,300 Rais of mangrove, 1,400 Rais of coral reef, 1,360 Square Kilometers of Seagrasses, and 24 sub-Islands.

### **Transportation to Yao Noi Island**

There are large and small long-tail boats to serve people who travel to the island everyday.

From Phuket, transfer from Bang Rong Pier to Ma Noh Pier in Yao Noi Island for an hour. The fare is 80 Baht.

From Krabi, transfer from Ta Len Pier to Ma Noh Pier, Ta Khao Pier and Chong Lad for an hour. The fare is 80 Baht.

From Phang-Nga, transfer from Phang-Nga Custom Department to Sukha Pier for hour and a haft. It is only one time per day. The fare is 100 Baht.

### **Tourist Attractions**

**Ta Khao Beach:** Small bay of Ta-Khao Village. When there is ebb tide, the tourists can travel to the small Island that is near the bay by walking. There are the wild orchids, wild plant and beautiful beach.

**Pa Sai Beach:** Located in the East of Yao Island District Office. The distant is around 7 Kilometers. There are white sandy beach and the scenery of the small islands of Krabi. The tourists are able to swim and stay overnight at nearby accommodations.

**Kian Bay:** It was surrounded by the cliff located in the North of Yao Noi Island. The tourists can travel to the bay by boat. There is a big tree that around 20 people encircle around the tree. The virgin forest and rare plants exist in the bay.

**Ku Du Island:** It is not far from Kian Bay. There are small bay and sandy beach for swimming. There is the small nail-shaped rock that is similar to James Bond Island, in Phang-Nga, at the bay.



**Boy Yai Island:** Located in the West of Yao Noi Island. There are the gibbons, release by the wildlife rescue foundation, in the forest. There will be the project of environmental education center on the Island.

Morover, in Yao Noi Island have 2 famous tourist attractions. There are;

**Pond in the sea:** It is amazing that there is fresh water pond in the area of the mangrove forest and covered by the sea wave. It is not salted water from the sea. The local people believe that it is the magic well and this water can cure some sicknesses.

**Coral field:** When there is ebb tide, the tourists can see the coral field without diving but by sigh seeing and can walk through the sea to see the coral. There are some rare coral at Yao Noi Island Coral Field.

There are near by attractions as follows:

**Phang-Nga Bay National Park:** There are famous tourism attractions such as Pan Yi, James Bond and Hong Island. The tourists can travel to Panak and Hong Island by Kayak.

**Pa Koh Island:** It belongs to Krabi Province, located in the East of Yao Noi Island. Travelling by charter boat and it is not far from Yao Noi Island. There are sub-small islands such as Hong, Lao La Ding, Pi Lae and Pak Bia Island.

#### **Accommodations**

The accommodation services in Yao Noi Island are in various choices. Those are resorts, hotels, bungalows, and Homestays.

- Sources:**
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## Appendix B: The House Number of the 310 Selected Households

Table B: The House Number of the Selected Households

| Municipality Area | Village 1     | Village 2     | Village 3     | Village 4     | Village 5     | Village 6     | Village 7     |
|-------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 46 households     | 25 households | 37 households | 43 households | 31 households | 50 households | 43 households | 25 households |
| 3/3               | 21/2          | 4             | 2             | 1/4           | 1/4           | 49            | 32/1          |
| 3/7               | 21/4          | 6/3           | 5             | 3/1           | 1/6           | 52/1          | 35/2          |
| 5                 | 38/4          | 7/1           | 8             | 4             | 1/9           | 53            | 35/7          |
| 8/2               | 38/7          | 8/1           | 11            | 4/4           | 2             | 53*1          | 36/1          |
| 9/2               | 38/14         | 9/1           | 14/1          | 5/2           | 2/1           | 54            | 45            |
| 11                | 38/34         | 10            | 16/1          | 6/2           | 2/7           | 54/1          | 46/9          |
| 12/7              | 38/40         | 11            | 16/3          | 7/1           | 3             | 54/2          | 46/10         |
| 15/3              | 51/5          | 12/2          | 17            | 8/1           | 4/5           | 55/4          | 46/11         |
| 15/4              | 85/3          | 13            | 18/3          | 12            | 7             | 57            | 46/17         |
| 19                | 88/1          | 15/1          | 21            | 14/2          | 8             | 58/2          | 47            |
| 20/3              | 88/5          | 15/2          | 21/2          | 15            | 9             | 58/4          | 49/3          |
| 21/1              | 90            | 19            | 22/1          | 16/1          | 10            | 59            | 49/4          |
| 23/5              | 91            | 20/2          | 23/2          | 16/2          | 12/7          | 60/2          | 50            |
| 27/1              | 91/1          | 21/1          | 23/4          | 17/12         | 15/3          | 61            | 50/1          |
| 28/1              | 92            | 22/1          | 24            | 18/1          | 16/5          | 62/4          | 51/1          |
| 30                | 93/1          | 24            | 24/1          | 19/3          | 19/2          | 62/7          | 52/5          |
| 30/2              | 95            | 26/2          | 27/5          | 20/1          | 20/4          | 64            | 52/8          |
| 30/4              | 24/1          | 28/1          | 29/1          | 21/3          | 22/1          | 64/1          | 69            |
| 32                | 38/25         | 39            | 29/2          | 21/8          | 22/4          | 65            | 69/1          |
| 32/1              | 51/1          | 49/3          | 30/2          | 22/3          | 22/5          | 66/1          | 69/7          |
| 34/12             | 87            | 52/1          | 30/3          | 22/5          | 25            | 67/1          | 70/1          |
| 38/3              | 88/2          | 47            | 31            | 23            | 25/25         | 67/2          | 70/2          |
| 38/38             | 38/17         | 1/1           | 33/3          | 25/1          | 25/28         | 68/1          | 70/4          |
| 38/39             | 38/44         | 1/2           | 34            | 1/3           | 27/1          | 68/7          | 70/9          |
| 43/11             | 38/8          | 4/1           | 36/2          | 2             | 29/3          | 69            | 73            |
| 47/3              |               | 5             | 36/4          | 3             | 30/1          | 72/1          |               |
| 47/24             |               | 6             | 37            | 5             | 32            | 76/1          |               |
| 47/64             |               | 7/2           | 38/1          | 6             | 34            | 78/2          |               |
| 57/65             |               | 8/3           | 38/4          | 7/4           | 35/3          | 79/2          |               |
| 47/66             |               | 19            | 42            | 8             | 36/1          | 80/2          |               |
| 97                |               | 20            | 42/2          | 10            | 40/3          | 80/3          |               |
| 20                |               | 23/1          | 43/1          |               | 41/5          | 81            |               |
| 20/3              |               | 23/2          | 44/1          |               | 41/11         | 81/1          |               |
| 38/18             |               | 27/1          | 54/1          |               | 43/3          | 81/5          |               |
| 32/2              |               | 26/3          | 57/2          |               | 45/2          | 83/4          |               |
| 3/4               |               | 29/1          | 58/1          |               | 45/3          | 83/8          |               |
| 4/1               |               | 31/3          | 60            |               | 47            | 83/10         |               |
| 6/1               |               |               | 61/2          |               | 49/5          | 83/13         |               |
| 6/2               |               |               | 63            |               | 50            | 84/1          |               |
| 7                 |               |               | 64            |               | 51/7          | 84/20         |               |
| 10/1              |               |               | 66            |               | 1/5           | 85/1          |               |
| 11/3              |               |               | 66/3          |               | 2/3           | 85/2          |               |
| 20/5              |               |               | 75/2          |               | 2/5           | 80/7          |               |
| 23/4              |               |               | 78            |               | 5/4, 8/9      | 49/1          |               |
| 23/10             |               |               | 79            |               | 41/6, 41/10   | 56            |               |
| 27                |               |               |               |               | 15/4, 20/5    |               |               |
| 28                |               |               |               |               | 25/1, 25/27   |               |               |
| 31/1              |               |               |               |               | 30/4, 31, 35  |               |               |

Source: Yao Noi residents' name list for 2004 Phang Nga Administration Organization Election.

## Appendix C: Questionnaire (Thai Version and Translated Version)

แบบสอบถาม  
การมีส่วนร่วมของชุมชนเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน  
ที่เกาะยวน้อย จังหวัดพังงา

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ระดับมหาบัณฑิต หลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาการจัดการบริการและการท่องเที่ยว(หลักสูตรนานาชาติ)คณะอุตสาหกรรมบริการ มหาวิทยาลัย สงขลานครินทร์ เขตการศึกษาภูเก็ต ผู้วิจัยใครขอความร่วมมือจากท่าน ได้โปรดสละเวลาให้ข้อมูลและความคิดเห็นด้วยการตอบแบบสอบถามฉบับนี้เป็นไปตามความเป็นจริง จากความร่วมมือของท่านจะทำให้ผลที่ได้รับเป็นผลการศึกษาวิจัยที่ถูกต้องและเป็นประโยชน์สูงสุด โดยข้อมูลต่างๆรายบุคคลที่ได้รับจากท่านนี้จะถูกเก็บรักษาเป็นความลับ และนำมาใช้เฉพาะเพื่อการศึกษาและการวิเคราะห์ผลให้ได้คำตอบในภาพรวมเท่านั้น

การมีส่วนร่วมของชุมชนในการพัฒนาการท่องเที่ยวอย่างยั่งยืน หมายถึง การที่คนในชุมชนมีส่วนร่วมในการวางแผน การตัดสินใจ การจัดการปัญหา การดำเนินงาน การประเมินผลงานและการรับผลประโยชน์ ในการพัฒนาการท่องเที่ยวควบคู่ไปกับการพัฒนาเศรษฐกิจ สิ่งแวดล้อม สังคมและวัฒนธรรมในชุมชน

ขอขอบพระคุณอย่างสูงในความร่วมมือ  
นางสาวสุรรัช วิชาปัญญกุล  
นักศึกษาปริญญาโท/ ผู้วิจัย

## ตอนที่ 1 ข้อมูลพื้นฐานส่วนบุคคล

คำชี้แจง: กรุณาเขียนคำตอบลงในช่องว่าง และเติมเครื่องหมาย ✓ ลงใน  ที่ตรงกับท่านตามความเหมาะสม

1. เพศ  1. ชาย  2. หญิง

2. อายุ  1. 18-25 ปี  2. 26-40 ปี  3. 41-55 ปี  4. มากกว่า 55 ปี

3. ระดับการศึกษา

- |   |   |
|---|---|
| <input type="checkbox"/> 1. ไม่ได้ศึกษา | <input type="checkbox"/> 2. ประถมศึกษา        |
| <input type="checkbox"/> 3. มัธยมศึกษา  | <input type="checkbox"/> 4. อนุปริญญา / อาชีว |
| <input type="checkbox"/> 5. ปริญญาตรี   | <input type="checkbox"/> 6. สูงกว่าปริญญาตรี  |

4. อาชีพ

- |   |  |
|---|--|
| <input type="checkbox"/> 1. ข้าราชการ / รัฐวิสาหกิจ | <input type="checkbox"/> 2. ธุรกิจส่วนตัว / ค้าขาย |
| <input type="checkbox"/> 3. พนักงานบริษัทเอกชน      | <input type="checkbox"/> 4. รับจ้างทั่วไป / กรรมกร |
| <input type="checkbox"/> 5. นักเรียน / นักศึกษา     | <input type="checkbox"/> 6.ว่างงาน / เกษียณ        |
| <input type="checkbox"/> 7. ประมง / เกษตรกรรม       | <input type="checkbox"/> 7. อื่นๆ.....             |

5. รายได้ต่อเดือน

- |  |  |
|--|--|
| <input type="checkbox"/> 1. 5,000 บาท หรือน้อยกว่า | <input type="checkbox"/> 2. 5,001 - 15,000 บาท |
| <input type="checkbox"/> 3. 15,001 - 25,000 บาท    | <input type="checkbox"/> 3. 25,001- 35,000 บาท |
| <input type="checkbox"/> 5. มากกว่า 35,000 บาท     |  |

6. ท่านมีตำแหน่งหน้าที่รับผิดชอบทางสังคมในชุมชนหรือไม่? (เช่น ผู้นำหมู่บ้าน กลุ่ม หรือ สมาชิกชมรมต่างๆ)

1. ไม่มี  2. มี (โปรดระบุชื่อกลุ่ม).....

7. ภูมิลำเนาเดิม

1. ตำบลเกาะยาวน้อย  2. ตำบล/ อำเภออื่นใน จ.พังงา  
 3. จังหวัดอื่น (โปรดระบุ) .....

8. ท่านอาศัยอยู่ในตำบลเกาะยาวน้อยมาเป็นเวลาประมาณ.....ปี

9. ท่านประกอบอาชีพที่เกี่ยวกับการท่องเที่ยวหรือไม่

1. ไม่  2. ใช่

( ถ้า ใช่ ท่านประกอบอาชีพเกี่ยวกับด้านใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

- |  |  |
|--|--|
| <input type="checkbox"/> 1. บริการที่พักโรงแรม รีสอร์ท หรือบังกะโล | <input type="checkbox"/> 2. บริการที่พักแบบโฮมสเตย์ (Homestay) |
| <input type="checkbox"/> 3. บริการร้านอาหารแก่นักท่องเที่ยว        | <input type="checkbox"/> 4. บริการขายของที่ระลึก               |
| <input type="checkbox"/> 5. บริการเรือข้ามฟาก                      | <input type="checkbox"/> 6. บริการให้เช่า/ เหมารถภายในพื้นที่  |
| <input type="checkbox"/> 7. บริการมัคคุเทศก์ท้องถิ่น               | <input type="checkbox"/> 8. พนักงานในสถานประกอบการข้างต้น      |
| <input type="checkbox"/> 9. อื่นๆ .....                            |  |

10. สมาชิกในครอบครัวของท่าน (ไม่รวมตัวท่าน) ประกอบอาชีพที่เกี่ยวกับการท่องเที่ยวหรือไม่

1. ไม่มี  2. มี จำนวน ..... คน

( ถ้า มี สมาชิกในครอบครัวของท่านประกอบอาชีพเกี่ยวกับด้านใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

- |  |  |
|--|--|
| <input type="checkbox"/> 1.บริการที่พักโรงแรม รีสอร์ทหรือบังกะโล | <input type="checkbox"/> 2. บริการที่พักแบบโฮมสเตย์ (Homestay) |
| <input type="checkbox"/> 3. บริการร้านอาหารแก่นักท่องเที่ยว      | <input type="checkbox"/> 4. บริการขายของที่ระลึก               |
| <input type="checkbox"/> 5. บริการเรือข้ามฟาก                    | <input type="checkbox"/> 6. บริการให้เช่า / เหมารถภายในพื้นที่ |
| <input type="checkbox"/> 7. บริการมัคคุเทศก์ท้องถิ่น             | <input type="checkbox"/> 8. พนักงานในสถานประกอบการข้างต้น      |
| <input type="checkbox"/> 9. อื่นๆ .....                          |  |

ตอนที่ 2 ความรู้ เกี่ยวกับการท่องเที่ยวเชิงนิเวศและการท่องเที่ยวอย่างยั่งยืน

คำชี้แจง: กรุณาเขียนคำตอบลงในช่องว่าง และเติมเครื่องหมาย ✓ ลงใน  ที่ตรงกับท่านตามความเหมาะสม

| การท่องเที่ยวเชิงนิเวศ   | ใช่                      | ไม่ใช่                   |
|--|--------------------------|--------------------------|
| 1. การท่องเที่ยวเชิงนิเวศเป็นการช่วยรักษาและป้องกันสิ่งแวดล้อมทางธรรมชาติ  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. แหล่งท่องเที่ยวเชิงนิเวศต้องเป็นแหล่งท่องเที่ยวทางธรรมชาติดั้งเดิม ไม่ได้เป็นแหล่งท่องเที่ยวที่สร้างขึ้นมาใหม่                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. การรักษาและส่งเสริมความหลากหลายของธรรมชาติ สังคมและวัฒนธรรมถือว่าเป็นพื้นฐานสำคัญสำหรับการท่องเที่ยวเชิงนิเวศ                     | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. การเชิญชวนให้นักท่องเที่ยวเข้ามาในแหล่งท่องเที่ยวคราวเดียวกันเป็นจำนวนมาก จะมีแต่ผลดีกับแหล่งท่องเที่ยวนั้น                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. การท่องเที่ยวเชิงนิเวศทำให้สภาพแวดล้อมเสียหาย เช่น น้ำเสีย ขยะเป็นพิษ   | <input type="checkbox"/> | <input type="checkbox"/> |
| การท่องเที่ยวอย่างยั่งยืน  | ใช่                      | ไม่ใช่                   |
| 6. การท่องเที่ยวเชิงนิเวศเป็นส่วนหนึ่งของการท่องเที่ยวอย่างยั่งยืน   | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. การท่องเที่ยวอย่างยั่งยืน ส่งเสริมการอนุรักษ์สิ่งแวดล้อมทางธรรมชาติเพียงอย่างเดียว  | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. การท่องเที่ยวอย่างยั่งยืน ส่งเสริมการพัฒนาเศรษฐกิจภายในชุมชนเพียงอย่างเดียว   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. การท่องเที่ยวอย่างยั่งยืน ส่งเสริมการสืบสานวัฒนธรรมภายในชุมชนเพียงอย่างเดียว  | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. การท่องเที่ยวอย่างยั่งยืนเป็นการผสมผสานการส่งเสริมการอนุรักษ์สิ่งแวดล้อมทางธรรมชาติ การพัฒนาเศรษฐกิจ และสืบสานวัฒนธรรมภายในชุมชน | <input type="checkbox"/> | <input type="checkbox"/> |

ตอนที่ 3 การมีส่วนร่วมของประชาชนเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน

คำชี้แจง: กรุณาเติมเครื่องหมาย ✓ ลงในตารางตามความเห็นของท่าน

หากท่านมีโอกาสเข้าร่วมในกิจกรรม ท่านจะมีความสนใจร่วมกิจกรรมกับชุมชนเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนตามประเด็นต่างๆข้างล่างนี้มากน้อยในระดับใด

5 หมายถึง สนใจมีส่วนร่วมมากที่สุด      4 หมายถึง สนใจมีส่วนร่วมมาก      3 หมายถึง สนใจมีส่วนร่วมปานกลาง  
2 หมายถึง สนใจมีส่วนร่วมน้อย      1 หมายถึง สนใจมีส่วนร่วมน้อยที่สุด      0 หมายถึง ไม่สนใจมีส่วนร่วม

|    | กิจกรรมการมีส่วนร่วม<br>เพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน  | ระดับความสนใจมีส่วนร่วม |   |   |   |   |   |
|----|---|-------------------------|---|---|---|---|---|
|    |   | 5                       | 4 | 3 | 2 | 1 | 0 |
| 1. | การวางแผนในการพัฒนาการท่องเที่ยวอย่างยั่งยืน                    |                         |   |   |   |   |   |
|    | 1.1 การเสนอกฎเกณฑ์ ระเบียบ หรือมาตรการของแต่ละกิจกรรม           |                         |   |   |   |   |   |
|    | 1.2 แสดงความคิดเห็นทั่วไปในการประชุมวางแผน                      |                         |   |   |   |   |   |
|    | 1.3 การวางแผนจัดกิจกรรมการท่องเที่ยว                            |                         |   |   |   |   |   |
|    | 1.4 เขียนและจัดทำแผน  |                         |   |   |   |   |   |
|    | 1.5 ประสานงานกับหน่วยงานต่างๆที่เกี่ยวข้องในการจัดทำแผน         |                         |   |   |   |   |   |
| 2. | การตัดสินใจกำหนดกิจกรรมในการพัฒนาการท่องเที่ยวอย่างยั่งยืน      |                         |   |   |   |   |   |
|    | 2.1 การกำหนดแผนงานหรือโครงการ                                   |                         |   |   |   |   |   |
|    | 2.2 การกำหนดกฎเกณฑ์ ระเบียบ หรือมาตรการของแต่ละกิจกรรม          |                         |   |   |   |   |   |
|    | 2.3 การกำหนดทางแก้ไขปัญหาที่เกิดขึ้น                            |                         |   |   |   |   |   |
|    | 2.4 การคัดเลือกบุคลากรในการปฏิบัติงาน                           |                         |   |   |   |   |   |
|    | 2.5 การเลือกกิจกรรมการท่องเที่ยว                                |                         |   |   |   |   |   |
| 3. | การจัดการกับปัญหาที่เกิดขึ้นในการพัฒนาการท่องเที่ยวอย่างยั่งยืน |                         |   |   |   |   |   |
|    | 3.1 การศึกษาหาสาเหตุของปัญหา                                    |                         |   |   |   |   |   |
|    | 3.2 การสำรวจและเก็บข้อมูล                                       |                         |   |   |   |   |   |
|    | 3.3 การวิเคราะห์ปัญหาและแจกแจงสาเหตุที่เกิดขึ้น                 |                         |   |   |   |   |   |
|    | 3.4 ประเมินความเป็นไปได้ในการดำเนินการแก้ปัญหา                  |                         |   |   |   |   |   |
|    | 3.5 ประสานงานกับหน่วยงานต่างๆที่เกี่ยวข้อง                      |                         |   |   |   |   |   |

|    | กิจกรรมการมีส่วนร่วม<br>เพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน | ระดับความสนใจมีส่วนร่วม |   |   |   |   |   |
|----|--|-------------------------|---|---|---|---|---|
|    |  | 5                       | 4 | 3 | 2 | 1 | 0 |
| 4. | การดำเนินงานในการพัฒนาการท่องเที่ยวอย่างยั่งยืน                |                         |   |   |   |   |   |
|    | 4.1 เข้าร่วมเป็นคณะกรรมการหรือคณะทำงาน                         |                         |   |   |   |   |   |
|    | 4.2 เข้าร่วมกิจกรรมด้านการท่องเที่ยวที่จัดขึ้น                 |                         |   |   |   |   |   |
|    | 4.3 ชักชวนผู้อื่นให้เข้าร่วมกิจกรรม                            |                         |   |   |   |   |   |
|    | 4.4 ร่วมปฏิบัติตามแผนการพัฒนา                                  |                         |   |   |   |   |   |
|    | 4.5 ประสานงานกับหน่วยงานต่างๆที่เกี่ยวข้อง                     |                         |   |   |   |   |   |
| 5. | การติดตามประเมินผลงานในการพัฒนาการท่องเที่ยวอย่างยั่งยืน       |                         |   |   |   |   |   |
|    | 5.1 ประเมินผลกิจกรรมการพัฒนาการท่องเที่ยว                      |                         |   |   |   |   |   |
|    | 5.2 ประเมินผลการปฏิบัติงานของคณะทำงาน                          |                         |   |   |   |   |   |
|    | 5.3 วิเคราะห์ปัญหาและอุปสรรคในการปฏิบัติงาน                    |                         |   |   |   |   |   |
|    | 5.4 หาแนวทางในการปรับปรุงการดำเนินงาน                          |                         |   |   |   |   |   |
|    | 5.5 ควบคุมกฎเกณฑ์ ระเบียบ หรือมาตรการของแต่ละกิจกรรม           |                         |   |   |   |   |   |
| 6. | การได้รับประโยชน์ในการร่วมพัฒนาการท่องเที่ยวอย่างยั่งยืน       |                         |   |   |   |   |   |
|    | 6.1 วิถีชีวิตและวัฒนธรรมท้องถิ่นได้รับการเผยแพร่               |                         |   |   |   |   |   |
|    | 6.2 ผลิตสินค้าหัตถกรรมหรือแปรรูปทางการเกษตรเพื่อจำหน่าย        |                         |   |   |   |   |   |
|    | 6.3 ลงทุนเปิดกิจการให้บริการอำนวยความสะดวกแก่นักท่องเที่ยว     |                         |   |   |   |   |   |
|    | 6.4 เป็นมัคคุเทศก์นำนักท่องเที่ยวเข้าร่วมกิจกรรมการท่องเที่ยว  |                         |   |   |   |   |   |
|    | 6.5 รับค่าตอบแทนจากการร่วมพัฒนาการท่องเที่ยว                   |                         |   |   |   |   |   |

7. ท่านคิดว่า ระยะเวลา ของการร่วมกิจกรรมเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน ที่เหมาะสมที่สุดสำหรับท่านควรเป็นอย่างไร?

1. อาทิตย์ละครั้งหรือมากกว่า       2. สองถึงสามอาทิตย์ต่อ 1 ครั้ง  
 3. เดือนละครั้ง       4. ตามสะดวกและตามที่จำเป็น

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ตอนที่ 4 ปัจจัยที่ส่งผลต่อความสนใจของประชาชนในการมีส่วนร่วมพัฒนาการท่องเที่ยวอย่างยั่งยืน

คำชี้แจง: กรุณาเติมเครื่องหมาย ✓ ลงในตารางตามความเห็นของท่าน

ท่านมีความเห็นว่ากลุ่มของปัจจัยข้างล่างนี้ สิ่งใดที่เป็นสิ่งจูงใจ หรือกระตุ้นให้ท่านสนใจมีส่วนร่วมเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนในชุมชนของท่าน มากน้อยในระดับใด

5 หมายถึง สำคัญมากที่สุด

4 หมายถึง สำคัญมาก

3 หมายถึง สำคัญปานกลาง

2 หมายถึง สำคัญน้อย

1 หมายถึง สำคัญน้อยที่สุด

0 หมายถึง ไม่สำคัญ

|    | กลุ่มของปัจจัย   | ระดับความสำคัญของปัจจัย |   |   |   |   |   |
|----|--|-------------------------|---|---|---|---|---|
|    |  | 5                       | 4 | 3 | 2 | 1 | 0 |
| 1. | แรงจูงใจทางสังคมและวัฒนธรรมต่อการมีส่วนร่วม                |                         |   |   |   |   |   |
|    | 1.1 โอกาสเรียนรู้ และแลกเปลี่ยนวัฒนธรรมกับนักท่องเที่ยว    |                         |   |   |   |   |   |
|    | 1.2 พบเจอ สร้างมิตรภาพกับคนภายในท้องถิ่น และนักท่องเที่ยว  |                         |   |   |   |   |   |
|    | 1.3 สร้างความภูมิใจในวัฒนธรรมของตนที่เป็นเอกลักษณ์         |                         |   |   |   |   |   |
|    | 1.4 เกิดการบำรุงรักษามรดกทางวัฒนธรรมของชุมชนไว้ให้สืบทอดไป |                         |   |   |   |   |   |
|    | 1.5 ได้รับการยกย่องนับถือ และเป็นที่รู้จักของคนในชุมชน     |                         |   |   |   |   |   |
| 2. | แรงจูงใจทางสิ่งแวดล้อมต่อการมีส่วนร่วม                     |                         |   |   |   |   |   |
|    | 2.1 สภาพแวดล้อมของชุมชนสะอาด                               |                         |   |   |   |   |   |
|    | 2.2 สภาพแวดล้อมของชุมชนเป็นระเบียบขึ้น                     |                         |   |   |   |   |   |
|    | 2.3 มีกฎระเบียบให้ชุมชนปฏิบัติเพื่อรักษาสิ่งแวดล้อม        |                         |   |   |   |   |   |
|    | 2.4 แหล่งท่องเที่ยวได้รับการอนุรักษ์                       |                         |   |   |   |   |   |
|    | 2.5 มีการจำกัดจำนวนนักท่องเที่ยวที่เข้ามาในชุมชน           |                         |   |   |   |   |   |
| 3. | แรงจูงใจทางเศรษฐกิจต่อการมีส่วนร่วม                        |                         |   |   |   |   |   |
|    | 3.1 สร้างงานให้กับคนในชุมชน                                |                         |   |   |   |   |   |
|    | 3.2 สร้างรายได้ให้กับคนในชุมชน                             |                         |   |   |   |   |   |
|    | 3.3 คนในชุมชนมีสถานะความเป็นอยู่ที่ดีขึ้น                  |                         |   |   |   |   |   |
|    | 3.4 เศรษฐกิจของชุมชนมีการพัฒนาในทิศทางที่ดีขึ้น            |                         |   |   |   |   |   |
|    | 3.5 มีนักลงทุนเข้ามาประกอบธุรกิจมากขึ้น                    |                         |   |   |   |   |   |
| 4. | รูปแบบการได้รับข้อมูลข่าวสารต่อการมีส่วนร่วม               |                         |   |   |   |   |   |
|    | 4.1 การเข้าร่วมฝึกอบรมหรือประชุมสัมมนา                     |                         |   |   |   |   |   |
|    | 4.2 การเข้าชมนิทรรศการให้ความรู้ แสดงผลงาน                 |                         |   |   |   |   |   |
|    | 4.3 การประชาสัมพันธ์ผ่านสื่อต่าง ๆ                         |                         |   |   |   |   |   |
|    | 4.4 การบอกกล่าวโดยตรงจากกลุ่มผู้รับผิดชอบด้านการท่องเที่ยว |                         |   |   |   |   |   |
|    | 4.5 การบอกกล่าวโดยตรงจากเพื่อนบ้าน                         |                         |   |   |   |   |   |



ตอนที่ 5 ข้อเสนอแนะในแนวทางที่ทำให้ประชาชนมีส่วนร่วมเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน  
คำชี้แจง: กรุณาเขียนความเห็นของท่านลงในช่องว่าง

โปรดระบุหรือให้รายละเอียดถึงแนวทางที่ท่านเห็นว่า มีผลในการจูงใจหรือกระตุ้นให้คนในชุมชนเข้ามามีส่วนร่วมในกิจกรรมเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืน(การพัฒนาการท่องเที่ยวควบคู่ไปกับการพัฒนาเศรษฐกิจ สิ่งแวดล้อม สังคม และวัฒนธรรม โดยใช้ทรัพยากรทางการท่องเที่ยวให้เกิดประโยชน์สูงสุดและยาวนานที่สุด แต่ก่อให้เกิดผลกระทบทางลบจากการพัฒนาน้อยที่สุด)

1. แนวทางหรือวิธีการที่จะทำให้คนในชุมชนมีส่วนร่วมในการวางแผน

.....  
.....

2. แนวทางหรือวิธีการที่จะทำให้คนในชุมชนมีส่วนร่วมในการตัดสินใจกำหนดกิจกรรม

.....  
.....

3. แนวทางหรือวิธีการที่จะทำให้คนในชุมชนมีส่วนร่วมในการจัดการกับปัญหาที่เกิดขึ้น

.....  
.....

4. แนวทางหรือวิธีการที่จะทำให้คนในชุมชนมีส่วนร่วมในการดำเนินงาน

.....  
.....

5. แนวทางหรือวิธีการที่จะทำให้คนในชุมชนมีส่วนร่วมในการติดตามประเมินผลงาน

.....  
.....

6. แนวทางหรือวิธีการที่จะทำให้คนในชุมชนมีส่วนร่วมในการได้รับประโยชน์

.....  
.....

7. สาเหตุที่ทำให้ท่านไม่สนใจหรือไม่ต้องการร่วมกิจกรรมเพื่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนคือ

.....  
.....

ขอขอบคุณท่านเป็นอย่างยิ่ง

## QUESTIONNAIRE

### Community Participation for Sustainable Tourism Development

#### At Koh Yao Noi, Changwat Phang-Nga

The purpose of this questionnaire is to collect data and information for a Graduate Thesis of the Business Administration Program in Hospitality and Tourism Management (International Program), Faculty of Service Industries, Prince of Songkla University, Phuket Educational Region. The data collected will be used for academic purposes only and will be kept confidentially.

Community participation in sustainable tourism development is the participation of local residents in planning, decision-making, problem solving, implementation, evaluation and tourism benefit gaining of tourism development altogether with the development of economy, socio-culture and environment within the community.

Thank you for your cooperation

Surarak Wichupankul

IMBA Student/ Researcher

#### Part 1: Personal Demographic Characteristic

Please respond to the following questions by ✓ in

1. Gender       1. Male                       2. Female
2. Age             1. 18-25 years       2. 26-40 years       3. 41-55 years       4. over 55 years
3. Education Level
 

|   |  |
|---|--|
| <input type="checkbox"/> 1. Non education     | <input type="checkbox"/> 2. Primary school           |
| <input type="checkbox"/> 3. Secondary school  | <input type="checkbox"/> 4. Vocational education     |
| <input type="checkbox"/> 5. Bachelor's degree | <input type="checkbox"/> 6. Higher Bachelor's degree |
4. Occupation
 

|  |  |
|--|--|
| <input type="checkbox"/> 1. Government officer/ State Enterprise | <input type="checkbox"/> 2. Commercial Personnel |
| <input type="checkbox"/> 3. Company officer/ Employee            | <input type="checkbox"/> 4. Worker/ Labor        |
| <input type="checkbox"/> 5. Student                              | <input type="checkbox"/> 6. Unemployed / Retired |
| <input type="checkbox"/> 7. Fishery / Agriculture                | <input type="checkbox"/> 8. Others.....          |
5. Personal Monthly Income
 

|  |  |
|--|--|
| <input type="checkbox"/> 1. 5,000 Baht or Lower  | <input type="checkbox"/> 2. 5,001 - 15,000 Baht  |
| <input type="checkbox"/> 3. 15,001 - 25,000 Baht | <input type="checkbox"/> 4. 25,001 - 35,000 Baht |
| <input type="checkbox"/> 5. Over 35,000 Baht     |  |

6. Do you undertake the certain social role in your community?

1. No                       2. Yes (Please, specify) .....

7. Where is your hometown?

1. Yao Noi Island sub-district  
 2. Others sub-district/district in Phang-Nga  
 3. Other province .....

8. How long have you been living at Yao Noi Island? ..... years

9. Do you work in hospitality or tourism industry?

1. No     2. Yes

If Yes, what kind of your work? (Can tick more than 1 answer)

1. Hotel, resort or bungalow                       2. Home-stay owners  
 3. Restaurant     4. Souvenir shops  
 5. Boat service     6. Motorcycle/bike rental  
 7. Local tour guide     8. Employee of above firm  
 9. Others .....

10. Do your family members work in hospitality or tourism industry? (Excluding you)

1. No     2. Yes

If Yes, what kind of the work? (Can tick more than 1 answer)

1. Hotel, resort or bungalow                       2. Home-stay owners  
 3. Restaurant     4. Souvenir shops  
 5. Boat service     6. Motorcycle/bike rental  
 7. Local tour guide     8. Staff of firms form above  
 9. Others .....

.....

**Part 2: Ecotourism and Sustainable Tourism Knowledge**

Please respond to the following questions by ✓ in

| <b>Ecotourism</b>   | <b>True</b>              | <b>False</b>             |
|---|--------------------------|--------------------------|
| 1. Ecotourism helps conservation and protection of the natural environment.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Ecotourism destination must be the natural environment. It is not manmade destination.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. To conserve and encourage the diversity of nature, social and culture are important for Ecotourism.                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. There will be only the advantages, if there are many tourists visit the destinations.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Ecotourism destroys the environment, it makes waste water or garbage.  | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Sustainable Tourism</b>  | <b>True</b>              | <b>False</b>             |
| 6. Ecotourism is a part of sustainable tourism.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Sustainable tourism only encourages conservation the natural environment.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Sustainable tourism only encourages the development of economic.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Sustainable tourism only encourages the conservation of culture within community.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Sustainable tourism is the balancing of the environmental conservation, economic development and socio-cultural conservation. | <input type="checkbox"/> | <input type="checkbox"/> |

.....

### Part 3: Community Participation for Sustainable Tourism Development

Please respond to the following questions by ✓ in  which apply to you

If you have chances to participate for the sustainable tourism development activities, what is the level of your potential participation in each issue?

5 refers to **The Superlative**

4 refers to **High**

3 refers to **Moderate**

2 refers to **Low**

1 refers to **The Least**

0 refers to **Not interest**

|           | Participation Activities for Sustainable Tourism Development | Levels of Interest |   |   |   |   |   |
|-----------|--|--------------------|---|---|---|---|---|
|           |  | 5                  | 4 | 3 | 2 | 1 | 0 |
| <b>1.</b> | <b>Planning</b>  |                    |   |   |   |   |   |
|           | 1.1 Propose the rules and regulations                        |                    |   |   |   |   |   |
|           | 1.2 Propose ideas in the meeting                             |                    |   |   |   |   |   |
|           | 1.3 Plan the tourism activities                              |                    |   |   |   |   |   |
|           | 1.4 Prepare and organize the plan                            |                    |   |   |   |   |   |
|           | 1.5 Corporate with other related sectors                     |                    |   |   |   |   |   |
| <b>2.</b> | <b>Decision-making</b>                                       |                    |   |   |   |   |   |
|           | 2.1 Assign the plan or project                               |                    |   |   |   |   |   |
|           | 2.2 Set up the rules and regulation                          |                    |   |   |   |   |   |
|           | 2.3 Assign the solution to the problems                      |                    |   |   |   |   |   |
|           | 2.4 Arrange persons to work                                  |                    |   |   |   |   |   |
|           | 2.5 Select the tourism activities                            |                    |   |   |   |   |   |
| <b>3.</b> | <b>Problem solving</b>                                       |                    |   |   |   |   |   |
|           | 3.1 Investigate the cause of problems                        |                    |   |   |   |   |   |
|           | 3.2 Survey and collecting data                               |                    |   |   |   |   |   |
|           | 3.3 Analyze the problems                                     |                    |   |   |   |   |   |
|           | 3.4 Possibility study of the problem solving                 |                    |   |   |   |   |   |
|           | 3.5 Cooperate with other related sectors                     |                    |   |   |   |   |   |

|           | Participation Activities for Sustainable Tourism Development | Levels of Interest |   |   |   |   |   |
|-----------|--|--------------------|---|---|---|---|---|
|           |  | 5                  | 4 | 3 | 2 | 1 | 0 |
| <b>4.</b> | <b>Implementation</b>  |                    |   |   |   |   |   |
|           | 4.1 Involving in committee team                              |                    |   |   |   |   |   |
|           | 4.2 Involve in tourism activities                            |                    |   |   |   |   |   |
|           | 4.3 Follow the development plan                              |                    |   |   |   |   |   |
|           | 4.4 Persuade other people to involve in the activities       |                    |   |   |   |   |   |
|           | 4.5 Cooperate with other related sectors                     |                    |   |   |   |   |   |
| <b>5.</b> | <b>Evaluation</b>  |                    |   |   |   |   |   |
|           | 5.1 Evaluate the tourism development activities              |                    |   |   |   |   |   |
|           | 5.2 Evaluate the committee's performance                     |                    |   |   |   |   |   |
|           | 5.3 Evaluate the problem in development activities           |                    |   |   |   |   |   |
|           | 5.4 Create the method to improve the performance             |                    |   |   |   |   |   |
|           | 5.5 Direct the rules and regulations of the activities       |                    |   |   |   |   |   |
| <b>6.</b> | <b>Tourism benefits gaining</b>                              |                    |   |   |   |   |   |
|           | 6.1 Local culture and way of life will be well recognize     |                    |   |   |   |   |   |
|           | 6.2 Produce the crafts and agriculture products              |                    |   |   |   |   |   |
|           | 6.3 Invest in tourism services for serving the tourists      |                    |   |   |   |   |   |
|           | 6.4 Being the local tour guide                               |                    |   |   |   |   |   |
|           | 6.5 Earn the reward or compensation                          |                    |   |   |   |   |   |

7. What is your appropriate time participated for sustainable tourism development?

1. Once a week or more       2. One time per 2 or 3 weeks  
 3. Once a month                       4. Whenever necessary

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**Part 4: The Motivations influenced Participating for Sustainable Tourism Development**

Please respond to the following questions by  in  which apply to you

In your opinion, what is the important level of each motivational indicator?

5 refers to The superlative      4 refers to High    3 refers to Moderate  
 2 refers to Low    1 refers to The least      0 refers to Not important

|           | Issues of Motivation                                  | Important Levels |   |   |   |   |   |
|-----------|---|------------------|---|---|---|---|---|
|           |   | 5                | 4 | 3 | 2 | 1 | 0 |
| <b>1.</b> | <b>Socio-culture benefits</b>                         |                  |   |   |   |   |   |
|           | 1.1 Learn and exchange the culture with tourists      |                  |   |   |   |   |   |
|           | 1.2 Relationship with tourists and other local people |                  |   |   |   |   |   |
|           | 1.3 Pride in unique culture                           |                  |   |   |   |   |   |
|           | 1.4 Preservation of the cultural heritage             |                  |   |   |   |   |   |
|           | 1.5 To be recognized among local residents            |                  |   |   |   |   |   |
| <b>2.</b> | <b>Environmental benefits</b>                         |                  |   |   |   |   |   |
|           | 2.1 Cleanliness of community                          |                  |   |   |   |   |   |
|           | 2.2 Systematic of physical environment                |                  |   |   |   |   |   |
|           | 2.3 Conservation regulation is promoted to carry out  |                  |   |   |   |   |   |
|           | 2.4 Tourism attractions are conserved                 |                  |   |   |   |   |   |
|           | 2.5 Tourist's carrying capacity is created            |                  |   |   |   |   |   |
| <b>3.</b> | <b>Economic benefits</b>                              |                  |   |   |   |   |   |
|           | 3.1 Local employment                                  |                  |   |   |   |   |   |
|           | 3.2 Increase revenue                                  |                  |   |   |   |   |   |
|           | 3.3 Quality of life is enhanced                       |                  |   |   |   |   |   |
|           | 3.4 Local economic is stimulated and diversified      |                  |   |   |   |   |   |
|           | 3.5 The investors are attracted into community        |                  |   |   |   |   |   |
| <b>4.</b> | <b>Information gathering</b>                          |                  |   |   |   |   |   |
|           | 4.1 Involve in training and meeting                   |                  |   |   |   |   |   |
|           | 4.2 Involve in tourism exhibition                     |                  |   |   |   |   |   |
|           | 4.3 Public relations through medias                   |                  |   |   |   |   |   |
|           | 4.4 Directly noticed from the responsible person      |                  |   |   |   |   |   |
|           | 4.5 Directly noticed from neighbors                   |                  |   |   |   |   |   |

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## Part 5: Recommendations

Please specify the ways or methods that influence the residents within your community to participate for sustainable tourism development (participate in the activities as well as develop the economy, environment, and socio-culture within community by excellent and long lasting utilizing the tourism resource but create the slightest negative impacts).

- 1) The ways or methods that influence the participation in **Planning**.

.....  
 .....

- 2) The ways or methods that influence the participation in **Decision-making**.

.....  
 .....

- 3) The ways or methods that influence the participation in **Problem solving**.

.....  
 .....

- 4) The ways or methods that influence the participation in **Implementation**.

.....  
 .....

- 5) The ways or methods that influence the participation in **Evaluation**.

.....  
 .....

- 6) The ways or methods that influence the participation in **Benefit gaining**.

.....  
 .....

- 7) Reasons that make you have **minor interest or no participation**.

.....  
 .....

**Thank you for your cooperation**

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## Appendix D: Principal Components Analysis and Example

### Nature of Problems to be employed by Principal Components Analysis

The difficulties in interpretation of the results are there are numerous discrepancies of output information in either “Crosstabulation” form of output or a variety of resulting indices. For example, in studying interest level of participation in sustainable tourism development, there are many broken-down participation components and the difficulties in analyzing do occur. Therefore, Principal Components Analysis is quite accepted to be a practical tool to serve their nature of problems.

Source: Richard, A., Dean, W. (1992). *Principal Components. Applied Multivariate Statistical Analysis*. New Jersey: A Paramount Communications Company, 357-359.

### Example: Numerical Computation of Principle Component Analysis (PCA)

The Principle Component Analysis (PCA) was applied on the “Planning” components. That was, when there were 5 components on “Planning” category, they could be combined to a single variable as follows:

| Components (Planning)                                    | Extraction Value*      |
|--|------------------------|
| Plan <sub>1</sub> = Propose the rules and regulations    | E <sub>1</sub> = 0.711 |
| Plan <sub>2</sub> = Propose ideas in the meeting         | E <sub>2</sub> = 0.852 |
| Plan <sub>3</sub> = Plan the tourism activities          | E <sub>3</sub> = 0.830 |
| Plan <sub>4</sub> = Prepare and organize the plan        | E <sub>4</sub> = 0.834 |
| Plan <sub>5</sub> = Corporate with other related sectors | E <sub>5</sub> = 0.780 |

\* Extraction value was the computed value by using Factor Analysis in Data Reduction (SPSS).

Applying PCA to form a linear combination in creating “New Variable” of planning and utilizing “Extraction value” as corresponding weights, then

$$\text{New Variable} = \frac{[(\text{Plan}_1 * .711) + (\text{Plan}_2 * .852) + (\text{Plan}_3 * .830) + (\text{Plan}_3 * .834) + (\text{Plan}_5 * .780)]}{(.711 + .852 + .830 + .834 + .780)}$$

Finally, compared these means scores among groups of respondents as follows (Homestay owner, Local authority, Tourism service provider, and Local resident).

| <b>Classified Groups</b>    | <b>Means Score(Planning)</b> |
|-----------------------------|------------------------------|
| Homestay owner              | 3.54                         |
| Local authority             | 3.77                         |
| Tourism service provider    | 3.54                         |
| Local resident              | 2.99                         |
| <b>Grand Average = 3.32</b> |                              |

In this research, the PCA was applied in similar manners by imposing analysis of other grouping of Ecotourism and Sustainable Tourism Knowledge Indicators, Key Motivational Indicators, and other Key Participative Indicators as well.