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PICHET TEERANUSON : INTEGRATED APPROACH TO LANDSCAPE MANAGEMENT FOR SUSTAINABLE ECOTOURISM : A CASE OF SIRI CHAROENWAT FOREST PLANTATION, CHON BURI PROVINCE THAILAND. THESIS ADVISOR : CORAZON CATIBOG-SINHA, Ph.D. 207 pp.

The study focuses on the assessment of the environmental, social, and economic status of Siri Charoenwat Forest Plantation (SCFP) at Chon buri Province. The study, which was conducted during the period November 2010 – September 2011, evaluates the management of SCFP in the context of integrated landscape management and sustainable tourism. Some recommendations on how best to manage SCFP are provided.

A combination of qualitative and quantitative methods was used through field observation, questionnaire survey, face-to-face interview, and literature review. The research participants were comprised of SCFP staff members including the site supervisor (n=10), representatives from local government units (n=10), knowledgeable members of the local community (n=10), and visitors/tourists (n=70). The responses from the participants were rated using the Lickert Scale method and descriptive statistics. The environmental compliance of the project based on the International Standard Organization (ISO) criteria and standards was determined. A SWOT analysis was conducted to generate a broader understanding and appreciation of SCFP as a reforestation/plantation forest, a nature-based destination, and a 'living museum.'

The management of SCFP to be consistent with the Integrated approach to landscape management is complex and difficult because it involves the management not only of the physical and natural environments but also the economic and social aspects including the interactions of all these features and assets. Most of the respondents are well aware of the reforestation project at SCFP, but claimed that they are not involved in planning and management and do not derive direct or material benefits from its establishment. The management concurs with the suggestions of the majority of the respondents regarding the need to introduce physical (e.g. tourism interpretation, infrastructure) and logistical (e.g. policy, capacity building of staff) improvements to SCFP for it to be considered a model of an integrated managed landscape. National and, preferably, international environmental management standards on the sustainability of energy use, soil and water conservation, and waste management should also be integrated in the management of SCFP. Appropriate and adequate budgetary, technical, and local supports are essential. One way to augment the budgetary needs of the Project is through tourism. However, tourism, to be sustainable should be managed in an integrated fashion such as through the improvement of tourism facilities and services in order to enhance visitor experience without destroying the resource base upon which tourism depends. Ecotourism can be a tool in promoting integrated landscape management.

The study concludes that SCFP has yet to initiate better and effective operational/management and policy measures through compliance to the tenets of ecotourism and the principles of sustainable development including integrated landscape management. Inability to address these issues could compromise the fundamental goals of SCFP in pursuing forest conservation and rehabilitation as well as in promoting sustainable tourism.

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“Highest honor goes to my beloved Mother, for Her Love, Caring, and Teachings”.

ถือเกียรติสูงสุดแด่ แม่อันเป็นที่รักของฉัน สำหรับความรัก การดูแล และคำสอนของแม่