



**The Implication of Local Development Plan for Tourism Destination Development: The  
Case of Tambon Sakoo, Amphur Thalang,  
Changwat Phuket**

**Patamawadee Chuthong**

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ชื่อวิทยานิพนธ์	นัยความหมายของแผนพัฒนาท้องถิ่นต่อการพัฒนาแหล่งท่องเที่ยว กรณี ตำบลสาकु อำเภอดกลาง จังหวัดภูเก็ต
ผู้เขียน	นางสาวปฐมมาดี จุทอง
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### บทคัดย่อ

งานวิจัยเรื่อง “นัยความหมายของแผนพัฒนาท้องถิ่นต่อการพัฒนาแหล่งท่องเที่ยว กรณี ตำบลสาकु อำเภอดกลาง จังหวัดภูเก็ต” มีวัตถุประสงค์ เพื่อ 1) ศึกษายุทธศาสตร์การพัฒนาท้องถิ่นขององค์การบริหารส่วนตำบลสาकु (อบต.สาकु) ในแง่ของการพัฒนาเป็นแหล่งท่องเที่ยว 2) ศึกษาความพึงพอใจ และการมีส่วนร่วมของประชาชนต่อการพัฒนาท้องถิ่นซึ่งริเริ่มมาจากแผนยุทธศาสตร์ของอบต.สาकु 3) ศึกษาความหมายของแผนการพัฒนาท้องถิ่นต่อการพัฒนาแหล่งท่องเที่ยวของตำบลสาकु งานวิจัยชิ้นนี้ได้ประยุกต์ใช้ระเบียบวิธีวิจัยทั้งในเชิงปริมาณและคุณภาพ เอกสารหลักในการวิจัยคือ แผนยุทธศาสตร์การพัฒนาท้องถิ่นที่กำหนดไว้ในแผนพัฒนาสามปี (2549-2551) และแผนพัฒนาท้องถิ่นของปี 2548 ควบคู่กับรายการโครงการที่แล้วเสร็จของปี 2548 ในการวิจัยเชิงคุณภาพผู้วิจัยได้ศึกษาจากการสัมภาษณ์เจ้าหน้าที่ของอบต.สาकु เจ้าหน้าที่ของอุทยานแห่งชาติสิรินาถ กำนัน ผู้ใหญ่บ้าน และประชาชนตามหัวข้อต่างๆ ของแบบสอบถาม ส่วนการวิจัยเชิงปริมาณได้มีการออกแบบสอบถามสำรวจแบบสุ่มกับประชากรจำนวน 315 คน ครัวเรือน ตามสัดส่วนจำนวนประชากรของแต่ละหมู่บ้าน

ผลการวิเคราะห์ข้อมูลจากแผนพัฒนาสามปีพบว่า แผนยุทธศาสตร์การพัฒนาที่ได้รับการจัดสรรงบประมาณรายจ่ายประจำปีมากเป็น 3 อันดับแรกของอบต.สาकुในปี 2548 และ 2549-2551คือ การพัฒนาโครงสร้างพื้นฐาน (42%) การอนุรักษ์ฟื้นฟูทรัพยากรธรรมชาติและสิ่งแวดล้อม (22%) และการพัฒนาเศรษฐกิจและการท่องเที่ยว (21%) ตามลำดับ นอกจากนี้ยังพบว่าผู้ตอบแบบสอบถามมีความพึงพอใจในประโยชน์ที่ได้รับจากแผนยุทธศาสตร์การพัฒนาท้องถิ่นมากเป็น 3 อันดับแรกคือ การพัฒนาการศึกษาและการเรียนรู้ของตำบลซึ่งวัดผลได้ในระดับพึงพอใจ การพัฒนาโครงสร้างพื้นฐานและการส่งเสริมคุณภาพชีวิต ศิลปวัฒนธรรม ประเพณีและภูมิปัญญาท้องถิ่น ซึ่งทั้ง 2 ยุทธศาสตร์วัดผลได้ในระดับปานกลาง ตามลำดับ ในทางกลับกันพบว่าความพึงพอใจต่อการมีส่วนร่วมในแผนการพัฒนาท้องถิ่นมีน้อยมาก หัวข้อการพัฒนาที่มีผลความ

พึงพอใจน้อยที่สุดคือ การติดตามผลและการประเมินผลการทำงานของ อบต.สาकु การเสนอแนะแนวทางเพื่อแก้ปัญหาท้องถิ่นในการประชุมที่อบต.สาकुจัดขึ้น ข้อเสนอแนะและแนวทางที่เสนอไปได้รับการประยุกต์ใช้ในการพัฒนาท้องถิ่นอย่างเห็นได้ชัดตามลำดับ ผู้ตอบแบบสอบถามจากหมู่ 3 บ้านสาकुมีความพึงพอใจต่อการพัฒนาท้องถิ่นของอบต.สาकुมากกว่าผู้ตอบแบบสอบถามจากหมู่บ้านอื่นๆ ส่วนผู้ตอบแบบสอบถามจากหมู่ 5 บ้านบางมาเหลา มีความพึงพอใจต่อการพัฒนาท้องถิ่นของอบต.สาकुน้อยกว่าผู้ตอบแบบสอบถามจากหมู่บ้านอื่นๆ โดยเฉพาะอย่างยิ่งในการมีส่วนร่วมในแผนและการพัฒนาท้องถิ่นของตำบล

กล่าวโดยสรุปแผนพัฒนาสามปีของอบต.สาकुสามารถแปลนัยความหมายเป็นแผนพัฒนาการท่องเที่ยวของตำบลสาकुได้ เนื่องจากการพัฒนาการท่องเที่ยวมีความจำเป็นต้องพัฒนาในทุกด้านที่เกี่ยวข้องทั้งกับแหล่งท่องเที่ยวและประชาชนในท้องถิ่น ข้อเสนอแนะของงานวิจัยคือ อบต.สาकुควรมีแผนและโครงการพัฒนาการท่องเที่ยวโดยเฉพาะและไม่เน้นการพัฒนาเฉพาะในด้าน โครงสร้างพื้นฐานในท้องถิ่นเท่านั้น และอบต.สาकुควรจัดสรรงบประมาณรายจ่ายประจำปีเพื่อพัฒนาการศึกษาและการเรียนรู้ในชุมชนตลอดจนถึงความรู้ที่เกี่ยวข้องกับการท่องเที่ยวให้มากขึ้น ทั้งนี้เพื่อสร้างความสามารถในการพึ่งพาตนเองได้ของประชาชนในท้องถิ่น และนำไปสู่การแก้ปัญหาท้องถิ่นตลอดจนถึงการรวมกลุ่มเป็นเครือข่ายการช่วยเหลือเกื้อกูลกันของประชาชนในท้องถิ่นและสถานประกอบการในตำบลสาकु

**คำสำคัญ:** การมีส่วนร่วมในการพัฒนาการท่องเที่ยวและท้องถิ่น แผนพัฒนาท้องถิ่น องค์การบริหารส่วนตำบลสาकु ผู้มีส่วนได้ส่วนเสียในการท่องเที่ยว การพัฒนาแหล่งท่องเที่ยว การพัฒนาการท่องเที่ยวที่ยั่งยืน

<b>Thesis Title</b>	The Implication of Local Development Plan for Tourism Destination Development: The Case of Tambon Sakoo, Amphur Thalang, Changwat Phuket
<b>Author</b>	Miss Patamawadee Chuthong
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### ABSTRACT

The objectives of the study were to 1) study the local development plan of Tambon Sakoo Administration Organization (TSAO) in terms of tourism destination development, (b) study local satisfaction and participation towards local development which was initiated from development strategies of Tambon Sakoo Administration Organization, (c) study the implication of local development plan for tourism destination development in Tambon Sakoo, Amphur Thalang, Changwat Phuket. The research considered the use of qualitative and quantitative methodology. The secondary data used in this research were the analysis of the three year development plan (2005, 2006-2008) and the development strategy plan of TSAO. The qualitative methodology was applied to interview the staffs of TSAO, the staffs of Sirinath National Park, village chief, Tambon chiefs, and local residents. Quantitative methodology was conducted by using 315 questionnaires distributed in equal proportions to local residents in each village.

The study found that the majority of budget weighting in the development strategy plan of TSAO were the ‘infrastructure and public utility development’ at 42% of total budget in 2005 to 2008. Next was ‘the natural resources and environmental development’ at 22% of total budget in 2005 to 2008, followed by ‘the economy and tourism development’ at 21% of total budget in 2005 to 2008. These strategies represented the three main development strategies that TSAO considered to be the first priority and the solution to local problems. Based on the study, the highest satisfaction levels concerning benefit from development strategies for local people was ‘education and learning development’ which was assessed to be ‘satisfied’ level,

followed by ‘infrastructure and public utility development’ and ‘the promotion of well being of local people, socio-cultures, traditions, and local knowledge’ which were both assessed to be ‘fair’ level. On the other hand, the satisfaction level of respondents in participation in development planning and implementation was low. The lowest satisfaction levels were ‘the evaluation and monitoring of TSAO projects’, followed by ‘proposing suggestions about issues that were of concern to TSAO’ and ‘suggestions and directions proposed to TSAO that were visibly implemented’ respectively. Research also suggested that respondents from Moo 3 had a greater level of satisfaction with local development than those of the other areas, whilst respondents from Moo 5 had the lowest satisfaction level in local development compared to those of the other areas, especially local participation in development planning and implementation.

The three year development plan of TSAO could be interpreted as the ‘integrated tourism development plan of the tambon’, because tourism destination needs to be developed holistically, not only just in the area of tourism. The recommendations from the study are: TSAO needs to have more individual tourism plans/projects to develop tourist destinations in the tambon, not focusing only on the infrastructures. Further, TSAO should offer more financial support in the development of ‘education and local learning, including the tourism-related knowledge, and community strengthens’ so as to empower local people in self-development. Local people will then find solutions to help solve local problems, which in turn will lead to network assistance within the community. Authorities together with community leaders should be more attentive and listen to local people. This will reduce inequality in social status, and hopefully persuade local people to participate in local development issues and tourism destination development issues.

**Keywords:** Local Participation, Tourism Participation, Local Development Plan, Tambon Sakoo Administration Organization, Tourism Stakeholders, Tourism Destination Development, Sustainable Tourism Development

## CONTENTS

	<b>Page</b>
Contents	x
List of Tables	xii
List of Illustrations	xiv
List of Abbreviations and Symbols	xv
<b>Chapter</b>	
<b>1. Introduction</b>	
1.1 Statement of the Problem	1
1.2 Research Objectives	3
1.3 Research Benefits	4
1.4 Limitations of the Research	4
1.5 Definitions of Key Terms	5
<b>2. Related Concepts, Theory and Literature Review</b>	6
2.1 Related concepts, theory and literature review	7
2.1.1 Definitions of tourism system	7
2.1.2 Definitions of tourism plan	9
2.1.3 Definitions of tourism destination	11
2.1.4 Tourism planning in destination zone or community	15
2.1.5 Integration of destination planning with community planning	18
2.1.6 Sustainable Tourism Development	20
2.1.7 Sustainable Tourism Destination Management	21
2.1.8 Local participation in sustainable tourism development	23
2.1.8.1 Community participation	23
2.1.8.2 Types of community participation	25
2.2 Tambon Sakoo and local administration organization	28
2.2.1 Tambon Sakoo general information	28

2.2.2 The Sirinath National Park general information	29
2.2.3 Local authority especially Tambon administration organization	29
2.2.4 Forms and characteristics of local government of Thailand	30

**CONTENTS (CONTINUED)**

	<b>Page</b>
2.2.5 Tambon administrative authority or Tambon administration organization's characteristic	30
2.2.6 Strategic planning process of local authority in Thailand	31
2.2.7 General information of Tambon Sakoo Administration Organization	32
2.2.8 SWOT analysis of Tambon Sakoo	32
2.2.9 Problems and factors affecting to local development	34
2.2.10 Strategy and development plan of Tambon Sakoo Administration Organization	40
2.2.11 Strategic Development Plan within Three Year (2006- 2008) of Tambon Sakoo Administration Organization	44
2.2.12 The monitoring and evaluation of the implementation of projects in the three year development plan	47
<b>3. Methodology</b>	<b>49</b>
3.1 Population and sampling	49
3.1.1 Population	49
3.1.2 Sampling	50
3.2 Research Design	51
3.3 Instruments of Study	51
3.4 Data Collecting	53
3.4.1 Primary data	53
3.4.2 Secondary data	54
3.5 Data Analysis and Statistics Used in this Research	54

<b>4. Results</b>	55
4.1 The analysis of the local development plans	56
4.1.1 The development projects analysis of TSAO	62
4.1.2 Completed projects analysis (fiscal year 2005)	69
4.2 Questionnaires analysis	73
4.2.1 Personal data profile of respondents	73

**CONTENTS (CONTINUED)**

	<b>Page</b>
4.2.2 The frequencies and mean scores for local satisfaction with reference to the benefits of development projects	78
4.2.3 The frequencies and mean scores of local satisfaction towards participation to local development and tourism development of TSAO	81
4.2.4 The frequencies and mean scores of local opinions on local development and tourism management in Tambon Sakoo	84
4.2.5 The multiple comparisons of local satisfaction on the benefits of development projects by village, tested by one way ANOVA	89
4.2.6 The multiple comparisons of participation satisfaction in development projects of TSAO by village, tested by one way ANOVA	94
4.2.7 The multiple comparisons of local opinions upon local development and tourism development of TSAO by village, tested by one way ANOVA	99
<b>5. Conclusions, Discussions, and Recommendations</b>	<b>105</b>
5.1 Conclusions	105



5.1.1	The development strategies of Tambon Sakoo Administration Organization in terms of tourism destination development	105
5.1.2	The local satisfaction and participation with local development in Tambon Sakoo which was initiated from the development strategies of the Tambon Sakoo Administration Organization	110
5.1.2.1	General information of respondents	110
5.1.2.2	The satisfaction levels of respondents towards the benefits of development projects	110
<b>CONTENTS (CONTINUED)</b>		
		<b>Page</b>
5.1.2.3	The differences of satisfaction levels by village concerning the development directions and participation in development activities of TSAO	112
5.2	Discussions	113
5.2.1	The local development plan of Tambon Sakoo Administration Organization in terms of tourism destination development	113
5.2.2	The levels of local satisfaction, participation, and opinions towards development direction in Tambon Sakoo which was initiated from the development strategies of the Tambon Sakoo Administration Organization	125
5.2.3	Local participation in the local development and tourism destination development	129
5.3	Recommendations	131
5.3.1	The local development aspect	131
5.3.2	The tourism destination development aspect	134

5.4 Recommendations on future research	136
Bibliography	137
Appendices	143
A: Questionnaire for local people	145
B: General information of Tambon Sakoo and Tambon Sakoo Administration Organization	164
C: General information of Sirinath National Park	179
D: Forms and characteristic of local government in Thailand	182
E: Forms and characteristics of local government in Phuket	185
F: Tambon Administrative Authority or Tambon Administration Organization's characteristic	186
G: The notification of Sirinath National Park	193
<b>Vitae</b>	195

## LIST OF TABLES

<b>Table</b>	<b>Page</b>	
2.1	Typology of participation	24
2.2	Population in Tambon Sakoo	28
2.3	SWOT analysis of Tambon Sakoo (TSAO, 2005)	32
2.4	Problems and factors effecting to local development (TSAO, 2005)	34
2.5	Local development concepts by each of development strategy (TSAO, 2005)	45
4.1	The summary of development projects by fiscal year (2005-2008)	57
4.2	The announced completed projects of fiscal year 2005	69
4.3	The Gender of respondents in each village	73
4.4	The Age of respondents in each village	74
4.5	The Education of respondents in each village	75
4.6	The Religion of respondents in each village	75
4.7	The Occupation of respondents in each village	76
4.8	The Household income per month of respondents in each village	77
4.9	The frequencies and mean scores for local satisfaction with reference to the benefits of development projects	78
4.10	The frequencies and mean scores of local satisfaction towards participation to local development and tourism development of TSAO	81
4.11	The frequencies and mean scores of local opinions on local development and tourism management in Tambon Sakoo	84
4.12	The multiple comparisons of local satisfaction on the benefits of development projects by village, tested by one way ANOVA	89
4.13	The multiple comparisons of participation satisfaction in development projects of TSAO by village, tested by one way ANOVA	94
4.14	The multiple comparisons of local opinions upon local development and tourism development of TSAO by village, tested by one way ANOVA	99
5.1	The list of average budget weighting allocated to development strategies of TSAO, from 2005 to 2008	106

5.2	The list of average annual number of projects launched for the development strategies of TSAO, from 2005 to 2008	107
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**LIST OF TABLES (CONTINUED)**

<b>Table</b>		<b>Page</b>
5.3	Local development strategies and concepts of TSAO show whether they support tourism destination development	113

## LIST OF ILLUSTRATIONS

<b>Figure</b>		<b>Page</b>
2.1	Phuket tourism systems and it's relationships amongst tourism stakeholders	8
2.2	Perspectives of residents and guests in a destination	13
2.3	Relationship between resources, development and attractions	14
2.4	The sustainable tourism destination management	22
4.1	The budget weighting of development projects for development strategies by fiscal year	62
4.2	The number of development projects for development strategies by fiscal year	63

## **LIST OF ABBREVIATIONS AND SYMBOLS**

<b>TAO</b>	Tambon Administration Organization
<b>TSAO</b>	Tambon Sakoo Administration Organization
<b>PPAO</b>	Phuket Provincial Administration Organization
<b>SNP</b>	Sirinath National Park
<b>SWOT</b>	Strengths, Weaknesses, Opportunities, and Threats.
<b>OTOP</b>	One Tambon One Product
<b>WTO</b>	World Tourism Organization
<b>UNDP</b>	United Nations Development Programme

## CHAPTER 1 INTRODUCTION

### 1.1 Statement of the Problem

Currently, tourism is one of the world's biggest and fastest growth industries. In 2004, 760 million international arrivals were recorded which represented almost US\$622 billion worth of receipts. Tourism has grown 25 percent in the past 10 years with a forecast of 1,500 million international arrivals by 2020, more than double the level at the moment.

Tourism in Thailand has been systematically managed and developed since 1960 by the Tourism Authority of Thailand whose aims are to increase tourism earnings from the domestic and international market towards a substantial source of income for the country. This in turn has brought about major changes to the infrastructure including large construction projects that has helped develop specific rural areas. Furthermore, this has led to the modernization and prosperity for local communities, private sectors, and the country as a whole. However, tourism generates downstream negative affects to destination areas when it is mass marketed; these include the integration of tourist cultures to the primitive way of local life, social problems, inflation, the cost of living, unequal income distribution, etc. Therefore it has been necessary to manage and plan every aspect relating to the development of tourism to reduce negative consequences that directly affect communities when it considered as part of destination.

The Ninth National Economic and Social Development Plan (2002-2006) stated that the development vision for the next 20 years should focus on poverty alleviation and procurement of Thai well being. Therefore sustainable developments together with long term plans have been implemented so as to put into action policies and strategies for local communities. This has given local residents the powers to self administer their own community and hence to encourage participation into local development plan and/or tourism destination development plan.

Moreover, the WTO (1987) viewed that public participation on sustainable development was of major importance and a key objective. This can be interpreted that we all have a role to play and that communities need to make decisions collectively rather than having them imposed by external forces.

The Constitution of Thailand (1997) established the Tambon Administration Organization (TAO) or sub-district administration organization, in rural areas, to be decentralization and self governing organization based on the principles of people participation (Rajchagool, 1999). TAO has the authority to politically look after the 'well being' of all local residents in rural areas, this includes the physical infrastructure, supporting careers, culture, the environment, tourism, land use etc. Further, the TAO has guidelines to follow the directions and polices of national, provincial, and district with respect to planning and implementation, which aims to establish again the well being of local residents. Development in tourist destinations adjacent to the area is also one of its responsibilities.

According to its strategic development plan, the Phuket Provincial Administration Organization has a vision to be considered as a 'World class destination'. This is similar to the objective of the National Tourism Development Plan (2002-2006) whose aims are to encourage Chiangmai and Phuket to be a 'quality destination'. This is also an objective of the Phuket Provincial Administration Organization (PPAO). Therefore the Tambon administration organization (TAO) has a responsibility to manage and implement development plans in the area in accordance with this directive as set out in law.

Although the Constitution of Thailand (1997) allows local authorities to self-administrate, there have been some major obstacles to overcome within the operation of TAO. Chaisawat (2003) said that Phuket has the potential to be developed as a quality destination in a sustainable way; however, he highlighted some obstacles that still prevent it from currently achieving this objective. These include:

1. Phuket does not have a systematic mechanism that benefits the distribution of tourism amongst stakeholders, towards sustainable development.

2. Despite the fact that TAO has the authority to legally manage its area, it still has some serious obstacles to overcome with respect to management. This can be seen particularly in the cooperation amongst the stakeholders within government agencies and/or private sectors together with the management skills of administrators and indeed the management of TAO itself. Therefore primarily TAO should itself be assessed to ascertain the ability of its managers to impartially evaluate the potentiality and sustainability of tourism development.



3. Phuket does not have an independent authorized organizer or agency that directly answers for sustainable tourism development so as to advocate development in the same direction as its guidelines.

Chaisawat's research highlights some of the problems that hinder Phuket being a 'world class destination' and to ultimately fulfill the aim of the Phuket Administration Office.

Therefore this study concentrated on tourism destination planning and management of the Tambon Administration Organization and in particular the Tambon (sub-district) Sakoo. This is because tambon Sakoo has 2 natural tourist attractions Nai Yang and Nai Thon beach. Both beaches are under the jurisdiction of the Tambon Sakoo Administration Organization (TSAO) and moreover do not have additional development with respect to tourist attractions. Furthermore, the area still has traditional values and the economy is not totally dependant upon tourism, unlike Patong. This research will also consider how improvement to tourism development in Phuket could be improved if problems within the TAO can be identified. This in turn would lead to Phuket being a 'quality destination' that ultimately would benefit the local community to be self-sufficient and therefore raise its standards to current inherent economic philosophy.

## **1.2 Research Objectives**

The objectives of the study were as follows:-

1. To study the development strategies of Tambon Sakoo Administration Organization in terms of tourism destination development.
2. To study local satisfaction and participation towards local development in Tambon Sakoo that was initiated from the development strategies of the Tambon Sakoo Administration Organization.
3. To study the implication of local development plan for tourism destination development in Tambon Sakoo, Amphur Thalang, Changwat Phuket.

### **1.3 Research Benefits**

This study will help the Tambon Sakoo Administration Organization to understand local satisfaction and performance of its strategies. Hopefully, the result of this study will lead to a better understanding between Tambon Sakoo Administration Organization and local people to find optimum solutions to local problems together with destination development. Further, the results may stimulate local authority to the importance of tourism destination development plan which will bring about the good quality of life for resident as well as persuade more tourists visiting to such destination in local area.

### **1.4 Limitations of the Research**

The limitations associated with the research are listed below:

1. The research focused on Tambon Sakoo (sub-district) located in the far north of Phuket Island about 30 kms from Phuket town.

2. This study focused on only some stakeholders and did not encompass everybody, for instance the local administration organization authority, Phuyaiban (village chief), Kamnan (tambon chief), all the local people who live in the geographical area, and some private sectors that have enterprises or shops in tambon Sakoo. Furthermore there were other stakeholders who were not interested at all in this research such as Sirinath national park authorities, Aeronautical Radio of Thailand (who have their head office in tambon Sakoo) and Airports of Thailand (AOT) authority that has a conflict of interest with tambon Maikhao administration organization over the responsibility of the area.

3. The study focused on certain aspects of tourism management such as sustainable development and local participation but did not take into account the working conditions of local authorities or what was the authority on tourism management.

4. There were no demographical variables i.e. age, gender, occupation, education, household income were tested with planning and implementation variables in this research.

5. The study mentioned only destination development in the context of local development, did not mention about tourist satisfaction to tourist destinations within Tambon Sakoo.

### 1.5 Definitions of Key Terms

1. **Tambon**-Sub-district

2. **Amphur**-District

3. **Changwat**-Province

4. **Tambon Administration Organization (TAO)** means the smallest local administrative offices of Thailand that consist of a tambon administrative authority council and a tambon administrative authority administrative committee led by the chief administrative officer as the president of TAO, work together with officer of tambon administration organization.

5. **Tambon Sakoo Administration Organization (TSAO)** means the Tambon Administration Organization where established in Tambon Sakoo, Amphur Thalang, Changwat Phuket.

6. **Three year development plan** or the middle term development plan is the local operational plan comprising e.g. vision, mission, goals, and directions of local development, development projects affiliated with development strategy, the monitoring and evaluation procedures together with indicators, etc. The role of the three year development plan is to incorporate local development strategies and budgeting together with an outsource of financial help towards projects development implementation.

7. **Tourism destination** is the given place that of interest to tourist and is equivalent to other terms such as community tourism and destination zone. The basic functional

and spatial elements include access, gateway, attraction complexes, one or more communities (with its infrastructure services and attractions), and linkage corridors between attractions and the community.

## **CHAPTER 2**

### **RELATED CONCEPTS, THEORY, LITERATURE REVIEW**

This chapter introduces the related concepts and theories that relevant to destination management and sustainable tourism development, together with general information of Tambon Sakoo and general information of local administration organization including local development directions of Tambon Sakoo Administration Organization. The basic outlines are reviews as follows: -

#### 2.1 Related Concepts and Theories

- 2.1.1 Definitions of tourism system
- 2.1.2 Definitions of tourism plan
- 2.1.3 Definitions of tourist destination
- 2.1.4 Tourism planning in destination zone/community
- 2.1.5 Integration of destination planning with community planning
- 2.1.6 Sustainable Tourism Development
- 2.1.7 Sustainable Tourism Destination Management
- 2.1.8 Local participation in Sustainable Tourism Development
  - 2.1.8.1 Community participation
  - 2.1.8.2 Types of community participation

#### 2.2 Tambon Sakoo and local administration organization

- 2.2.1 Tambon Sakoo general information
- 2.2.2 The Sirinath National Park
- 2.2.3 Local authority especially Tambon Administration Organization
- 2.2.4 Forms and Characteristics of Local Government of Thailand
- 2.2.5 Tambon Administrative Authority or Tambon Administration Organization's characteristic
- 2.2.6 Strategic planning process of local authority in Thailand
- 2.2.7 General information of Tambon Sakoo Administration Organization
- 2.2.8 SWOT analysis of Tambon Sakoo

2.2.9 Problems and Factors affecting to local development

2.2.10 Strategy and development plan of Tambon Sakoo Administration

Organization

2.2.11 Strategic Development Plan within Three Year (2006-2008) of

Tambon Sakoo Administration Organization

2.2.12 The monitoring and evaluation of the implementation of projects in the three year development plan

## **2.1 Related Concepts, Theory, and Literature review**

### **2.1.1 Definitions of tourism system**

Tourism is multi-dimensional functions interrelated with all aspects of tourist and destination, activities occurred from either direct or indirect interaction of them. In this report focus on tourism management in destination, understanding the definition of tourism which will useful for tourism management, although it has variety definitions explained and discussed.

Inskeep (1991) had stated that tourism should be viewed as a single system which comprise of interrelated parts. He simplified tourism as system that can be defined, analyzed, planned, and managed in an integrated manner. Further, Inskeep also argued that tourism should be view as socioeconomic sector as well as environmental dimension and utilizing facilities and services that are part of various existing standard industrial classifications. At the same time, the tourism system can be described in economic terms of demand and supply.

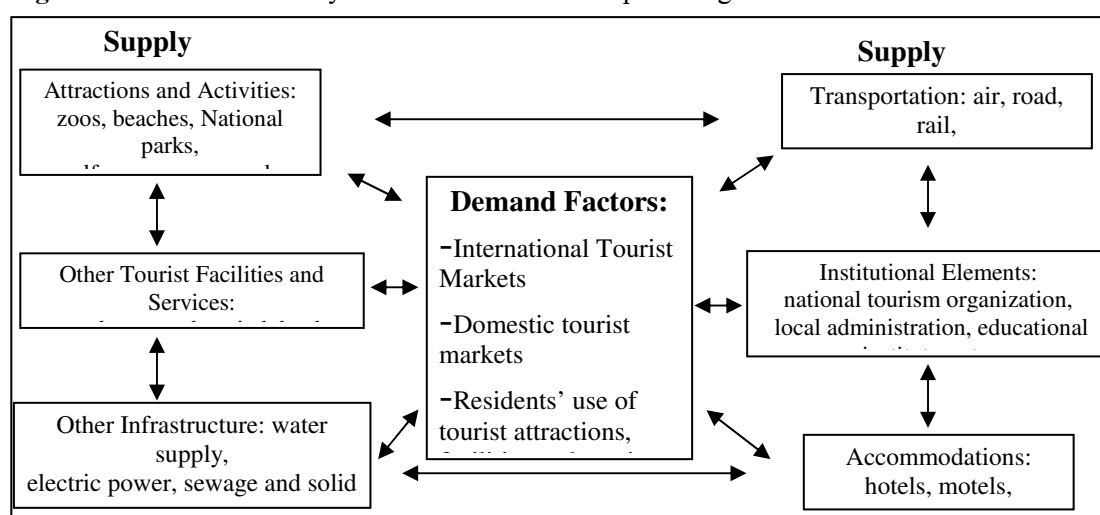
Besides Inskeep (1991) stated that in the planning for tourism development, the concept of tourism as an integrated system based on demand and supply factors is basic to its effective planning and management. Furthermore, the demand and supply sides must be balanced within the framework of maintaining social and environmental objectives.

In addition, Chaisawat, et al. (2002) had stated about the tourism system of Phuket in his writing 'The Potential of Phuket Tourism Development to be World Class Destination with Sustainability research', which is Phuket tourism system and its relationships is

explained by stakeholders in the Phuket tourism industry. The system can be viewed as an interrelated system of demand and supply factors.

The demand factors of Phuket tourism system are international tourist markets, domestic tourist markets, and residents' use of tourist attractions, facilities and services. Accordingly, the supply factors comprise attractions and activities, accommodations, transportation, other tourist facilities and services, other infrastructure, institutional elements. As shown on figure 2.1.

**Figure 2.1** Phuket tourism systems and it's relationships amongst tourism stakeholders



**Source:** Chaisawat (2003)

Further, one of suggestion is Phuket should consider controlled growth development, being proactive on consolidation and stagnation stages of Phuket in Tourism Product Life Cycle.

Supply factors can be classified and described as tourism components (Inskeep, 1991) as follows: -

- Tourist attractions and activities-All those natural, cultural, and special features and related activities of an area that attract tourists to visit it.
- Accommodation-Hotels and other types of facilities and services necessary for tourism development, including tour and travel operations (also called receptive services), restaurants and other types of eating establishments, retail outlets for

handicraft, souvenir, specialty, and convenience goods, banks, money exchange, and other financial facilities and services, tourist information offices, personal services such as barbers and beauticians, medical facilities and services, public safety facilities and services of police and fire protection, and entry and exit travel facilitation of customs and immigration.

- Transportation facilities and services-Transportation access into the country, region, or development area, the internal transportation system linking the attractions and development areas and transportation within the development areas, including all types of facilities and services related to land, water, and air transportation.

- Other infrastructures-In addition to transportation, the other necessary infrastructure, including water supply, electric power, sewage and solid waste disposal, telecommunications of telephone, telegraph, telex, and telefax, and sometimes radio; at the development area level, drainage is also an important infrastructure consideration.

- Institutional elements-The institutional elements are necessary to develop and manage tourism, including manpower planning and education and training programs, marketing strategies and promotion programs, public and private sector tourism organization structures, tourism-related legislation and regulations, public and private sector investment policies, and economic, environmental, and socio-cultural programs and impact controls.

Furthermore, in currently situation tourism component should consider information and communication system structure in destination also such as internet provider and services, computer program services, etc.

Nevertheless, discussing tourism as system that easy to analyzing, planning, evaluation, and monitoring with regarded to impacts arises from tourism growth. Tourists have more educated and realized upon such impacts involve interaction between aspects of tourism and local environment. Thus, tourism planning arises to response the reasonable consumption in resources while maximizing benefits to stakeholders. Or it could be said that planning is the proactive management to balance the using and reserving.



### 2.1.2 Definitions of tourism plan

Rose (1984:45, quoted in Gunn and Var 2002:6) defined tourism planning as “multidimensional activity and seeks to be integrative; it embraces social, economic, political, psychological, anthropological, and technological factors; it is concerned with the past, present and future”.

The destruction of natural resources and environmental, socio-cultural, and unfair distribution of tourism benefits derived from unplanned tourism growth or lot of market-oriented development emphasize logical planning to cope with all level of tourism elements together with globalization impacts.

In order to cope with or to survive in changing affected from globalization there must have been ‘integrated tourism plan’ (Gunn and Var, 2002) that balance all aspects relevant. For example, utilizing resources, land using, physical structure constructions, social facilities, and preparation of manpower upon changing, etc. Nevertheless tourism planning have been discussed in modern stage, it has diversification of such planning that depends on the particular characteristics of destination and tourism.

According to Inskeep (1991) emphasized tourism planning with general planning framework which can describe as follows: -

- *Continuous, incremental, and flexible approach*
- *Systems approach*-Tourism is viewed as an interrelated system and should be planned as such, utilizing systems analysis techniques.
- *Comprehensive approach*-Related to systems approach, all aspects of tourism development including its institutional elements and environmental and socio-economic implications are analyzed and planned comprehensively, that is, a holistic approach.
- *Integrated approach*-Related to the systems and comprehensive approach, tourism is planned and developed as an integrated system within itself and also is integrated into the overall plan and total development patterns of the area.
- *Environmental and sustainable development approach*-Tourism is planned, developed, and managed in such a manner that its natural and cultural resources are not depleted or degraded, but maintained as viable resources on a permanent basis for continuous

future use. Carrying capacity analysis is an important technique used in the environmental and sustainable development approach.

- *Community approach*-There is maximum involvement of the local community in the planning and decision-making process of tourism and, to the extent feasible and desirable, there is maximum community participation in the actual development and management of tourism and its socio-economic benefits.

- *Implementable approach*-The tourism development policy, plan, and recommendations are formulated to be realistic and implementable, and the techniques of implementation are considered throughout the policy and plan formulation with the implementation techniques, including a development and action program or strategy, specifically identified and adopted.

- *Application of a systematic planning process*-The systematic planning process is applied in tourism planning based on a logical sequence of activities.

Further, Gunn and Var (2002) examined that tourism planning have difference objectives and processes; the most popular today is at the *Site scale*-individual property development for hotels, restaurants, resorts, roads, and attractions. The *Destination zone* can define as a community (or several) and the surrounding area when tourism functions are better understood. In order to determine greatest potential for a larger area, a *Regional scale* (nation, province, state) of planning is needed.

This research focus on tourism management in destination zone regarded to authority of local administration organization, Tambon Sakoo Administration Organization, relating the development of community where tourism attractions locate.

### **2.1.3 Definitions of tourism destination**

Gunn and Var (2002) simplified that destinations are places of interest to tourist. Tourist activities in such destination stimulate investment in hotels, amenities and infrastructures so as to attract additional tourist visiting their place. At the beginning, such developments are of private sectors who want to persuade tourist visiting destination. The authority of such destination then realize to develop tourism destinations in order to equalize the economic benefits

of tourism to local people together with to minimize the negative consequences of tourism affecting to community within destination zone. The economic vitality of tourism business rely on the tourists arrival when such destination seems dependent on tourism industry. Conversely, tourism not only generates the benefits impacts but also negative downturn affecting to socio-cultural, economy, and ecology of such destination. The destinations are needed to be well-managed as much as it can be, because of “when a tourism destination is managed poorly, as many are, its future as both destination and community is threatened” (Jamieson, 2006:3).

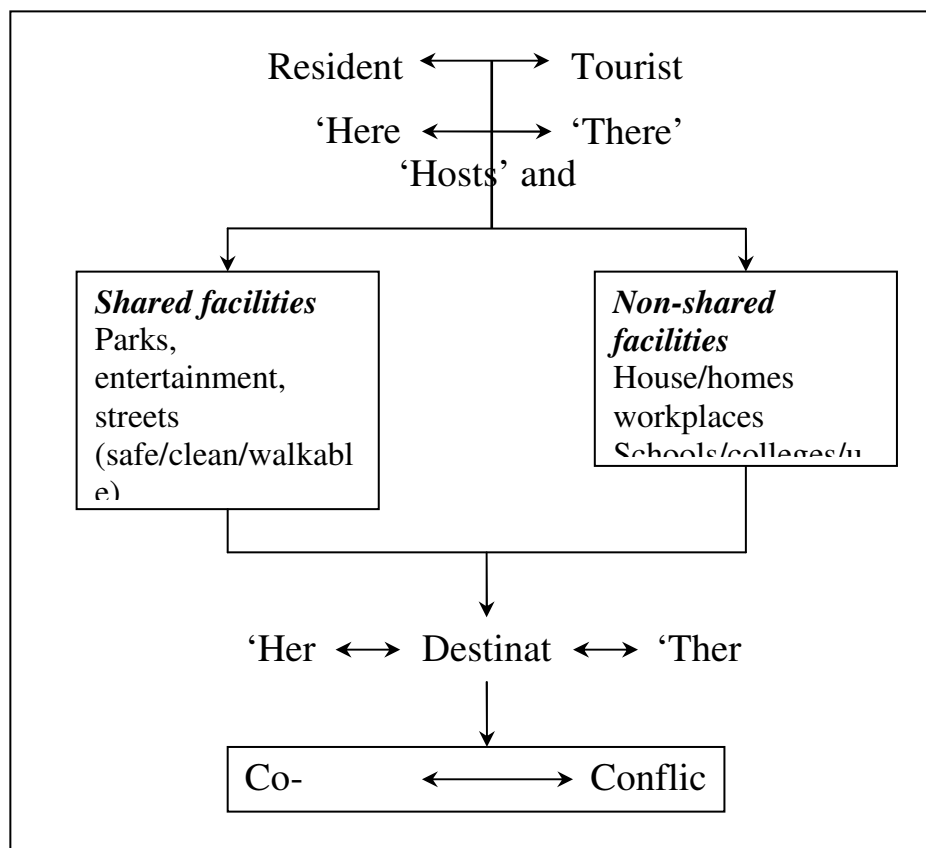
The research had been shaped by the destination concept of Gunn and Var (2002) which is equivalent to other terms such as community tourism and destination zone. The basic functional and spatial elements include *access, gateway, attraction complexes, one or more communities* (with its infrastructure services and attractions), and *linkage corridors* between attractions and the community. When these elements are integrated, tourism is most successful. The section illustrates the diversity of supply development typically encountered by the traveler (Gunn, 1972, quoted in Howie, 2003).

Howie (2003) simplified the destination concept of Gunn (1988) which is based on the behavior patterns of the tourist. The tourist begins the trip from home and moves towards the chosen destination along ‘*circulation corridors*’ using various modes of transport-water, land or air. The corridors lead to ‘*termini*’, generally in or adjacent to the host community or ‘*service community*’ where attractions and services may be located. The points at which the tourist leaves the corridor and enters the destination are the ‘*gateways*’-significant because ‘*first impressions*’ are formed there. The tourist experience the attractions and services of the destination-perhaps dispersed throughout it or located in ‘*attraction clusters*’-moving between them along ‘*linkage corridors*’. Finally, the tourist leaves the destination via the gateway, traveling along circulation corridors to other destinations or to return home, taking images and memories of the total experience.

Besides, Gunn noted that within the destination residents and tourists share certain characteristics and elements of the destination while others are used exclusively by one group or the other. Howie (2003) emphasized this argument that conflicts can arise where the use made of the various elements of a destination by tourists and by the local community are different or are more intensive than the feature or system can tolerate-as it may have been designed solely

with residents in mind. To resident, the 'destination' is where they live-it is their home and where they stay, they have a vested interest in it, it is 'here'. The tourist perspective is that the destination is 'there', they are temporary visitors to it and they have little vested interest in it beyond the duration of their visit. If they do not enjoy it they can move on and never return (as shown in Figure 2.2).

**Figure 2.2** Perspectives of residents and guests in a destination



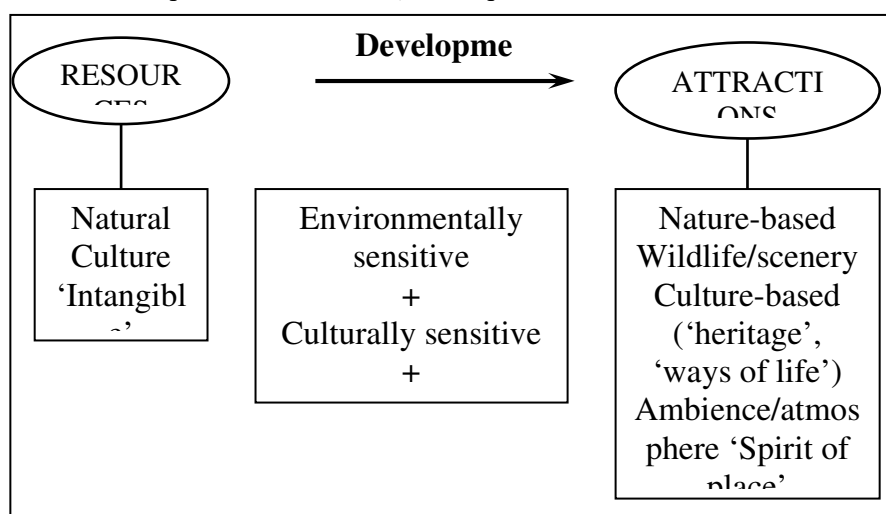
**Source:** Howie (2003, p.75)

Destination management increasingly focused on bringing these two perspectives closer together, through design of the shared environment of the various stakeholders fostering increasing awareness of the mutual interests of both tourists and residents as major stakeholders in the experience and shared use of a real place which is both 'destination' and 'home' and 'here' and 'there'.

### **The distinction of resources and attractions in destination zone**

Generally a key success of destination development is the realization that resources are not attractions. A given place might have a plenty of raw resources such as beautiful scenery, diversity of wildlife or marine life, fascinating cultural remains. However, if these resources are inaccessible due to lack of adequate transport, an absence of hotels or other accommodation or perhaps political instability and a perceived lack of security, then some form of appropriate development will be required (Howie, 2003). The figure 2.3 illustrates the relationship between resources, development and attractions within destination. Ultimately, if the attractions developed are to have long-term viability and to be welcomed by the local community then sustainable development will be achieved.

**Figure 2.3** Relationship between resources, development and attractions



**Source:** Howie (2003, p. 77)

There is a distinctive perspective of attraction and resource addressed in this research which is “resources are the precious ‘raw ingredients’ of a place to a great extent determine what it may become-and from the perspective of the residents of the (potential) destination they may be entirely satisfactory as they are. Alternatively, the residents may even be oblivious of these resources-they are merely the ‘ordinary things’, taken for granted as the backdrop to their daily lives” (Howie, 2003:78). This distinction of attraction and resource emphasizes a spirit of destination that meant to tourists, and it becomes the intangible characteristics of such destination that contribute to the attractiveness of the destination and visitor experience.

It is important to manage and develop resources in order to meet the sustainable development in attraction located in the destination area. The resources might be developed as the commercial usage or for recreational purposes as tourism attraction. Increasing tourist use may suggest the need for campsites, log cabins, a visitor center etc. The forest might be purposefully developed for multifunctional or mixed use. The wise management of eco-management to resource will encourage a sustainable forest.

Apart from the development of physical and cultural resources of attractions, there are other elements that needed to consider. All the development contributed in the destination area or the community within destination can bring about the good and bad memories that the tourist takes home and shares with others. “Thus the built environment includes ‘heritage’ features such as castles and monuments, tourist and leisure buildings such as visitor centers, museums and swimming pools, but also ‘ordinary’ houses, factories, office blocks and civic buildings that contribute to the general ‘townscape’ resulting from the ‘organic’ or planned layout and street pattern” (Howie, 2003:80). The local festivals, fairs, traditions, artistic works and crafts are also part of the reality of places. Besides, there are others sensitive intangible element of destination which challenge the destination manager such as a sense of friendliness, security, walkability, excitement, youthfulness, dynamism, age and history.

The destination manager or equivalent has a crucial role to the success of tourism in destination zone or community. Tourism is one of the economic opportunities to local

people in community, so it need the sophisticated management embracing the tourism factors both of supply and demand together with maintaining the social, cultural and environmental integrity. The tourism destination plan is essential to success of destination.

#### **2.1.4 Tourism planning in destination zone or community**

Gunn and Var (2002) argued that it is periodically important for a destination to prepare its own tourism plan. Further, it is the essential need for communities to plan and design transportation services for both visitor and local needs and preferences. Or it could be said that all public services should serves both of visitors and local people. They proposed the basic elements of tourism planning at the destination scale are:

1. Transportation and access from travel markets to one or more communities.
2. One or more communities with adequate public utilities and management.
3. Attraction complexes (clusters) that meet market needs.
4. Efficient and attractive transportation links between cities and attractions.

However, Howie (2003) proposed the essential actions to tourism destination management which focus on tourist-oriented development:

1. Convert resources with potential into attractions.
2. Provide an appropriate range of tourist accommodation.
3. Provide appropriate transport to, from and within the destination.
4. Ensure the successful integration of the tourist-related developments

into the changing activity patterns of the place on a long-term, sustainable basis.

These first three aspects are the traditional approach, but the forth aspect is generally considered essential today. Howie addressed that “a given place-town, city, village, region, country-has, with few exceptions, evolved or been designed and developed to suit its inhabitants, rather than its visitors” (p. 73).

In addition, Gunn and Var (2002) proposed the key conclusions that may be of assistance to communities and their surrounding areas as they plan for destination tourism development.

### **1. Destination plans must be integrated with regional plans.**

Communities and their surrounding area must plan their tourism expansion within the context of regional plans. If regional tourism planning is not in place, lobbying for such planning may be the first item on the community's agenda. This is because of destinations are dependent upon regional (federal, state, provincial) policies and action on such matters as: transportation network, national parks and protected resource area, incentives for community tourism development, tourism promotion, and cooperative marketing and promotion.

### **2. Placeness is a fundamental of destination planning.**

Every destination has a uniqueness characteristic such as geographical factors, cultural and natural resources, traditions, relationship to markets, and different hospitality characteristic. Thus, it is essential to analyze these factors as a foundation for building upon the uniqueness of place.

### **3. Destination planning requires cooperation between community and surrounding area.**

This is because a destination includes cities and their surrounding areas; the planning for future tourism must encompass such a geographic area. Further, tourism's attraction potential lies within the nearby rural area as well as the cities within a destination zone; the plenty of cultural resources is likely to be found within communities whereas most natural resource assets are located in the surrounding area. The most travel service businesses are within communities where they can benefit from public services and both of residential and travel market. However, the quantity and quality of attractions in the surrounding areas and within the city is one of the pull factors persuading tourist visit to such destination.



#### **4. Opportunity: public-private cooperation.**

City and county governments are preoccupied with public services, such as water supply, waste disposal, police, education, and related functions. Essential as these are for the residents, they are of equal concern in tourism planning and development. City councils are likely to believe that tourism is the prerogative of business and promotion only. Even though the business sector does play an important role in tourism development, a successful destination is one in which policies and actions of both public and private sectors are complementary rather than competitive or divisive. In addition, it is needed for them to cooperate with nonprofit organizations.

#### **5. New leadership required at destination level.**

A special tourism council with competent leadership is usually required. Such a council will need the official support from the jurisdictions encompassed within the zone-cities, counties. Its membership must include representatives of government, tourist businesses, civic groups, nonprofit organizations, planners, and environmentalists.

#### **6. Engage in destination planning.**

Destination areas will success if there have systematic plan that aim to fulfill tourist experience and conserve the environment. Such plan should be planed in an orderly step-by-step sequence, and its success is dependent on the combination of planning project and continuous planning. Although planning processes vary, all have similar basic elements: setting goals, objectives; analyzing alternative concepts for development; and identifying action strategies. This is the only way that communities can foster sustainable tourism development in a manner satisfactory to everyone.

#### **7. Prevent environmental degradation.**

This responsibility at the destination scale must address all sources of environmental degradation, not only from tourism. Municipal sewage and industrial waste must be brought under control if tourism is to thrive. Land use regulations are necessary to avoid overdevelopment, excessive congestion, and incompatible development.

### **8. Utilize special cultural and natural resources.**

A search for natural and cultural resources within a destination can reveal abundant opportunities for tourism development. Because they are anchored to a specific location they have greatest competitive potential. When these opportunity ideas have been named, local leaders can evaluate their impact on the community and create feasibilities. Then it is essential to gain public participation. The results of a logical planning process can be beneficial to all.

In the context of this research it can be said that tourism destination plan in community with due the local authority is the combination of community plan approach and integrated tourism plan approach.

#### **2.1.5 Integration of destination planning with community planning**

There is one reason to support that destination planning should integrated with the traditional community plan which generally focus on the holistic aspect of the quality of life for resident. Howie (2003) had pointed out that the travel book writers have potential influence on tourist visiting destinations. For example, Norman Lewis who tends to write about the ordinary things that makes up the lives of ordinary people. Thus, Howie (2003: 103) implied that “there is a growing common ground between certain everyday elements of the quality of life of host communities and the sought-after experiences of a growing number of new tourists”. Further, a significant outcome of the Earth Summit (WCED, 1992) was the replacement of a former environmentalist objective of the steady-state with a commitment to growth within a framework of sustainability-local communities and local authorities (and by implication destination managers)-have a key role in the implementation of desired change under ‘Agenda 21’.

According to Gunn and Var (2002) proposed that all plans and planning processes at destination zone need to be integrated, because communities play such a critical tourism role in destinations. They owe resource and are considered as part of destination’s resources as well. Official community plans traditionally focus on physical public needs, especially for updating and enlarging public structures and systems. These needs are often for

resident transportation, water supply (potable and industrial), sewage disposal (solid and liquid waste), power (electrical and gas), fire protection, and for police and public safety. Regulations for land use and structures, such as zoning ordinances and building codes, are included in most city plans. Included also are concerns over housing, education, trade amenities, and industry.

Unfortunately, in most communities, these traditional plans do not include issues related to visitors even though their decisions do affect tourism and vice versa (Gunn and Var, 2002). The traditional community planning tends to provide for the five components of the supply side of tourism-attractions, services, transportation, information, promotion-are not seen as responsibilities of city planning officials.

Dredge and Moore (1992) discussed the obstacles of the integration of tourism planning into traditional community plans which was found in Queensland, Australia.

1. Much of tourism involves private sector facilities and services, often outside the perceived role of local planning.
2. Local understanding of the complicated multi-owner supply side of tourism is not helped much by their perception of industry involving only a few physical plants.
3. The overlap between the needs of visitors and residents, as well as their differences, are not well understood.
4. The dynamics and interdependencies of the components of the tourism functional system are foreign to their day-to-day decisions relating to residents.
5. The training and education of planners and designers have not usually encompasses tourism as a curriculum topic.

In conclusion, there is that town planners have not only great opportunities but responsibilities to incorporate vision, guidelines, and specific plans for tourism into their traditional local roles.

Harman (2001) stated that city government has a crucial role which is extremely important in determining whether local communities take full advantage of the economic opportunities in tourism today and in the years ahead. In rural area particularly in Tambon Sakoo, the Tambon Sakoo Administration Organization plays the role as official community or host in community development. Its authorities are related to many tourism supply factors both of direct

and indirect manners. The destination management in rural area is implied to undertaken by local authority, Tambon Sakoo Administration Organization-TSAO.

### **2.1.6 Sustainable tourism development**

Sustainable tourism development concept emerged from the attempt to conserve the natural resources and environment that used to be thought as infinite resources.

WTO (2004) has declared the definition of sustainable tourism which is widely conceded in academic and implementation which comprises three dimensions to be balance in development and can be adopted to be goals for development.

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity.

2) 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.

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

In the context of destination management, Jamieson (2006) fulfilled the imperatives of sustainable tourism destination management that governments and other societal agents must find an appropriate balance between different, and sometimes apparently conflicting, needs and value systems. Sustainable development must meet three fundamental and equal objectives:

1. *Economic*: production of goods and services (with efficiency as the main consideration)

2. *Environmental*: conservation and prudent management of natural resources (with the preservation of biodiversity and maintenance of ecological integrity as the main considerations)

3. *Social*: the maintenance and enhancement of quality of life (with equity as the main consideration) and intergenerational, as well as intragenerational, equity in the distribution of wealth

Some of the most important principles of sustainable tourism development include the following:

- Tourism should be initiated with the help of broad-based community input, and the community should maintain control of tourism development
- Tourism should provide quality employment to its community residents, and linkage between local businesses and tourism should be established
- A code of practice should be established for tourism at all levels-national, regional, and local-based on internationally acceptable standards; and guidelines for tourism operations, impact assessment, monitoring of cumulative impacts, and limits to acceptable change should also be established
- Education and training programs to improve and manage heritage and natural resources should be established

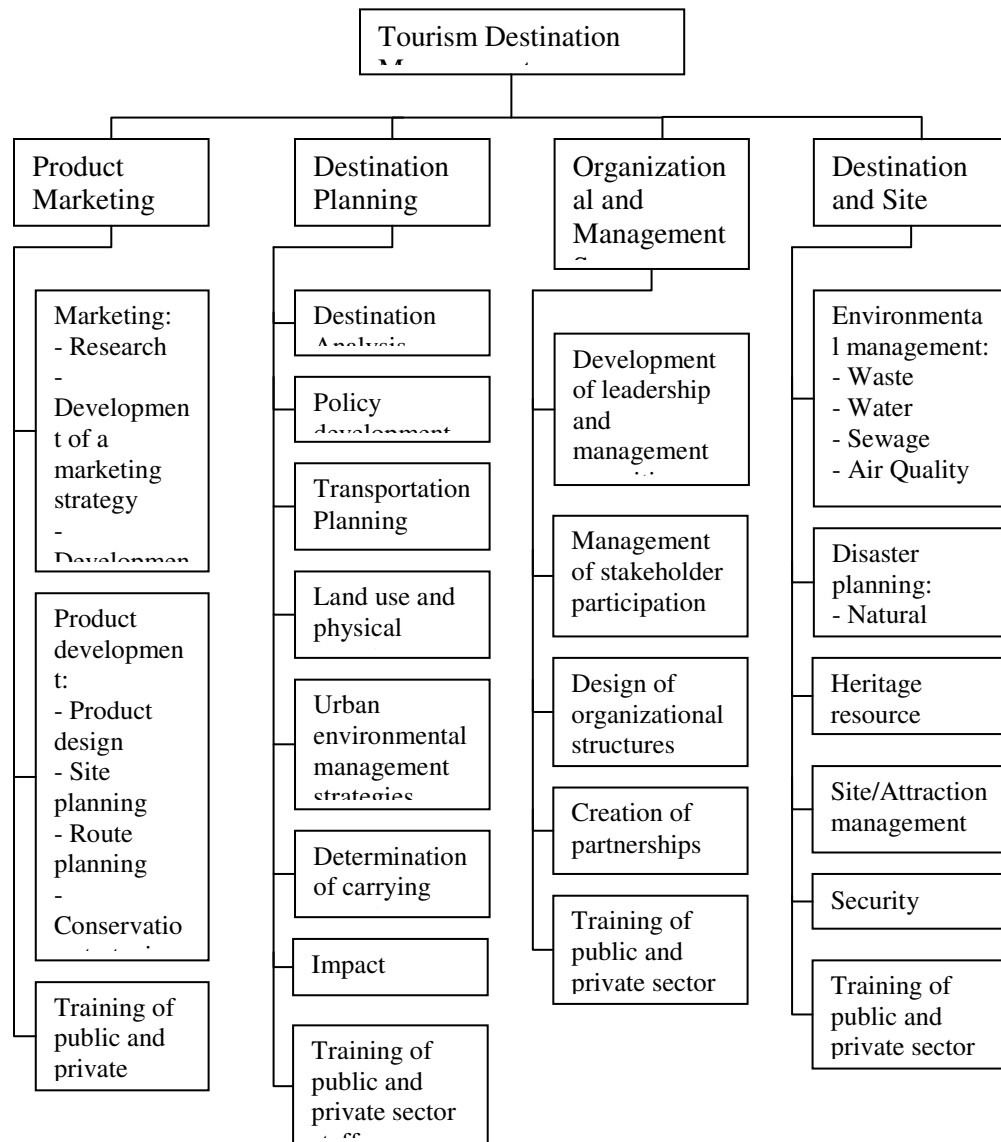
### **2.1.7 Sustainable Tourism Destination Management**

Jamieson (2006) claimed that the achievement of sustainable development goals of tourism needs the strategic planning and sound management, particularly in community destination zone. Those responsible for managing destinations need to begin thinking in an integrated manner about the everyday municipal concerns of tourism, and about the cultural and heritage dimensions of a community. Sustainable tourism destination management view destinations as more than the sum of their parts and seeks to create destinations that are healthy and viable in the long term for tourists and residents alike. The sustainable, integrated view of destination management serves to:

- Address the needs of tourists and the economic interests of the tourism industry
- Approach tourism development in a way that reduces the negative impacts
- Protect local people's business interests, heritage, and environment

- Protect the local environment, in part because it is the livelihood of the destination

**Figure 2.4** The sustainable tourism destination management



**Source:** Jamieson (2006, p. 5)

In addition, Jamieson (2006) enhanced the vision of sustainable futures for tourism which are:

- Prudent use of the earth's resources within the limits of the planet's carrying capacity
- Devolution of top-down decision-making responsibilities and

capabilities to a broader range of a destination's stakeholders

- The abatement of poverty and gender inequalities, and respect for fundamental human rights
- Enhancement of the quality of life for residents through improved health care, shelter, nutrition, and access to education and income-generating skills
- Preservation of biodiversity and life support systems for all natural habitats
- Preservation of indigenous knowledge and ways of living, and respect for the spiritual and cultural traditions of different peoples

### **2.1.8 Local participation in sustainable tourism development**

The host community or local people became more increasingly focus to decision-making for sustainable development and also tourism sector in destination, to ensure effective benefits to local people by persuade them in participation in many implementation of planning and development processes. Also proactive on tourism impacts to local communities which ideally better manage by self-government or decision-making of effected parts to their resources.

#### **2.1.8.1 Community participation**

Pretty et.al. (1995, quoted in Mason 2003) claimed that participation can mean different things to different people. Pretty initiated a typology of participation which clarify many form of participation, for instance, 'Manipulative participation' that power is completely lies to authority or outsider, and local people allowed in decision-making on concerned issues and resources in the form of 'Interactive participation' or 'Self-mobilization'. This is significant tool in autonomous governance which indicates level of such local participation in real implementation contributed improvement of government promotion or assistant to achieve sustainability.

**Table 2.1** Typology of participation (Pretty et.al., 1995)

Typology	Characteristics of Each Type
<b>1. Manipulative participation</b>	- Participation is simply pretence: ‘people’ representatives on official boards, but they are unelected and have no power.
<b>2. Participation in Information Giving (Passive Participation)</b>	- People participate by answering questions posed by extractive researchers using questionnaire surveys or similar approaches. People 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. Or people do not have the opportunity to influence proceedings, as the finding of the research are neither shared nor checked for accuracy.
<b>3. Participation by Consultation</b>	- People participate by being consulted or by answering questions and external agents or people listen to views. These external professionals define problems, information-gathering processes and solutions, and so control analysis: process does not concede any share in decision-making, and may modify these in the light of people’s responses. And professionals are under no obligation to consider people’s views.
<b>4. Participation for Material Incentives</b>	- People participate by providing resources, for example labor, in return for food, cash or other material incentives. Much on-farm research falls into this category, as farmers provide the fields but are not involved in the experimentation of the process of learning. It is very common to see this called participation; people have no stake in prolonging technologies or practices when the incentives end.
<b>5. Functional Participation</b>	- Participation seen by external agencies as a means to achieve project goals, especially reduced costs. People may participate by forming groups to meet predetermined objectives related to the project, which can involve the development or promotion of externally initiated social organization. Such involvement does not tend to be at early stages of



	project cycles or planning, but rather after major decisions have been made by external agents; at worst, local people may still only be co-opted to serve external goals. These institutions tend to be dependent on external initiators and facilitators, but may become self-dependent.
<b>6. Interactive Participation</b>	- People participate in joint analysis, which leads to action plans and formation of new local institutions or the strengthening of existing ones; participation is seen as a right, not just the means to achieve project goals. It tends to involve interdisciplinary methodologies that seek multiple perspectives and make use of systematic and structured learning processes. These groups take control over local decisions and determine how available

**Table 2.1** (Continued)

	resources are used, so people have a stake in maintaining structures or practices.
<b>7. Self-Mobilization</b>	- People participate by taking initiatives independently of external institutions to change systems. They develop contacts with external institutions for resources and technical advice they need, but retain control over how resources are used. Self-mobilization can spread if governments and NGOs provide an enabling framework of support. Such self-initiated mobilization and collective action may or may not challenge existing inequitable distribution of wealth and power.

**Source:** Adapted from Mason (2003, p. 119) and Hollaway (2001)

Level of involvement of local participation can indicate the particular way of sustainable development in destination which is normally developed for local people not pursued participation into realistic implementation. The satisfaction on local development and participation in planning process in which questionnaires will shown in this report as one of sustainable tourism development indicator of Tambon Sakoo.

#### **2.1.8.2 Types of community participation**

According to WTO (2002) guideline to poverty alleviation in tourism benefits through enhancing local participation stated that the most prevalent types of community participation are: -

- **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.

- **Ecotourism**, where local communities exist in the ecotourism area, with these communities providing businesses and employees related to the ecotourism activities. Often ecotourism and village tourism are combined with the tourists experiencing both the natural environment and local cultural patterns of the villages.

- **Arts and crafts tourism**, with tourists visiting villages and town districts that specialize in production of particular crafts such as wood carving and textile making, or organize dance, music and drama performances. These visits can be stopovers on day tours or longer-term stays with the tourists living in the village and learning about the arts and crafts.

- **Rural tourism**, with tourists staying in farmhouses or small-scale accommodation and experiencing farming activities, touring nearby areas, and often engaging in local recreation activities such as hiking and fishing.

- **Agrotourism**, a type of rural tourism, with tourists visiting on day tours or staying overnight on farms, livestock ranches or plantations specifically to observe and engage in agricultural activities.

These forms of tourism are all expanding as tourists markets become specialized and more tourists wish to have contact with local cultures and natural environments.

Also important types of community participation in tourism, which generate local benefits and encourage community support for tourism, which are proposed by Inskeep:

- Participation of local communities in development, management and operation of nearby major attraction features such as national parks and archaeological/historic sites, in a manner that both generates economic benefits to the communities and encourage their support for conservation of the natural or cultural features.

- Participation of local communities in large nearby tourism development

projects such as coastal, mountain or health resorts in ways that generate substantial benefits to the communities.

On the other hand, the involving of local communities in decision-making about development projects does not necessarily ensure their success (Mowforth and Munt 1998, quoted in Mason 2003). Moreover, they also suggested that criticism of the failure of local people to make appropriate decisions about their future, may come from those with a vested interest in a project such as government officials or even development agencies. There is the context of New South Wales, Australia which wrote by Jenkins (1993), proposed by Mason (2003), and suggested that there are seven barriers to local participation in tourism planning as summery follows: -

- The public generally has difficulty in understanding complex and technical planning issues.
- The public does not necessarily understand how the planning process operates or how decisions are made.
- The problem of attaining and maintaining the representation of all views in the decision-making process.
- Apathy amongst some, if not a majority, of citizens.
- The increased cost in relation to staff time and money.
- The fact that decision-making takes much longer as result of community participation.
- The overall efficiency (particularly in terms of time/money and the smooth running) of the decision-making process is adversely affected.

These obstacles of local participation in reality sustainable development implementation normally arise in destination of developing countries also. This is shown that self-governance of local people need control or decision-making enforcement in which supported from government policies or non government organizations.

According to Sofield (2003), the sustainable tourism destination development must be managed by governments, because those only states can provide the conditions for movement toward sustainability. In addition, "Tourism is such complex industry which is interdependence with every aspects concerning to people way of life such as: socio-cultural,

economy, environmental, political either local or national state, etc., balancing degree of control, degree of belonging resources in local area with all stakeholders and outside powerful experts must be considered” (p.340). Meanwhile, government agencies especially in local authority are neglect to enforce authority to genuine local participation and empowerment contributing to sustainable tourism destination development, only exercising power to next elections.

Sustainable tourism destination development needs association between tourism relevance and good leadership which will integrate suitable solutions into proper implementation. Government is one of key leader in tourism destination development which can transform traditional community oriented to be legally action. As WTO (2004:19) argued that “Destination managers or authorities are the key front line decision-makers for many of the issues and challenges related to the sustainable development of their destination; yet, the causes of the issues and the partners in their solution will necessarily include others, whose main interest may focus at local, national or even international levels”.

Next part is local government, Tambon (sub-district) Administration Organization concerns which is comprised of authority, development process from planning to monitor which guided from main government.

## **2.2 Tambon Sakoo and local administration organization**

### **2.2.1 Tambon Sakoo general information**

Tambon Sakoo is one of 6 sub-districts in the Thalang district of Phuket. The tambon Sakoo is along way from Phuket town approximately 30 kilometers of which most of the area has rubber plantations and agricultural land. It covers 19.5 square kilometers along with the administration 5 villages: Moo 1-Ban Nai Yang, Moo 2-Ban Tronk Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thon, Moo 5-Ban Bang Ma Lauw.

#### **Population and occupation in Tambon Sakoo**

The main occupation of the local people is the cultivation of rubber. Other occupations include fisherman, farmer, merchant, hotel and resort employee, etc. The total

population 4,010 people which comprises of men 2,024 and women 2,060 respectively, with 1,487 households shown in following table.

**Table 2.2** Population in Tambon Sakoo

Village		Men	Women	Total	Household
Moo 1	Ban Nai Yang	711	710	1,427	671
Moo 2	Ban Trok Maug	234	233	467	120
Moo 3	Ban Sakoo	455	451	906	265
Moo 4	Ban Nai Thon	136	163	299	142
Moo 5	Ban Bang Ma Lauw	488	503	911	289
<b>Total</b>		<b>2,024</b>	<b>2,060</b>	<b>4,010</b>	<b>1,487</b>

**Source:** Tambon Sakoo Administration Organization (2005)

Further information on Tambon Sakoo can be found in appendix B.

### **2.2.2 The Sirinath National Park general information**

The Sirinath National Park has been established since 1992 to commemorate of the 60<sup>th</sup> birthday of Her Majesty, Queen Sirikit. The total boundary is 90 square kilometers of which 68 square kilometers (76%) is the marine and 22 square kilometers (24%) is terrestrial which is spread throughout Phuket. The details of this can be seen in appendix C.

### **2.2.3 Local authority especially Tambon administration organization**

#### **Definitions of local authority/government**

The main function of the administration organization is to serve the needs of the community through a framework of planning and development so as to meet all the needs of local people in community. If the local administration organization focuses on their development strategy planning that is of a major benefit to local people the obligation and deselecting of unwanted projects and how they are viewed by the local people, will accommodate the key principle of democracy and decentralization which the main government is attempting to do.

Local governments are administrative offices, an area smaller than a state. The term is used to distinguish between offices at national-state level, which are referred to as the central government, national government, or (where appropriate) federal government.

Local governments are a politically open opportunity for local people to become directly involved in government authority. This in turn is distributed to local communities which have their own characteristics, in order to allow people in to self-govern to particular assigned missions and framework. “The different levels of government authority are primarily to serve local peoples requirements as diverse as social, philosophical, economic, and cultural, whilst adhering to the unity and democratic principles of the main government. Furthermore, the actions by public organizations on behalf of the collective can operate independently without interference from others public organizations”. (Krueathep, 2005:9)

The royal government of Thailand is considered as being decentralization authority. This is to achieve the well being of Thais directed towards sustainable development that is comprised of two parts: firstly good governance which involves the strengthening of the relationship between the government and the people. This is through collaborative and participatory efforts, with the provision of the guarantee for freedom, human rights and equity, and the settlement of conflicts through peaceful means. Secondly, such a plan relies upon reform of the development administration system for effective implementation to the plan into action. This requires a development system based on area approach, the integration of functions and the participation of all stakeholders. This also involves the improvement of the efficiency of public government agencies at the central level, particularly in budget and personnel management, together with the development of indicators suitable for monitoring and evaluating holistic development. (NESDP, 1997)

#### **2.2.4 Forms and characteristics of local government of Thailand**

The Tambon Administration Organization (TAO) has a major effect in the decentralization of people participating in the process of the royal Thailand government. TAO is the smallest local government administrative office in Thailand. It is made up from 6 local government administrative structures, they are: the Bangkok Metropolitan Administration

(BMA); the Municipality; the City of Pattaya; the Provincial Administration Organization (PAO); the Tambon Administration Organization (TAO); and the Sukhapiban or Sanitary Committee. Feature details of the forms and characteristics of local government of Thailand (1997) are shown in appendix D.

#### **2.2.5 Tambon administrative authority or Tambon administration organization's characteristic**

The Act of Tambon Administrative Authority was incorporated into the Constitution of Thailand in 1994. This set the threshold of the Tambon administration organization and since then improvements were made to accommodate various situations arising over the following years. The details of characteristics such as compositions, structures, authorities, revenues and expenditures, etc are found in appendix F, together with the local administration of Phuket as revealed in appendix E.

#### **2.2.6 Strategic planning process of local authority in Thailand**

The guideline from the Constitution of Thailand and the Department of Local Administration of Thailand called for Local Authorities to initiate development plans and projects for the well being of local people. Tambon Sakoo followed the guideline and implemented projects to enhance the characteristic of the area, local communities, art and culture, local knowledge and others such benefits so as to create a better quality of life for local people. All plans were set by association with local community commitment. Development projects were established from the problems and requirements of local people and allocated budgets accordingly. The performance of the projects was monitored by local people and a TAO assigned member. All the stages of the strategy and development planning were set to benefit the local community by local people. Thus, if local authorities follow by the literature guideline, it will contribute to transparent and good governance of the TAO in association with local participation. The local development together with the agreement and participation of local people, contribute

to sustainable development to suite the communities as well as sustainable tourism destination development in rural areas.

There are 3 types of Tambon Development Plan that TAO implemented into their jurisdiction.

These include:

1. Development Strategic Plan
2. Three year development plan or Middle Term Development Plan
3. Action Plan or operational plan

Regarding social, economic, and cultural aspects, the department of Local Administration has rules for productivity and the efficiency of the TAO. These are included in the Development Strategic Plan, Three Year Development Plan, and Action Plan. By monitoring and evaluating the Tambon development plan and implemented by TAO, a guideline was set to achieve development directions. This was to achieve the TAO's executives' vision.

### **2.2.7 General information of Tambon Sakoo Administration Organization**

Tambon Sakoo Administration Organization (TSAO) has been established since 1995, categorized to a small size. The following analysis consists of general information about TSAO as stated in the three years development plan. For more information of TSAO, please refer to appendix B.

### **2.2.8 SWOT analysis of Tambon Sakoo**

TSAO considered SWOT analysis as a tool to see the potential from internal to external factors as the following table indicates.

**Table 2.3** SWOT analysis of Tambon Sakoo (TSAO, 2005)



Strengths	Weaknesses
<p>1. Having identity with the beautiful natural resources and tourist attractions</p> <p>2. Having a telephone and electricity system service throughout the territory</p> <p>3. Having a historical heritage site, the unity of diversity of culture and tradition that becomes part of the local identity (e.g. Muslim and Buddhism)</p> <p>4. Having quality human resources e.g. hospitality to tourist, interrelation of diversified culture</p> <p>5. Having a database system management that contributes to governance, data services, and public relation affairs</p> <p>6. Compact territory and tambon so that the authorities can manage and develop easily</p>	<p>1. Degradation of the natural resources and environment, and also environmental public health problems</p> <p>2. Public areas, beaches encroached and also degradation of landscape</p> <p>3. Lack of town planning, and insufficient quality of infrastructure, public utilities, and public construction</p> <p>4. Lack of cooperation between local people in community groups such as the occupation group. No participation or commitment to solve local problems, which would lead to community strengthening</p> <p>5. Lack of life and assets security which cause accidents and harm in the local area</p> <p>6. Growth of epidemic, drug, and foreign culture imitation</p> <p>7. Inadequate budget for human resources, equipment to solve local problems as so to be self reliant either in normal/emergency</p>

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**Table 2.3** (Continued)

<b>Opportunities</b>	<b>Threats</b>
<ol style="list-style-type: none"> <li>1. Promote famous tourist attractions in the region</li> <li>2. Provincial strategies direct to develop tourism, shift the standard quality of tourism products and services, and information services</li> <li>3. Micro economic expansion</li> <li>4. Wide concern on sustainable development toward environment, and the well being of local people</li> <li>5. Benefit from information technology and communication so as to be connected to every part of the world in a few seconds</li> </ol>	<ol style="list-style-type: none"> <li>1. Fluctuation of world economy</li> <li>2. Unrest situation in 3 southern provinces and international terrorism</li> <li>3. An outbreak of animal or human epidemic which could mutate to affect all life</li> <li>4. Government legislations and management not flexible and convenient to service people as it should for economic growth</li> <li>5. Oil price fluctuation</li> </ol>

The SWOT analysis of Tambon Sakoo is a management tool that assisted TSAO to analyze their area in jurisdiction together with the analysis of environment or changes that they confront with. This analysis would be useful to local management if TSAO conducted it in the realistic way, and it need to be reviewed regularly before the new local plan arising.

### 2.2.9 Problems and factors affecting to local development

After the local needs and problems analysis from the fundamental development of the Department of Local Administration of Thailand, the following items are all issues arising together with optimum solutions for Tambon Sakoo, as stated in their development strategy plan.

**Table 2.4** Problems and factors effecting to local development (TSAO, 2005)

Priority of Problem	Problems Condition	Targeted area/Targeted Group	Procedure
<b>1. Economic Problems</b>			
(1) Lack of a supplementary occupation/second occupation for local people	- Majority of the local people rely on a single occupation or employment, lack of a supplementary occupation/second occupation	- Local people in village 1-5, 900 estimated households	- Encourage job creation and occupation and also financial support to occupation groups, job creator groups, and local saving fund groups in local area - Encourage business occupation and coordinate with entrepreneurs to support tourist activities
(2) Lack of current capital in occupation	- Occupation groups e.g. Batik group, Local dessert maker group (Kha Num La), farmer group (organic	- Occupation groups and saving fund groups, 5 to 10 estimated groups	- Encourage OTOP. - Vocational training for unemployed, youth association with government and

	agriculture), saving fund groups for producing, etc. all are under funded		private sectors
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Table 2.4 (Continued)

Priority of Problem	Problem Condition	Targeted area/Targeted Group	Procedure
(3) Farmers union	- Lack of a farmer union so as to negotiate and share knowledge e.g. rotten and decaying of agricultural products from over-supply, low quality of local fresh products, food-conservation, food-transformation, marketing, etc	- Farmers in village 1-5, 200 estimated households	- Ultimate utilization of land-use - Encourage occupation association along with integrated process for production, conservation, transformation, and distribution
<b>2. Social Problems</b>			
(1) Local people don't have safety and security in their life and assets	- Local people who had accidents and disasters e.g. car accidents, drought, and floods	Tambon Sakoo	- Assist and prevent public disasters
(2) Drugs	- There are a lot of students and local people addicted to drugs	Tambon Sakoo	- Promote drug prevention
(3) Lack of	- Local people	Tambon Sakoo	- Strengthen communities by

community strengthening	don't participate in solving village's problems		holding village meetings or community meetings
<b>3. Infrastructures Problems</b>			
(1) Inconvenient accessibility	- Street/road degradation and flooding	Tambon Sakoo	- Construct and maintain street/road, drainage both build up and natural within the tambon
(2) Electricity	- Public electricity insufficient for local consumption	Tambon Sakoo	- Expand Tambon electricity supplies throughout territory

Table 2.4 (Continued)

<b>Priority of Problem</b>	<b>Problem Condition</b>	<b>Targeted area/Targeted Group</b>	<b>Procedure</b>
(3) Water supply	- Low water quality and insufficient for local consumption	Tambon Sakoo	-Maintain and reconstruct water resources to be good enough to consume
(4) Town plan	- Unattractive scenery and landscape, lack of town planning	Tambon Sakoo	- Improve scenery and develop town together with tourism destinations
(5) Drainage	- Natural drainage stream intervention	Tambon Sakoo	- Law/restriction enforcement with public area intervention
<b>4. Water Resources Problems</b>			
(1) Consumption in drought	- Lack of rain for long periods of time causes natural water sources to be shallow	Tambon Sakoo	- Develop water-supply village system as standard

(2) Water resources for Agriculture	- Canals and ponds shallow and decompose	Tambon Sakoo	- Find out subsurface water resources
(3) Waste water	- Due to the lack of a waste water treatment system, liquid waste water is drained to natural water resources	Tambon Sakoo	- Recover natural subsurface water resource - Construct check dams, embankments or improve existing ponds
<b>5. Governance and Political Problems</b>			
(1) Politics and government	- Modern politics and governance are misunderstood	Tambon Sakoo	- Encourage community meetings in villages and Tambon level - Encourage election activities - Recruit proper local people to be members of the Election committee - Support learning in all aspects of politics and governance for local people



Table 2.4 (Continued)

Priority of Problem	Problem Condition	Targeted area/Targeted Group	Procedure
(2) Public Services	- Insufficient and inconvenient public services	Tambon Sakoo	- TSAO did not propose the procedure
(3) Governance	- Lack of local participation, human resources, equipment and material	Tambon Sakoo	- TSAO did not propose the procedure
<b>6. Medical Health care Problems</b>			
(1) Health of local people	- Lack of human resources, material and equipment for public health services	Tambon Sakoo	- TSAO did not propose the procedure
(2) Epidemic spread	- Epidemic spread: Haemorrhagic fever, Cholera, and Avian flu	Tambon Sakoo	<ul style="list-style-type: none"> <li>- Promote and prevent epidemic spread/outbreak</li> <li>- Promote prevention by vaccine</li> <li>- Encourage and educate local people in epidemic awareness and prevention</li> </ul>
<b>7. Education, Religion, Culture, and Sport Problems</b>			
(1) Education	<ul style="list-style-type: none"> <li>- Student could not continue education due to poverty.</li> <li>- Lack of human resources,</li> </ul>	Tambon Sakoo	- Encourage education in institutes

	educational material and equipment for students		
(2) Religion	- Lack of participation and religious support in religious activities	Tambon Sakoo	- Encourage the religion and morale education

Table 2.4 (Continued)

Priority of Problem	Problem Condition	Targeted area/Targeted Group	Procedure
(3) Culture and Traditions	- Lack of support in local culture, tradition, and local knowledge	Tambon Sakoo	- Encourage local culture and traditions together with local knowledge
(4) Sport	- Lack of sport equipment - Lack of certain sporting areas - Lack of support to exercise and play sport	Tambon Sakoo	- Support and purchase the sport equipment - Promote and encourage sport for local people
<b>8. Natural Resources and Environmental Problems</b>			
(1) Soil	- Low quality soil in Agriculture	Tambon Sakoo	- Arrange sufficient material and equipment for efficient waste disposal
(2) Forest and	- Forest and public	Tambon Sakoo	- Train and educate local

public area	area encroachment		people on environmental recognition and the conservation of natural resources
(3) Beaches	- An encroachment to beaches and reserved areas therefore ruining scenery and ecology	Tambon Sakoo	- Train and educate local people on environmental recognition and the conservation of natural resources to local people
(4) Waste disposal	- Lack of recognition of cleanliness in public areas - Lack of waste separation before putting into waste bin	Tambon Sakoo	- Promote cleanliness

Table 2.4 (Continued)

Priority of Problem	Problem Condition	Targeted area/Targeted Group	Procedure
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(5) Natural water resources	<ul style="list-style-type: none"> <li>- Drain waste water from households to natural resources which made foul water</li> <li>- Lack of foul and waste water treatment</li> </ul>	Tambon Sakoo	<ul style="list-style-type: none"> <li>- Waste disposal management and service</li> <li>- Construct a waste water treatment plant</li> <li>- Construct a waste water treatment plant</li> </ul>
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**Source:** Adapted from Tambon Sakoo Administration Organization (2005)

The table above shows us what problems concern the local development of TSAO that make up finally project development and budget allocation. In the planning process of TSAO they invited Vision, Mission, and Goals that suited the uniqueness of the territory together with the national plan, relevant government agencies and provincial and district administrative directions.

The projects in the three year development plan followed the above procedures to achieve goals of development in the tambon and to prolong their sustainability.

## 2.2.10 Strategy and development plan of Tambon Sakoo Administration

### Organization

The Strategic development plan of Tambon Administration Organization is the tambon economic and social development plan that settles strategies and development directions. It comprises of the vision, mission, and development goals associated with the National Economic and Social Development Plan, district development plan, and also local development plan.

The Local development plan comprises of the ‘Development strategy plan’, ‘three year development plan (middle term development plan)’, and ‘action plan (operation plan)’. These plans are affiliated to the National Economic and Social Development Plan, regional strategies development plan, provincial strategies development plan, district strategies development plan, alongside power and duty either subjected to law or not subjected to law in A.D. 1994 (B.E. 2537) act and the 4<sup>th</sup> addition of act A.D. 2003 (B.E. 2546), and A.D. 1999 (B.E. 2542). Hence, Tambon Sakoo Administration Organization (2005) settles their strategies and development plan guided by above directions as tool to develop local area as follows:

1. Concept of strategies development: Vision, Mission, Goals.
2. Development strategies concept
3. Local development directions
4. Changwat Phuket development policies
5. Amphur Thalang development policies
6. Local development policies of TSAO executives or Tambon development

plan

### 1. Concept of Strategies and Development

#### Vision

Strengthen the community, the good condition of natural resources, the good quality of life/life condition, and to be an attractive tourism destination in preparation to be an international city.

#### Developmental Mission

1. Develop economy, social, and tourist attractions; encourage and develop population occupancy.
2. Increase life and assets security, civil harm prevention, prevent and solving drug problem.
3. Encourage and support every religion together with the conservation and development of arts and culture in tambon.
4. Encourage and support public health, recreation so that local people have good health free from epidemics together with guaranteed fundamental health.
5. Encourage and develop education.
6. Improve and develop water resources sufficiently for consumption, public utilities, and construction to a standard of quality.
7. Develop an attractive town, town planning, adequate and standard infrastructures.
8. Manage and conserve natural resources and the environment, historical heritage sites, and scenery in a sustainable way; establish environment and natural resources conservation recognition.
9. Reform and develop the political system, services, good governance, and encourage local participation to sustainable development.
10. Thoroughly, improve and develop information technology to be modern.

### **Goals**

1. To achieve economic and tourism growth.
2. To achieve life and assets security of local people together with drug abuse prevention and solving problems.
3. To encourage people to have moral and ethical live, establish conservation of cultural value awareness.
4. To achieve the health of local people by supporting quality sport and recreation, help and assist the poorest and vulnerable people.
5. To shift the level of education standard to cater for all local people without discrimination.

6. To achieve to serve local people so as to get public services thoroughly and standard in public utilities and public constructions.

7. To achieve service to local people in the infrastructure adequate in quantity and quality.

8. To achieve sustainable development of natural resources and the environment.

9. To encourage and support democratic, and local coordination with government agencies and private sectors.

10. To achieve the efficiency of information in management and services

## **2. Development Strategies concept**

1. Development strategy of Infrastructures

2. Development strategy to encourage the well being or the quality of life for the locals, art and culture, tradition, and local knowledge

3. Development strategy of Education and Learning

4. Development strategy of Natural resources and Environment Conservation

5. Development strategy of Politics and governance

6. Development strategy of the Economy and Tourism

7. Development strategy of Information and Communications Technology

## **3. Local development concepts**

1. Construction, improvement, and maintenance accessibility to drainage, and buildings.

2. Construction, improvement of the public water distribution system, adequate to supply consumption.

3. Installation, development and improvement of traffic systems and electricity.

4. To improve and support all religious, art and culture, tradition and morals in the territory.

5. Encourage and support the health and hygiene of the people in the territory along with epidemic control and protection

6. Encourage and support Sport and Recreation
7. Prevent and protect public disasters to local people
8. Encourage local welfare and support people in the territory
9. Encourage and support drug rehabilitation
10. Develop the efficiency of education and learning; raise the potential of education institutes, and knowledge augmentation
11. Waste disposal (solid and water)
12. Improvement of natural resources and the environment
13. Conservation of natural resources and the environment
14. Encourage transparency and good governance
15. Encourage the development of political and community strengthening
16. Development and support vocational training for local people
17. Encourage and support tourism security
18. Development of tourism destinations
19. Encourage and develop tourism
20. Encourage and develop Information and Communications Technology

#### **4. Changwat Phuket development policies**

1. Servicing people
2. Solving the problems of people
3. Solving tourism problems
4. Solving environmental problems
5. Increase peoples' income and to be a good city to live in, to include other aspects in the development of authority to each department or unit and organizations in the province.

#### **5. Amphur Thalang development policies**

##### **Amphur Thalang development vision**

1. Conservation of natural resources, historical heritage sites and culture in a good condition, which are valuable to learn and educate to either local people or tourist.



2. To be an attractive tourism city that has qualified international standard infrastructures; maintain facilities, convenience, security, fair prices for service and alternative choices for people.

3. To be a hub of information and communications technology and to be the center for computing and technological knowledge for the whole of the upper Southern region.

4. Good governance and transparent management along with accountable monitoring and reliability.

5. To be an attractive city and community to live in, so that people and community achieve a well being, good environment, constant occupation, secure in life and assets, and have a sustainable cultural traditional inherent of the unique Thai spirit.

#### **6. Local development policies of TSAO executives**

1. Develop the social economy and tourist attractions.

2. Encourage the development of education, religion, and sport along with the conservation and development of art and culture.

3. Improve and develop water supplies and resources, infrastructures to international standards and adequate for people.

4. Encourage and support the fundamental health care, recreation, and the health of people to prevent an epidemic.

5. The Management and conservation of natural resources and the environment, historical heritage site, contribution of scenery for a good and sustainable environment, and to establish recognition for natural resources and the environment for the local people.

6. Develop and manage the city plan to be of an international standard for the well being of local people.

7. Improve and develop local politics, governance, and management in a transparent way and to encourage the contribution of local participation to strengthen the community.

8. Improve and develop information technology toward modernization.

### **2.2.11 Strategic Development Plan within Three Year (2006-2008) of Tambon Sakoo Administration Organization**

The local strategic development principle was established with help from local communities to deal with peoples' problems, which in turn led to the 'Three Year Development Plan'. The role of the 'Three Year Development Plan' was to incorporate local development strategies and budgeting together with an Outsource of financial help towards projects development implementation.

Thus, we could say that three year development plan transformed the local development strategy into operational actions, achievable goals and objectives that are development strategies. Such implementations involve goals and objectives to be a sustainable development. The local development plan was adapted to initiate and include budget expenditure in each fiscal year, which utilized development projects in three year development plan. They could then be put into immediate operation when approved.

The fiscal year of local government in Thailand is normally below the national economic and social plan of the main government which is from October to September of each year.

#### **1. Development Strategies within 3 years (2006-2008) can be prioritized as follows:-**

1. Development strategy of infrastructures and public utility.
2. Development strategy of increasing the well being or the quality of life of local people, socio-culture, tradition, and local knowledge.
3. Development strategy to promote education.
4. Development strategy to conserve natural resources and environment.
5. Development strategy to promote political and local governance.
6. Development strategy to enhance the economy and tourism.
7. Development strategy to promote the information and communications technology.

#### **2. Local Development Concepts within 3 years (2006-2008)**

**Table 2.5** Local development concepts by each of development strategy (TSAO, 2005)

<b>Development Strategy</b>	<b>Local Development Concept ( by each aspect of development strategy)</b>
1. Infrastructure and public utility	1. Construct and improve accessibility and drainage, and public buildings 2. Construct and improve water supplies for adequate consumption 3. Install, improve and develop traffic systems alongside power supplies system throughout tambon

**Table 2.5** (Continued)

<b>Development Strategy</b>	<b>Local Development Concept ( by each aspect of development strategy)</b>
2. Promote the well being/quality of life for locals, socio-culture, traditions, and local knowledge	4. Promote and persuade morality amongst religions, traditions and cultures 5. Promote good health for local people and to prevent an epidemic in tambon 6. Promote and support sport and recreation activities in the tambon 7. Prevent and provide contingency plans for public disasters within the tambon 8. Promote public welfare and assistance for local people 9. Prevent and solve drug abuse problems, and support drug prevention rehabilitation
3. Education and learning	10. Develop and increase the efficiency and effectiveness of education alongside academic

	institutes' development within the tambon
4. Conservation of natural resources and environment	11. Waste disposal system development 12. Recovery of natural resources and the environment 13. Conserve natural resources and the environment
5. Political and local governance	14. Promote and develop local management and governance within the tambon 15. Promote, develop and strengthen communities within the tambon
6. Economy and tourism	16. Develop ad promote the occupation of local people, both the main and any supplementary occupation 17. Support and assist tourist security
7. Information Communications and technology	18. Promote and develop information and communications technology within the tambon

Table shows local development concepts affiliated with local development strategies which were set as framework to projects initiation to solve local problems. Those projects are all accordance with the procedures proposed in 'the problems and factors affecting to local development of Tambon Sakoo' (table 2.4) to suite problems within the tambon. These plan and projects from the basis of TSAO for 3 years as their three year development plan, reviewed upon performance and development annually.

#### **2.2.12 The monitoring and evaluation of the implementation of projects in the three year development plan**

In the three year development plan of TSAO (2006-2008), there had the monitoring and evaluation of projects so as to show the transparency of administration, controlling, and evaluation. The Ministry of interior has proposed the regulation of this committee in local administration A.D. 2003 (B.E. 2546). This regulation stated that the local

administration has to have the evaluation and monitoring committee which have member as follows: -

1. Chairman of TSAO council	1 person	Chairman of the committee
2. Representatives from TSAO council (elected by council)	2 person	Committee
3. Representatives from tambon Sakoo community (elected by community)	2 person	Committee
4. Representatives from relevant agencies (elected by TSAO council)	2 person	Committee
5. Representatives from the administrative officer of TSAO (elected by TSAO's authorities)	2 person	Committee
6. The outside experts that elected by TSAO council	2 person	Committee
Secretary to this committee who elected form such committee.	1 person	

**The evaluation and monitoring committee of TSAO have power and duties as follows:**

1. to set direction, methodology to evaluate and monitor the development projects.
2. to follow, monitor, and evaluation the development project
3. to report and advise the result that from monitoring and evaluation of such project to TSAO council, administrative officers, TAO development committee, and then announce the evaluation and monitoring report to local people at lease once a year during December of each fiscal year. Further, the announcement of such monitoring should be disclosed to the public at lease 30 days.
4. to form the assistant committee so as to support the operation of committee (if needed).

**The procedure to monitor and evaluate the development projects are stated as follows:**

In order to investigate the efficiency of projects with due a limited timeline and budget, there have the procedures as follow:

1. the monitoring is to investigate the operation of ongoing development project that listed in the three year development plan.
2. the evaluation is to examine the actual ultimate output compared to objective of such project.

**The appropriate period to monitor and evaluate the projects are stated as follows:**

1. the appropriate period to monitor and evaluate the project should be at lease once a year for every single project.
2. the appropriate period to monitor and evaluate the overall performance of single project should be once in a year.

The committee proposes the report including recommendations to TSAO council, administrative officer, TAO development committee, then disclose the evaluation and monitoring report to the public.

## **CHAPTER 3**

### **METHODOLOGY**

Research protocol had to be considered to be both a qualitative and quantitative research. The scope of study is the geographical area of Tambon Sakoo, Amphur Thalang, Changwat Phuket that are within the jurisdiction of Tambon Sakoo Administration Organization. Surveys, interviews, and research desk was initiated for data collection. This literature is to investigate the local development strategy under the authority of Tambon Sakoo Administration Organization in accordance with tourism destination development. Local satisfaction and participation will indicate the effectiveness of local development to qualify the development of tourism destination in the area especially Tambon Sakoo.

The research methodology of this report will comprise 6 components which are:

3.1 Population and Sampling

3.2 Research Design

3.3 Instruments of the Study

3.4 Data collection

3.5 Data Analysis and Statistic used in this research

### **3.1 Population and Sampling**

#### **3.1.1 Population**

The target population of this report consists of registered residents in Tambon Sakoo recorded in Tambon Sakoo Administration Organization (TSAO), but this report also uses household data of each population within the 5 villages to reduce duplicated opinions and/or information. The staffs of TSAO who were involved in policy making or decision-making, at an operational level with reference to key issues for local development and tourism development were also considered in report and participated in structured interviews accordingly.

### 3.1.2 Sampling

From Yamane formula (1976) with 95% confident interval shown the minimum sample size is 315 households divided by the proportion of people in each village as following table:

$$n = \frac{N}{1+N(e^2)}$$

n = Sample size  
 e = Confidence interval at 95% therefore, e = 0.05  
 N = Population of 1,487 households

Village (Moo)	Men	Women	Total People	% of people to Total	Households (N)	Households sampling (n)
1 Ban Nai Yang	711	710	1,421	35	671	110
2 Ban Trok Maung	234	233	467	11	120	36
3 Ban Sakoo	455	451	906	22	265	70
4 Ban Nai Thon	136	163	299	7	142	23
5 Ban Bang Ma Lauw	488	503	991	24	289	76
<b>Total</b>	<b>2,024</b>	<b>2,060</b>	<b>4,084</b>	<b>100</b>	<b>1,487</b>	<b>315</b>

**Source:** Tambon Sakoo Administration Organization (2005)

The calculation from Yamane's formulation shows population should be 315 households in Tambon Sakoo. Besides which the classification of sampling was conducted by the percentage of people in each village with a total population in each tambon (sub-district) in order to facilitate weighted numbers of samples in village. They consist of 110 households for Moo. 1: Ban Nai Yang, 36 households for Moo. 2: Ban Trok Maung; 70 households for Moo. 3: Ban Sakoo; 23 households for Moo. 4: Ban Nai Thon; 76 households for Moo. 5: Ban Bang Ma Lauw, respectively.



### **3.2 Research Design**

This research was considered to be a quantitative and qualitative research. The quantitative research was initiated by survey method, comprising of interviews and self-observations so as to figure out local opinion and satisfaction of local development and tourism planning and management in Tambon Sakoo undertaken by the TSAO.

The interviews were conducted while the researcher was collecting questionnaires and structured interviews with authorities of TSAO together with documents of TSAO that clarified how TSAO develop and control tourism in their area.

### **3.3 Instruments of Study**

Questionnaires were conducted to study the level of local satisfaction on tourism and local development of TSAO and how much local people perceived or how much TSAO acknowledged people within the development process and implementation. The level of local participation and implementation in real terms together with the democratic ideal, will also considered in this report.

Furthermore interviews were used as a searching tool to find the real implementation of local development alongside tourism destination development in the tambon Sakoo area through the eyes of the authorities and local people. In addition, the documents of TSAO were explored as secondary data.

#### **The questionnaires of this study can defined as below**

The questionnaires were in Thai in order to facilitate local respondents and comfort them. Likert's scale was adapted into multiple choices for the satisfaction level together with open-ended questions as shown on appendix A. The attributes affiliated to development strategies were applied from 'the three year plan of TSAO, fiscal 2006 to 2008'. The following is a summary of the questionnaires by main topics.

**Part I:** Summary of development projects of fiscal year 2006 to 2008, and completed projects of fiscal year 2005 with percentage to budgeting of fiscal year.

Likert's scale was adapted in part II, III, and IV in order to know the level of local satisfaction and participation, and opinion of the people in Tambon Sakoo according to the local development direction of TSAO. The meanings of satisfaction levels using Likert's scale and put into attributes concerned were shown as follows: -

1 = Strongly Disagree

2 = Disagree

3 = Fair

4 = Agree

5 = Strongly Agree

**Part II:** Local satisfaction about benefits from development strategies of TSAO was adapted from the development strategies in 'the three year plan of TSAO', and they included ten attributes.

**Part III:** The degree of participation of local people about the development processes and associated elements involved in achieving sustainability of local development and tourism destination development to desirable goals, and to see whether it was genuine implemented, consisted of twelve attributes.

**Part IV:** Local opinions upon the local development and tourism of TSAO with respect to sustainability was prepared using open-ended questions for additional opinions of the respondents, this comprised of fifteen attributes.

**Part V:** General information about the respondents included:

a) Domicile;

b) Gender;

c) Age;

d) Education;

- e) Religion;
- f) Occupation;
- g) Family revenue per month;

Likert's scale was also applied to know the satisfaction and/or opinions of local people in the part II, III, and IV of questionnaires so as to categorize performance and participation of TSAO from literary reviews with interval level calculations as follows:

$$\begin{aligned}
 \text{Interval level} &= (\text{Highest score}-\text{Lowest score})/ \text{Number of levels} \\
 &= (5-1)/5 \\
 &= 0.8
 \end{aligned}$$

Therefore the ranging of level of participation and opinions can define as follows:

Score	1.01	-	1.80	Points	Means	Very unsatisfied / Strongly disagree
Score	1.81	-	2.60	Points	Means	Unsatisfied / Disagree
Score	2.61	-	3.40	Points	Means	Fair or neutral
Score	3.41	-	4.20	Points	Means	Satisfied / Agree
Score	4.21	-	5.00	Points	Means	Very satisfied / Strongly agree

### 3.4 Data Collecting

#### 3.4.1 Primary Data

The respondents who were interviewed were local residents of each village who accidentally met the researcher. The respondents were also interviewed about relevant issues of tourism and development in destination, Tambon Sakoo, whilst answering questionnaires. The interviewees or respondents were the household leaders or adults who live in that house in case of household leaders were absent.

Survey was conducted between August to September 2006 which touching the starting of the high season, however it was in low season with respect to tourism in Phuket province or even Tambon Sakoo itself. Thus, there were few entrepreneur respondents from Nai Yang beach and Nai Thon beach. Indeed, some of them were unemployed, and can be simply defined as part of the seasonal characteristics of tourism.

### **3.4.2 Secondary Data**

Tambon Sakoo Administration Organization had to set their local development framework with respect to higher authorities. Adaptation of the decentralization and/or the centralization of main government policies together with the three years plan were the way that TSAO was to facilitate local development into budgeting and projects at an operational level. Thus, the researcher considered using this plan together with the strategic development plan of TSAO.

The documents selected from the Tambon Sakoo Administration Organization for this research comprises of the 'completed projects of 2005', and the 'three year plan for 2006 to 2008', and the 'strategic development planning'. This was because of TSAO will propose the next three year plan based upon October 2006 project achievements together with the reports from fiscal years 2005 and 2004. Other recorded data from TSAO such as census, infrastructure, geographic or map of area, etc. will also be included in the next three year plan.

Secondary data from other sources related to this thesis are compiled from articles from the internet, journals, newspapers, magazines, textbooks, etc.

### **3.5 Data Analysis and Statistics Used in this Research**

This research uses the SPSS version 13.0 for Windows to analyze questionnaire data together with the adaptation of descriptive statistics to describe significant data regarding relationships to others and factors concerned as follows:

- a) Frequencies
- b) Percentage
- c) Mean
- d) Standard Deviation
- e) Cross tabulations
- f) One way ANOVA

## CHAPTER 4

### RESULTS

The study: the Implication of Local Development Plan for Tourism Destination Development: The Case of Tambon Sakoo, Amphur Thalang, Changwat Phuket were considered, to study the development strategies of Tambon Sakoo Administration Organization (TSAO) in terms of tourism destination development, and to investigate local satisfaction and participation towards local development in Tambon Sakoo that was initiated from the development strategies of TSAO together with to study the implication of local development plan for tourism destination development within the tambon. The results of the study were outlined as follows: -

#### 4.1 The analysis of the local development plans

##### 4.1.1 The development projects analysis of TSAO

##### 4.1.2 Completed projects analysis (fiscal year 2005)

#### 4.2 Questionnaire analysis

##### 4.2.1 Personal data profile of respondents

4.2.2 The frequencies and mean scores for local satisfaction with reference to the benefits of development projects

4.2.3 The frequencies and mean scores of local satisfaction towards participation to local development and tourism development of TSAO

4.2.4 The frequencies and mean scores of local opinions on local development and tourism management in Tambon Sakoo

4.2.5 The multiple comparisons of local satisfaction on the benefits of development projects by village, tested by one way ANOVA

4.2.6 The multiple comparisons of participation satisfaction in development projects of TSAO by village, tested by one way ANOVA

4.2.7 The multiple comparisons of local opinions upon local development and tourism development of TSAO by village, tested by one way ANOVA

#### **4.1 The analysis of the local development plans**

According to the first objective of this study was to analyze the development strategies of Tambon Sakoo Administration Organization (TSAO), so as to study the local development direction and tourism destination development in Tambon Sakoo.

The secondary data used in this report was the ‘three year development plan 2005 to 2007, and 2006 to 2008’, ‘completed projects of 2005’, together with ‘the planning manual for the three year development plan of Tambon Administration Organization from the Department of Local Administration, Ministry of Interior affairs’.

The main material of secondary data analysis was the three year development plan and development strategy plan of TSAO; in particular, concentration was directed towards the three year development plan that comprised of development projects for local people. The researcher applied the three year development plan of 2005 to 2007 and of 2006 to 2008 to consider in isolation the development plan of 2005 and the completed projects in that year. However, the main material was from the three year development plan of 2006 to 2008.

This research considered the budget weighting of development projects in each development strategy rather than mentioned the source of funding. The budget weighting also showed that the consideration of TSAO had higher priority to local problems and their solutions within such a limited budget. In the completed projects of 2005, TSAO acknowledged that the performances of local people were categorized by the source of funding. However, the researcher concentrated on the development strategy revealed in the three year development plan to fit this report.

**Table 4.1** The summary of development projects by fiscal year (2005-2008)

Development strategies and concepts	2005			2006			2007			2008		
	No. of projects	Budget (B. x1,000)	<i>Budget</i>	No. of projects	Budget (B. x1,000)	<i>Budget</i>	No. of projects	Budget (B. x1,000)	<i>Budget</i>	No. of projects	Budget (B. x1,000)	<i>Budget</i>
<b>1. Infrastructure and Public Utility</b>	<b>42</b>	<b>167,805</b>	<b>43%</b>	<b>53</b>	<b>173,600</b>	<b>42%</b>	<b>58</b>	<b>205,315</b>	<b>47%</b>	<b>50</b>	<b>109,215</b>	<b>34%</b>
1.1 Construct and improve accessibility, drainage, and public buildings	25	151,820	39%	31	154,365	38%	42	189,290	44%	34	91,590	29%
<i>% strategy budget</i>		<i>91%</i>			<i>88.9%</i>			<i>92.2%</i>			<i>83.9%</i>	
1.2 Construct and improve water supplies for adequate consumption	5	4,600	1%	8	6,800	2%	3	2,850	1%	3	4,450	1%
<i>% strategy budget</i>		<i>2.7%</i>			<i>3.9%</i>			<i>1.4%</i>			<i>4.1%</i>	
1.3 Install, improve and develop traffic systems alongside power supplies system throughout tambon	12	11,385	3%	14	12,435	3%	13	13,175	3%	13	13,175	4%



<i>% strategy budget</i>		6.8%			7.2%			6.4%			12.1%
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Table 4.1 (Continued)

Development strategies and concepts	2005			2006			2007			2008		
	No. of projects	Budget (B. x1,000)	Budget	No. of projects	Budget (B. x1,000)	Budget	No. of projects	Budget (B. x1,000)	Budget	No. of projects	Budget (B. x1,000)	Budget
<b>2. Promote the well being and quality of life</b>												
<b>for locals, socio-culture, traditions, and local knowledge</b>	37	32,593	8%	44	36,223	9%	35	33,823	8%	35	17,473	5%
2.1 Promote and persuade morality amongst religions, traditions and cultures	9	1,704	0.4%	10	1,924	0%	9	1,304	0.3%	9	1,304	0.4%
<i>% strategy budget</i>		5.2%			5.3%			3.9%			7.5%	

2.2 Promote good health for local people and to prevent an epidemic in tambon	9	15,630	4%	9	15,750	4%	9	15,750	4%	9	750	0.2%
<i>% strategy budget</i>		48.0%			43.5%			46.6%			4.3%	
2.3 Promote and support sport and recreation activities in the tambon	6	490	0.1%	9	2,390	1%	3	609	0.1%	3	609	0.2%
<i>% strategy budget</i>		1.5%			6.6%			1.8%			3.5%	
2.4 Prevent and provide contingency plans for public disasters within the tambon	7	13,850	4%	8	13,850	3%	7	13,850	3%	7	13,850	4%
<i>% strategy budget</i>		42.5%			38.2%			40.9%			79.3%	

Table 4.1 (Continued)

	2005	2006	2007	2008
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<b>Development strategies and concepts</b>	<b>No. of projects</b>	<b>Budget (B. x1,000)</b>	<b>Budget</b>	<b>No. of projects</b>	<b>Budget (B. x1,000)</b>	<b>Budget</b>	<b>No. of projects</b>	<b>Budget (B. x1,000)</b>	<b>Budget</b>	<b>No. of projects</b>	<b>Budget (B. x1,000)</b>	<b>Budget</b>
2.5 Promote public welfare and assistance for local people	3	530	0.1%	4	1,880	0.5%	3	1,880	0.4%	3	530	0.2%
<i>% strategy budget</i>		1.6%			5.2%			5.6%			3.0%	
2.6 Prevent and solve drug abuse problems, and support drug rehabilitation	3	390	0.1%	4	430	0.1%	4	430	0.1%	4	430	0.1%
<i>% strategy budget</i>		1.2%			1.2%			1.3%			2.5%	
<b>3. Education and Learning</b>	<b>10</b>	<b>3,451</b>	<b>1%</b>	<b>21</b>	<b>12,050</b>	<b>3%</b>	<b>6</b>	<b>9,531</b>	<b>2%</b>	<b>6</b>	<b>9,531</b>	<b>3%</b>
3.1 Develop and increase the efficiency and effectiveness of education alongside academic institutes' development within	10	3,451	1%	21	12,050	3%	6	9,531	2%	6	9,531	3%

the tambon												
<b>4. The conservation of natural resources and Environment</b>	<b>10</b>	<b>84,050</b>	<b>22%</b>	<b>15</b>	<b>88,450</b>	<b>22%</b>	<b>18</b>	<b>85,550</b>	<b>20%</b>	<b>18</b>	<b>85,550</b>	<b>27%</b>
4.1 Waste disposal system development	3	6,600	2%	6	7,000	2%	6	6,600	2%	6	6,600	2%
<i>% strategy budget</i>		7.9%			7.9%			7.7%			7.7%	

Table 4.1 (Continued)

Development strategies and concepts	2005			2006			2007			2008		
	No. of projects	Budget (B. x1,000)	Budget	No. of projects	Budget (B. x1,000)	Budget	No. of projects	Budget (B. x1,000)	Budget	No. of projects	Budget (B. x1,000)	Budget
4.2 Recovery of natural resources and the environment within the tambon	6	70,450	18%	7	71,450	17%	7	70,450	16%	7	70,450	22%
<i>% strategy budget</i>		83.8%			80.8%			82.3%			82.3%	

4.3 Conservation of natural resources and the environment within the tambon	1	7,000	2%	2	10,000	2%	5	8,500	2%	5	8,500	3%
<i>% strategy budget</i>		8.3%			11.3%			9.9%			9.9%	
<b>5. The promotion of Politics and Local Governance</b>	<b>6</b>	<b>17,200</b>	<b>4%</b>	<b>8</b>	<b>16,872</b>	<b>4%</b>	<b>6</b>	<b>17,180</b>	<b>4%</b>	<b>6</b>	<b>17,180</b>	<b>5%</b>
5.1 Promote and develop local management and governance within the tambon	4	17,120	4%	4	16,450	4%	4	17,100	4%	4	17,100	5%
<i>% strategy budget</i>		99.5%			97.5%			99.5%			99.5%	
5.2 Promote, develop and strengthen Communities within the tambon	2	80	0.0 %	4	422	0.1 %	2	80	0%	2	80	0.0 %
<i>% strategy budget</i>		0.5%			2.5%			0.5%			0.5%	

**Table 4.1** (Continued)

Development strategies and concepts	2005			2006			2007			2008		
	No. of projects	Budget (B. x1,000)	%Annual Budget	No. of projects	Budget (B. x1,000)	%Annual Budget	No. of projects	Budget (B. x1,000)	%Annual Budget	No. of projects	Budget (B. x1,000)	%Annual Budget
<b>6. Economic and Tourism development</b>	<b>11</b>	<b>82,950</b>	<b>21%</b>	<b>21</b>	<b>82,174</b>	<b>20%</b>	<b>18</b>	<b>81,500</b>	<b>19%</b>	<b>18</b>	<b>81,500</b>	<b>25%</b>
6.1 Develop and promote the occupation of local people, both the main and any supplementary occupation	8	72,500	19%	17	71,724	17%	14	71,050	16%	14	71,050	22%
<i>% strategy budget</i>		87.4%			87.3%			87.2%			87.2%	
6.2 Support and assist tourist security	3	10,450	3%	4	10,450	3%	4	10,450	2%	4	10,450	3%
<i>% strategy budget</i>		12.6%			12.7%			12.8%			12.8%	
<b>7. Information and Communications Technology</b>	<b>1</b>	<b>850</b>	<b>0.2%</b>	<b>2</b>	<b>850</b>	<b>0.2%</b>	<b>2</b>	<b>850</b>	<b>0.2%</b>	<b>2</b>	<b>850</b>	<b>0.3%</b>

7.1 Promote and develop information and communications technology within the tambon	1	850	0.2%	2	850	0.2%	2	850	0.2%	2	850	0.3%
<b>Grand Total</b>	<b>117</b>	<b>388,900</b>	<i>100</i> %	<b>164</b>	<b>410,219</b>	<i>100</i> %	<b>143</b>	<b>433,749</b>	<i>100</i> %	<b>135</b>	<b>321,299</b>	<i>100</i> %

#### 4.1.1 The development projects analysis of TSAO

The following figures and tables are a summary of the development projects categorized from development strategies stated in the three year development plan of TSAO.

**Figure 4.1** The budget weighting of development projects for development strategies by fiscal year

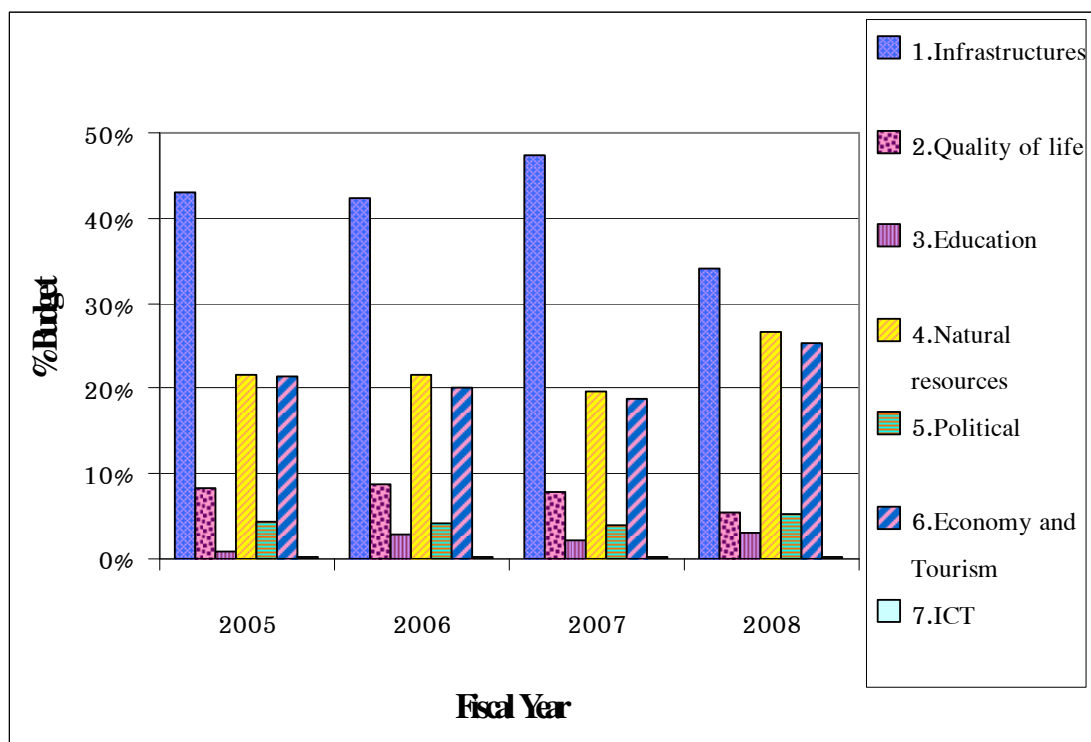


Figure 4.1 shows us that the majority of budget weighting in the development strategy plan of TSAO was the ‘infrastructure and public utility development strategy’ at 43% in 2005, 42% in 2006, 47% in 2007, and 34% in 2008. Approximately half the annual budget of the tambon was spent, inferring TSAO obviously thought this development important. Secondly, ‘the conservation of natural resources and environmental development strategy’ was weighted at 22% in 2005, 22% in 2006, 20% in 2007, and 27% in 2008; followed by ‘the economy and tourism development strategy’ was weighted at 21% in 2005, 20% in 2006, 19% in 2007, and 25% in 2008. These strategies represented the main three development strategies that TSAO considered to be first priority and the solution to local problems.



The influence of the National Economy and Social Plan that had been launched 30 years ago persuaded the government to try and boost up economy growth and increase infrastructures throughout country. Hence, local authorities applied such directions to boost economic growth in their area of jurisdiction. Also, local authorities in Phuket have been weighted budget towards the conservation of natural resources and environment plan in order to inherit the prosperity from tourism for future generations.

Further, the other development directions seem to be less important than the first three development directions. There are represented in order as follows: ‘the well being or quality of life, socio-culture, traditions, and local knowledge encouragement’, ‘the promotion of political and local governance development strategy’, ‘the promotion of education and learning development strategy’, and finally ‘the information and communications technology development strategy’.

**Figure 4.2** The number of development projects for development strategies by fiscal year

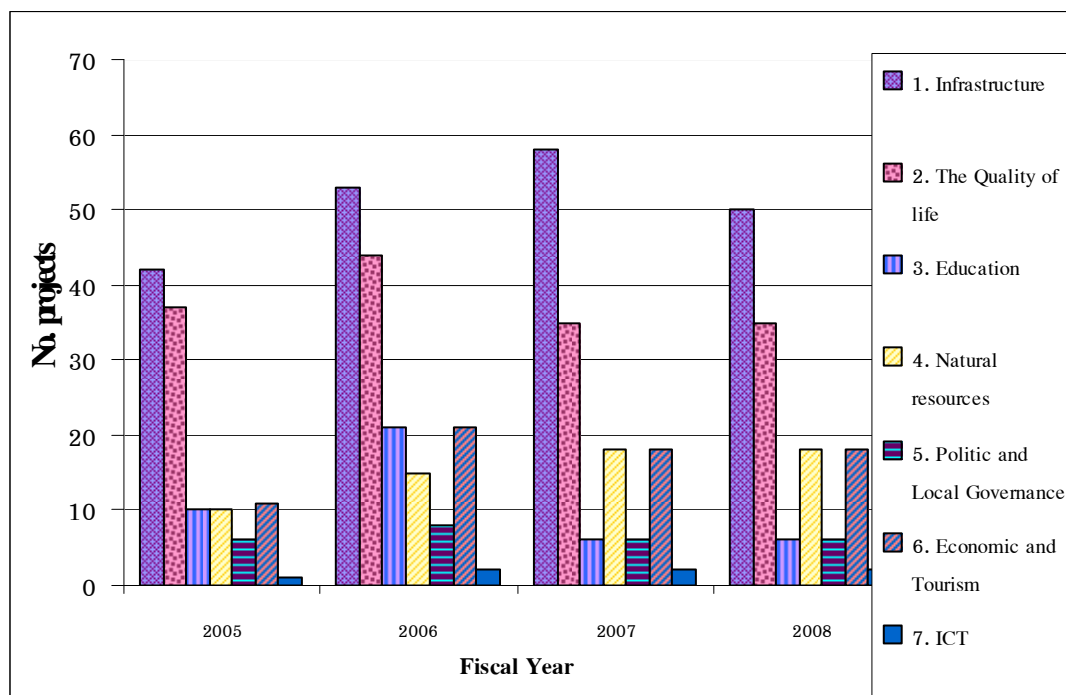


Figure 4.2 shows us that the infrastructure and utility development strategy had the majority of project number among other development strategies. A number of projects in such development strategy were 42 projects in 2005, 53 projects in 2006, 58 projects in 2007, and

50 projects in 2008. The second rank was ‘the well being of local people, socio-culture, traditions, and local knowledge promotion development strategy’, which 37 projects in 2005, 44 projects in 2006, 35 projects in 2007, and 35 in 2008. This shows us that TSAO launched projects in this development strategy more than ‘the conservation of natural resources and environmental development strategy’ which was the second rank in the budget weighting. The third rank was ‘the economy and tourism development strategy’, which had 10 projects in 2005, 21 projects in 2006, 6 projects in 2007, and 6 projects in 2008. Further, the least number of projects launched by TSAO was ‘the information and communications technology development strategy’, which was being last rank of budget weighting as well.

Additionally, the budget allocation of each development strategy could be analyzed in details as follows.

### **1. Infrastructure and public utility development strategy**

In this strategy, TSAO created three main development directions which were 1) accessibility, drainage and public building management, 2) water supply management, and 3) traffic and power supply system management. Out of approximately 42 to 58 projects more than half were road and drainage construction projects. The projects attempted to be distributed to every area in the region. The budget for this strategy accounted of 43%, 42%, 47%, and 34% of total budget in 2005, 2006, 2007, and 2008 respectively. The budget weighting of this strategy was 90.5% in 2005, 88.9% in 2006, 92.2% in 2007, and 83.9% in 2008 respectively. However, the residue budget weighting that was distributed to the water supply, power supply and traffic system management was only about 10% in each year.

Moreover, the infrastructure developments of Tambon Sakoo were not only to serve the well-organized town and tourism destinations but to promote the economy of local people within the tambon. For example, the fishery house located in Nai Yang beach, the massage house located in Nai Yang beach, the project of OTOP commercial building, the project of fresh produce market building, etc.

### **2. The promotion of the well being of locals, socio-culture, traditions, and local knowledge development strategy**

There were six development directions in this strategy which were as follows 1) the promotion of religions, socio-culture, local traditions, and morality in tambon, 2) the promotion of good health for local people and the prevention of epidemics, 3) the promotion and support for sport and recreation activities in tambon, 4) the prevention and contingency plans for public disasters, 5) the promotion of welfare and assistance for local people, 6) the prevention and solution to the drug abuse problems. The budget for this strategy accounted of 8%, 9%, 8%, and 5% of total budget in 2005, 2006, 2007, and 2008 respectively. The budget was weighted predominantly to the promotion of quality of life for local people at 48% in 2005, 43.5% in 2006, 46.6% in 2007, and 4.3% in 2008, respectively. The prevention and contingency plans for public disasters was weighted at a similar percentage of 42.5% in 2005, 38.2% in 2006, 40.9% in 2007, and 79.3% in 2008, respectively. Budgets for projects to support existing local activities or traditions were predominant. These included: Suad Klang Ban, Muslim teaching to Moo 5-Ban Bang Ma Lauw, etc. The residue projects were to support to existing project from other authorities such as ‘corporation with village healthcare volunteer-supported by Provincial Administration Organization’, ‘financial support for sport and recreation activities in tambon’, etc.

### **3. The promotion of education and learning development strategy**

In this direction, TSAO had only one development direction which was to develop the efficiency and effectiveness of education alongside academic institutes. This was apparently by the way they weighted the budget at only 1% in 2005, 3% in 2006, 2% in 2007, and 3% in 2008, respectively. Although, there were few projects launched, local people were satisfied of the limited projects according to interviews and questionnaires. This included financial support for teachers in Mongkolwararam school, field study to Chiangmai province and supplementary English language and Mathematics courses to students who were weak in those subjects.

### **4. The conservation of natural resources and environmental development strategy**

There were three directions which were as follows 1) ‘waste disposal development’, 2) ‘recovery of natural resources and the environment’, and 3) ‘the conservation of

natural resources and the environment' respectively. The budget for this strategy accounted of 22%, 22%, 20%, and 27% of total budget in 2005, 2006, 2007, and 2008 respectively. The majority of the budget weighting was in the recovery of natural resources and the environment at 83.8% in 2005, 80.8% in 2006, 82.3% in 2007, and 82.3% in 2008 respectively. Specific examples of these development directions include 'the landscape improvement of Nai Yang beach project', 'the landscape improvement of Nai Thon beach project', 'Tree plantation along the roads project', 'the embankment construction project', etc.

### **5. The promotion of political and local governance development strategy**

There were two directions for development projects in this strategy, which were 1) 'the promotion of local governance and management, and 2) 'the promotion and development of community strengthens and politics in tambon. The budget for this strategy accounted of 4%, 4%, 4%, and 5% of total budget in 2005, 2006, 2007, and 2008 respectively. The majority of the budget was weighted on the promotion of political and local governance within the tambon. This was 99.5% in 2005, 97.5% in 2006, 99.5% in 2007, and 99.5% in 2008 respectively. Specific examples of projects include 'the TSAO office building improvement and construction', 'the study experienced for students and the administrations of TSAO', 'the vehicles purchasing for official affairs', etc. Contrary to this, the budget weighting in the promotion of political and development of community strengthens and politics within the tambon was frugal.

### **6. The promotion of economy and tourism development strategy**

There were two directions for development projects in tambon Sakoo. They were 1) 'The development and encouragement of the economy through occupation and supplementary occupation', and 2) 'The promotion and prevention for tourist security'. The budget for this strategy accounted of 21%, 20%, 19%, and 25% of total budget in 2005, 2006, 2007, and 2008 respectively. The majority of the budget in this strategy was weighted on the development of economy through occupation and supplementary occupation to support local people. This was 87.4% in 2005, 87.3% in 2006, 87.2% in 2007, and 87.2% in 2008 respectively. It could be said that there was almost the same percentage of budget weighting in the whole four years. The project details imply that there were almost the same projects in each year. However,

the majority of the budget was in the construction of a fresh produce market place project and the construction of the OTOP center project. The residue was to support such OTOP groups as Kha Num La association, Batik production association, and to support saving funds in each village. Nevertheless, the tourism development projects were mostly for tourist security purposes, supporting such projects as ‘assistance to the tourist security center’, ‘warning signs’, ‘the construction of fencing for sharp curves’, etc.

### **7. The promotion of information and communications technology development strategy**

There was only one strategy that the TSAO launched which was ‘the promotion and development of Information and Communications Technology within the tambon’. This project was to purchase computers and equipments for schools together with the arrangement of training courses for students and interested people. The budget for this was 0.2% in 2005, 0.2% in 2006, 0.2% in 2007, and 0.3% in 2008 respectively. This can implied that TSAO set this development strategy as the least important strategy than all of the others. From interviews, it was apparent that opinion raged against the ignorance of TSAO. For example the fixed-line phone utility, one of the most important fundamental public utilities for internet promotion and settlement, had not been included into the development direction even though local people and businesses needed it. The TSAO authorities said that the Phuket TT&T is in charge of this infrastructure, so they had only proposed the projects but not approved yet.

Likewise, the development projects of 2007 and 2008 were quite similar to projects in 2006 including budget. It could be that they were the same projects as listed previously. One could surmise that the authorities were told that those projects needed continual operation in order to achieve sustainability. Alternatively such projects may have been important for locals and worthwhile to keep them going.

The above budget weighting represented the importance of each development strategy and what it meant to TSAO administrators. The projects were supposed to be commitments from villagers’ representatives via meetings or advisory councils both of formal and informal form, but the researcher found that they were poorly attended and represented the lowest participation in the development process. Surprisingly the questionnaires revealed that the respondents were satisfied the overall performance TSAO, even though they hardly participated

in the development process. The questionnaires result was supported this fact which represented in the next part.

Unfortunately, when the researcher considered the tourism plan of TSAO, it was found that **TSAO didn't have an individual tourism plan**, but that it was part of the economy and tourism development strategy. Furthermore, the construction and improvement of tourist destinations was proposed in the first development plan i.e. infrastructures and public utility development.

Along with the economy and tourism development strategy, TSAO had launched additional projects as follows.

**In 2005:**

1. To Promote and develop the occupation of local people

(1) The construction of a fresh produce market building for local people in the tambon project

(2) OTOP commercial building construction project

(3) Fishery house construction project

(4) Thai massage house construction at the Nai Yang beach project

(5) Occupational support for local people project

(6) Dam construction for agriculture project

(7) Reconstruction of nature streams and ponds in the tambon project

(8) Financial support for saving funds and supplementary occupation, i.e.

Kha Num La, Batik clothes, and saving funds, etc.

2. To Promote and assist to tourist security

(1) Tourist assistant and service center at Nai Thon beach project

(2) Warning sign installation in Nai Yang and Nai Thon beach i.e. 'Do not swim during monsoon period project'.

(3) The installation of wooden fencing along sharp curves throughout the tambon project.

**In 2006:**

The different projects from 2005 were as follows:

1. To Promote and develop the occupation of local people

(1) Purchasing of sawing equipment occupation group project

Projects for the next 2 years i.e. 2007 and 2008 respectively were the same as 2005 and 2006. This would indicate that the authorities were told that TSAO was to be categorized into a smaller size of TAO, thus, there were less subsidies to support projects from higher authorities or outsiders. Projects had to be identified that were significant to promote tourism in tambon Sakoo together with local development.

#### 4.1.2 Completed projects analysis (fiscal year 2005)

**Table 4.2** The announced completed projects of fiscal year 2005 (October, 2004 to September, 2005)

Projects	Tar get Vill age	Used Budget (Baht)	% <i>Annua l Budget</i>
<b>1. Infrastructure and Public Utility development strategy</b>		<b>4,880,415</b>	<b>61.5%</b>
<i>1.1 Development direction: construction, improvement, and development accessibility together with drainage alongside public buildings.</i>		<i>14,880,415</i>	<i>61.5%</i>
1) Asphalt reinforced concrete and cement block for footpath and street along public area in Nai Yang beach	1	2,920,000	12.1%
2) Reinforced concrete street at Soi Ban Kok Mud 3	1	1,058,000	4.4%
3) Reinforced concrete street at Soi Trong Muang 3	1	1,960,000	8.1%

	2		
4) Reinforced concrete street at Ban Na Tai	:	1,920,000	7.9%
	3		
5) Reinforced concrete street at Soi Trong Muang 2	:	464,015	1.9%
	2		
6) Reinforced concrete street at Soi Mae Kleun	:	350,000	1.4%
	1		
7) Reinforced concrete street in village	:	325,000	1.3%
	2		
8) Reinforced concrete street fencing of Sakoo-Nai Thon road	:	15,800	0.1%
	4		
9) Wired fencing installation at Ban Nai Thon school	:	57,600	0.2%
	4		
10) Drainage improvement along Sakoo-Nai Thon road	:	1,000,000	4.1%
	3		
11) Ta Liam construction at Soi Sudaporn - in case of flood prevention and drain liquid disposal from household consumption	:	570,000	2.4%
	5		
12) Reinforced concrete street with drainage at Soi Tronk Maung 4	:	516,000	2.1%
	2		
13) Funeral pyre construction of Wat Mongkolwararam	:	3,400,000	14.0%
	1		
14) TSAO office maintenance		324,000	1.3%
<i>1.2 Development direction: Construction, improvement of the public water distribution system sufficient for consumption in tambon</i>		0	0%
<i>1.3 Development direction: Improvement, installation and</i>		0	0%



<i>development of traffic systems and public electricity distribution</i>		
<b>2. The promotion of well being of local people, socio-culture, traditions, and local knowledge development strategy</b>	<b>2,211,255</b>	<b>9.1%</b>
<i>2.1 Development direction: Promote and persuade morality amongst Religions, traditions and cultures within the tambon</i>	225,840	0.9%
15) Financial support for Muslim teaching of Ban Bang Ma Laow :5	30,000	0.1%

Table 4.2 (Continued)

<b>Projects</b>	<b>Target</b>	<b>Used Budget (Baht)</b>	<b>% Annual Budget</b>
16) Local traditions support (Suad klang ban)	:2	15,840	0.1%
17) Local traditions arrange (Songkran festival)	:1-5	180,000	0.7%
<i>2.2 Development direction: Promote good health for local people and to prevent an epidemic in the tambon</i>		844,300	3.5%
18) Supplementary milk for Ban Nai Yang kindergarten center :1		61,500	0.3%
19) Food distribution (lunch support) to Ban Nai Yang kindergarten center :1		100,000	0.4%
20) Financial support for fundamental public health of local people :1-5		50,000	0.2%
21) Supplementary milk for schools in tambon :1-5		360,800	1.5%
22) Food distribution (Lunch support) to schools :1-5		272,000	1.1%

in tambon		
<i>2.3 Development direction: Promote and support sport and recreation activities in the tambon</i>	184,915	0.8%
23) The healthy of local people enhancement (promotion of sport expenditure) :1-5	184,915	0.8%
<i>2.4 Development direction: prevent and provide contingency plans for public disasters in the tambon</i>	0	0%
<i>2.5 Development direction: promote welfare and give assistant to local people</i>	956,200	3.9%
24) Tsunami victims assist (supported by Phuket red cross association).	500,000	2.1%
25) Fishery equipment purchase for Tsunami victims	275,000	1.1%
26) Financial support for elders in tambon (supported by the Department of Local Administration)	115,200	0.5%
27) Financial support for the cost of living of TSAO's officers	36,000	0.1%
28) Financial support for the handicapped in tambon	30,000	0.1%
<i>2.6 Development direction: Prevent and solve drug abuse problems</i>	0	0%
<b>3. Education and Learning development strategy</b>	<b>3,427,002</b>	<b>14.2%</b>
<i>3.1 Development strategy: develop efficient and effective</i>	3,427,002	14.2%

<i>education and</i>			
<i>academic institutes in tambon</i>			
29) Computer purchase for Wat Mongkolwararam school	:1	300,000	1.2%
30) Financial support for Dern Tao tradition (Sea Turtle conservation) of Wat Mongkolwararam school	:1	225,000	0.9%
31) Equipment purchase for lunch to support Ban Sakoo school	:3	160,000	0.7%
32) Financial support to the study experienced of Ban Sakoo school	:3	400,000	1.7%

Table 4.2 (Continued)

<b>Projects</b>	<b>Targ eted Villa ge</b>	<b>Used Budget (Baht)</b>	<b>% Annua l Budget</b>
33) Assistant teachers hire for Ban Sakoo school	:3	261,360	1.1%
34) Summer course at Ban Sakoo school	:3	795,500	3.3%
35) Non formal education support in Thalang district (Computer purchasing)		100,000	0.4%
36) Education materials support at Ban Nai Yang kindergarten	:1	9,750	0.04%
37) Compensation for teachers in Ban Nai Yang kindergarten center	:1	167,040	0.7%
38) Financial support for social welfare for	:1	8,352	0.03%

assistant teachers at Ban Nai Yang kindergarten center 39) Construction of news distribution tower :1-5	1,000,000	4.1%
<b>4. Natural resources and Environment development strategy</b>	<b>0</b>	<b>0%</b>
<i>4.1 Development direction: develop waste disposal system</i>	0	0%
<i>4.2 Development direction: recovery of natural resources and environment in tambon</i>	0	0%
<i>4.3 Development direction: conservation of natural resources and the Environment in tambon</i>	0	0%
<b>5. Political and governance development strategy</b>	<b>1,350,000</b>	<b>5.6%</b>
<i>5.1 Development direction: Promote and develop local management and Governance within the tambon</i>	1,350,000	5.6%
40) Purchase multi purpose vehicle car purchasing for Official affairs	1,250,000	5.2%
41) Purchase of motorcycle for official affairs	100,000	0.4%
<i>5.2 Development direction: Promote, develop and strengthen community politics within the tambon</i>	0	0%
<b>6. Economy and Tourism development strategy</b>	<b>2,339,165</b>	<b>9.7%</b>
<i>6.1 Development direction: develop and support the occupation of local People</i>	2,339,165	9.7%
42) Financial support to Ban Din Sai saving fund :1	50,000	0.2%
43) Financial support to village saving fund of Ban Bang Ma Lauw :5	50,000	0.2%

44) Financial support to village saving fund of Ban Bang Ma Lauw	:5	50,000	0.2%
45) Financial support to Ban Din Sai occupation association (supported by Thailand Red Cross association)	:1	70,600	0.3%
46) Financial support to community association (increasing harmony within the village)	:2,3,4	150,000	0.6%
47) Financial support to community association	:2,3,4	150,000	0.6%

Table 4.2 (Continued)

Projects	Targ eted Villa ge	Used Budget (Baht)	% <i>Annua l Budget</i>
48) Construction of fishery and a Thai massage house	:1	1,700,000	7.0%
49) Financial support of sawing occupation group of Ban Tronk Maung	:2	55,000	0.2%
50) Financial support of Sakoo's housewife association (Stirred durian and Kha Num La local dessert making group)		63,565	0.3%
<i>6.2 Development direction: promote and support tourist security</i>		0	0%
<b>7. Information and Communications Technology development strategy</b>		0	0%
<i>7.1 Development direction: promote and develop information and</i>		0	0%

<i>communications technology in the tambon</i>		
<b>Grand Total</b>	<b>24,207,837</b>	<b>100%</b>

Some projects that were stated in the three year development plan, were done within fiscal years, however, there were some that continue from the last fiscal year but were not included in the three year development plan. Highlighted projects were listed in the three year development plan of 2005. Authorities said that some were continuous project from the three year development plan of 2004.

This emphasizes that some projects were waiting for subsidies from all provincial organization levels. Authorities said that there was an insufficient budget to complete these projects at the planning stage. Thereby, the value of completed projects accounted only 6.22% of planned budget (24,207,837/388,900,000 Baht). Unfortunately, the value of completed projects to ‘natural resources and environmental conservation development strategy’ and ‘the promotion and support to tourist security’ were at 0%, although these developments are essential for the viability of tourism destination within the tambon.

TSAO applied the Environmental Impact Assessment of Thailand to be a guideline to control the construction of tourism projects within the tambon e.g. hotels, resorts, and guesthouses, etc. This Act stated that Phuket, Krabi, and Pattaya had been set to be environmentally protected areas effective since 2000. The chief administrative officer of TSAO together with a committee from the civil engineers department of TSAO considers the permission of each enterprise or project, case by case.

TSAO allocated the majority of their annual budget to the infrastructure and public utilities development strategy; which could be interpreted towards ‘the development of tourism destinations in Tambon Sakoo’. TSAO considered that the development of infrastructures, accessibility and town planning were paramount to achieve its objective of being a good town to live in. It is clear that TSAO considered that a well organized town will ultimately lead to a better quality of life for both local people and tourists, which in turn will automatically increase the number of people visiting the province.

## 4.2 Questionnaire analysis

The questionnaire data was analyzed by SPSS program for Windows version 13.0. The questionnaire result from 315 respondents of tambon Sakoo revealed the following information: -

### 4.2.1 Personal data profile of respondents

The Cross tabulation of SPSS program was adopted to show the number and percentage of respondents of each village, as follows.

**Table 4.3** The Gender of respondents in each village

Descriptions		Frequency by Domicile*					Total
		<i>Moo 1</i>	<i>Moo 2</i>	<i>Moo 3</i>	<i>Moo 4</i>	<i>Moo 5</i>	
Gender	Male	55	14	38	13	37	157
	<i>Percentage</i>	50.00%	38.0	51.3	56.50%	18.70%	49.80%
Female	Number	50	22	31	10	30	152
	<i>Percentage</i>	45.50%	61.1	44.3	43.50%	51.30%	48.20%
Did not specify	Number	5	0	1	0	0	6
	<i>Percentage</i>	4.50%	0.00%	1.40%	0.00%	0.00%	1.00%
<b>Total sample</b>		<b>110</b>	<b>36</b>	<b>70</b>	<b>23</b>	<b>76</b>	<b>315</b>

\*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.3 showed that in total males accounted for 49.8% (157) compared to females at 48.3% (152) and 1.9% (6) unspecified gender. It also suggested that there were more females than males in Moo 2 and Moo 5.

**Table 4.4** The Age of respondents in each village

Descriptions	Frequency by Domicile					Total
	<i>Moo 1</i>	<i>Moo 2</i>	<i>Moo 3</i>	<i>Moo 4</i>	<i>Moo 5</i>	

Age							
Below 20 years old	Number	2	1	0	0	0	3
	Percentage	1.8%	2.8%	0.00%	0.00%	0.00%	1.00%
21-30 years old	Number	16	13	19	6	18	72
	Percentage	14.5%	36.1	27.1	26.1	23.7%	22.0%
31-40 years old	Number	45	8	17	6	29	105
	Percentage	40.0%	22.2	24.3	26.1	38.2%	32.3%
41-50 years old	Number	34	7	18	5	16	80
	Percentage	30.0%	10.4	25.7	21.7	21.1%	25.4%
51-60 years old	Number	10	1	15	5	9	40
	Percentage	0.1%	2.8%	21.4	21.7	11.8%	12.7%
Above 60 years old	Number	3	3	1	1	4	12
	Percentage	2.7%	8.3%	1.4%	4.3%	5.3%	3.8%
Did not specify	Number	0	3	0	0	0	3
	Percentage	0.0%	8.3%	0.0%	0.0%	0.0%	1.0%
<b>Total sample</b>		<b>110</b>	<b>36</b>	<b>70</b>	<b>23</b>	<b>76</b>	<b>315</b>

\*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.4 showed that the age of respondents were mostly in the range of 31 to 40 years old at 33.3% (105), 25.4% (80) between the age of 41 to 50 years old, and 22.9% (72) between the ages of 21 to 30 years old respectively. The majority was compatible with age records of local people held by the TSAO. In addition, the distribution of ages in Moo 2, Moo 3, and Moo 4 were in the range of 21 to 30 years old.

**Table 4.5** The Education of respondents in each village

Descriptions	Frequency by Domicile*					Total
	<i>Moo 1</i>	<i>Moo 2</i>	<i>Moo 3</i>	<i>Moo 4</i>	<i>Moo 5</i>	
<b>Education</b>						



Primary school	Number	30	9	15	15	24	<b>93</b>
	<i>Percentage</i>	27.3%	25.0%	21.4%	65.2%	31.6%	29.5%
Secondary school	Number	39	11	19	5	24	<b>98</b>
	<i>Percentage</i>	25.5%	30.6%	27.1%	21.7%	31.6%	31.1%
Vocational	Number	27	12	20	3	25	<b>87</b>
	<i>Percentage</i>	24.5%	33.3%	28.6%	13.0%	32.9%	27.6%
Bachelor	Number	11	3	16	0	3	<b>33</b>
	<i>Percentage</i>	10.0%	8.3%	22.9%	0.0%	3.9%	10.5%
Above Bachelor	Number	2	0	0	0	0	<b>2</b>
	<i>Percentage</i>	1.8%	0.0%	0.0%	0.0%	0.0%	0.6%
Did not specify	Number	1	1	0	0	0	<b>2</b>
	<i>Percentage</i>	0.0%	2.8%	0.0%	0.0%	0.0%	0.6%
<b>Total sample</b>		<b>110</b>	<b>36</b>	<b>70</b>	<b>23</b>	<b>76</b>	<b>315</b>

\*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.5 showed that the majority of education was 31.1% (98) at Secondary school, 29.5% (93) at Primary school, and 27.6% (87) at Vocational school respectively. The distribution of education of Moo 1-5 was quite fragmented. The majority of the distribution of Moo 1 was in Secondary school meanwhile Moo 2 Moo 3 and Moo 5 were at Vocational schools. The distribution of education of Moo 4 was in Primary school.

**Table 4.6** The Religion of respondents in each village

Descriptions		Frequency by Domicile*					Total
		<i>Moo.1</i>	<i>Moo.2</i>	<i>Moo.3</i>	<i>Moo.4</i>	<i>Moo.5</i>	
<b>Religion</b>							
Buddhism	Number	105	35	69	23	0	<b>232</b>
	<i>Percentage</i>	95.5%	97.2%	98.6%	100.0	0.0%	73.7%
Muslim	Number	3	0	1	0	74	<b>78</b>
	<i>Percentage</i>	2.7%	0.0%	1.4%	0.0%	97.1%	24.8%
Christian	Number	0	0	0	0	1	<b>1</b>
	<i>Percentage</i>	0.0%	0.0%	0.0%	0.0%	1.3%	0.3%
Did not specify	Number	2	1	0	0	1	<b>4</b>
	<i>Percentage</i>	1.8%	2.8%	0.0%	0.0%	1.3%	1.3%
<b>Total sample</b>		<b>110</b>	<b>36</b>	<b>70</b>	<b>23</b>	<b>76</b>	<b>315</b>

\*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.6 showed that the majority of respondents were Buddhist at 73.7% (232), and 24.8% (78) were Muslim who mostly lives in Moo 5 (97.4%, population 74). This percentage was compatible with the religious records of local people held by the TSAO. This was Buddhist 77.68% and Muslim 22.32%. (see appendix B)

**Table 4.7** The Occupation of respondents in each village

Descriptions		Frequency by Domicile*					Total
		<i>Moo</i>	<i>Moo</i>	<i>Moo</i>	<i>Moo 4</i>	<i>Moo</i>	
<b>Occupation</b>							
Agriculture(Plantation,	Number	8	10	8	3	10	<b>39</b>
	Percent	7.30%	27.8	11.4	13.00%	13.20%	12.4
Fisherv	Number	5	1	0	0	5	<b>11</b>
	Percent	4.50%	2.80%	0.00%	0.00%	6.60%	3.50%
Self-employed	Number	44	9	21	3	28	<b>105</b>
	Percent	40.0	25.0	30.0	13.00%	36.80%	33.3
Employee to the private	Number	3	4	4	0	6	<b>17</b>
	Percent	2.70%	11.1	5.70%	0.00%	7.00%	5.10%
Civil Government	Number	2	1	3	1	0	<b>7</b>
	Percent	1.80%	2.80%	4.30%	4.30%	0.00%	2.20%
General employment	Number	31	6	27	10	19	<b>93</b>
	Percent	28.2	16.7	38.6	13.50%	25.00%	29.5
Housewife	Number	8	3	3	4	8	<b>26</b>
	Percent	7.30%	8.30%	4.30%	17.10%	10.50%	8.30%
Student	Number	0	2	4	0	0	<b>6</b>
	Percent	0.00%	5.60%	5.70%	0.00%	0.00%	1.80%
Others	Number	0	0	0	2	0	<b>2</b>
	Percent	0.00%	0.00%	0.00%	8.70%	0.00%	0.60%
<b>Total sample</b>		<b>110</b>	<b>36</b>	<b>70</b>	<b>23</b>	<b>76</b>	<b>315</b>

\*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thon, and Moo 5-Ban Ma Laow.

Table 4.7 showed that the occupation majority of the people were self-employment at 33.3% (105) which supported to local people rather than tourist directly, general employment at 29.5% (93) which predominantly served the tourism industry whilst some served the agricultural sector, and agricultural fields at 12.4% (39). These included rubber and fruit plantation. It also indicated that the distributions of occupations of Moo 1-5 were fragmented. For example, both Moo 1 and Moo 5 had a majority occupation of self-employment while the majority of occupation of Moo 3 and Moo 4 was general employment. Moo 2 had occupations' distributed in agriculture.

**Table 4.8** The Household income per month of respondents in each village

Descriptions		Frequency by Domicile*					Total	
		Moo	Moo	Moo	Moo	Moo		
<b>Household income/month</b>								
	<b>Below 5,000 Baht</b>	Number	0	0	1	2	1	<b>25</b>
		Percentage	0.0%	0.0%	5.7%	8.7%	1.3%	<b>7.0%</b>
5,001 - 10,000 Baht	Number	57	19	24	19	26	<b>145</b>	
	Percentage	51.8%	52.8%	34.3%	82.6%	34.7%	<b>46.0%</b>	
10,001-20,000 Baht	Number	28	3	31	2	29	<b>93</b>	
	Percentage	25.5%	8.3%	44.3%	8.7%	38.7%	<b>29.5%</b>	
20,001-30,000 Baht	Number	7	2	9	0	15	<b>33</b>	
	Percentage	6.4%	5.6%	12.9%	0.0%	19.7%	<b>10.5%</b>	
30,001 Baht and above	Number	9	2	2	0	5	<b>18</b>	
	Percentage	8.2%	5.6%	2.9%	0.0%	6.6%	<b>5.7%</b>	
Did not specified	Number	0	1	0	0	0	<b>1</b>	
	Percentage	0.0%	2.8%	0.0%	0.0%	0.0%	<b>0.3%</b>	
<b>Total sample</b>			<b>110</b>	<b>36</b>	<b>70</b>	<b>23</b>	<b>76</b>	<b>315</b>

\*Remark: Moo 1-Ban Nai Yang, Moo 2-Ban Trok Maung, Moo 3-Ban Sakoo, Moo 4-Ban Nai Thorn, and Moo 5-Ban Ma Laow.

Table 4.8 showed that the majority of household income was in the range of 5,001-10,000 Baht a month at 46% (145), 29.5% (93) in the range of 10,001-20,000 Baht a month, and 10.5% (33) in the range of 20,001-30,000 Baht a month respectively. The majority household income of respondents was compatible with the records of local people held by the TSAO, which was 66,600 Baht per year or 5,550 Baht per month (please find appendix B).



**4.2.2 The frequencies and mean scores for local satisfaction with reference to the benefits of development projects**

**Table 4.9** The frequencies and mean scores for local satisfaction with reference to the benefits of development projects

Attributes	Very	Unsatisfie	Neutral	Satisfied	Very	Mean	S.D.	Assessmen t level
1. Local people obtain development benefits equally and thoroughly. <i>% to total</i>	18 5.7	85 27.0	99 31.4	105 33.3	8 2.5	<b>3.00</b>	0.968	Fair
2. Local people obtain direct benefits from development projects. <i>% to total</i>	7 2.2	57 18.1	125 39.7	114 36.2	12 3.8	<b>3.21</b>	0.861	Fair
3. The development projects contribute to Infrastructures and Public Utilities development. <i>% to total</i>	6 1.9	34 10.8	135 42.9	120 38.1	20 6.3	<b>3.36</b>	0.831	Fair
4. The development projects are implemented to promote the well being of local people, socio-cultures, traditions, and local knowledge in tambon. <i>% to total</i>	0 0	44 14.0	130 41.3	127 40.3	14 4.4	<b>3.35</b>	0.774	Fair
<b>5. The development projects assist in local people obtaining Education and</b>	0	29	119	157	10	<b>3.47</b>	<b>0.706</b>	<b>Satis fied</b>

<b>Learning enhancement.</b>								
<i>% to total</i>	<i>0</i>	<i>9.2</i>	<i>37.8</i>	<i>49.8</i>	<i>3.2</i>			
6. The development projects contribute to the conservation of Natural resources and the Environment in tambon.	16	85	101	108	5	<b>3.00</b>	0.939	Fair
<i>% to total</i>	<i>5.1</i>	<i>27.0</i>	<i>32.1</i>	<i>34.3</i>	<i>1.6</i>			

Table 4.9 (Continued)

Attributes	Very	Unsatisfie	Neutral	Satisfied	Very	Mean	S.D.	Assesmen
7. The development projects contribute to the development of politics and local governance in tambon.	12	84	106	107	6	<b>3.03</b>	0.915	Fair
<i>% to total</i>	<i>3.8</i>	<i>26.7</i>	<i>33.7</i>	<i>34.0</i>	<i>1.9</i>			
8. The development projects are beneficial to the Economic Development.	3	58	120	120	14	<b>3.27</b>	0.844	Fair
<i>% to total</i>	<i>1.0</i>	<i>18.4</i>	<i>38.1</i>	<i>38.1</i>	<i>4.4</i>			
9. The development projects are beneficial to the Tourism Development.	8	58	120	118	11	<b>3.21</b>	0.871	Fair
<i>% to total</i>	<i>2.5</i>	<i>18.4</i>	<i>38.1</i>	<i>37.5</i>	<i>3.5</i>			
10. The development projects that assist local people to develop of Information and Communications Technology.	33	85	98	95	4	<b>2.85</b>	1.011	Fair
<i>% to total</i>	<i>10.5</i>	<i>27.0</i>	<i>31.1</i>	<i>30.2</i>	<i>1.3</i>			

Table 4.9 revealed that respondents had the level of satisfaction at ‘fair’ level towards the benefits of development projects in almost every attributes except ‘the promotion of education and learning development strategy’ which was assessed to be ‘satisfied’ level. The top five highest levels of satisfaction were the development in ‘education and learning’ (mean=3.47, ‘satisfied’), ‘infrastructure and public utility’ (mean=3.36, ‘fair’), ‘well being of local people, socio-cultures, traditions, and local knowledge’ (mean=3.35, ‘fair’), ‘economic development’ (mean=3.27, ‘fair’), and ‘tourism development’ (mean=3.21, ‘fair’) respectively.

The least satisfaction level in this part was the development in 'information and communications technology' (mean=2.85, 'fair'), followed by 'obtaining development benefits equally and thoroughly' (mean=3.00, 'fair'), 'the conservation of natural resources and environment' (mean=3.00, 'fair'), 'the promotion of politics and local governance' (mean=3.03, 'fair'), 'obtaining direct benefits from such development projects' (mean=3.21, 'fair') respectively. However, these attributes were assessed to be 'fair' level of local satisfaction.

From interviews, respondents appreciated on the education supporting, the social welfare to older, and supporting to kindergarten center within the tambon of TSAO.

In this research, the perspective of economic and tourism development strategy was divided into the tourism development, and the economy development. This distinction was to help the respondents to clarify between the economic and tourism development, so as not to influence local people. Further, this was based on the assumption that the main economy of locals was not reliant on tourism. The level of satisfaction of the 'economy development within the tambon' had mean score at 3.27, and, the 'tourism development within the tambon' had mean score at 3.21 all these indicating a 'fair' level. It could be said that the economy and tourism development strategy of TSAO was accepted as indicated, from the local satisfaction level that this research suggests.

In conclusion, the research suggests that the respondents were mostly satisfied with the benefits of the development projects of TSAO despite the level of assessment being 'fair'.



### 4.2.3 The frequencies and mean scores of local satisfaction towards participation to local development and tourism development of TSAO

**Table 4.10** The frequencies and mean scores of local satisfaction towards participation to the local development and tourism development of TSAO

Attributes	Very	Unsatisfie	Neutral	Satisfied	Very	Mean	S.D.	Assesmen t level
1. Regularly, participating in meetings conducted by TSAO <i>% to total</i>	131 41.6	58 18.4	85 27.0	32 10.2	9 2.9	<b>2.14</b>	1.155	Unsati sfied
2. Proposing suggestions and directions to the issues concerned in the meetings conducted by TSAO <i>% to total</i>	148 47.0	56 17.8	87 27.6	20 6.3	4 1.3	<b>1.97</b>	1.057	Unsati sfied
3. Directions or suggestions proposed in the meetings that are visibly implemented <i>% to total</i>	154 48.9	46 14.6	86 27.3	24 7.6	5 1.6	<b>1.98</b>	1.101	Unsati sfied
4. Evaluation and monitoring the performance and projects of TSAO <i>% to total</i>	189 60.0	35 11.1	74 23.5	12 3.8	5 1.6	<b>1.76</b>	1.037	Very Unsati s Fied
5. Participation in infrastructures and public utility development in	136	55	85	24	15	<b>2.13</b>	1.192	Unsati sfied

tambon								
<i>% to total</i>	43.2	17.5	27.0	7.6	4.8			
6. Participation in local activities and local traditions regularly	8	38	96	131	42	<b>3.51</b>	0.956	Satisfied
<i>% to total</i>	2.5	12.1	30.5	41.6	13.3			

Table 4.10 (Continued)

Attributes	Very	Unsatisf	Neutral	Satisfied	Very	Mean	S.D.	Assessment level
7. Participation in public disaster contingency plans, or occasional training courses	118	50	84	47	16	<b>2.34</b>	1.258	Unsatisfied
<i>% to total</i>	37.5	15.9	26.7	14.9	5.1			
8. Participation in supplementary knowledge training or experiential study arranged by TSAO	133	62	77	31	12	<b>2.13</b>	1.179	Unsatisfied
<i>% to total</i>	42.2	19.7	24.4	9.8	3.8			
9. Participation in the waste disposal or cleaning campaign arranged by TSAO or in tambon	20	43	108	101	43	<b>3.33</b>	1.073	Fair
<i>% to total</i>	6.3	13.7	34.3	32.1	13.7			
10. Participation in the natural resources and environmental	11	51	128	85	40	<b>3.29</b>	0.999	Fair

conservation together with a sensible establishment to youth culture in tambon <i>% to total</i>	3.5	16.2	40.6	27.0	12.7			
11. Participation in the development of the economy in tambon <i>% to total</i>	21 6.7	34 10.8	163 51.7	79 25.1	18 5.7	<b>3.12</b>	0.917	Fair
12. Participation in the development of tourism destinations in tambon <i>% to total</i>	25 7.9	78 24.8	116 36.8	55 17.5	41 13.0	<b>3.03</b>	1.124	Fair

Table 4.10 showed that the top five highest satisfaction level was ‘participation in local activities regularly’ (mean=3.51, ‘satisfied’), followed by ‘participation in the waste disposal or cleaning campaign’ (mean=3.33, ‘fair’), ‘participation in conservation of natural resources and the environment in tambon’ (mean=3.29, ‘fair’), ‘participation in the development of economy in tambon’ (mean=3.12, ‘fair’), ‘participation in the development of tourism destinations in tambon’ (mean=3.03, ‘fair’) respectively. In other words, most of respondents were satisfied to these participation attributes which were participation in waste disposal, participation in the conservation of natural resources and environment, participation in the development of local economy and tourism destinations within the tambon.

The least satisfaction level in this part was ‘evaluation and monitoring TSAO projects’ (mean=1.76, ‘very unsatisfied’), followed by ‘proposing suggestions and directions about the issues concerned to TSAO’ (mean=1.97, ‘unsatisfied’), ‘suggestions and directions proposed to TSAO that were visibly implemented’ (mean=1.98, ‘unsatisfied’), ‘supplementary knowledge training or experiential study’ (mean=2.13, ‘unsatisfied’) respectively. This could imply that respondents were not satisfied to participation in development process within Tambon Sakoo particularly in ‘evaluation and monitoring the performance of TSAO’.

It might be most of the respondents only acknowledged the final decisions of development projects from TSAO, and did not participate at any level of these processes, as they told. However, TSAO authorities said that in some cases they didn’t have enough time to follow procedures, and needed a quick decision. Moreover, TSAO also said that they discussed matters with the tambon council over every project that was implemented, and had representation from each of the villages themselves.

In conclusion, respondents had a low satisfaction participating in the development process of tambon, but were satisfied on the issues of local activities, and the waste disposal service of TSAO together with the conservation of natural resources and the environment within the tambon.

#### 4.2.4 The frequencies and mean scores of local opinions on local development and tourism management in Tambon Sakoo

**Table 4.11** The frequencies and mean scores of local opinions on local development and tourism management in Tambon Sakoo

Attributes	Strongly	Disagree	Neutral	Agree	Strongly	Mean	S.D.	Assessmen
1. TSAO conducts its meetings to discuss that area of issues concern and to implement suggestions from local people together with local experts regularly. <i>% to total</i>	37 <i>11.7</i>	40 <i>12.7</i>	115 <i>36.5</i>	99 <i>31.4</i>	24 <i>7.6</i>	3.23	2.551	Fair
2. The development directions of TSAO are proper to both inner and outer factors of local development and tourism destination development. <i>% to total</i>	27 <i>8.6</i>	40 <i>12.7</i>	142 <i>45.1</i>	83 <i>26.3</i>	23 <i>7.3</i>	3.11	1.008	Fair
3. TSAO has transparent governance along with democratic and suitable disclosure of information policy. <i>% to total</i>	36 <i>11.4</i>	57 <i>18.1</i>	126 <i>40.0</i>	72 <i>22.9</i>	24 <i>7.6</i>	2.97	1.084	Fair
4. Being a member of the occupation association or	6	11	116	122	60	3.70	0.883	Agre e

cooperation benefits to local people.								
<i>% to total</i>	<i>1.9</i>	<i>3.5</i>	<i>36.8</i>	<i>38.7</i>	<i>19.0</i>			



	<i>% to total</i>	7.6	10.5	24.4	43.8	13.7			
11. There is a sufficient contingency plans and education of any public disasters in the tambon.		21	69	134	69	22	3.01	0.994	Fair
	<i>% to total</i>	6.7	21.9	42.5	21.9	7.0			

Table 4.11 (Continued)

Attributes	Strongly	Disagree	Neutral	Agree	Strongly	Mean	S.D.	Assesmen
<b>12. The alternative tourism should be encouraged into tambon.</b>	<b>7</b>	<b>17</b>	<b>80</b>	<b>150</b>	<b>61</b>	<b>3.77</b>	<b>0.900</b>	<b>Agree</b>
	<i>% to total</i>	2.2	5.4	25.4	47.6	19.4		
13. The number of tourists should be controlled visiting Tambon Sakoo.	100	54	53	91	17	2.59	1.336	Dis Agree
	<i>% to total</i>	31.7	17.1	16.8	28.9	5.4		

Table 4.11 showed that the top five highest level of agreement was ‘the alternative tourism should be encouraged into Tambon Sakoo’ (mean=3.77, ‘agree’), ‘being a member of the occupation association or cooperation benefits to local people’ (mean=3.70, ‘agree’), ‘obtaining direct benefits form tourism’ (mean=3.47, ‘agree’), ‘there is sufficient water supplies to households, agriculture, and businesses consumption’ (mean=3.45, ‘agree’), ‘there is a proper waste disposal system in the tambon’ (mean=3.41, ‘agree’) respectively.



In further, most of the respondents realized the advantage of a membership, as research suggested at 'agree' level (mean=3.70). They also told that they were a member of the occupation association or saving fund, but some of them told that they didn't realize the advantage of such an association, so they finally left.

Contrary to this, the least top five level of agreement in this part was 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.59, 'disagree'), followed by 'TSAO has transparent governance along with democratic and suitable disclosure of information policy' (mean=2.97, 'fair'), 'there is sufficient and proper development of occupation or shop zoning in tourism attractions and local area' (mean=2.97, 'fair'), 'there is a sufficient contingency plans and education of any public disasters in tambon' (mean=3.01, 'fair'), and 'there is sufficient and thorough distribution of news and information to the local people' (mean=3.10, 'fair') respectively.

According to the meaning over 'disagree' level of '(13<sup>th</sup> attribute) the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.59) in this part, it might because of tourists visit Tambon Sakoo mainly in the high season and that the numbers of tourists were less than other beaches in Phuket. The high season in Tambon Sakoo is from November to April. Additionally, respondents were committed to the promotion of alternative tourism in order to increase the number of tourists visiting Tambon Sakoo, revealing from interviews. This indicated that they realized the benefits and disadvantages of tourism, but still preferred obtaining income from it.

Regarding the low satisfaction of the proper development of occupation and shop zoning in the local area, this was due to the long time conflict between local people who own shops, TSAO, and the Sirinath National Park (SNP). Nai Yang beach faces beach intervention problems. At the beginning of tourism destination development, community leaders promised local people to establish shops along beach areas without any plans or regulations. It then became a problem when TSAO wanted to develop the landscape of Nai Yang beach. After that TSAO tried to organize shops along the beach by constructing the new buildings for them in 2003. Unfortunately, the buildings were encroached the boundary of Sirinath National Park (SNP). The authority of SNP stated that the buildings were constructed without their permission or public voting. Thus, they sued the owner of that land (about 5-2-32 rais). The case of public

intervention from the Act of National Park B.E. 2504 (for further information please find in appendix G). However, there was a conflict of interest in the said buildings. The owner of the land was an accomplice of the TSAO's authority. The buildings were destroyed in 2006. The researcher attempted to ask for more information about this project from the TSAO authorities, but failed. The building was in the court; therefore it was not appropriate to disclose any information to an outsider (at 2005-2006), as TSAO authorities told. Currently, it reveals that SNP constructing the buildings to solve this beach encroachment problem within its area. Contrarily, the beach encroachment within the boundary of TSAO still exists.

In the local development aspect, there have conflict of interests in developmental benefits amongst local people from different villages. It was found from interviewing with respondents and village chiefs on development issues together with a general observation of the area by researcher. The visible differences could be seen by unsolved problems within the area of the TSAO jurisdiction. Specific problems included: -

(1) Nai Yang Beach located in Moo 1 was poorly organized e.g. streets, public utilities, beach encroachment problem, etc., whilst Nai Thon Beach located in Moo 4 was well organized.

(2) There are flood problems on some parts of road no. 4031 (Thep Krasattree-Sakoo-Airport) located in Moo 5 and there is little temporary solution to solve this problem i.e. the improvement of drainage along the road.

(3) There is none to little public water distribution system to serve local people in the area. Locals consume their own subsurface under ground water. (There is water distribution available in Moo 4, whilst TSAO authority told that they try to construction and recovery the damaged water pipes which cause inaccessibility of tap water).

Although those evidences are the local development concerned, but they are in the destination zone of Tambon Sakoo. The well developments of the tambon will contribution to the good experience and satisfaction of tourists visiting Tambon Sakoo. A fair distribution of development is one of the combinations of a better community that TSAO aim to make for its people within the tambon. Thus, the researcher considered to investigate the different levels of satisfaction and opinion attributes among respondents from each village. The one way ANOVA

test was adopted to find significant different levels of satisfaction mean scores to each attribute amongst respondents from each village, a significant level at 0.05.

**4.2.5 The multiple comparisons of local satisfaction on the benefits of development projects by village, tested by one way ANOVA**

**Table 4.12** The multiple comparisons of local satisfaction on the benefits of development projects by village, tested by one way ANOVA

Attributes	Moo 1		Moo 2		Moo 3		Moo 4		Moo 5		F	Sig
	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.		
1. Local people obtain development benefits equally and thoroughly.	<b>3.0</b>	1.0	<b>2.7</b>	0.9	<b>3.5</b>	0.8	<b>3.0</b>	0.4	<b>2.5</b>	0.7	12.	
	<b>0</b>	58	<b>5</b>	96	<b>7</b>	94	<b>9</b>	17	<b>7</b>	18	067	0.00
2. Local people obtain direct benefits from the development projects.	<b>3.1</b>	0.9	<b>3.1</b>	0.8	<b>3.6</b>	0.7	<b>3.2</b>	0.4	<b>2.9</b>	0.7	5.3	
	<b>4</b>	72	<b>7</b>	78	<b>0</b>	88	<b>2</b>	22	<b>9</b>	39	75	0.00
3. The development projects contribute to Infrastructure and Public Utility development in tambon.	<b>3.2</b>	0.9	<b>3.3</b>	0.9	<b>3.8</b>	0.5	<b>3.6</b>	0.8	<b>3.0</b>	0.5	10.	
	<b>0</b>	65	<b>9</b>	03	<b>3</b>	38	<b>5</b>	32	<b>7</b>	74	914	0.00

4. The development projects are implemented to promote the well being of local people, socio-culture, traditions, and local knowledge in tambon.	<b>3.2</b> <b>3</b>	0.7 86	<b>3.3</b> <b>9</b>	0.9 64	<b>3.7</b> <b>9</b>	0.4 78	<b>2.8</b> <b>7</b>	0.6 94	<b>3.2</b> <b>6</b>	0.7 37	9.6 90	0.00
5. The development projects are implemented to promote the well being of local people, socio-cultures, traditions, and local knowledge.	<b>3.2</b> <b>3</b>	0.7 86	<b>3.3</b> <b>9</b>	0.9 64	<b>3.7</b> <b>9</b>	0.4 78	<b>2.8</b> <b>7</b>	0.6 94	<b>3.2</b> <b>6</b>	0.7 37	9.6 90	0.00

Table 4.12 (Continued)

Attributes	Moo 1		Moo 2		Moo 3		Moo 4		Moo 5		F	Sig
	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.		
6. The development projects assist	<b>3.5</b> <b>4</b>	0.6 86	<b>3.5</b> <b>0</b>	0.8 11	<b>3.7</b> <b>7</b>	0.5 69	<b>2.9</b> <b>1</b>	0.6 68	<b>3.2</b> <b>5</b>	0.6 56	9.8 79	0.00 0

in local people obtaining Education and Learning enhancement.												
7. The development projects contribute to conservation of Natural resources and the Environment.	<b>2.8</b> <b>9</b>	0.9 80	<b>3.1</b> <b>4</b>	0.9 90	<b>3.4</b> <b>1</b>	0.9 40	<b>2.9</b> <b>6</b>	0.7 06	<b>2.7</b> <b>4</b>	0.7 89	5.8 11	0.00 0
8. The development projects contribute to the development of political and local governance.	<b>2.9</b> <b>8</b>	0.9 48	<b>3.1</b> <b>7</b>	0.8 45	<b>3.4</b> <b>9</b>	0.8 80	<b>3.1</b> <b>7</b>	0.3 88	<b>2.5</b> <b>9</b>	0.8 36	10. 186	0.00 0
9. The development projects are beneficial to the Economic Development.	<b>3.0</b> <b>8</b>	0.8 25	<b>3.4</b> <b>4</b>	0.9 98	<b>3.6</b> <b>3</b>	0.7 05	<b>3.3</b> <b>0</b>	0.7 03	<b>3.1</b> <b>1</b>	0.8 42	6.0 04	0.00 0

10. The development projects are beneficial to the Tourism Development.	<b>3.1</b> <b>0</b>	0.8 67	<b>3.3</b> <b>9</b>	0.9 64	<b>3.6</b> <b>4</b>	0.6 60	<b>3.4</b> <b>3</b>	0.7 28	<b>2.8</b> <b>2</b>	0.8 44	10. 564	0.00 0
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Table 4.12 (Continued)

Attributes	Moo 1		Moo 2		Moo 3		Moo 4		Moo 5		F	Sig
	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.		
11. The development projects that assist local people to develop of Information and Communications Technology.	2.5	1.1	3.3	1.0	3.2	0.9	3.0	0.7	2.5	0.6	10.	0.00
	8	20	6	46	7	47	0	98	5	61	103	0

The mean difference is significant at the 0.05 level.

Remark: Moo 1- Ban Nai Yang, Moo 2- Ban Trok Maung, Moo 3- Ban Sakoo, Moo 4- Ban Nai Thon, and Moo 5- Ban Bang Ma Laow.

Table 4.12 shows that there were significantly differences in the satisfaction level among respondents from different villages at every attribute, at less than 0.05. The respondents of Moo 3 were satisfied with the benefits of development projects at satisfied level more than those from others villages. This was the highest mean score of each attribute, which assessed to 'satisfied' level. Likewise, the respondents of Moo 2 had 'fair' satisfaction level in every attribute.

Contrary to this, the respondents of Moo 5 had 7 attributes that showed lower satisfaction level than the respondents of other villages. These were the lowest mean score of each attribute. These 7 attributes were 'local people obtain development benefits equally and thoroughly' (mean=2.57, 'unsatisfied'), 'local people obtain direct benefits from the development projects' (mean=2.99, 'fair'), 'the development projects contribute to infrastructure and public



utility development in tambon' (mean=3.07, 'fair'), 'the development projects contribute to conservation of natural resources and the environment in tambon' (mean=2.74, 'fair'), 'the development projects contribute to the development of political and local governance in tambon' (mean=2.59, 'unsatisfied'), 'the development projects are beneficial to the tourism development' (mean=2.82, 'fair'), and 'the development projects that assist local people to develop of information and communications technology' (mean=2.55, 'unsatisfied').

It reveals that respondents from different village had different satisfaction level to the development projects that beneficial to the tourism development significantly. The respondents from Moo 3 shows the highest satisfaction level (mean=3.64, 'satisfied'), followed by those from Moo 4 (mean=3.43, 'satisfied'), those from Moo 2 (mean=3.39, 'fair'), those from Moo 1 (mean=3.10, 'fair'), and finally those from Moo 5 (mean=2.82, 'fair') respectively. It notices that respondents from Moo 1 Ban Nai Yang and Moo 5 Ban Bang Ma Laow have low satisfaction level to tourism development of TSAO.

Further, it reveals that respondents from different village had different satisfaction level to the conservation of natural resources and environment of TSAO significantly. The respondents from Moo 3 shows the highest satisfaction level (mean=3.41, 'satisfied'), followed by those from Moo 2 (mean=3.14, 'fair'), those from Moo 4 (mean=2.96, 'fair'), those from Moo 1 (mean=2.89, 'fair'), and finally those from Moo 5 (mean=2.74, 'fair') respectively. It exhibits that the respondents from villages where tourism attractions located had low satisfaction levels to the natural resources and environmental conservation, those from Moo 1 Ban Nai Yang and Moo 4 Ban Nai Thon.

Further, respondents from different villages had a different high and low satisfaction levels which are shown as follow: -

Moo 1 had the highest satisfaction level on 'the education and learning enchantment development strategy' (mean=3.54, 'satisfied'), and had the lowest satisfaction level on 'the promotion of information and communications technology development strategy' (mean=2.58, 'unsatisfied').

Moo 2 had the highest satisfaction level on 'the Education and Learning enchantment development strategy' (mean=3.50, 'satisfied'), and had the lowest satisfaction level on 'local people obtain development benefits equally and thoroughly' (mean=2.75, 'fair').

Moo 3 had the highest satisfaction level on ‘the infrastructure and public utility development strategy’ (mean=3.83, ‘satisfied’), and had the lowest satisfaction level on ‘the promotion of information and communications technology development strategy’ (mean=2.58, ‘unsatisfied’).

Moo 4 had the highest satisfaction level on ‘the infrastructure and public utility development strategy’ (mean=3.65, ‘satisfied’), and had the lowest satisfaction level on ‘the promotion of well being of local people, socio-cultures, traditions, and local knowledge development strategy’ (mean=2.87, ‘fair’).

Moo 5 had the highest satisfaction level on ‘the promotion of well being of local people, socio-cultures, traditions, and local knowledge development strategy’ (mean=3.26, ‘fair’), and had the lowest satisfaction level on ‘local people obtain development benefits equally and thoroughly’ (mean=2.57, ‘unsatisfied’).

The respondents from different villages had different satisfaction level to local developments of TSAO. These findings indicated the development projects were unevenly distributed among village.

**4.2.6 The multiple comparisons of participation satisfaction in development projects of TSAO by village, tested by one way ANOVA**

**Table 4.13** The multiple comparisons of participation satisfaction in development projects of TSAO by village, tested by one way ANOVA

Attributes	Moo 1		Moo 2		Moo 3		Moo 4		Moo 5		F	Sig
	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.		
1. Regularly participating in meetings conducted by TSAO	<b>2.1</b> <b>9</b>	1.2 08	<b>2.4</b> <b>4</b>	1.4 03	<b>2.5</b> <b>4</b>	1.0 17	<b>2.6</b> <b>5</b>	1.0 71	<b>1.4</b> <b>1</b>	0.6 57	13. 411	0.00 0
2. Proposing suggestions and directions to the issues concerned in the meetings conducted by TSAO	<b>2.1</b> <b>5</b>	1.1 40	<b>2.1</b> <b>9</b>	1.1 17	<b>2.2</b> <b>3</b>	0.9 66	<b>2.4</b> <b>3</b>	1.1 21	<b>1.2</b> <b>4</b>	0.4 86	14. 631	0.00 0
3. Directions or suggestions proposed in the meetings that are visibly implemented	<b>2.0</b> <b>2</b>	1.1 57	<b>2.4</b> <b>4</b>	1.1 82	<b>2.3</b> <b>7</b>	1.0 79	<b>2.5</b> <b>7</b>	0.7 88	<b>1.1</b> <b>8</b>	0.4 82	18. 890	0.00 0
4. Evaluation and	<b>1.8</b> <b>5</b>	1.1 16	<b>2.1</b> <b>7</b>	1.1 34	<b>2.0</b> <b>3</b>	1.0 35	<b>2.1</b> <b>3</b>	1.1 00	<b>1.0</b> <b>7</b>	0.2 50	14. 033	0.00 0

monitoring the performance and projects of TSAO												
5. Participation in infrastructures and public utility development	<b>2.2</b> <b>0</b>	1.2 84	<b>3.1</b> <b>4</b>	1.2 46	<b>1.9</b> <b>9</b>	0.9 55	<b>2.7</b> <b>4</b>	1.2 87	<b>1.5</b> <b>1</b>	0.7 02	15. 924	0.00 0
6. Regularly participating in local activities and local traditions	<b>3.6</b> <b>5</b>	0.9 63	<b>3.3</b> <b>6</b>	1.0 73	<b>3.4</b> <b>7</b>	0.7 75	<b>3.6</b> <b>1</b>	1.0 76	<b>3.3</b> <b>9</b>	0.9 94	1.1 39	0.33 8

Table 4.13 (Continued)

Attributes	Moo 1		Moo 2		Moo 3		Moo 4		Moo 5		F	Sig
	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.		
7. Participation in public disaster contingency plan or occasional training courses	<b>2.5</b> <b>6</b>	1.3 31	<b>2.9</b> <b>4</b>	1.0 13	<b>2.3</b> <b>3</b>	1.0 59	<b>3.1</b> <b>7</b>	1.55 7	<b>1.5</b> <b>0</b>	0.80 8	16.7 41	0.0 00
8. Participation in supplementary knowledge training or experiential study arranged by TSAO	<b>2.3</b> <b>3</b>	1.3 42	<b>2.4</b> <b>4</b>	1.1 32	<b>2.3</b> <b>4</b>	1.0 48	<b>2.0</b> <b>4</b>	1.26 1	<b>1.5</b> <b>4</b>	0.79 1	7.32 5	0.0 00
9. Participation in the waste disposal or cleaning campaign arranged by TSAO or in	<b>3.4</b> <b>9</b>	1.0 64	<b>3.0</b> <b>3</b>	1.2 30	<b>3.3</b> <b>1</b>	0.8 94	<b>3.8</b> <b>3</b>	1.37 0	<b>3.1</b> <b>1</b>	0.98 8	3.50 6	0.0 08

tambon												
10. Participation in the natural resource and environmental conservation together with a sensible establishment to youth culture in tambon	<b>3.4</b> <b>5</b>	1.0 89	<b>3.1</b> <b>4</b>	0.9 31	<b>3.1</b> <b>7</b>	0.7 42	<b>3.4</b> <b>3</b>	1.37 6	<b>3.2</b> <b>0</b>	0.95 2	1.49 3	0.2 04
11. Participation in the development of the economy in tambon.	<b>3.3</b> <b>1</b>	0.8 65	<b>2.9</b> <b>7</b>	1.0 82	<b>3.0</b> <b>3</b>	0.7 01	<b>3.3</b> <b>0</b>	1.42 8	<b>2.9</b> <b>6</b>	0.85 5	2.42 5	0.0 48
12. Participation in the development of tourism destinations	<b>3.5</b> <b>1</b>	1.2 17	<b>2.7</b> <b>5</b>	1.0 52	<b>2.6</b> <b>7</b>	0.9 28	<b>3.2</b> <b>2</b>	0.90 2	<b>2.7</b> <b>4</b>	0.99 8	9.76 8	0.0 00

The mean difference is significant at the 0.05 level.

Remark: Moo 1- Ban Nai Yang, Moo 2- Ban Trok Maung, Moo 3- Ban Sakoo, Moo 4- Ban  
Nai Thon and Moo 5- Ban Bang Ma Laow.

Table 4.13 shows us that the satisfaction level of each village was significantly different in almost all attributes, the significant level at 0.05. 'regularly, participation in local activities and traditions' and 'participation in the natural resource and environmental conservation together with a sensible establishment to youth culture in tambon' was the only two attribute that were not significantly different among respondents of the villages.

Unfortunately, the respondents of Moo 5 had 9 attributes that showed a lower level of satisfaction than respondents of other villages and they are as follows: - 'regularly, participating in meetings conducted by TSAO' (mean=1.41, 'very unsatisfied'), 'proposing suggestions and directions to the issues concerned in the meetings conducted by TSAO' (mean=1.24, 'very unsatisfied'), 'directions or suggestions proposed in the meetings that are visibly implemented' (mean=1.18, 'very unsatisfied'), 'evaluation and monitoring the performance and projects of TSAO' (mean=1.07, 'very unsatisfied'), 'participation in infrastructures and public utility development in tambon' (mean=1.51, 'very unsatisfied'), 'participation in public disaster contingency plan or occasional training courses' (mean=1.50, 'very unsatisfied'), 'participation in supplementary knowledge training or experience study arranged by TSAO' (mean=1.54, 'very unsatisfied'), 'participation in the development of the economy in tambon' (mean=2.96, 'fair'), 'participation in the development of tourism attractions' (mean=2.74, 'fair').

Contrary to this, the respondents of Moo 4 had 6 attributes that showed higher levels of satisfaction than the respondents of other villages and they are as follows: - These 6 attributes were 'regularly participating in meetings conducted by TSAO' (mean=2.65, 'fair'), 'proposing suggestions and directions to the issues concerned in the meetings conducted by TSAO' (mean=2.43, 'unsatisfied'), 'directions or suggestions proposed in the meetings that are visibly implemented' (mean=2.57, 'unsatisfied'), 'participation in public disaster contingency plan or occasional training courses' (mean=3.17, 'fair'), 'participation in the waste disposal or cleaning campaign arranged by TSAO or in tambon' (mean=3.83, 'satisfied'), 'participation in the natural resource and environmental conservation' (mean=3.43, 'satisfied').

Furthermore, the respondents of Moo 1 had 3 attributes that showed higher levels of satisfaction than the respondents of other villages. These 4 attributes were 'regularly,

participation in local activities and traditions in tambon' (mean=3.65, 'satisfied'), 'participation in the development of economic in tambon' (mean=3.31, 'fair'), 'participation in the development of tourism destinations' (mean=3.51, 'satisfied').

The respondents from Moo 1 Ban Nai Yang shows the highest satisfaction level to participation in the development of tourism attractions at 3.51 mean score followed by those from Moo 4 Ban Nai Thon shows the second rank of satisfaction level to this attribute at 3.22 mean score. Likewise, respondents from Moo 1 and Moo 2 shows the highest satisfaction level to the participation in the natural resources and environmental conservation of TSAO at 3.45 and 3.43 mean scores respectively.

Alternatively, the highest and lowest satisfaction level to participation in the development of TSAO among respondents from different villages can be seen as follows:-

Moo 1 had the highest satisfaction level on 'regularly, participation in local activities and local traditions' (mean=3.65, 'satisfied'), and had the lowest satisfaction level to 'evaluation and monitoring the performance and projects of TSAO' (mean= 1.85, 'unsatisfied').

Moo 2 had the highest satisfaction level on 'regularly, participation in local activities and local traditions' (mean=3.36, 'fair'), and had the lowest satisfaction level on 'evaluation and monitoring the performance and projects of TSAO' (mean=2.17, 'unsatisfied').

Moo 3 had the highest satisfaction level on 'regularly participation in local activities and local traditions' (mean=3.36, 'fair'), and had the lowest satisfaction level on 'participation in infrastructure and public utility development in tambon' (mean=1.99, 'unsatisfied').

Moo 4 had the highest satisfaction level on 'participation in the waste disposal or cleaning campaign arranged by TSAO or in tambon' (mean=3.83, 'satisfied'), and had the lowest satisfaction level on 'participation in supplementary knowledge training or experiential study arranged by TSAO' (mean=2.04, 'unsatisfied').

Moo 5 had the highest satisfaction level on 'regularly, participation in local activities and local traditions' (mean=3.39, 'satisfied'), and had the lowest satisfaction level on 'evaluation and monitoring the performance and projects of TSAO' (mean=1.07, 'very unsatisfied').



In conclusion, the respondents from Moo 5 had lower levels of satisfaction in local participation than respondents from all the other villages. This was because some of the respondents from Moo 5 didn't participate in meetings held by TSAO or alternatively they had a conflict of interests and participants felt uncomfortable to attend.

**4.2.7 The multiple comparisons of local opinions upon local development and tourism development of TSAO by village, tested by one way ANOVA**

**Table 4.14** The multiple comparisons of local opinions upon local development and tourism development of TSAO by village, tested by one way ANOVA

Attributes	Moo 1		Moo 2		Moo 3		Moo 4		Moo 5		F	Sig
	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.		
1. TSAO conducts its meeting to discuss issues that are of concerned and to implement suggestions from local people together with local experts regularly.	<b>3.0</b> <b>4</b>	1.21 9	<b>3.0</b> <b>8</b>	1.33 9	<b>4.1</b> <b>1</b>	4.89 8	<b>3.3</b> <b>0</b>	1.02 0	<b>2.7</b> <b>4</b>	0.91 5	3.08 6	0.01 6
2. The development directions of TSAO are proper to both inner and outer factors of	<b>3.2</b> <b>3</b>	1.17 8	<b>2.9</b> <b>2</b>	1.33 9	<b>3.3</b> <b>9</b>	0.64 4	<b>3.2</b> <b>6</b>	0.44 9	<b>2.7</b> <b>4</b>	0.83 9	4.98 5	0.00 1

local development and tourist destination development.												
3. TSAO has transparent governance along with democratic and suitable disclosed information.	<b>3.1</b> <b>1</b>	1.22 2	<b>2.6</b> <b>1</b>	1.31 5	<b>3.3</b> <b>9</b>	0.64 4	<b>3.0</b> <b>9</b>	1.04 1	<b>2.5</b> <b>3</b>	0.88 7	7.90 7	0.00 0

Table 4.14 (Continued)

Attributes	Moo 1		Moo 2		Moo 3		Moo 4		Moo 5		F	Sig
	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.		
4. Being a member of the occupation association or cooperation benefits to local people.	<b>3.92</b>	0.814	<b>3.11</b>	1.237	<b>4.04</b>	0.751	<b>3.43</b>	0.662	<b>3.41</b>	0.696	12.523	0.000
5. There is sufficient and thorough distribution of news and information suitable to the local people.	<b>3.14</b>	1.161	<b>3.08</b>	1.156	<b>3.56</b>	0.773	<b>3.26</b>	0.449	<b>2.59</b>	0.851	9.229	0.000
6. There is sufficient development of education and learning in tambon.	<b>3.63</b>	0.887	<b>2.97</b>	1.158	<b>3.51</b>	0.717	<b>3.22</b>	0.518	<b>2.92</b>	0.813	10.295	0.000

7. There is sufficient and proper development of occupation or shop zoning in the local area.	<b>3.16</b>	1.138	<b>3.03</b>	1.134	<b>3.11</b>	0.894	<b>2.83</b>	0.778	<b>2.57</b>	0.869	4.632	0.001
8. You obtain Direct benefits from tourism.	<b>3.69</b>	1.011	<b>3.08</b>	1.296	<b>3.31</b>	0.713	<b>3.70</b>	0.822	<b>3.39</b>	1.072	3.553	0.007
9. There is a proper waste disposal system in tambon.	<b>3.32</b>	1.022	<b>3.14</b>	1.246	<b>3.71</b>	0.617	<b>3.35</b>	1.152	<b>3.39</b>	0.953	2.697	0.031

Table 4.14 (Continued)

Attributes	Moo 1		Moo 2		Moo 3		Moo 4		Moo 5		F	Sig
	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.	Mea	S.D.		
10. There are sufficient water supplies to	<b>3.5</b>	1.2	<b>3.0</b>	1.21		0.80	<b>3.0</b>	0.67		0.95	4.86	0.00
	<b>2</b>	76	<b>0</b>	9	<b>3.81</b>	4	<b>0</b>	4	<b>3.38</b>	2	6	1

household, agriculture, and businesses.												
11. There is a sufficient prevention plan and education of any public disasters in tambon.	<b>2.9</b> <b>0</b>	1.1 33	<b>3.2</b> <b>2</b>	1.26 7	<b>3.33</b>	0.71 7	<b>3.4</b> <b>3</b>	0.59 0	<b>2.63</b>	0.78 0	6.82 4	0.00 0
12. The alternative tourism should be encouraged into Tambon Sakoo.	<b>3.8</b> <b>5</b>	0.8 44	<b>3.4</b> <b>7</b>	1.46 4	<b>4.09</b>	0.58 3	<b>3.8</b> <b>3</b>	0.38 8	<b>3.46</b>	0.87 1	6.00 1	0.00 0
13. The number of tourists should be controlled visiting Tambon Sakoo.	<b>2.7</b> <b>5</b>	1.4 35	<b>2.9</b> <b>2</b>	1.42 2	<b>2.63</b>	1.40 6	<b>2.8</b> <b>3</b>	0.93 7	<b>2.09</b>	1.04 8	3.93 2	0.00 4

The mean difference is significant at the 0.05 level.

Remark: Moo 1- Ban Nai Yang, Moo 2- Ban Trok Maung, Moo 3- Ban Sakoo, Moo 4- Ban  
Nai Thon and Moo 5- Ban Bang Ma Laow.

Table 4.14 shows that there were significant differences in the levels of agreement among respondents from different villages at every attribute, at less than 0.05. The respondents of Moo 3 had higher levels of agreement with 8 attributes than those from all the other villages. They can be seen as follows:- ‘TSAO conducts its meeting to discuss issues that are of concern and to implement suggestions from local people together with local experts regularly’ (mean=4.11, ‘agree’), ‘TSAO has transparent governance along with democratic and suitable disclosed information’ (mean=3.39, ‘fair’), ‘being a member of the occupation association or cooperation benefits to local people’ (mean=4.04, ‘agree’), ‘there is sufficient and thorough distribution of news and information suitable to the local people’ (mean=3.56, ‘agree’), ‘there is proper waste disposal system’ (mean=3.71, ‘agree’), ‘there is sufficient prevention plan and education of public disaster’ (mean=3.33, ‘fair’), ‘it should encourage alternative tourism into Tambon Sakoo’ (mean=4.09, ‘agree’).

Contrary to this, the table also shows that the respondents of Moo 5 had lower level of agreement with 5 attributes than those of other villages and they can be seen by the following results:- These 5 attributes were ‘being a member of the occupation association or cooperation benefits to local people’ (mean=3.41, ‘agree’), ‘there is sufficient development of education and learning’ (mean=2.92, ‘fair’), ‘TSAO conducts its meeting to discuss issues that are of concern and to implement suggestions from local people together with local experts regularly’ (mean=2.74, ‘fair’), ‘the development directions of TSAO are proper to both inner and outer factors of local development and tourism attraction development’ (mean=2.74, ‘fair’), ‘there is sufficient contingency plans and education of any public disasters’ (mean=2.63, ‘fair’) respectively.

Further, respondents of Moo 5 also had lower level of disagreement with 4 attributes than those of other villages; they could be seen by the following results: - ‘there is sufficient and thorough distribution of news and information for local people’ (mean=2.59, ‘disagree’), ‘there is sufficient and proper development of occupation or shop zoning’ (mean=2.57, ‘disagree’), ‘TSAO has transparent governance along with democratic and suitable disclosed information.’ (mean=2.53, ‘disagree’), ‘it should control the number of tourists visiting Tambon Sakoo’ (mean=2.09, ‘disagree’) respectively.



Alternatively, the highest level of agreement and the lowest level of disagreement with the attribute of participation in local developments among respondents from different villages can be seen as follows:-

Moo 1 had the highest level of agreement with 'being a member of the occupation association or cooperation benefits to local people' (mean=3.92, 'agree'), and had the lowest level of agreement with 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.75, 'fair').

Moo 2 had the highest level of agreement with 'the alternative tourism should be encouraged into Tambon Sakoo' (mean=3.47, 'agree'), and had the lowest level of agreement with 'TSAO has transparent governance along with democratic and suitable disclosed information' (mean=2.61, 'disagree').

Moo 3 had the highest level of agreement with 'TSAO conducts its meeting to discuss issues that are of concerned and to implement suggestions from local people together with local experts regularly' (mean=4.11, 'agree'), and had the lowest level of agreement with 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.63, 'fair').

Moo 4 had the highest level of agreement with 'the alternative tourism should be encouraged into Tambon Sakoo' (mean=3.83, 'agree'), and had the lowest level of agreement with 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.83, 'fair').

Moo 5 had the highest level of agreement with 'the alternative tourism should be encouraged into Tambon Sakoo' (mean=3.46, 'agree'), and had the lowest level of agreement with 'the number of tourists should be controlled visiting Tambon Sakoo' (mean=2.09, 'disagree').

In conclusion, the majority of respondents from Moo 3 had a higher level of agreement with local development and tourism management in Tambon Sakoo than those of all the other villages. On the other hand, the majority of respondents from Moo 5 had a lower level of agreement with local development and tourism management in Tambon Sakoo than those of all the other villages.

From the findings, local satisfaction of TSAO development directions were assessed 'fair'. Unfortunately, the satisfaction level of each attribute relating to the development strategy of TSAO was fragmented when considered in details. Some development strategies were

considered to be 'highly satisfied', whilst others had a low mean score and were considered to be 'very unsatisfied'. The local participation in the development process was assessed to be at a very low level. The TSAO should consider the fragmented satisfaction level. If sustainable development is the goal of development strategies then these results are a good indication of the opinion of local people's satisfaction.

## CHAPTER 5

### CONCLUSIONS, DISCUSSIONS, AND RECOMMENDATIONS

The research: The Implication of Local Development Plan for Tourism Destination Development: The Case of Tambon Sakoo, Amphur Thalang, Changwat Phuket was conducted to investigate the local development and tourism management of Tambon Sakoo Administration Organization (TSAO) who is legally responsible for development in Tambon Sakoo. The objectives set as the framework of this study were (a) to study the local development plan of Tambon Sakoo Administration Organization in terms of tourism destination development, (b) to study local satisfaction with and participation in local development which was initiated according to the development strategies of Tambon Sakoo Administration Organization, (c) to study the implication of local development plan for tourism destination development in Tambon Sakoo, Amphur Thalang, Changwat Phuket.

The instruments of research include the three year development plan and the development strategy plan of TSAO, questionnaires, and interviews. The questionnaires were designed to study the local satisfaction, participation, and opinions in local development and tourism initiated from the development strategies of the TSAO.

#### 5.1 Conclusions

##### 5.1.1 The development strategies of Tambon Sakoo Administration Organization in terms of tourism destination development

The development strategies and development plan of TSAO were based on the direction of higher government authorities i.e. Phuket Provincial Administration Organization, Phuket province governor, Amphur Thalang and the local policy. The development strategies were divided into 7 aspects as follows:-

1. The infrastructures and public utility development strategy
2. The development strategy of local well being, socio-culture, tradition, and local knowledge promotion

3. The development strategy of education and learning promotion
4. The development strategy of natural resource and environment conservation
5. The development strategy of political and local governance promotion
6. The economy and tourism development strategy 10
7. The development strategy of information and communications technology promotion

The following table is the summary of findings arranged in rank order according to the average percentage of budget weighting which was allocated to each development strategy of TSAO, from 2005 to 2008.

**Table 5.1** The list of average budget weighting allocated to development strategies of TSAO, from 2005 to 2008

<b>Rank</b>	<b>Development strategy</b>	<b>Average percentage of annual budget</b>
1	The infrastructures and public utility development strategy	42.20%
2	The development strategy of natural resource and environment conservation	22.11%
3	The economy and tourism development strategy	21.11%
4	The development strategy of local well being, socio-culture, tradition, and local knowledge promotion	7.73%
5	The development strategy of political and local governance promotion	4.40%
6	The development strategy of education and learning promotion	2.22%
7	The development strategy of information and communications technology promotion	0.22%

Additionally, the following findings are arranged in rank order according to average project number within 4 fiscal years, 2005 to 2008.

**Table 5.2** The list of average annual number of projects launched for the development strategies of TSAO, from 2005 to 2008

<b>Rank</b>	<b>Development strategy</b>	<b>Average project number</b>
1	The infrastructures and public utility development strategy	51 projects
2	The development strategy of local well-being, socio-culture, tradition, and local knowledge promotion	38 projects
3	The economy and tourism development strategy	17 projects
4	The development strategy of natural resource and environment conservation	15 projects
5	The development strategy of education and learning promotion	11 projects
6	The development strategy of political and local governance promotion	7 projects
7	The development strategy of information and communications technology promotion	2 projects

According to internal weaknesses of Tambon Sakoo, the TSAO has initiated development projects aimed at overcoming the weaknesses, strengthening the strengths and opening up opportunities, which will eventually lead the tambon to achieve the sustainable development. The solutions to overcome these weaknesses are related to the development strategies i.e. *the promotion of local well-being, the conservation of natural resources and environment, and the promotion of local economy and tourism*.

On the other hand, the first priority of local problems in ‘problems and factors affecting the local development’ (table 2.4) is the **economic problems**, but the budget weighting of ‘*economy and tourism development strategy*’ in the three year development plan is ranked third at an average of 21.11% of annual budget (table 5.1) and the number of projects launched for this development strategy is also ranked third at 17 projects (table 5.2).

Likewise, the **social problems** are arranged in the second priority (table 2.4), but the budget and number of projects that are supposed to be the solution of the local problems are less than those of the ‘*infrastructure and public utility development strategy*’ as shown in the tables (table 5.1, 5.2), and thus making social problems seem less important. The budget weighting of ‘the development strategy of local well-being and socio-culture promotion’ is ranked fourth at an average of 7.73% of annual budget (table 5.1), whilst the number of projects is ranked second with an average of 38 projects launched (table 5.2). Nevertheless, TSAO considered solving all problems concerning local governance and politics-strengthening community, medical health care, and socio-culture with the projects launched within the ‘*development strategy of local well-being and socio-culture promotion*’. These problems seem less important than the others to TSAO, considering the budget weighting.

In accordance with the third and fourth ranks of local problems listed in ‘the problems and factors affecting the local development plan of Tambon Sakoo’, these problems were put in the category of the ‘*infrastructures and public utility development strategy*’. These listed problems are **infrastructure problems** and **water resource problems**, whose budget weighting is ranked first for the 4 fiscal years. This development strategy covers an average of 42.20% of annual budget (table 5.1) and an average of 51 projects each year (table 5.2).

Moreover, the **education problems** are ranked seventh (table 2.4) whilst the budget weighting of the ‘*development strategy of education and learning promotion*’ is ranked sixth at an average of 2.22% of annual budget (table 5.1). Further, this development strategy has an average of 11 projects each year and is ranked fifth (table 5.2).

TSAO obviously tries to solve social problems and lack of community cooperation with religious and traditional activities, e.g. the Suad Klang Ban (village merit-making), or the funeral of holy abbot of Wat Mongkolwararam (Phra Kru Wichienpanyakun) held from March 5-12, 2007, Muslim teaching for local people in Moo 5, etc. Other activities aimed at

strengthening local communities in the tambon include giving financial support to occupation groups or saving funds, arranging sport activities, and providing assistance to the volunteer groups e.g. village health care volunteer group, Civil Defence Volunteers, etc. However, the projects and activities aimed at strengthening communities were not in only one, but many development strategies, including 'The promotion of the local well being, socio-culture, tradition, and local knowledge', 'education and learning', 'politics and local governance', and 'economy and tourism'.

Nevertheless, TSAO does not have an individual tourism plan, but tourism is considered part of the economy and tourism development strategy. The construction and improvement of tourism destinations were in the first development plan, the infrastructure and public utility development strategy, including the landscape improvement of Nai Yang beach and Nai Thon beach: road, drainage, footpath, and hard shoulders, the construction of view point near Nai Thon beach: view point building, road and drainage, hard shoulders, and car park, etc. Additionally, the projects launched to develop tourism destinations according to the development plan of 2005-2008 are only 'tourist service center at Nai Thon beach', 'warning sign installation in Nai Yang beach and Nai Thon beach', 'the installation of wooden fencing along sharp curves throughout the tambon'.

In the fiscal year 2005, some projects were completed; however, the other projects needed to be continued, but were not included in the three year development plan. This is because some unfinished projects were from the previous three year development plan. It emphasizes that some projects were waiting for subsidies from all provincial levels. Authorities said that TSAO was categorized as small-sized Tambon Administration Organization, so its budget is insufficient to complete these projects at the planning stage. Further, the limited budget also limits the manpower of TSAO to carry out tasks.

Besides, there were no projects launched for the development strategy of natural resource and environment conservation, especially, the tourism development strategy i.e. the tourist security support, which was the only one aspect of tourism development that TSAO proposed in the three year development of 2006-2008. The conservation of natural resources and environment is crucial to the vitality of tourism destinations in the tambon. The lack of conservation projects is possibly because SNP has the authority to take care of the natural

resource conservation in the areas of Nai Yang and Nai Thon beaches, or because there is a conflict of interests between TSAO and SNP due to land intervention of court case building of TSAO. Additionally, SNP takes care of only 2 square kilometers of beach forest and 1 square kilometer of mangrove forest throughout its boundary, compared to 19.5 square kilometers of area in jurisdiction of TSAO. TSAO should cooperate with SNP to take care of the natural resources of Nai Yang beach and Nai Thon beach; they are dependent on the same environment.

To control the construction of tourism projects in the area, TSAO used the Environmental Impact Assessment of Thailand as a guideline together with the tambon's regulations. The chief administrative officer of TSAO together with a committee from the civil engineering department of TSAO have the authority to grant permission for each tourism enterprise or project, after considering case by case.

### **5.1.2 The local satisfaction and participation with local development in Tambon Sakoo which was initiated from the development strategies of the Tambon Sakoo Administration Organization**

#### **5.1.2.1 General information of respondents**

The research used 315 household sample sizes which divided into 5 villages toward the proportion of people in each village to total people in tambon Sakoo, based on TSAO (March, 2005) database.

There were a total of 315 respondents who were 49.8% (157) male, 48.3% (152) female, and 1.9% (6) of unspecified gender. As for the **age**, the respondents were 33.3% (105) in the range of 31 to 40 years old, 25.4% (80) between the age of 41 to 50, and 22.9% (72) between the age of 21 to 30. As for **education**, 31.1% (98) of the respondents finished secondary school, 29.5% (93) primary school, and 27.6% (87) vocational school. As for **religions**, 73.7% (232) of the respondents were Buddhists and 24.8% (78) Muslims. Most of the Muslims live in Moo 5. The top three **occupations** of respondents were self-employment at 33.3% (105), general employment at 29.5% (93), and those in the agricultural field at 12.4% (39). As for **household income per month**, 46% (145) of the respondents had income in the range of 5,001-10,000 baht, 29.5% (93) in the range of 10,001-20,000 baht, and 10.5% (33) in the range of 20,001-30,000 baht.



### **5.1.2.2 The satisfaction level of respondents concerning the benefits of development projects**

Respondents assessed the development strategy of education and learning promotion at ‘satisfied’ level, which was the highest mean score compared to the other development aspects. The development aspects assessed at ‘fair’ level of satisfaction by local people are ‘the promotion of infrastructure and public utility’, ‘the promotion of local well being, socio-culture, tradition and local knowledge’, ‘economic development’, and ‘tourism development’ respectively.

Respondents have fair level of satisfaction to participation in local development and tourism development towards the following aspects: - ‘participation in waste disposal’, ‘participation in the conservation of natural resources and environment’, ‘participation in the development of local economy and tourism destinations within the tambon’.

Additionally, respondents have fair level of agreement towards development of TSAO in the following aspects: - ‘the alternative tourism should be promoted in Tambon Sakoo’, ‘the locals benefit from being a member of an occupation association or cooperation’, ‘the locals benefits from tourism directly’, ‘there is sufficient water supplies to households, agriculture, and businesses consumption’, ‘there is a proper waste disposal system in the tambon’ respectively.

Contrary to this, there are some development aspects that show respondents’ low levels of satisfaction i.e. ‘very unsatisfied’ and ‘unsatisfied’ level. TSAO needs to improve the operational factors in these development aspects to solve local problems as well as to satisfy local people. These development aspects are: ‘the promotion of information and communications technology’, ‘obtaining benefits from development equally and thoroughly’, ‘the conservation of natural resources and environment’, ‘political and local government’, ‘obtaining direct benefits from the development projects’. Moreover, the respondents have ‘very unsatisfied’ level of satisfaction towards ‘evaluation and monitoring of TSAO projects’. Meanwhile, the respondents have ‘unsatisfied’ level of satisfaction towards ‘proposing suggestions about the issues concerning TSAO’, ‘suggestions proposed to TSAO that were visibly implemented’, ‘participation in public disaster contingency plans, or occasional training courses’, ‘participation in supplementary knowledge courses or experiential study arranged by TSAO’.

The other development aspects that respondents had low agreement level include ‘TSAO has transparent governance along with democratic and suitable disclosure of information’, ‘there is proper occupation and shop zoning in tourism attractions and the local area’, ‘there are sufficient contingency plans of public disaster in tambon and the locals are in a state of preparedness for emergency’, and ‘there is sufficient and thorough distribution of news and information to the local people’ respectively. Respondents disagreed with ‘controlling the number of tourists visiting Tambon Sakoo’ because tourists visit Tambon Sakoo mainly in the high season and that the numbers of tourists were less than those of other beaches in Phuket.

### **5.1.2.3 The differences of satisfaction levels by village concerning the development directions and participation in development activities of TSAO**

According to the findings, respondents of **Moo 3** have higher satisfaction and agreement levels towards the development aspects of TSAO than those from other villages. The research shows that they were not only satisfied with the development strategies, but also agreed with the development aspects such as: ‘the alternative tourism should be promoted in the tambon’, ‘the locals benefits from being a member of an occupational association or cooperation’, ‘there is a proper waste disposal system’, ‘there is sufficient news and information distribution to local people’, ‘TSAO has transparent governance’, and ‘there are sufficient contingency plans of public disaster and the locals are in a state of preparedness for emergency’. Respondents of **Moo 2** also satisfied with every aspect of local development of TSAO.

The respondents of **Moo 4** show higher satisfaction level toward the participation in development processes and activities of TSAO than those of the other villages. Specific examples of this are: ‘waste disposal’, ‘the conservation of natural resources and environment’, ‘public disaster contingency plan and training courses’, and ‘meetings conducted by TSAO and its projects implementation’.

The respondents of **Moo 1** had moderate satisfaction and agreement levels towards development of TSAO compared with those of others villages. They are dissatisfied with the solution for beach encroachment of TSAO and beach arrangement at Nai Yang beach,

although they shows high satisfaction level in participation in the development of tourism attractions in the tambon.

On the contrary, respondents of **Moo 5** had less satisfaction and agreement levels than those of the other villages towards development direction of TSAO. This is the lowest satisfaction and agreement level of each development aspect. The least satisfaction level of respondents of Moo 5 towards issues concerning the development of TSAO is shown as follows: - 'information and communications technology', 'equality and thoroughness of benefit distribution in the tambon', 'the political and local governance', 'the conservation of natural resources and the environment', 'tourism development', 'local people obtain direct benefits from the development projects', 'infrastructure and public utility', 'supplementary knowledge courses and education development', 'economy development within the tambon', 'transparency of TSAO governance', 'shop zoning provide in tourist attractions and the tambon', 'the public disaster contingency plans and training courses', 'community meetings and implementation'.

## **5.2 Discussions**

### **5.2.1 The local development plan of Tambon Sakoo Administration Organization in terms of tourism destination development**

The tourism destination's concept of Gunn and Var (2002) can be adapted to draw inferences from the analysis of local development strategies and projects of TSAO whether they support the theory. The number and implementation of projects of each development strategy were considered to determine how much such development supports tourism destination development in Tambon Sakoo. The symbols used in this report to show degree of support for tourism destinations are (++) supporting, (--) not supporting, and (+-) neutral or there is not enough evidence to determine whether the development strategy supports tourism destination development.

**Table 5.3** Local development strategies and concepts of TSAO show whether they support tourism destination development

Local development strategies and concepts	Avg. % of total budgeti ng of 4 years	supporti ng (++) or not supporti ng (--) to tourism destinati on develop ment
<b>1. Infrastructure and public utility</b>	<b>42.20</b>	<b>++</b>
1.1 Construct, improve, and maintain accessibility and drainage, and public buildings	37.77	++
1.2 Construct and improve water supply for sufficient consumption	1.20	++
1.3 Install and improve traffic and power supplies system throughout the tambon	3.23	++
<b>2. Promote the local well being/quality of life, socio-culture,</b>	<b>7.73</b>	<b>++</b>

Table 5.3 (Continued)

Local development strategies and concepts	Avg. % of total budget ing of 4 years	supporti ng (++) or not supporti ng (--) to tourism destinati on

		<b>develop ment</b>
<b>traditions and local knowledge</b>		
2.1 Promote morality amongst religions, tradition, and cultures	0.40	++
2.2 Promote good health for locals and to prevent an epidemic in the tambon	3.08	++
2.3 Promote and support sport and recreation activities	0.26	++
2.4 Prevent public disaster and provide contingency plans for public disaster in the tambon	3.56	++
2.5 Promote public welfare and assistance for local people	0.31	++
2.6 Prevent and solve drug abuse problems, and support drug rehabilitation	0.11	++
<b>3. Education and learning</b>	<b>2.22</b>	<b>++</b>
3.1 Develop and increase the efficiency and effectiveness of education along with developing academic institutes the tambon	2.22	++
<b>4. Conservation of natural resources and environment</b>	<b>22.11</b>	<b>++</b>
4.1 Waste disposal system development	1.72	++
4.2 Restoration of natural resources and environment	18.20	++
4.3 Conserve natural resources and environment	2.19	++
<b>5. Political and local governance</b>	<b>4.40</b>	<b>++</b>
5.1 Promote and develop local management and governance in the tambon	4.36	++
5.2 Promote, develop and strengthen communities in the tambon	0.04	++
<b>6. Economy and tourism</b>	<b>21.11</b>	<b>++</b>
6.1 Develop and promote people's occupations including the supplementary occupation	18.42	++
6.2 Support tourist security	2.69	++

Table 5.3 (Continued)

Local development strategies and concepts	Avg. % of total budget ing of 4 years	supporting (++) or not supporting (--) to tourism destination developme nt
<b>7. Information and communications Technology</b>	<b>0.22</b>	++
7.1 Promote and develop information and communications technology in the tambon	0.22	++

From table 5.3 it shows that every local development strategy supports tourism destination development and tourism destination planning of Gunn and Var (2002) and Howie (2003). For example, TSAO tries to provide adequate public utilities and infrastructures to local communities where there are tourist attractions. Moreover, TSAO tries to develop the tambon in accordance with sustainable tourism destination development of Jamieson (2006) such as by enhancing the quality of life of local people through improved health, care, shelter, nutrition, and access to education and income-generating skills, improving and managing tourist attractions in a way that maintains the balance between stakeholders' different and conflicting needs and value systems.

The details of each development strategy can be analyzed in terms of tourism destination development by development strategy as follows.

### 1. Infrastructure and public utility

It reveals that most of the annual budget was spent for the infrastructure and public utility development strategy. In this case, the projects launched for this strategy can imply

that they support the concept of tourist destination zone development. The basic infrastructures are provided to enhance the well being of local people and are expected to encourage foreign and domestic private investors to make more investment in the tambon, as TSAO said. Hence, the projects launched for this strategy are in accordance with the concept of tourism destination development of Gunn and Var (2002) and Howie (2003). However, there are some projects with low-quality infrastructures and they did not satisfy the local people who were directly involved e.g. the case of a road in the area of Nai Yang beach, lack of hard shoulders along the road linking Nai Thon beach with road 4031, flood problem at some parts of road 4031. The examples of obstacles of development in Nai Yang beach are the conflict of interests among private sectors, SNP, and TSAO, the public area encroachment, too many shops along the beach, the insufficiency of basic infrastructures, the different image of place that was developed by TSAO and SNP, the different views of local fishermen and tourists about fishery house as well as the messy picture of unused long-tailed boats and fishing equipment spread down along the beach. All struggles for development in Nai Yang beach needed the collaboration of stakeholders to solve problems and strengthen tourism benefit of local people.

The majority of budget was planned for 'constructing and maintaining accessibility, and drainage and buildings'. The roads and streets were constructed to link communities in the tambon or link communities with tourist attractions. We may conclude that such roads and streets were built to serve both local people and tourists in line with the tourism destination development concept of Gunn and Var (2002). However, there are many roads and streets in the tambon that do not have drainage such as road 4031 where there are flood problem in at least 2 areas. There was a lot of grass growing in, which makes the drainage more shallow and such road obstructs the natural water paths from hills. Hence, it was flooded during heavy rain. Moreover, the road that links Moo 3 and Moo 4 with road 4031 does not have enough hard shoulders. When it rain heavily, it may cause soil erosion and land slide, which will damage such roads, especially the road to Moo 4 Ban Nai Thon that crosses over the hill. Additionally, local people and tourists can walk on such hard shoulders or park the car there during an accident. The hard shoulders support the walkable road concept of Gunn and Var (2002) and Howie (2003). On hard shoulders, tourists can walk and enjoy the scenery along the way, the linkage corridor, to attractions. However, the roads along Nai Thon beach and Nai Yang beach are facing soil erosion

problem, which can be seen from the degradation of footpaths. The improvement of roads, drainages and hard shoulders throughout the tambon tends to be include in the next three year development plan.

Unfortunately, the development according to tourism destination development is very different in these two tourist attractions, although Tambon Sakoo has 2 tourist attractions: Nai Yang beach and Nai Thon beach, both of them are in Sirinath National Park (SNP). The landscape of Nai Thon beach appears quite well-organized with the road with footpath and car park areas on the hard shoulder, accommodations and tourism services along the road, sunbathing chair arrangement, massage tent and basic infrastructures e.g. power supply, lampposts, water supply and waste bins. This is because Nai Thon beach has only 1 kilometer of coastline, and TSAO is the only authority responsible for developing the beach. In this case, it might be good to have only one authority in charge of the tourism destination development in order to cope with the conflict of interests among stakeholders. In terms of tourism destination development, TSAO develops Nai Thon beach by cooperation and collaboration with investors, local people, SNP, and the village chief.

Nai Yang beach has poorly organized landscape according to tourism destination development. Although Nai Yang beach has natural resource with the potential to attract both domestics and international visitors, it seems to have many problems. The problems can be seen obviously because the beach is developed by two authorities: SNP and TSAO. The coastline of Nai Yang beach is approximately 13 kilometers. TSAO is in charge of the area in the middle of the area in jurisdiction of SNP. The area of SNP has good resource management. SNP manages its area by zoning, including reserved area, protected area, and recreation area, in line with laws and regulations. The recreation area of about one square kilometer is located in the area of Ao Tung Hnung, the northern part of Nai Yang beach. Moreover, SNP provides tourist facilities e.g. tourist information center, camping site, multipurpose house at beach front, restrooms and shower rooms, and car park area. Moreover, the accommodations, a 100 seats convention hall, souvenir shops and restaurant are underconstruction. The under-construction projects of restaurants and souvenir shops of the SNP is the solution to beach encroachment provided for local people who have restaurants in the problem area (within the area of SNP). SNP also provides separate garbage bins in order to recycle waste, and it also has mobile rangers who prevent natural



resource invasion in its area. Moreover, there is a patrol station of Nai Yang beach located in the area of SNP, which ensures the security of tourists and local people on the beach.

Conversely, the evidence of TSAO's poor organization is the beach encroachment of restaurants and shops together with the poor condition of the road, and insufficient basic infrastructures according to tourism destination development e.g. electric cables and lampposts along the road, restrooms and shower rooms, water supply, and car park (the provided area is not enough during high season). Further, the road along the beach is congested due to the narrow lane and bumpy surface, although TSAO has tried to develop its area by providing roads, footpaths, hard shoulder, car park, waste bins and disposal service, massage house and fishery house. The bumpy surface of the road is due to the low-quality road construction; this road is bended and narrow, because of TSAO have to avoid the deforestation of beach trees due to the enforcement of the National Park Act and the Forest Act. TSAO has the authority to take care of this area.

The differences between the appearance of SNP's area and that of TSAO's area along Nai Yang beach can bring about the conflict of the place's image. Moreover, the TSAO's area is located in the middle of SNP's area, so it shows the obviously different image of place and its components. SNP's area has a ventilative beach-tree forest, whilst the other side has many shops and sunbathing chairs on the beach. TSAO has tried to develop its area by constructing public facilities according to its own consideration; meanwhile, SNP provides only a road and hard shoulder together with car park area in order to conserve the scenery. These are the example of struggles for development in Nai Yang beach that needs collaboration among stakeholders in line with tourism destination development. The examples of struggles for development emphasize the need of collaboration among stakeholders to cope with conflict of interests and problems arising from the expansion of tourism industry in Nai Yang beach.

In accordance with TSAO's construction projects for tourism destination development, there were many projects launched to improve tourist attractions e.g. the landscape improvement of Nai Yang beach and Nai Thon beach, the construction of view point on the top of a hill in Moo 4 Ban Nai Thon near Nai Thon beach, and the construction of the court case building along Nai Yang beach (totally destroyed in 2006). Those landscape improvement projects were aimed at managing resources and making the attractions more attractive to tourists,

whilst the view point was constructed to be a new attraction near Nai Thon beach. In addition, TSAO intended that this project would draw more tourists to the tambon and provide more roads for local people and tourists traveling to the nearby areas, because it needs to construct new routes connecting attractions and communities. The landscape improvement projects have been done but the construction of view point has not due to inadequate financial support.

According to the discussion of shared facilities of Howie (2003), there are 2 local facilities, the massage house and the fishery house; both of them are located in the area of Nai Yang beach and were constructed by TSAO. These public buildings are aimed at supporting the occupation of local people, as TSAO proposed in the three year development plan. There are 2 different views on these facilities: the view of the direct users and that of the indirect users. Local people think of these buildings as the place of their daily life, rather than part of a tourist attraction. Contrarily, tourists consider these buildings a part of Nai Yang beach, but the local way of living is the intangible element of tourist attraction. Although tourists just temporarily stay in the place where local people consider their home, they are a source of local people's income and bring benefit to tourism service business, which influence local economy.

In the case of fishery house, the different perception of this building to local fishermen and tourists and the messy building area may cause problems to tourism destination development. This building was built after the Tsunami disaster as a place for fishermen to sell their products. Generally, fishermen work off the coast of Nai Yang beach. Their long-tailed boats are anchored about 2-4 meters off coast, and most of them are anchored around the estuary within the SNP and along the coast at the fishery house in the area of TSAO; unused long-tailed boats are laid along the beach upside down. It appears that fishermen benefit from the fishery house and the fishermen's way of living is the intangible element of Nai Yang beach just as Rawai beach, but Nai Yang beach doesn't has a fishing pier. Further, some fishermen built their houses located near the fishery house. Although these houses are not the shared facilities, as Howie (2003) discussed, but they are located in the attraction area. Thus, it is unarguable that they are the intangible element of Nai Yang beach as well as the people and the way of living. The messy picture of fishing equipment spread around the fishery house on the beach might be unpleasant for the tourists. The conflict will emerge when one stakeholder can not tolerate the other i.e. fishermen and entrepreneurs whose businesses are in the beach area. However, the

unused long-tailed boats scattered along the beach ruin the well-arranged image of Nai Yang beach too. The suitable place of fishery house at Nai Yang beach should have been considered since the planning stage.

In this case, a public building in a tourist attraction should be built with environment friendly design, and the design should go with the overall theme of the attraction. The building design can affect the image of the attraction and the tourism destination zone. TSAO has to determine the suitable design of public buildings according to the image of the tourism destination. Optimistically, it needs regulation enforcement to control the design and coordination with the private sector. The neat look of house, and buildings in the area of a tourist attraction needs to be taken into consideration in tourism destination zone management.

Considering the infrastructure and public utility construction projects, TSAO tries to support both of local development and tourism destination development. TSAO considers that tourism is the alternative source of income for local people and itself. TSAO therefore provides a solid foundation, in these aspects, for future economic growth and significantly improved the well being of the local people; these things are expected to encourage investment from both Thais and foreigners. TSAO also provides other public utilities e.g. village tap water distribution, power supply and lampposts along roads and streets, signage along the roads giving information for tourists and local people, etc.

There are some other basic infrastructures and public utilities that are not provided or significantly improved e.g. telecommunication and postal network, transport network, the public health center, etc. To develop these public utilities, TSAO needs to cooperate with other authorities. It is because of many of these public utilities are under the control of authorities outside the tambon. For example, the TT&T Phuket branch is responsible for fixed-line phone and telecommunication facilities in the tambon, the Thailand post Co., Ltd is responsible for postal network which has a post office branch in Moo 1 Ban Nai Yang; the provincial public health center is responsible for the fundamental public health center in the tambon and there is also a village health center in Moo 1 Ban Nai Yang, etc. Facilities that were not included in the three year development plan are the management of agriculture and husbandry, forestry, marine life, the management of environment and the management of public facilities. Moreover, the transportation plan was also not included in the three year development plan. This means there

was no plan concerning bus or any taxi service that serves local people or even tourist traveling in the tambon.

## **2. The promotion of local well being/quality of life, socio-culture, traditions, and local knowledge**

In this case, local people are the center of local development and are the intangible element of the attractions; the development projects launched for this development strategy are expected to create a better community that leads to local people's lives. The development projects in this strategy are provided to serve the fundamental needs of the locals, such as by promoting the hygiene of food to food enterprises, restaurants, and related businesses, promoting sport and exercise, supporting public health activities, providing the equipment for the public contingency plan, providing adequate social welfare, promoting drug rehabilitation, giving the financial support to sport and recreation activities, etc. These projects support tourism destination development. TSAO believed that if local people have good quality of life and are surrounded by good socio-cultural environment in a safe community, the visitors will be able to feel the locals' happiness. This impression will become the intangible element of the tambon, or the charm of Tambon Sakoo. This charm will make visitors feel safe and want to visit to the tambon again and again.

Moreover, TSAO promotes the intangible value of local community through traditional activities e.g. the Suad Klang Ban (village merit-making), which is held in April every year, Muslim activities, Songkran festival, the field trip of local people, Children day activity, etc. In addition, some traditions can be promoted as cultural attractions e.g. the Suad Klang Ban which TSAO is trying to promote it as a cultural attraction of Tambon Sakoo.

## **3. The promotion of education and learning**

The projects launched for this development strategy support tourism destination development because they are aimed at developing local people, who are the intangible element of attractions in the destination zone. TSAO provides the supplementary occupation courses for locals, which help local people to be more self-reliant amidst changes caused by from external

factors e.g. the world economic situation, oil price situation, seasonality of tourism, etc. Education is essential for community empowerment.

However, TSAO seems to provide less support for the education related to tourism destination development. Although TSAO has provided an English course for students and local people, it turns out that only a few people participated and there was no course in more advanced levels provided. In order to achieve the desired result, there should be the evaluation of participants and more courses in more advanced levels. The equal opportunity of local people to take such courses is also important. Further, there are many sorts of knowledge useful in developing the human resources or local people who are involved in the tourism industry in the tambon e.g. visitor management, hospitality and services skill, cross-culture understanding, the SMEs management for tourism businesses, etc. Hence, TSAO has to promote or provide supplementary courses related to tourism for local people and its authorities, as Jamieson (2006) proposed that there should be training courses for human resources in every aspect concerning 'sustainable tourism destination development'. TSAO has to cooperate with other organizations, which are academic institutes, higher governors, NGOs, international education agencies and other organizations from the private sectors. These organizations can provide useful assistance such as funds, scholarship or internship for students in the tambon, knowledge and know-how, etc.

In other words, the curriculum initiated from the ministry of education might not suit circumstances of Tambon Sakoo in providing human resources for tourism destination development. In the near future, schools will be transferred to local administration organization to control and develop the education in local area. However, transferring of schools in the tambon to local government organizations or TSAO, there might be conflicts due to TSAO's weakness point on the structure of administrative work, which might finally affect the quality of the education.

#### **4. The conservation of natural resources and environment**

In short, this strategy comprises 3 main aspects: waste disposal, natural resource restoration, and natural resource conservation. Waste disposal has been done by providing trash bins for every household in the tambon together with purchasing 3 garbage trucks to collect

wastes. The waste is transferred to the Phuket incinerator, operated by Phuket City Municipality, near Saphanhin. However, TSAO does not implement the garbage separation campaign in line with Sirinath National Park. The other projects of this strategy are provided to maintain the scenery along the roads throughout the tambon, the linkage corridor in the destination zone, for example, planting trees along the roads, constructing artificial coral in the sea off Nai Yang beach and Nai Thon beach, etc.

The restoration and conservation of natural resources have been planned only in the construction projects e.g. the construction of embankment at Nai Yang beach and Nai Thon beach, the landscape improvement of Nai Yang beach and Nai Thon beach together with Khum Num Kheaw natural reservoir, and the construction of pier, etc. TSAO does not provide or promote campaigns that inform local people about to the sustainable consumption of finite natural resources. TSAO provides only beach cleaning campaign and it shows no serious regulation enforcement concerning issues in the way it controls hotels and service businesses in the tambon, although there seemed to be a serious concern about sustainable environmental development as TSAO proposed in the SWOT analysis of the tambon. Although TSAO had planned to conserve and recovery natural resources at 22% in 2005, there was no budget spent on this development strategy, considering the completed projects of 2005. Nevertheless, the liquid waste disposal attempt of TSAO is shown in the waste water treatment plant construction project, and the recovery of natural drainage stream and natural water resources within the tambon. TSAO authority said that they schedule hotels' waste water treatment regularly. However, there is no clear measure to solve the low soil quality problem.

Moreover, the environmental regulation enforcement is needed to conserve the environment of Nai Yang beach and Nai Thon beach, because the large scale construction projects i.e. the 4-5 star resorts and service apartments, such as Dewa Phuket Resort and Residence and Pearl of Nai Thon respectively. They are expected to open at the end of 2008. TSAO needs to have more proactive development projects to cope with the changes caused by these projects related to the degradation of natural resources and other environmental issues. One of the consequences from a lot of modern tourism facilities and accommodations established along the beach is that the sea turtles will never lay their eggs there. This might be because there are a lot of lights and noise together with crowded people along the beach. Thus, there will not be

the Dearn Tao tradition (people walking along Nai Yang beach and Mai Khao beach to find sea turtles' eggs) as maintained for 20 years before.

### **5. The promotion of political and local governance**

Although the development projects launched for this strategy are indirectly involve with tourism destination development, they influence the attitude of local people towards tourism industry. For example, TSAO tries to promote the democracy in the tambon through election activities e.g. the new election of the chief administrative officer of TSAO and the tambon council members. To do so, it emphasizes that local people have the right to choosing their own leaders and the direction of local development as well as dismissing TSAO council members or even the chief administrative officer of TSAO. Moreover, the promotion of local participation in local development planning can create the good solution to beach encroachment problem in Nai Yang beach as well as new ideas in community development, which may lead to community tourism plan and implementation.

### **6. The promotion of economy and tourism**

As for economy, the projects launched for this development aspect contribute to self-reliance of local people, which means they will not be overly dependent on tourism industry. TSAO implemented only the projects that are aimed at supporting either main or supplementary occupation of local people and the projects offering training courses, in cooperation with PPAO, e.g. Thai massage, and batik production. The construction projects initiated in this strategy were aimed at supporting the main occupation of local people. The projects include the following constructions: the fishery house and massage house in the area of Nai Yang beach, the embankment for agricultural purpose at Nai Yang and Nai Thon beach, the OTOP center and fresh produce market at Ban Nai Yang. Moreover, TSAO also give financial support to saving groups and existing occupation groups so as to strengthen communities.

As for tourism, TSAO did not have an individual tourism plan or projects aimed at developing tourism in the tambon. TSAO initiated only few a projects for this strategy, including establishing the tourist assistance and service center at Nai Thon beach, installation of

warning signs ‘do not swim during monsoon’ and ‘sharp curve’ in Nai Yang and Nai Thon beach i.e. ‘Do not swimming during Monsoon’ and ‘Sharp curve’.

Nevertheless, TSAO does not have any specific plan aimed at preparing the tambon growth of accommodations and tourism services/facilities along Nai Yang and Nai Thon beach. Although the infrastructure and public facility development is needed to support those investments, sociocultural issues concerned must be considered as well. Those investment are expected to open around the end of 2008, local people in the tambon will unavoidably be affected by the changes, e.g. traffic jam, mushrooming buildings and the designs of the new buildings which do not go with the building of National Park, expatriate labors from other regions, people in the agricultural field turning to tourism industry for higher income, the decline of micro and small businesses of local entrepreneurs, the businesses related to tourism industry establishment.

#### **7. The promotion of information and communications technology**

The findings show that TSAO does not consider the information and communications technology a high priority for the local development. Moreover, the training course related to information and communications technology for local people and its authorities are insufficient to serve its rapid growth. TSAO can raise funds for this aspect by collaboration with academic institutes, private sector organizations, international NGOs, PPAO, etc.

In conclusion, tourism destinations need to be developed with the integrated manner of local development and destination development. According to destination concept of Gun and Var (2002) and Howie (2003), we can say that local development projects are in some ways, also the destination zone development projects. TSAO launched many projects aimed at providing a better community and a better life for the locals in the tambon. Although TSAO has done its best to develop the tambon with the limited budget and time, there are also many development aspects that TSAO does not take into account in order to prepare the tambon for tourism destination development or even local development, as discussed above. The following is the local satisfaction of local people towards local development initiated from local development strategies of TSAO in the three year development plan of 2005-2007, and 2006-2008.



### **5.2.2 The levels of local satisfaction, participation, and opinions towards development direction in Tambon Sakoo which was initiated from the development strategies of the Tambon Sakoo Administration Organization**

The findings suggested that most respondents were satisfied with the benefits of the development projects of TSAO despite the level of satisfaction being 'fair'. However, some respondents felt many projects were not the direct solution to the community problems, therefore they were of little or no benefit to them. Others realized and understood the advantage of such projects and considered them to be of major benefit to the local community.

Levels of satisfaction and agreement concerning participation varied from village to village. Surprisingly, the differences among the villages in level of satisfaction with local development were significant. For example, respondents from Moo 5 clearly had lower satisfaction and agreement levels than those from the other villages. So, we may assume that there might have been inequalities in development in different areas.

Additionally, the respondent interview conducted by a researcher reveals that they were hesitant to judge the performance of TSAO in extreme levels. They said although they were not satisfied with the development, they decided to score it in the fair level. The Thais' characteristics should be taken into account when interpreting the results, especially when it turned out that some local residents hesitated to evaluate the performance of TSAO. To support this argument, we use the Hofstede's Four Dimensions of Culture, which describes the Thais' characteristics, in this case, or the characteristics of local people in Tambon Sakoo: This are 'High Power Distance (Hierarchy)', 'Collective (Group Oriented)', 'Soft (Relationship Oriented)', and 'High Uncertainty Avoidance' (Wright, 2006).

Considering the Thais' characteristics, the acceptable local development of TSAO ranges from the mean score 3.41 to 5.00, because those development aspects are in satisfied levels. The assessment criterion is proposed in the chapter 3. This evaluation is also adopted from ERIC (2006). To do so, the items showing mean scores at 3.41 or more will be interpreted as having reached the acceptable local development stage or may imply that the

sustainable development has been achieved, because the items in satisfied levels were likely to be scored without hesitation.

The development issues that are under the level of sustainable development of this research are shown as follows: -

- (1) The tourism development in the tambon.
- (2) The economic development in the tambon.
- (3) The infrastructure and public utility development.
- (4) The promotion of local well being or quality of life, socio-culture, tradition, and local knowledge in the tambon.
- (5) The conservation of natural resources and environmental development strategy-although local people recognize the importance of natural resource conservation and often participated in the campaign.
- (6) The development strategy of political and local governance promotion, including the transparent governance of the organization.
- (7) The promotion of occupations for local people, such as shop zoning in Nai Yang beach and the tambon: there is insufficient and improper development in this aspect.
- (8) The contingency plan and promotion of public awareness about public disasters-the plan and promotion in this aspect were insufficient.
- (9) The promotion of information and communications technology development in the tambon.
- (10) The equality and thoroughness of development for local people.
- (11) Local people obtain direct benefits from development projects.
- (12) The TSAO's local development is appropriate to internal and external factors.
- (13) The meetings conducted by TSAO-local people were informed of the meetings but did not participate in.
- (14) The public relation as well as news and information distributed to local people.
- (15) The local participation in the following development activities: meetings conducted by TSAO, local development plan process, the occupation association and saving fund

in the tambon, the infrastructure and public utility development, supplementary knowledge courses, the public disaster contingency plans or training courses, the development of tourist destinations within the tambon, the development of economy the tambon, the conservation of natural resources and environment, the waste disposal and cleaning campaigns in the tambon.

Although Phuket is at risk of Tsunami disaster, only a few attempts have been made concerning the contingency plan or public awareness about the disaster Tambon Sakoo, considering the questionnaire results and interviews. Moreover, the local people felt the Tsunami warning tower on Nai Yang beach needed more attention from the authority than this.

However, it does not mean that these developments of TSAO are the worst, but they just not satisfy the majority of respondents. Thus, the local development direction of TSAO may need to be revised. It is hard to assess the local development with only one instrument or one single person. There might have been projects aimed at local people's long-term benefits but are not mentioned in this research, or even in the three year development plan itself.

In addition, the development issues assessed as having reached the acceptable local development also needed to bring greater benefits to local people and all stakeholders in the area. The example of those developments include: -

(1) The promotion of education and learning development within the tambon-but there were only a few local people participated and some local people thought that there were still insufficient projects for the locals.

(2) The promotion of waste disposal system in the tambon: TSAO does not have specific projects of liquid waste disposal system, garbage separation campaign, and a project of cleaning and keeping the trash bins.

(3) The water supply, with which most local people were satisfied because they have subsurface groundwater pit and some of them have the village tap water. However, the water supply is inadequate for consumption during summer.

(4) The local people agreed on these issues: the alternative tourism should be encourage in the tambon, the membership of both occupation and saving fund associations in the tambon benefits the locals; the conservation of natural resources and the environment, the direct benefits of tourism.

(5) Participation in local activities and traditions.

Unfortunately, the respondents from Moo 5-Ban Bang Ma Laow-seemed unsatisfied with the development of TSAO, considering the satisfaction and participation levels which are lower than those of the other villages. These are as follows: - the 'equality and thoroughness of development distribution in the tambon', 'the development strategy of political and local governance promotion'. These in turn are compatible with the low satisfaction level to the 'transparency of TSAO', 'the appropriateness of occupation promotion and shop zoning in the tambon', 'information and knowledge distribution for local people in the tambon-although there is a news distribution tower located in the area of the mosque', and 'participation in the meetings conducted by TSAO'. From these points of view, it might lead to those respondents being unsatisfied with 'the education and learning promotion in the tambon', whilst most of the local people are satisfied with it.

Further, there have been the conflicts of interest between the chief administrative officer of TSAO (at the time this research was conducted) and the village chief, so the villagers concluded that there were fewer developments in their area than other villages, considering the interviews and the researcher's observation. The reason may come from the unsolved flooding problem along the road 4031 in the area of Moo 5. The villagers were unsatisfied with this issue and so they might have the other issues with disapproval. Moreover, they considered the word of month which was the rumor about the behavior of TSAO authority. These are the highly subjective points of view that need to be solved urgently if the harmonization in the tambon is important to local development. Nevertheless, the research indicates that the majority respondents of Moo 5 were finished vocational schools, followed by secondary schools, and primary schools respectively. The majority respondents of Moo 5 were Muslim (97.4%), and they were self-employ, followed by general employment. Hence, TSAO needs to set the priority for the development projects and/or special development plan to fit and to satisfy the unique characteristics of residents of Moo 5. In this case, the different religions are not part of the problems, but the developmental inequality and low income of residents of this village should be considered.

On the contrary, the local people from Moo 3-Ban Sakoo and Moo 4-Ban Nai Thon seemed satisfied with development of TSAO as research suggested. This is because the

visible developments: the accessibility and drainage construction, power supply for all over the villages, financial support for kindergarten and schools, social welfare for the elder, etc.

In conclusion, there are only 3 development aspects that reached the sustainable development as research suggested. These development aspects are 'the promotion of education and learning', 'waste disposal service', and 'water supply', which were only small aspects of local development and tourism destination development in jurisdiction of TSAO. Respondents also had low satisfaction level towards participation in development process of the tambon. Moreover, the development projects were unevenly distributed among villages. Therefore, the local and tourism destination development of Tambon Sakoo should be revised since the stage of planning, which includes: setting goals, objectives; analyzing alternative concepts for development; and identifying action strategies. The real local participation in community meetings to identify local problems and to find the solutions is the essential first step of the sustainable tourism development in Tambon Sakoo.

### **5.2.3 Local participation in the local development and tourism destination development**

As Gunn and Var (2002) argued that the planning process today is becoming much more interactive between decision-makers and stakeholders. If the local plans are aimed at the benefit of local people in every aspect of their lives, so the locals should be allowed to participate in the local development. Particularly, Tambon Sakoo has 2 tourist attractions and local people/entrepreneurs understand the negative and positive impacts of tourism. So, it is important that local people participate in local development process and/or tourist attraction development. The consensus of community meetings including stakeholders in certain tourism areas will show the real needs and proper solutions to the problems. They are more likely support projects from such meetings than those from the order of higher government agencies as WTO (2002) stated that participation of local communities in tourist attractions development and management, such as for national parks, will bring economic benefits to the communities and encourage their support for conservation of the natural or cultural heritage.

Regarding the questionnaire results, the participation level of respondents in local development processes was very low. The examples of these processes are ‘participating in meetings, proposing the suggestions in the meetings, suggestions proposed were visibly implemented by TSAO’, and ‘evaluation and monitoring’, together with ‘participating in development strategies’, which were shown in the finding chapter. This might imply that the low participation level was due to the frequency of participation in such activities and the amount of information received about the activities. In other words, the more participation and good attitude the locals have, the more they are satisfied with such projects. The information distributed in the tambon included the information obtained in community meetings or consultative meetings, information from TSAO such as the project announcements and general information related to local people such as about health care, the information about the contingency plan for public disaster and information about cooperation among local groups, etc.

However, the participation level of local people in Tambon Sakoo can be described with typology of participation (Pretty et. al., 1995) in ‘*Participation in Information Giving or Passive Participation Typology*’. In this stage the local people are only told what has been decided or has already happened: there are only unilateral announcements by the project management, people’s responses will not be listened; local people do not have the opportunity to influence the proceedings.

However, the public hearing may delay the projects that need a quick decision-making, as the authority said. Moreover, some local residents are apathetic about local development and associations in the tambon. Further, the local people generally has difficulty in understanding difficult terms of development process, and the public hearing may consume a lot of resources, such as time, human resources, budget, etc. Or the failure of participation in tourism and local development in Tambon Sakoo corresponded with the seven barriers to local participation in tourism planning which written by Jenkins (1993). Furthermore, the low participation level in development process of Tambon Sakoo might result from the ‘social power’ (Sofield, 2003) of local authority and Thais’ characteristics. Nevertheless, such powers together with the Thais’ characteristics expand social gap between authorities and local people, which weakens the promotion of local empowerment within the tambon.

In conclusion, the developmental obstacles found in this study might arise from the trials and errors of both the local government and the local people. Hence, the support from NGOs and higher government agencies is needed to immunize and ensure the real local participation in the strengthening of communities. The supports should emerge with due care in balancing the degree of control, the amount of resources belonging to the local area with all stakeholders and outside powerful experts. TSAO should provide more knowledge of tourism activities to local people so as to prepare and empower them for impacts arising from tourism; TSAO should utilize its power to prepare the local area for large numbers of investment projects and to prevent the local assets, i.e. natural resources, land, the ownership of tourism-related enterprises so as to distribute the benefits from tourism to the local people within the tambon.

### **5.3 Recommendations**

#### **5.3.1 The local development aspect**

TSAO should allocate more of their budget to long-term development projects and not invest in only the infrastructures and public utilities within the tambon. The example of this comprises of the well being of locals, education and learning within the tambon, the conservation of natural resources and environment, the strengthening of the community, information and communications technology. In do so the local people will improve themselves in self-development. They will then find solutions to help solve local problems, which in turn will lead to network assistance as a cluster, and the community will strengthen.

From the discussion of local development strategy and local participation towards local development plans and projects, it shows that the community plan should be revised from the beginning. Thus, it might be useful to adapt the Community Development Plans (CDPs), which was part of the self-sufficiency Economy Philosophy of H.M. King Bhumibol Adulyadej of Thailand, to the local development planning. This plan aims to encourage the local people to initiate their own development plan which is developed during consultative meetings, This plan needs support from the local authorities to make it more realistic.

The planning process is illustrated as follows:

1. Community members, who are sufficiency at the household level, organize a consultative meeting to share the understanding of the purpose of the community development plan, its benefits and applications for the community.

2. After having learned the CDP objectives, community members join together to explore the information and data related to situations of community-local potentials and obstacles i.e. income and expenditure, natural resources, public utilities and services available, etc. Some sets of data such as expenditure and income are collected by community committee with cooperation of all villagers, some are searched from government agencies; some may be extracted from the experiences of the community members.

3. Then community members convene another meeting for presenting and discussing the obtained information/data. From such discussion, the members will learn the strengths and weaknesses of their community.

4. The meeting leads to forming a shared vision in developing one's own community, with a work plan to make that vision come true. For example, the vision can range from developing the OTOP of occupation groups or the fresh local produce to improve in quality so as to serve hotels in the area, leading to self-reliability of local people, renovating the saving fund of each village for more effective operation in line with self-reliance, etc.

5. In case the community members are unable to figure out the solutions, they may need to visit other communities, so as to learn from the experiences of external sources. Throughout the process of the local development plan, learning among people or learning from those who are succeeded are encouraged, rather than passively listening from government officers or experts.

6. The forward steps from this will hold within the TAO who were the developer of the tambon. Representatives of the community propose plans or projects to the TAO's council and TAO's committee, then they will conduct the meetings so as to prioritize local problem in line with local policies and higher government direction.

7. The TAO initiate the development strategy and development plan, then formulate the projects, allocate budget, and set procedures.

8. In the implementation stage, local people should take part in monitoring and evaluation of projects or the TAO themselves so as to acknowledge the progress of such projects



they proposed, this can lead to empowerment of the locals into self-governance. Although local people normally observe the project implementation, they usually ignore making any comment to TAO.

The tambon chief and village chiefs, who were the conservative power in local area, can help local people in preparing the local development plan. Other experts or academic institutions provide knowledge that is compatible to the local people and unique characteristic of the area such as training course, opportunities to study both in formal and non-formal education, scholarship support, etc. These applications of knowledge provided to local people needs consideration and prudence.

Moreover, the TSAO who is the destination manager (WTO, 2004) can provide the conditions for movement toward greater sustainability. Because tourism is such complex industry which is interdependent in every aspects concerning people's way of life, as Sofield (2003) stated in his work, the TAO should encourage local participation in the local development plan rather than influence those plans into the TAO council and committee, then formulate them into projects, budget, and procedures. Or it could be said that the local people should empower to self-governance of their own area and also discharge the authority whose behavior is improper for the local development. The example of local power in Thailand is in Tambon Hwuey Kone, Amphur Chalermprakiet, Changwat Nan where local people voted to discharge the administrative chief of Tambon Hwuey Kone Administration Organization on January 28, 2007 (Komchatluk, 2007).

In accordance to the objectives of this research, the implication of local development plan for tourism destination development of Tambon Sakoo, this community development plan guideline can be adopted by tourism destination development plan as well as local development plan.

### 5.3.2 The tourism destination development aspect

According to tourism planning in destination zone concept of Gunn and Var (2002), the TSAO tries to conduct the public services to serve both visitors and local people but there are some basic elements that the TSAO did not mention such as: ‘attraction complexes (clusters) that meet market needs’, ‘the efficient and attractive transportation links between cities and attractions’. These issues concerned will bring about tourism destination within the tambon achieving the sustainable tourism development if the TSAO implement them in a realistic way. Particularly, the TSAO should develop tourism attractions or potential tourism asset to meet market needs. To do so, it needs ‘marketing research’ and ‘individual tourism plan of the tambon’. Optimistically, the tourism plan can be integrated with local community plan as Gunn and Var (2002) and Howie (2003) suggested. TSAO has to face the obstacles of the integration of tourism planning into the traditional community plans as Dredge and Moore (1992) discussed, but good leadership of the TSAO authorities who are responsible for the tourism development and collaboration between stakeholders is needed. Again, the TSAO has to collaborate with all stakeholders to interact in local development together with tourism development within the tambon. There are many forms of community participation that the TSAO can adapt into its area such as village tourism, agrotourism, or ecotourism, as the WTO (2002) suggested. There are examples of community participation in tourism development that Jamieson (2006) proposed in his work which is ‘the management of urban tourism destination: the case of Klong Kwang and Phimai, Thailand, and the successful community participation and management of village tourism of Tambon Ampawa, Changwat Samutsongkram (Manager, 2007).

To be more specific to the context of Tambon Sakoo, the recommendations can be defined as follows.

There are many micro, small, and medium size enterprises related to tourism industry i.e. small hotels, guest houses, car rental operators, tour operators, restaurants, dive equipment shop, kite board school and equipment shop, tailors, shops along the beaches, within tambon Sakoo. This means tourism directly benefits the local people, as questionnaires result suggested. On the contrary, they need to strengthen themselves so as to promote and to empower to tourism development within the tambon. The local entrepreneurs can form to become the

'tourism enterprises association of tambon Sakoo' which cooperates with each other. The cooperation can promote tourism activity together with the Sirinath National Park in terms of eco-tourism, sea turtle conservation, or marine tourism. Further, the cooperation can assist Sirinath National Park in establishing sensation of the natural resources and environment conservation in local people and youth, cooperate with other authorities to hold the kite board activity in Nai Yang beach-there have the equipments available at the kite board shop in Nai Yang beach, or cooperate to promote the cultural tourism with due the 'village merit tradition or Swuad Klang Ban tradition', the tradition held on April of every year. The unique characteristic of the community of tambon Sakoo can be developed to promote cultural tourism, as the research result of Chulalongkorn University (October, 2005) suggested in opportunity of Tambon Sakoo and tambon Maikhao (Zone 1). Regardless, this association can help promote the OTOP through their own outlets.

Further, there are recommendations which may useful to promote tourism within tambon Sakoo; it can be shown as follows: -

(1) The TSAO should establish the tourism responsibility (taking care of tourism activities and other relevant issues), or facilitate the stakeholders in tourism industry within the tambon. This tourism responsibility can be assigned to the appointed staff or the individual tourism department within the organization. The TSAO can enlarge the job description of the authority in the 'department of education, religion, and culture'.

(2) The TSAO should initiate more tourism promotion activities or projects proposed within the economy and tourism development strategy.

(3) The TSAO, together with representatives from tourism sectors in the local area, can coordinate with outside experts so as to initiate its own individual tourism plan. The outside experts can come from many fields related to tourism such as town planning and management, environmental conservation, business management, tourism planning and management, etc.

This plan will assist the TSAO in its proactive acts to cope with tourism and its impacts arising within the tambon.

In conclusion, the TSAO should launch a specific projects or tourism plan aimed to prepare the locals to proactive and responsive to changes arising from such growth in attractions, e.g. infrastructures and public facilities: roads and drainages, car park, traffic system,

electricity poles and electricity cable wiring, water supply, waste disposal, the regulations of environment conservation, telecommunication services, etc. Moreover, the socio-culture and economic aspects e.g. the demonstration effect due to the increase number of foreigners visiting attractions, quality of local employees to serve to tourism industry, life and asset security, health care services, criminal protections, prostitute problem, the destruction of agricultural and fishery occupation within the tambon, etc must be concerned. The local economic structure within the tambon may change in the way that serves tourism industry. Eventually, it will bring about the over-dependency on tourism of the local community, that community will be risky to the fluctuation of global situation and natural disasters.

#### **5.4 Recommendations on future research**

1. The study of land use development project of Tambon Sakoo or Changwat Phuket.
2. The indicators implementation which directly involve organization development, including performance evaluation, personal evaluation, and public service evaluation.
3. The indicators development toward sustainable tourism development in Tambon Sakoo.
4. The sustainable development in terms of policy development in local authority.
5. The encouragement of local participation in Tambon Sakoo.
6. The potential of tourist destinations in Tambon Sakoo among tourist destinations in Phuket.
7. The town plan development in Tambon Sakoo
8. The possibility of leisure and recreation tourism establishment in Tambon Sakoo.
9. The possibility of ecotourism establishment in Tambon Sakoo.
10. This research did not mention the public services of TSAO which directly involve the local people.

11. This research did not mention about the operation of the TSAO which may effect the efficiency, effectiveness, and local satisfaction to local people.

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## APPENDIX A



## แบบสอบถาม

ชุดที่.....พื้นที่เก็บข้อมูล.....  
วันที่ (...../...../ 2549 )

**เรื่อง ความคิดเห็นและการมีส่วนร่วมของประชาชนตำบลสาธุ เกี่ยวกับการพัฒนาท้องถิ่นและแหล่งท่องเที่ยวอย่างยั่งยืนในตำบลสาธุ อำเภอดดกลาง จังหวัดภูเก็ต**

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของโครงการศึกษาวิจัยสำหรับงานวิทยานิพนธ์ของนักศึกษาหลักสูตรปริญญาโทบริหารธุรกิจ สาขาการจัดการการบริการและการท่องเที่ยว คณะอุตสาหกรรมบริการ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต โดยมีวัตถุประสงค์เพื่อศึกษาเรื่อง “นัยความหมายของแผนพัฒนาท้องถิ่นต่อการพัฒนาแหล่งท่องเที่ยว ภูมิตำบลสาธุ อำเภอดดกลาง จังหวัดภูเก็ต” โดยได้นำประยุกต์จากแผนพัฒนาสามปีขององค์การบริหารส่วนตำบลสาธุ ผลการวิจัยครั้งนี้จะทำให้ทราบถึงแนวทางในด้านการพัฒนาท้องถิ่นที่มีนัยความหมายต่อการพัฒนาแหล่งท่องเที่ยวในตำบลสาธุ รวมทั้งจะเป็นประโยชน์ในการวางแผนและการจัดการการท่องเที่ยวที่ยั่งยืนที่เหมาะสมกับตำบลสาธุ ซึ่งคาดว่าจะจะเป็นประโยชน์ต่อประชาชน หน่วยงานราชการและผู้ที่ให้ความสนใจทั่วไป อีกทั้งการวิจัยในครั้งนี้เป็นการศึกษาเพื่อทางวิชาการเท่านั้น ซึ่งผลการศึกษจะไม่ส่งผลกระทบต่อผู้ให้ข้อมูลหรือผู้ที่ถูกกล่าวอ้างถึง ผู้วิจัยจะเก็บข้อมูลที่ได้รับจากท่านไว้เป็นความลับ โดยจะนำมาทำสรุปผลการวิจัยเป็นภาพรวมเท่านั้น

ดังนั้น คำตอบของท่านมีคุณค่าอย่างยิ่งต่องานวิจัย ข้อมูลที่ตรงกับความเป็นจริงและสมบูรณ์จะช่วยให้การวิจัยดำเนินไปด้วยความถูกต้อง ผู้วิจัยจึงใคร่ขอความอนุเคราะห์จากท่านโปรดตอบแบบสอบถามตามความคิดเห็นของท่านอย่างรอบคอบให้ครบทุกข้อ ผู้วิจัยขอพระขอบคุณที่ท่านสละเวลาอันมีค่าในความร่วมมือไว้ ณ โอกาสนี้

ปฐมาวดี จุทอง

ผู้วิจัย

**หมายเหตุ:**

แบบสอบถามฉบับนี้ประกอบด้วย 6 ส่วน มีจำนวน 10 หน้า ดังต่อไปนี้

ส่วนที่ 1: ข้อมูลเบื้องต้นของแผนพัฒนาท้องถิ่นของตำบลสาธุ (ปี 2549-2551) จำนวน 3 หน้า

ส่วนที่ 2: ประโยชน์ที่ประชาชนได้รับในการวางแผนพัฒนาท้องถิ่นของตำบลสาธุ จำนวน 10 ข้อ

ส่วนที่ 3: การมีส่วนร่วมของประชาชนในการวางแผนพัฒนาท้องถิ่นและการท่องเที่ยวเกี่ยวกับองค์การบริหารส่วนตำบลสาธุ

จำนวน 12 ข้อ

ส่วนที่ 4: ความพึงพอใจและความคิดเห็นของประชาชนต่อการพัฒนาท้องถิ่นและการจัดการการท่องเที่ยวในตำบลสาธุ

จำนวน 15 ข้อ

ส่วนที่ 5: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม จำนวน 7 ข้อ

ส่วนที่ 1 ข้อมูลเบื้องต้นของแผนพัฒนาท้องถิ่นตำบลสาकु (พ.ศ. 2549-2551)

ยุทธศาสตร์การพัฒนาและ แนวทางการพัฒนา	2549			2550			2551		
	จำนวนโครงการ	งบประมาณ (1,000 บาท)	ประจำปี	จำนวนโครงการ	งบประมาณ (1,000 บาท)	ประจำปี	จำนวนโครงการ	งบประมาณ (1,000 บาท)	ประจำปี
<b>1. การพัฒนาโครงสร้าง พื้นฐาน</b>	<b>53</b>	<b>173,600</b>	<b>42%</b>	<b>58</b>	<b>205,315</b>	<b>47%</b>	<b>50</b>	<b>109,215</b>	<b>34%</b>
1.1 ก่อสร้าง, ปรับปรุง, และบำรุง รักษาเส้นทาง คมนาคมขนส่ง และทางระบายน้ำ, และงาน อาคาร	31	154,365	38%	42	189,290	44%	34	91,590	29%
1.2 ก่อสร้าง, ปรับปรุง จัด ให้มีน้ำ เพื่อการอุปโภค บริโภค	8	6,800	2%	3	2,850	1%	3	4,450	1%
1.3 ปรับปรุง, ติดตั้ง, พัฒนาระบบ จราจร และไฟฟ้า สาธารณะ	14	12,435	3%	13	13,175	3%	13	13,175	4%
<b>2. การส่งเสริมคุณภาพชีวิต, ศิลปะ วัฒนธรรม, ประเพณี, และภูมิ ปัญญาท้องถิ่น</b>	<b>44</b>	<b>36,223</b>	<b>9%</b>	<b>35</b>	<b>33,823</b>	<b>8%</b>	<b>35</b>	<b>17,473</b>	<b>5%</b>
2.1 ส่งเสริม, สนับสนุน,	10	1,924	0%	9	1,304	0.3	9	1,304	0.4

ทำนุบำรุง ศาสนา, ศิลปวัฒนธรรม, ประเพณีในชุมชน และจริยธรรม						%			%
2.2 ส่งเสริมสุขภาพ อนามัยของ ประชาชน และการ ป้องกันรักษา ควบคุมโรคระบาด	9	15,750	4%	9	15,750	4%	9	750	0.2 %
2.3 สนับสนุนและ ส่งเสริมการกีฬา และนันทนาการ	9	2,390	1%	3	609	0.1 %	3	609	0.2 %
2.4 ป้องกันและบรรเทา สาธารณภัย	8	13,850	3%	7	13,850	3%	7	13,850	4%
2.5 ส่งเสริมสวัสดิการ และสงเคราะห์ ประชาชน	4	1,880	0.5 %	3	1,880	0.4 %	3	530	0.2 %
2.6 ป้องกันและบรรเทา ปัญหา เสพติด	4	430	0.1 %	4	430	0.1 %	4	430	0.1 %
<b>3. การพัฒนาการศึกษาและ การเรียนรู้ ในท้องถิ่น</b>	<b>21</b>	<b>12,050</b>	<b>3%</b>	<b>6</b>	<b>9,531</b>	<b>2%</b>	<b>6</b>	<b>9,531</b>	<b>3%</b>
3.1 พัฒนาประสิทธิภาพ ทางการ ศึกษา, เพิ่ม ประสิทธิภาพของ สถานศึกษาและ เพิ่มพูนความรู้	21	12,050	3%	6	9,531	2%	6	9,531	3%



4. การพัฒนา ทรัพยากรธรรมชาติและ สิ่งแวดล้อม	15	88,450	22 %	18	85,550	20 %	18	85,550	27 %
4.1 กำจัดขยะมูลฝอยและ สิ่งปฏิกูล	6	7,000	2%	6	6,600	2%	6	6,600	2%
4.2 บำบัดฟื้นฟู ทรัพยากรธรรมชาติและ สิ่งแวดล้อม	7	71,450	17 %	7	70,450	16 %	7	70,450	22 %
4.3 อนุรักษ์ ทรัพยากรธรรมชาติและ สิ่งแวดล้อม	2	10,000	2%	5	8,500	2%	5	8,500	3%

ส่วนที่ 1 (ต่อ) ข้อมูลเบื้องต้นของแผนพัฒนาท้องถิ่นตำบลสาธุ (พ.ศ. 2549-2551)

ยุทธศาสตร์การพัฒนาและ แนวทางการพัฒนา	2549			2550			2551		
	จำนวนโครงการ	งบประมาณ (1,000 บาท)	%งบประมาณประจำปี	จำนวนโครงการ	งบประมาณ (1,000 บาท)	%งบประมาณประจำปี	จำนวนโครงการ	งบประมาณ (1,000 บาท)	%งบประมาณประจำปี
5. การพัฒนาการเมืองและ การบริหารท้องถิ่น	8	16,872	4%	6	17,180	4%	6	17,180	5%
5.1 ส่งเสริมการ พัฒนาการจัดการ และการบริหาร ภายในท้องถิ่น	4	16,450	4%	4	17,100	4%	4	17,100	5%
5.2 ส่งเสริมการพัฒนา การเมือง และความเข้มแข็ง	4	422	0.1 %	2	80	0%	2	80	0.0 %

ของชุมชน ภายในท้องถิ่น									
<b>6. การพัฒนาเศรษฐกิจและ การท่องเที่ยวภายในท้องถิ่น</b>	<b>21</b>	<b>82,174</b>	<b>20 %</b>	<b>18</b>	<b>81,500</b>	<b>19%</b>	<b>18</b>	<b>81,500</b>	<b>25 %</b>
6.1 พัฒนาและส่งเสริม อาชีพแก่ ราษฎร	17	71,724	17 %	14	71,050	16%	14	71,050	22 %
6.2 ส่งเสริม สนับสนุน การรักษา ความปลอดภัยของ นักท่องเที่ยว	4	10,450	3%	4	10,450	2%	4	10,450	3%
<b>7. การพัฒนาเทคโนโลยี และสารสนเทศ</b>	<b>2</b>	<b>850</b>	<b>0.2 %</b>	<b>2</b>	<b>850</b>	<b>0.2 %</b>	<b>2</b>	<b>850</b>	<b>0.3 %</b>
7.1 ส่งเสริมและพัฒนา เทคโนโลยี และสารสนเทศ	2	850	0.2 %	2	850	0.2 %	2	850	0.3 %
<b>Grand Total</b>	<b>164</b>	<b>410,21</b>		<b>143</b>	<b>433,74</b>		<b>135</b>	<b>321,29</b>	

ส่วนที่ 1 (ต่อ) รายการโครงการที่แล้วเสร็จในปีงบประมาณ พ.ศ. 2548

โครงการพัฒนา	หมู่บ้าน	งบประมาณ ที่ใช้ไป	%งบ ประ มาณ ที่ใช้ ไปทั้ง ปี
<b>1. การพัฒนาโครงสร้างพื้นฐาน</b>		<b>14,880,415</b>	<b>61.5</b> %
<i>1.1 ก่อสร้าง, ปรับปรุง, และบำรุงรักษาเส้นทางคมนาคม ขนส่งและทางระบาย น้ำ, และงานอาคาร</i>		<i>14,880,415</i>	<i>61.5</i> %
1) โครงการก่อสร้างถนนแอสฟัลท์ติกคอนกรีตพร้อมปู บล็อกทางเท้าบริเวณที่สาธารณะหาดโนนยาง	1	2,920,000	12.1 %
2) โครงการก่อสร้างถนน คสล. บ้านโคกมุด ซอย 3	1	1,058,000	4.4%
3) โครงการปรับปรุงถนน คสล. ซอยครอกม่วง 3	2	1,960,000	8.1%
4) โครงการก่อสร้างถนน คสล. บ้านนาใต้	3	1,920,000	7.9%
5) โครงการก่อสร้างถนน คสล. ซอยตรอกม่วง 2	2	464,015	1.9%
6) โครงการก่อสร้างถนน คสล. ซอยแม่เคลื่อน	1	350,000	1.4%
7) โครงการก่อสร้างถนน คสล. ภายในหมู่บ้าน	2	325,000	1.3%
8) โครงการก่อสร้างแผงกั้นขอบถนนสายสาकु-ในทอน	4	15,800	0.1%
9) โครงการก่อสร้างรั้วลวดหนามโรงเรียนบ้านในทอน	4	57,600	0.2%
10) โครงการปรับปรุงระบายน้ำ ถนนสาकु-ในทอน	3	1,000,000	4.1%
11) โครงการก่อสร้างทำเหลี่ยม ซอยสุดาพร-เพื่อป้องกัน น้ำท่วมและระบายน้ำ	5	570,000	2.4%

เสียชีวิตจากครัวเรือน			
12) โครงการก่อสร้างถนน คสล. พร้อมทางระบายน้ำ ซอย ตรอกม่วง 4	2	516,000	2.1%
13) โครงการก่อสร้างเมรุเผาศพ วัดมงคลวราราม	1	3,400,000	14.0%
14) โครงการซ่อมแซมปรับปรุงที่ทำการองค์การบริหาร ส่วนตำบลสาธุ		324,000	1.3%
1.2 การส่งเสริม, สนับสนุน, ทำนุบำรุงศาสนา, ศิลปวัฒนธรรม, ประเพณีในชุมชน และจริยธรรม		-	0%
1.3 ปรับปรุง, ติดตั้ง, พัฒนาระบบจราจร และไฟฟ้าสาธารณะ		-	0%
<b>2. การส่งเสริมคุณภาพชีวิต, ศิลปะวัฒนธรรม, ประเพณี, และ ภูมิปัญญาท้องถิ่น</b>		<b>2,211,255</b>	<b>9.1%</b>
2.1 ส่งเสริม, สนับสนุน, ทำนุบำรุงศาสนา, ศิลปะวัฒนธรรม, ประเพณี, และภูมิปัญญา ท้องถิ่น		225,840	0.9%
15) โครงการอุดหนุนบ้านบางมาเหลา (สอนศาสนา อิสลาม)	5	30,000	0.1%
16) โครงการจัดงานประเพณีท้องถิ่น (งานสวดกลางบ้าน)	2	15,840	0.1%
17) โครงการจัดงานตามประเพณี (งานสงกรานต์)	1-5	180,000	0.7%
2.2 ส่งเสริมสุขภาพอนามัยของประชาชนและการป้องกัน รักษาควบคุมโรคระบาด		844,300	3.5%
18) โครงการอาหารเสริม (นม) ศูนย์พัฒนาเด็กเล็กบ้านใน ยาง	1	61,500	0.3%
19) โครงการค่าอาหารกลางวัน (ศูนย์พัฒนาเด็กเล็กบ้านใน ยาง)	1	100,000	0.4%
20) โครงการเงินอุดหนุนค่าสาธารณสุขมูลฐาน	1-5	50,000	0.2%
21) โครงการอาหารเสริม (นม) โรงเรียนในตำบลสาธุ	1-5	360,800	1.5%
22) โครงการอาหารกลางวันโรงเรียนในตำบลสาธุ	1-5	272,000	1.1%

2.3 สนับสนุนและส่งเสริมการกีฬา และนันทนาการ	1-5	184,915	0.8%
23) โครงการส่งเสริมสุขภาพ (ค่าใช้จ่ายในการแข่งขันกีฬา)	1-5	184,915	0.8%
2.4 การป้องกันและบรรเทาสาธารณภัย		-	0%
2.5 การส่งเสริมสวัสดิการและสงเคราะห์ประชาชน	1-5	956,200	3.9%
<b>โครงการพัฒนา</b>	<b>หมู่บ้ าน</b>	<b>งบประมาณ ที่ ใช้ไป</b>	<b>%งบ ประ มาณ ที่ใช้ ไปทั้ง ปี</b>
24) โครงการช่วยเหลือผู้ประสบภัยสึนามิ-เงินอุดหนุนจากสำนักงานกาชาดจังหวัดภูเก็ต		500,000	2.1%
25) โครงการจัดหาอุปกรณ์ประมงหลังเกิดเหตุสึนามิ (จัดซื้ออวน, อุปกรณ์ทำประมง)		275,000	1.1%
26) เงินอุดหนุนค่าเบี้ยยังชีพคนชรา-เงินอุดหนุนจากกรมการปกครองส่วนท้องถิ่น		115,200	0.5%
27) โครงการเงินเพิ่มค่าครองชีพสำหรับบุคลากร		36,000	0.1%
28) โครงการเงินอุดหนุนค่าเบี้ยยังชีพคนพิการ		30,000	0.1%
2.6 การบรรเทาปัญหายาเสพติด		-	0%
<b>3. การพัฒนาการศึกษาและการเรียนรู้ในท้องถิ่น</b>		<b>3,427,002</b>	<b>14.2 %</b>
3.1 พัฒนาประสิทธิภาพทางการศึกษา, เพิ่มศักยภาพของสถานศึกษา, และการเพิ่มพูนความรู้ในท้องถิ่น		3,427,002	14.2 %
29) โครงการอุดหนุนโรงเรียนวัดมงคลวราราม (จัดซื้อเครื่องคอมพิวเตอร์)	1	300,000	1.2%

30) โครงการอุดหนุน โรงเรียนวัดมงคลวาราราม (โครงการอนุรักษ์ประเพณีเดินเต่า)	1	225,000	0.9%
31) โครงการอุดหนุน โรงเรียนบ้านสาธุ-เพื่อจัดซื้อเครื่องมือเครื่องใช้ในโครงการอาหารกลางวัน	3	160,000	0.7%
32) โครงการอุดหนุน โรงเรียนบ้านสาธุ (โครงการพัฒนาศึกษาแหล่งเรียนรู้)	3	400,000	1.7%
33) โครงการอุดหนุน โรงเรียนบ้านสาธุ (โครงการอุดหนุนครูช่วยสอน)	3	261,360	1.1%
34) โครงการอุดหนุน โรงเรียนบ้านสาธุ (โครงการสอนภาคฤดูร้อน)	3	795,500	3.3%
35) โครงการอุดหนุน ศูนย์การศึกษาออกโรงเรียนอำเภอถลุง (จัดซื้อเครื่องคอมพิวเตอร์และสื่อเพื่อการเรียนรู้)		100,000	0.4%
36) โครงการเงินอุดหนุน วัสดุการศึกษา (ศูนย์พัฒนาเด็กเล็กบ้านในยาง)	1	9,750	0.04%
37) ค่าตอบแทนครูพี่เลี้ยงเด็ก (ศูนย์พัฒนาเด็กเล็กบ้านในยาง)-น.ส. ดวงพร ดุม ลักษณะ, น.ส. ลำภักดี เสริมราษฎร์, นางวาสนา เกษโกวิท	1	167,040	0.7%
38) เงินสมทบครูพี่เลี้ยงเด็ก (ศูนย์พัฒนาเด็กเล็กบ้านในยาง)-น.ส. ดวงพร ดุม ลักษณะ, น.ส. ลำภักดี เสริมราษฎร์, นางวาสนา เกษโกวิท	1	8,352	0.03%
39) โครงการก่อสร้างหอกระจายข่าว	1-5	1,000,000	4.1%
<b>4. การพัฒนาทรัพยากรธรรมชาติและสิ่งแวดล้อม</b>		-	<b>0%</b>
4.1 การกำจัดขยะมูลฝอยและสิ่งปฏิกูล		-	0%
4.2 การบำบัดฟื้นฟูทรัพยากรธรรมชาติและสิ่งแวดล้อม		-	0%
4.3 การอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม		-	0%

<b>5. การพัฒนาการเมืองและการบริหารท้องถิ่น</b>		<b>1,350,000</b>	<b>5.6%</b>
5.1 การส่งเสริมการพัฒนาการจัดการและการบริหารท้องถิ่น		1,350,000	5.6%
40) โครงการจัดซื้อรถยนต์ตรวจการนอกประจำสภ		1,250,000	5.2%
41) โครงการจัดซื้อรถจักรยานยนต์		100,000	0.4%
5.2 การส่งเสริมการพัฒนาการเมืองและความเข้มแข็งของชุมชน		-	0%
<b>6. การพัฒนาเศรษฐกิจและการท่องเที่ยวภายในท้องถิ่น</b>		<b>2,339,165</b>	<b>9.7%</b>
6.1 การพัฒนาและส่งเสริมอาชีพแก่ราษฎร		2,339,165	9.7%
42) โครงการอุดหนุนกลุ่มออมทรัพย์บ้านดินทราย	1	50,000	0.2%
43) โครงการอุดหนุนกลุ่มกองทุนหมู่บ้าน	1-5	50,000	0.2%

โครงการพัฒนา	หมู่บ้าน	งบประมาณ ที่ใช้ไป	%งบ ประ มาณ ที่ใช้ ไปทั้ง ปี
44) โครงการอุดหนุนกลุ่มกองทุนหมู่บ้าน-บางม่าเหล่า	5	50,000	0.2%
45) โครงการเงินอุดหนุนกลุ่มอาชีพบ้านดินทราย-เงินอุดหนุนจากสภาเทศบาล	1	70,600	0.3%
46) โครงการอุดหนุนองค์กรชุมชน-เพื่อเสริมสร้างความสามัคคีภายในหมู่บ้าน	2,3,4	150,000	0.6%
47) โครงการอุดหนุนองค์กรชุมชน-เพื่อเสริมสร้างความสามัคคีภายในหมู่บ้าน	2,3,4	150,000	0.6%
48) โครงการก่อสร้างอาคารประมงและศาลานวดไทยบริเวณหาดในยาง	1	1,700,000	7.0%
49) โครงการเงินอุดหนุนกลุ่มตัดเย็บเสื้อผ้า บ้านตรอกม่วง	2	55,000	0.2%
50) โครงการเงินอุดหนุนกลุ่มแม่บ้านสาครรวมพลัง		63,565	0.3%

(จัดซื้ออุปกรณ์ทำทุเรียน กวนและขนมลา)			
6.2 การส่งเสริม, สนับสนุนการรักษาความปลอดภัยของ นักท่องเที่ยว		-	0%
<b>7. การพัฒนาเทคโนโลยีและสารสนเทศ</b>		-	<b>0%</b>
7.1 การส่งเสริม, พัฒนาเทคโนโลยีและสารสนเทศ		-	0%
<b>Grand Total</b>		<b>24,207,837</b>	<b>100%</b>



**ส่วนที่ 2** จากแผนและโครงการพัฒนาท้องถิ่นและการท่องเที่ยวข้างต้นท่านมีความพึงพอใจกับ  
ประโยชน์

ที่ประชาชนในท้องถิ่นได้รับอย่างไร จำนวน 10 ข้อ

คำชี้แจง กรุณาทำเครื่องหมาย ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

รายการ	ความคิดเห็น				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็น ด้วย	ด้วยอย่าง น้อย
	5	4	3	2	1
1. ประชาชนในท้องถิ่นได้รับประโยชน์จากการพัฒนาอย่าง ทั่วถึงและเท่าเทียมกัน					
2. ประชาชนได้รับประโยชน์โดยตรงจากโครงการพัฒนา ข้างต้น					
3. แนวทางการพัฒนาและโครงการดังกล่าวเป็นประโยชน์ใน ด้านโครงสร้างพื้นฐานของท้องถิ่นตำบลสาคร (เช่น ถนน, เชื้อน กันดิน, ไฟฟ้า, น้ำประปา, โทรศัพท์, ฯ)					
4. แนวทางการพัฒนาและโครงการดังกล่าวเป็นไปเพื่อส่งเสริม คุณภาพชีวิต, ศิลปวัฒนธรรม, ประเพณี, และภูมิปัญญาท้องถิ่น					
5. แนวทางการพัฒนาและโครงการดังกล่าวเป็นประโยชน์กับ การพัฒนาการศึกษาและการเรียนรู้ของคนในท้องถิ่น					
6. แนวทางการพัฒนาและโครงการดังกล่าวเป็นประโยชน์กับ การอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อมของพื้นที่ใน ตำบลสาคร (ดิน, น้ำ, ป่าไม้, สัตว์น้ำ, ทะเล)					
7. แนวทางการพัฒนาและโครงการดังกล่าวมีประโยชน์กับการ พัฒนาและส่งเสริมการเมืองและการบริหารจัดการภายใน ท้องถิ่น					
8. แนวทางการพัฒนาและโครงการดังกล่าวเป็นประโยชน์กับ การพัฒนาเศรษฐกิจในท้องถิ่น					
9. แนวทางการพัฒนาและโครงการดังกล่าวเป็นประโยชน์กับ การพัฒนาการท่องเที่ยวในท้องถิ่น					

10. แนวทางการพัฒนาและโครงการดังกล่าวเป็นประโยชน์กับการพัฒนาเทคโนโลยีและสื่อสารสนเทศให้กับคนในท้องถิ่น					
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**ส่วนที่ 3** การมีส่วนร่วมของประชาชนในการวางแผนพัฒนาท้องถิ่นและการท่องเที่ยวกับองค์การบริหาร

ส่วนตำบลสาตุ จำนวน 12 ข้อ

คำชี้แจง กรุณาทำเครื่องหมาย ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

รายการ	ความพึงพอใจ				
	พึงพอใจ	ด้อยมาก	พึงพอใจ	ปานกลาง	พอเพียง
	5	4	3	2	1
1. การเข้าร่วมการประชุมที่ อบต. จัดขึ้น					
2. การเสนอความคิดเห็นและแนวทางการแก้ไขปัญหาในท้องถิ่นในการเข้าร่วมประชุมที่ อบต. จัดขึ้น					
3. แนวทางหรือข้อเสนอแนะที่ท่านเสนอต่อที่ประชุม ทางอบต. ได้นำไปพัฒนาหรือปฏิบัติอย่างเป็นรูปธรรม					
4. การได้มีส่วนร่วมในการประเมินผลหรือตรวจสอบผลงานของอบต. เช่น ในโครงการต่างๆ , หรือในภาพรวมการดำเนินงาน					
5. การได้มีส่วนร่วมในการพัฒนาท้องถิ่นด้าน <b>โครงสร้างพื้นฐาน</b> (ถนน, ทางระบายน้ำ, ไฟฟ้า, ประปา, สิ่งปลูกสร้าง ฯลฯ) -เสนอแนวทาง, เข้าร่วม, ประสานงาน, ฯลฯ.					
6. การได้มีส่วนร่วมใน <b>กิจกรรมชุมชน</b> อย่างสม่ำเสมอ เช่น งานบุญ ประเพณีท้องถิ่นต่างๆ, เทศกาลเดินเต้า, ประเพณีสงกรานต์, ฯลฯ					
7. การได้เข้าร่วมการอบรมหรือช่วยเหลือในการ <b>บรรเทาสาธารณภัย</b> ในท้องถิ่น เช่น ไฟป่า, สึนามิ, แผ่นดินเลื่อน, แผ่นดินถล่ม, น้ำท่วม, ฯลฯ.					
8. ท่านเคยเข้าร่วม <b>อบรมความรู้</b> ด้านต่างๆ หรือกิจกรรมส่งเสริมความรู้ที่จัดขึ้นในท้องถิ่น เช่น อาชีพ (นวดแผนไทย, ขนมท้องถิ่น, ผ้าบาติก), ภาษา, จริยธรรม, การใช้คอมพิวเตอร์, ทัศนศึกษา, ฯลฯ.					
9. การได้เข้าร่วมในการรักษาความสะอาดหรือ <b>การกำจัดของเสีย</b> ในท้องถิ่น และสถานที่ท่องเที่ยว เช่น เก็บขยะทำความสะอาด					

ชายหาดหรือชุมชน, ฯลฯ.					
10. การมีส่วนร่วมในการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม ในท้องถิ่น รวมถึงการสร้างจิตสำนึกแก่เยาวชนและนักท่องเที่ยว เช่น การบอกกล่าวหรือตักเตือน, ฯลฯ.					
11. การมีส่วนร่วมในการพัฒนาเศรษฐกิจของชุมชน เช่น อาชีพต่างๆ, การท่องเที่ยว, ฯลฯ.					
12. การมีส่วนร่วมในการเสนอแนวทางพัฒนาและปรับปรุงพื้นที่การท่องเที่ยวในตำบลสาคุ เช่น ปรับปรุงภูมิทัศน์บริเวณชายหาด, การอนุรักษ์พันธุ์สัตว์น้ำ, การปลูกต้นไม้ทดแทน, ฯลฯ.					

**ส่วนที่ 4** ความพึงพอใจในการพัฒนาท้องถิ่นและการท่องเที่ยวในตำบลสาคุ จำนวน 15 ข้อ  
คำชี้แจง กรุณาทำเครื่องหมาย ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

รายการ	ความคิดเห็น				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย ปานกลาง	ไม่เห็นด้วย เลย	ไม่เห็นด้วย เลย	ด้วยอย่าง สุด
	5	4	3	2	1
1. อบต.สาคุจัดการประชุมเพื่อระดมปัญหาและการแก้ไขในท้องถิ่นเสมอ					
2. ผลการดำเนินงานและ โครงการต่างๆ ของอบต. มีความเหมาะสมกับท้องถิ่นและสถานการณ์เศรษฐกิจและสังคมภายนอก					
3. อบต. บริหารงานด้วยความโปร่งใส-มีการเปิดเผยข้อมูลและผลงานแก่ประชาชนและเป็นประชาธิปไตย					
4. การรวมกลุ่มทางอาชีพ, กลุ่มออมทรัพย์หรือกลุ่มหมู่บ้านมีประโยชน์กับท่าน เช่น ร่วมแก้ปัญหา, ร่วมกันพัฒนา, ร่วมกันป้องกันและบรรเทาสาธารณภัย, เพิ่มอำนาจต่อรองแก่ชุมชน, ฯลฯ					

5. มีการให้ความรู้, ข้อมูล, ข่าวสารด้านต่างๆ แก่ประชาชนในท้องถิ่นเพียงพอและทั่วถึงแล้ว					
6. มีการพัฒนาการศึกษาและการเรียนรู้ในท้องถิ่นอย่างทั่วถึงและเพียงพอ					
7. หน่วยงานท้องถิ่นมีการจัดสรรพื้นที่ประกอบอาชีพในท้องถิ่นรวมถึงแหล่งท่องเที่ยวอย่างเหมาะสม					
8. ท่านได้รับประโยชน์โดยตรงจากการท่องเที่ยว เช่น เป็นเจ้าของธุรกิจที่เกี่ยวกับการท่องเที่ยว, ขายสินค้าให้นักท่องเที่ยว, เป็นลูกจ้างหรือรับจ้างในธุรกิจการบริการการท่องเที่ยว, ฯลฯ.					
9. ในท้องถิ่นมีการกำจัดของเสียในท้องถิ่นอย่างเหมาะสมและทั่วถึง					
10. ในท้องถิ่นของท่านมีน้ำเพียงพอในการอุปโภคบริโภคและการท่องเที่ยว					
11. มีการป้องกัน, วางแผนและให้ความรู้เกี่ยวกับการบรรเทาสาธารณภัยในท้องถิ่นเป็นอย่างดี					
12. ควรมีส่งเสริมการพัฒนาการท่องเที่ยวเชิงอนุรักษ์, การให้ที่พักแก่นักท่องเที่ยว, การท่องเที่ยวเชิงเกษตร ในตำบลสาकुมากขึ้น					
13. ควรมีการควบคุมจำนวนนักท่องเที่ยวที่เข้ามาพักในพื้นที่ตำบลสาकु					

14. ท่านคิดว่าพื้นที่ในตำบลสาकुควรพัฒนาการท่องเที่ยวอย่างไร?

.....  
 .....

15. ความคิดเห็นเพิ่มเติม.....

.....

**ส่วนที่ 5** ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม จำนวน 7 ข้อ

คำชี้แจง กรุณาทำเครื่องหมาย ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

1. ท่านมีภูมิลำเนาอยู่ในหมู่ที่...
- หมู่ที่ 1: บ้านโนนยาง       หมู่ที่ 2: บ้านตรอกม่วง
- หมู่ที่ 3: บ้านสาคร       หมู่ที่ 4: บ้านในทอน
- หมู่ที่ 5: บ้านบางฆ่าเหลา
2. เพศ
1. ชาย       2. หญิง
3. อายุ (ปี)
1. ต่ำกว่า 20       2. 21-30
3. 31-40       4. 41-50
5. 51-60       6. 60 ขึ้นไป
4. การศึกษา
1. ประถมศึกษา       2. มัธยมศึกษา
3. ปวช./ปวส.       4. ปริญญาตรี
5. สูงกว่าปริญญาตรี
5. ศาสนา
1. พุทธ       2. อิสลาม       3. คริสต์       4. อื่น ๆ (.....)
6. อาชีพ
1. เกษตรกรรม (ทำสวน, ทำนา, ฯลฯ)       2. ทำประมง
3. ธุรกิจส่วนตัว       4. พนักงานบริษัทเอกชน
5. รับราชการ       6. รับจ้าง
7. แม่บ้าน/พ่อบ้าน       8. นักเรียน/นักศึกษา
9. อื่น ๆ (.....)
7. รายได้ต่อเดือนของครอบครัว (บาท)
1. ต่ำกว่า 5,000.-       2. 5,001 - 10,000.-
3. 10,001 - 20,000.-       4. 20,001 - 30,000.-
5. 30,001 ขึ้นไป

ขอขอบพระคุณในความร่วมมืออย่างสูง

Questionnaire for local people in Tambon Sakoo (translation)



No.....Village..... Date ...../...../2006
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### QUESTIONNAIRE

**Subject:** Local satisfaction and participation to local development plan and tourism destination development and management in Tambon Sakoo, Amphur Thalang, Changwat Phuket.

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This questionnaire is provided to facilitate the thesis research for the student of MBA in Hospitality and Tourism management of Prince of Songkla University, Phuket campus. The research: The Implication of Local Development Plan for Tourism Destination Development: The Case of Tambon Sakoo, Amphur Thalang, Changwat Phuket. This study was conducted to investigate the local development and tourism destination management of Tambon Sakoo Administration Organization (TSAO) who is legally responsible for developments within the tambon. This research will hopefully clarify the implication of local development plan for tourism destination development together with planning and management directions for sustainable tourism destination management in Tambon Sakoo. In addition, this study will bring about the better understanding among the TSAO and local people and will help the authority to find the optimum solution to solve local problems and local need. All of the information filled in these questionnaires is only for the academic works which do not harm the security of respondents, and they will be kept as the confidential information.

Every opinion and information of respondent is worth for this research, so the accurate data is needed for the accountability and reliability of this research. Please fulfil every question in the questionnaire carefully.

Thank you for your kindness.

Ms. Patamawadee Chuthong

Researcher

**Remarks:** - This questionnaire comprises 5 parts and 9 pages as follows: -

- Part 1: The summary of local development plan (2006-2008) and the completed projects of year 2005  
include 6 pages.
- Part 2: The local opinions towards developmental benefit of local development plan and projects of TSAO  
including 10 attributes.
- Part 3: The local participation and satisfaction towards local development plan and tourism management of within the tambon include 12 attributes.
- Part 4: The local satisfaction and opinions towards local development and tourism management in Tambon Sakoo  
include 15 attributes.
- Part 5: The general information of respondent includes 7 attributes.



**Part 1:** The local development plan (2006-2008) of TSAO

Development strategy and concept	No. of projects	2006		2007			No. of projects	2008	
		Budget (B. x1,000)	%Annual Budget	No. of projects	Budget (B. x1,000)	%Annual Budget		Budget (B. x1,000)	%Annual Budget
<b>1. Infrastructure and Public Utility</b>	<b>53</b>	<b>173,600</b>	<b>42%</b>	<b>58</b>	<b>205,315</b>	<b>47%</b>	<b>50</b>	<b>109,215</b>	<b>34%</b>
1.1 Construct and improve accessibility, drainage, and buildings	31	154,365	38%	42	189,290	44%	34	91,590	29%
1.2 Construct and improve water supplies for adequate consumption	8	6,800	2%	3	2,850	1%	3	4,450	1%
1.3 Installation, improvement and development of traffic systems alongside power supplies system throughout tambon	14	12,435	3%	13	13,175	3%	13	13,175	4%
<b>2. Promote the well-being and quality of life for locals, socio-culture, traditions, and local knowledge</b>	<b>44</b>	<b>36,223</b>	<b>9%</b>	<b>35</b>	<b>33,823</b>	<b>8%</b>	<b>35</b>	<b>17,473</b>	<b>5%</b>

2.1 Promote and persuade morality amongst religions, traditions and cultures within the tambon	10	1,924	0%	9	1,304	0.3 %	9	1,304	0.4 %
2.2 Promote good health for local people and to prevent an epidemic in the tambon	9	15,750	4%	9	15,750	4%	9	750	0.2 %
2.3 Promote and support sport and recreation activities in the tambon	9	2,390	1%	3	609	0.1 %	3	609	0.2 %
2.4 Prevent and provide contingency plans for public disasters	8	13,850	3%	7	13,850	3%	7	13,850	4%
2.5 Promote public welfare and assistance for local people	4	1,880	0.5 %	3	1,880	0.4 %	3	530	0.2 %
2.6 Prevent and solve drug abuse problems	4	430	0.1 %	4	430	0.1 %	4	430	0.1 %
<b>3. Education and Learning</b>	<b>21</b>	<b>12,050</b>	<b>3%</b>	<b>6</b>	<b>9,531</b>	<b>2%</b>	<b>6</b>	<b>9,531</b>	<b>3%</b>
3.1 Develop and increase the efficiency and effectiveness of education alongside academic institutes' development within the tambon	21	12,050	3%	6	9,531	2%	6	9,531	3%

The local development plan and strategy of TSAO (Continued)

		2006			2007			2008	
Development strategy and concept	No. of projects	Budget ('1,000 B.)	%Annual Budget	No. of projects	Budget ('1,000 B.)	%Annual Budget	No. of projects	Budget ('1,000 B.)	%Annual Budget
<b>4. The conservation of natural resources and environment</b>	<b>15</b>	<b>88,450</b>	<b>22 %</b>	<b>18</b>	<b>85,550</b>	<b>20 %</b>	<b>18</b>	<b>85,550</b>	<b>27 %</b>
4.1 Waste disposal system development	6	7,000	2%	6	6,600	2%	6	6,600	2%
4.2 Recovery of natural resources and the environment within the tambon	7	71,450	17 %	7	70,450	16 %	7	70,450	22 %
4.3 Conservation of natural resources and the environment within the tambon	2	10,000	2%	5	8,500	2%	5	8,500	3%
<b>5. The promotion of Political and Local governance</b>	<b>8</b>	<b>16,872</b>	<b>4%</b>	<b>6</b>	<b>17,180</b>	<b>4%</b>	<b>6</b>	<b>17,180</b>	<b>5%</b>
5.1 Promote and develop local management and governance within the tambon	4	16,450	4%	4	17,100	4%	4	17,100	5%
5.2 Promote, develop	4	422	0.1	2	80	0%	2	80	0.0

and strengthen communities within the tambon			%						%
<b>6. Economic and Tourism</b>	<b>21</b>	<b>82,174</b>	<b>20%</b>	<b>18</b>	<b>81,500</b>	<b>19%</b>	<b>18</b>	<b>81,500</b>	<b>25%</b>
6.1 Develop and promote the occupation of local people, both the main and any supplementary occupation	17	71,724	17%	14	71,050	16%	14	71,050	22%
6.2 Support and assist tourist security	4	10,450	3%	4	10,450	2%	4	10,450	3%
<i>% strategy budget</i>		12.7%			12.8%			12.8%	
<b>7. Information and Communications Technology</b>	<b>2</b>	<b>850</b>	<b>0.2%</b>	<b>2</b>	<b>850</b>	<b>0.2%</b>	<b>2</b>	<b>850</b>	<b>0.3%</b>
7.1 Promote and develop information and communications technology within the tambon	2	850	0.2%	2	850	0.2%	2	850	0.3%
<b>Grand Total</b>	164	410,219		143	433,749		135	321,299	

**The Completed projects of TSAO (2005: October 2004-September 2005)**

Projects of 2005 (B.E. 2548)	Ta rg et Vi lla ge	Usage Budget	% Usage Budget
<b>1. Infrastructures and Public Utilities development strategy</b>		<b>14,880,415</b>	<b>61.5%</b>
<i>1.1 Development direction: construction, improvement, and development accessibilities and drainages alongside public buildings</i>		14,880,415	61.5%
1) Asphalt reinforced concrete and cement block for footpath and street along public area in Nai Yang beach	1	2,920,000	12.1%
2) Reinforced concrete street at Soi Ban Kok Mud 3	1	1,058,000	4.4%
3) Reinforced concrete street at Soi Trong Muang 3	2	1,960,000	8.1%
4) Reinforced concrete street at Ban Na Tai	3	1,920,000	7.9%
5) Reinforced concrete street at Soi Trong Muang 2	2	464,015	1.9%
6) Reinforced concrete street at Soi Mae Kleun	1	350,000	1.4%
7) Reinforced concrete street in village	2	325,000	1.3%
8) Reinforced concrete street fencing of Sakoo-Nai Thorn road	4	15,800	0.1%
9) Wired fencing installation at Ban Nai Thorn school	4		0.2%

		57,600	
10) Drainage improvement along Sakoo-Nai Thorn road	3	1,000,000	4.1%
11) Ta Liam construction at Soi Sudaporn - in case of flooding prevention and drain liquid disposal from household consumption	5	570,000	2.4%
12) Reinforced concrete street with drainage at Soi Trong Maung 4	2	516,000	2.1%
13) Funeral pyre construction of Wat Mongkolwararam	1	3,400,000	14.0%
14) TSAO office maintenance		324,000	1.3%
<i>1.2 Development direction: Construction, improvement the public water distribution system to sufficient for consumption in tambon</i>		-	0%
<i>1.3 Development direction: Improve, installation and development traffics system and public electricity distribution</i>		-	0%
<b>2. Well being or quality of life, socio-culture, traditions, and local knowledge development strategy</b>		<b>2,211,255</b>	<b>9.1%</b>
<i>2.1 Development direction: support, collaborate, and improve every regions along with socio-culture, traditions, and morality in tambon</i>		225,840	0.9%
15) Money supporting to Muslim teaching of Ban Bang Ma Laow	5	30,000	0.1%
16) Local tradition supporting (Suad klang ban)	2		0.1%

		15,840	
17) Local tradition arrangement (Songkran festival)	all	180,000	0.7%
<i>2.2 Development direction: promote good health of local people alongside epidemic prevention in tambon</i>		844,300	3.5%
18) Milk supplementary for Ban Nai Yang kindergarten center	1	61,500	0.3%
19) Food supporting (lunch supporting) to Ban Nai Yang kindergarten center	1	100,000	0.4%
20) Monetary supported to fundamental public health of local people	all	50,000	0.2%
21) Milk supplementary to schools in tambon	all	360,800	1.5%

**The Completed projects of TSAO (Continued)**

Projects of 2005 (B.E. 2548)	Ta rg et Vi lla ge	Usage Budget	% Usage Budget
22. Food supporting to schools in tambon	all	272,000	1.1%
<i>2.3 Development direction: promote and support to sport and recreation in tambon</i>		184,915	0.8%
23) Good health of local people (promotion of sport expense)	all	184,915	0.8%
<i>2.4 Development direction: prevent and assists to public disaster in tambon</i>		-	0%
<i>2.5 Development direction: promotion welfares and giving assistant to local people</i>	all	956,200	3.9%
24) Tsunami victims assistant-supported by Phuket red cross association		500,000	2.1%
25) Fishery equipment purchasing for Tsunami victims		275,000	1.1%
26) Monetary support to elders in tambon - supported by Department of Local Administration		115,200	0.5%
27) Monetary supported for TSAO's officers cost of living.		36,000	0.1%
28) Monetary support for handicap in tambon		30,000	0.1%



<i>2.6 Development direction: prevention and solving drug problem.</i>		-	0%
<b>3. Education and Learning development strategy</b>		<b>3,427,002</b>	<b>14.2%</b>
<i>3.1 Development strategy: develop efficiency and effectiveness of education and academic institutes in tambon</i>		3,427,002	14.2%
29) Computer purchasing for Wat Mongkolwararam school	1	300,000	1.2%
30) Monetary supported to Walking Turtle tradition (Turtle conservation) of Wat Mongkolwararam school	1	225,000	0.9%
31) Equipment purchasing for lunch supporting to Ban Sakoo school	3	160,000	0.7%
32) Monetary supported to Vision education of Ban Sakoo school	3	400,000	1.7%
33) Assistant teachers hiring for Ban Sakoo school	3	261,360	1.1%
34) Summer course supported for Ban Sakoo school	3	795,500	3.3%
35) Non formal education supported to Thalang district (Computer purchasing)		100,000	0.4%
36) Education materials supported to Ban Nai Yang kindergarten center	1	9,750	0.04%
37) Compensation to teachers in Ban Nai Yang kindergarten center	1	167,040	0.7%
38) Monetary supported to social welfare to teacher assistants of Ban Nai Yang kidergarten center	1	8,352	0.03%

39) News distribution tower construction	all	1,000,000	4.1%
<b>4. Natural resources and Environment development strategy</b>		-	0%
<i>4.1 Development direction: waste disposal</i>		-	0%
<i>4.2 Development direction: recovery natural resources and environment</i>		-	0%

#### The Completed projects of TSAO (Continued)

<b>Projects of 2005 (B.E. 2548)</b>	<b>Target Village</b>	<b>Usage Budget</b>	<b>% Usage Budget</b>
<i>4.3 Development direction: conservation of natural resources and environment in tambon</i>		-	0%
<b>5. Politic and governance development strategy</b>		<b>1,350,000</b>	<b>5.6%</b>
<i>5.1 Development direction: development of local governance and Management</i>		1,350,000	5.6%
40) Multi Purpose Vehicles car purchasing for Official affairs		1,250,000	5.2%
41) Motorcycle purchasing for official affairs		100,000	0.4%
<i>5.2 Development direction: develop politic and community strengthens in tambon</i>		-	0%
<b>6. Economy and Tourism development strategy</b>		<b>2,339,165</b>	<b>9.7%</b>
<i>6.1 Development direction: develop and support to local</i>		2,339,165	9.7%

<i>people</i>			
<i>occupation</i>			
42) Monetary supported to Ban Din Sai saving fund	1	50,000	0.2%
43) Monetary supported to village saving fund of Ban Bang Ma Lauw	5	50,000	0.2%
44) Monetary supported to village saving fund of Ban Bang Ma Lauw	5	50,000	0.2%
45) Monetary supported to Ban Din Sai occupation association- supported by Thailand Red Cross association	1	70,600	0.3%
46) Monetary supported to community association - increasing harmony within village	2,3 ,4	150,000	0.6%
47) Monetary supported to community association - increasing harmony within village	2,3 ,4	150,000	0.6%
48) Construction of fishery and Thai massage house in Nai Yang Beach	1	1,700,000	7.0%
49) Monetary supported to sawing occupation group of Ban Tronk Maung	2	55,000	0.2%
50) Monetary supported to Sakoo's housewife association (Stirred duriens and Khanum La local dessert making group)		63,565	0.3%
<i>6.2 Development direction: promotion and supporting to security of</i>		-	0%

<i>tourist</i>			
<b>7. Information and Communications Technology development strategy</b>		-	<b>0%</b>
<i>7.1 Development direction: promotion and development of information and communications technology in tambon</i>		-	<b>0%</b>
<b>Grand Total</b>		<b>24,207,837</b>	<b>100%</b>

**Part 2:** The local satisfaction to developmental benefits of local development plan and projects of TSAO include 10 attributes.

**Instruction:** Please mark ✓ into the scale box associated with your opinion.

The Development Aspect	Satisfaction level				
	Very	Satisfied	Fair/	Unsatisfi	Very
	5	4	3	2	1
1. Local people obtain development benefits equally and thoroughly.					
2. Local people obtain direct benefits from the development projects.					
3. The development projects contribute to Infrastructure and Public Utility development in tambon.					
4. The development projects are implemented to promote the well being of local people, arts and cultures, traditions, and local knowledge in tambon.					
5. The development projects assist in local people obtaining Education and Learning enhancement.					
6. The development projects contribute to conservation of Natural resources and the Environment in tambon.					
7. The development projects contribute to the development of political and local governance in tambon.					
8. The development projects are beneficial to the Economic Development within the tambon.					
9. The development projects are beneficial to the Tourism Development within the tambon.					
10. The development projects that assist local people to develop of Information and Communication Technology.					

**Part 3:** The local participation towards local development plan and tourism management of within the tambon include 12 attributes.

**Instruction:** Please mark ✓ into the scale box associated with your opinion.

The Development Aspect	Satisfaction level				
	Very Satisfied	Satisfied	Fair/Neutral	Unsatisfied	Very Unsatisfied
	5	4	3	2	1
1. Regularly participating in meetings conducted by TSAO					
2. Proposing suggestions and directions to the issues concerned in the meetings conducted by TSAO					
3. Directions or suggestions proposed in the meetings that are visibly implemented					
4. Evaluation and monitoring the performance and projects of TSAO					
5. Participation in infrastructures and public utility development in tambon					
6. Participation in local activities and local traditions regularly					
7. Participation in public disaster contingency plan or occasional training courses					
8. Participation in supplementary knowledge training or experience study arranged by TSAO					
9. Participation in the waste disposal or cleaning campaign arranged by TSAO or in tambon					
10. Participation in the natural resource and environmental conservation together with a sensible establishment to youth culture in tambon					
11. Participation in the development of the economy in					

tambon					
12. Participation in the development of tourist destinations e.g. cleaning beach, marine life conservation, etc.					

**Part 4:** The local satisfaction and attitude towards local development and tourism management in Tambon Sakoo include 15 attributes.

**Instruction:** Please mark ✓ into the scale box associated with your opinion.

The Development Aspect	Agreement level				
	very	Agree	Fair/	Disagree	Disagree
	5	4	3	2	1
1. TSAO conducts its meeting to discuss issues that are of concerned and to implement suggestions from local people together with local experts regularly.					
2. The development directions of TSAO are proper to both inner and outer factors of local development and tourist destination development.					
3. TSAO has transparent governance along with democratic and suitable disclosed information.					
4. Being a member of the occupation association or cooperation benefits to local people such as to increase negotiation power, brainstorm to find an optimum solution to issues concerned, etc.					
5. There is sufficient and thorough distribution of news, information, and knowledge suitable to the local people.					
6. There is sufficient development of education and learning in tambon.					
7. There is sufficient and proper development of occupation or shop zoning in tourism destination and local area.					
8. You obtain Direct benefits from tourism e.g. being an owner or employee in the service industry?					
9. There is a proper waste disposal system in tambon.					
10. There are sufficient water supplies to household, agriculture, and businesses.					



11. There is a sufficient contingency plans and education of any public disasters in tambon.					
12. Should alternative tourism be encouraged into Tambon Sakoo e.g. ecotourism, agro-tourism, home stay, leisure and recreation tourism, etc.?					
13. Should the number of tourists be controlled visiting Tambon Sakoo?					

14. Do you have any ideas to tourism management within Tambon Sakoo?

.....

.....

.....

15. Additional opinion in local development and tourism management within Tambon Sakoo.

.....

.....

**Part 5:** The general information of respondent includes 7 attributes.

**Instruction:** Please mark ✓ into the scale box associated with your information.

1. Domicile

- |  |  |
|--|--|
| <input type="checkbox"/> Moo 1: Ban Nai Yang     | <input type="checkbox"/> Moo 2: Ban Trok Maung |
| <input type="checkbox"/> Moo 3: Ban Sakoo        | <input type="checkbox"/> Moo 4: Ban Nai Thon   |
| <input type="checkbox"/> Moo 5: Ban Bang Ma Laow |  |

2. Gender

- |                                  |                                    |
|----------------------------------|------------------------------------|
| <input type="checkbox"/> 1. Male | <input type="checkbox"/> 2. Female |
|----------------------------------|------------------------------------|

3. Age (year-old)

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> 1. Below 20 | <input type="checkbox"/> 2. 20-30        |
| <input type="checkbox"/> 3. 31-40    | <input type="checkbox"/> 4. 41-50        |
| <input type="checkbox"/> 5. 51-60    | <input type="checkbox"/> 6. 61 and above |

4. Education

- |   |  |
|---|--|
| <input type="checkbox"/> 1. Primary school        | <input type="checkbox"/> 2. Secondary school |
| <input type="checkbox"/> 3. Vocational school     | <input type="checkbox"/> 4. Bachelor school  |
| <input type="checkbox"/> 5. Above Bachelor school |  |

5. Religion

- |                                      |                                    |                                       |  |
|--------------------------------------|------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> 1. Buddhism | <input type="checkbox"/> 2. Muslim | <input type="checkbox"/> 3. Christian | <input type="checkbox"/> 4. Others (.....) |
|--------------------------------------|------------------------------------|---------------------------------------|--|

6. Occupation

- |   |  |
|---|--|
| <input type="checkbox"/> 1. Agriculture (plantation, farming) | <input type="checkbox"/> 2. Fishery                        |
| <input type="checkbox"/> 3. Self-employed                     | <input type="checkbox"/> 4. Employee to the private sector |
| <input type="checkbox"/> 5. Civil Government                  | <input type="checkbox"/> 6. General employment             |
| <input type="checkbox"/> 7. Housewife                         | <input type="checkbox"/> 8. Student                        |
| <input type="checkbox"/> 9. Others                            |  |

7. Household income per month (Baht)

- |  |   |
|--|---|
| <input type="checkbox"/> 1. Below 5,000      | <input type="checkbox"/> 2. 5,001-10,000  |
| <input type="checkbox"/> 3. 10,001-20,000    | <input type="checkbox"/> 4. 20,001-30,000 |
| <input type="checkbox"/> 5. 30,001 and above |   |

## **APPENDIX B**

The information below was updated by authority of policy and plan department of TSAO on 2006.

This part will represent in 9 major parts which are:

1. General information
2. Infrastructures and public utilities information
3. Economy
4. Socio-cultures
5. Public health
6. Public disaster prevention and assistance
7. Natural resources and Environment
8. Financial and monetary
9. Others information

### **1. General information**

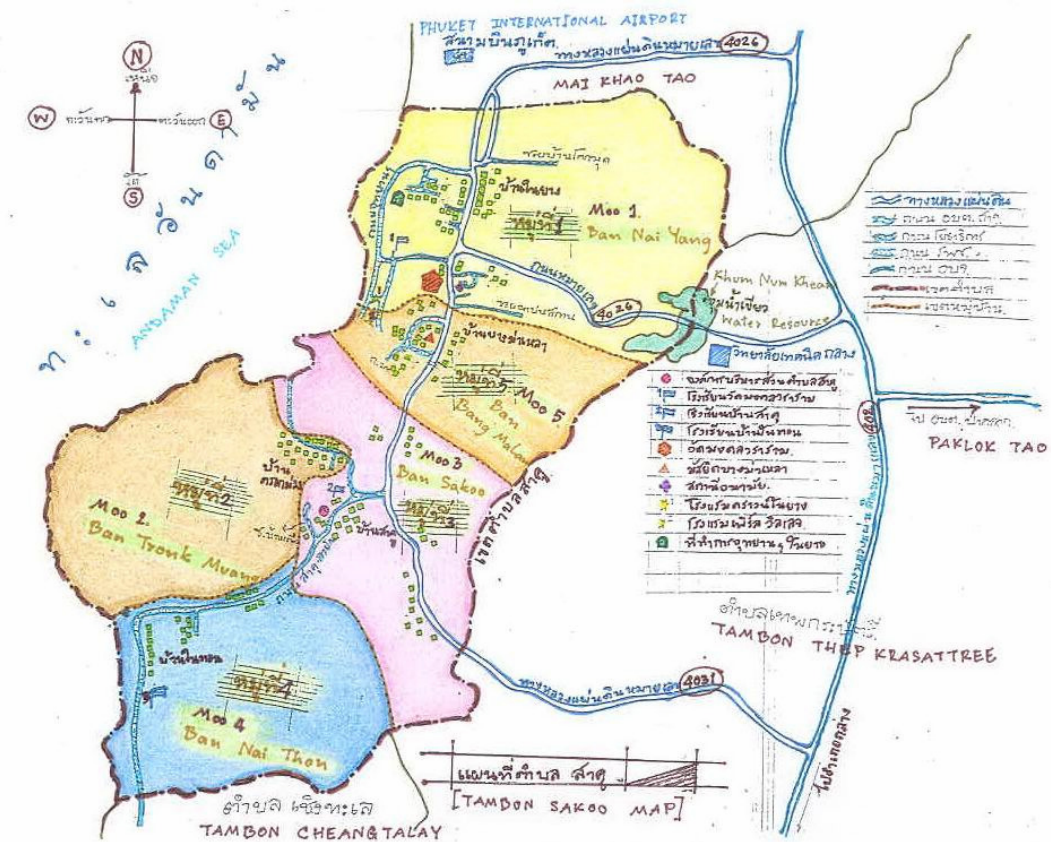
#### **1.1 Map**

**Tambon Sakoo**



**Map of Tambon Sakoo**

(TSAO, 2006)



**1.2 Location of TSAO’s office**

24 Moo 3, Sakoo-Nai Thon road, Tambon Sakoo, Amphur Thalang, Phuket 83110.

**1.3 Geography**

Total area in jurisdiction: 19.50 square kms.

Territory:

- Northern Mai Khao TAO
- Southern Cheang talay TAO
- Eastern Thep krasatree TAO
- Western Andaman Sea

The majority area of Tambon Sakoo is plain with hill and forest some area have tier plantation such as rubber plantation and pineapple plant. There have 2 beaches in area which are Nai Yang beach and Nai Thon beach.

Villages' area of Tambon Sakoo (Square Kilometers)

Description	Year			
	2002	2003	2004	2005
Tambon Sakoo Administration Organization	19.50	19.50	19.50	19.50
Tambon Sakoo	15.15	15.15	15.15	15.15
Moo 1 Ban Nai Yang	2.35	2.35	2.35	2.35
Moo 2 Ban Trokmaung	3.15	3.15	3.15	3.15
Moo 3 Ban Sakoo	3.36	3.36	3.36	3.36
Moo 4 Ban Nai Thorn	3.12	3.12	3.12	3.12
Moo 5 Ban Bang Ma Lauw	3.17	3.17	3.17	3.17

Source: Phuket Provincial Operation Center, [www.phuketpoc.go.th](http://www.phuketpoc.go.th)

#### 1.4 Manpower of Tambon Sakoo Administration Organization

Chief administrator of Sakoo TAO: Mr. Sompong Panyawai

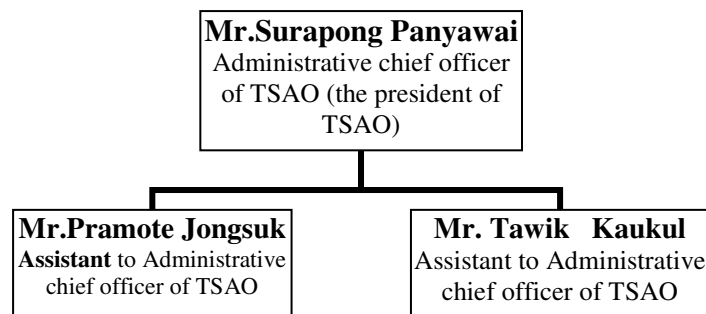
Deputy Director of Sakoo TAO: Mr. Kitipong Maneesri

Total manpower: 44 people (June, 2007)

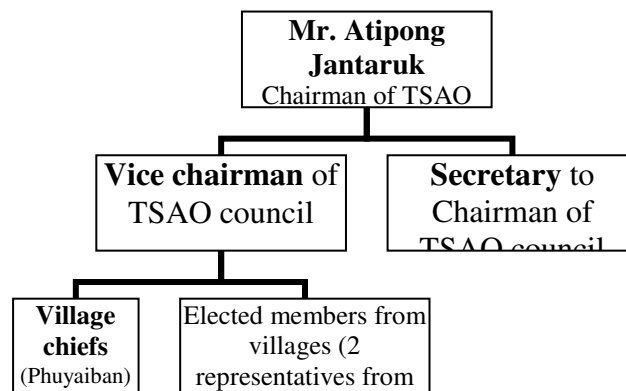
Tambon Administration Organization officer/clerk	12	people
Financial and monetary officer	7	people
Civil engineer sector	9	people
Social welfare sector	2	people
Education Religion and Cultural sector	7	people
Public health and Environmental sector	7	people

**Organization Chart of Tambon Sakoo Administration Organization (June, 2007)**

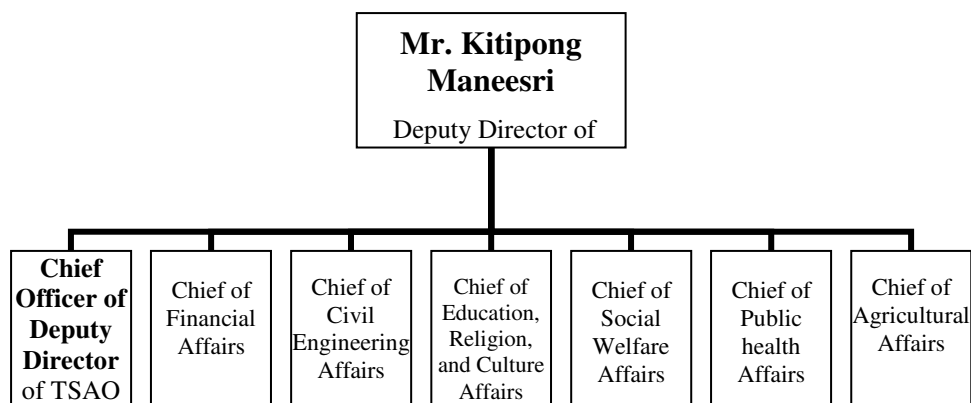
**The Executive Committee of Tambon Sakoo Administration Organization structure**



**The Council of Tambon (sub-district) Sakoo Administration Organization structure**



**The Administrative Officers of Tambon (sub-district) Sakoo Administration Organization**



### 1.5 Populations

Total population:	4,084 people
Population growth rate (percentage per year):	2
Total households:	1,487 households
Incapability people/handicap:	20 people
Incapability people/handicap received assistance from TAO:	5 people
Elder requested assistance from TSAO:	66 people
Elder received assistance from TSAO:	32 people

Village	Men	Women	Total People	Households
1 Ban Nai Yang	711	710	1,421	671
2 Ban Tronk Muang	234	233	467	120
3 Ban Sakoo	455	451	906	265
4 Ban Nai Thon	136	163	299	142
5 Ban Bang Ma Lauw	488	503	991	289
<b>Total</b>	<b>2,024</b>	<b>2,060</b>	<b>4,084</b>	<b>1,487</b>

Source: Tambon Sakoo Administration Organization (March 28, 2005)

### 1.6 Occupations

Average annum revenue of local people: 66,600 Baht

Occupation	Agricultur	Indus	General	Others	Unem
------------	------------	-------	---------	--------	------



	e	try	Employment		ployed
Percentage of total population	70	0	20	10	0
Number	2,858	0	817	409	0

## 2. Infrastructures and Public Utilities

### 2.1 Transportations and Traffic

#### Road/street

Type	Number	Length (kilometers)	Remarks
Laterite street	n/a	n/a	Not specified
Soil street	2	7	Insufficient
Asphalt street	13	15	Insufficient
Type	Number	Length (kilometers)	Remarks
Reinforcement concrete street	16	12	Insufficient
Others	0	0	Not specified

Bridge:

TAO not specified numbering.

#### Natural water resources:

River	none	
Stream/swamp/canal	3	
Reservoir	1	(insufficient)
Irrigation canal	none	
Check dam	1	
Public sub-surface ground water	13	(insufficient)
Private sub-surface ground water	Did not specify	
Public pond	none	(insufficient)
Private pond	none	

#### Transportations:

Bus terminal	none
--------------	------

Train station	none	
Airport (do not locate within TSAO territory)	1	Sufficient
Government pier	none	
Private pier	none	

**Accessibility:** By cars and airplane.

Number of households using fixed-line phone in tambon	800	households
Number of households using fixed-line phone to total households in tambon (percentage)	53.80	
Public phone in tambon	11	(insufficient)
(needs more public phones)	20	
Telephone automatic branch exchange	None	
Coverage area for fixed-line phone using in tambon (%)	0	
(In case of cellular phone network does not covered, do it had been needed to use)	Yes, it needed.	

**Other communications:**

Post office	1 place	(sufficient)
Internet service	1 place	
Community radio broadcasting station	none	
Radio/television signals		
Channel 3	100%	Channel 5 100%
Channel 7	100%	Channel 9 100%
Channel 11	100%	ITV 80%
Percentage of coverage area of radio signal		(TAO did not specify)
FM	100%	AM 100%

**2.2 News distribution towers in area 6 (as of 2006)**

**2.3 Public water supply**

Number of consumption	200 households
-----------------------	----------------

Number of non public water supply	1,287 households
Public water supply agencies	TSAO
Water supply producing capability (per day)	250 cubic meters
Water supply consumption (per day)	200 cubic meters
Natural water supply sources in tambon (all year round)	1 place

#### 2.4 Electricity supply

Electricity supply producing capability from Phuket Electricity Generating Authority of Thailand (%)	100 of total area
Numbers of households having electricity supply	1,477 households
Numbers of households don't have electricity supply	10 households
Lighting pole installation	10 spots
Lighting pole (needs more installation)	5 spots
Solar cell system	none

#### 2.5 Land used

Habitation	not specified	10 rais
Commercial	not specified	3 rais
Government agencies	7 places	4 rais
Park/recreation	not specified	not specified
Vacancy/public area	1 place	1 rai
Agriculture	not specified	10 rais

### 3. Economy aspect of Sakoo TAO

**3.1 Pawnshop** none

**3.2 Slaughterhouse** none

### 3.3 Industry/business

No.	Industry/business	Entrepreneurs	Labors	% industry	Average annum revenue (Baht)
1	Hotels	5	n/a	10	n/a
2	Bungalows	15	n/a	3	n/a
3	Renting houses	30	n/a	6	n/a
4	Garage	3	n/a	n/a	n/a
5	Real estate	3	n/a	n/a	n/a

### 3.4 Economic plantation

No.	Economic plantations	Area of plantations (rais)
1	Rubber	50
2	Durian	30

### 3.5 Commercial and services

Gas station	none
Local gas station	4 places
Minimart	10 stores
Fresh produce market place	none

(There have 1 Opened market at Wat Nai Yang which was hold in every Tuesday, Thursday, and Saturday)

### 3.6 Enterprises

Food businesses associated with public health act	6 places
Businesses associated with services business	2 places
Hotels	5 hotels
Movie theater	none
Bank	none

### 3.7 Tourism attractions

No.	Tourist attractions	Location	Avg. number of tourist per year (person)
1	Nai Yang beach	Moo 1, Tambon Sakoo	20,000
2	Nai Thon beach	Moo 4, Tambon Sakoo	10,000

### 3.8 Farming

	Cow	Water buffalo	Duck	Chicken	Pig	Goat
Farmers (person)	0	5	0	0	2	0
Estimated number	0	100	0	0	14	0

### 3.9 Fishery

Number of natural fishery (catch and sell)

70 fishermen

	Shrimp	Fish	Shells	Crab	Fog	Others
Fishermen (person)	2	60	0	8	0	0
Estimated no. (tons per year)	n/a	40	0	n/a	0	0

Number of farming fishery

none

	Shrimp	Fish	Shells	Crab	Fog	Others
Farmers (person)	0	0	0	0	0	0
Estimated no.	0	0	0	0	0	0

### 3.10 Economic vehicles in area

	<b>Vehicles for agriculture</b>	<b>Trucks</b>	<b>Fishery boats</b>	<b>Tourism boats</b>
Estimated no.	5	20	70	10

#### 4. Social aspect of TSAO

##### 4.1 Religious places

Temple		1 place (Wat Mongkolwararam, Moo 1)
Funeral pyre		1 place in (Wat Mongkolwararam, Moo 1)
Christian church	none	
Mosque		1 place (Moo 5: Ban Bang Ma Laow)

##### Funeral places:

<b>Christian</b>	<b>none</b>
<b>Muslim</b>	<b>1 place</b>
<b>Chinese</b>	<b>none</b>

##### 4.2 Number of local people belongs to religion (percentage of total tambon population)

Buddhist	77.68%
Muslim	22.32%
Christian	0%
Others	0%

##### 4.3 Academic institutes

Academic institutes underneath Sakoo TAO:	none
Academic institutes underneath Ministry of Education:	
Primary school	3 schools
Wat Mongkolwararam school located in Moo 1	
Ban Sakoo school located in Moo 3	
Ban Nai Thon school located in Moo 4	

Academic institutes underneath private sectors: none

#### 4.4 Sport, recreation, and leisure

Park none

Public library none

Ground for sport 2 fields

(Authorizer: Ban Sakoo School, Wat Mongkolwararam School)

Public sport stadium 1 stadium

(Authorizer: Wat Mongkolwararam School)

#### 4.5 Kindergarten development

Kindergarten center 1 place (Moo 1: Ban Nai Yang)

Number of children 50 children

Baby-sitter 3 person

Trained baby-sitter 1 person

Untrained baby-sitter 2 person

#### Operating Budget:

Subsidies money 378,792.00 Baht

Local budget 0 Baht

#### 4.6 Community groups

Registered associations

- local people scout
- 5 local community assistant centers
- 1 local youth development center
- 1 tambon sport center
- 5 feminine development center
- 5 local people assistant volunteers
- 2 local people warder volunteers
- 10 employment assistant volunteers

- 1 poverty alleviation association
- 1 organic agriculture farmer association
- 1 civil defence volunteer

## 5. Public health aspect

### 5.1 Public health services

Hospital/public health center	1 (sufficient)
Drug store	1 store

### 5.2 Public health/Medical personnel

Physicians	None but visiting occasionally
Nurse	None
Dentist	1 dentist visiting on every Tuesday
Pharmacist	None
Public health care authority	4 person
Diseases in tambon	
1. Pink eye	
2. Cold	
3. Hemorrhagic fever	

## 6. Public disasters prevention and relief

6.1 Firefighter (authority)	none
6.2 Fire records in tambon	none
6.3 Fire fighter trucks	none
6.4 Water container trucks	none

## 7. Natural resources and Environment

7.1 Average Amount of Rainfall (per year)	did not specify
7.2 Liquid disposal	



Liquid waste	did not specify
Liquid disposal system/treatment	none
Retreated water manufacturing	did not specify

### 7.3 Solid disposal

Area for solid waste retreat TAO does not have own area to retreat solid waste- they transfer garbage to the incinerator of Phuket

Garbage carriers

3 trucks

Truck No.	Capacity (Cubic meter)	Purchasing year	Garbage Carriage capacity (cubic meter/day)	Waste disposal (cubic meter/day)
1.	12	n/a	11	11
2.	6	n/a	5	5
3.	1	n/a	1	0

## 8. Financial and monetary status

Fiscal year 2005 (B.E. 2548, October 2004 to October 2005)

Incomes	16,140,744.39 Baht
Fixed expenses	10,276,852.56 Baht
Development expenses	11,152,370.00 Baht
<b>Retain earning</b>	<b>1,790,656.12 Baht</b>

Fiscal year 2004 (B.E. 2547, October 2003 to October 2004)

Revenue collected by TAO Sakoo	2,038,282.67 Baht
Revenue from other government agencies	7,292,671.54 Baht
Subsidized from main government	4,957,708.35 Baht

**8.1 Monetary status**

Fiscal year 2004 (B.E. 2547, October 2003 to September 2004)

Revenue collected by TAO Sakoo (excluded subsidize)	12,681,935	Baht
Revenue from other government agencies	4,710,433	Baht

**8.2 Collected revenue of TSAO**

Type	Revenue (Baht)
Municipality tax	25,507
Land and Property tax	509,706
Sign and board tax	524,061
Mining tax	20,711
Others tax	11,601,950

**8.3 Community bank** none

**8.4 Community fund/cooperatives fund** 5 funds

**9. Others information**

**9.1 Royal projects** none

**9.2 Provided public information** avg. 20 times per year

**or news to local people**

Local people obtained services 50 people per year  
in average number

**9.3 Occupation encouragement in OTOP promotion**

<b>Group</b>	<b>Product</b>	<b>Member in commu nity</b>	<b>Mem ber from private sector</b>	<b>Location</b>	<b>Mate rial</b>	<b>Distribu tion channel</b>	<b>Average revenue</b>
Batik maker	Batik clothes	0	0	n/a	n/a	Batik group	n/a
Stirred durian and Kha Num La group	Stirred durian, Kha Num La	27	0	n/a	n/a	Group and Communit y shop	n/a

#### 9.4 Main problems in area

<b>No.</b>	<b>Problems</b>	<b>Scale of Problems</b>			
		<b>Major</b>	<b>Medium</b>	<b>Less</b>	<b>None</b>
1	Drug			X	
2	Agriculture/habitat in area			X	
3	Unemployment		X		
4	Homeless				X
5	Non monetary system debt			X	
6	Mafias			X	
7	Children and youth			X	
8	Environment		X		
9	Live and Asset security			X	
10	Illegal professional			X	
11	Defraudation			X	
12	Others				X

## APPENDIX C

### General Information

In 1980 Mr. Sanae Wattanathorn the governor of Phuket surveyed the province to identify sites worthy of preservation. He considered both the tourist potential and the local villagers needs at all sites. One location visited was at Sakoo village on the North Western coast of Phuket island, centred upon an area of community grazing land, the adjoining beach and bay. This site appeared to be suitable for preservation so it was recommended to the Royal Forest Department as a possible site for the creation of a National Park. The Royal Forest Department came and undertook several surveys to assess the site's potential. They realised that although the forest in the area was not especially diverse and in some areas had been replaced by fruit tree plantations, they did discover two large healthy coral reefs in the bay. They also noted the overall natural state of the site the clean water and its historic importance as a sea turtle nesting beach. The Royal Forest Department produced and filed a report with the government for the inclusion of the site as a National Park. Had Nai Yang as the site became known, was officially opened by Royal decree on 13th July 1981. It became the 31st National Park of Thailand and covered the area of coastline and extended 5 kms out to sea.

In 1992 the Royal Forest Department changed the name of the park in commemoration of the 60th birthday of Her Majesty, Queen Sirikit. The park name was changed to Sirinath Marine National Park. The boundary covers a total area of 90 sq. kms. of which 68 sq. kms. (76%) is marine and 22 sq. kms. (24%) is terrestrial.

### Topography

There're many white sand beaches with range of Casuarinas and beach trees. Furthermore, there's coral reef located around National Park office at Hat Nai Yang.

**Climate:** Sirinath National Park located in the coast of Andaman sea, that's why it rains all year round. There's wet season from May to September and its time of northeast monsoon, which bring the cold wind into this area from November to April. It doesn't low down the temperature but the rain from Ao Thai cool down the area.

## Flora and Fauna

Forest: types can be divided into 2 main groups as follows:

**Beach forest:** This forest type is characteristic of the more exposed beachfronts around the coast of Thailand and is dominated by Casuarina pines. Due to the severe water stress occurring above the beach zone the tree density and total species diversity in beach forest is low when compared to other forest types. This forest type covers approximately 2 sq. kms. and has a moderately rich bird fauna. Birds species recorded include Magpie robin, Common myna, Spotted dove, Asian fairy bluebird, Blacknaped oriole, Greater racket-tailed drongo, and several Bulbul species, There are also many Marine cicades which can be heard calling in the trees, this insect only occurs in this forest type.

Beach forest provides good shade with good ventilation due to the low tree density and thus makes an excellent location for picnic trips, with many people visiting during the holidays. These trees also provide a windbreak thus reducing the impact of tropical storms inland probably saving a considerable quantity of fruit each year. The trees also help to stabilize beach deposits.

**The principle tree species** occurring within the beach forest is; Common Ironwood (*Casuarina equisetifolia*) other species include; Tulip tree (*Thespesia populnea*), Tropical almond (*Terminalia catappa*), White Barringtonia (*Barringtonia asiatica*), Cajeput tree (*Melaleuca leucadendra*), Alexandrian laurel (*Calophyllum inophyllum*), Screwpine (*Pandanus odoratissima*), Asoka tree (*Saraca indica*), Black Pongamia (*Eugenia cumini*), Dillenia indica and Convolvulus (*Ipomoea* sp.).

**Mangrove forest:** This forest type is an evergreen forest type. It is restricted to the area where freshwater and seawater mix and cannot survive in pure freshwater or pure seawater. This forest type occurs in sheltered locations such as the mouth of streams and rivers flowing into the sea and especially in estuaries. At Sirinath National Park mangrove covers a total area of approximately 1 sq. km. Although this area is small the mangrove forest which occurs here is the most natural and unspoilt mangrove forest occurring on the island. Mangrove forest provides a protected habitat for many species, birds recorded include; Collared kingfisher,

Roseate tern, Sanderling, Terek sandpiper, Bar-tailed godwit, White-breasted waterhen, Slaty-breasted rail, White-bellied sea-eagle, Brahminy kite and Large-billed crow, also Monitor lizards, Snakes including Mangrove snake, Turtles, Shrimps, Shellfish, Crabs, Fish including Mudskippers, Mullet, Groupers, and Garfish etc. Mangrove forest preservation is important as mangroves trees with their extended root systems are important in preventing erosion of the mudflats, they also act as a global sink for carbon dioxide a major greenhouse gas.

Tree species recorded include; Red mangrove (*Rhizophora mucronata*), White mangrove (*Avicennia officinalis*), Olive mangrove (*Avicennia marina*), Black mangrove (*Bruguiera gymnorrhiza*), *Rhizophora apiculata*, *Ceriops* spp., *Xylocarpus granatum*, *Xylocarpus moluccensis*, *Lumnitzera racemosa*, *Heritiera littoralis*, *Finlaysonia maritima* and *Derris trifoliata*.

### **Marine Environment**

The marine environment of Sirinath is quite diverse and the coral reefs present in the bay are some of the most pristine found in Phuket province. The reefs are located about 700 to 1000m away from the shore near the park restaurant. The coral reefs are found in water between 4 to 7 m deep. Some of the marine species occurring include; Plate corals, Soft corals, Sea fans, Tree corals and Sea anemones.

### **Tourist attractions in Sirinath National Park**

**Nai Yang Beach:** From November to February is the time when many turtles come up from the sea to lay their eggs on the beach such as Nai Yang Beach, Mai Khao Beach, and Sakoo Beach.

**Mai Khao Beach:** Mai Khao beach is the longest beach in Phuket. It's 8 kilometers from National Park office. It stretches from Hat Nai Yang, airport to Sai Kaeo beach . It's a white sand beach with plenty of marine animals such as sea cicadas, which has the same size as a beetle of the genus *Buprestis*. Its shell and legs are like shrimp. Its color is the same color as the sand.

**Nai Thon Beach:** This white sand beautiful beach is the good place for taking a walk and swimming. It's 5 kilometers from National Park office.

**Sai Kao Beach:** Sai Kao beach is connected to Mai Khao beach. It's such a beautiful but quite place where you can take a rest and picnic. This beach is not good for swimming because of its slope.

Another attractions are **Kata Island, Veal Island.** Others 1 Natural study route at Tha Chate Chai, 1 Natural study Mangrove forest at Tha Chate Chai.

## APPENDIX D

The Tambon Administration Organization (TAO) is one major effect of decentralization and people participation process of royal Thailand government. This is the smallest local government administrative structure of Thailand from 6 form of local government administrative structure which is:

- The Bangkok Metropolitan Administration (BMA)-a strong-executive form of local government specific to Bangkok;
- The Municipality-governing urban centers in the provinces;
- The City of Pattaya-a local government form of a city-manager specific to Pattaya;
- The Provincial Administration Organization (PAO)-constituting local government at a provincial level;
- The Tambon Administration Organization (TAO)-constituting local government at a sub-district level; and
- The Sukhapiban or Sanitary Committee-a local government in a rural center.

### Forms and Characteristics of Local Government of Thailand (1997)

Forms of Local Government	Size and Population	Chief Executive	Legislative
1. Bangkok Metropolitan Administration (BMA)	urban, 1,565 km <sup>2</sup> population 7.2 mil. divided into 38 districts.	governor, directly elected by popular votes; who appoints 4 deputies, and 38 district officers	38- member council elected by popular votes; each district has a 7-member council elected by popular votes
2. Municipality 144 municipalities (1997) in 3 categories:	urban	mayor, elected by the council,	council elected by popular votes for a 4-year term



<b>Forms of Local Government</b>	<b>Size and Population</b>	<b>Chief Executive</b>	<b>Legislative</b>
2.1 Tambon Municipality (48 as of 1997)	population > 7,000 pop. density - 1,500/km <sup>2</sup> revenue > 12 mil. Baht/year	mayor, elected by the council; the mayor appoints 2 executives	12-member council elected for a 4- year term
2.2 Town Municipality (87 as of 1997)	population > 10,000; pop. density > 3,000 /km <sup>2</sup> revenue: compatible with responsibility	mayor elected by the council, the mayor appoints 2 executives	18-member council, elected for a 4-year term
2.3 City Municipality (9 as of 1997)	population > 50,000 pop. density > 3,000 /km <sup>2</sup> revenue as compatible with responsibility	mayor elected by the council, the mayor appoints 4 executives	24-member council, elected for a 4-year term
3. The City of Pattaya	urban, population 29,000; 208 km <sup>2</sup> 22 km <sup>2</sup> in city, 186 km <sup>2</sup> on 3 islands	manager employed on 4 year-contract, who appoints 2 deputy managers	17-member assembly, 9 elected, 8 appointed for 4 years' term
4. Provincial Administrative Organization (PAO) (75 organizations as of 1997)	provincial, rural, population varies to size	provincial governor* appointed by the minister of interior, who appoints 1 deputy	assembly elected for a 4-year term,* size varies to population i.e. 24, 36, 42 and 48 members

5. Tambon Administrative Organization (TAO) (6,744 organizations as of 30 August 2002)	rural, population varies to size	a kamnan or subdistrict chief, appointed by provincial governor	a council partly appointed from subdistrict chief s and all village heads, partly elected 1 from each village
6. Sukhapiban (sanitary committee) (986 committees as of 1995)	rural centers population > 1,500 annual revenue > 400,000 Baht	a district officer, appointed as chairperson of the committee	a committee comprises of members ex-officio, appointed district officials, and elected members

**Source:** Department of Local Administration, Ministry of Interior.

The members of TAO are elected by local people under the supervision of the Department of Local Administration (DOLA), Ministry of the Interior. The Thai parliament approved the Local Administration Organization and Tambon Council Act in 1994, Tambon Council and Tambon Administrative Authority Act 1994 (B.E. 2537), which came into effect on the 27<sup>th</sup> March 1995. This act was seen as a significant measure to promote locally sustainable development with the TAO being managed by the local community for the benefit of the local community, thereby enabling local people to be responsible for their own lives.

### APPENDIX E

Local government in Phuket categorized into 4 forms, which are:

1. Provincial Administration Organization
2. Nakorn (City) Municipality
  - Phuket Nakorn Municipality
3. Maung (District) Municipality
  - Patong Maung Municipality
4. Tambon (Sub-district) Municipality
  - Kathu tambon municipality - medium size,
  - Cheang talay tambon municipality - medium size,
  - Thepkrasattree tambon municipality - medium size,
  - Karon tambon municipality - medium size
5. Tambon Administration Organization - there are 12 TAOs in Phuket

Tambon Administration Organizations in Phuket

Amphur	TAO name	Size	Established year
1. Maung Phuket	Kaokaw	Medium	1995
2. Maung Phuket	Chalong	Medium	1994
3. Maung Phuket	Rassada	Big	1995
4. Maung Phuket	Rawai	Medium	1995
5. Maung Phuket	Vichit	Big	1995
6. Kathu	Kamala	Medium	1995
7. Thalang	Cheangtalay	Medium	1995
8. Thalang	Thepkrasattree	Medium	1995
9. Thalang	Paklok	Medium	1996
10. Thalang	Mai Khao	Medium	1995
11. Thalang	Srisunthorn	Medium	1995
12. <i>Thalang</i>	<i>Sakoo</i>	<i>Small</i>	<i>1995</i>

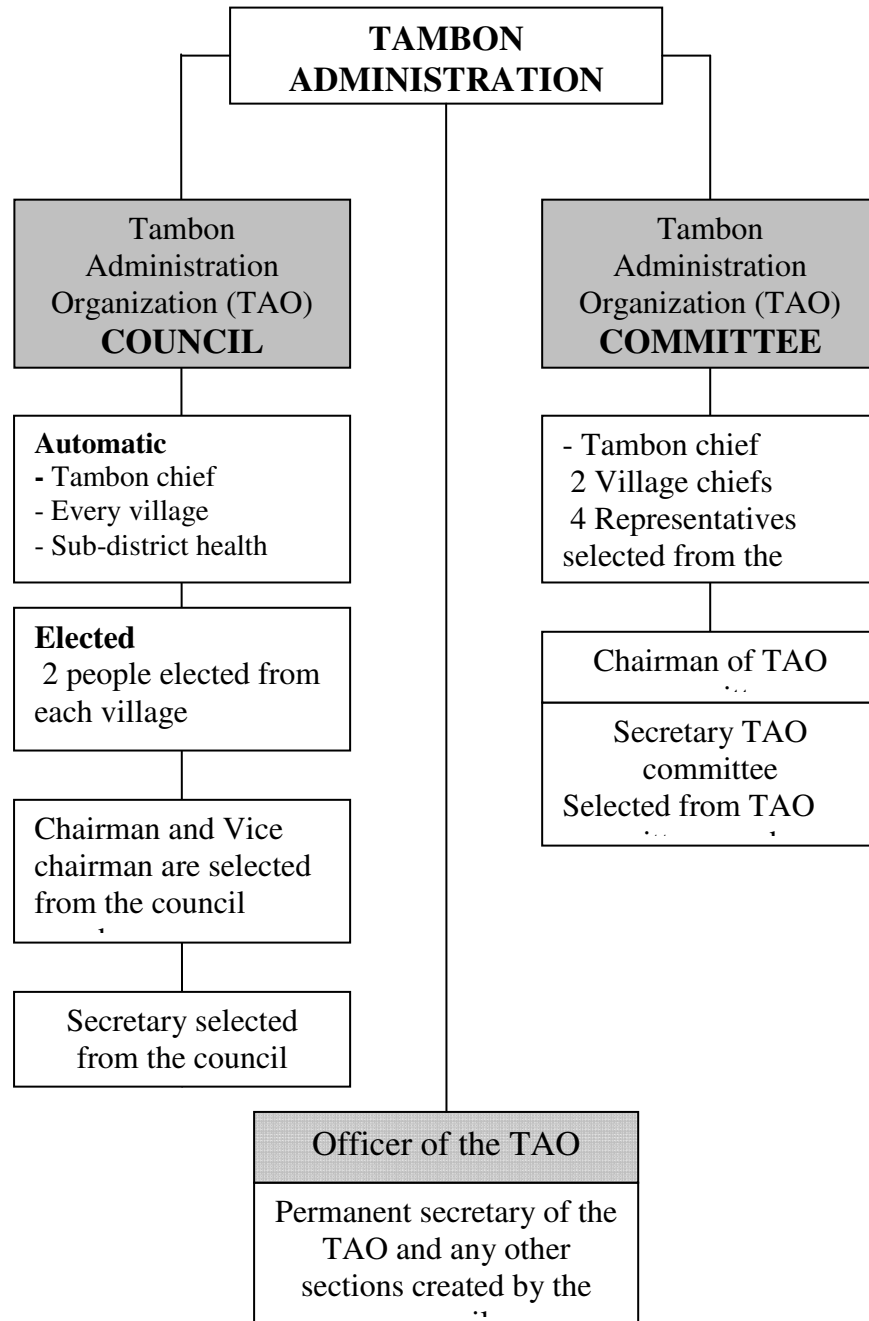
## APPENDIX F

The Act of Tambon Administrative Authority 1994 stated about administrative in tambon that generally one tambon shall be one tambon council with authorize powers and duties. The Tambon Council is composed of the following *ex officio* members: the Kamnan and the village headmen of all villages in the tambon, and the tambon doctor, and of elected members, elected by the people in each of the village in the tambon. Each village shall elect one member.

Then a Tambon Council with an average annual revenue, not including subsidies, of not less than 150,000 Baht over the pass three consecutive budget years can promote to be Tambon Administrative Authority or Tambon Administration Organization (TAO). Thus, this will cease a Tambon council and also transferred authorities and assets to Tambon Administrative Authority.

A Tambon Administrative Authority (Tambon Administration Organization) is a juristic person and also a local government administration. A Tambon Administrative Authority or Tambon Administration Organization is composed of a Tambon Administrative Authority Council and a Tambon Administrative Authority Administrative Committee work together with officer of Tambon Administration Organization as structure demonstrated follows.

## Structure of Tambon Administration Organization



Source: Adapted from Colin McQuistan, year not verified

### **1. Component of Tambon Administration Organization**

There are 2 components of TAO which are political section and civil servants who perform work in the Tambon or the officer of TAO. The political section composed of TAO council and TAO committee.

#### **Part 1: Tambon Administrative Authority Council or Tambon Administration Organization Council.**

The Tambon Administration Organization Council is composed of members, two from each village, elected by persons with the right to elect in each village in the Tambon Administrative Authority's territory. The term of the Tambon Administrative Authority Council is four years from the Election Day. Member of TAO council is

- Chairman of TAO council
- 2 Vice chairman of TAO council
- 1 Secretary to TAO council
- 1 Chief Administrator of TAO (the president of TAO)
- 2 Assistant of Chief Administrator of TAO
- Member of TAO council

The TAO council has the following powers and duties:

(1) give approval to Tambon development plans so as to serve as a guide for administering the business of the Tambon Administrative Authority;

(2) consider and give approval to draft Tambon regulations, draft annual expenditure budget regulations and draft additional expenditure budget regulations; and

(3) control the performance of work by the Administrative Committee to be in accordance with the policies and Tambon development plans under (1) and the laws, Rules and Regulations of the service.

### **Part 2: Tambon Administration Organization Committee**

The TAO Committee is composed of one Chairman and two Members elected from TAO Council from its members and proposed to the District Officer for appointment. The Administrative Committee has the following powers and duties:

(1) administer the business of Tambon Administrative Authority in accordance with the resolutions, regulations and Tambon development plans; and is responsible to Tambon Administrative Authority Council for the administration of for the business of Tambon Administrative Authority ;

(2) prepare and make Tambon development plans and annual expenditure budgets for Tambon Administrative Authority Council to consider giving approval;

(3) report on the performance of work and use of money to the Tambon Administrative Authority Council at least twice a year; and

(4) perform other duties as entrusted by the service.

### **Part 3: Tambon Administration Organization Powers and Duties**

The Tambon Administration Organization has powers and duties in the tambon's economic, social and cultural development, subject to the law.

(1) provide and maintain waterways and land routes;

(2) keep the roads, waterways, paths and public places clean, and also provide garbage and night soil services;

(3) prevent and stop communicable diseases;

(4) provide public disaster relief;

(5) promote education, religion and culture;

(6) promote the development of women and children, the youth, the elderly and the handicapped;

(7) protect, look after and maintain natural resources and the environment; [as amended]

(8) maintain art, customs, local knowledge and local culture; and

(9) perform other duties as entrusted by the service with a budget allocation or personnel when necessary and as appropriate.



Moreover, the TAO may do the following business in its territory by subject to the law:

- (1) provide water for consumption and agriculture;
- (2) provide and upkeep power or lighting in other ways;
- (3) provide and maintain drains;
- (4) provide and upkeep meeting places, sport, recreation and public park;
- (5) provide and promote farmer's groups and cooperative businesses;
- (6) promote family industries;
- (7) upkeep and promote occupations;
- (8) protect look after and maintain property that is domain public of State;
- (9) seek benefits from property belonging to the Tambon Administration Organization;
- (10) provide markets, berths or docks for vessels and fording places;
- (11) business concerning commerce;
- (12) tourism; and
- (13) town and country planning.

## **2. Revenues and expenditures of Tambon Administration Organization**

According to Rajchagool (1999), TAO is ideally supposed to be self-governing and also financially self-sufficient. To qualify as a TAO, the Tambon Council the TAO predecessor must have an annual average income (excluding the state support budget) of 150,000 baht, calculated from the last three consecutive years' revenue and expenditure accounts. The TAO sources of revenue are derived from three main categories:

- (1) Taxes and fees (rose from within the territory)
  - Taxes (municipality, land, properties, sign board)
  - Duties (charges, surcharges, fees, fines, licences, permits, royalties)
  - Value added tax (VAT), slaughter house licences, gambling licences, special business taxes, liquor taxes, excise taxes, automobile/vehicle registration taxes

## (2) State support budget

- Regular annual budget allocations
- Special funds earmarked for specific purposes from particular

government agencies

## (3) TAO income

- Income from its own properties
- Income from the provision of infrastructure facilities and services
- Donations in cash and in kind
- Supplements/contributions from government agencies and other

allocative arrangements

- Miscellaneous revenue

At present not all these items are collected for TAO, for example, VAT and special business taxes. The state budget allocation to TAOs and the revenue of different TAOs can vary a great deal. Those in suburban or prosperous areas are in an advantageous position as they can earn higher incomes than those far from the cities or in the economically destitute areas.

The Tambon Administrative Authority may have the following expenditures:

- (1) salaries;
- (2) wages;
- (3) other remuneration;
- (4) sundries;
- (5) cost of materials;
- (6) cost of durable articles;
- (7) cost of land, constructions and other property;
- (8) cost of public utilities;
- (9) subsidies (for) other agencies; and
- (10) any other expenses from commitments or as the law or Rules of the

Ministry of Interior stipulate.

In terms of host in Tambon management the TAOs should set itself being organization between local people and other government agencies by let local people have

meeting to propose their problems and want to TAO. The commitment of local people should perform to be community plan. Then, committee of TAO will priority and select plan of each village regarded to strategy and development planning.

In preparing and making a project or plan by the service or any agency for any tambon, Kamnan or Phuyaiban should pay due regard to the Tambon development plan. Moreover, in performing the duties of the Tambon council, the chairman is responsible for doing business pursuant to the resolutions of the Tambon council. The Tambon council may also entrust other members to do any particular business instead. The chairman and secretary and one more member jointly have the power to act on behalf of the Tambon council where the Tambon council makes a juristic act in accordance with the Rules of the Ministry of Interior.

Upon obtaining the approval of the Changwat Governor, the Tambon Council may do business outside the Tambon or jointly with (another) Tambon Council, a Tambon Administrative Authority, a Changwat administrative authority, or another local administrative unit, to do a joint business with the consent of the agency concerned, as the case may be. Such business is one that is necessary to do and pertains to a business within the powers and duties of the Tambon Council.

**APPENDIX G****Notification of Sirinath National Park**

Re: to order a body of people who commit trespass for removing cement posts and barbed wires together with crops and produces out off the boundary of Sirinath National Marine park, Thalang district, Phuket province.

Owing to the survey of the area within domain of Sirinath National Marine Park conducted by its officers on 27<sup>th</sup> February, B.E. 2547 (2004), around 9.00-10.00 am; it was found that there is a land encroachment in the area of Nai Yang beach, village no. 1, Sakoo sub-district, Thalang district, Phuket province by erecting concrete posts with barbed wires for an attempt to determine one plot of land covering an area of approximately 5 Rai 2 Ngan 32 Talang Wah.

According to the investigation and consideration made by the officers, it is unambiguously seen that the land is being reclaimed by the virtue of the Sor. Kor. 1 form (Certificate of Possession) no. 287, dated 26<sup>th</sup> May, B.E. 2489 (1946) being held by Mr. Dol Lawlang who presented this Sor. Kor. 1 form to the officers on 13<sup>th</sup> August, B.E. 2546 (2003) as a result, it is convinced that the enclosure with the barbed wires made to the land is most likely to be done by him and his partisans; in addition, it is later known by the officers that the presented Sor. Kor. 1 form (Certificate of Possession) was entirely upgraded to the land title deed Chanode for the whole plot, consequently the Sor. Kor. 1 presented to the officers is said to claim unlawful rights on the land, moreover, such doing is said to commit guilty pursuant to Section 16(1) (2) (4) of the National Park Act B.E. 2504 (1961) for the ground of illicitly acts of occupying, deforesting, defaming, causing harms and endangering national resources that lead to the degradations of soil, rock, gravel, sand, without obtaining permission from the government officer beforehand, additionally, the doing is said to commit guilty pertaining to the Forest Act B.E. 2484 (1941) stating that no one is allowed to deforest, defame, or commit any unlawful act whatsoever, that is deemed as deforestation, commit trespass thereto for every intention of individual occupancy or of the others' without permission from a competent officer.

For this reason, a body of officers had examined and detained the land also lodged this case to the operating inquiry official at Tah Chat Chai Police Station on 28<sup>th</sup> February, B.E. 2547 (2004) according to the Porjorwor. Clause 1. at 11.30 hrs. case no. 34/47.

For purpose of the forest reservation, by the virtue of Section 21 and 22 of the National Park Act B.E. 2504 (1961) and its amendments, on behalf chief of the Sirinath National Park hereby proclaims and commands you and your partisans to remove all concrete posts and the barbed wires, crops and produces, coconut trees out off the precinct of Sirinath National Park; and it is a must to have such to do completed within 30 days commencing from even date this notification is officially announced, in the even that you and your partisans break or not comply herewith within the due period, we shall have it done by ourselves but all of you, as the joint-wrongdoers, must be liable for compensation of all expenses accrued therefrom.

Therefore, this notification is announced to be publicly known.

Given on 21<sup>st</sup> May, B.E. 2547 (2004)

Signed Thanaphong Aphaiso  
(Mr. Thanaphong Aphaiso)  
Forestry Scholar level 6 Vor.  
Chief of Sirinath Nation Park

Current record made by research team

On 9<sup>th</sup> October, B.E. 2548 (2005)