A MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT IN KWAN PHAYAO LAKE RIM COMMUNITIES, PHAYAO PROVINCE, UPPER NORTHERN THAILAND

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

By

Prakobsiri Pakdeepinit

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree

DOCTOR OF PHILOSOPHY

Program of Architectural Heritage Management and Tourism

(International Program)

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……..
(Associate Professor Sirichai Chinatangkul, Ph.D.)
Dean of Graduate School
……/ ……./…….

The Thesis Advisor
Professor William R. Chapman, D.Phil.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

The Thesis Examination Committee

…… Chairman
(Professor Emeritus Trungjai Buranasomphob, Ph.D.)
……/ ……./…….

…… Member
(Professor Anurak Panyanuwat, Ph.D.)
……/ ……./…….

…… Member
(Professor William R. Chapman, D.Phil.)
……/ ……./…….

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The objectives of this qualitative and quantitative research were to study the capacity for sustainable tourism development, to investigate the attitudes of tourists toward tourism activities, to identify and develop a model for sustainable tourism development with appropriate characteristics and components for the communities, and to recommend some sustainable tourism development plans to the Phayao Lake Rim communities. The population included 367 household heads, 86 key informants, 422 tourists, and five concerned state officials. The data collection methods were questionnaires, in-depth interviews, focus groups, and public forums.

The study findings reveal that the communities had a capacity to develop sustainable tourism due to a diversity of natural and cultural attractions, easy access and security, but that amenities and more community participation should be developed and encouraged. Tourists visited the area for relaxation and required more tourism activities. Suitable tourism development plans should take the community's and tourists' needs into consideration with an emphasis on natural and environmental conservation. Characteristics of a sustainable tourism development are composed of public participation, local benefits, resource and environment-based conservation, sustainable tourism management, educative purposes, and facilitating tourist satisfaction. Components of a sustainable tourism development consist of community participation promotion, the activity route component for tourism development, sustainable tourism marketing development, service capacity development of local people in tourism, and tourism resource conservation. Five sustainable tourism development plans have been drawn up and recommended. They include a plan for promoting community participation in developing sustainable tourism, a plan for developing sustainable tourism activities and routes, a plan for developing sustainable tourism marketing, a plan for developing amenities in attraction sites, and a plan for sustainable tourism resources and environmental conservation.

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Program of Architectural Heritage Management and Tourism, Graduate School, Silpakorn University, Academic Year 2007

Student's signature …….....

Thesis Advisor's signature…….

Table of Contents

Page

Abstract c

Acknowledgments ..... d

List of Figure ..... h

List of Table i

Chapter

1 Introduction 1

Statement and significance of the problem 1

Research questions 3

Objectives 4

Scope of the study 4

Definition of terms 6

Conceptual framework for the research 7

2 Literature Review 8

Sustainable tourism 8

Cultural tourism 13

Public participation 15

Related researches studies 21

3 Research Methodology 31

Data sources 31

Population, the sample group and key informants 32

Research instruments 36

Data collection 38

Data verification 43

Data analysis and result interpretation 43

4 The Lakeside Community Context 46

Fundamental information of the lakeside communities 46

General contexts of the area of investigation 51

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Chapter Page

Tourism resources 54
Access to the communities 94
Amenities in the attraction sites 95
Security in the tourist attractions 97
Tourism carrying capacity 98
Public participation 98

5 Need of Tourists to visit Kwan Phayao Lake 114
Characteristics of tourists 114
Travel experience and patterns 116
Factors influencing their decision-making to visit the Kwan Phayao Lake 118
Attitudes toward tourism activities in the lakeside area 120
Their recommendations by tourists about tourism activities 125

6 The Sustainable Tourism development Capacity 129
Relationship between the communities and tourism 129
The impacts of tourism on the communities 130
Problems of sustainable tourism development 135
SWOT Analysis technique for analyzing the area's capacity 137
Sustainable tourism development capacity of the lakeside communities 143

7 A Model of Sustainable Tourism Development in Phayao Lake Rim Community 147
The result from preliminary study 147
The result from stakeholders'responses 148
Characteristics of a model for sustainable tourism development in Kwan Phayao lake rim communities 164
Components of a model for sustainable tourism development in Kwan Phayao lake rim communities 168
Guidelines for sustainable tourism development plans for the Phayao Lake Rim Communities 187

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

Chapter Page
8 Conclusion 226
Summary 227
Discussion 236
Suggestions 243
Bibliography 245
Appendix 252
Appendix A: Questionnaires for communities 253
Appendix B: Questionnaires for tourists 261
Autobiography 270

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

List of Tables

Table		Page
3.1	Villages were chosen as the area of investigation villages……	33
3.2	Number of samples in proportion with population of each village	34
3.3	Data collection methods for the stakeholder judgment.....	38
4.1	The year-round festivals and traditions of the lakeside communities….....	88
4.2	Number and percentage by personal information……..……...	102
4.3	Number, percentage and mean of participation levels in the lakeside Tourism management.....	106
4.4	Mean and standard deviation of the factors influencing community participation in sustainable tourism management……..	110
5.1	Number and percentage of tourist characteristics…….	115
5.2	Travel experience and patterns of the sample group…….	117
5.3	Factors influencing the decision- making to visit Kwan Phayao Lake.....	119
5.4	Levels of tourist attitudes toward tourism activities around Kwan Phayao lake…….	122
5.5	Levels of tourist attitudes toward future tourism activities…….. .	124
7.1	Data collection methods for the stakeholders' responses……...	149
7.2	The conformity of characteristics of model for sustainable tourism development in Kwan Phayao Lake Rim Communities……	155
7.3	The conformity of components of model for sustainable tourism development in Kwan Phayao Lake rim communities…….	159

มหาวิทยาลัยพะเยา สังวนลขสิทธิ์

List of Figure

Figure Page

4.1 Kwan Phayao Lake…….. 60

4.2 Wat Sri Khomkham 62

4.3 Wat Phrathat Jomthong..... ...64

4.4 Wat Padaeng Bunnak……..66

4.5 Wat Lee……...68

4.6 Wat Luang Ratsanthan……69

4.7 Wat Sri Umongkham……...70

4.8 Wat Ratchakrue……...72

4.9 Wat Chai Awat……73

4.10 Wat Sri Jomruang……75

4.11 Wat Analayo……76

4.12 Ban Rong Hai Archeological Ruins……77

4.13 Wat Tilok-Aram……79

4.14 Wat Ton Salee……...……80

4.15 Wat San Ku……..……81

4.16 A deserted temple near Wat Santhat……...……..82

4.17 King Ngam Muang Monument…...……..83

4.18 The Suthaphat House……....84

4.19 The Cultural Hall……...……...85

4.20 Phayao fishery station……...……86

4.21 Blacksmithing at Ban Rong Hai community……89

4.22 Stone carving at Ban Ngiw Community……...……92

4.23 Tourism activities in Kwan Phayao Lake……..…….. 128

7.1 A model for sustainable tourism development in Kwan Phayao Lake Rim communities……...153

มหาวิทยาลัยพะเยา

Figure Page

7.2 The 10 steps to sustainable tourism development in Kwan Phayao Lake Rim community……..…….....163
7.3 The sustainable tourism administration “civil tourism committee along the Kwan Phayao Lake Rim areas”……...171
7.4 Network for Sustainable tourism of Communities Along the Kwan Phayao Lake Rim.……174

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Chapter 1
Introduction

This research project is to propose a model for sustainable tourism development in Kwan Phayao Lake Rim Communities, Phayao Province, upper-northern Thailand. The model is based on a combination of a quasi-experimental techniques and field survey methods. The main purpose of the proposed framework is to identify an appropriate model for sustainable tourism development, based on the principal characteristics of stakeholder participation, cultural and historical dimensions, tourism resources and environment conservation, educative purpose, tourism management, carrying capacity, and marketing mix.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

1.1 Statement and significance of the problem:

Thailand is rich in tourism and natural resources with long and unique cultural and historical identities that attract both local and international visitors. The tourism industry has grown steadily, generating huge incomes annually. The industry has been managed systematically and become a large industry due to rapid technological development, convenient communications and widespread dissemination of tourist information. The growth of the industry has created positive impacts on economic expansion and job creation for local people. However, its negative impacts have also been inevitable, particularly impacts on natural and cultural environments, such as, garbage, pollution, degradation of tourist attractions, and changing lifestyles.

Tourism development to meet tourist needs has been changed in recent years, shifting from quantitative to qualitative orientation in accordance with the global sustainable development trend. Such a trend focuses on three aspects, namely, resource and environmental conservation, benefits of local people, and local needs and participation. The UN Board of Environment and Development defines

sustainable tourism as an approach that can be operated for a long time until it can be used as a permanent national development strategy in line with sustainable development. It provides more benefits than what is invested, evenly distributing incomes to all social groups, not taking a share of future generations, and bringing about constructive cultural exchanges between tourists and local people.

Phayao Province is a historic community with ancient and diverse cultures that can be developed as tourism resources. They include archeological, historical and religious sites, ethnic cultures and lifestyles, folk wisdom, and handicrafts. These resources attract and impress tourists as well as making tourism in the area more "value-added". The lake itself has brought about community culture. The area was once a low-lying area of the Ing River Plains with many large and small swamps and a network of smaller rivers. During 1939-1941, the Fishery Department, Ministry of Agriculture and Cooperatives, constructed a dyke and sluice gates across the Ing river on the southeastern side, turning this swampy land into a huge reservoir with increasing water levels (Karnchana Ngawrangsri and others, 1998).

มหาวิทยาลัยเชียงใหม่ ลิขสิทธิ์

Phayao Lake, locally called "Kwan Phayao", the third largest lake in Thailand with an area of about 12,830 square kilometers. It plays an important role in providing aquatic resources for local people and attracting tourists. Seven sub-districts have been established around the lake rim with a number of local communities earning their living on handicrafts and arts, as well as fishery. The lakeside communities can be viewed in various dimensions, which might be applied for tourism promotion. For example, its scientific value is that this lake rim has been threatened, physically degraded and environmentally polluted as the impacts of the local industrialization, a poor household drainage system, and some community development projects of the local and national governments. Those projects are road and dam construction on the rim, and restaurant operations around the lake. Such pollution has an effect on the marine life, aquatic vegetation and also drinking water for the local people. So, the local people are obliged to study the impacts and protect their lake and turn it into a tourism site with more attraction and full community participation.

The aesthetic value might be focused on the scenic view of the lake, which has been used for earning a living by the local people, in terms of sustainable-tourism,

fishery, poultry raising and a cultural event site, such as, a water festival or “Songkran”, banana leaf floating ceremony or “Loy Krathong” and a waterway for the people living around the lake.

The historic value is concerned with the archeological sites of the lake, under which some parts cover many ruins of small villages, temples and towns over 600 years ago. Currently, many buildings become landmarks of the lake with an attractive and accessible scenic view for tourists and people interested in historical and architectural matters.

Besides being a large water body valuable to local folk ways of life, the lake encourages arts and crafts in the lakeside communities that turn natural resources in the lake into well-known products and art works. Geographical aspects, ancient practices, local ways of life and the ecological system of the province may be considered important factors that can be developed into a tourist attraction.

Tourism activities in the lake area are normally organized and promoted by state and private sectors in the province to publicize the industry in the province. The activities are organized during important festivals, and they are carried out mostly by concerned provincial state agencies in cooperation with private agencies doing tourism-related businesses. Local people have not had any chance to participate in the organizing processes, an important factor for sustainable tourism. It is thus interesting to investigate how much tourism capacity the lakeside communities currently have, what tourist attitudes toward the tourism activities are, and what a tourism development model should be like.

มหาวิทยาลัยเชียงใหม่ ลิขสิทธิ์

1.2 Research Questions

1. What are tourist attitudes toward tourism activities in the lakeside communities?

2. What are perspectives of the community members on developing their communities to become a sustainable tourism source?

3. What are strengths and weaknesses of the communities for tourism development?

4. What is the tourism capacity of the lakeside communities?

5. What are the guidelines to enable all stakeholders to participate in determining a sustainable tourism development model for their communities?

6. What are the steps and characteristics of the sustainable tourism development guidelines of the lakeside communities?

7. What would be the most appropriate characteristics and components of the model leading to sustainable tourism development in the community context?

8. To what extent should an appropriate model identify the characteristics and components?

1.3 Objectives

1) To study the capacity for sustainable tourism development of the community;

2) To investigate the attitudes of tourists toward tourism activities in the area;

3) To identify and develop a model for sustainable tourism development with appropriate characteristics and components for the communities.

4) To recommend some sustainable tourism development plans.

มหาวิทยาลัยหอการค้าไทย ลิขสิทธิ์

1.4 Scope of the study:

1.4.1 Scope of the area

The geographical area of the research covers seven lakeside communities as follows;

1. Wiang sub-district
2. Ban Sang sub-district
3. Mae Tum sub-district
4. Ban Toon sub-district
5. San Pamuang sub-district
6. Mae Sai sub-district
7. Ban Tom sub-district

1.4.2 Scope of population

The population of this study consists of three groups as follows:

1. Stakeholders of the sites, consisting of the household leaders, community leaders, local occupational group members, tourism industry and business owners.
2. Thai tourists visiting attractions in the communities
3. Government officials concerned with tourism

1.4.3 Scope of contents:

1. Tourism and cultural contexts of Kwan Phayao Lake Rim communities. This part of contents includes the community participation in the sustainable development management along the Kwan Phayao Lake Rim, with the main objectives of studying the existing level and situation of community participation in tourism, and the factors relating to the participation of the community in tourism management within the areas.

มหาวิทยาลัยพายัพ

2. The sustainable tourism development capacity of Kwan Phayao Lake Rim Communities. This aspect includes the six components of sustainable tourism development. They are tourism resources, accessibility, amenity, safety, carrying capacity and community participation.
3. The attitudes of tourists toward tourism activities in the area.
4. Models of sustainable tourism development and the components and characteristics of sustainable tourism;
    4.1 Participatory approach to sustainable tourism development;
    4.2 Identifying and developing a model of sustainable tourism development with appropriate characteristics and components for the communities.
5. Analyze and find out the suitable recommendations for sustainable tourism development plans.

1.6 Definition of terms

Sustainable tourism refers to tourism that can be sustained over a long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

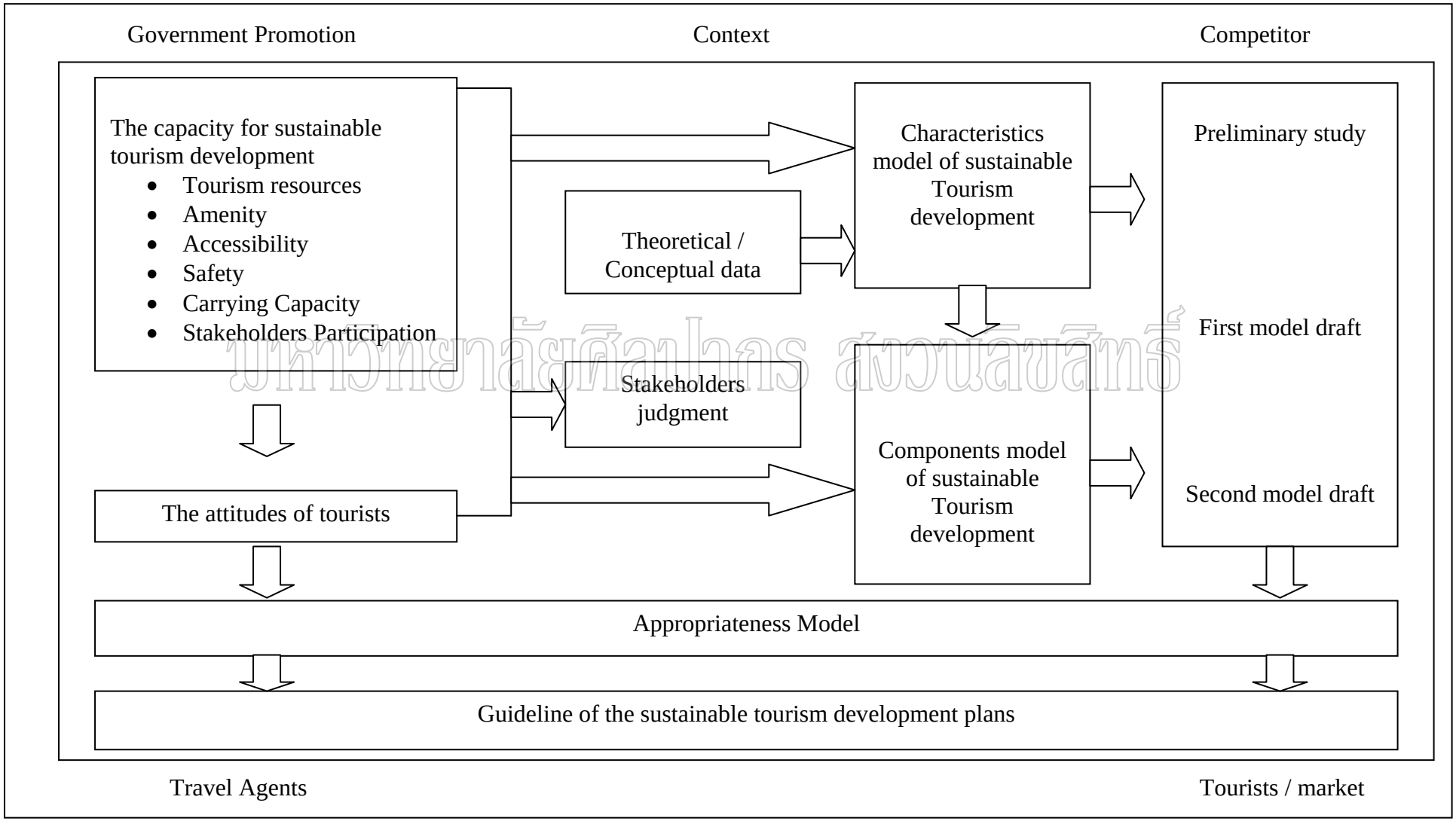
Stakeholders refer to someone who may be a winner or loser of a decision that influences (positively or negatively) that person or group's wellbeing now or in the future. Stakeholders can include local communities, local occupational group members, neighboring communities, special interest group, tourism operators, local and regional governments, unions, shareholders and regulatory bodies.

Characteristics of a model refer to the conceptual appearances of the model of sustainable tourism development which has been developed by the researcher for this study. Such appearances consist of stakeholders' participation, local benefit, resource and environment-based conservation, the sustainable tourism management, educational purpose and satisfaction for the tourists. The characteristics should be regarded as a fundamental principle and an operation framework for a sustainable tourism development in the area.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

Components of a model refer to the significant elements of the model of sustainable tourism development which has been developed by the researcher for this study. These are community participation promotion, development of various routes and activity patterns, sustainable tourism marketing development, service capacity development of local community in tourism and tourism resource conservation. These components should be regarded as an operational guideline for sustainable tourism development in the communities.

1.7 Conceptual Framework of the research



มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Chapter 2
Review of Related Literature

The researcher reviewed related literature in the fields of tourism, participation, educative interpretation, business administration and evaluation as follows.

2.1 Sustainable tourism

2.2 Cultural Tourism

2.3 Stakeholder Participation

2.4 Related research studies

2.1 Sustainable Tourism

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

The term “sustainable tourism” is generally used in the tourism industry, environmental field, and community development. This term may be partly influenced by the general concept of sustainable development, of which the characteristics might be described as that the utilization of natural resources is minimized. This term has been defined variously, but under similar meanings.

The World Conference on ‘Sustainable Tourism’ on Lanzarote in 1995 was a thematic successor to the Rio conference (Lars Aronsson, 2000:37). The conference resulted in two documents: ‘Charter of Sustainable Tourism’ and ‘The Sustainable Tourism Plan for Action’. The Charter of Sustainable Tourism is a declaration which sets out eighteen principles for how tourism should be controlled so that it can be included in the global strategy for sustainable development. The Sustainable Tourism Plan for Action outlines the special strategies and proposals for action to be developed by those signing the declaration. However, the charter declared that tourism development should be based on criteria of sustainability, “which must be ecologically bearable in the long term, economically viable, as well as ethically and socially equitable for the local community”.

Lars Aronsson (2000:40) indicated that sustainable tourism would not damage the environment and was ecologically sound, and it:

- largely consists of small-scale development and is based on the local community;
- is not to exploit the local population, and
- emphasizes cultural sustainability, retaining in its architecture and cultural heritage.

Lars Aronsson (2000:40) additionally pointed out that tourism and environment have been integrally designated under an Agenda 21 for the travel and tourism industry within the Earth Council and the World Tourism Organization as the World Travel and Tourism Council. Agenda 21 for the travel and tourism industry includes the following points:

- Waste – minimize, re-use and recycle.
- Energy – save and use effectively, reduce emissions.
- Fresh water resources – safeguard quality, avoid waste.
- Drainage water – purify and reduce effluent.
- Environmentally dangerous substances – replace such products.
- Transport – avoid harmful pollution and other impacts on the environment.
- Use of land – plan, look after, prevent the uglification of the landscape.
- Involve employees, customers and local receivers
- Design products and techniques so they are more efficient, less polluting, locally appropriate and globally available.
- Cooperation – with the local communities, tourist, small enterprises, sectoral bodies, the local councils, the government.

มหาวิทยาลัยเชียงใหม่ ลิขสิทธิ์

In Finland, the Tourism Board aimed to develop its tourism based on "protecting the natural and cultural environment, creates economic preconditions for restoration and preservation work, promotes regional development and helps keep local traditions alive. International tourism gives people of different nationalities a chance to find out more about one another and about different cultures and natural areas. Tourism offers opportunity to learn new things and have new experience." (Finnish Tourist Broad, 1993: 1)

Recognizing the Finnish Tourism Board's views of sustainable tourism and development, it requires the cooperation of related stakeholders in the tourism industry engaged in authorities, tourists and the local inhabitants. It established a number of key principles for achieving sustainable tourism development, involving in ecology conservation and increasing the people's environment awareness (Finnish Tourism Board 1993: 3-4).

The Thailand Science and Technology Research Institute (1999: 2-12) stresses that the sustainable tourism should adjust the tourism management to the changing world, covering every tourism elements. Its consequences would result in a continuity of visit of tourists, attracting resources, beneficial activities, and improved services with minimized impacts on nature, society, and culture. Sustainable tourism should be put into practices in every kind of tourism industry.

The principle of sustainable tourism has been illustrated in the *Encyclopedia of Ecotourism* (Blamey, R.K., 2000: 13) that it covers the use of natural, social and cultural resources sustainably, reduces over-consumption and waste reduction, maintains biodiversity and promotes natural, social and cultural diversity. Tourism should be integrated in planning process both within the national and local strategic planning framework. Additionally, it should support local economic activities without damaging the environment, involve the local community and stakeholders by improving the quality of the tourism experience. Marketing and research should be conducted carefully within such an overriding principle.

มหาวิทยาลัยศิลปากร ศูนย์วิทยทรัพยากร

The World Commission on Environment and Development (WCED, 1987 cited in Blamey, R.K., 2000: 10) defined sustainability as 'meeting the needs of the present without compromising the ability of future generations to meet their own needs'. This report stimulated much discussion regarding definitions of sustainability and sustainable development, and the principles and the practices held to be consistent with any one definition.

Responding to the sustainable development concept Barbier (1989) sees it as the balance among environmental impacts, economic development, participatory processes, intergenerational and intergenerational equity and sustainable livelihoods and so on.

Discussions and initiatives are also commonly focused around lists of sustainability principles and guidelines. Bramwell and Lane (cited in Orams, M. B., 1993: 24) outlined four basic principles of sustainable development and sustainable tourism development as a “holistic planning and strategy making, preservation of essential ecological processes, protection of both human heritage and biodiversity, and development to ensure that productivity can be sustained over the long term for future generations.”

Other writers and organizations have interpreted the principles and guidelines of sustainable tourism in a common way. Tourism Concern (1991) in association with the Worldwide Fund for Nature (WWF), Allcock et al. (1994), Pearce (1992), John Swarbrooke (1999), and Finucame (1992) shared their concepts on sustainable tourism through the use of the following ideals. Those were conservation of environment, mitigation of pollution from tourism development, respect the need and rights of local people with their participation, protect and support the cultural and historical heritage of peoples worldwide, support local economies. Additionally, sustainable tourism should help generating local employment, stimulating profitable domestic industries – hotel and other lodging facilities, restaurants and other food service, transportation systems, handicrafts and guide services. Overall, concerned agencies should conduct monitoring, assessing, and managing the impacts of tourism, in order to develop reliable methods of environmental accountability, and counter any negative effect.

มหาวิทยาลัยศิลปากร

If there has been so careless conduct of tourism, its cultural impacts might be derived. Pearce (1992), for example, refers to a number of studies that have looked at impacts on host communities, covering such areas as language changes, land tenure, desecration of community life, begging, prostitution and crime. Finucame (1992: 13) expressed a concern that ‘heavy tourist exposure will result in a gradual erosion of indigenous language and culture or the creation of a commercialized culture’. Johnston and Edwards (1994: 475) argued that responsible tourism may represent structural adjustments, but not necessarily the structural transformations required to make tourism sustainable. They added that sustainability is a ‘distracting’, and arguably unobtainable notion.

Cultural impacts could be minimized by involving local communities in decisions that effect them, particularly regarding the kind and amount of tourism that should occur (Scheyvens, 1999; Wallace, 1999). Any tourism source communities should be guided to understand what is good for them, and can put aside short–term interests in order to achieve the best long–term outcomes, by raising and keeping the number of tourist below their social and environmental carrying capacities (Honey, 1999).

Sustainable tourism may be viewed in specific dimensions. For example, H. Coccossis (1996) interpreted the term of economic sustainability for tourism as the tourist activity, emphasizing a strategy that 'implies strengthening, upgrading and even differentiation of the tourist product, often relying on organizational and technological solutions and innovations'. He stressed the importance of an investment in infrastructure to increase capacity and improve the product relating to the tourism industry and services. Coccossis proposed another term as ecologically sustainable tourism, focusing on the protection of natural resources and ecosystems. Although, there are two different dimensions, suggested by Coccossis, the interpretation of sustainable tourism should not exceed its common principle of environmental conservation, which will have impacts on natural resources, man-made environment, local communities, social equity, and local as well as national economies.

มหาวิทยาลัยศิลปากร

Sustainable ecotourism is another term pointed out by R. Prosser (1995: 35). It is referred to as an alternative tourism in the form of educative perception of local communities and environmental conservation. Moreover, it can be based on what is viewed as economically valuable, and integrated into the way of local life. Prosser added that it was a fundamental response of a concerned people and agencies to be ready to develop skills and resources for controlling the "tourism projects, a steady rate of growth, and a scale and style of development" appropriate to the existing environment and expected experiences of the tourists.

In sum, various writers and researchers have interpreted sustainable tourism in similar ways. That is a tourism industry that will have to be friendly to the environment, both natural and man-made resources, and also involve local people in its activities without destroying their natural and cultural heritages. It can be viewed in various dimensions – economic, social, cultural, natural, resource allocation, and

management dimensions. Every dimension within the sustainable tourism effort should be conducted with care without leaving any difficulty for the coming generations to solve the problems that they have or will create or be involved in.

2.2 Cultural Tourism

Cultural perspectives are very important in investigating current tourism problems, since the inception of tourism is usually based on cultural heritage. Culture has been defined variously, but this study will focus on cultural traits that can be used as tourism resources.

Culture is defined as anything man-made, which includes innovations, collective behaviors/thoughts, or working processes or systems (Amara Pongsapin, 1997). In this definition, culture is divided into two categories. The first one is traditions and beliefs, which are symbolic and intangible, e.g., language, belief system, behaviors and traditional/cultural practices. The second one is innovations and architecture, e.g., buildings, temples, arts, and culture.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

In addition to cultural studies in general, culture is used for tourism with a focus on special quests for new cultural experiences in terms of aesthetics, intelligence, emotion and spirituality (Reisinger, 1994: 24-28), enabling tourists to experience diverse authentic ethnic cultures (Greenwood, 1982). They are able to familiarize with local cultures in other countries so that they better understand and appreciate those cultures. As a consequence, tourism brings about an exchange of knowledge, opinions and communication, which is crucial for mutual understanding of peoples of diverse cultural backgrounds that would ultimately lead to world peace at the present time and in the future (McIntosh and Goeldne, 1984; Pigam, 1993). Tourists absorb and see traces of past ways of life, for instance, house designs, handicrafts, tools and equipment, and costumes (Smith, 1989). The local with unique and distinguished culture can attract more tourists who want to increase and broaden their cultural experience, knowledge, and perspectives (Howell, 1993).

One important aspect of cultural tourism is to travel to learn about others and look back at oneself with an understanding that everything in the world is interrelated. There are three major components about cultural tourism. First, ‘tourism’ must be changed to ‘travel’. This means traveling with interest, curiosity, privacy, humbleness, and respect to the environment and local cultures. It should not intrude on local cultures and beliefs, or to buy everything on the way. Second, education must be provided especially to children to enable them to understand and learn about cultural tourism. Since there is no way to escape tourists, they should be taught how to effectively encounter this situation and how to exploit, learn and share different cultures. Tourism programs should create cultural immunity, discourage consumption without respect, and equip tourism officers with quality, cultural and historical knowledge, and languages in order for them to become cultural ambassadors, not tourist servants. Finally, we must learn to respect others’ cultures as well as our own. We must have a cultural foundation so solid that visitors cannot trespass because if we did not respect our culture, visitors would not do either (The Perspective Project: A Thai Way of Cultural Tourism, 1997).

มหาวิทยาลัยศิลปากร ส่งวนลิขสิทธิ์

A recent focus of cultural tourism has been on archeological visits without presenting existing living culture. Tourists have not been provided a correct understanding and the local have not benefited much and cultural preservation has been overlooked. A new cultural tourism perspective should focus on insightful learning activities and direct benefits to the participating communities. Monetary income and other benefits should be shared with the communities by arranging a short visit to villages with interesting activities, buying raw materials or agricultural produce, or conducting activities for tourists to experience local cultures (Ubonwan Pradapsuk, 2002: 62-63). This type of tourism enables communities to participate more, being aware of cultural benefits, which would ultimately lead to a real attempt to preserve their cultures.

The above-mentioned concepts will be incorporated into this investigation to analyze cultural aspects of the Phayao lakeside communities to identify their tourism resources for promotion. When the communities realize the value of their cultures,

they will take pride in them. Finally, a model of cultural tourism suitable for their lifestyles can be established and promoted.

2.3 Public participation

A public participation perspective for tourism is crucial to an investigation of current tourism problems, because tourism activities are created by outsiders and tourists are brought into a community as if they were an object of tourism consumption (Sotsai Sangsok, 2003: 10). Most of the benefits go to operators and tourists, leaving all kinds of damage to the community, such as, garbage, degraded environment, water shortage and waste. Therefore, community members who know their problems and needs should be encouraged to participate in managing their tourism resources because tourism activities send direct positive and negative impacts to the community (Boonlert Jitangwathana, 2005: 157-160). There are four major types of tourism impacts on the community:

มหาวิทยาลัยศิลปากร ศูนย์วิทยทรัพยากร

1) Economic impacts. These can be both negative and positive. The positive impacts include changes to the community economic structure, job creation, increased incomes, production stimulus, and better foreign surplus. The negative impacts may include discontinuous earnings due to seasonal tourism, labor quality unsuitable for production system, costs and services, and fights of interests in the community, leading to other cost-related problems, e.g., labor, land, finance or foreign raw material use.

2) Social impacts. Positive social impacts include a better standard of living, unity, migration prevention, better education, and better understanding between tourists and community members. Negative social impacts may include changes of lifestyles and local values, tourist exploitation, emigration from other communities, crimes, and conflicts between tourists and communities.

3) Cultural impacts. Positive cultural impacts include utilization of local cultures to attract tourists, tourists understanding local cultures, love and pride in one’s own culture, and cooperation in cultural revitalization and preservation.

Negative cultural impacts may include cultural conflicts between tourists and communities, changes in value and cultural patterns, devaluation of cultures and art objects, destruction of local art objects, and commercialization of local cultures.

4) Environmental impacts. Positive environmental impacts include awareness on the value of local environment, maintaining, improving and revitalizing local environment, and finding ways to preserve local environment. Negative environmental impacts may include destruction of local natural resources and landscape, pollution, and land depression.

Public participation basically provides the public an opportunity to know and express their opinions on decision making. The principle is based on the acceptance of opinions and coordination from all parties with obligations under the framework of authority and responsibility (Office of the National Social and Economic Development Board, 1996). Under the 2540 B.E. Constitution, Section 5, Item 79, it is stated that the state must promote and encourage the public to participate in sustainable use and maintenance of natural resources and biodiversity as well as protection of the environment according to the principle of sustainable development. Consequently, public participation is a basic right of all ordinary people (Sa-nguan Nitayarampong, 2001: 120-123).

มหาวิทยาลัยสุโขทัยธรรมาธิราช สุโขทัยธรรมาธิราช

There are two types of public participation. First, it is genuine participation when the public are actually involved in activities from the beginning, e.g., project outlining, decision making, implementing and evaluating. Second, it is non-genuine participation when the public are involved only in the implementation of a pre-designated project, without taking their actual needs into consideration. Additionally, evaluation is usually biased and does not achieve the objectives (Sirirat Thaneerananon, 1995: 21). The operations of the consultancy network of the National Social and Economic Council revealed that for the public to participate in the decision-making process, mechanisms must be established at the grassroots level to connect all organizations, be regarded as a starting point in social development and realize real problems through a mutual exchange of facts and data (*Sukhothai Thammathirat Open University*, 2002: 7, 18).

There are three important conditions for public-initiated participation: freedom, ability and willingness to participate. Successful public participation depends on several factors, for instance, time, expense, mutual interest, communication, and impacts of their positions or status (Niran Jongwuthiwet, 1984: 186-187).

There are two perspectives on public participation. First, it is an expression of freedom. This encourages the public to realize causes of problems, gain knowledge to understand the network of factors, develop alternatives, seek ways to manage the environment, and develop a new paradigm with a focus on mutual survival between humans and nature. This principle enables local people to evaluate and decide what is most suitable for their community contexts, which is a beginning of public participation that is more continuous and sustainable than imposed by external factors. Second, it is legal-based participation with a focus on legal enforcement on the environment, as well as survival of the public. Such an enforcement must be in line with and suitable for fair, transparent and impartial implementation (Apichart Thongyu, 2002: 46).

มหาวิทยาลัยศิลปากร ลงวันลงนาม

When the public or communities develop their capabilities for managing, utilizing and distributing existing resources and production factors for the benefits of socio-economic livelihood in their society honorably, their public participation will be developed perceptibly and intellectually expressed in the from of self-determination (Thaweethong Hongwiwat, 1994). Public participation in community development activities can be viewed in terms of types and levels of participation. Participation types include decision making, fair benefits among stakeholders, and evaluation. Participation levels can be measured in terms of frequency, participating organization, satisfaction, goal achievement and levels of activity participation (Anurak Panyanuwat, 2005: 34-38).

Current tourism development trends emphasize holistic and sustainable development with a sense of ownership of community members, so that they love, take care of, depend on and utilize tourism resources, which is a basis of sustainable development and community empowerment (Namchai Tauphon, 2000: 39). Business people must be made to understand that society, nature. and culture are capitals. If

local people or stakeholders are not provided an opportunity to participate, socio-cultural and environmental problems will result, causing unsustainable business operations. Communities must also develop themselves to become a network connecting state agencies and the private sector in order that a tourism development process has a common goal and direction (Institute of Science and Technology of Thailand, 1999). It is thus crucial to change certain parts of the process to facilitate real public participation. Furthermore, public participation directions and guidelines must lead to cooperative and sustainable use of tourism resources (Somchai Sananmuang, 1998: 25-33). Unfortunately, public participation cannot be easily implemented in the current socio-economic conditions.

Due to adverse tourism impacts on the communities, public participation has been the focus of several studies and its definitions and aspects have been variously defined. Cohen and Uphoff (1977) proposed a public participation process that contributed to the success of activity implementation as follows:

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

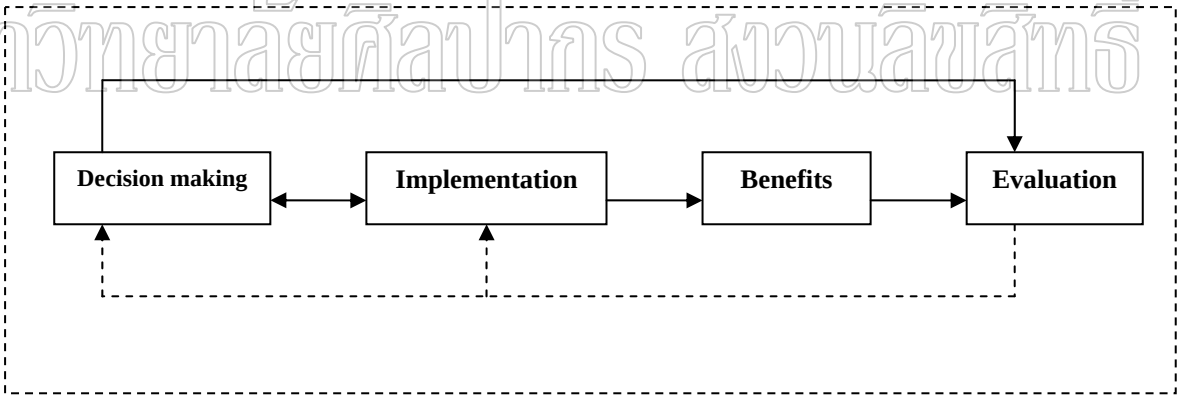


Diagram 2.1: A Public participation process

1) Participation in decision-making. It is a very important step for community members to understand their problems so that planning or activities can be created to benefit them. The present problem is that the public does not actually understand tourism and cannot see all of the impacts brought about by tourism. The problem can be solved by guiding the public to learn of the problems involved in the process and encouraging the people to develop a problem-solving guideline. This step creates a sense of ownership; and their implementation creates a learning process,

which may require some assistance from specialists in planning and implementation. Participation in planning or policy formation is crucial, in that they are able to use their limited resources for maximum public benefits. The process includes studying the target group, coordinating with concerned agencies, organizing public forums to analyze problems and finding solutions, and setting up a board to monitor the operations.

2) Participation in implementation. Communities may be supported according to their capability levels in the form of joint administration, administrative resources, or other assistance to support their planned activities.

3) Participation in benefits. Benefits motivate community members to participate. The benefits may be material, social and/or personal.

4) Participation in evaluation. Community members participate in controlling, monitoring and evaluating project implementation. This step is pivotal but has rarely been implemented (Cohen and Uphoff, 1980). This participation type considers past performance to learn of or the benefits rising from mutual implementation, so that previous or current activities can be achieved. The participation raises community awareness on how suitable the activities are or have been, whether they should continue or have yielded any benefits, and how many impacts they will have on tourism development.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

According to the 1981 UN Guideline, there are seven levels of participation. Manipulation is regarded as no participation. Public participation is under supervision of state officials. An advantage is that the actors get immediate results, but there are no long-term benefits and ultimately no public supports. Information is generally found in developing countries with little public participation. Consolidation and consensus building are seen as little participation, while decision making is at a medium level. Risk sharing is at a high level and partnership and self-management are considered ideal participation.

Participation activities may include seminars and sharing experiences among the experienced by driving them to establish cooperation and coordination to solve public problems. A research report by the National Social and Economic Consultation Board revealed that public forums promoted and empowered networks to participate in activities together with a focus on partaking in every step of implementation. The

benefit was that the networks had good relationships with one another, leading to long-term coordination and sharing of problems and experiences. The drawbacks were that it was costly and there was no way to know a suitable budget for member coordination. Moreover, there was a lack of local operators and the data received might be one-sided.

There are pros and cons about public participation. The pros include efficiency of management and development, because tourism activities involve local resources. To solve problems or carry out development with definite goals, local knowledge and folk wisdom are required. On the other hand, the cons are that public participation requires large amount of time and budget and no one is in charge of the final stage of operations, pushing the burden onto the community. Additionally, there might be external intervention from the state sector due to livelihood contexts of local people. Public empowerment is weaker than external forces, opening the way for state intervention.

There is no magic list of critical factors for public participation (Kelly, 2001). The best way is to analyze internal and external factors of the community so that a clear picture of the community can be obtained. Furthermore, public participation guidelines must be suitable for and in line with the socio-cultural contexts of that community (Cohen and Uphoff, 1980: 213-235; Kelly, 2001: XI; Thani Park-Uthai, 2002 and Phairat Decharin, 1984: 6-7).

Participation problems are mostly due to a slow and centralized bureaucratic system. The public participation concept is less accepted, and the state makes decisions for the public and the public have little or no chance to change state decisions (Kelly, 2001:99). It is usually a top-down process, and the public readily accepts the correctness of the state and waits for state help rather than the people helping themselves. Moreover, state-initiated projects with public participation are not in line with local needs and contexts, making the participation process incomplete (Phairat Decharin, ibid: 6-20).

Although public participation is an important factor in solving social problems, studies reveal that the concept has been used to serve certain interest groups. The state has used it as a tool in its pre-designed projects so as to make the

public accept them. Such an action does not provide an opportunity for real public participation development (Thaweethong Hongwiwat, 1984: 2).

Community participation in developing or implementing activities should be based on types and levels of activities that communities, state, and private organizations and individuals participate as stakeholders. However, community needs must be the main concern, and members must participate in every step of the process. The concepts of public participation mentioned above would be incorporated into this investigation to analyze for suitable guidelines for public participation in sustainable tourism development of the lakeside communities.

2.4 Related research studies

The researcher reviewed a number of research studies conducted in both Thailand and overseas in three dimensions. Those are: (1) the capacity for sustainable tourism development; (2) the sustainable tourism development; and (3) stakeholder participation in tourism management. Each dimension should lead to the analysis of model characteristics and components of sustainable tourism development. Responsively, such analysis should help in identifying the appropriate characteristics and components of the proposed model of this research as indicated in the conceptual framework of this study.

มหาวิทยาลัยศิลปากร ศูนย์วิทยทรัพยากร

1) Capacity for sustainable tourism development

The concept of sustainable or cultural tourism is relatively new for Thailand. Current studies have focused on the application of the concept to find out readiness and capacity of natural and socio-cultural tourism resources so that guidelines to solve problems or impacts of conventional tourism can be established.

A tourism capacity study was conducted by the Tourism Authority of Thailand in 2001. It was an attempt to establish standardized quality indexes of ten attraction sites in Thailand. They included Doi Inthanon National Park of Chiang Mai province, Cha-Am Beach of Phetchaburi province, Krisada Doi Resort of Chiang Mai province, Phanom Rung Historical Park of Burirum province, Lampang Luang

Temple of Lampang province, Chiang Saen Ancient City of Chiang Rai province, Lao Song Ethnic Village of Phetchaburi province, Silk Villages in Pakthongchai of Nakhon Ratchasrima province, the Crocodile Farm of Samut Prakan province, and White Water Rafting in Mae Taeng of Chiang Mai province. A five-point rating scale and weighting were used for each index, with seven dimensions of each attraction. The dimensions included physical, environmental, socio-economic, cultural, historical and archeological, educational, and administrative. The scale criteria were excellent, very good, good, fair, and low. Of the ten sites, two, Cha-Am Beach and the Silk Villages, were at the good level, while the rest were at the very good level. However, none was rated at the excellent level. The study also revealed that not all weightings and indexes could be applied to every type of attraction.

Suchada Ratanaphumphong (2003) investigated the capacity of Ban Prasat Archeological Site in Nakhon Ratchasrima province. The community used the site as a cultural and archeological tourist attraction, generating additional income due to tourism-related services, such as, selling local handicrafts, food and home stays.

มหาวิทยาลัยราชภัฏนครราชสีมา

Suthanya Thongwichit (2002) investigated the tourism development capacity in Bang Tathen district of Suphan Buri province, and found that the community was ready in terms of tourism resources, but more improvements were needed regarding infrastructure, information, restaurants, souvenir sales and guides. In addition, readiness of community leaders and concerned officials and business operators was found to be at the high level.

Suchitrapha Phanwilai (2002) investigated a model of cultural tourism village management with community participation of an Akha Village in Chiang Rai province. It was found that a suitable model should consist of an independent village tourism organization, clear-cut responsibility, a department in change of raising awareness of local cultural conservation, and personnel development. Moreover, villagers, particularly young people, must seriously participate in the process. Leaders and operation committee must be strong. Financial management must be transparent and carefully recorded. All members must help create a model with their unique cultural identity and natural resources within a concrete area, capacity management being taken into consideration. In the future, they should learn how to carry out marketing management by themselves.

Rathitaya Hiranyahat (2001) investigated a development guideline to enhance cultural village capacity of Nong Khao Village in Kanchanaburi province. The village was proposed as a cultural attraction with sustainable tourism development carried out by the villagers with consultancy from external organizations. There were also guidelines for facilities development, personal development and management by an elected supervisory committee.

Mathurot Phrapphairee (2000) investigated tourism management capacity of a Black Tai Village and found that the village should promote eco-tourism with a focus on supplementary income based on self-sufficiency and ethic career groups, so that economic impacts were not felt during a tourism crisis. Tourism was not considered the bloodline, but the community collectively discovered and examined their own resources for supplementary income exploitation.

Netchanok Nanthee (2001) conducted her qualitative research in a Karen or Pagagangor tribal community in Prabath Houytom village, Li district, Lamphun province in the field of the cultural tourism source development. She found that there were four appropriate guidelines to develop the cultural tourism sites. Those were: (1) the development of the tourism organization structure of the community; (2) personnel management; (3) operational system management; and (4) the tour guide system of management.

มหาวิทยาลัยราชภัฏสวนสุนันทา

2) Tourism development guidelines

Studies on tourism development guidelines have been conducted in various sites throughout the country. Supatra Wichayaprasertkul (2002) investigated sustainable tourism development guidelines for Koh Kret in Nonthaburi province. There were three proposed guidelines, which included sustainable development, administrative organization, and new travel routes.

Sodsai Sangsok and et. al (2001) carried out an operational research project to uncover a sustainable eco-tourism model and guideline in Dongnatham Forest Reserve of Ubon Ratchathani province. It was found that previous tourism management was not ecological, merely trekking, because there was no knowledge sharing between tourists and guides and community members. Only community

leaders as sub-district council members and some young people as guides participated in the tourism process under the supervision of the sub-district council. After the project, community members expressed their opinions on their real needs, which led to a new kind of tourism model that had various activities, provided members an opportunity to participate, and evenly distributed incomes to all. The project raised the awareness of community members and concerned agencies to discover a suitable tourism management model, community capacity, and activities as well as other management measures. Furthermore, the project recommended six aspects of sustainable community tourism management:

1. Tourism should be based on lifestyles of each community.
2. The community should truly understand what tourism is.
3. Tourism should be considered as a supplementary career.
4. The community should organize a learning process with cooperation from academics, NGOs and state agencies.
5. Income from tourism activities should be evenly distributed to everyone in the community, and
6. The community should seriously take environmental impacts into consideration and try to improve the environment.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Apirom Phromjanya and et. al (2000) investigated community tourism development at Koh Yao Noi Island in Phang-nga Province. Three development guidelines were proposed as follows:

1. Zoning should be designated to restrict tourism activities, which are divided into a service zone, a quasi-natural tourism development zone, a natural tourism zone, a community and agricultural zone, and a conservation zone.

2. Land use and building construction/expansion should be restricted. There should be a land use blueprint and an overall and specific city plan to specify residential, public and conservation land use.

3. Land and administration organizations should be established to facilitate private and state organization work in dealing with waste, utilities and other services. The work should be flexible and in line with problems of specific areas.

Other recommendations included promoting conservation among the local youth and business operators, encouraging farmers to turn their land into agricultural tourism, and setting up measures to use tourist money for development and conservation work. Additionally, the study incorporated public participation as its variable, which was a basic principle of sustainable community tourism.

Tawatchai Ratanasorn (1999) conducted research on a highland community's development of ecotourism at Houyhee village in Chiang Mai province, Thailand in 1999. This study found that the community had its community organization responsible for its ecotourism management based on the following factors: (1) mutual ideology and decision-making; (2) determination of organization structure and division of labors; (3) mutual learning process and interactive communications within the community; (4) determination of community learning contents within the tourism programs; and (5) conservation of the community environment. The results of the research indicated that the internal community organization and benefit sharing were related to ecotourism management of the community with special relations to mutual ownership and decision-making, and benefit distribution at the levels of family, group, and community.

มหาวิทยาลัยเชียงใหม่ ลิขสิทธิ์ของมหาวิทยาลัยเชียงใหม่

Pikun Sittiprasertkun (1999) studied the conservation of tourism management of Amphoe Pangmapha, Mae Hongsorn province of Thailand. She found that the conservation tourism management should be aware of at least three issues. Those were: (1) awareness of the benefit for the locality responding to the fair distribution of benefits among relevant people and sectors; (2) supportive types of involvement from the government, non-government, private and academic sectors in community affairs, rather than the totally decisive or representative types; and (3) understanding of the impacts of external supporters to the actual social, cultural and traditional structures of the community. The researcher concluded extrinsically that the three issues could be applied to determine appropriate models of conservation tourism.

Dachar TongSaungnoen (2004) conducted research on "Agro-tourism Administration and Management: A Case of Ban Moung Kham, Tambon Pong Yaeng, Amphoe Mae Rim, Chang Wat Chiang Mai". The researcher found that a lack of knowledge, absence of cyclic order of planning, and no application of tourism

zoning within the target community were the barriers to better agro-tourism administration and management. A set of recommendations were given, including: (1) more training programs in agro-tourism administration and management for relevant people in the community; (2) setting appropriate plans with responsive elements for such tourism system; and (3) zoning the community premises appropriately.

Worapol Wattanaleungaroon (2001) illustrated the application of local wisdom the community in the tourism dimensions within his qualitative research, namely, "Agrotourism in Weir System of Local Wisdom: A Case Study of Huay E-Khang Village, Mae Win Sub-District, Mae Wang District, Chiang Mai Province". The research found that the cultural ecology of the villagers was the relationship between their cultural/natural environment and folkways. An application of such cultural ecology in agro-tourism could be practicable. However, some problems in preparing the villagers' readiness for handling such tourism were in the dimensions of administration, knowledge of the villagers and agency personnel, and appropriate management of agrotourism to its field nature.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Preecha Poorahong (1998) studied the visitors' expectations toward the recreational services of the Khao Yai National Park in Nakorn Nayok, Prajiburi, Sraburi, and Nakorn Ratchasima provinces. The visitors or tourists expected that the park's tourist service center should provide information in the forms of demonstration and museum with documents and officials on duty. The vendors' shops and souvenir shops should be organized in appropriate order as well as the camping sites, and the natural trails.

Weerachai Mongkhonpan (1999) studied the needs and readiness of local people in ecotourism development in Mae Ping national park, Li district, Lamphun province. The study found that the local people's needs and readiness to involve in ecotourism development were rather high. The relevant factors were as their basic knowledge of ecotourism, and more training needs in vocational development relevant to tourism services. This study recommended that the national park should open an access for the local authorities to involve in the problem identification and tourism resource management with better coordination and understanding. It was argued that local communities should organize their tourism associations or clubs to participate in tourism management with safety and fairness of benefit sharing.

3) Public participation in tourism management

Public participation is crucial for sustainable tourism and is an important issue for investigation in Thai tourism. Potjana Suansri (1998) carried out an investigation of public participation tourism management under the Tourism Project for Life and Nature from 1994 to 1996 at Koh Yao Noi Island in Phang-nga province. It was found that the village organization and local NGOs had been greatly developed. Incomes were distributed to the villagers, providing food, accommodation and guide services for tourists. A village fund was founded from donations, and mass media had publicized the island tourism.

Piyaporn Thaweekul (2001) investigated public participation in tourism management at Lai Hin Village, Koh Kha district of Lampang province. It was revealed that public participation was associated with activities and degrees of participation and depended on how interesting, suitable, or relevant the activities were, as well as the size of activities. Models of sustainable tourism development included tourism routes, souvenir shops, public relations, safety, and tourism resource conservation. Direct participation involved activities or projects related to their traditions, culture and community production, with awareness on their membership and collective ownership. Indirect participation was conducted after state interventions through the Tambon Administration Organization, state representatives or community leaders.

มหาวิทยาลัยศิลปากร ศูนย์หนังสือ

Wanchai Rung-Udom (2001) investigated factors affecting community participation in developing tourism services at Tha Sai sub-district of Nonthaburi province. It was found that the area had a high capacity to develop and promote eco-tourism in the future and community leaders and members were willing to participate. However, the province and local organizations paid little attention to tourism development, which might affect financial supports. Furthermore, some members did not agree with the idea of tourism development; and many did not have public participation experience. Other problems included safety concerns, narcotic drugs, and substandard restaurants.

Sama Na Ranong (2002) investigated tourism management by Khiriwong community of Lam Saka district, Nakhon Sri Thamarat province. It was found that

there were three aspects of community tourism management, i.e., capital mobilization group, career promotion group, and natural conservation group. They also expected to get benefits from tourism in terms of new local products, teamwork, group formation, and a sense of community love and pride. As for tourism participation, they participated in meetings, benefits, decision making, activity implementation, and evaluation.

Prayat Takhonsap (2001) investigated tourism management and administration of Don Wai Floating Market community in Nakhon Pathom province. It was found that the most important factors attracting tourists were local food and the unique identity of the floating market. Problems of the attraction included services to tourists and negative impacts of the physical environment, particularly natural water sources. Administrative problems were lack of good management, no clear-cut responsibilities, benefit collection, budget, lack of coordination with other organizations, and little public participation. Some recommendations for better management were that the Tambon Administration Organization and the elected council should be in charge of management by issuing clear regulations and rules, using good governance administration, creating a network with nearby attractions, and setting up a tourism plan by taking sustainable and balanced environment into consideration.

มหาวิทยาลัยศิลปากร ศูนย์วิทยทรัพยากร

Naphak Wathanakhun (2002) investigated participation needs in tourism development of Wiang Tha Kan community in San Patong district, Chiang Mai province. It was found that the sample group did not want to participate in developing their community into a tourist attraction. Their participation needs were at the low level, in terms of investment, benefits, and implementation. The needs were at the high level in terms of labors, measures implementation and financial contribution for environmental development. Most of the sample group did not benefit from tourism, which might be the main cause for their unwillingness to participate.

Ramet Phromachote (2002) investigated community participation in agro-tourism development of Ban Pong community in San Sai district, Chiang Mai province. It was found that community participation was at the low level in every step of the participation process. The main cause was that community members did not understand the concept of agro-tourism and did not know how to exploit their existing

resources. Furthermore, tourism operations were usually conducted by external agencies; therefore, there was no sense of ownership in those activities.

Nakom Theerasuwanjak (1998) studied local people's opinions toward their participation in ecotourism in Suanpeung district, Ratchaburi province. The research found that local participation in ecotourism was at the unsatisfactory level. He recommended the local authorities and concerned agencies to allow more participation from the local people in making decision, tourism management and resource conservation. Such participation should be promoted on the bases of local awareness of tourism resources and capacity developments with continue distribution of information to the people.

Nareunat Putthaisong (1998) studied local people's participation in the conservation of historic sites' environment in Khoa Muang of Ayuthaya province. She found that the degree of local participation in the sites' activities was rather low and in need of promotion with better educative information. The promotion might be conducted in forms of mass media, meetings and seminars, demonstrations, and campaigns.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Wilai Boonbanjong (2000) conducted research on the people's participation in the development of tourist area along the coasts of Muang Rayong district, Rayong province. She found the current problems relevant to a low degree of popular participation, historic impacts, and not taking people's suggestions into account. The first problem was that there were main problematic issues of people participation in tourist site development. Those were a lack of time, less knowledge of role and necessity for participation by local people, lacking of self-confidence and participation methods, and no public relations for people involvement. The second issue was that the previous development process was irrelevant to the local needs, resulting in the ignorance of development and no-coordination. The third concern was about the people's suggestions, which were to increase public relations, and involving the local people in planning and decision-making for tourism site development. Such development activities should be harmless to their environment, culture, and also income generating.

The review of literature was at first concentrated on sustainable tourism development and organization and management of cultural, historic sites, and tourism

sources in Thailand during 1998-2001. Most of the research, both qualitative and quantitative, was focused on agro-tourism, ecotourism, cultural tourism, and conservation tourism relating highlanders' and ethnic minority groups' cultures and lands. They had in common three main issues – participation, tourism management model characteristics, and sustainable development.

1.) The local and stakeholders' participation

Most of the literature stated that appropriate characteristics might lead to a participatory model of tourism management, mostly given the necessity to local people's and stakeholders' participation in 4 dimensions – decision-making, implementation, benefit sharing, and evaluation.

2.) The model of tourism management

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Most of the previous research had few findings about tourism sources or site management. The concepts of the 4As of a tourism site's potential capacity, representing attraction, accessibility, amenity, and activity were applied in the research with a business-based model rather than an approach grounded in cultural or historic conservation and tourism site interpretation. Therefore, most researchers emphasized the development of facilities for tourists, increasing inter-coordination among stakeholder agencies, and the organization of more attractive activities to draw more visitors' attentions.

3.) Sustainable development

Many researches expressed an emphasis on sustainable development, but seemed to ignore its practicable components - those suitable for the tribal cultures, areas or tourism sites, and historic sites. The researchers defined this term rather narrow, in just to be aware of the community's environment and tourism conservation without leaving any problem for the next generations to cope with or a way to deal with future or unexpected problems.

Chapter 3
Research Methodology

This investigation of a model for sustainable tourism development in Kwan Phayao lake rim community was aimed at studying the capacity for sustainable tourism development of the community, attitudes of tourists toward tourism activities in the area, and models for sustainable tourism development that involved the community, tourists, and other stakeholders. The research employed both qualitative and quantitative data collection and analysis methods; and various research instruments were used in order to obtain the most valid analysis results.

Steps, guidelines, and procedures of investigation were as follows:

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

3.1 Data sources

3.2 Population, the sample group and key informants

3.3 Research instruments

3.4 Data collection

3.5 Data verification, and

3.6 Data analysis and result interpretation

3.1 Data sources

The data sources for this investigation were divided into two categories: secondary and primary sources.

3.1.1 Secondary data sources

The data were derived from academic texts, printed materials, and related research studies, and were then synthesized to obtain concepts, the theoretical framework and previous study results. Additionally, community documents, e.g., communication routes, location boundaries, geography, water sources and landuse, were obtained from concerned state agencies. The secondary data were collected and analyzed as fundamental data to be verified with the primary data later on.

3.1.2 Primary data sources

This type of data was collected directly from the population and sample group in the area of investigation. Data on opinions and attitudes of tourists were derived from a questionnaire, while data from the community were from observations, interviews, enquiries, questionnaire and meetings. The target population was household leaders or their representatives in seven villages representing seven sub-districts located around the lake. The selection criteria of the represented villages were as follows:

1) The village must have places of tourist attraction, activities, plans or programs promoting tourism around the lake, or

2) The village must be located on/close to the lake, or

3) The village must have distinct occupational features that could be promoted as a tourist attraction, or

4) The village must receive direct impacts from tourism activities around the lake.

3.2 Population, the sample group and key informants

The stakeholders of this sustainable tourism development were divided into three groups, namely, community members, tourists, and concerned tourism officers in Phayao province.

3.2.1 Community members

This investigation covered seven villages representing seven sub-districts located around the lake. The selection criteria of these villages were mentioned above. After the criteria were applied, seven villages from seven sub-districts were chosen as the area of investigation as follows:

Table 3.1 Villages chosen as the area of investigation

Sub-district	Village
Wiang	Village # 5 Ban Sri Umong Kham
Mae Tum	Village # 2 Ban Phumin
Mae Sai	Village # 1 Ban Rong Hai
Ban Toon	Village # 8 Ban San Kwan
Ban Sang	Village # 8 Ban Ngiw Tai
San Pamuang	Village # 8 Ban San Pamuang Tai
Ban Tom	Village # 3 Ban San Nongniaw

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

The community members in the seven villages were divided into five groups.

1. The first group of household leaders was composed of five household leaders in each community, totaling 35. The “snowball technique” was utilized to select the key informants. Initially, the researcher met with community leaders and asked them to recommend the household leaders in their respective communities to be interviewed. After interviewing, the interviewees were in turn asked to recommend the next ones.

2. The second group of household leaders was comprised of household leaders in the seven communities. To obtain the numbers that could represent the total population, the Taro Yamane formula was used to calculate as follows: (Prakobsiri Pakdeepinit, 2002)

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

Given n = number of samples

N = number of total population

e = error, designating to be at the 0.05 significant level

After the formula was applied, the total sample group was 309.

Since the number of people in each village was not the same, a random sampling for village representatives was used by applying the following formula:

$$n_1 = \frac{nN_1}{N}$$

Given n = total number of samples

N = total number of population

N_1 = number of population in each village

n_1 = number of samples in each village

มหาวิทยาลัยศิลปากร ลงวนลิขสิทธิ์

Table 2 Number of samples in proportion with population of each village.

Sub-district	Village	Number of population	Number of samples
Wiang	Village # 5 Ban Sri Umong Kham	299	67
Mae Tum	Village # 2 Ban Phumin	374	87
Mae Sai	Village # 1 Ban Rong Hai	129	30
Ban Toon	Village # 8 Ban San Kwan	128	30
Ban Sang	Village # 8 Ban Ngiw Tai	122	29
San Pamuang	Village # 8 Ban San Pamuang Tai	101	23
Ban Tom	Village # 3 Ban San Nongniaw	187	43
Total		**1,340**	**309**

After the number of samples in each village was determined, the village was equally divided into two zones, and a simple random sampling was utilized to get random households. Questionnaires were distributed to every four alternate households after household distance was calculated (4.32). If there was no household head or he/she was already interviewed, the next immediate one would be given instead. A total of 367 sets of the questionnaire were collected from the field.

3. Twenty shop owners around the lakeside area

These shop owners were ten food sellers and ten folk handicraft sellers. In selecting this group of informants, an initial observation was conducted to see whether their businesses had any tourist customers regularly and they were approached for interviewing on their opinions the following day.

4. Twenty-four occupational having tourism-related businesses around the lakeside area. They were divided into four groups as follows:

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

1) Six blacksmiths
2) Six stone mortar carvers
3) Six hyacinth-made product weavers
4) Six Local fishermen

5. Seven community leaders representing the seven communities

3.2.2 Thai tourists visiting the lake

In 2005, there were 440,470 tourists visiting the area, as statistics of the Office of the Tourism Authority of Thailand, Northern Region 2, indicated. They were homogenous, in that they were all visitors. In this investigation, they were measured as a unit of tourist individuals. A total of 422 sets of the questionnaire were collected from the field. Taro Yamane's formula was applied to determine the size of the sample group as follows: (Prakobsiri, 2002.)

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

Given n = number of samples

N = number of total population

e = error, designating to be at the 0.05 significant level

When the formula was applied, the total number of the samples was 400 and the on-site survey was used to collect the data from this group.

3.2.3 Five government officials concerned with tourism

3.3 Research instruments

After a survey to get preliminary data of the area of investigation, both quantitative and qualitative research methods were used in order that they could cover the objectives and contents of the study. There were four sets of instruments as follows:

3.3.1 A survey and observation of the study area, focused on capacity of the community as a tourist attraction. This included geographical features, the environment, nature, culture, customs and traditions, ways of life, and occupational characteristics.

3.3.2 An in-depth interview was conducted with community members and state officials on five topics, namely, data on tourism conditions, capacity of the community, cultural and environmental preservation, management, and community participation.

3.3.3 The questionnaire was divided into two sets: one for community members and the other for tourists. These can be detailed as follows:

The questionnaire for community members was divided into four parts.

Part 1 contained personal information of the respondents. This included sex, age, education, occupation, income, and domicile. There were eight checklist items.

Part 2 asked about levels of participation in managing community tourism around the lakeside area. There were 25 items with six rating scales: no participation, highest, high, medium, low, and lowest. The participation involved planning, carrying out activities, investing, and evaluating.

Part 3 contained factors relating to community participation in sustainable tourism management. There were 36 items with five rating scales: highest, high, medium, low, and lowest. Internal factors included awareness of the importance of tourism to the community and the need to take pride in their community. External factors were social status, economic motivation, support from state agencies/community leaders, participants being convinced to participate, and participants receiving tourism-related information.

Part 4 contained open-ended questions on suggestions and recommendations about infrastructure, activities in tourist attraction sites, and management.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

The second part of the questionnaire was designed for tourists visiting the area. This was divided into five parts, as follows:

Part 1 asked for personal information, including sex, age, education levels, income, and domicile. There were eight items with alternatives to consider.

Part 2 asked for information about tourism-related experiences and patterns. This part elicited information on the purposes of travelling, modes of transportation, expenditure, and so on. There were nine items with alternatives to check.

Part 3 contained information about factors influencing the respondents' decision-making in visiting the lake. There were 17 alternative items, with five rating scales: highest, high, medium, low, and lowest.

Part 4 concerned attitudes toward tourism activities in the lake rim communities. There were 51 items regarding present and future tourism activities, and the five rating scales were used: highest, high, medium, low, and lowest.

Part 5 contained open-ended questions eliciting suggestions and recommendations on the development/improvement of tourism activities in the area of investigation.

3.3.4 Organization of three meetings to present the study results

The first meeting was organized to present the data on sustainable tourism management capacity and listen to opinions of local community members on the proposed model of sustainable tourism development in the area. This was done so that the model suitable for their community could be defined.

The second meeting presented the data on attitudes of tourists toward tourism activities and sustainable tourism models of the area. Stakeholders were encouraged to express their opinions on the presentation; so that recommendations for improvement could be carried out accordingly.

The last meeting presented the overall research findings and opinions were incorporated to improve the investigation as a whole.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Table 3.3 Data collection methods for the stakeholder judgment

Round	Timing	Number of stakeholders	Method
Preliminary study	May 2548 – December 2548	91	Review literature Interview Group discussion
First Round	January 2549	65	Brian storming/Discussion
Second Round	January 2550	85	Brian storming/Discussion
Third Round	September	108	Public Hearing

3.4 Data collection

The data were collected by the researcher. Various types of data were incorporated to cover all of the research objectives. Data collection was divided into three phases, as follows:

Phase 1 from May to December 2005. During this phase, a rapport building process was established between the researcher and community leaders, e.g., village leaders, presidents and members of the Tambon Administration Organization (TAO), network chairs or chairs of occupational groups involved in tourism. They were informed of the study objectives and asked for permission and cooperation to collect relevant data. Data collection during this phase was concerned with general information about the community, natural environment, customs and traditions, culture, ways of life, occupations, and tourism situations.

Phase 2 from late January to June 2006. Data were collected from the four groups of the sample groups, including household leaders (interview and questionnaire), shop owners, and those with tourism-related businesses, community leaders, and officials in charge of tourism. The data collection method took the form of an informal interview. Furthermore, data collection from tourists through questionnaires was also conducted in order to get personal information, travel plans, and attitudes toward tourism activities in the area.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Phase 3 from August to December 2006. Data collection in this stage was to verify and countercheck the existing data. Additional data were also collected in case of incomplete ones so that they could cover all the objectives.

It was found during the data collection period that temporal restrictions were encountered. The sample groups and key informants had to work during the day, and some worked outside of their community. When they came home in the evening, their household obligations also dictated, making it difficult for them to find free time and provide information. For shop owners, particularly food and handicraft sellers, giving information sometimes could not be done in a one session because they had to provide services to their customers. More often than not, the waiting period was long and sessions were interrupted. As for tourists, some did not return the questionnaires or fully complete them. Consequently, more questionnaires were distributed, and only completed ones were selected for analysis. Details of each data collection method were as follows:

3.4.1 Survey

The survey was done in the initial stage of the data collection to get an overview of the community contexts, such as, physical and environmental features of the community, its size, location, geographical boundaries, weather conditions, temples, schools, public health and police stations, infrastructure, household location, and occupations of community members.

3.4.2 Observation

1) Participatory observation included activities that the researcher conducted with community members during important festivals, as well as visiting tourist attraction sites to become familiar with the routes and places of interest in the area.

2) Non-participatory observation included activities that the researcher did not take part in, such as, selling activities around the lake, visits of tourists, and daily activities of community members.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

3.4.3 Questionnaires

The questionnaires were used to collect data from household owners or their representatives, and tourists visiting the area. The former were asked for cooperation and, if they could not read, the researcher would read the questions for them. As for the latter, they were given with pens and collected after they were completed.

3.3.4 In-depth interviews

In-depth interviews were carried out formally and informally to elicit opinions and perceptions of community members. Appointments were made in advance before the interviews took place. Details were as follows:

1) Community leaders. Names and phone numbers of the community leaders were obtained from offices of Tambon Administration Organizations. They were called and appointments were made for interviews. Topics of interviews included the

tourism situation, community capacity, cultural and environmental preservation, tourism management, community participation, histories of their communities, and cultural aspects of their communities.

2) Community members. After the interviews, community leaders were asked to recommend other members for next interviews. In most cases, they were contacted in advance. During the interview, other members would often join the sessions and express/share their opinions, which were recorded accordingly.

3) Shop owners. Initially, community leaders were asked which owners should be interviewed and which were more frequented by tourists. Interviews were mostly conducted during the period 2-4 p.m. when there were fewer customers and business activities, also avoiding lunch break for food shop owners. During the interview, others would join and share their opinions, which were recorded accordingly.

4) Other occupational with tourism-related businesses. This group was divided into four categories: blacksmiths, stone mortar carvers, hyacinth weavers, and local fishermen.

มหาวิทยาลัยศิลปากร ศูนย์วิทยทรัพยากร

4.1) The blacksmiths were in Rong Hai Village and were introduced by the village head and members of the TAO. An appointment was made on the day when the questionnaires were distributed to household owners in the village. Interviews were conducted in the afternoons, while they were giving the final touches to their products.

4.2) Stone mortar carvers were located in Ngiw Tai Village and were introduced by the village head. An appointment was made on the same day that the questionnaires were distributed to household owners in the village. Interviews took place in the evening, after they had finished their work. Because the job required intense attention, no interview was conducted during their working hours.

4.3) Hyacinth weavers were located in San Pamuang Tai Village and were introduced by the sub-district chief, because he lived in the village and oversaw the work of the group. Interviews could be conducted all day long, because they worked in groups at home and were mostly the elderly and housewives.

4.4) The local fishermen were actually tourist boat rowers in the lake and provided the services to tourists while they were not working. They were

allocated dates and times to take turns providing the services. The interviews were conducted at the pier of Wat Tiloka Aram, while they were waiting for their turns.

5) State officials overseeing tourism around the lakeside area included five government officers. They were the provincial governor, President of the Provincial Administration Organization, an officer in the Department of Community Development and Social Welfare, an officer from the Tourism, Sports and Recreation Center, and an officer from the Office of Phayao Municipality. They were informed of the objectives of the interview. They were met and asked for an appointment. However, some of them gave an interview immediately on our first encounter.

3.4.5 Organization of meetings to present the research result

The main objective for organizing the meetings was to enable all stakeholders to share ideas on the models of sustainable tourism development around the lakeside area. Participants were:

มหาวิทยาลัยนเรศวร พะเยา ลิขสิทธิ์

1. Community members residing around the lake area
2. State officials involved in tourism
3. Individuals doing tourism-related businesses, e.g., shop and guesthouse owners, tour operators
4. Journalists
5. Academics
6. Representatives from non-governmental organizations, and
7. Students from Naresuan University, Phayao Campus

The meetings were held three times. The first time was at an area near the lake in January 2006 with 65 participants to present data on sustainable tourism management capacity and to exchange/share opinions on the development in order to define the model of sustainable tourism in the lakeside area.

The second meeting was held at the Naresuan university Phayao campus in January 2007 with 85 participants to present data on attitudes of tourists toward tourism activities and the model of sustainable tourism. Stakeholders were then encouraged to express their opinions or provide recommendations for improvement.

The final meeting was also held at the Naresuan university Phayao campus on September 2007 with 108 participants to present the overall research findings and to enable participants to share ideas and recommendations for improvement.

3.5 Data verification

Data were recorded and verified simultaneously. For data at the community level, the triangulation method of data verification was employed by collecting the same data with different informants or sources as well as with the same informants in an attempt to get the most complete, accurate, and valid data.

3.6 Data analysis and interpretation

3.6.1 An analysis of qualitative data

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The data were analyzed periodically during the fieldwork with the following detail:

1) Data organization. Data from interviews, observation, and the literature review were organized and classified to discover the diversity of phenomena within the community.

2) Data display. The organized data were categorized in terms of phenomena, similarities and differences with support of reasons manifested through the informants. They were then synthesized and displayed descriptively according to the conceptual framework.

3) Conclusions and interpretations. This aspect of the analysis was concerned with concluding, defining, and analyzing the relationship between tourism and the lakeside community. It also included the interpretations of the study findings according to the research objectives, theoretical framework, and concepts in order to explain and analyze the findings more reasonably.

3.6.2 An analysis of quantitative data

The data from the questionnaires were analyzed to obtain statistical frequency, percentage, mean and standard deviation with the following steps:

1) Data organization. The data from completed questionnaires were coded onto the SPSS for Windows program.

2) Data display. The results from the SPSS for Windows were presented in tables with descriptive explanations for the figures.

3) Conclusions and interpretations. Data were analyzed for their relationships and interpretations according to the study objectives, theoretical, and conceptual framework of the investigation.

3.6.3 Criteria for result interpretations

The five rating scales in the questionnaire distributed to household owners and tourists were analyzed by using the class interval as follows: (Prakopsiri Pakdeepinit, 2007:55)

$$\text{Class interval} = \frac{\text{Range}}{\text{Class number}}$$

$$= \frac{\text{Maximum score} - \text{Minimum score}}{\text{Class number}}$$

$$= \frac{5 - 1}{5}$$

$$= 0.80$$

Regarding community participation, each of the six rating scales differed 0.80 points, which could be interpreted as follows:

0 = No participation
1.00 – 1.80 = Lowest participation
1.81 – 2.60 = Low participation
2.61 – 3.40 = Medium participation
3.41 – 4.20 = High participation
4.21 – 5.00 = Highest participation

With regard to factors influencing community participation in sustainable tourism management, each of the five rating scales also differ 0.80 points, which could be interpreted as follows:

1.00 – 1.80 = Lowest influence
1.81 – 2.60 = Low influence
2.61 – 3.40 = Medium influence
3.41 – 4.20 = High influence
4.21 – 5.00 = Highest influence

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

In terms of attitudes of tourists toward tourism activities in the lakeside area, the five rating scales also differed 0.80 points, which could be interpreted as follows:

1.00 – 1.80 = Strongly disagree
1.81 – 2.60 = Disagree
2.61 – 3.40 = Agree
3.41 – 4.20 = Highly agree
4.21 – 5.00 = Strongly agree

Chapter 4
The Lakeside Community Context

This chapter deals with fundamental information of the lakeside communities, tourism businesses in the area, tourism capacity, and community participation, which can be detailed in the following topics:

4.1 Fundamental information of the lakeside communities

4.2 General contexts of the area of investigation

4.3 Tourism resources

4.4 Access to the communities

4.5 Amenities in the attraction sites

4.6 Security in the attraction sites

4.7 Tourism carrying capacity of the area, and

4.8 Community participation

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

4.1 Fundamental information of the lakeside communities

Phayao Province is located in the upper northern region of Thailand, approximately 753 kilometers from the capital of Bangkok. Geographically, the province shares a border with Chiang Rai Province in the north, Phrae and Lampang Provinces in the south, Nan Province and Xaiburi Region of Laos in the east, and Lampang Province in the west. Most of the area is a flat basin surrounded by mountains and forests, making it very cold in the winter and of moderate temperature in the summer. Phi Pan Nam Mountain Range is the important source of Ing, Yom and Lao Rivers. The province is divided into seven administrative districts and two sub-districts

Topographically, the province is on a high and mountainous plateau with the heights ranging from 300-1,500 meters from mean sea level. It has an area of about

6,335.06 square kilometers. From the 1999 satellite mapping, the forest area covered approximately 1,503,174 rai or 37.96 % of the entire area. The province is located in both the Mekong and Chao Phraya River Plains. The areas in the Mekong River Plains include Muang, Dok Kham Tai, Jun, a part of Pong, Chiang Kham and Mae Jai districts. The districts in the Chao Phraya River Plains are Pong and Chiang Muan districts. Important mountains are Phu Langka, San Pan Nam, Mae Suk, Khun Mae Faek, Khun Mae Tam, and Khun Mae Tom.

Phayao was another ancient kingdom in the Lanna Region, dating back over 900 years. According to Yonok Legend, the first King was King Jom Tham, enthroned in 1095. The Kingdom was at its glorious height during the reigns of Kings Thamikarat and Ngam Muang. The kingdom was as important and independent as Chiang Mai and Sukhothai Kingdoms. It was later annexed into Lanna, until Ratanakosin periods when it was changed into Phayao district of Chiang Rai Province. It was elevated into the 72nd province of Thailand on August 28, 1977.

Kwan Phayao Lake is located in the city center and is considered the largest lake in the upper northern region, covering an area of 20.53 square kilometers. It is in the Ing River Plains and is fed by several tributaries from the Phi Pan Nam Mountain Range. The water is discharged into the Mekong River at Chiang Khong District of Chiang Rai Province.

The lake was registered as a Crown Property and expropriated from Chiang Rai Province in 1939 for the official use of the Ministry of Agriculture and Cooperative. After being endorsed by an Act, the Fishery Department constructed a dike with sluice gates on the southeastern side of the lake, turning swampy land into a big reservoir for water plant and fish breeding. The fresh water aquarium and the lake were officially opened in 1941. Besides plant and fish breeding, the water is used for consumption, farming, and fishery. In 1957, a regional water works was established and provided services to the public in the following year by using the water from the lake.

In 1942, the Ministry of Agriculture and Cooperative registered the lake as possessing a total area of 10,600 rai. The Ministry of Finance gave it the registration numbers 10697 to 10720. In 1981, the Department of the Crown Properties gave the lake a new registration number, Nov.7, and this remains its destination today. In 1997,

the land little deed issued by the Land Department stated that the lake had a total area of 12,831-1-26.60 rai. However, it was not the total area yet, because it excluded another 800 rai in the northern side of the lake where it had been encroached, a problem that is still under investigation.

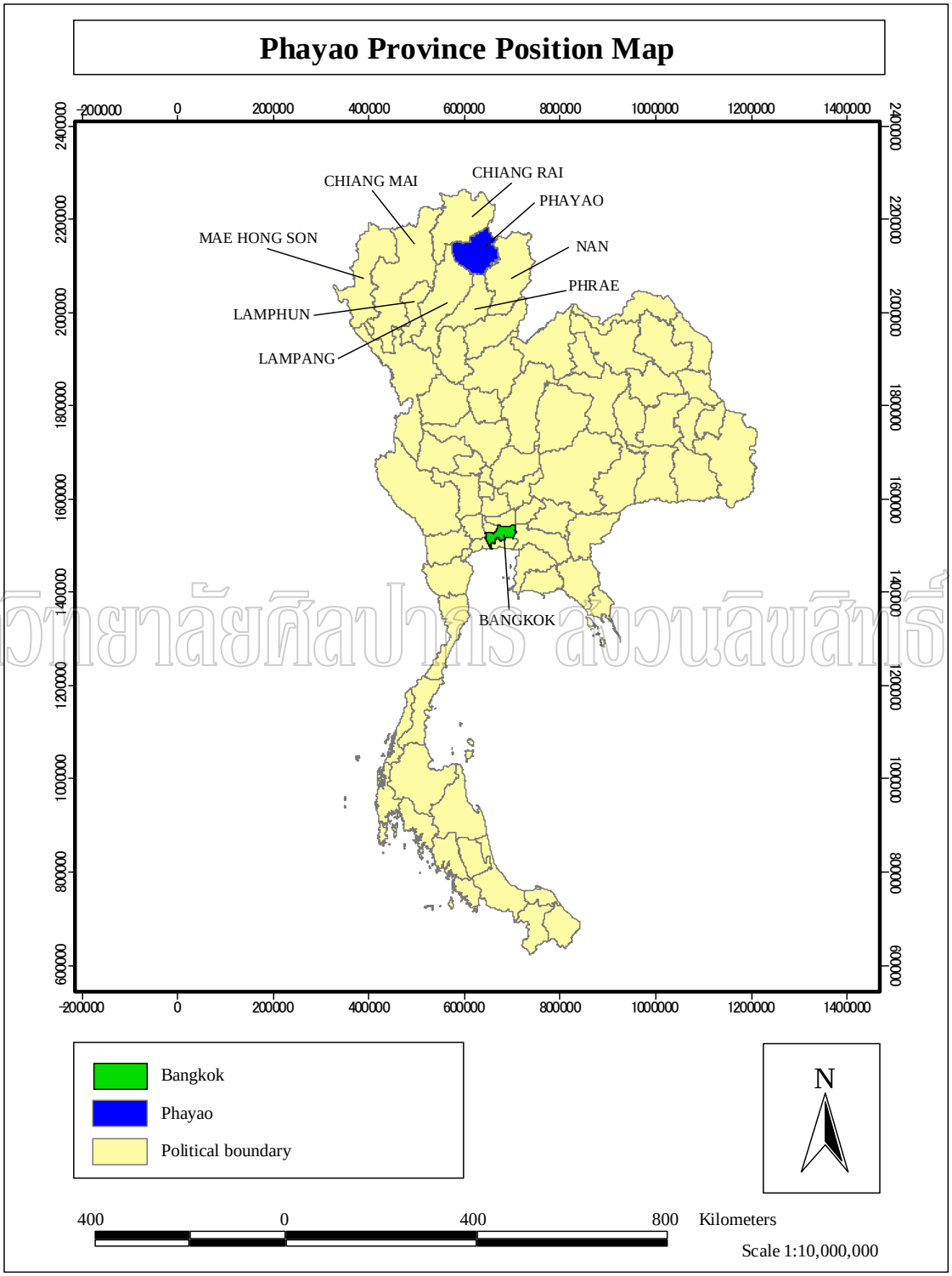
Public utilization of the lake

After 1941, the swampy land of Phayao was turned into a huge reservoir for both state and public sectors to utilize. The components of the project include:

1. A water source for agriculture in the city center and surrounding areas
2. A raw material for the regional Public Water Works in the city
3. A water consumption source of the public in the Muang District area
4. A fishery resource, fish breeding center, fishery resource center and fresh water aquarium in the province
5. A water source for the lakeside factories
6. A water treatment plant for communities in the municipality and lakeside area, and
7. A recreation and tourist attraction

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

The annual average depth of the lake is 1.93 meters. Originally, 32 fish species were discovered in the lake. The 2001 investigation found the total to be 29, but in 2003, there were found to be 39 with 32 local species and 7 foreign ones. Geographically, the lake extends to Wiang sub-district in the east, Mae Na Rua sub-district in the south, Tun sub-district in the west, and Tom and Tum sub-districts in the north.



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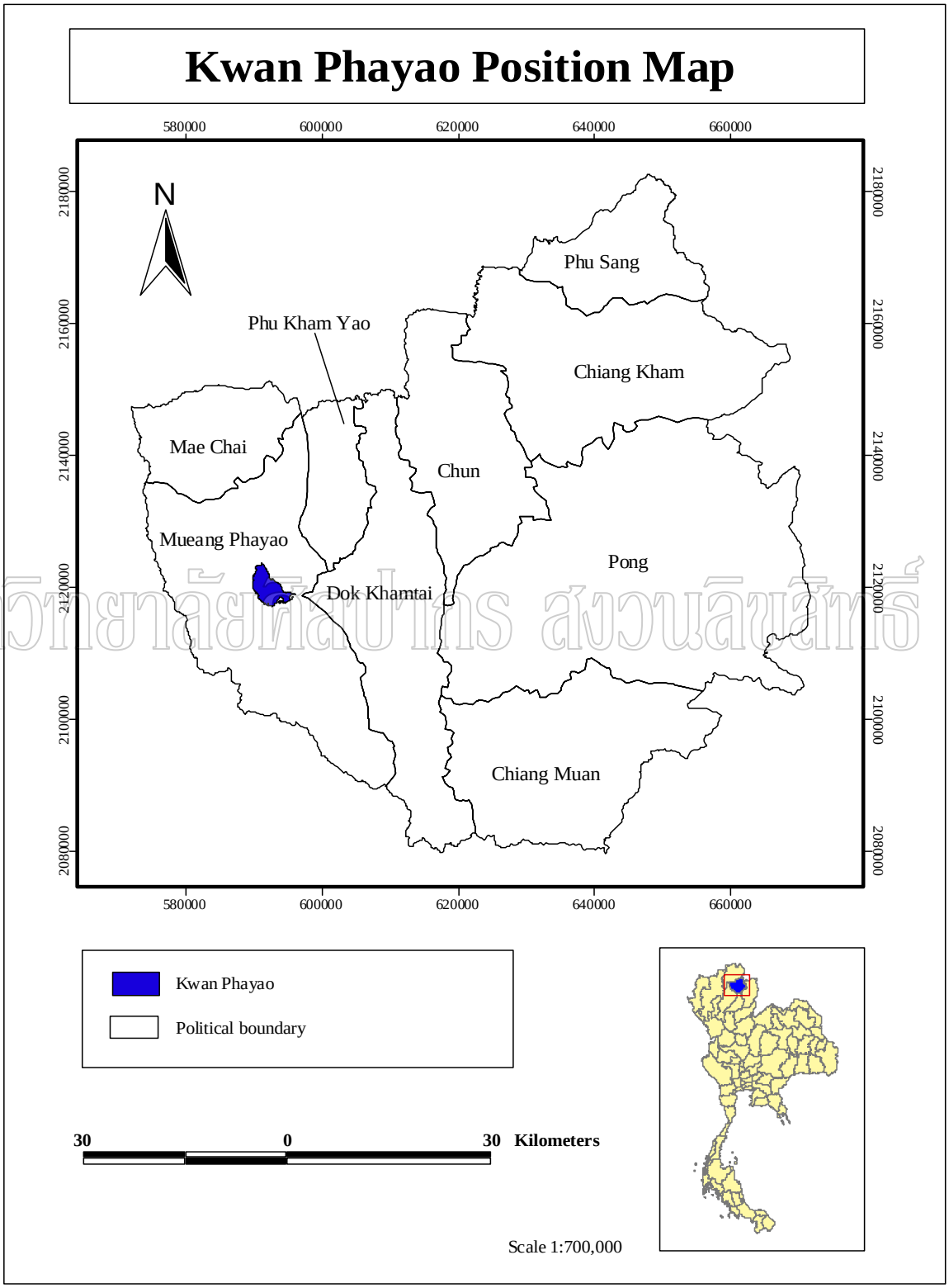

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4.2 General contexts of the area of investigation

The lakeside communities are divided into two major groups: those at the east and those along west of the lake. The east side communities include both original and newly established ones. The original communities are located along the eastern side of the lake. These consist of the municipality and nearby communities, covering an area of nine square kilometers. The newly established area includes the new government office center, covering an area of 18 square kilometers. The municipality is in charge of two sub-districts: Wiang and Mae Tum. The former is the provincial business center while the latter is the residential area.

The west side communities consist of agricultural land, with 37 villages spread intermittently throughout the area. They are under five administrative sub-districts, namely, Tom, Sang, Tun, Mae Sai, and San Pamuang.

Phayao municipality

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

The municipality covers nine square kilometers, consisting of the Wiang and Mae Tum sub-districts. The original community was on the eastern side of the lake, with Jom Thong Pagoda Temple as the center of this ancient community. After the construction of Phaholayothin Road, more communities were set up along the road and later state offices and hospitals were built to accommodate increasing community members.

There are currently 19,398 people residing in the municipality and most of them aremerchants, state employees, farmers, and wage earners.

Ban Tom Tambon Administration Organization (TAO)

The TAO covers an area of 56.95 square kilometers and is five kilometers from the city center on the National Highway 1193 (Mae Tum –Mae Narua- Mae Jai). It is in charge of 18 villages as follows:

Village # 1	Ban Rong Ha	Village # 10	Ban Rong Phai

Village # 2	Ban San Ton Phueng	Village # 11	Ban Thaen Dok Mai
Village # 3	Ban San Nong Niew	Village # 12	Ban San Pa Ngiew
Village # 4	Ban Tom Klang	Village # 13	Ban Rong Ha Pa Sak
Village # 5	Ban Tom Dong	Village # 14	Ban Rong Ha Pa Cham Cha
Village # 6	Ban Tom Dong	Village # 15	Ban Rong Ha
Village # 7	Ban Tom Dong	Village # 16	Ban Kaset Phathana
Village # 8	Ban Huay Sai Kham	Village # 17	Ban Thaen Dok Mai
Village # 9	Ban Rong Phai	Village # 18	Ban Sak Rom Yen

There are currently 15,319 residents, with various occupations, including handicraft producers. The sub-district, or tambon, was quite clearly divided into the urban and rural sections. The urban section was more densely populated, with government office center, hospitals, colleges and businesses. With more taxation and state subsidies, this section has been greatly developed. The rural section is traditionally located on the low-lying area with the Tom River running through it. This land is especially suitable for agriculture.

มหาวิทยาลัยศิลปากร ส่งวนลิขสิทธิ์

Ban Tun Tambon Administration Organization

The TAO is on the east of the provincial center on the National Highway 1193 (Mae Tum- Mae Narua- Mae Jai). It is about 13 kilometers from the city center, covering an area of 29.97 square kilometers. It is in charge of 11 villages, as follows:

Village # 1	Ban Tun Tai	Village # 7	Ban Tun Tai
Village # 2	Ban Tun Nua	Village # 8	Ban San Kwan
Village # 3	Ban Tun Klang	Village # 9	Ban Lao
Village # 4	Ban Dok Bua	Village # 10	Ban Thung Kiw
Village # 5	Ban Huay Mor	Village # 11	Ban Huay Luek
Village # 6	Ban Huay Luek		

There are currently 5,496 residents and most of them are farmers, state employees and wage earners.

Ban Sang Tambon Administration Organization

The TAO is 13 kilometers to the west of the city on National Highway 1193. It covers an area of 23.80 square kilometers and is in the charge of nine villages, as follows:

Village # 1	Ban Sang Tai	Village # 6	Ban Ngiw Tai
Village # 2	Ban Sang Nua	Village # 7	Ban Ngiw Nua
Village # 3	Ban San Wiang Mai	Village # 8	Ban San Bua Bok
Village # 4	Ban San Wiang Kau	Village # 9	Ban Mon Kaew
Village # 5	Ban San Pamuang Tai		

There are currently 5,257 residents, and most of them are farmers. Important home industries include the manufactured stone mortars, earthen pots, bamboo trays, bamboo rice containers, water hyacinth products, fermented fish, and deep-fried crispy pig skin.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

San Pa Muang Tambon Administration Organization

The TAO is about eight kilometers from the city center on National Highway 1193, covering an area of 36 square kilometers and is in the charge of eight villages, as follows:

Village # 1	Ban Pha Chang Moop	Village # 5	Ban San Pamuang Nua
Village # 2	Ban Thung Ton Sri	Village # 6	Ban Pabong
Village # 3	Ban San Puloei	Village # 7	Ban Mae Tom Nai
Village # 4	Ban San Pamuang Tai	Village # 8	Ban San Pamuang Klang

There are currently 3,151 residents and most of them are farmers and livestock raisers.

Mae Sai Tambon Administration Organization

The TAO is located seven kilometers from the city center on National Highway 1193, covering an area of 21.36 square kilometers. It also covers another 5,231 rai of the lake. It is in the charge of 11 administrative villages, as follows:

Village # 1	Ban Rong Hai	Village # 7	Ban San Chang Hin
Village # 2	Ban Mae Sai Klang	Village # 8	Ban Mae Sai Hua Khua
Village # 3	Ban Mae Sai Thung Wat Daeng	Village # 9	Ban Mae Sai Nua
Village # 4	Ban Mae Sai Lao	Village # 10	Ban San Pa Thon
Village # 5	Ban Bor Haew	Village # 11	Ban Rong Hai
Village # 6	Ban San Pa Thon		

There are currently 5,222 residents and most of them are farmers.

Family types and social relationship

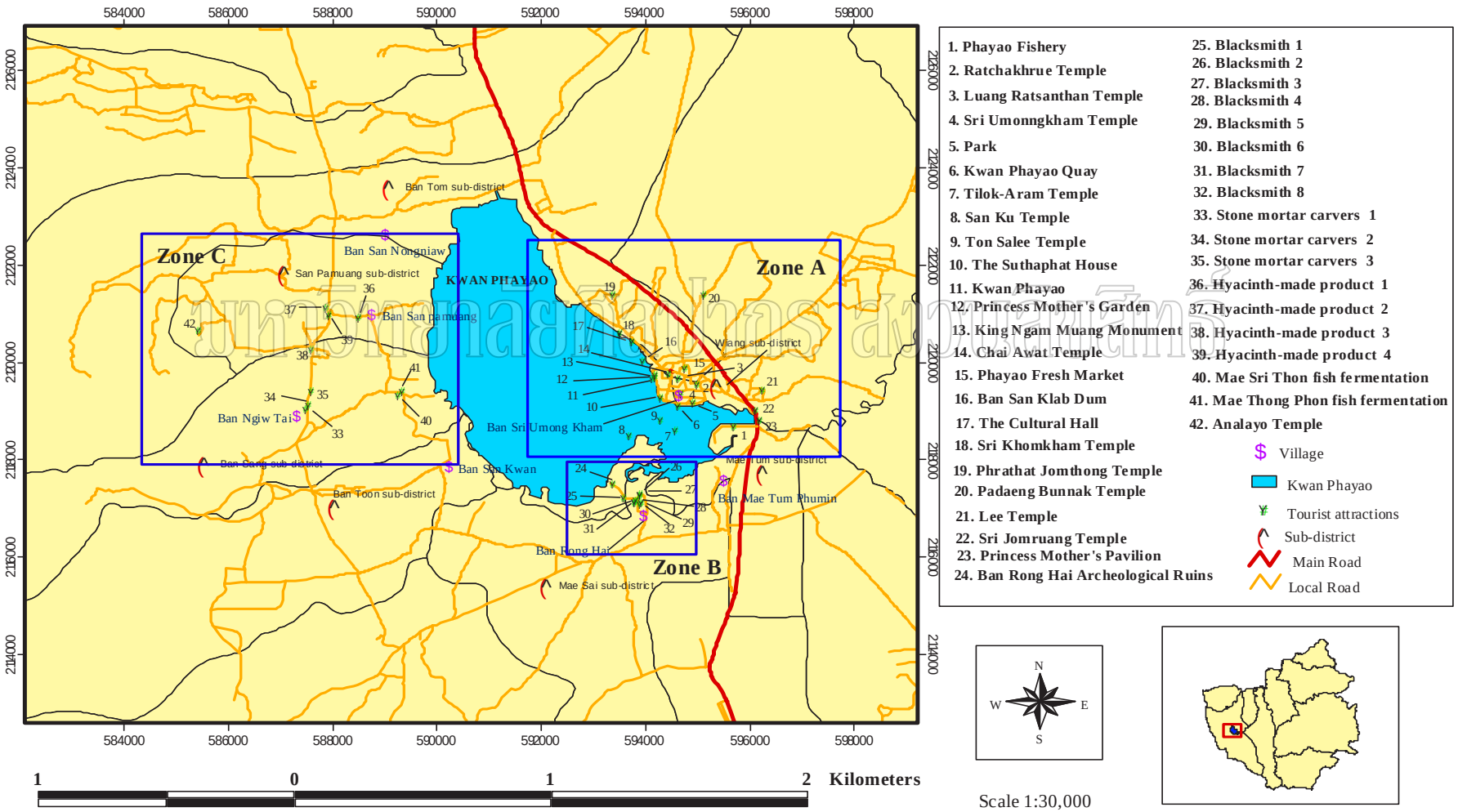
There are both nuclear and extended family types in the communities. Linearity can be both patriarchal and matriarchal. However, men are the leaders of the families. Community members are close-knit and interdependent. They share the same community activities or attend the same schools and regard themselves as relatives and friends. In their free times, the community members usually get together and discuss growing and harvest seasons. In prior times everybody helped one another without monetary payment. Nevertheless, with more education, collective labor is rare; so labor for hire takes the place of collective labor. Laborers are also community members, indicating good relationships among them. As for marriage, more people marry outsiders, and people from other communities move into the community.

Such close-knitted relationships enable members to discuss topics happening in their community and participate in public activities. Such an atmosphere makes tourism a safe enterprise because everyone tries to make their community comfortable and trusting. They also welcome tourists with smiles and waves, making visitors feel welcome.

4.3 Tourism resources

The lakeside tourism resources are divided into three categories: natural attractions, religious attractions, and lifestyle and occupational activities.

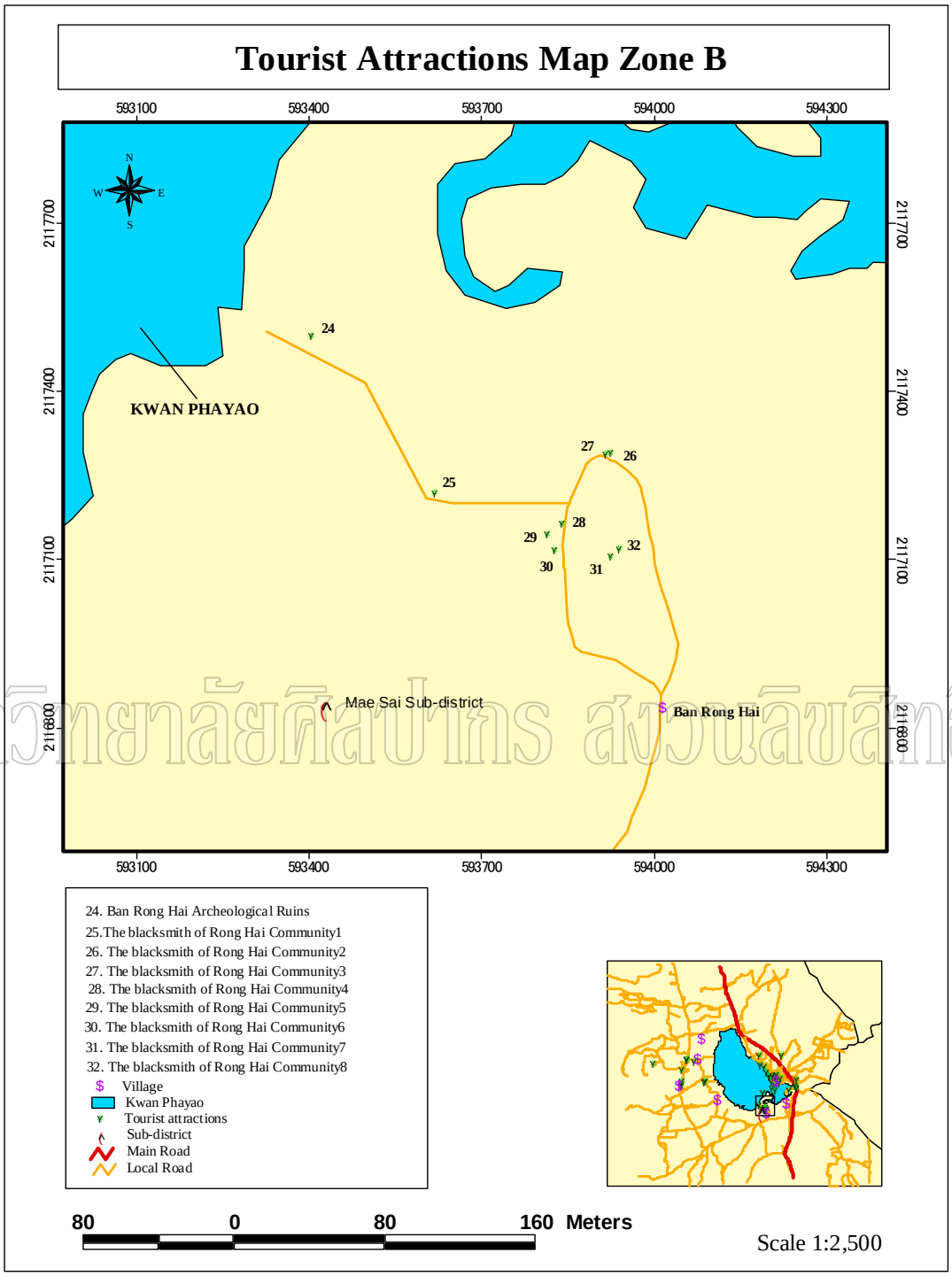
Tourist Attractions of Kwan Phayao Lake Rim Communities Map



1. Phayao Fishery
2. Ratchakhrue Temple
3. Luang Ratsanthan Temple
4. Sri Umonngkham Temple
5. Park
6. Kwan Phayao Quay
7. Tilok-Aram Temple
8. San Ku Temple
9. Ton Salee Temple
10. The Suthaphat House
11. Kwan Phayao
12. Princess Mother's Garden
13. King Ngam Muang Monument
14. Chai Awat Temple
15. Phayao Fresh Market
16. Ban San Klab Dum
17. The Cultural Hall
18. Sri Khomkham Temple
19. Phrathat Jomthong Temple
20. Padaeng Bunnak Temple
21. Lee Temple
22. Sri Jomruang Temple
23. Princess Mother's Pavilion
24. Ban Rong Hai Archeological Ruins
25. Blacksmith 1
26. Blacksmith 2
27. Blacksmith 3
28. Blacksmith 4
29. Blacksmith 5
30. Blacksmith 6
31. Blacksmith 7
32. Blacksmith 8
33. Stone mortar carvers 1
34. Stone mortar carvers 2
35. Stone mortar carvers 3
36. Hyacinth-made product 1
37. Hyacinth-made product 2
38. Hyacinth-made product 3
39. Hyacinth-made product 4
40. Mae Sri Thon fish fermentation
41. Mae Thong Phon fish fermentation
42. Analayo Temple

$ Village
Kwan Phayao
Tourist attractions
Sub-district
Main Road
Local Road

สถาบันการจัดการปัญญาภิวัฒน์

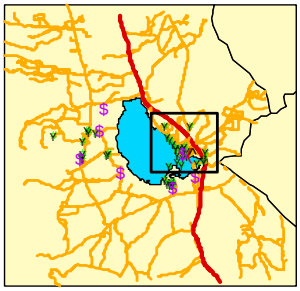


มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Tourist Attractions Map Zone A

1. Phayao Fishery
2. Ratchakhrue Temple
3. Luang Ratsanthan Temple
4. Sri Umonngkham Temple
5. Park
6. Kwan Phayao Quay
7. Tilok-Aram Temple
8. San Ku Temple
9. Ton Salee Temple
10. The Suthaphat House
11. Kwan Phayao
12. Princess Mother's Garden
13. King Ngam Muang Monument
14. Chai Awat Temple
15. Phayao Fresh Market
16. Ban San Klab Dum
17. The Cultural Hall
18. Sri Khomkham Temple
19. Phrathat Jomthong Temple
20. Padaeng Bunnak Temple
21. Lee Temple
22. Sri Jomruang Temple
23. Princess Mother's Pavilion

$ Village
Kwan Phayao
Tourist attractions
Sub-district
Main Road
Local Road



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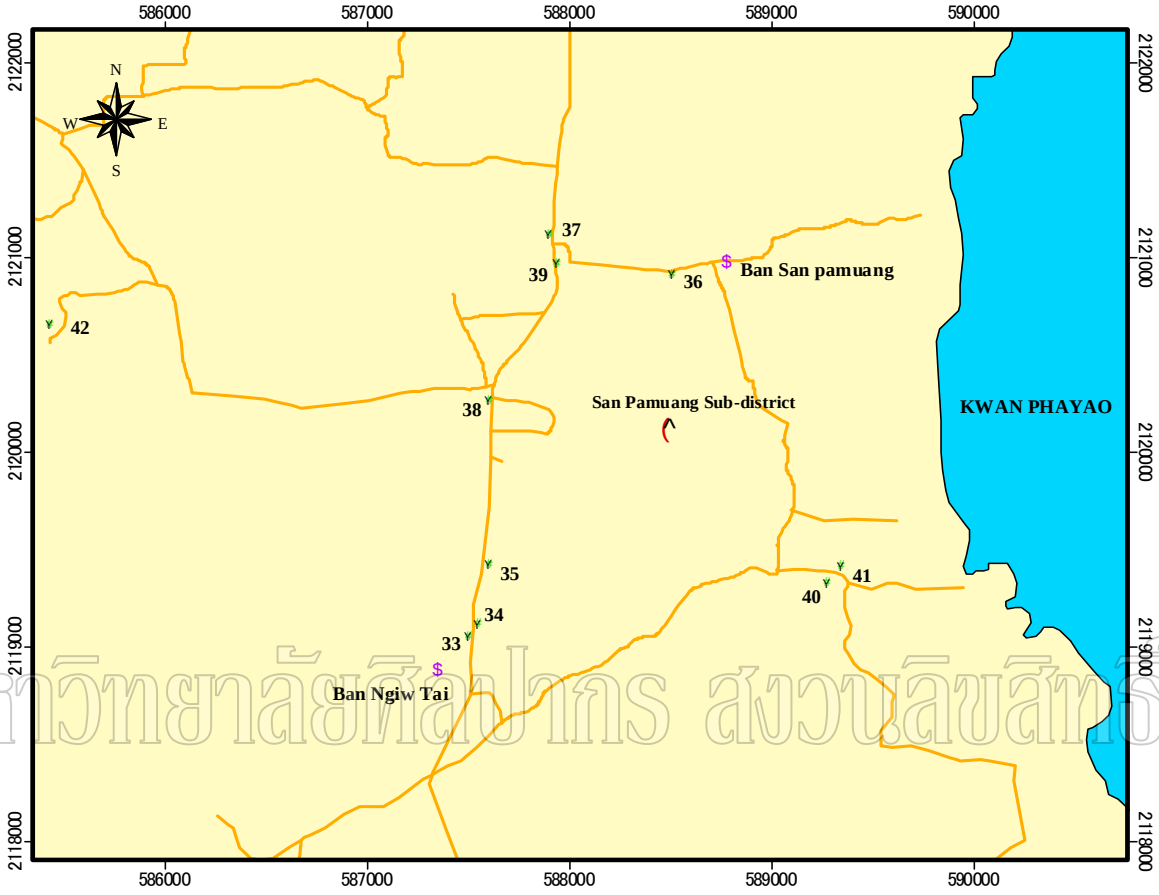
มหาวิทยาลัยศิลปากร ลิขสิทธิ์

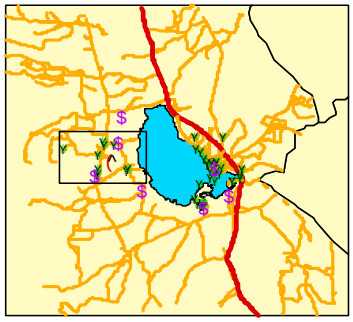
Tourist Attractions Map Zone C



มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

33. Stone mortar carvers at ban Ngiw Tai Community 1
34. Stone mortar carvers at ban Ngiw Tai Community 2
35. Stone mortar carvers at ban Ngiw Tai Community 3
36. Hyacinth-made product weavers at San Pamuang Community 1
37. Hyacinth-made product weavers at San Pamuang Community 2
38. Hyacinth-made product weavers at San Pamuang Community 3
39. Hyacinth-made product weavers at San Pamuang Community 4
40. Mae Sri Thon fish fermentation
41. Mae Thong Phon fish fermentation
42. Analayo Temple

$ Village
Kwan Phayao
Tourist attractions
Sub-district
Main Road
Local Road



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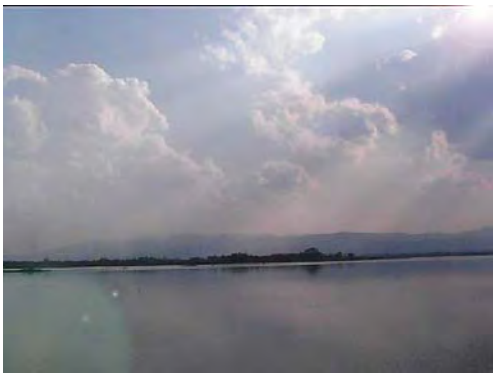
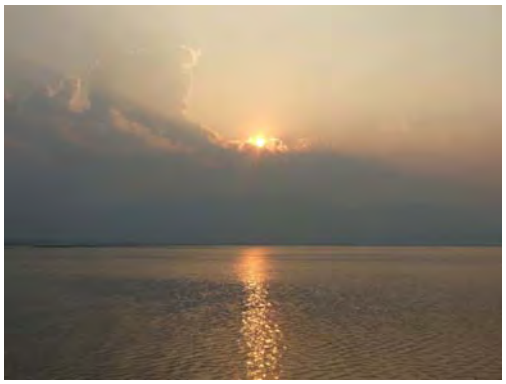
4.3.1 Natural attractions

Kwan Phayao Lake





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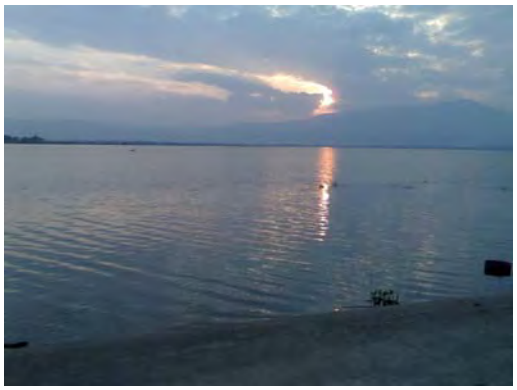


มหาวิทยาลัยนเรศวร ลิขสิทธิ์

Figure 4.1: Kwan Phayao Lake

This type of attractions is scattered around the lakeside communities, but the main attraction is the lake itself. Phayao Lake is located in the Ing River Plain wedged between two mountains of the Phi Pan Nam Klang Range. It is a surface water source and the third largest lake in the country after Nong Harn Lake in Sakon Nakhorn Province and Boraphet Lake in Nakhorn Sawan Province. It is considered the largest lake in the upper northern region. The lake is fed by 12 tributaries, and its average depth is 1.5 meters. The Fishery Department constructed the dyke and sluice gates across the Ing River in 1938, turning this low-lying area into a huge lake. The western side of the lake is an urban community, while the western side is an agricultural community. There are three public parks nearby and around the lake, providing a place for the local inhabitants to relax, particularly at restaurants dotted along the lakeside road.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

4.3.2 Religious, architectural and archeological attractions

The religious, architectural and archeological attractions in the lakeside communities are as follows:

1) Wat Sri Khomkham (วัดศรีโคมคำ)

Figure 4.2: Wat Sri Khomkham

Location and boundaries

The temple is located on 629 Phaholayothin Road, Moo 1, Tambon Wiang, Muang District, with an area of 74 rai and 8 square wah. From the title deed of the temple, it borders Phaholayothin Road in the north and east, and Kwan Phayao Lake in the south and west.

Architectural aspects:

Within the temple compound, there are an ordination hall, a chapel and other pavilions. In addition, there are other structures for monks and novices, including their living quarters, a Sunday Buddhist school, a Pali Dharma school, and a campus of Chulalongkorn Rajawithayalai Monks University.

History:

The temple was established by the principal Buddha image, Phrachao Ton Lung being constructed first in 1491, and it was completed in 1524 during the reign of King Yi Muang. When the Burmese invaded the Lanna Kingdom, the province was deserted for 56 years. In 1841, Phraya Prathet Udonthit was appointed to restore and rule the city. When King Mahayot was the ruler, the principal image was restored and renovated. When the original ordination hall was in dilapidated conditions, the Phraya was about to renovate it. However, the Lanna Kingdom was in a political transitional period to become a municipality region, with Mr. Khlai Busayaban as its first sheriff. The Phraya and the sheriff were jointly renovating the temple and invited the Venerable Khruba Sriwichai to head the renovation effort. The venerable came to the temple on December 25, 1922 and three days later the hall was dismantled. On January 6, 1923, a foundation stone to construct a new ordination hall was laid and the construction took only one year to complete.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

On April 17, 1980, the temple was royally bestowed to become a third class temple under the royal patronage. In 1985, a new ordination hall was constructed with the national artist, Angkarn Kamlayanaphong, and Mr. Phaptawan Suwanakul in charge of mural painting. After the completion, the temple was royally given the *Wisungkham Sima* status on July4, 1986.

On July 27, 1993, Princess Sirindhorn presided over a foundation stone laying ceremony at the temple, which was a very auspicious occasion for the local residents.

Archeological structures and objects:

An important archeological structure is the Lanna-style main chapel which houses the principal Buddha image, called Phrachao Ton Luang, literally means “the Big Body Buddha Image”. The image is beautifully gilded and made of bricks and cement. It was constructed in 1491 with the size of about 29 feet in width and 32 feet in height. It is widely respected by the Lanna people. There are two ordination halls in front of the chapel. One houses two Buddha footprints carved on sandstone, while the other is used for monk’s activities. In the south of the chapel stands an applied Lanna-

style hall constructed in the middle of the pond, where the two artists painted the mural paintings.

Other objects of archeological importance include a pair of man-made stone Buddha footprints with 98.50 x 5 centimeters in width and 197 centimeters in length. Another two footprints with 57 centimeters in width and 129 centimeters in length with complete intricate carvings are kept in the main chapel.

2) Wat Phrathat Jomthong (วัดพระธาตุจอมทอง)

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Figure 4.3: Wat Phrathat Jomthong

Location and boundaries:

The temple is located in Tambon Wiang, Muang District. It is on a small hill north of Sri KhomKham Temple. There are two ways to get to the temple. One is to walk up the *Naga* stairs in the south. The other is to drive along the serpentine roads in the front or the back of the temple.

Architectural aspects:

The pagoda and the main chapel are surrounded by several pavilions, with a small chapel housing Phrachao Thanjai next to the pagoda.

History:

Legend has it that the Lord Buddha stayed at the temple when he was spreading his teachings at Phu Kam Yao City (Phayao). A merchant family offered him some food and he gave the family some of this hair to contain in the pagoda.

Another legend says that after his meal, the Buddha asked his disciple, Anon, to get some drinking water from a marsh, named Nong Iang near the hill. The marsh was protected by a Naga King, called Thumasakhi. He refused to give water to the monk. When the Buddha learned of the incident, he came to see the Naga King and made himself as tall as 32 feet. When the Naga King saw the miracle, he asked the Buddha to become his follower. His wish was granted and he was also given an amount of gold as a fund to construct a 32-foot Buddha image. The image was named Phrachao Ton Luang Thung Iang Muang Phayao.

มหาวิทยาลัยศิลปากร ส่วนกลาง

The pagoda is an important archeological structure of the province, because it is located at the center of the city. It is believed that the pagoda is artistically related to the Kitti Pagoda in Chiang Saen District of Chiang Rai.

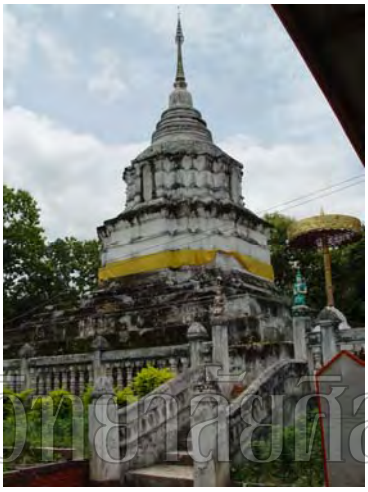
There is no evidence how many times the pagoda has been restored or renovated. It is believed that Venerable Kruba Sriwichai did some restorations because old photographs show him regularly using the temple as his residence. Additionally, the architectural style of pagoda belongs to that of artisans in Khruba Sriwichai School.

Archeological structures and objects:

The base of the pagoda is 20 meters in width and 30 meters in height. It is believed that the top of the pagoda contains the Lord Buddha’s hair and ashes. The pagoda style is the same as that of the Sri Jomthong Pagoda in Jomthong District of Chiang Mai Province and the Hariphunchai Pagoda of Lamphun Province. The style was popular among artisans of Khruba Sriwichai School.

In front of the pagoda stands a wall-less chapel, with 8 meters in width and 20 meters in length. It houses a sandstone principal image and several medium-sized sandstone images.

3) Wat Padaeng Bunnak (วัดป่าแดงบุนนาค)



มหาวิทยาลัยศิลปากร ส่วนกลาง

Figure 4.4: Wat Padaeng Bunnak

Location and boundaries:

The temple is located at 61 Padaeng Village, Moo 3, Tambon Thawangthong, Muang District, Phayao Province.

Architectural aspects:

After entering the high walls and the front arch, the 25-meter square base pagoda is on the left. On the right is a forest covering the ruins of Bunnak Temple, an old, glorious temple of the province. One can see ruins of a Sukhothai-style pagoda and the foundation of the main chapel facing the east. For Padaeng temple, its ordination hall has been restored and it houses intricately carved sandstone Buddha images. At present, there are newly constructed and beautiful ordination hall, chapel, and pavilions on the compound.

History:

This ancient temple was built around the 15th century. During the battle between Ayuthaya and Lanna Kingdoms, King Yuthithira of Pitsanulok accepted to be under the rule of King Tilokarat of Chiang Mai. The former was assign to rule Phayao as well. While in Payao, he built a forest temple called Wat Bunnak or Wat Phaya Ruang, which indicated the historical relationship between Sukhothai and Lanna. Later on, a new temple was constructed nearby and it was called Wat Padaeng. At present, the two temples are combined into one.

The remains of a wall indicate that the two temples were once two separate temples. During the Second World War, armies traveling to the south of China took old bricks from collapsed pagodas in the temples to construct pillars of a bridge, so that they could cross the rivers. The incident caused irreparable destruction to archeological values of the temples. When the war ended, the temples were restored and renovated to their present state. The temple was royally given the *Wisungkham Sima* status on January 15, 1981.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Archeological structures and objects:

There are two pagodas in the temple. One is of Sukhothai style while the other is of Lanna style. Their structures are similar to that of Wat Pasak of Chiang Saen District, Chiang Rai Province. There are also 25 ancient mounds which were ravaged during the two World Wars, and four ancient wall ruins once separating the two temples.

4) Wat Lee (วัดลี)

Figure 4.5: Wat Lee

Location and boundaries:

The temple is located at 51 Wat Lee Road, Moo 2, Tambon Wiang, Muang District, Phayao Province. It is under the Maha Nikaya Sect Commission. The temple is situated in an area of 10 rai, 1 ngarn, and 81 square wah.

มหาวิทยาลัยพะเยา

Architectural aspects:

The temple is in Wat Lee municipality community. The temple entrance is a huge arch with exquisite stucco and the top of the arch is symmetrically tiered.

History:

Wat Lee Temple was built in 1495 and was royally given the *Wisungkham Sima* status in 1857. The word “Lee” means “market” in the local dialect because the area was a trade route of the province on the Ing River.

Archeological structures and objects:

An outstanding archeological structure of the temple is an exquisite white octagonal pagoda of Lanna style, surrounded by four walls. Each side of the pagoda is decorated with sandstone Buddha images. The base is 16.50 meters wide with the

height of 35 meters. It was beautifully designed and constructed, with refined and intricate stucco throughout the structure.

The temple houses numerous ancient art objects, with over 1,000 pieces of complete and broken sandstone Buddha images. These objects were collected by the temple's abbots who obtained them from submerged temples in the lake.

5) Wat Luang Ratsanthan (วัดหลวงราชสัณฐาน)

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Figure 4.6: Wat Luang Ratsanthan

Location and boundaries:

The temple is located at 745/4 Phaholayothin Road, Tambon Wiang, Muang District, Phayao Province.

Architectural aspects:

The Lanna architectural structures in the temple include a chapel, a pagoda, a pavilion, monks' residences, and the temple walls.

History:

Originally, the temple was known as Wat Luang. It is as old as Wat Padeng Bunnak. Historical records indicate that the temple was constructed by city rulers and it was used as their headquarters during the construction of the city.

Archeological sites and objects:

The exquisite Lanna-style chapel is about 135 years old. This white chapel has a yellow roof and two white stucco *nagas* on both sides of the stairs. Inside the chapel houses the fully decorated bronze principal Buddha image. The original image was made of bricks and it was destroyed during a fierce storm.

The mural paintings have been preserved by the temple and the Fine Arts Department. The paintings depict previous lives of the Lord Buddha before his enlightenment, and lifestyles of Lanna people. A few ancient types of paints were used in the paintings, so they are priceless in terms of artistic value.

Behind the ordination hall is the square-base Lanna style pagoda, which was restored from the original one after it collapsed. The main entrance of the temple is a three-door wooden arch with wooden roof, and is decorated with Lanna-style wood carving. The ordination hall is situated outside the temple walls and is used for religious and ecclesiastic activities. The hall is decorated with colored mirrors and beautiful stucco.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

6) Wat Sri Umongkham (วัดศรีอุโมงค์คำ)

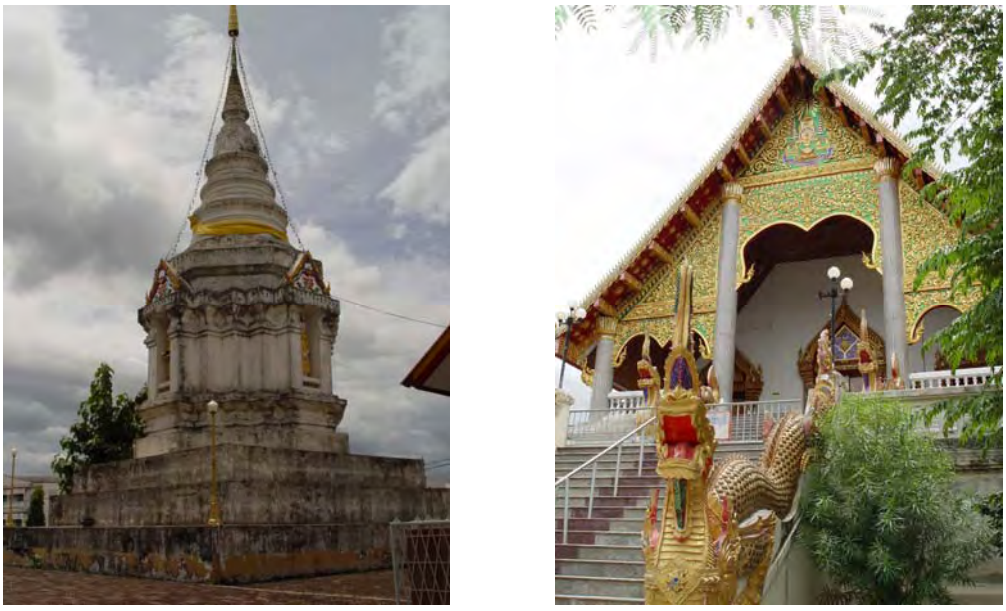


Figure 4.7: Wat Sri Umongkham

Location and boundaries:

The temple is located at No. 3 Tha Kwan, Tambon Wiang, Muang District, Phayao Province.

Architectural aspects:

At present, the temple is the location of Phinitprasart School, a charity school for monks and young boys to study general education. It is also the residence of the incumbent provincial ecclesiastic head. The main entrance of the temple is made from carved wood with its roof made from wood planks. The temple walls are made from brown bricks without cement cover. The ordination hall is set on a two-tired platform.

History:

Wat Sri Umong Kham Temple was founded in 1846. It is known locally as Wat Sung or High Temple, because it is on a higher ground and both its pagoda and ordination hall were built on raised platforms. The temple received its *Wisungkham Sima* status on February 3, 1931.

มหาวิทยาลัยเชียงใหม่ ลิขสิทธิ์

Archeological structures and objects:

The most important object in the ordination hall is the principal Buddha image, named Phrachao Lan Tue or Phrachao Saen Sae. The image is made from pieces of carved sandstone held together by numerous bolts. The word “Saen” means “one hundred thousand” and “Sae” means “bolt” in Lanna dialect, thus derived the name of the image.

Besides the principle image, there are also several gilded sandstone images in the hall. One distinguished image is called Phrachao Khaeng Khom, the edged shin image, which is similar to the one located at Wat Srikert Temple in Chiang Mai. It is said that the two images are artistically related.

Behind the ordination hall stands a 30-meter square base pagoda of Lanna style. On each side of the base, there is a niche containing a Buddha image. The pagoda had been restored several times in the past, and it was once struck by lightning.

Below the platform of the ordination hall and the pagoda, there is a 10x15-meter pavilion. It houses two important sandstone images. The first one is believed and respected by the locals for granting their wishes. The other one was beautifully carved, and it was excavated from the base of a submerged pagoda in the year when water level in the lake was so low that one could walk across the lake from one side to the other.

7) Wat Ratchakhrue (วัดราชคฤห์)

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Figure 4.8: Wat Ratchakhrue

Location and boundaries:

The temple is located at 460/3 Tambon Wiang, Muang District of Phayao Province. The temple is situated next to the City Pillar Shrine.

Architectural aspects:

The entrance is a huge arch decorated with stucco angels. The top of the arch is furnished with the four-faced Brahmin God. There is a 20x40-meter ordination hall that houses the beautifully gilded sandstone principal image. Behind the hall is an

octagonal pagoda with four smaller pagodas on the corners of its raised square platform. At each entrance of the four walls surrounding the pagoda stands two lion statues.

History:

The temple was founded in 1900 and was royally given the *Wisungkham Sima* status on September 27,1938.

Archeological structures and objects:

The pagoda of the temple is different from the rest in the province, because it shows the influence of early Chiang Mai style. It was built on a raised square platform with a smaller pagoda on each corner. The passage between the platform and the walls surrounding it is about 1.50 meters wide. At each entrance of the four walls stand two lion statues.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

8) Wat Chai Awat (วัดไชยอาวาส)

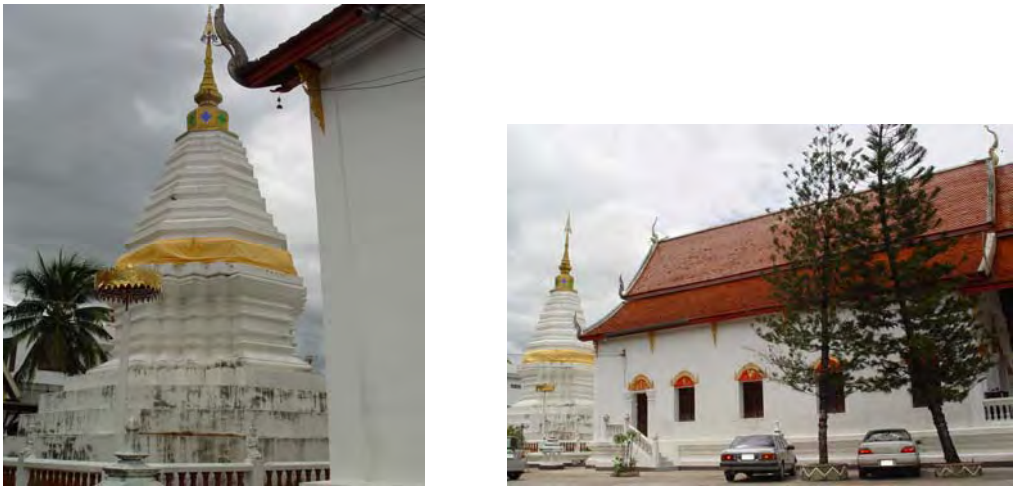


Figure 4.9: Wat Chai Awat

Location and boundaries:

The temple is located at 2 Patu Lek Village, Ratchawong Rond, Tambon Wiang, Muang District of Phayao Province. It is under the supervision of the Great Vehicle Sect Board. The temple is in an area of three rai and 70 square wah. It borders with Phaholayothin Road and a private land plot in the north, small alleys in the west and south, and Ratchawong Road in the east.

Architectural aspects:

The temple has an ordination hall, a chapel, several pavilions, and a pagoda. In the past, there was an iron gate nearby, so it was locally known as the Iron Gate Temple.

History:

The temple was once deserted and it was later rebuilt near the Iron Gate. It is the twin temple with Wat Luang Ratsanthan Temple since the early Ratanakosin Period. It is customary that the two temples share food and necessities particularly on important festivals and holy days.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

9) Wat Sri Jomruang (วัดศรีจอมเรือง)

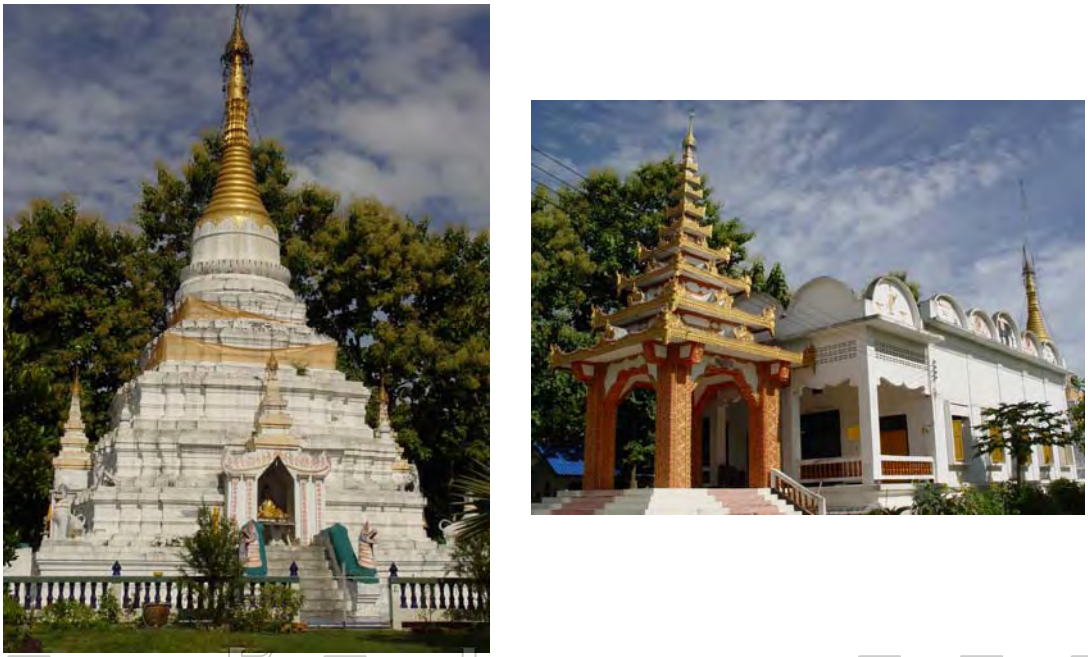


Figure 4.10: Wat Sri Jomruang

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Location and boundaries:

The temple is located on 14 Super Highway Road, Tambon Wiang, Muang District of Phayao Province. It is also under the supervision of the Great Vehicle Sect Board.

Architectural aspects:

Locally known as Wat Ching Kham Temple, the ordination hall and other structures are of Shan architectural style, which is distinct from Lanna style.

History:

The temple was founded in 1899. During the politically turbulent period in the reign of King Rama V, most Phayao residents fled their hometown to Lampang Province. A year later, they returned to restore their city. They came with a group of

Shan people who set up their own community and founded this temple. The temple was royally given the *Wisungkham Sima* status on February 13, 1984.

Archeological structures and objects:

The ordination hall and chapel are the same building, decorated with small pieces of colored glass. In front of the ordination hall stands a Shan style pagoda with the square base of 20 meters. However, the principal Buddha image in the ordination hall is of Lanna style.

10) Wat Analayo (วัดอนาลโย)

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Figure 4.11: Wat Analayo

This temple is located at San Pamuang Temple in Ban Tom sub-district. The temple itself is situated on the Busarakham Mountain overlooking the city center and the lake. It is also a Buddhism park with beautiful structures and shady atmosphere.

11) Ban Rong Hai Archeological Ruins

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Figure 4.12: Ban Rong Hai Archeological Ruins

Location and boundaries:

These archeological ruins are located at Ban Ronghai Villages # 1 and 11, Tambon Mae Sai, Muang District of Phayao Province. It covers an area of 1,050 rai. In the north, it borders with the Kwan Phayao Lake, Tambon Mae Ka in the south, the Muang Municipality in the east, and Mae Sai River in the west.

Archeological aspects:

Numerous archeological remains have been found scattered in the southern side of the lake, locally known as *San That* or the Mound. This ruins cluster was once covered with weeds and trees. After excavation and restoration, a permanent building was constructed for an exhibition of the ruins. However, it is now deserted due to a lack of public relations and participation of local people. Concerned agencies tried to manage the place as a learning center for homestays.

History:

The excavation started in 2002 in an attempt to develop the place into a learning center for homestay, led by Mae Sai Tambon Administration Organization, the Fine Arts Department, and Mae Sai villagers. They discovered 12 ancient mounds submerged or partially submerged in the lake. Other archeological items included lotus-head pillars, raised platforms of Buddha images, sandstone elephants and *stupas*, and earthenware.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

The excavation and restoration concluded that the Ban Rong Hai Archeological Group is composed of pagodas, chapels, buildings, and brick walls. It is estimated that this archeological group dates back before 1490. Additionally, a stone inscription, number November 23, was found at the site. The content of the inscription is about temple construction and names of donors in the year 1494.

Archeological structures and objects:

There found an octagonal pagoda with a 10-meter diameter, set up on a three- tier platform. Its top was destroyed. Its overall structures are similar to those of Wat Lee Temple, which was constructed in 1495.

An oblong chapel is in the east of the pagoda. There remains the raised platform of the principal Buddha image. There are no traces of the pillars. In the northeast of the chapel is a walkway connected to Building # 2.

Building # 1 is situated in the north of the chapel. It is oblong in shape. Only its foundation remains, with the rest in ruins.

Building # 2 is located in the northeast of the chapel. It is parallel to the Mae Sai River and the eastern wall. The front part faces south and the stairs are in the west. Four walls surround the temples, but the eastern wall has been destroyed.

Other archeological objects include:

1. Architectural items, e.g., bricks, roof tiles, Chinese nails, bronze plates, lotus-shape pillar heads, and sandstone elephant heads.

2. Religious idols, e.g., pieces of sandstone Buddha images, image heads of Sukhothai and Phayao styles, and amulets.

3. Household utensils and decorative items made from clay and stone, metal tobacco pipes, bronze beads, and herb stone crushers.

4. Porcelain and earthenware from various kilns throughout the Lanna region.

12) Wat Tilok-Aram (วัดติโลกอาราม)

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Figure 4.13: Wat Tilok-Aram

Location and boundaries:

The temple is submerged and partially submerges in the lake.

Archeological structures and objects:

There is a 20x45-meter structure emerging from the water for about 40 centimeters. Other archeological objects include two sandstone pillars with a hole in the middle, piles of bricks, a sandstone *stupa*, pieces of earthenware, and pieces of roof tiles.

Archeological structures and objects:

Most of the structures have become piles of bricks because they were made from bricks covered with lime. Rains and weeds helped increase the disintegration process. Therefore, all of them fell apart and it is impossible to restore them into their original structures.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

13) Wat Ton Salee (วัดต้นสลี)

Figure 4.14: Wat Ton Salee

Location and boundaries:

The temple is submerged and partially submerged in the lake.

Architectural aspects:

There are four sandstone pillars with holes in the middle, emerging from the water. On their foundations, piles of bricks, pieces of earthenware and roof tiles scatter in area of about 8x12 meters.

Archeological structures and objects:

The conditions of archeological structures and objects are similar to those of Wat Tilok Aram Temple.

14) Wat San Ku (วัดสันกู่)

มหาวิทยาลัยศิลปากร ลงวันเดือนปีที่

Figure 4.15: Wat San Ku

Location and boundaries:

The temple is submerged and partially submerged in the lake.

Architectural aspects

There are six sandstone pillars and a 15x20-meter archeological structure, with about 30 centimeters emerging from the water. Piles of bricks, pieces of earthenware, and roof tiles can be found.

Archeological structures and objects

The archeological structures and objects are in the same conditions as those at Wat Tilok Aram Temple.

15) A deserted temple near Wat Santhat (วัดร้างใกล้สันธาตุ)

Figure 4.16: A deserted temple near Wat Santhat

This deserted temple is submerged in the lake, located about 40 meters to the southeast from Wat Santhat Temple. There is an 8x10-meter structure, with about 20 centimeters emerging from the water. The structure is believed to have been an ordination hall, because five hexagonal sandstone markers were found, with three of them being disappeared. Other structures include three sandstone pillars, piles of bricks, pieces of earthenware, and roof tiles. The conditions of these structures have been damaged beyond reconstruction due to time and water erosion.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

16) King Ngam Muang Monument (อนุสาวรีย์พ่อขุนงำเมือง)

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Figure 4.17: King Ngam Muang Monument

The monument is located in a lakeside park. The King ruled Phu Kam Yao Kingdom and was an allie of King Meng Rai of Chiang Rai and King Ramkhamhaeng of Sukhothai.

17) The Suthaphat House

Figure 4.18: The Suthaphat House

Location and boundaries:

The house is located in the city center. It borders with the Luang Phisit Kayakorn House in the north, Chay Kwan Restaurant in the east, and Kwan Phayao Lake and Chay Kwan Road in the west and south.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Architectural aspects:

The house is located in a nine rai area overlooking the lake. It is composed of three golden teak houses; one big two-story house and two one-story houses to the east of the big one.

History:

Built in 1922 during the reign of King Rama V, the house is of historical significance. Once owned by a famous and wealthy nobleman, Luang Srinakharanukun, it had been a guest house of kings and noblemen who visited or were on official visits to the province in the past. The name of the house was given by Queen Indarasaksaji, the royal consort of King Rama VI.

Archeological structures and objects:

The teak houses were beautifully constructed by professional carpenters from Shanghai, China. The most exquisite is the main house. Its roof is made from small planks of wood manually designed and polished until they look like concrete tiles. The door panes were exquisitely designed and carved. Each pillar was carved in the form of climbing ivy. Decorative wares and household utensils kept inside the houses are priceless and of architectural value.

18) The Cultural Hall

มหาวิทยาลัยศิลปากร ศิลปินลิขสิทธิ์

Figure 4.19: The Cultural Hall

The hall contains a museum, exhibiting archeological objects, historical documents of the province, folk literatures and wisdom, culture, traditions, and ways of life of Phayao residents.

19) Phayao Fishery Station

Figure 4.20: Phayao Fishery Station

It is a fish breeding center and the first center for giant catfish artificial insemination. There is an aquarium exhibiting fresh water animals in the lake and other nearby water sources. In addition, a palace of the late Princess Mother was constructed in the premises to house her personal accessories, her pictures and an exhibition about her activities during her nine visits to the province since 1971 until her death. Presently, the station is designed to be a recreational center for the public as well.

มหาวิทยาลัยเทคโนโลยีสุรนารี

4.3.3 Tourist attractions: livelihood and occupational activities

The investigation on the livelihood and occupational activities of the lake side residents covers:

1) Households and living conditions of the residents

Households of the residents are clustered along the roads and alleys, with some areas being more densely populated than others. Houses are built near those of their relatives and farmland, with a temple as the center of the community. Older houses are made from wood and some have been strengthened and expanded for wider area use. Newer houses are usually made from concrete, with modern

architectural styles. They can be one-story or two-story houses with separate bedrooms for family members. A common room is used for recreation, e.g., watching television, eating, or chatting with relatives and friends. The kitchen is detached from the house and family members rarely dine there.

For a house on stilts, the ground floor is used for keeping farm equipments, or as a place for vocational activities to earn extra income. A toilet and bathroom is the some place. For households with beasts of burden, the animals are kept in a sty located near the house (Prakobsiri Pakdeepinit, 2002 : 70-71).

2) Lifestyles

After marriage, a newly wed couple would live separately, or the man will move to live with the woman in the woman's house rather than the other way round. The man is the head of the family and the woman a housewife. For daily activities, she gets up early to prepare breakfast. After breakfast, the man would go out to work. If the workplace is nearby, he will come back to have lunch at home. However, if the workplace is far, lunch will be packed. Dinner is the time when everyone in the family will eat together. As a housewife, she would try to finish household chores in the morning while the afternoon is set for other activities, such as weaving or growing vegetables. For some families, both men and women work outside of their communities. In this case, old family members would look after the houses or young children. Some older people are specialized in weaving bamboo or hyacinth plants. The activities can bring extra income to the families, People in the lakeside area love, respect, and care for one another, especially toward older people.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

3) Festivals and traditions

Festivals and traditions of the lakeside residents have been passed down from older generations, despite fewer participants nowadays. Most of these festivals and traditions are related to Buddhism, so they are celebrated nationwide. However, some festivals are specific to the province only, and they can draw a large number of local and foreign tourists to visit the area. For some festivals, a unique identity has to be created, so as to attract visitors. It is strongly recommended that such festivals be based on their correct traditional functions and steps, with collective participation and

approval of the local people. The year-round festivals and traditions of the lakeside communities are shown in table 4.1

Table 4.1 The year-round festivals and traditions of the lakeside communities.

Lunar months	Festivals and traditional activities
First month (December)	
Second month (January)	New Year celebration
Third month (February)	Makha Bucha Day
Fourth month (March)	Paying homage to King Ngam Muang
Fifth month (April)	Song Kran Fastival or celebration of Traditional Thai New Year from April 13-15
Sixth month (may)	Visakhabucha Day Paying homage to Phrrachao Ton Luang, Sri Khomkham Temple Lychee Featival
Seventh month (June)	
Eighth month (July)	Asanhabucha Day Buddhist Lent Day
Ninth month (August)	
Tenth month (September)	
Eleventh month (October)	“Thevorohana” food offerings to monks to mark the end of the Lent at Wat Phrathat Jom Thong Temple Kuay Salak Merit-Making Ceremony for the Dead
Twelfth month (November)	Loy Krathong Fastival to pay gratitude to the Goddess of Water

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

4) Occupational activities

4.1) Blacksmithing at Ban Rong Hai Community

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Figure 4.21: Blacksmithing at Ban Rong Hai Community

At present, there are eight privately owned furnaces in the community. The owners and their employees would produce a variety of their products, such as knives, hoes, sickles, and axes. Shapes and designs of the products can be traditional or according to what their customers want. Due to modern sharpening equipments, the production process is faster. However, traditional, manual procedures have been forgotten. In the past, burning and hammering started from 2 a.m. to 7 a.m, due to cooler weather in early morning. During the day, it was the process of shaping and sharpening their wares. Nowadays, burning and hammering is done throughout the day because of higher demands. Additionally, blacksmithing is the principal occupation of these blacksmiths.

Blacksmiths believe that there is a spirit residing at the furnace. On traditional New Year or Songkran Festival, they would give offerings to this spirit. The offerings include a pair of boiled chickens and a bottle of locally brewed whisky. The ritual is held only once a year. At other times, the offering includes only local sweets made from sticky rice and ripe banana. Mr. Tham Panlauya, a former blacksmith, confirmed that the ritual should be strictly observed. He said that if workers had drinks at the end of their day's work without offering some to the furnace spirit, they would encounter all kinds of problems the following day. Therefore, it is a common practice that blacksmiths offer a drink to the spirit whenever they drink at the furnace (Prakobsiri Pakdeepinit, 2002, 68-69). From interviewing the local blacksmiths, they are willing to offer their trade as a part of community tourism.

4.2) Stone carving at Ban Ngiw Community

It is believed that stone carving at the community dates back over a century ago. It started by the craftsman named Po Somkhrua, who carved stones into mortars and pestles, and other household utensils. He learnt the skills from his father. Later on, Buddha images have been carved from sandstone. Current stone products include mortars and pestles, Buddha images, stone markers, foundation stones, bathtubs, washing basins, water pot, and other decorative items. Customers include local residents, tourists, and resort and hotel owners. Nevertheless, the main product is still mortars and pestles, which have been distributed and sold nationwide. In the past, only men were involved in the job, but today women can do it as well. From interviewing carvers and community members, it is found that they wanted tourists to

visit their community. They wanted to show visitors their production potentials, spread their arts and crafts, and sell community products to increase their income.

4.2) Stone carving at Ban Ngiw Community

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Figure 4.22: Stone carving at Ban Ngiw Community

It is believed that stone carving at the community dates back over a century ago. It started by the craftsman named Po Somkhrua, who carved stones into mortars and pestles, and other household utensils. He learnt the skills from his father. Later on, Buddha images have been carved from sandstone. Current stone products include mortars and pestles, Buddha images, stone markers, foundation stones, bathtubs, washing basins, water pot, and other decorative items. Customers include local residents, tourists, and resort and hotel owners. Nevertheless, the main product is still mortars and pestles, which have been distributed and sold nationwide. In the past, only men were involved in the job, but today women can do it as well. From interviewing carvers and community members, it is found that they wanted tourists to visit their community. They wanted to show visitors their production potentials, spread their arts and crafts, and sell community products to increase their income.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

4.3) Hyacinth products of Ban San Pamuang Community

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Figure 4.23: Hyacinth products of Ban San Pamuang Community

Ban San Pamuang Community is located in the lakeside area where hyacinth plants are abundant. In 1981, two Buddhist nuns took a temporary residence at the village temple and taught the villagers how to weave hyacinth plants into household products. Interested villagers formed a group to produce hammocks. However, the products were not popular because their designs were mundane and the products became moldy easily. In 1987, officers from the Provincial Industry Office trained the villagers mold prevention techniques and how to create new designs. More products were produced and sold to tourists in the lakeside area, with concerned provincial agencies launching public relations campaigns. Nonetheless, the fanfare was short-lived, due to a lack of continuous public relations campaigns and budget. In 2001, the villagers corroboratively established the Hyacinth Product Group to mobilize funds for developing the products and training its members on new designs and production techniques. The group received cooperation from various agencies in the province in terms of product designs and refinement, public relations and marketing. More orders came in and sales volumes increased, and the products were sold domestically and internationally. At the present, various types of products of different sizes are produced, e.g., hammocks, bags, baskets, fruit trays, vases, hats, and lamp shades. From interviewing the villagers and group members, most of them want tourists to visit their community and to support their activities.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

4.4 Access to tourist attractions

4.4.1 Land transportation

If you travel by car, you can get to the lakeside communities through Highway 1195. From Mae Tam intersection, turn left to Mae Sai Village, passing all the villages included in this investigation. If you travel by public bus, get a local minibus, or a motorcycle taxi, or a local public bus from the municipal market to the lakeside area.

4.4.2 Water transportation

To access submerged archeological ruins, there are two piers for tourists to get the rowing boats. One is at the lake front and the other is at San Klaep Dam

Fishing Village in front of Wat Boon Yuen Temple. The services start from 9 a.m. to 6 p.m., depending upon seasons and weather conditions.

4.5 Amenities in the attraction sites

4.5.1 Public utilities

Provincial and Village Water Works provide tap water services to all lakeside communities. For households beyond these services, they get water from water wells. Electricity is available in every community and household. Public phone services are available only in communities located within the municipality area. However, most residents prefer to use mobile phones because they are more convenient and easily available.

4.5.2 Garbage management

Garbage in the municipality is taken care of by the municipality itself. Beyond this, residents have to dispose of it by themselves, by either burning or burying.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

4.5.3 Public toilets

Public toilets are one of the most important facilities for tourists. They must be hygienic, sufficient in numbers, and up to the standard. They also influence tourist attitudes toward attraction sites. From a survey of toilets in the attractions in the lakeside area, the following is found:

- In the lakeside communities, public toilets are available in the Health Garden and in the Princess Mother Garden. They are not enough for tourists to use. Waiting time is along and the toilets are not so clean.

- Temples have enough toilets to accommodate visitors and tourists. However, hygiene is a problem and water quantity is sometime inadequate.

- In handicraft centers, toilets for tourists are non-existent. Visitors have to share with the owners of the centers. Sometimes personal belongings are placed in the toilets, which makes it inconvenient for tourists.

4.5.4 Information signboards at attraction sites

In handicraft centers, owners of these places provide information to tourists. If they are foreign visitors, their guides will take up the job. However, if they come without a guide, all they can do is just watching because the owners cannot communicate with them in a foreign language. In temples, there is no one to provide information to tourists, and only some temples have information signboards, with brief histories of the temples. For a visit to the submerged archeological ruins, boat rowers provide information about those places to tourists. Foreign tourists require a guide to do the job.

Information signboards convey messages from hosts to visitors. The messages include a brief history, cultural or historical significance of the place, or what to appreciate when visiting an attraction site. From a survey on information signboards at tourist attractions in the lakeside communities, the following is found:

- There is no information signboard telling history, ecological system, or utilization of the lake. Tourists only admire its beauty without realizing the true value of the lake.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

- Information signboards are non-existent in the temples, so visitors have to get information from other sources, such as monks or guides.

- Road signs to the handicraft communities are not clearly set up, because these communities are not popular among tourists. Again, information signboards at these venues are non-existent.

4.5.5 Parking spaces and piers

Parking spaces and piers, in the case of the lakeside communities, are important facilities for the operations of tourism. Tourists are unlikely to stop if an attraction does not provide parking spaces. As for the lake, piers provide safety and landing for tourists to visit submerged archeological ruins. From a survey on parking spaces and piers at the attraction sites in the lakeside communities, the following is found:

- For visiting the lake, tourists can use parking spaces at the Health Garden and the Princess Mother Garden, as well as along the lakeside roads. However, traffic is heavy from 5 p.m. to 8 p.m. when local residents carry out outdoor activities.

- Temples usually have adequate parking spaces in the temple ground for private cars, but tourist coaches have to park outside, since they are too big for the temple gate.

- At the community handicraft centers, parking must be done on the streets in front of the centers. Some centers are not located on the main roads, so tourists have to park outside and walk along small alleyways to get to the centers.

-To visit submerged archeological ruins, there are two piers available for tourists to board rowing boats, with rowers providing information about the places. Boat services are available from 9 a.m. to 6 p.m., depending upon seasons and weather conditions.

4.6 Security in attraction sites

In general, the lakeside communities are relatively peaceful. Criminal cases are mostly petty crimes. The security is overseen by the provincial police station and there is a police booth in each sub-district to oversee security in the community. Regarding security in attraction sites, it is found that the Lake is safe because there is police patrol in the area and parking space. The temples are also safe since there is an open space so criminal activities are easily seen and it is regarded as a sacred place. In handicraft centers or houses, tourists are reminded of safety by guides or owners, particularly sparks from iron hammering and pieces of stones from stone carving. For a visit to submerged archeological sites by rowing boats, life jackets are provided and two oarsmen, who are professional fishermen, are in charge of a boat. As for public health services, there is a public health station for each sub-district and seriously injured cases can be taken to the provincial hospital.

From the investigation, it is found that the communities are peaceful and safe for tourists to visit. In addition, the kin-like social relationship encourages members to oversee security in their respective communities.

4.7 Tourism carrying capacity

When comparing the size of the area to tourist numbers, it was found that the communities have a high carrying capacity because tourism in the area is of a rotating pattern. Visiting each attraction does not take long and each batch of tourists is about 10 to 40, depending on the modes of transportation. Most of them visit the lake, have a bite or a coffee, visit handicraft centers, and buy souvenirs. From asking community members and business operators, it is found that they welcome visitors.

4.8 Public participation

Participation is concerned with stakeholders being able to manage tourism. Community participation is crucial to sustainable tourism development and the community acts as a center connecting concerned state and private sectors. It connects to the state sector as a policy implementation agent for long-term concrete effect and as an attraction owner and service provider to the private sector.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

In this investigation, interviews on public participation of stakeholders were conducted. The stakeholders were divided into five groups:

4.8.1 Household heads

Thirty-five household heads were interviewed and it is found that most of them were not involved in tourism. They were, however, interested in participating in tourism management, but did not know how and what to do. Nevertheless, they were willing to welcome tourists to their communities.

4.8.2 Business operators in the lakeside area

There were 20 business operators being interviewed. They felt that participation in tourism management would generate more income and better quality of life. These operators were participating in carrying out tourism activities and collecting benefits. Since they are merchants and service providers to tourists, they directly gain benefits from tourism-based activities. However, they are not involved in finding and identifying problems and their causes, or evaluating tourism programs.

They thought that these activities should be carried out by state officials. However, they are willing to cooperate with and assist concerned agencies to improve local tourism.

4.8.3 Owners of the handicraft centers

There were 26 people being interviewed in this group. They were further divided into four smaller groups according to their craftsmanship they are involved in:

Blacksmiths

At the present, there are eight privately operated furnaces in the Ban Rong Hai Community. The owners of these furnaces are proud in their craft and welcome visitors. There are no admission fees and no commissions paid to guides. The main income is from selling their products to middlemen or buyers in general. Interviews with the owners reveal that they do not carry out public relations campaigns or advertising, but it is a tourism promotion program of involved state agencies, as well as tourism management of the community. The community received a grant from the Thailand Research Fund, Regional Office, to conduct research on community tourism management. Their first experiment to accommodate tourists was in November 13-14, 2007. The present state of tourism is in a form of field visits from state agencies and purchase of products. There is no true cultural tourism.

มหาวิทยาลัยศิลปากร ศูนย์วิทยทรัพยากร

Stone carvers

There were six stone carvers involved in the interviews. They welcome tourists and take pride in their craft. Income is generated from selling their products in their community, and to hotels and resorts if the products are decorative items. There are no admission fees to visit their factories and no commissions paid to tourist guides.

Hyacinth weavers

There were six weavers being interviewed. It is found that they take up the job to generate supplementary income in their free time. Most of them are housewives or old people working at home. They sell their products to their community shops or cooperatives.

Local fishermen

Six fisher folks were interviewed in this study. Fishing in the lake can be done all year round, but fishermen will reduce their activities during the breeding season. The fish they catch is used for their own consumption or sold in the local markets. They provide boating services to tourists to visit submerged attraction sites during the day at the two piers. The charge is 20 baht per person. Boating services are in a rotating basis in order to distribute income among the boatmen themselves.

Regarding participation, the craftsmen and fisher folks do not participate in the tourism management process. They just wait for tourists without any preparation to accommodate them. However, they want to participate in the process to improve their business and product/service quality, and are willing to cooperate with other agencies, but do not know what, where, and how to start. The reason for this is that tourism has direct impacts on their livelihoods, in terms of more income and a better quality of life.

มหาวิทยาลัยศิลปากร ศูนย์วิทยทรัพยากร

4.8.4 Community leaders

Seven community leaders were interviewed. It is found that all of them want to have community tourism in order to create more jobs and generate income. However, they do not know what attractions their communities have to attract tourists besides temples and local handicrafts. These leaders are not directly involved in developing local tourism, but implementing policies from concerned state agencies. They want state and private agencies to seriously develop local tourism without any political intervention. They are willing and ready to cooperate and coordinate with local residents and state officials.

4.8.5 State officials involved in tourism

From interviewing five state officials, it is found that tourism is under the supervision of the Provincial Center for Sports, Recreation, and Tourism. The center is in charge of tourism promotion in cooperation with other local state agencies. Tourism-related policies keep changing according to administrators in charge. However, the present governor is seriously and continuously promoting tourism in the province, particularly visits to submerged archeological sites. Public relations campaigns have been launched and mass media invited to publicize the place. Concerned state agencies are actively involved. Although planning and implementation are still top-down, it is a good start of tourism development in the lakeside communities.

4.8.6 Participation levels and factors affecting community participation

มหาวิทยาลัยเชียงใหม่ ลิขสิทธิ์

The study also investigated participation levels and factors affecting community participation in sustainable tourism management. There were 367 samples involved in this investigation and they were family heads or community representatives. The results of the investigation are as follows:

1) Personal information

The investigation revealed that most of the samples, 61.80%, were female respondents with 27.50% of them aged between 41-50 years, 22.10% over 60 years and 3.80% under 20 years. As for their status, 53.10% were representatives of households, indicating that more women were able to express their opinions and carry out activities for their families.

Regarding education levels, most of them, 40.30%, had primary education, 16.10% had no education, 14.20% had high school/vocational education, 12.50% had bachelor education, 9.80% had secondary education, 5.20% had diplomas and 1.90% had graduate education. The reasons that the majority of them had lower or no education were that in the old days only elementary education was compulsory and

education was not compulsory for those over 60 years old. Furthermore, transportation was inconvenient for them to further their studies in town and there were no subsidized public schools in those days.

With respect to occupations, 24.25% were farmers, 16.89% were wage earners or laborers, and 15% were self-employed. This affected their monthly incomes in that 61.30% earned lower than 5,000 baht a month, 17.40% earned 5,001-10,000 baht a month, and only 2.70% earned 15,001-20,000 baht.

The majority of the samples, 68.90%, were no members of any group or organization, 26.32% were members of their village clubs/ associations, and 10.53% were members of the One Tambon One Product groups. Most of them, 92.90%, did not have any experience in tourism management, while the rest were involved as tourism-related business operators

Table 4.2 Number and percentage by personal information

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

	General information	Number	Percentage
Sex			
	Male	142	38.70
	Female	225	61.80
	Total	**367**	**100**
Age			
	Under 21 years	14	3.80
	21-30 years	31	9.30
	31-40 years	71	19.30
	41-50 years	101	27.50
	51-60 years	66	18.00
	Over 60 years	81	22.10
	Total	**367**	**100**
Education			
	Elementary school	148	40.30

	General information	Number	Percentage
	Secondary school	36	9.80
	High school/vocational education	52	14.20
	Diploma	19	5.20
	Bachelor degree	46	12.50
	Graduate degrees	7	1.90
	Other	59	16.10
	Total	**367**	**100**
Occupation			
	Farmer	89	24.25
	State/state enterprise employee	41	11.17
	Business owner/ merchant	50	13.62
	Company employee	14	3.81
	Self-employed	55	15.00
	Housewife/husband	19	5.18
	Wage earner /laborer	62	16.89
	Unemployed	19	5.18
	Other	18	4.90
	Total	**367**	**100**
Monthly income			
	Lower than 5,000 baht	225	61.30
	5,001-10,000 baht	64	17.40
	10,001-15,000 baht	29	7.90
	15,001-20,000 baht	10	2.70
	20,001-25,000 baht	18	4.90
	More than 25,000 baht	21	5.70
	Total	**367**	**100**
Membership of a group/organization			
	No	253	68.90
	Yes	114	31.10
	Total	**367**	**100**

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

General information	Number	Percentage
Group/ organization you are a member		
Village head/sub-district chief	0	0.00
Tambon Administration Organization	6	5.26
Village Council	12	10.52
Farmers Group	19	16.67
One Tambon One Product	12	10.53
Village club/association	30	26.32
Other	35	30.70
Total	**114**	**100**
Status of respondents		
Household head	172	46.90
Household representative	195	53.10
Total	**367**	**100**
Experience in Tourism management		
No	314	92.90
Yes	26	7.10
Total	**367**	**100**
Tourism management experience		
Guide	3	12.00
Travel agent	0	0.00
Tourism-related business operator	5	20.00
Other	17	68.00
Total	**25**	**100**

มหาวิทยาลัยราชภัฏสวนสุนันทา

2) Levels of participation in sustainable tourism management

Lakeside community members were asked to participate in this sustainable tourism project in different ways. These included planning, activity implementation, investment, and evaluation. The investigation reveled that in general the participation levels were at the low level ($\bar{x}$ = 2.59). When each participation type was taken into consideration separately, it was found that planning was at the low level ($\bar{x}$ = 2.46), with planning in developing amenities in attraction sites at the medium level ($\bar{x}$ = 2.83) and in identifying problems and their causes at the lowest level ($\bar{x}$ = 2.31). However, 51.80% and 51.23% of the samples participated in planning for tourism-related operations and for tourism route development.

In terms of activity implementation, the overall participation was at the medium level ($\bar{x}$ = 2.62), with preserving culture, traditions, ways of life and traditional occupations at the medium level ($\bar{x}$ = 3.40) and making travel plans around the lake at the low level ($\bar{x}$ = 2.33). However, 56.70% of the samples did not participate in fixing product prices.

มหาวิทยาลัยหอการค้าไทย ลิขสิทธิ์

Investment participation was found to be at the medium level ($\bar{x}$ = 2.91), with psychological contributions at the high level ($\bar{x}$ = 3.32) and financial contributions at the medium level ($\bar{x}$ = 2.64). However, over half of the samples participated in all aspects of investment.

With regards to evaluation, the overall participation was at the low level ($\bar{x}$ = 2.27), with most samples evaluating previously agreed operations at the low level ($\bar{x}$ = 2.49) and few samples evaluating problems of tourism activities at the low level ($\bar{x}$ = 2.27). However, over half of the samples participated in all aspects of evaluation.

Although the findings revealed a low level of participation among community members, some of the local community representatives were provided a chance to participate in carrying out various activities. This indicated that the participation process had existed and it was a good start to promote community participation in tourism management and other social developments in the future. One point to note was that a portion of the samples did not participate in any activities.

During the field data collection period, it was found that this group wanted to partake but did not know what and how to do. Therefore, state and private agencies or educational institutions in charge of the lakeside tourism must provide correct broader background onto the tourism process and to create a sense of participation in all public sectors. In this way the participation process can be extended to other areas besides tourism.

Table 4.3 Number, percentage and mean of participation levels in the lakeside tourism management.

N= 367

Participation Types	**No participation**		**Participation**		**Participation levels**		**Level**
	Number	**%**	**Number**	**%**	**Mean**	**S.D.**	
Planning - Voicing opinions about existing problems	147	40.10	220	59.90	2.49	1.12	Low
- investigating problems and their causes	167	45.50	200	54.50	2.31	1.19	Low
- Planning for tourism implementation	190	51.80	177	48.20	2.32	1.06	Low
- Issuing rules / regulations of villages for cultural tourism	170	46.32	197	53.68	2.43	1.29	Low
- Developing tourism routes	188	51.23	179	48.77	2.40	1.17	Low
- Developing amenities in attraction sites	159	43.30	208	56.70	2.83	1.33	Low
Total					**2.46**	**1.19**	**Low**
Activity implementation - Mapping the lakeside tourism attractions	181	49.30	186	50.70	2.33	1.20	Low
- Developing the lakeside	113	30.80	254	69.20	2.76	1.37	Medium

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Participation Types	No participation		Participation		Participation levels		Level
	Number	%	Number	%	Mean	S.D.	
tourism attractions							
-Group formation for product standardization	195	53.10	172	46.90	2.51	1.27	Low
- Group formation for setting up service guidelines	191	52.00	176	48.00	2.36	1.18	Low
- Group formation for fixing product prices	208	56.70	159	43.00	2.37	1.18	Low
-Group formation for setting up safety standard for tourists	179	48.77	188	52.23	2.55	1.31	Low
-Setting up tourism activities	181	49.32	186	50.68	2.47	1.19	Low
-Preserving local culture, traditions, and folk ways of life	56	15.30	311	84.70	3.40	1.36	Low
-Publications	118	32.15	249	67.85	2.86	1.29	Medium
Total					**2.62**	**1.26**	**Medium**
Investment -Psychological contributions	42	11.44	325	88.56	3.32	1.33	Medium
-Labor contributions	50	13.60	317	86.40	3.19	1.35	Medium
-Intellectual contributions	111	30.25	256	69.75	2.73	1.22	Medium
-Financial contributions	96	26.16	271	73.84	2.64	1.29	Medium
- Matarial/equipment contributions	122	33.24	245	66.76	2.69	1.31	Medium
Total					**2.91**	**1.30**	**Medium**

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Participation Types	No participation		Participation		Participation levels		Level
	Number	%	Number	%	Mean	S.D.	
Monitoring and evaluation -Agreed operational activities	124	33.79	243	66.21	2.49	1.29	Low
-Community order for fair benefit distribution	129	35.10	238	64.90	2.42	1.22	Low
-Tourism-related benefits for the communities	134	36.50	233	63.50	2.45	1.24	Low
-Potential impacts of tourism on the communities	155	42.22	212	57.80	2.34	1.11	Low
-Problems of tourism activities	166	45.23	201	54.77	2.27	1.10	Low
Total					**2.39**	**1.19**	**Low**
Grand Total					**2.59**	**1.23**	**Low**

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

3) Factors relating to community participation in sustainable tourism management

Internal factors

From the investigation, it was revealed that the internal factors in general influenced the tourism participation of the sample group at the medium level ($\bar{x}$ = 3.37). The factor with the highest influence was “awareness of the importance of tourism to the communities”, which was at the high level ($\bar{x}$ = 3.46). This awareness could be divided into different topics. These included conserving the environment, local customs, traditions and culture, all at the high level ($\bar{x}$ = 3.77). Revitalizing

local traditions and culture also fell at the high level ($\bar{x}$ = 3.58). Receiving more money for village infrastructure fell at the medium level ($\bar{x}$ = 3.17). In terms of self-pride needs, it was found that the important factor was pride of activity participation, which was recorded at the high level ($\bar{x}$ = 3.54). The least important factor was being praised and honored from the society, which was rated at the medium level ($\bar{x}$ = 3.08).

External factors

The investigation revealed that the influence of external factors was in general at the medium level ($\bar{x}$ = 2.90). The most influential factor for tourism participation was “economic motivation”, recorded at the high level ($\bar{x}$ = 3.42), followed by tourism–related information sources, which fell at the medium level ($\bar{x}$ = 3.20), and persuasion, also rated at the medium level ($\bar{x}$ = 2.63). In terms of economic motivation, the most important factor was tourism benefits of community members ($\bar{x}$ = 3.58) and the least important factor was investors’ motivation to invest, recorded at the medium level ($\bar{x}$ = 3.20). Regarding tourism-related sources, the most important factor was television, which fell at the high level ($\bar{x}$ = 3.64), followed by radio, rated at the medium level ($\bar{x}$ = 3.05), and the least important factor was printed materials, ranked at the low level ($\bar{x}$ = 2.07). With regard to social status, the most important factor was “a sense of social responsibility”, which fell at the medium level, while the least important factor was “having an opportunity to be elected as a higher community board member”, rated at the low level ($\bar{x}$ = 2.38). As for supports from state agencies/community leaders, the most important factor was “having more infrastructure”, recorded at the medium level ($\bar{x}$ = 3.40), while the least important factor was “equipment supports”, which fell at the medium level ($\bar{x}$ = 2.61). For persuasion, being persuaded by community members was at the medium level ($\bar{x}$ = 2.61), while being persuaded by outsiders was at the low level ($\bar{x}$ = 2.14).

The findings revealed that the internal factors had more influence over the community participation in tourism development than the external factors. The reasons might be that the samples knew how tourism would bring development and

economic progress and growth to their communities. In addition, support from concerned agencies had not reached many of the sample groups; therefore future measures must be established to bring support and information to more community members. On the other hand, local residents might see the benefits from tourism in terms of economic gain and infrastructure. Conversely, they were aware of positive and negative impacts of tourism on their communities, encouraging them to participate more in their community tourism management.

Table 4.4 Mean and standard deviation of the factors influencing community participation in sustainable tourism management

N= 367

Factors	Mean	S.D.	Level
Internal factors			
Awareness on significance of tourism to the community			
- Income generation	3.47	1.19	High
- Job creation	3.42	1.21	High
- New knowledge for career growth	3.24	1.20	Medium
- National and environmental conservation	3.57	1.18	High
- Revitalization of local traditions and culture	3.58	1.23	High
- Loving and caring for environment, traditions and culture	3.77	1.13	High
- More budget for community infrastructure	3.17	1.33	Medium
Total	**3.46**	**1.21**	**High**
Self –pride needs	3.21	1.18	Medium
- Being accepted as a social contributor			
- Being praised and honored from the society	3.08	1.19	Medium
- Being a well-known public figure	3.30	1.26	Medium
- Being proud of oneself in activity participation	3.54	1.24	High
Total	**3.28**	**1.21**	**Medium**
Grand total	**3.37**	**1.21**	**Medium**

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Factors	Mean	S.D.	Level
External factors			
Social status			
- Personal responsibility	2.84	1.19	Medium
- A sense of social responsibility	3.31	1.17	Medium
- Being praised and well known in the public	2.95	1.15	Medium
- Having a chance to be elected onto a higher position	2.38	1.24	Low
Total	**2.87**	**1.18**	**Medium**
Economic motivation			
-More income generation	3.37	1.25	Medium
-Motivating outsiders to invest	3.20	1.27	Medium
-Benefits of community members	3.58	1.13	High
-More income for local development	3.54	1.12	High
Total	**3.42**	**1.19**	**High**
Supports from state agencies/ community leaders			
- Instruments, materials and equipment	2.61	1.24	Medium
- Budget	2.83	1.26	Medium
- Personnel	2.69	1.21	Medium
- Coordination	2.85	1.21	Medium
- Provision of knowledge and training	2.74	1.26	Medium
- Building more infrastructure	3.40	1.25	Medium
Total	**2.85**	**1.23**	**Medium**
Persuasion			
-By community members	3.12	1.28	Medium
- By outsiders	2.14	1.11	Low
Total	**2.63**	**1.19**	**Medium**

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Factors	Mean	S.D.	Level
Sources of tourism information			
-Television	3.64	1.35	High
- Radio	3.05	1.38	Medium
- Newspaper	2.62	1.34	Medium
- Village broadcast towers	3.03	1.42	Medium
- Meetings / seminars	2.56	1.37	Low
- Training/ study tour	2.31	1.24	Low
- Neighbors	2.86	1.30	Medium
- State officials	2.47	1.14	Low
- Tourism –related printed materials	2.07	1.14	Low
Total	**2.73**	**1.29**	**Medium**
Grand total	**2.90**	**1.21**	**Medium**

Conclusions

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

From the analysis of participation levels and factors influencing participation in sustainable tourism management of the lakeside communities, it was found in general that the sample group participated at a low level, with “investment participation” at the highest level, followed by “activity implementation”, “evaluation”, and “planning”. It was found that the internal factors had more influence than the external factors on public participation. The most important internal factor was “awareness of the importance of tourism to their communities”, while the most important external factor was “economic motivation”.

In general, participation in tourism management of the local residents with non-tourism-oriented occupations was non-existent in any step of management. However, local residents with tourism-oriented occupations participated in the two steps of management; this related to “carrying out tourism activities” and “receiving benefits”. Participation of the local residents in “identifying problems and their causes” and “evaluating” was not yet substantial. The two factors influencing participation of the local residents were “economic motivation” and “awareness of the

significance of tourism to their communities". Other factors were "time constraints", "aptitude", "job size" and "cost-effectiveness that the local people had or perceived". Furthermore, it should be considered how much or whether responsible state agencies had provided local people an opportunity to participate. Ideally, all stakeholders should participate in every step of sustainable tourism development in order to have an accurate knowledge of the tourism potentials. In this case, local residents are able to use existing resources maximally and know how to maintain and preserve the resources. In addition, public participation creates mutual understanding among community members and between community members and tourists.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Chapter 5
Needs of tourists visiting Kwan Phayao Lake

Data on the needs of tourists visiting the Kwan Phayao Lake are seen as fundamental for sustainable tourism in the lakeside area. The data were divided into five parts:

5.1 Characteristics of tourists
5.2 Travel experience and patterns
5.3 Factors influencing their decision-making to visit the Kwan Phayao lake
5.4 Attitudes toward tourism activities in the lakeside area
5.5 Their recommendations on tourism activities

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

5.1 Characteristics of tourists

The result of the investigation revealed that the majority of the tourists, 55.90%, were female, aged between 20-30 years (59.30%), 31 – 59 years (25.10%), under 20 years (14.20%) and 60 years and over (1.40%). In terms of their marital status, 67.70% were single, and 25.60% were married. Regarding their education, 56.50% had bachelor degrees, and 28.10% had high school or vocational certificates. With regard to their occupations, 37.20% were students, 18.00% were state enterprise officials, and 15.60% were self-employed with 31.50% earned 5,001 – 10,000 bath per month on average. As for their domiciles, 54.50% resided in Muang districts with 66.40% in the eastern Lanna region comprising Chiang Rai, Phayao, Phrae and Nan provinces. The details are illustrated in table 5.1

Table 5.1 Number and percentage of tourist characteristics

Tourist characteristics		**Number (person)**	**Percentage**
Sex	Female	236	55.90
	Male	186	44.10
	Total	**422**	**100.00**
Age	Under 20 years	60	14.20
	20-30 years	250	59.30
	31-59 years	106	25.10
	60 years and over	6	1.40
	Total	**422**	**100.00**
Marital	Single	294	69.70
status	Married	108	25.60
	Divorced/ separated	9	2.10
	Widowed	9	1.20
	Other	6	1.40
	Total	**422**	**100.00**
Education	Primary education	18	4.30
levels	Secondary education	118	28.10
	Diploma	25	5.90
	Bachelor Degree	238	56.50
	Higher than Bachelor Degree	19	4.50
	Other	3	0.70
	Total	**422**	**100.00**
Occupation	Self-employed	66	15.60
	Government employees	76	18.00
	State enterprise employees	47	11.10
	Farmers	16	3.80
	Students	157	37.20
	Housewives	7	1.70
	Other	53	12.60
	Total	**422**	**100.00**

มหาวิทยาลัยศิลปากร ลำปางวิทยาเขต

Tourist characteristics		Number (person)	Percentage
Monthly	No income	125	29.60
income	Lower than 5,000 baht	53	12.60
	5,001 - 10,000 baht	133	31.50
	10,001 - 15,000 baht	43	10.20
	15,001 - 20,000 baht	30	7.10
	20,001 - 25,000 baht	8	1.90
	More than 25,000 baht	30	7.10
	60 years and over	6	1.40
	Total	**422**	**100.00**
Domicile	Muang District	230	54.50
	Non – Muang District	192	45.50
	Total	**422**	**100.00**
Region	Eastern Lanna (Chiang Rai, Phayao, Phrae and Nan)	280	66.40
	Western Lanna (Chiang Mai, Lampun, Lampang and Mae Hong Son)	94	22.30
	Lower Northern	17	4.00
	The Central Plains	22	5.20
	Northeastern	5	1.20
	Southern	4	0.90
	Total	**422**	**100.00**

มหาวิทยาลัยศิลปากร ลำปางวิทยาเขต

5.2 Travel experience and patterns

The finding reveals that on an annual average, the sample group traveled domestically 8.5 times. In terms of popular travel destinations, mean = 4.59 traveled to natural tourist attractions, mean = 3.11 to historical / archeological / religious attractions, mean = 2.83 to cultural / ethnic minority / local cultural attractions, mean = 2.25 to shopping attractions, and mean = 1.64 to sports / recreational attractions.

In regards to travel to Kwan Phayao Lake, the average group size was nine persons, 93.60% were not packaged travelers. The majority of the visitors, 36.70%, came with their families, 32.00% with friends, and 16.60% with families and friends. Regarding travel modes, 60.80% traveled by their own cars and 16.20% by motorcycles. For the lake as a destination, 46.70% included the lake as an attraction of their travel plan, 28.70% as a stop on their way, and 24.60% as the main destination.

Table 5.2 Travel experience and patterns of the sample group

n=422

Travel experience and patterns	**$\bar{X}$**	**SD.**
Number of travel times per year	8.50	17.90
Group size (number of travelers)	9.70	15.15
Length of travel time (days)	3.02	7.46
Non-packaged travelers	395	93.6
Number of times visiting the lake	20.57	72.20
Popular tourist attractions		
Natural tourist attractions	4.59	0.80
Historical / archeological / religious attractions	3.11	1.11
Cultural / ethnic minority group / local cultural attractions	2.83	1.11
Sports / recreational attractions	1.64	0.96
Shopping attractions	2.25	1.34
Travel group aspects		
Individual travelers	55	13.00
Family group	155	36.70
Friend group	135	32.00
Family & Friend group	70	16.60
Packaged tour	7	1.70
Total	**422**	**100.00**

มหาวิทยาลัยพายัพ ลิขสิทธิ์

Travel experience and patterns	$\bar{X}$	SD.
Travel modes		
Private car	256	60.80
Motorcycle	68	16.20
Public bus	41	9.30
Tour coach / van	43	10.30
Rented car	14	3.40
Total	**422**	**100.00**
Kwan Phayao Lake as the destination		
As the main destination	104	24.60
As a destination in their travel plan	197	46.70
As a stop on the way	121	28.70
Total	**422**	**100.00**

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

5.3 Factors influencing decision-making to visit the Kwan Phayao Lake

Motivational factors influencing visitors interest in Kwan Phayao Lake enabled the researcher to know “push factors” for tourists. Chalongsri (2001) has stated that travel motivation stems from the actual internal needs of and feelings for travel by individuals. In addition, socio-economic factors play an important part in making leisure travel accessible and affordable.

There are many other motivating factors that attract and urge people to travel more. A combination of motivational influences governs the decision-making process for an individual to travel. Burke and Resnick (1991), cited in McIntosh and Goeldner (1990), defined “tourism motivation as a stimulus for tourists to travel in order to meet personal needs”. Swarbrooke and Horner (1999) used the concept of motivation to explain travel behaviors of human beings and found that there were more than one factor influencing human decisions to travel. Dann (1981) further explained that “push and pull factors” played a crucial part for men to travel. “Push factors” stimulate the need to travel. The decision to go to a destination depends on specific

features of the destination that attract tourists to satisfy their travel needs. These are "pull factors", which influence the selection of travel destinations. For instance, if the push factor is to get away from work stress, the destination will be a quiet, peaceful, and less crowded place. However, if the push factor is self-pride, the destination should be a popular and well-known landmark. In this investigation, it was found that the main purposes to visit the lake were to relax in a natural environment ($\bar{x}$ = 4.20) and to be relieved from work stress ($\bar{x}$ = 4.01), as shown in table 5.3.

Table 5.3 Factors influencing the decision- making to visit Kwan Phayao Lake

n=422

Factors influencing Kwan Phayao lake Visit	$\bar{X}$	**SD.**	**Scale**
Relaxing in a natural environment	4.20	0.73	High
Learning about nature	3.67	0.84	High
Interacting with friends	3.66	0.99	High
Sharing activities with family members	3.75	1.10	High
Meeting and making new friends	3.50	0.98	High
Adventure and challenge	2.63	1.11	Medium
Imitating or acting like people admired	2.52	1.13	Low
Avoiding urban sophistication and experiencing a peaceful atmosphere	3.55	0.99	High
Expressing self-identity	3.53	0.95	High
Avoiding repeated situations temporarily	3.87	0.99	High
Being relieved from work stress	4.01	0.85	High
Learning other communities' cultures	3.63	0.98	High
Status and honor from knowing famous social personalities	3.19	1.03	High
Showing a taste of modernization with tourism acting as a modern activity	3.18	1.02	High
Personal learning ambition	3.60	1.07	High
Freedom	3.96	0.90	High

มหาวิทยาลัยพายัพ ลิขสิทธิ์

5.4 Attitudes of tourists toward tourism activities in the lakeside area

Tourism activities are attractions and amenities provided or created with an aim for tourism, recreation, and relaxation. Organizing or providing tourism-related recreational activities, particularly in a natural area must be done with extreme care and suitability. Furthermore, the activities must attract the attention of target groups/ users, be easily accessible, challenging and valuable, impressive, and satisfactory. As a consequence, the need of service users, investment and market needs survey, and the cost-effectiveness of the activities must be taken into serious consideration. In this investigation, attitudes of tourists visiting the lake were crucial to understanding their tendency to assess their responses to the activities as a result of their learning experience. The activities also motivated them to express their behaviors in certain ways, in terms of knowledge, thoughts, beliefs, and feelings while carrying out those activities.

In considering the tourists' attitudes, we do not consider only emotions or reasons but must also include thoughts, reasons, emotions, and the tendency to express outward behaviors as well. Assessing attitudes cannot be done directly, because they are very abstract and intangible. However, they can be measured from direct and indirect expressions of behaviors. There are different methods to assess attitude, each with its own strengths and weaknesses. One or a combination of many can be used, depending on the suitability of circumstances (Suchart, 1993). This investigation employed the Likert Scale method (Likert, 1932, cited in Suchart, 1993.) . Each statement has a five-rate scale for respondents to check, namely, strongly agree, agree, unsure, disagree, and strongly disagree. More points would be given to positive attitudes, whereas negative attitudes would get fewer points. The points can be calculated to arrive at a mean, reflecting the levels of attitude. Attitudes of tourists toward the tourism activities in the lakeside area were divided into two categories: present and future tourism activities.

For present activities, it was found that most respondents strongly agreed with the existing activities ($\bar{x}$ = 4.02), which can be detailed as follows:

Nature-related activities in general were rated at the highest level. They included visiting Champathong Waterfall ($\bar{x}$ = 4.45), scenery viewing ($\bar{x}$ = 4.42), and viewing the sunrise/sunset and cycling around the lake ($\bar{x}$ = 4.22).

Archeological/religious site activities were rated in general at the highest level. They included visiting the Princess Mother's Pavilion ($\bar{x}$ = 4.52), visiting and worshiping religious sites, e.g. the Sri Khomkham and Analayo Temples ($\bar{x}$ = 4.45), visiting the submerged and semi-submerged archeological ruins (mean=4.44), visiting the Cultural Exhibition Hall ($\bar{x}$ = 4.35), and visiting other archeological ruins ($\bar{x}$ = 4.20).

Popular cultural tourism/community folk ways of life included buying locally produced souvenirs ($\bar{x}$ = 4.28), folk fisheries ($\bar{x}$ = 4.27), and bamboo/ hyacinth weaving ($\bar{x}$ = 4.22).

Traditional and festival tourism activities included the Loy Krathong Festival ($\bar{x}$ = 4.50), Traditional New Year, and the Festival of Phrachao Ton Luang Worship ($\bar{x}$ = 4.48), the Festival of King Ngam Muang Worship (in March) ($\bar{x}$ = 4.47), the Lychee Festival (in May) ($\bar{x}$ = 4.39), and the OTOP local product exposition (in April) ($\bar{x}$ = 4.32).

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Other tourism activities included physical exercise ($\bar{x}$ = 4.26) and riding an electric car as an excursion ($\bar{x}$ = 4.22).

As for future tourism activities, it was revealed that the majority of respondents strongly agreed with future activities in the area. These can be detailed as follows:

1. Nature-related activities, e.g., mountain biking ($\bar{x}$ = 4.23)
2. Archeological/religious tourism activities, e.g., visiting the Lakeside Museum (The Suthiphak House) ($\bar{x}$ = 4.28)
3. Cultural tourism/community ways of life, e.g., homestays ($\bar{x}$ = 4.23) and ox-cart riding ($\bar{x}$ = 4.22)
4. Other activities, e.g., a ferry boat excursion ($\bar{x}$ = 4.25)

The activities with the lowest levels of tourist attitude were nightlife activities, e.g., pubs and bars ($\bar{x}$ = 3.08), banana boating ($\bar{x}$ = 3.24), jet skiing ($\bar{x}$ =

3.25) and parachuting ($\bar{x}$ = 3.27). The details of the activities are shown in tables 5.4 and 5.5.

Table 5.4 Levels of tourist attitudes toward tourism activities around Kwan Phayao Lake

n=422

Present tourism activities	$\overline{X}$	**SD.**	**Scale**
A. Nature – oriented tourism activities			
Scenery viewing	4.42	0.60	Highest
Viewing sunrise and sunset	4.22	0.70	Highest
Rowing boats / canoeing	4.26	0.88	Highest
Picnicking and barbequing	4.20	1.08	High
Visiting Champathong Waterfall	4.45	0.83	Highest
Visiting the Aquarium	4.26	1.10	Highest
B. Archeological / religious tourism activities			
Visiting Ban Rong Hai Archeological Site	4.20	0.81	High
Visiting / Worshiping religious places, e.g., Sri Khomkham and Analayo Temples	4.45	0.65	Highest
Visiting the Cultural Exhibition Hall	4.35	0.75	Highest
Visiting the Princess Mother's Pavilion	4.52	2.08	Highest
Visiting submerged archeological ruins	4.44	0.79	Highest

มหาวิทยาลัยพะเยา

Present tourism activities	$\overline{X}$	SD.	Scale
C. Cultural tourism and community ways of life			
Agriculture, e.g., lotus plantations	4.13	0.74	High
Local fishery	4.27	2.40	Highest
Knife hammering smith work	4.08	0.90	High
Buddha image and mortar stone carving	4.19	0.84	High
Fish fermentation	4.13	0.84	High
Bamboo and hyacinth weaving	4.22	0.73	Highest
Buying locally produced souvenirs	4.28	0.82	Highest
D. Tradition and festival tourism activities			
King Ngam Muang Worship Festival in March	4.47	0.70	Highest
Song Kran Festival in April	4.48	0.70	Highest
OTOP product exposition in April	4.32	0.71	Highest
Lychee Festival in May	4.39	0.78	Highest
Prachao Ton Luang Worship Festival in June	4.48	0.70	Highest
Loy Krathong Festival in November	4.50	0.68	Highest
E. Other tourism activities			
Riding an electric car as an excursion	4.22	0.93	Highest
Aerobic dancing or other physical exercise	4.26	0.83	Highest
Nightlife, e.g., pubs and bars	3.08	1.44	Medium
Photography and video filming	3.95	0.95	Highest

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Table 5.5 Levels of tourist attitudes toward future tourism activities

n=422

Future tourism activities	$\overline{X}$	SD.	Scale
A. Nature – oriented tourism activities			
Viewing lotus blossoms in the lake	3.96	0.74	High
Canoeing/kayaking	4.14	0.93	Highest
Trekking and nature study	3.99	0.77	High
Camping	4.11	0.91	High
Mountain biking	4.23	0.82	Highest
Star gazing	4.16	0.76	High
Bird and animal watching	4.16	0.80	High
Swimming	3.92	1.74	High
B. Archeological / religious tourism activities			
Visiting the Lakeside Folk Museum (The Suthipak House)	4.28	0.83	Highest
C. Cultural tourism and community ways of life			
Ox-cart riding	4.22	0.79	Highest
Boating to watch fishing activities	4.17	0.81	High
Biking around the lakeside villages	4.11	0.78	High
Having a meal with community members (breakfast, lunch or dinner)	4.11	0.72	High
Homestays in the community	4.23	0.72	High

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Future tourism activities	$\overline{X}$	SD.	Scale
D. Other tourism activities			
Jet skiing	3.25	1.36	Medium
Parachuting	3.27	1.29	Medium
Water cycling	3.66	1.17	High
Banana boating	3.24	1.32	Medium
Ferry boat excursion	4.25	0.82	Highest
Boathouse stay	3.93	1.14	High
Visiting a museum on an island	4.10	1.01	High
Spa resorts on the lakeside	3.64	1.20	High

5.5 Recommendations by tourists about tourism activities

Location

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

1. Nature in the lake should be maintained and preserved.
2. The place should be well kept and clean.
3. The lakeside landscape should be improved, e.g., eliminating the hyacinth plants.
4. The number of toilets should be increased and their hygiene improved.
5. The transportation system should be improved.
6. More trees should be planted to provide shade during the day.
7. The parking spaces should be systematically organized to avoid obstruction and confusion.
8. Nighttime security should be provided by police patrol cars.
9. More benches should be provided.
10. A manmade island should be created in the middle of the lake to exhibit fish species.
11. A water treatment plant should be constructed to prevent water pollution in the lake.

Tourists

1. Tourist awareness should be raised the negative effects of littering.
2. Activities to strengthen family ties should be promoted, e.g., exercise, traditional massage, and children's playgrounds.
3. Disturbing teen activities, such as, drinking, loud noise, and quarreling should be strongly discouraged or banned.
4. Nature tourism with a local identity should be maintained to attract more tourists.

Marketing/public relations

1. Community ways of life should be promoted and exhibited.
2. Activities to attract more tourists to visit the province should be organized.
3. Signboards informing tourists of local history and the importance of tourist attraction sites should be clearly established.
4. More tourist information centers should be set up.
5. There should be local guides to provide information to tourists.
6. Folk arts and crafts, fishery or shows should be held every week.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

Tourism-related businesses

1. A place to sell OTOP products should be established to generate income for the community.
2. Food stalls should be systematically organized.
3. Budget accommodations should be established in the lakeside area to provide tourists an opportunity to experience the lake atmosphere.
4. There should be cruise services for tourists to see the local ways of life.

The state sector

1. The government should raise local people's awareness about the importance of and preservation of tourism resources.
2. People should be made to be aware of the value of tourism resources.
3. Lakeside community residents should be made aware of the significance of the lake's eco-system.

4. Local residents should be encouraged to take pride in their hometowns.
5. Both the private and government sectors should be promoted to develop and preserve tourism resources.
6. There should be a comprehensive city plan.
7. The quality of food sold around the lakeside area should be inspected on a monthly basis.
8. The area should be studied for its tourism carrying capacity.
9. A budget should be allocated for the preservation of the large archeological site in the middle of the lake.
10. Road signs to the lake from the city center should be clearly marked.
11. A Local Act should be established to severely and harshly deal with land encroachers around the lake.
12. Jet-skiing and banana boating should not be allowed, since they destroy natural environment and endanger tourists.
13. Colorful lights should be provided for nighttime viewing.
14. Modern technologies should not be overused to preserve natural conditions as long as possible.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

It can be seen from the analysis of attitudes, expectations, needs, and opinions of tourists that the “push factors” were the needs to relax in a natural environment and be relieved from work stress. The prominent “pull factors” included the lake as a natural attraction and religious/archeological tourism activities as well as local festivals. Tourist attitudes towards general tourism activities were relatively high, reflecting distinct images of the lake as possessing beautiful nature, environmentally friendly activities, and places of religious, archeological, and historical importance, in addition to unique festivals, cultures, ways of life, and attractive, locally-produced souvenirs.

In regard to future tourism activities in the lakeside area, tourists still preferred nature-oriented activities, such as mountain biking, archeological/religious visits, and cultural activities and community ways of life, e.g., home stays and ox-cart riding. Other recommended activities included a ferry excursion and folk museum visits. These activities promote the image of this fresh water lake as a beautiful place,

surrounded by ancient civilizations, archeological sites, and simple and peaceful ways of life of local residents. Furthermore, the respondents did not want activities deemed detrimental to the natural environment of the lake, such as, sleazy nightlife, jet-skiing and parachuting, and intrusive modern developments.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Figure 5.1: Tourism activities in Kwan Phayao Lake

Chapter 6
The Sustainable Tourism Development Capacity

This chapter is divided into five main topics, as follows:

6.1 The relationship between the community and tourism**;**

6.2 The impacts of tourism on the community;

6.3 Problems of sustainable tourism development;

6.4 SWOT Analysis technique for analyzing the area's capacity; and

6.5 Sustainable tourism development capacity of the community

6.1 Relationship between the community and tourism

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By investigating the characteristics of tourism in the study area, it has been found that tourists did not stay overnight in the area. Most tourists came for daily sightseeing. Most of them were Thai nationals coming in their own cars. If they were non-Thai tourists, they came as part of a guided package tour. The main purpose of tourists was to visit the lake and its natural surrounding. In this case tourism-related goods and services were purchased or used from certain groups of community members, particularly those with stalls on the road around the lake. However, some tourists came to visit Wat Tilok-Aram, a temple under the water for over 60 years, or Wat Sri Khomkham, the Cultural Exhibition Hall, and other nearby attractions.

The relationship between tourists and the local communities was superficial, e.g., selling or buying handicrafts, agricultural produce, food, and services to tourist. Therefore, income was generated directly to those involved in the activities, such as, food stalls, souvenir shops, and other merchants. Additionally, some local community members earned supplementary income from tourism, e.g., handicraft producing groups. From the interviews, it was found that most service providers had their own regular customers. Only food stalls around the lake had walk-in clients. Handicraft

producers had substantially earned from selling their products to their regular markets. If they could not sell the products to tourists, there would be no resulting economic impacts. Other attractions also gained benefits from tourism. For instance, temples received more donations and sellers were able to sell more of their wares. In general, local people could maintain their present level of life as usual even without tourism.

Most income was generated by individuals directly involved in providing tourism related services, e.g., shop owners, food sellers, or tourist boat rowers. Income was not used to develop other sectors of the communities. In terms of tourism management, there was no direct board or committee in charge of the work. Consequently, management depended entirely on owners/operators of the attractions, e.g., a temple by the temple council. Handicraft groups had not been formed into an interest group or shared a common goal to provide services. It depended on tourists or travel agents to decide where to buy. Furthermore, tourism development policies kept changing according to administrators in particular periods. Therefore, management guidelines, if any, depended on the convenience or plausibility of each attraction. In essence, there were no policies, directions or communiqués among administration regions or tourist attractions in the lakeside communities.

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When the relationship was compared to the concepts of sustainable tourism development and community participation, it was found that tourism in the lakeside area was not sustainable. The community had not taken part in all the process of tourism management. Tourism benefits were not generated evenly among every group. There had been no measures or guidelines in preserving tourism resources; and tourists did not fully receive knowledge or share their experience from tourism. Consequently, community members and stakeholders needed to cooperate and set up sustainable community tourism development guidelines so that their own communities were able to receive the maximum benefits from tourism.

6.2 The impact of Tourism on the community

Phayao Lake has long been a popular tourist attraction and it is currently promoted as a site of submerged and semi-submerged archeological ruins. The lake is located near the city center, so access to the place is easy. At present, the lake is a

tourist stop before travelers go further to Chiang Rai or Chiang Mai. As a consequence, there are tourists visiting the area on a daily basis.

In this study, both positive and negative environmental, economic, social, and cultural impacts were investigated and presented, since tourism-related impacts affected the livelihood of local community members. The findings of tourism impacts can be integrated into a model of sustainable tourism development so that it could attract tourists to visit the area regularly and benefits could be evenly shared by all. The investigation findings revealed that, in general, tourism had both positive and negative impacts on the communities, which could be summarized as follows:

6.2.1 Positive impacts

Environmental impacts

Community members are aware of the importance of the environment. To attract tourists, the community must have good environmental tourism resources. They should be clean, beautiful, pleasant, and suitable to aspects of the attraction. Tourism resources are products sold to tourists. Good environmental conditions or tourism resources will attract tourists, providing benefits to the communities. On the other hand, deteriorating resources would drive tourists away. Tourism raises awareness about the value of the community and its environment, encouraging community members to help maintain and preserve the environment or tourism resources to attract more tourists. From interviewing the sample group, the respondents unanimously agree that tourism make community members develop and improve their environment. For instance, they do not litter, they keep their houses clean, grow flowers and trees to provide shades, and decorate their community to attract visitors and travelers.

Economic impact

1) The primary impacts are job creation and income generation. Local tourism creates more jobs and employs more community members. Tourism business

requires more labor, directly and indirectly employing local people, which had direct effects on community economy. The lakeside community members benefit from tourism by selling local products and providing services to tourists. When the submerged archeological ruins were promoted as an attraction, more tourists come and spent more time in the lake area and subsequently, spent more money. At the present, the area on the western side of the lake has been promoted for local product and vocational activities, encouraging the production of local products and the utilization of community resources for tourism.

2) Sustainable tourism encourages dissemination of community identity. Tourism provides local people an opportunity to publicize their identity, such as, ancient handicrafts, folk wisdom, local produce and local products, e.g., knives, mortars, hyacinth bags, and agricultural produce. In addition to tourists knowing the community identity, more jobs and income are created and generated within the communities.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Social impact

1) Tourism can help create social progress within the communities. When the number of tourists increases, there is a need to build more amenities to meet their needs. Those amenities in turn accommodate the use of local people, making their lives easier, such as, widening the road around the lake for better traffic.

2) Tourism provides safety to the communities. Safety is a major factor for tourists in deciding to visit a particular place. These lakeside communities are safe for the life and property of tourists. There is a regular police patrol, and community volunteers to provide safety for tourists and community members, as well as monitoring dangers caused by tourists themselves.

Cultural impact

Tourism revitalizes local culture and tradition. Due to economic changes and innovations, certain aspects of traditional culture and careers have been neglected or lost because they are no longer necessary or are incongruous for modern lifestyle.

Tourism is a catalyst for the revitalization of tradition, culture, and local livelihoods in order to create local identity to attract tourists and generate income to local people. For instance, the revitalization of blacksmith businesses and stone mortar carving was done to preserve the crafts, local identity and pride, in turn creating collective cooperation in the preservation of arts, tradition, and culture.

6.2.2 Negative impacts

Environmental impact

1) Garbage disposal is a major threat. When more tourists visit an attraction, one consequence is the garbage problem. This is especially evident on the eastern side of the lake. Concerned agencies have made it clear to shop owners that garbage disposal is a priority and set up bins in regular sites for tourists to dispose of their trash. However, the problem is still increasing and some people just leave behind garbage on the benches or public walkways.

มหาวิทยาลัยศิลปากร ส่งวนลิขสิทธิ์

2) Public land encroachment is another major concern. At present, public land near the lake has been encroached upon by investors, politicians, and locally influential figures who illegally obtain title deeds. Most of the land originally belonged to the state or the public. Landfills were carried out on the marsh land of the lake, lessening the total area of the lake. Solving the problem has been a slow process; and examining the legality of the deeds cannot be done easily, because of the dark influence of local political figures. The process is hence neglected in the end. Encroached land has been filled without being used for other benefits. However, the marsh land has been permanently lost and the ecological system cannot be repaired fully.

Economic impacts

Income is not evenly distributed. This study has revealed that tourism-related service providers included shop owners, boat rowers, local handicraft group members, and laborers. These are the only groups of people in the communities who

have benefited from tourism. However, it is found that everyone wants to have a share of the benefits, but did not know how to do this or get access to benefits. It is suggested that both state and private sectors, as well as local people, become jointly aware of the problem; because this might be the beginning of future conflicts of interest, particularly with those community members whose background is not from trade. It might be difficult for them to understand the complex competitive market system.

Social impacts

Shop owners compete for customers. When tourism played an important role in the communities, the communities' members try to get as many benefits or incomes for themselves as possible. More groups providing services create more competitive atmosphere. Although tourists had their own choices of selection, problems might arise among the local business people due to competition for customers, which might result in less friendly feels toward one another.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Cultural impacts

Local arts, traditions and culture have been commercialized and degraded. Reviving local arts, traditions, and culture is a good and beneficial endeavor. However, with tourism coming into the forefront, these cultural features of the area are intentionally used for monetary purposes. For instance, the original and real purpose of the Loy Krathong Festival was to worship and thank the Goddess of Water for giving life and prosperity. However, the more recent focus has been on the grandeur of the event with sight and sound and beauty to attract more tourists, while neglecting the original ritual. This might mislead both younger residents and foreign tourists about the event. Another concern has been food. Tastes, ingredients and preparation process had been greatly altered to satisfy tourists' needs and gain maximum profits with the sacrifice of the original quality of the local cuisine.

From interviews with the sample group, it demonstrated that it was not the degradation of arts, tradition, and culture that principally concerned local inhabitants.

Many respondents reasoned that times had changed, so things had to be adjusted accordingly even without tourism. However, tourism helped revitalize and pass on these cultural aspects in addition to job creation and income generation. Furthermore, the cultural identity of the community had been publicized to the wider public. If these altered cultural traits were passed on to younger generations, this group would perceive their culture as an original one, and not realize that they had inherited and changed cultural notions.

6.3 Problems of sustainable tourism development

An analysis of the data reveals that important problems of sustainable tourism management in the area of investigation can be summarized as follows:

1) Environmental and ecological deterioration of tourism routes. The essential aspect of tourism focused on the lakeside communities is cleanliness and good environment of the lake. However, water levels in the lake during summer times have been greatly reduced, causing low water quality and toxic algae that have killed fish and other living organisms in the lake. Furthermore, marsh land on the western side of the lake has been encroached and been filled. Some parts have been covered by alien weeds.

2) Land encroachment. Before other developments can be carried out, land title deeds must be examined for legal possession. If these are illegally obtained, the process of revocation is relatively lengthy, hindering or slowing developments in the area.

3) Readiness of attraction sites. Some tourist attraction sites lacked or did not have sufficient amenities, such as, public toilets, or parking spaces. Others required hygienic and service improvements. Moreover, handicraft and local products also needed improvements in terms of quality, patterns, and variety to attract more buyers.

4) Community members. Residents in the lakeside area also posed a problem because they lacked knowledge about tourism and the exploitation and preservation of tourism resources, so that they could be fully and sustainably utilized as well as preventing and solving problems and other negative impacts. Moreover, there are no

management, policy, direction, and development guidelines that are in line with community needs and existing tourism resources. Additionally, local residents are of agricultural background, maintaining what could be called peaceful, simple, and sufficient lifestyles. They already have other major occupations and, therefore, there is a lack interest and enthusiasm in developing tourism. Another reason why the program fails is that local community members do not get direct benefits from the industry.

5) Lack of community organization for tourism. There are no community organizations or committees among the residents to take charge of tourism in general. Whatever experience the community members have, they do not have knowledge or experience in tourism management. Furthermore, they have not used administration mechanisms to define tourism policies and directions that are suitable for their communities.

6) Concerned state agencies have not given the communities full authority to seriously manage and develop tourism. Moreover, these agencies have not cooperated with the communities on the survey of tourism attractions, the development of tourism-related personnel, or the provision tourism knowledge and management so that the community members are able to implement them effectively. From the interviews, it is found that one factor affecting the operational efficiency of the state agencies is an insufficient budget, since a large share of the money needed is used for developing infrastructure.

มหาวิทยาลัยศิลปากร ศูนย์วิทยทรัพยากร

7) Conflicts of community members or organizations. From the collection of data during the fieldwork, it was discovered that members of certain communities or organizations were in conflict. This was due mostly to conflicts of interest and the influence of external organizations. These organizations are from both state and private sectors, and they tend to support particular groups. When this happens, other groups are not pleased, causing internal conflicts that might lead to a lack of cooperation, which makes it hard to develop their groups in a better way.

6.4 SWOT Analysis Technique for analyzing the area's capacity

The SWOT technique is used to analyze fundamental data in order to realize strengths, weaknesses, opportunities, and threats of the areas. These include:

6.4.1 Strengths of the area;

6.4.2 Weaknesses of the area;

6.4.3 Opportunities for development facilitated by external environment, and

6.4.4 Threats of development due to external environment.

6.4.1 Strengths

Tourism resources

1) Beauty and nature of the lake. The lake is the most famous provincial landmark and a natural attraction, with water, blue sky, and a mountain range as its background. The beauty is even more impressive during sunsets. Tourists can watch fishing activities of the local people and are able to visit other attractions around the lake.

2) The ecological system of the lake. The lake is a large habitat of fresh water animals and plants, particularly hyacinth, which is made into local handicraft products. In addition, there are many species of local and migratory birds attracted by the lake's fertile ecological system. The lake has provided a good livelihood to the local people for generations.

3) A unique lifestyle. The lifestyle of the lakeside residents is a mixture of urban and rural societies. On the eastern side of the lake, the place is beautifully landscaped, with shops and restaurants for tourists. However, the western side of the lake remains rural and agricultural with more traditional houses than modern structures. Residents are farmers and handicraft producers with some of the houses used as grocery shops.

4) Potential tourist attraction sites around the lake. It was found from this investigation that the community had tourism resources that could be developed into

tourist attractions and they were not far from the lake. Furthermore, there were cultural attractions, e.g., blacksmithing, stone carving and hyacinth weaving, which were vocations of a traditional character, passed down from earlier generations.

5) Submerged and semi-submerged archeological ruins. The lake was previously a swamp with communities and architectural building around it. When the watergate was closed, many communities were flooded and everything was under the water. During the low tide, archeological ruins are visible and they have been developed into an attraction. Tourists can visit these places by means of a rowing boat service.

6) Kinship of community members. Most of the community members are relatives or they have known one another for a long time and have social interactions on a daily basis. They work together to keep their traditions and culture alive. Though more recently, new comers have settled in to the communities, the close relationships and social harmony of the traditional people are largely intact.

7) Friendliness and positive attitude toward tourism. From interviews, it is revealed that the local people have a positive attitude toward tourism. They are not feel intruded by strangers in their communities or by cars passing in front of their houses. Most people give friendly and welcoming gestures to tourists and keep their houses clean and beautiful in order to impress tourists.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

Access to tourist attraction sites

1) The lake is located in the city center so it is convenient to visit and the trip can be done in one day.

2) It is convenient to access the attractions. This can be done by car or by boat. Tourists can drive their cars around the lake without being guided and there are rowing boat services to visit the submerged archeological ruins.

3) Stable water levels. The lake can be visited all year round because the water levels remain relatively stable. As a consequence, visiting the ruins by boat can be organized during the whole year.

Security in tourist attractions

The lakeside communities are peaceful and safe as are its tourist attraction sites. Since the communities are closely knitted, members are always on guard and sensitive to something unusual in their society.

The area's carrying capacity

Currently, the lakeside communities are able to accommodate more tourists due to the rotating nature of travel along the route. Tourists stop to visit one attraction and move on to the next without spending too much time at each place.

Participation

1) A community board has been established. Although the board is not directly involved in managing community tourism, it coordinates with other state and private sectors to maintain benefits and rights as well as ensuring systematic physical, social, and economical development. The boards have enabled the communities to get information quickly, facilitating other future developments. A similar corganization might lead to the formation of a community board in charge of community tourism management in the future.

2) Community members wanting greater participation. The study findings reveal that all stakeholders want to take part in sustainable tourism management. This would make it easier to provide knowledge about and cooperation on the operations of sustainable tourism.

6.4.2 Weaknesses

Tourism resources

Passing on traditional careers to young generations has less potential. From the interviews, it was found that children of farmers and artisans are not interested in

carrying out their ancestors' crafts. Most of younger people are more educated; therefore they preferred to work as state or company employees or do other businesses. Because of this cultural disruption, folk wisdom might disappear in the near future. This trend, in turn, might affect local tourism in the long run due to a diminution of cultural attractions.

Amenities in tourist attractions

1) Public toilets. The number of public toilets in the lakeside area is found to be insufficient and their locations are not clearly indicated. For private toilets, they are sufficient but they need to be kept clean at all times and toilet accessories placed strategically.

2) Information signboards of attraction sites. It is found that there have been no signboards providing brief descriptions or information about tourist attraction sites. Guides or owners of those places need to give information to tourists, a situation that also has advantages. However, it would be of great help for unguided tourists to get the information they need, so that they would have knowledge of the sites.

มหาวิทยาลัยราชภัฏสงขลา

3) Road signs to tourist attractions. There have been few signs informing tourists about lakeside tourist attractions. One benefit of signs is that they are like advertising signboards encouraging tourists to visit places or include the sites in their itinerary without planning in advance.

4) Garbage management. It was found that littering was commonplace in the area despite available dust bins. Some visitors even threw garbage into the lake causing an eyesore and ruining the overall quality of the lake.

Participation

1) Lack of knowledge about sustainable tourism. It was found that most community members, as well as members of the private and state sectors, did not have clear understanding of how to exploit tourism resources sustainably. Therefore, community-based tourism received little attention from the public. Moreover, there

were shortages of personnel, tools and an adequate budget to seriously support tourism.

2) Lack of community participation. The investigation revealed that the community members failed to participate in every step of the process. This included identifying and solving problems, making decisions, carrying out activities, and receiving benefits to evaluating. The decision-making was in general a top-down process.

3) No organizations directly in charge of tourism. In the public sector, there was no organization directly responsible for tourism in the lakeside area. Tourism in the area is generally in the charge of the Phayao Provincial Center of Tourism, Sports and Recreation, while other agencies were involved in particular tasks as assigned.

6.4.3 Opportunities

Tourism resources

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

1) A connecting point to other nearby attractions. The lakeside attractions could serve as a connecting point to other tourist attractions in neighboring areas, such as Dok Kham Tai District for cliff climbers, Phu Lang Ka Mountain in Pong District for nature lovers, and Hmong and Mien hill tribe villages for cultural tourism. Or tourists could go farther to travel in Chiang Rai Province. Since the lake area is a stopover spot, it is easy for travellers to make the decision to visit the lakeside attractions.

2) Tourism growth and promotion by the state sector. The tourism industry has been promoted nationally and internationally. This has provided a chance for the lakeside communities to welcome local and foreign tourists who are interested in the local culture and way of life. The area has been developed to accommodate tourists; and thus is included in itineraries drawn up by travel agents as a destination worth visiting.

3) The growth of cultural tourism. In the age of globalization, information rapidly spreads to people of different races, creeds, and cultures through the information superhighway, encouraging peoples to know one another’s cultures.

Cultural tourism is another means of promoting mutual understanding among peoples of different cultures. People travel to learn and experience cultures different from their own. This type of tourism is expanding more widely due to convenient transportation and easy access to cultural sources.

4) A new tourist attraction. The lakeside area was a new attraction site, not popularly known among tourists. Most of them knew only the lake; so the lakeside communities were relatively new without much improvement for tourism purposes. As a consequence, tourists visiting the area could experience the real ways of life of local people.

6.4.4 Threats

Tourism resources

1) Natural and cultural tourist attractions located nearby. These attractions provide more alternatives for tourists and they are of similar characteristics. The attractions are located in Chiang Mai, Chiang Rai, Nan, and Lampang Provinces.

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2) Ever more expensive land prices in the lakeside area. Due to the construction of new roads through the area, agricultural land has been sold to investors or influential people who want to establish businesses or build their homes on the lakeside. Some local people moved to live elsewhere while others kept an area for their residence and sold the rest of their property. The result was that there is a large swath of empty land or landfills that had not been exploited. Some of the developments have affected the eco-system of the lake.

Policies

1) Budget. Tourism policies clearly are not concrete at the present time. Budget allocations are primarily for developing the infrastructure system for the area. Very little money has been set aside for tourism development purposes.

2) Cooperation between state and public sectors. The investigation found that cooperation between the two sectors has not been systematic and efficient. State

agencies did not fully understand community problems, and attention was not continuous, making the agencies unreliable in the eyes of the public.

6.5 Sustainable tourism development capacity of the lakeside communities

The study of the sustainable tourism development capacity has been based on the SWOT Analysis, impacts of tourism, relationship of the community with tourism, problems, and attitudes of tourists toward tourism activities in the lakeside area. The analysis results can be summarized as follows:

1) Tourism resources. It is found that the resources have a capacity to be developed as sustainable ones, given the lake's beauty and natural environment, local handicraft activities, and local ways of life. The lake is a special landmark of the province; and there is a saying that if you visit the province without viewing the lake, you haven't been to the province yet. Furthermore, there are other attractions in the lakeside area, e.g., temples, archeological sites, and handicraft centers. Tourists visiting the communities typically receive a warm and friendly welcome from the villagers. In addition, local residents have a positive attitude toward tourism. The area is also a point of connection and an alternative to other attractions in nearby districts and provinces. The province and the Tourism Authority of Thailand has promoted tourism targeting both local tourists and foreign visitors, particularly community and cultural tourism. Thus, the lakeside communities are alternative for tourists who wish to experience the atmosphere and lifestyle of the community.

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Nevertheless, community tourism resources still require developing, improving and preserving, particularly the lake and local ways of life which are the main attraction. The main development has been cleanliness and better water quality in the lake. It was also felt that negative impacts on the communities should be prevented or kept at bay as long as possible, especially the failure to pass on of agricultural and handicraft careers to younger generations who often are more interested in modern and better paid jobs. With local economic growth, outsiders migrated to the community to reap benefits by setting up businesses, e.g., restaurants or housing projects. Outside developers are an external factor, introducing rapid changes to the community. Consequently, the community must urgently establish

preventive measures to slow down these negative factors. Otherwise, when their tourism resources deteriorate, tourists would turn elsewhere, where nature and folk cultures are more traditionally maintained.

2) Access to tourist attractions. It was determined that the communities have a development capacity in terms of access to attraction sites. The location of the communities is easily accessible to tourists who can visit before going on to other places. Visits can be done on a daily basis, and there were roads running through the community.

3) Tourist amenities in the attraction sites. The investigation found that to develop the lakeside communities into a sustainable tourism site, amenities needed improvement and development. An investigating of each site showed that parking space, especially for buses, was not sufficient. Toilets were both insufficient in numbers and unclean. Littering was rampant, despite enough trash bins, causing eyesores in tourist attractions. Road signs to tourist attractions were clear, but signboards giving information about history or importance of places of interest were virtually non-existent.

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In terms of community attractions, it was found that there were no public toilets for tourists, so they had to share them with those of the owners, causing an inconvenience to them. Dust bins in their homes were not for tourist use; therefore visitors had to use the ones on the community road. Moreover, access to sites was not convenient, because there were no signboards and no parking space. For temples, toilets were enough for tourists, but cleanliness was still substandard. There were no signboards informing tourists of their locations or histories. Other types of attractions were found to have the same problems.

4) Security in tourist attractions. It was found that security could be sustainably developed, given that there had been no road accidents, robberies, physical assaults, or natural disasters in the lakeside area. There were police and community volunteers patrolling in the community and attraction sites. As for temples, besides monks and temple council members overseeing security of their respective establishments, they were considered sacred places and their open space made it easy for surveillance. In handicraft venues or centers, guides would warn tourists of accidents and their security. Furthermore, the communities were still close-

knitted; so members helped one another look after their security. In case of minor accidents, the injured would be taken to sub-district health stations or provincial hospitals if required.

It should be noted that the community should take the utmost care about the security and safety of tourists. Security is a major decision-making factor to visit a place. Therefore, the lakeside community should always ensure visitors safety.

5) Carrying capacity of the area. It was found that the carrying capacity of the lakeside attractions could be sustainably developed. Visits to the lakeside attractions are on a rotating basis, with tourists stopping at one site for a short period of time and then moving on to the next. This visiting pattern enabled each place to fully accommodate them. However, the number of amenities might be insufficient, particularly toilets and parking space for large coaches.

In general, tourism in the lakeside area has not had many impacts on the environment, society, and ways of life of the community people. However, during peak seasons, environmental impacts are evident, particularly littering and garbage disposal. Thus, future tourism management plans need to be established and carried out in terms of the area's carrying capacity and tourist numbers.

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6) Community participation. It was found that for sustainable tourism development, community participation must be developed and promoted. It could be seen that the relationship between tourists and the communities is superficial as service users and service providers with benefits directly belonging to those involved in tourist-related businesses. The benefits are not used to develop other sectors of the communities. In terms of management, tourism follows a top-down approach without defining common policies, directions, or practical guidelines. The participation types might be found in 2 aspects – involvement in implementation and benefit sharing, while participating in identifying problems and their causes, and evaluating is non-existent. As shown in table 4.3, it was found that participating in planning and monitoring and evaluating of the sample group was at the low level, while joining activities and mutual investment were at the medium level. The findings were understandable in that the community members still lack knowledge about sustainable tourism, ways to fully exploit existing resources, resource preservation, management, and development policies and directions in line with community needs and existing

resources. Furthermore, concerned state agencies have not really decentralized development authority and management to the local people.

However, the findings revealed that community members and stakeholders wanted to participate in sustainable tourism development in the area because they believed that tourism could help generate higher incomes and develop their and the communities' quality of life.

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Chapter 7
A Model for Sustainable Tourism Development in Kwan Phayao Lake Rim Communities

The results of this research are presented in four sections, as follows.

7.1 The results from the preliminary study;

7.2 The results from stakeholders' responses;

7.3 Characteristics of a model for sustainable tourism development in Kwan Phayao Lake rim communities;

7.4 Components of a model for sustainable tourism development in Kwan Phayao Lake rim communities;

7.5 Guidelines for sustainable tourism development plans for the Phayao Lake Rim Communities

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7.1 The results from the preliminary study

The main objectives of the preliminary study were to establish possible measures for formulating the characteristics and components of a model for sustainable tourism development in the Kwan Phayao Lake rim communities. The researcher applied the techniques of focus group discussion and brain-storming to collect data at the field level. The analyzed data from the field survey and documentary reviews of concepts, theories, and related research help the researcher formulate the characteristics and components of the model.

The components of the model fall under the following:

7.1.1 Characteristics of a model for sustainable tourism development in Kwan Phayao Lake rim communities. The main issues are:

- Public participation
- Local benefits
- Resource and environmentally–based conservation
- Sustainable tourism management
- Educative purposes
- Building satisfaction for tourists

7.1.2 Components of a model for sustainable tourism development in Kwan Phayao Lake rim communities. The main issues are:

- Public participation promotion
- Development of various routes and activity patterns
- Sustainable tourism marketing development
- Service capacity development of the local community in tourism
- Tourism resource conservation

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The results of the preliminary study showed that the stakeholders of the Kwan Phayao Lake rim communities needed to be involved in sustainable tourism development of the communities and lake rim areas. They believed that such development could lead to income generation and tourism resource development.

7.2 The results from stakeholders' responses

Three methods of data collections (Table 7.1) conducted with the stakeholders in the Kwan Phayao Lake rim communities results could be applied in this research and to the characteristics and components of a model for sustainable tourism development in Kwan Phayao Lake rim communities. The following issues apply particularly:

Table 7.1 Data collection methods for the stakeholders' responses

Round	Timing	Number of stakeholders	Method
Preliminary study	May 2548 – December 2548	91	Review of the literature Interviews Group discussions
First Round	January 2549	65	Brian storming/discussions
Second Round	January 2550	85	Brian storming/discussions
Third Round	September	108	Public hearing

From Table 7.1 the first to third rounds of field work provided similar results. Most of the samples agreed with the main issues of the characteristics and components of the model. Stakeholders proposed some subtopics in addition to the principal issues identified in each round of data collection. The researcher requested the stakeholder participants to put the proposed subtopics in order of priority for development.

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To better conduct a model for sustainable tourism development, the data on existing tourism capacity and attitudes of tourists, as well as their needs, have been taken into consideration for the general direction of development. The data were then integrated into the concepts of cultural and sustainable tourism and community participation to formulate a preliminary proposal to be presented to the communities. The communities were invited to express their opinions on the proposal by means of brainstorming, group discussion, and a public hearing. Eventually, a model for sustainable tourism development with full participation of the communities was established. It was used as a guideline to draw up the development plans, so that they could be in line with the proposed development direction.

In formulating the model, the sustainable needs of the communities and tourists were given equal significance. If more emphasis was put on the communities learning or benefiting from tourism, the number of tourists might decline, and tourism-related income would drop as a consequence. If this scenario occurred, prior

investment was definitely not cost-effective. On the other hand, if more emphasis was put on development to satisfy tourist needs, the communities would be hard hit. Their cultural ways of life would be changed and resources would be overused and eventually degraded. Under this scenario, no one would want to visit the area and state resources and time would be required to solve the problems. Essentially, the whole process of restoration would have to start all over again.

This section presents characteristics, components, and plans for sustainable tourism development of the area (Figure 7.2). It was found that all stakeholders gave equal importance to every major issue. When to implement them depended upon how urgent the current contexts were. For the time being, the respondents have put the weight on the following characteristics and components of the model:

In terms of characteristics, people's participation was on the top of the priority list. This is because very low level of public participation in the steps of sustainable tourism development was revealed from the study. Most community members did not know how to participate in the program or understand what impacts, positive or otherwise, they would receive from tourism. If they could participate, it would be a good start. They would be aware of the significance of tourism and related conflicts could be reduced. Thus, public participation was the most important principle of sustainable tourism development.

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Local benefits were of second priority on the list. Benefits from tourism currently were directed to certain groups, while the majority was completely left out. Most local residents still had no idea how tourism would benefit them and their communities. This was the principal reason they lacked interest in taking part in tourism development. Benefit was a direct and concrete incentive that would encourage more people to participate in the process.

Resource and environmentally-based conservation came next on the list of priority. The main reason was that most state and private development activities or projects did not pay attention to environmental impacts. Some projects were extremely detrimental to the environment and caused severe damage to the whole system. If the proposed development was based on conservation, exploitation from

tourism resources and the environment could be gradual and long-term, attracting more tourists and providing benefits to all with minimal conflicts.

Sustainable tourism management was next. The reason for this was that current developments were centralized and came top-down from incumbent state agencies or executives. After the terms in office for bureaucrats expired, developmental directions were usually changed, thereby lacking continuity for the projects. If the management of the project was carried out with all stakeholders participating, the project could be more sustainable with a better pattern of benefit distribution and systematic follow-ups and evaluations.

The next priority was educative purposes. Tourism in the area at the present is conducted in a way where tourists stopped to admire the beauty of the attractions before moving on to other places and without gaining local knowledge or memorable experiences. Consequently, tourism activities needed to improve the knowledge of tourists, promoting better communication and understanding between tourists and the local people. The former could learn about local culture and traditions while the latter would gain a stronger sense of pride about their ethnic and cultural identity. Also, more income would be generated, leading to sustainable tourism development.

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The last priority was creating satisfaction for tourists. The number of visiting tourists was a success indicator of tourism development. Future development directions could be defined based on this indicator. It was determined that tourism would be sustainable only when there were tourists visiting the attractions on a regular basis. This, in turn, is translated to continuous income generation for the communities.

In terms of evaluation or ranking of the components, public participation promotion was seen as a top priority, and it was seen an urgent issue for community members to have knowledge on sustainable tourism development. Such knowledge, it was thought, would encourage more participation in other issues, particularly rights protection from negative impacts of development.

The activity route component for tourism development was ranked second. The reason for this was that current activities did not attract many tourists. Furthermore, tourists were not evenly spread out to all attractions and their arrivals

were also seasonal. Therefore, developing more activities, routes, and attractions was seen as essential to attract them.

The next important consideration was tourism resource conservation. Development regardless of environmental and tourism resource conservation would degrade and deteriorate the attractions. Most thought that constructing buildings without taking environmental assimilation into consideration would result in eyesores. Altering cultural and traditional activities for the purpose of pleasure, regardless of their true functions and purposes, would send a wrong signal to tourists as well as to younger generations of residents. Consequently, tourism development based on environmental and cultural conservation would make the process more sustainable and attract more tourists.

Sustainable tourism marketing development was seen as next important. Current services were deemed substandard and unhygienic. Existing marketing channels were limited and at times inefficient. If marketing could be effectively and efficiently developed, it was thought that more tourists would come to visit the communities.

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The last component was tourism-related service capacity development of the communities. Existing tourism amenities were deemed inadequate, substandard, or unhygienic. Most thought they needed improving to impress tourists and attract them to visit the area on a regular basis.

Recommended development plans were ranked according to the components of the model, so as to be in line with the needs of the stakeholders.

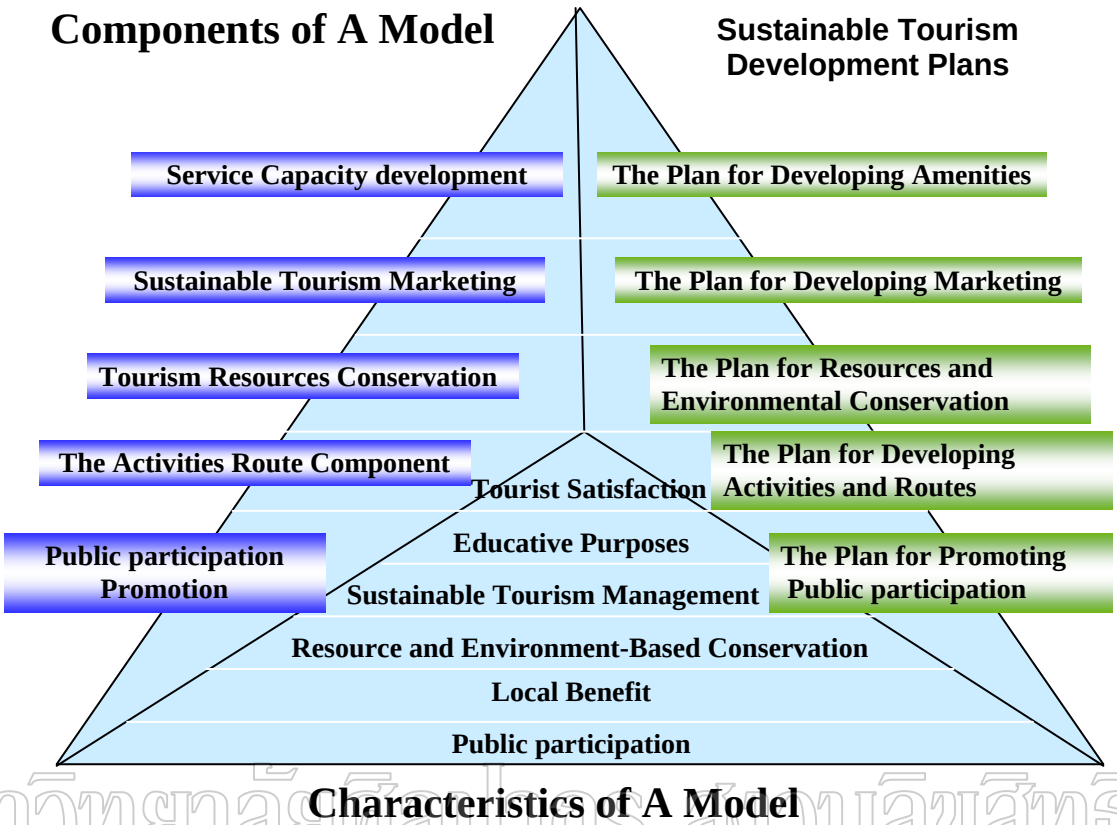

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Figure 7.1: A model for sustainable tourism development in Kwan Phayao Lake Rim Communities.

The result of a public hearing session suggested that decision making should be considered as an important issue under the "public participation" subtopic of the characteristics of the model. The reason was that the stakeholders, it was thought, should be involved in the decision-making process of the planning for tourism development in order to encourage a sense of belonging and community involvement. This step might be better than the planning session involving only the government sector.

In terms of local benefits, the stakeholders gave weight to the importance of local employment as a first priority, with the main reasons being income distribution for local communities, better quality of life, and the overall economy.

As for resources and environmentally–based conservation, stakeholders gave a high importance to tourism activities that did not destroy the environment and culture. Those activities would encourage both the tourists and local people to become aware of tourism resources and their practicable limitations.

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On the sustainable tourism management issue, stakeholders required their participatory involvement in the tourism management to be responsive to their real community needs. They found that at present they lacked a sense of participation in such activities.

As for educative purposes, the stakeholders gave a high priority rating to the foundation of a tourism organization group, formed for mutual information and exchange of learning cooperatively. This activity could help reduce conflicts and misunderstanding among involved people and organizations, leading to better tourism resource development for both the local communities and tourists.

On the building satisfaction for tourists issue, stakeholders cared mostly about the service mind topic, particularly those people involved in tourism services. Service mind would bring about better quality and standard of work, resulting in tourist satisfaction.

Table 7.2 The conformity of characteristics of model for sustainable tourism development in Kwan Phayao Lake Rim Communities

Topic / Importance Priority	Opinion	Agree N=108		Disagree N=108		No comment N=108		Import-ance Priority
	Subtopic	No.	%	No.	%	No.	%	
Public participation	Decision making	98	91	0	0	10	9	1
	Implementation	90	83	0	0	18	17	2
	Benefit sharing	93	86	0	0	15	14	3
	Evaluation	87	81	0	0	21	19	4
Local benefit	Local employment	108	100	0	0	0	0	1
	Use of local materials as the main inputs for production process.	101	94	0	0	7	6	2
	Promotion of tourism business investment among local people	89	82	0	0	19	18	4
	Use of existing merchandises and services available in the communities.	98	91	0	0	10	9	3
Resource and environment – based conservation	Designing buildings and availabilities harmoniously with nature, local environment and culture.	101	94	0	0	7	6	3
	Tourism development with an awareness of the physical carrying capacity	97	90	0	0	11	10	6

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Topic / Importance Priority	Opinion	Agree N=108		Disagree N=108		No comment N=108		Import-ance Priority
	Subtopic	No.	%	No.	%	No.	%	
	Tourism development with an awareness of the environmental carrying capacity	97	90	0	0	11	10	5
	Tourism development with an awareness of the cultural carrying capacity	94	87	0	0	14	13	7
	Laws/ rules / regulations for environment	103	95	0	0	5	5	2
	Tourism activity will not destroy environment and culture	108	100	0	0	0	0	1
	Tourism plan with environmental and cultural conservation	92	85	0	0	16	15	8
	Reduce tourism process that consumes unnecessary resources	86	80	0	0	22	20	9
	Aware of the main duties of resources prior to tourism development	98	91	0	0	10	9	4

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Topic / Importance Priority	Opinion	Agree N=108		Disagree N=108		No comment N=108		Import-ance Priority
	Subtopic	No.	%	No.	%	No.	%	
The sustainable tourism management	Stakeholder involvement in tourism management	108	100	0	0	0	0	1
	Committee or organization existence in tourism management	105	97	0	0	3	3	2
	Tourism plan with sustainability	92	85	0	0	16	15	3
	Monitoring and evaluation	94	87	0	0	14	13	4
	Use income from tourism to develop tourism resources	108	100	0	0	0	0	6
	Do not take advantage from tourists	108	100	0	0	0	0	5
Educative Purposes	Group formulation of tourism organizations	103	95	0	0	5	5	1
	Provision of knowledge and awareness for stakeholders in sustainable tourism	95	88	0	0	13	12	2
	Tourism activities with environmental study	97	90	0	0	11	10	3
	Tourism activities with folkways and culture studies	97	90	0	0	11	10	4
	Meaning communication of environment and culture in the tourism sources	95	88	0	0	13	12	5

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Topic / Importance Priority	Opinion	Agree N=108		Disagree N=108		No comment N=108		Import-ance Priority
	Subtopic	No.	%	No.	%	No.	%	
	Services reflecting locality in patterns, availability and other services	93	86	0	0	15	14	6
	Tourism creates awareness for tourists in environmental conservation	93	86	0	0	15	14	7
Building satisfactions for the tourist	Security	108	100	0	0	0	0	2
	Sanitation	108	100	0	0	0	0	3
	Service mind	108	100	0	0	0	0	1
	Satisfaction	108	100	0	0	0	0	4

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The public hearing activity's results indicated that the stakeholders gave a high degree of tourism organization management as one of the model components under the main issue of community participation promotion. They produced a result that suggested that each tourism source had no committee for tourism, and mostly depended on government policy. It was felt that the community should be involved in such management as would get the most direct impact from tourism.

On the issue of development of various routes and activity patterns, stakeholders assigned an importance to tourism activity development as an important concern for tourists, and also to encourage sense of awareness and ownership with income generation to the community.

On the tourism resources conservation issue, stakeholders assigned the first priority to the application of laws/rules/regulations for tourism. This assignment was to prevent and suppress those activities relating to natural resource demolition and punish offenders.

For sustainable tourism marketing development, stakeholders gave a high degree of value to the standardization of merchandises and services. Their reason for this prioritization was that tourism activities would help to reinforce the tourists' satisfaction and encourage revisiting.

In terms of service capacity development of the local community in tourism, stakeholders focused on the availability of amenities for tourists, as at present, the amenities were not standardized and they were one of the most important factors for tourists making decisions to visit the area.

Table 7.3 The conformity of components of model for sustainable tourism development in Kwan Phayao Lake rim communities

Topic / Importance Priority	**Opinion**	**Agree N=108**		**Disagree N=108**		**No Comment N=108**		**Import-ance Priority**
	Subtopic	**No.**	**%**	**No.**	**%**	**No.**	**%**	
Community participation promotion	Knowledge and Understanding Provision	93	86	0	0	15	14	2
	Pattern of tourism organization	95	88	0	0	13	12	1
	Tourism networking	87	81	0	0	21	19	3
The activity route component for tourism development	Tourism pattern development	92	85	0	0	16	15	2
	Tourism source connection	89	82	0	0	19	18	3
	Tourism activity development	97	90	0	0	11	10	1
Tourism resources conservation	Law enforcement	104	96	0	0	4	4	1
	Awareness creation among tourists	96	94	0	0	7	6	3
	Community awareness creation	101	89	0	0	12	11	2

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Topic / Importance Priority	Opinion	Agree N=108		Disagree N=108		No Comment N=108		Import-ance Priority
	Subtopic	No.	%	No.	%	No.	%	
Sustainable tourism marketing development	Standardization of goods and services	95	88	0	0	13	12	1
	Pricing	73	68	0	0	35	32	4
	Development of Marketing Channel distribution	90	83	0	0	18	17	2
	Tourism marketing promotion	87	81	0	0	21	19	3
Service capacity development of local community in tourism	Tourism source availability improvement	98	91	0	0	10	9	1
	Communicative media in tourism source	86	80	0	0	22	20	3
	Personnel development	91	84	0	0	17	16	2

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The public hearing activity was joined by stakeholders and the researcher. This hearing helped determine a 10-step approach to a long-term solutions for sustainable tourism relating to natural and cultural heritage values:

Step 1: What do we want to do?

This step will help to:

- define the aims
- understand the context

Step 2: Who is, could be or needs to be involved?

This step will help to:

- identify stakeholders

- consider when and how people should be consulted and involved
- work out how to develop effective working relationships

Step 3: What is known?

This step will help to:

- identify existing studies or sources of information relevant to the local process or project
- locate and summarize available information on the current and potential market for tourism
- determine the heritage asset, heritage values, and themes

Step 4: What makes this region, place or product special?

This step will help to:

- identify what is special about your region, place, or product
- establish how well its special values are recognized and currently communicated
- establish whether further potential exists to use these special values in tourism, and interpretation

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Step 5: What are the issues?

This step will help to:

- identify and understand the key issues affecting your region, place, or product

Step 6: Analyzing issue

This step will help to:

- further analyze, clarify, and prioritize issues
- prepare a succinct summary of the outcomes of the stakeholders' analysis

Step 7: Principles or objectives to guide action

This step will help to:

- develop a clear written statement to guide future actions, such as a set of principles, a set of objective, or both

- seek agreement on these principles or objective from key partners or stakeholders

Step 8: What are your ideas and options?

This step will help to:

- further refine your ideas and, if necessary, develop option
- work through your ideas and options with key stakeholders and decision makers
- create agreement on preferred option with necessary partners or key stakeholders

Step 9: How to do it?

This step will help to:

- develop actions to implement your ideas, proposal, or preferred option
- present them in a clear and logical form
- ensure they are included in other relevant plants and strategies
- develop monitoring and evaluation methods
- consider additional factors that will influence achieving your objective

Step 10: Statement of directions?

This step will help to:

- prepare a brief statement summarizing the outcomes of the process and proposals, identifying the:
  - key heritage and tourism assets
  - key issue
  - agreed actions and future directions

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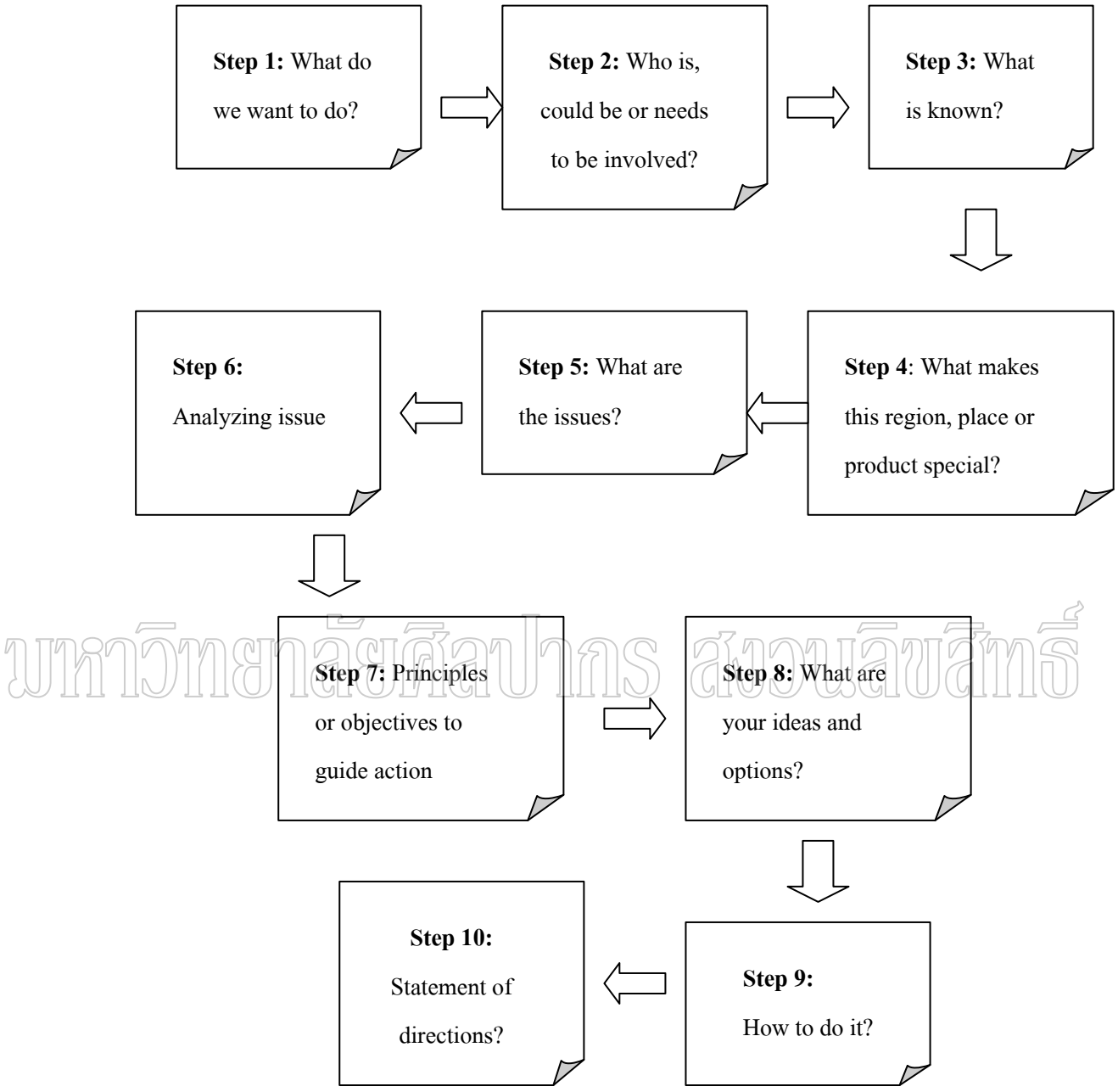

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Figure 7.2: The 10 steps to sustainable tourism development in Kwan Phayao Lake rim community.

7.3 Characteristics of a model for sustainable tourism development in Kwan Phayao Lake Rim Communities

Characteristics of a model applied in this research refer to the basic principle of sustainable tourism development of the Kwan Phayao Lake rim communities. Its components are described in this section.

7.3.1 Public participation

Sustainable tourism development of the Kwan Phayao Lake rim communities requires the community members' participation. This is because tourism activities may have impacts on the communities and environment at various levels. Involvement of stakeholders in planning and development should include the representatives of the governmental and non-governmental sectors in the form of a community tourism committee. These steps could lead to a better administration and management based more appropriately on the local community context.

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The study results indicate that stakeholder participation in tourism development within the study areas was significant; as the community members and concerned agencies could learn together about problems and solutions through program planning process. A sense of awareness can be derived from such activities, leading ultimately to the conservation of tourism sources, retention of the area's identity and the community environment. Overall, it was found that the community could help to generate an income from the program and continue to do so.

Measures to encourage the stakeholder participation should include connecting activities, depending on the interests, availability, skills, appropriateness, management understanding and needs of participants. The levels of such needs depend upon how beneficial the project is to stakeholders. Because of their instructions given to the stakeholders for more understanding of advantages and disadvantages they would get, the degree of readiness on involvement in public, and community activities would be all merged. Additionally, tourism development by this

participatory means should strengthen the communities with more income, job creation, and mutual cooperation in tourism source conservation.

7.3.2 Local benefits

The results of the research indicate that tourism along the lake rim should be beneficial to the local community members. A concerted cultural and natural tourism program can be expected to create employment, provide tax revenues for the local administration, and offer a marketing system for local products, such as agricultural produces and handicrafts. Various kinds of community benefits would be derived from the program. These involve basic infrastructure development and tourism extension. However, the communities should be aware of possible negative impacts such as water and air pollution, and waste increase, for which the communities might be compensated from the tourists or tourism companies. Those compensations could be in the form of monetary donations for environmental management and administration, or fees. However, such ideas should be considered carefully, as they might give negative impacts on the numbers of tourists and also the communities, including negative effects on the environment and community health.

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7.3.3 Resource and environmentally–based conservation

Folkways and community culture as well as human relations to nature are the inseparable issues. This study took for granted that folkways were based upon human relations to nature, in which communities should find some ways to nurture such relationships. When community members found that the environment and resources were diminished, they should become involved to save them. The lake rim communities should attempt to reintroduce local and indigenous occupations, folkways, culture, and traditions. These would lead, in turn, to securing and recovering traditions, cultures, and the quality of life. Although, tourism is not the only way to conserve the community environment, it can help the community maintain its identity and also promote the local economy.

Tourism resources and the environment could be regarded as the co-joined "tourism capital" of which the components are folkways, occupational activities, settlement, ancient objects and the lake rim water quality. Those components should in themselves be enough to attract visitors. If they are inpacted negatively, these impacts will have a negative effect on the tourism source utility and lead further to devaluation.

7.3.4 The sustainable tourism management

Tourism management around the lake rime areas is the most important aspect of a functioning tourism system. The research results found that most stakeholders realized their involvement in tourism management process took the form of committee participation. The committee can do the most to encourage positive and mitigate negative outcomes from tourism. Awareness by community members had social, environmental, and ownership dimensions. Stakeholders suggested to the researcher that there should be a formal tourism plan for controlling, monitoring, and evaluating the development directions. Such management must not have uncontrolled impacts on the natural and social environment, and must take advantage of tourism. The income generated from tourism should take into account tourism resource development as well.

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7.3.5 Educative Purposes

Tourism management along the lake rim areas should give learning opportunities to both the community and tourists, either among or between their different groups. Mutual exchanges of information and knowledge might be directed to learning about living together, adjustment, decision-making, and responsibility. The community committee members should study how to apply the concept of community identity in order to attract tourists and provide goods and services based on a participatory approach and the community's own decision-making process. Those people and organizations from outside community should be aware of their

function as facilitators or consultants, rather than as instructors. The main reason for this is that experts are not the ones who understand the local real problems and practices. They also are not the ones who would experience the impacts directly from tourism at the local level.

Tourists should be given opportunities to experience nature and culture of the locality, including traditions, customs, and folkways. This process should create a positive impression and warm welcoming events, and additional knowledge, experiences, and awareness. In return, tourists should learn to adapt themselves with better understanding to local life ways.

7.3.6 Building satisfactions for the tourist

Tourism source development should be appropriate to its locality and adopt an approach that demonstrates an awareness of tourists' needs. The results of this study indicate that in building tourists' satisfaction toward the tourism sources, the local people and governing committee should be aware of the equilibrium that exists between the needs and physical environment. Carrying capacity of the areas should be based on the concept of sustainability. For example, there should be sufficient facilities for such services as toilets, waste bins, signs, and the other so-called "4S".

1. Security, here referring to any state of safety that results from various kinds of prevention from damaging or threatening natural and human behaviors. The community should be aware of the need for warning signs for tourists, and set some necessary safety measures within their own areas.
2. Sanitation, here including cleanliness, management for health, sanitation, pollution, waste, and toilets within the community.
3. Service mind, here referring to any kind of service relating to tourism activities. Services should be carried out with care, cautiousness, and availability not only to tourists but also to community members. Services given to tourists should include the capacity of the community members and service people in the use of languages,

understanding of the tourists' culture, and an ability to reduce cultural conflicts that might occur during the operation of tourism activities.

4. Satisfaction, here referring to the positive feeling or sense that the tourists and visitors obtain from the activities organized within the community areas during their visits. This satisfaction will help attract tourists to re-visit the community and the lake rim area in the future.

7.4 Components of a model for sustainable tourism development in Kwan Phayao Lake rim communities

Although tourism along the lake rim areas does not mean to directly benefit or cause harm to anyone, we have to be aware of some possible negative or positive impacts on the social, economic, cultural and environmental factors in the communities. Changes of culture and folkways might occur among the community members as they adjust themselves welcome tourism. If the community could predict any changing circumstance in advance, some programs could be developed to mitigate such negative impacts with stakeholders' participation. Therefore, this study proposes some significant components of a model for sustainable tourism development in Kwan Phayao Lake rim communities in 5 aspects as follows. Those are 1**)** community participation promotion 2**)** the activity route component for tourism development 3**)** sustainable tourism marketing development 4**)** service capacity development of local community in tourism 5**)** tourism resource conservation.

7.4.1 Community participation promotion

The results of the study indicated that most community members in the sample did not understand how to participate in tourism administration and management, and also how to create measures and approaches to sustainable tourism. There was no organization being formed for such purposes, though they expressed their desire to be involved in tourism management at the community level. Additionally, the government agencies concerned with tourism and development did

not delegate their authority and duties to the communities for tourism management. Therefore, it is important to fortify the community members and community organizations with practical knowledge of tourism management participation. For example, they might need to know some core contents of basic tourism, services, application of tourism resources, and their roles and responsibility. It is true to say that everybody's participation in such management may not be equal to each other, depending on each one's ability and sense of responsibility. Therefore, some measures may be put into practice by means of (1) a provision of knowledge and understanding, (2) selecting appropriate patterns of tourism management along the lake rim areas, and (3) creating networks for sustainable tourism.

1) A provision of knowledge and understanding

The results of this study suggested that every sector of stakeholders should be provided with knowledge and understanding of sustainable tourism development. Those stakeholders included local tourism entrepreneurs, community groups and the government agencies directly and indirectly responsible for tourism. So they would be able to apply such knowledge and understanding in their planning and development process with new and improved attitudes and awareness. The provision methods might be lectures, brainstorming, focus group discussions, study tours, and educating community leaders and change agents for further knowledge transfer. However, the contents of this knowledge should be carefully designed for the purposes of sustainable tourism management with a high degree of local community involvement.

2) Selecting appropriate patterns of tourism management along the lake rim areas

The results of this study indicated that there was no form of formal and empirical tourism management, and group formation in the communities along the lake rim areas. The people and a number of communities earned their living in their traditional ways. There were a few occupational groups with activities possibly

related to tourism such as fishermen, small local boat owners, owners of small restaurants and street food vendors, mobile beverage pushcart operators, and masseurs.

This study proposes to encourage the formation of a “civil tourism committee along the Kwan Phayao Lake rim areas”, consisting of various representatives of occupational groups in the communities. There are a number of occupational groups, such as local fishermen, small local entrepreneurs, arts and handicrafts groups, the stone craving group, and the blacksmith group. Additionally, some community groups may be involved in the planning process, such as a village temple group, a youth group, school committees and other agricultural producing groups. Those group representatives may participate in creating, planning and projecting the future of tourism management covering marketing promotion, self-development, and resolving any conflict of interests. Then, they may put their plans and projects into action by sharing their responsible roles of management, benefits, monitoring and evaluation. When conflicts are reduced, the community solidarity and strength will result in the society becoming self-developing and sustainable. Any possible negative impacts from tourism that might occur could be resolved in advance, or appropriate compensation action could be taken beforehand.

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A formation of various social and economic groups might help simplify tourism management at the local level in areas, such as setting policy, the budget, securing mutual benefits, setting regulations and other related issues (Figure 7.3). Some concerned government agencies could function as the advisors of the *“civil tourism committee along the Kwan Phaya Llake rim areas”*. So, the committee will be able to work out its program planning and development in tourism based on its needs, problems and participation. It will function to coordinate with various networking agencies to support its tourism management and community development dealing with business, marketing, and knowledge provision for the community and the committee.

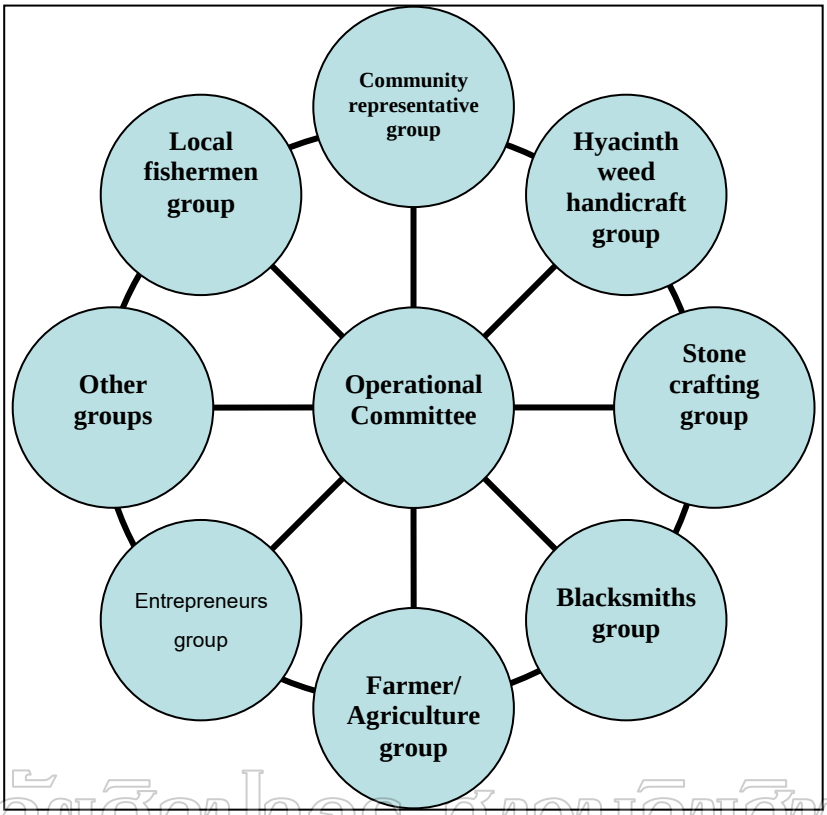

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Figure 7.3 The sustainable tourism administration "civil tourism committee along the Kwan Phayao Lake rim areas".

3) Network creation for sustainable tourism.

The research results reported that it was necessary to prepare the community's readiness for sustainable tourism development by building internal community relationships, capacity development and inter-agency coordination. Local and provincial agencies should be involved in planning and knowledge provision for stakeholders. It was suggested that those agencies be Phayao provincial office, Phayao Provincial Center of Tourism, Sports and Recreation, including sub-district administration organizations, and municipalities. The research found that networking among the governmental, non-governmental and private agencies would be appropriate for the Phayao situation in the cases existing in the study areas.

3.1) The governmental agencies. The study found that, in the current period, the governmental agencies at the provincial and local levels showed strong interest in tourism development. The present Provincial Governor, Mr. Thanasek Atsawanuwat, showed his vision and policy for promoting tourism by recovering one antique and a ruined submerged temple, called Wat Tilokaram. This 600-year-old temple, which was submerged in the Kwan Phayao Lake for 60 years, would be a focal point for sustainable tourism development. Various agencies and people were involved in studying and planning to restore the temple after an environmental impact assessment (EIA) project was being conducted by Chiang Mai University and Nareseun University. Those main agencies involved in the temple restoration project consisted of the Provincial Authority Office, Phayao Provincial Center of Tourism, Sports and Recreation Office, Phayao Provincial Administration Organization, the Tourism Authority of Thailand, Phayao Inland Fisheries Research and Development Center, the Fine Arts Department, the Police, the Tourist Police, and other concerned agencies at the national, regional, provincial, sub-district, and community levels.

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Inter-agency coordination with information and understanding provision were rather important at the first stage of the project. The project needed not only legislative action but also some degree of participation along with a high degree of agreement from the stakeholders in the study areas. The government agencies seemed to reduce their profiles and promote other agencies and stakeholders to support the project and community.

3.2) The results of the study indicated that at that time there were various groups from the private sector involved, such as tourism agencies, tourism companies, guide associations, restaurants and accommodation associations, and their networking systems. The community should encourage those associations in the private sector to be involved in tourism development in the areas of investment and inter-communication between the community and tourists. Following this suggestion would be a positive step in the dirction of improving local tourism. A good relationship between the community as the tourism source owner and tourism agencies should be

secured. The data about the tourists' needs, problems and behavior should be obtained for further improvement of tourism management and sustainability in the local areas.

3.3**)** Educational institutes were suggested by the study as another important and possible networking organization for sustainable tourism cooperation. The institutes have been recognized as a source of knowledge in various subjects and bodies of knowledge and for providing academic services for the society. So, the community should cooperate with the educational institutes in some academic service activities, for instance training in various relevant courses in vocation, skills development, tourism business management, development plans, and evaluation. Such academic cooperation should result in an improvement in quality and in the standardization of tourism, and knowledge exchanges among community members and between the community and the institutions.

3.4**)** The roles of the non-governmental organizations (NGOs) are normally seen as community advisors according to their aptitudes and skills, including some issues that are beyond the government agencies' capacities. NGOs were found to be able to build networking systems, or taskforces strong enough to deal with various organizations responsive to the community needs. In this case, the community might be able to cooperate with NGOs in obtaining advice to answer its needs and any problematic issues. This process might be much easier than contact through governmental agencies, because NGOs are more flexible in dealing with them. The study indicated that it would be necessary to establish a committee with various agencies' representatives for inter-agency coordination and to establish efficient communications between the communities and agencies. Then, some measures for mutual coordination and planning could be set up to facilitate any related implementation of such plans (Figure 7.4).

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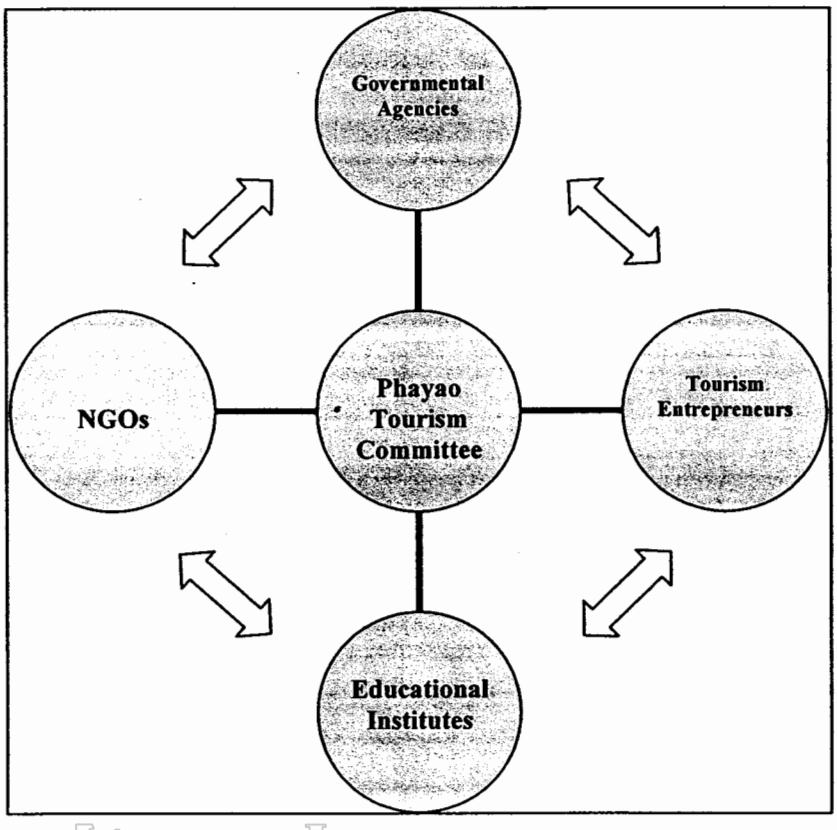

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Figure 7.4 Network for Sustainable Tourism of the Communities Along the Kwan Phayao Lake Rim

7.4.2 The Activity Route Component for Tourism Development

The idea of activity route component for tourism development was a result of this study, focusing on the group traveling patterns of tourists. Tourists like to visit natural, historical, and local cultural sites as well as shopping centers with some expenditure at hands. Currently, tourists can be attracted by tourism activities, and a community's needs to develop and participate in tourism.

The research also found that the communities around the Phayao lake rim areas had a variety of tourism capacity both in the natural and folkway aspects. New trails and traveling routes could be developed within the areas, responsive to the growing number of tourists. This development could not only help distribute tourists' expenditure to other tourism sources in the lake rim areas, but also increase their length of stay in Phayao. It could be one of many means to make tourism resources

more valuable leading to sustainable tourism. However, current tourism objectives should consider tourism patterns, routes, activities, and the community capacity. Tourism should not be used to change the folkways, and make difficulties in the community's daily life. Otherwise, the community might loose its cultural areas and indigenous identity. The researcher proposed some other components for the community to consider for further development:

1) The Development of Tourism Pattern

The tourism patterns along the lake rim areas could be developed as the integration of water and land travel with various activities. These could be using rowing-boats, walking, and biking. In order to help the tourists to get some variety according to their different needs, traveling guidelines might be arranged according to time available. For example, a 2-3 hour visit for the tourists with little time, 4-6 hours and 6-8 hours for those visitors with more time could be arranged appropriately. Those visitors who want to study the folkways of the lake rim communities in more depth may need to stay overnight with the villagers in the form of home stays. These proposals of route and time flexibility could be developed with mutual cooperation among various communities. The most attractive objects and areas in each community should be included in a common traveling plan to welcome tourists into the lake rim areas. This plan would help distribute the travelers to a number of villages with their expenditure and friendship.

2) Connecting the Tourism Sources

The current tourism set up along the lake rim areas could be divided into 2 levels as follows.

2.1) Kwan Phayao lake rim areas have been recognized as the focal point of tourism in Phayao, particularly on the eastern side of the lake. Although, the western side of the lake appears to encompass a number of villages with folkways and vocational activities, fewer tourists visit it. If there is a plan to connect the western

and eastern sides within a tourism promotion program, it could be an appropriate means of helping to generate and distribute income at the village level. Two means of travel that might be used in this connecting plan should consist of road and water routes. The road route already exists as a ring road surrounding the lake. The second means of travel could be the water way, starting from the "Tiloka Aram ancient and ruined temple" sitting within the lake, and "Ban Klaep Dum" harbor, cutting through the lake to "Ban Rong Hai" village on the west side of the lake. These two means of travel could be connected, enabling tourists to get more experiences from their travel.

2.2) A connection of the lake rim communities with other tourism sources could be possible as another means of extending the traveling market along the communities around the lake rim. The study found that there should be another traveling program to connect village routes, but for the purposes of inter-community coordination for knowledge exchanges on tourism management. Its details should cover traveling program, learning contents to be exchanged, area selection and survey for distance and traveling time, and a variety of traveling programs for tourists' selection.

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3) Tourism Activity Development

The current tourism activities along the Phayao lake rim focus on nature, so tourists lack an opportunity to exchange knowledge and experiences with the communities. If the communities were to develop an activity that facilitated the tourists in learning the community culture and folkways around the lake rim areas, they would be tempted to stay there longer. Particularly, those tourists who love learning a culture that is different from that of their hometowns.

The existing occupations of the villagers could be developed and adjusted to include tourism products, such as knife production, stone craving, hyacinth handicraft, lotus farming, bio-fertilizer making, organic vegetable cultivation and pickled fish making. These occupational activities might need some knowledgeable people to demonstrate with appropriate explanation at their real times. Tourists might have a chance to work out as they help the villagers do their daily work while earning their

living, but safety should be a consideration too. The tourists' names might be engraved on the knives or stone slabs at the village they visit. The tourists might feel happy to buy what they have experienced from their field visits. However, the villagers should be asked whether they would gain any benefit from the visit of strangers if such activities could be arranged for the purpose of tourism. This could be viewed as a visitor participation in their field visiting sites and being with the villagers.

7.4.3 Tourism resource conservation

Sustainable tourism is an industry that tries to maintain or conserve existing resources as long as possible to attract more tourists. As a consequence, when the lakeside communities have opened up for tourism, it is imperative to conserve and maintain their cultural identity and natural environment in order for tourism to be sustainable. Measures to achieve this goal are as follows:

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1) Legal measures

There are currently several laws and regulations concerning natural resource conservation but monitoring and enforcement mechanisms have been almost non-existent. Therefore, it is important to set up a national or local committee in charge of investigating and monitoring environmental and natural resource encroachment/damage. There might be laws and regulations for cultural heritage conservation, which cover both tangible and intangible cultural heritage. More importantly, they should be drafted and implemented through local participation.

2) Raising awareness in tourists

Tourists and guides should be made to understand and be aware of natural and environmental protection. Tourism resource conservation is crucial for the continuation of quality tourism. Raising awareness on tourism resource conservation can be done through organizing a nature loving program, establishing a nature center

at every tourist attraction, providing tourists with relevant printed materials, organizing signboards for exhibition/description, and training guides to enable them to explain the ecological system and local ways of life to tourists.

3) Raising awareness in the communities

The community members, guides and local state officers should have their awareness raised about natural and environmental conservation in the lakeside area by implementing the following measures:

3.1) Natural, environmental and cultural conservation plans should be established as a guideline for implementation in order to bring about the desired behavior of concerned individuals.

3.2) A folk scholar or group of elders should be set up to help transfer folk wisdom, local culture and history to younger generations so that folk knowledge could be handed down.

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3.3) A youth group for environmental and nature conservation should be formed so that the local youths can monitor for their community eco-system. They should be equipped with knowledge on nature conservation, ecological changes and/or sanitation in order to instill in them a sense of responsibility for nature conservation. Such an endeavor is also a foundation for developing a civil society in the future.

3.4) A committee specifically in charge of nature and environmental conservation should be set up to coordinate with community members and other tourism networks in issues, such as cleanliness, sanitation, and water quality in the lake.

3.5) Competitions about nature and the environment should be organized at the community or inter-community levels to raise local people's awareness on environmental conservation in their areas.

3.6) A cultural revitalization project should be established to revitalize local culture, traditions and festivals and to publicize the local cultural heritage, leading to cultural transmission to younger generations.

3.7) A cultural, nature and environmental fund should be set up by allocating a portion of community tourism-related income for the management of tourism resource conservation.

The work on tourism resource conservation of the Kwan Phayao Lake tourism public network should start by empowering the communities by means of a working consensus. The consensus should start from community leaders and move on to other groups. The work process should be based on public forums, discussions, debates and analyses of root causes of problems until a learning process is formed. Furthermore, a working process should be adjusted and developed with collective thinking, implementation, evaluation and conclusion.

7.4.4 Sustainable tourism marketing development

The study proposes some important components of the tourism marketing development, based on the community needs. The study found that the communities along the lake rim areas required tourism as a mechanism for generating and increasing income, and wished for their capacity to continue to attract visitors in the future. Most tourists in the sample reported that they had little information and not much publicized data. They suggested that the tourism marketing development along the lake rim should not emphasize on making the highest profit, but should be aware of conserving culture, folkways, nature and environment as the principles. They believed that the capital and benefit gains from tourism would be effective enough for community investment in a mutual interaction between the community and tourism. Some measures were suggested based on the results of this study as follows.

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1) Measures of Standardization of Goods and Services.

Standardization of goods and services are normally the main factors to build the trust of tourists and tourism agencies and companies. Food safety as guaranteed officially by the Ministry of Public Health, life vests being available in the rowing boats on the lake, and the quality of the boats might be some examples of such measures to secure the tourists' trust and confidence.

2) Pricing Measure

The communities should be involved in setting the standard prices for their merchandise and service charges that are fair for both the villagers and tourists. This matter will bring about an improvement in sustainable tourism much more effectively than short term economic gain from high prices.

For example, tourists in the sample stated that they did not want to feel exploited by local people with high service charges or any merchandise they bought. The local people should show the prices of various services in public clearly such as boat rent fee per hour or per day, as well as distance or size of the boat and even the number of passengers. The villagers in the sample at one knife making and hyacinth craving site stated that they did not charge the tourists for any visiting fee. However, the researcher would recommend here that they should have a sign saying "Free of Charge for Visiting" hanging in public as well as a tariff sign showing every kind of merchandise and service. Warning signs at the villagers' work places should be shown as well in order to prevent any accidents that may occur during knife-making or other activity on the site.

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3) Establishing Distribution Channels for the Sales of Tourism Products

There might be 3 main types of channel for distributing the villagers' products and goods in order to make the lake rim communities' products well known in public. Those are as follows.

3.1) The direct sales outlet. Sales outlets may be developed to link tourists and the original producers at the village level. Traveling programs should be made available for tourists who want to go by themselves. Some optional programs should be developed for them to visit various places with clear signs and publications.

This study found that traveling program outlets were not in existence along the lake rim. Therefore, the civil committee on tourism along the lake rim of "Kwan Phayao" should establish such sites in some accessible locations, particularly, on the eastern side of the lake or on the existing harbor of "Wat Tilok Aram", the ruined and

submerged temple. This site was suggested previously by the researcher to be a connecting point between traveling by boat and traveling byroad along the lake rim. The service should be on a daily basis and be responsive to the tourists' needs.

3.2) Agency system channel. Travel agencies should be considered as another channel for tourism service distribution. Three methods were suggested from the study: (1) Selling travel programs of services available in the communities; (2) Rowing-boat rental for waterway travel; (3) Visiting various folkways' activities at the village level, such as knife-making, stone carving, hyacinth handicraft, food and catering demonstration, eco-tourism by waterway, and visiting ancient submerged archeological ruins in the lake. The travel agencies and communities may work out together in establishing such channels appropriately. The main objectives here are to make such channels and programs available to the public clearly for the tourists' selection through various media or from visiting sites themselves.

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3.3) A distribution channel through the internet. A wide range of customers may feel inclined to find information about their visiting plans through the internet and websites. This could be an interactive communication between the tourists and the communities. So, it is necessary for webmasters to develop and design the product samples attractively enough for the potential visitors to view on their computer screens for their decision making process. English and Thai might be the appropriate languages for the time being for such publication.

4) Measures for Tourism Promotion

The study found that the government media could be an appropriate channel for advertising and publicizing tourism in the "Kwan Phayao" lake rim community. The publicizing may focus on introducing the communities or any local administration organization to the concept of lake rim tourism management. This could be a low cost alternative approach to advertizing for specific target groups. Those government agencies that could function as the publication media were suggested in the research as the Phayao Provincial Center of Tourism, Sports and

Recreation, the Phayao Provincial Administration Organization, the Tourism Authority of Thailand, the Phayao Inland Fisheries Research and Development Center, and the Fine Arts Department and the Tourist Police.

This should be on condition that the communities cooperate with the publication organizations as proposed by this study in order to continuously inform the community members and other NGOs and private organizations about their relating activities. Then, those organizations might be interested in studying and publishing the community tourism activities. Various kinds of publication media may be produced at the local level such as brochures, folders with maps and suggested tourism sites, including radio programs and internet. Such media should be advertised at some important tourism sites with signs.

7.4.5 Developing service capacity of the local community in tourism

The results of this study indicated that it was necessary to develop some measures for developing carrying capacity. The study found that there were some problems at the traveling sites such as a lack of facilities including an insufficiency of toilets, parking spaces, signs, and harbor facilities. These facilities play a very significant part in the tourists deciding to re-visit the traveling sites in the future, and also in making further publication either negatively or positively about the sites and Lake Rim tourism areas. The improvement of such facilities would be possible, but based on the communities' readiness and their desire for environmental harmony. So, the researcher recommended such improvement as follows.

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1) Improvement of facilities in the tourism sites

1.1) There are two piers for local rowing-boats on banks of the Kwan Phayao Lake. These are the Tilok Aram Temple pier and the San Klaep Dum community pier. For the time being, they are safe enough for a small number of passengers to use at the same time. On the western side of the lake rim, there are piers that need some improvement, particularly in "Ban Rong Hai" village opposite the eastern side of the lake rim. Safety systems should be restored, such as a jetty with a fence around the

piers, warning signs about over-loaded boats, and the aged, life jackets, and throw bags.

1.2) Garbage disposal should be carefully monitored at attraction sites. For example, rubbish bins should be sufficient, healthy, clean and available on sites, including efficient and frequent garbage collection, particularly on the eastern side of the lake rim areas. A campaign to promote recycled containers should be organized among the communities and entrepreneurs to reduce the huge amount of rubbish. These locally made reusable containers could be bamboo cups, earthenware, banana leaf and dried weed cups instead of polythene bags and foam containers. This matter would help to create a sense of environmental awareness and value among tourists and community members of all ages.

1.3) Public toilets should be made available, and should be sufficient, healthy and clean, particularly on the eastern side of the lake. Restaurants and tourism sites should have enough clean toilets for an increasing number of tourists. Perhaps, it may be an appropriate time for the provincial and municipal authorities to introduce local regulations about the ratio of public toilets and number of potential users, for example, 10 sets of men's and women's public toilets for 30 potential users at the peak hours, and 3 sets of men's and women's toilets for a small restaurant.

1.4) A security system for tourists could be arranged in advance by the community in order to assure the tourists of their safety and satisfaction. Safety measures should be enforced to include road and waterway accidents, crimes, over-charging on merchandise for tourists, and narcotic drugs. First aid helpers and volunteer guards from the communities should be recruited with special training courses held. Boats should be regularly checked by the Phayao Inland Fisheries Research and Development Center. Warning signs should be set up appropriately, for example, at stone carving and engraving, blacksmith or knife making shops, and when chemical fertilizer is sprayed in some villagers' orchards.

2) Communicative media in the tourism sources

2.1) Some training courses should be organized for the community members, tourism source owners and guides by focusing on how to interpret the cultural components of the villages meaningfully and clearly. Although the local people know much about their communities and local tourism sources, they should have an ability to explain the tourism objects clearly for the tourists. Some environmental and cultural items and community identity should be narrated in a meaningful and clear language, either Thai or English.

The local guides are normally recognized as the main input of sustainable tourism development. They should have good skills and understanding of their own locality, folkways and message translation technique for the visitors. This is to obtain the satisfaction of the visitors with the local guide performance, and so with the community members as a whole.

มหาวิทยาลัยพายัพ ลิขสิทธิ์

2.2) Tourism guides or handbooks should be developed and published for the visitors to learn about the tourism sites by themselves, and furthermore, they would function as publicity items at the visitors' hometowns. The manual contents depend very much on the visiting site differences. However, at least the manual should function instead of human guides to inform the tourists about the tourism sites' history, environmental and social contexts, traveling routes, facilities and services available on the way, and community or traveling sites' maps. The manual could be produced in Thai and English, or perhaps, Japanese, Korean, French and Chinese if there are a number of those nationalities involved in the local tourism sites.

2.3) Tourism information centers are needed by tourists everywhere in the world. The research found that there was no center in existence for the time being. At the corner of the eastern side of the lake rim, the local authority, in cooperation with the Tourism Authority of Thailand and the Phayao Municipality could establish a tourism information center to provide information for tourists in forms of brochures, folders, maps, cassette tapes, and knowledgeable volunteers to serve with service mind. Nearby the center, there should be some public toilets, parking spaces and

beverage shops available. In the future, the information center may be extended into a small shopping mall or utility building where tourists may buy some souvenirs.

2.4) Maps, road signs, and other communicative signs should be produced in Thai, English and other languages, if necessary, and made available for tourists at all tourism sites and appropriate restaurants and information centers. Some forbidden suggestions should be shown clearly in the form of "should" and "should not do" items, such as some customs related to religious, traditional, cultural and local beliefs and rules. Communicative signs about the site history and some important educative aspects should be put up. It is important to design signs and maps suitable to the Lake rim and Phayao cultural and environmental identity, easy to understand and available for the tourists' information. However, it was suggested to the researcher by a group of overseas tourists nearby the eastern bank of the lake that brochures and folders, even, tickets for some places could be produced in the form of a small and cheap VCD for the tourists to take home after use. Then, the VCD would be used as a tool of communication and publication many times. Perhaps, the Phayao authority might be interested in such a concept in the future.

มหาวิทยาลัยพายัพ

3) Personnel development

- Based on a needs assessment approach to the program planning process, the results of this study indicated that there should be a responsible body for conducting tourism management in Phayao province and "Kwan Phayao Lake Rim" areas. This organization, at the initial stage, may be the Provincial Office under the Governor functioning as the provincial tourism overall management. It may start with conducting a needs assessment with some specific target groups relating to the tourism source owners, stakeholders, authorities and potential tourists to find out their prioritized needs for development of the tourism quality, types, problems and activities based on a participatory approach. Then, some related objectives of development could be drawn upon this small research, and may result in various related projects and activities such as the development of personnel, tourism sites, facilities, publication media and marketing promotion. The research results also

indicated that there should be some personnel development programs/projects as follows.

3.1) Business and entrepreneurship development program.

This program may be designed as an umbrella program containing a number of related projects. It aims at providing the potential trainees or involved tourism personnel with knowledge of the tourism business, guiding services, food and drink services, accommodation, tourism program planning and tourism marketing. The contents and techniques of provision should be carefully considered and designed as appropriate to the characteristics and educational qualification backgrounds of the potential trainees at different levels and courses.

3.2) Service and understanding of traditions should be focused in the knowledge provision for the potential trainees. This aims to reduce relation gaps of understanding between the tourists and community members as well as to develop better understanding of each other's culture and relationships.

มหาวิทยาลัยนเรศวร ลิขสิทธิ์

3.3) Development of English language. The development of some different language remedial programs or courses should be carefully considered by taking into consideration important basic contents and messages that should be used at tourism sites and some common usage for services. English and other specific languages may be selected for this program based on the availability of the local guides and trainers who should be invited from Nareseun University, Phayao campus and other tertiary educational institutions available to assist.

7.5 Guidelines for sustainable tourism development plans for the Phayao Lake Rim Communities

The plans have integrated the study results on community capacity, attitudes of tourists and needs of all stakeholders with a model of sustainable tourism development as well as concepts on sustainable tourism, cultural tourism and community participation under the contexts of the lakeside communities. The plans are as follows:

1. The plan for promoting community participation in developing sustainable tourism
2. The plan for developing sustainable tourism activities and routes
3. The plan for sustainable tourism resources and environmental conservation
4. The plan for developing sustainable tourism marketing, and
5. The plan for developing tourism service capabilities of the communities

The structures of each plan include vision, measures, objectives, goals, and projects.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

1. The plan for promoting community participation in developing sustainable tourism

In drawing up the plan, community needs in managing community tourism and the principles of sustainable tourism have been synthesized. To bring about actual community participation and reduce possible conflicts from development, it is imperative to provide community members continuous learning-promotion activities. The plan is detailed as follows:

1.1) Vision

Community members, TAO Committee and all stakeholders must be initiated to plan, lay out the projects, implement activities and follow up the sustainable tourism management. All parties have an opportunity to make decision on steps and activities with equally shared benefits.

1.2) Measures

1.2.1) Promoting community learning and self-reliance

1.2.2) Developing and equipping community leaders to have true knowledge and understanding on sustainable tourism and characteristics of community participation

1.2.3) Creating a teamwork, an organization and a network in coordinating and building relationships among stakeholders

1.3) Objectives

1.3.1) To enable the communities, local organizations and stakeholders to know their roles, responsibilities and benefits of participation in developing sustainable tourism

1.3.2) To enable the communities, local organizations and stakeholders to know the principles an guidelines of sustainable tourism management, and to participate in pooling ideas, planning, making decisions, implementing activities, and evaluating tourism projects and activities

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

1.3.3) To enable the communities, local organizations and stakeholders to accept, be responsible for and be committed to their plans, projects and activities so that implementation is carried out under an amiable atmosphere

1.3.4) To equally and justly share the benefits among all involved parties, and

1.3.5) To sustainably manage natural resources in attraction sites with true community participation

1.4) Goals

1.4.1) To realize the roles, responsibilities and benefits of participation in sustainable tourism development and to know the rights and duties of each individual within a one-year period

1.4.2) To enable stakeholders to express their opinions and truly participate in tourism development within a two-year period

1.4.3) To share and exchange opinions and experience so as to achieve tourism development diversity within a three-year period

1.4.4) To directly, indirectly and equally share benefits to all parties so as to create conservation behaviors and wisely use the benefits within a three-year period

1.5) Projects

1.5.1) The project for creating knowledge about sustainable tourism and participation in sustainable tourism development.

1.5.2) The project for promoting community participation in tourism development.

1.5.3) A field study project on tourism development participation.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

1.5.1) The project for creating knowledge about sustainable tourism and participation in sustainable tourism development.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Organizing a training course to provide knowledge about sustainable tourism, e.g., principles and development guidelines of sustainable tourism, organization management, and benefit sharing - Organizing a training course on how to participate in tourism development for youth, elderly and women groups - Producing printed materials on sustainable tourism - Disseminating sustainable tourism knowledge through community broadcast towers	- Stakeholders are knowledgeable on sustainable tourism development - Stakeholders understand the participation concept of sustainable tourism development. - Stakeholders participate in all steps of tourism development.	- Representatives of the communities, Tambon Administration Organizations and other stakeholders participate in the project. - There are pamphlets and relevant printed materials to distribute. - Knowledge on sustainable tourism and community participation is broadcast via community broadcast towers. - Community members express their opinions on or are involved in sustainable tourism development.	- Tambon Administration Organizations - Local educational institutions - Phayao Provincial center of Tourism, Sports and Recreation

มหาวิทยาลัยพายัพ ลิขสิทธิ์

1.5.2) The project for promoting community participation in tourism development.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Organizing a meeting to make it clear about community tourism development and to listen to problems stemming from sustainable tourism development - Inviting the public and stakeholders to attend every meeting or participate in activities relating to sustainable tourism development - Providing the public and stakeholders an opportunity to express their opinions or participate in the activities - Providing the public and stakeholders an opportunity to receive economic benefits and opportunity from tourism	- The public and stakeholders are able to express their opinions or implement all the activities of sustainable tourism development. - Problems related to the sustainable tourism development process have been truly realized.	- The public and stakeholders participate in expressing their opinions and carry out the activities. - The public and stakeholders receive benefits from tourism, e.g., more income. - Problems related to the tourism development process could be solved.	- Tambon Administration Organizations - Phayao Provincial Center of Tourism, Sports and Recreation

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

1.5.3) A field study project on tourism development participation.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Finding a sample community with a success story in implementing community participation and sustainable tourism development - Organizing activities and exchanges of experience between the host and visiting communities - After the field study, organizing small focus groups to map out lessons learned so as to find out a guideline for developing sustainable tourism of their communities.	- The public and stakeholders participate in the field study trip. - The visiting communities learn how to analyze tourism situations of their respective communities. - A network of community development for tourism could be created.	- There is a guideline for community development for sustainable tourism. - The communities have more income from sustainable tourism development.	- Tambon Administration Organizations - Local educational institutions - Phayao Provincial Center of Tourism, Sports and Recreation -

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

2. The plan for developing sustainable tourism activities and routes.

The plan has been synthesized from the study results on attitudes of tourists toward tourism activities, their purchasing power, and community needs in developing tourism routes and activities. Currently, there have been no tourism activities or itineraries to accommodate tourists. It is thus necessary to draw up the plan for the communities to concretely develop themselves as tourist attractions to attract more tourists.

2.1) Vision

The communities are able to develop their local resources into a tourism product.

2.2) Measures

2.1) Categorizing what are tourist attractions in the communities.

2.2) Reshaping career activities or ways of life into tourism activities.

2.3) Surveying tourism routes that can be connected.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

2.3) Objectives

3.1) To create tourism activities in the communities.

3.2) To create more tourism alternatives for tourists.

3.3) To generate more tourism-related income for the communities.

2.4) Goals

4.1) Developing tourism activities in the communities within a one-year period so that they could be catered to tourists.

4.2) Finishing tourism routes in the communities within a one-year period.

4.3) Developing the quality of water-tourism activities within a three-year period

2.5) Projects

2.5.1) The project for developing folk production processes as tourism activities.

2.5.2) The project for improving bike lanes.

2.5.3) The project for constructing a water recreation center and a quay for water sports.

2.5.4) The project for developing an interconnected tourism routes in the communities.

2.5.5) The project for excavating and renovating the Rong Hai archeological ruins and the submerged archeological group.

2.5.1) The project for developing folk production processes as tourism activities.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Studying production steps of community products, such as, knife hammering, hyacinth weaving, stone carving and local fishery that tourists can experiment without risks or damage to the products - Training personnel to transfer the knowledge - Preparing materials for demonstration and practice	- Tourists learn about the local ways of life via these activities. - It is a way to conserve traditional careers of the local people.	- There are more tourism activities in the communities. - More tourists are visiting the communities. - The communities have more income from sustainable tourism development.	- Tambon Administration Organizations - Local educational institutions - Phayao Provincial Center of Tourism, Sports and Recreation

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2.5.2) The project for improving bike lanes.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Improving the existing bike lanes on the city side of the lake so that there will be no obstruction. - Making clear lines separating the bike lanes or setting up bike lane signs to avoid trespassing of other vehicles. - Setting up centers to provide bike rental services.	- There are more tourism activities. - Local people are encouraged to exercise more.	- Bikes are rented by tourists. - More tourists are visiting the communities. - The communities have more income from sustainable tourism development.	- Department of Public works and Town& Country Planning, Phayao Province - Phayao Municipality - Phayao Provincial Center of Tourism, Sports and Recreation

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

2.5.3) The project for constructing a water recreation center and a quay for water sports.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Studying and constructing a water recreation center and a quay for water sports on the city side of the lake. - Authorizing specialists to determine details of the activities suitable for the lake. - Establishing a sports equipment rent center.	- There are tourism atmosphere and more tourism activities. - Local people are encouraged to exercise more.	- More tourists are using the services and involved in the activities. - More tourists are visiting the communities. - The communities have more income from sustainable tourism development.	- Phayao Provincial Administration Organization - Phayao Municipality - Phayao Administrative Office - Phayao Provincial Center of Tourism, Sports and Recreation

มหาวิทยาลัยศิลปากร ศูนย์วิทยทรัพยากร

2.5.4) The project for developing an interconnected tourism routes in the communities.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Studying the routes that connect all communities and setting up tourist attraction signs along the way. - Providing tourists information about attraction sites in each community. - Making tourism maps of the communities as a public relations campaign.	- Transportation within the communities is more convenient. - The rate of loss among tourists can be reduced. - Tourists spend longer time exploring the communities.	- More tourists are using the services and involved in the activities. - The communities have more income from sustainable tourism development.	- Phayao Provincial Administration Organization - Phayao Municipality - Tambon Administration Organizations - Phayao Administrative Office - Department of Public Works and Town & Country Planning, Phayao Province

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

2.5.5) The project for excavating and renovating the Rong Hai archeological ruins and the submerged archeological group.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Coordinating with the Fine Arts Department and other concerned agencies for the survey of the ruins. - Carrying out the excavation and renovation processes.	- The ruins have correctly been excavated and restored. - Tourists would spend longer time exploring the sites.	- More tourists are visiting the archeological sites. - The communities have more income from sustainable tourism development.	- Tambon administration Organizations - Phayao Administrative Office - Phayao Provincial Center of Tourism, Sports and Recreation - The Fine Arts Department

มหาวิทยาลัยศิลปากร ลงวันลิขสิทธิ์

3. The plan for sustainable tourism resources and environmental conservation.

The plan is based on the concept of sustainable tourism. For tourism to be sustainable, there must be tourism resources that attract tourists. Conservation of the environment and tourism resources must be carried out on a continuous basis, which means more income and other benefits for the communities. Furthermore, these resources could be a knowledge source for future generations. Details of the plan are as follows:

3.1) Vision

To maintain community identity and tourism resources by preserving, maintaining and preventing the degradation of these resources and environment.

3.2 Measures

3.2.1) Categorizing the attractions into a tourism activity zone and a conservation zone.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

3.2.2) Strictly limiting the number of tourists in the conservation zone or in certain seasons.

3.2.3) Creating a teamwork, an organization and a network coordinating and building a relationship with all stakeholders.

3.2.4) Issuing common regulations, rules, agreements, or tourism disciplines.

3.2.5) Promoting activities that encourage career, traditional and cultural conservation.

3.2.6) Issuing measures for archeological conservation.

3.3) Objectives

3.3.1) To maintain the existence of tourism resources.

3.3.2) To create tourism based on the diversity of existing natural resources.

3.3.3) To reduce a loss of tourism resources.

3.3.4) To suitably utilize tourism resources.

3.3.5) To manage tourism resources sustainably with real community participation.

3.4) Goals

3.4.1) The communities are able to create tourism based on the diversity of natural resources within a five-year period.

3.4.2) The communities are able to truly participate in sustainable natural resource management within a five-year period.

3.4.3) The communities are able to conserve and maintain their traditional careers, traditions and culture.

3.4.4) The communities are able to conserve archeological sites as a knowledge source for the public.

3.5) Projects

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

3.5.1) The project for conserving the way of life of folk fishermen.

3.5.2 The project for surveying bio-diversity to create a center for aquatic plant and animal conservation.

3.5.3) The community water treatment project.

3.5.4) The project for demarcation of the lake.

3.5.5) The project for career, traditional and cultural conservation.

3.5.6) The project for community archeological conservation.

3.5.1) The project for conserving the way of life of folk fishermen.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Surveying the physical and ecological aspects of the fishing communities so as to define points and contents for tourists to learn. - Creating the media suitable for the environmental aspects. - Organizing a workshop to create a network of fishermen in solving their problems and transferring fishery knowledge.	- Folk fishery can be maintained as a traditional career.	- More tourists are visiting the communities. - More income is generated within the communities.	- Local educational institutions - Phayao Administrative Office - Phayao Provincial Center of Tourism, Sports and Recreation - Tambon Administration Organizations

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

3.5.2) The project for surveying bio-diversity to create a center for aquatic plant and animal conservation.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Studying an existing database. - Planning for a data survey. - Carrying out a data survey. - Creating an electronic database. - Publicizing the data to the public, students and tourists.	- The data can be used for tourism public relations campaigns. - The data can be integrated into a decision-making process for development projects in the area. - Local people are aware of existing natural resources.	- There is a database on bio-diversity.	- Local educational institutions - Office of the Provincial Environment and Natural Resources - Phayao Provincial Center of Tourism, Sports and Recreation

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

3.5.3) The community water treatment project.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Planning for water treatment in the lakeside communities. - Carrying out the water treatment up to the standard. - Assigning the work to authorized personnel. - Issuing punishment measures for violators and strictly monitoring the activities.	- The water quality of the lake has been improved. - Aquatic life and local people can exploit long-term benefits from the lake. - The ecological system of the lake can be maintained.	- The water quality of the lake has been improved. - Aquatic organisms can safely exist in the lake.	- Local educational institutions - Office of the Provincial Environment and Natural Resources - Phayao Administrative Office - Phayao Provincial Center of Tourism, Sports and Recreation

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

3.5.4) The project for demarcation of the lake.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Examining existing relevant official documents and demarcation marks. - Redemarcating the marks by the Treasury Department. - Informing land encroachers and confirming their encroachment. - Registering the land encroachers and having them sign land lease contracts with the department.	- Land encroachment around the lake can be reduced. - The lake's ecological system can be maintained. - The lake can maintain its natural tourism attractions.	- Clear and accurate demarcation of the lake is recorded. - Land encroachment can be eventually eliminated.	- The Treasury Department - Department of Lands

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

3.5.5) The project for career, traditional and cultural conservation.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Organizing a training course on the importance of traditions and culture to raise awareness of the community members. - Publicizing about traditional and cultural activities to the public and tourists. - Organizing cultural and traditional festivals on a regular basis by maintaining traditional aspects as much as possible.	- Traditional careers and culture of the lakeside communities can be maintained. - Local people are aware of the significance of their traditions and culture. - Younger generations can learn their traditions and cultures through the activities.	- Traditional careers and culture of the lakeside communities can be maintained. - Local people are aware of the significance of their traditions and culture. - Younger generations can learn their traditions and cultures through the activities.	- Local educational institutions - Phayao Administrative Office - Phayao Provincial Center of Tourism, Sports and Recreation

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

3.5.6) The project for community archeological conservation.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Strictly monitoring the archeological sites from being encroached, destroyed or stolen. - Strictly applying legal persecutions to violators. - Publicizing the importance of archeological objects and sites to the public and tourists. - Restoring or landscaping the archeological sites without destroying their values or landscape. - Carrying out activities in the sites must be approved from concerned state agencies and the local people. - Zoning the sensitive areas from tourism activities.	- The local people and tourists are aware of the importance of archeological objects and sites. - Future generations can learn about ancient culture, arts, traditions and ways of life from these archeological monuments.	- The archeological objects and sites can be used as a learning center.	- Local educational institutions - Phayao Administrative Office - The Fine Arts Department - Phayao Provincial Center of Tourism, Sports and Recreation.

มหาวิทยาลัยศิลปากร ส่งวนลิขสิทธิ์

4. The plan for developing sustainable tourism marketing

Developing a sustainable tourism marketing plan is based on needs of the community to become a tourist attraction site with income generation and needs of tourists to have more tourism activities. Because the lakeside communities are not well-known as an attraction, it is necessary to publicize community tourism information. However, the marketing development plan should not be profit-oriented but more tourism resource conservation- oriented so as to prevent overexploitation of the resources. Consequently, marketing promotion should be appropriate to local tourism resources and carrying capacity of the area. The marketing plan is composed of the following detail.

4.1) Vision

Community attraction sites should be popularly known with standard of tourist satisfaction.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

4.2) Measures

4.2.1) The number of the target group should be clearly defined in the first year and the increase should be at least 20% in the follow years.

4.2.2) There must be standard criteria of services in each type of attraction.

4.2.3) Tourism personnel must be trained and developed in terms of service mind and correct tourism awareness.

3.3) Objective

4.3.1) To attract more tourists quantitatively and qualitatively.

4.3.2) To create a perception on and publicity of attractions in the communities.

4.3.3) To provide services to tourists according to the principles of sustainable tourism.

4.3.4) To create service quality in line with expectations and needs of tourists.

4.3.5) To cultivate correct awareness and understanding in business operators about business development that is in line with sustainable tourism.

4.3.6) To justly distribute tourism-related income among business operators, the communities and other stakeholders.

4.4) Goals

4.4.1) The increase of tourist numbers should be at least 20% annually.

4.4.2) Distribution of tourists in all attractions should be relatively even and the flow of tourists should be regular within a two-year period.

4.4.3) Quality and quantity of tourists should be regularly maintained within a five-year period.

4.4.4) Profit-oriented business operations must be in line with the principles of sustainable tourism, traditions, beliefs and faith of the communities within a three- year period.

4.4.5) Business operators must be urged to participate in sustainable development and conservation of tourism resources within a three-year period.

มหาวิทยาลัยราชภัฏสวนสุนันทา

4.4.6) Tourism-based business services must be properly standardized within a three-year period.

4.4.7) Local handicraft products must be developed in terms of pricing, packaging and standard within a two-year period.

4.4.8) Tourism-based benefits must be appropriately and justly shared to the communities to improve the quality of life within a three-year period.

4.4.9) The communities must be made to generate tourism-related income to improve their quality of life within a five-year period.

4.4.10) The communities and local organizations must be able to manage their tourism marketing independently within a five-year period.

4.5) Projects

4.5.1) The project for the public relations of tourist attractions.

4.5.2) The project for developing an electronic commerce system.

4.5.3) The business monitoring project.

4.5.4) The project of tourism-oriented business operators' cooperation

network.

4.5.5)The project for developing agricultural produce into tourism products.

4.5.6) The project for developing handicraft products into tourism products.

4.5.7) The project for creating the tourism product seal of the communities.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

4.5.1) The project for the public relations of tourist attractions.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Inviting state agencies, community representatives, business operators and stakeholders to discuss the formation of a public relations board in charge of marketing promotion and publicizing the local attractions. - Coordinating with media agencies to have them publicize tourism information about the local attractions. - Issuing public relations brochures and distribute them to travel agencies and regional offices of the Tourism Authority of Thailand. - Establishing tourism booths at travel mart fairs.	- The communities and their attractions are well-known among tourists and the public. - Tourists are thoroughly spread out in all attractions. - Tourists are regularly visiting these attractions.	- More tourists are visiting the communities. - Tourists are visiting the attractions throughout. - The communities have more income from sustainable tourism development.	- Local educational institutions - Phayao Provincial Center of Tourism, Sports and recreation - Phayao Administrative Office - Phayao Chamber of Commerce - Department of Commercial Affairs, Phayao

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

4.5.2) The project for developing an electronic commerce system

Operation Methods	Expected results	Success indexes	Responsible agencies
- Inviting concerned state agencies, community representatives, business operators and other stakeholders to discuss and form a committee in charge of developing the system for marketing promotion and publicity of the community tourism. - Hiring computer program specialists to design the system and collect data. - Having them create a tourist promotion homepage with details on the community attractions, activities, services, travel, food and accommodation, and other relevant information.	- The communities and attractions are well-known to tourists and the public.	- More tourists are visiting the communities. - The communities have more income from sustainable tourism development.	- Local educational institutions - Phayao Provincial Center of Tourism, Sports and Recreation - Phayao Administrative Office - Department of Commercial Affairs, Phayao

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

4.5.3) The business monitoring project.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Establishing a committee in charge of overseeing tourist exploitation, categorized according to business types, sizes and levels, e.g., restaurants, souvenir shops, travel agents, and hotels. - Random checking the businesses for their service quality or tourist exploitation. - Inviting those with substandard services or exploitation of tourists to discuss and find a way out.	- Tourists trust and are satisfied with the services. - Business operators improve their services.	- Tourist complaints drop or are non-existent.	- Local educational institutions - Phayao Provincial Center of Tourism, Sports and Recreation - Phayao Administrative Office - Phayao Public Health Office - Phayao Chamber of Commerce - Department of Commercial Affairs, Phayao

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

4.5.4) The project of tourism-oriented business operators' cooperation network.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Inviting the business operators and concerned state agencies to discuss and form a cooperation network for improving their operations according to the principles of sustainable tourism development. - Issuing common regulations, practices or agreements as a guideline for business improvement, tourism publicity and relevant processes of sustainable tourism development. - Issuing common regulations, practices or agreements as a punishment measure for violators. - Organizing meetings of members regularly.	- Tourists trust and are satisfied with the services. - Business operators carry out self-improvement on a regular basis. - Empowerment of the network is strengthened.	- Complaints from business operators drop or are non-existent. - There are business operators participating in the network. - More income is used to develop local tourism.	- Local education institutions - Phayao Provincial Center of Tourism, Sports and Recreation - Phayao Administration Office - Phayao Public Health Office - Phayao Chamber of Commerce - Department of Commercial Affairs, Phayao

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

4.5.5) The project for developing agricultural produce into tourism products.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Identifying agricultural produce that can be made into tourism products. - Conducting market needs. - Training producers on how to produce standard and hygienic products. - Transforming agricultural produce into different types of tourist consumer.	- Farmers and community members have more income from transforming agricultural produce. - Agricultural produce is more value-added.	- More products are available for tourists to buy. - More tourists are visiting the communities. - The communities have more income from sustainable tourism development.	- Tambon Administration Organizations - Local educational institutions - Phayao Provincial Center of Tourism, Sports and Recreation - Department of Agriculture, Phayao - Department of Community Development, Phayao

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

4.5.6) The project for developing handicraft products into tourism products.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Jointly planning with the communities, concerned state agencies, local administration agencies and community leaders. - Conducting market needs. - Training producers on how to produce standard and hygienic products. - Diversifying product models, e.g., modern or products of local identity.	- The communities have more income from sales of handicraft products. - More tourists are visiting the communities.	- More handicraft products are available for tourists to buy. - More tourists are visiting the communities - The communities have more income from sustainable tourism development.	- Tambon Administration Organizations - Local educational institution - Phayao Provincial Center of Tourism, Sports and Recreation

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

4.5.7) The project for creating the tourism product seal of the communities

Operation Methods	Expected results	Success indexes	Responsible agencies
- Forming a committee in charge of developing the product seal used for marketing promotion and publicity of tourism in the communities. - Holding a seal design competition with the committee acting as the organizing and selection committee. - Using the awarded seal to publicize the community tourism and local tourism products.	- Tourists recognize the local tourism products. - The products are well known among the public	- Business operators participate in using the seal in their products or services. - More income is used to develop local tourism activities.	- Local educational institutions - Phayao Provincial Center of Tourism, Sports and Recreation - Phayao Administration Office - Office of Phayao Public Health - Phayao Chamber of Commerce - Department of Commercial Affairs, Phayao

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

5. The plan for developing tourism service capabilities of the communities.

The plan is based on the study findings that amenities for tourists are insufficient and need to be developed, such as, parking space, information centers, toilets and souvenir shops. These amenities are essential and they are important factors in decision making to visit or not visit the place. Details of the plan are as follows:

5.1) Vision

To equip the communities with service capabilities in terms of the environment, amenities, security and information signboards to ensure tourists and stakeholders of their lives, properties and health.

5.2) Measures

5.2.1) Prioritizing required amenities in tourist attractions.

5.2.2) Controlling and developing building structures in attraction areas as well as landscaping the areas.

5.2.3) Improving landscape deemed unsuitable for sustainable tourism without destroying community ways of life.

5.2.4) Zoning the areas at risk to tourists.

5.2.5) Setting up danger signs where necessary.

5.2.6) Training community personnel on service mind and correct awareness on tourism.

5.2.7) Setting up information signboards at attraction sites.

5.2.8) Training local guides to be efficient in histories of the places.

5.3) Objectives

5.3.1) To have amenities and services in congruence with tourism resources and the environment.

5.3.2) To ensure safety of tourists and stakeholders.

5.3.3) To facilitate better communication between the communities and tourists.

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5.3.4) To attract more quality tourists.

5.4) Goals

5.4.1) There are sufficient and standard amenities and services within a three-year period.

5.4.2) There are efficient plans and operations on waste management within a three-year period.

5.4.3) Beautiful and environmentally congruent landscape can be achieved within a five-year period.

5.4.4) Sufficient and standard amenities and security can be established within a two-year period.

5.4.5) Everyone is made to become aware of dangers in attraction sites within a two-year period.

5.4.6) Efficient and practical communication methods can be achieved within a two-year period.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

5.5) Projects

5.5.1) The project for improving parking space.

5.5.2) The project for improving the road around the lake.

5.5.3) The project for improving waste treatment services.

5.5.4) The project for establishing a tourist information center.

5.5.5) The project for construction tourism information signboards.

5.5.6) The project for training local guides.

5.5.7) The security development project.

5.5.1) The project for improving parking space.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Surveying areas that can be turned into parking space. - Allocating the areas as parking space. - Improving parking areas on the lake sides. - Setting up clear road signs.	- Orderliness in parking space is achieved. - Parking is more convenient.	- Road accidents drop or are non-existent. - Parking violations drop or non-existent.	- Phayao Municipality - Phayao Provincial Administration Organization - Department of Public Works and Town & Country Planning

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

5.5.2) The project for improving the road around the lake.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Conducting a road survey. - Improving the main road around the lake. - Setting up clear road signs.	- Transportation is convenient for both tourists and local people.	- Transportation is convenient for both tourists and local people.	- Phayao Municipality - Tambon Administration Organizations - Phayao Provincial Administration Organization - Department of Public Works and Town & Country Planning - Department of Rural Highways

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

5.5.3) The project for improving waste treatment services.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Stationing sanitation officers regularly. - Conducting a survey on unauthorized dumping sites. - Monitoring and punishing violators. - Carrying out correct waste treatment. - Improving garbage bins in such a way that they are congruent to the environment. - Providing sufficient numbers of garbage bins. - Collecting waste on a regular basis. - Setting up campaign boards encouraging proper waste disposal.	- Tourist attractions are clean. - Waste disposal is convenient.	- Public littering decrease or is non-existent.	- Phayao Municipality - Phayao Provincial Administration Organization - Tambon Administration Organizations

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

5.5.4) The project for establishing a tourist information center.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Remodeling the Suthiphak House while maintaining its original structure and turning it into the information center with information about the history and relevant information of the lake and other attractions. - Issuing brochures or booklets containing relevant information about attractions in the communities and nearby places. - Having personnel giving information to tourists.	- Tourism information is conveniently available.	- There is an information center in the communities. - Tourists use services of the center.	- Phayao Provincial Administration Organization - Phayao Administrative Office - Phayao Povincial Center of Tourism, Sports and Recreation

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

5.5.5) The project for construction tourism information signboards.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Designing the signboards that are congruent to the environment and maintain local identity. - Using clear and appropriate colors, letter size and illustrations. - Providing appropriate and useful information in the signboards. - Setting up the signboards in every attraction site.	- Tourists gain knowledge about the sites from the signboards. - Tourism information is conveniently available for tourists.	- There are information signboards for tourists. - More tourists are visiting the communities.	- Phayao Provincial Administration Organization - Phayao Administrative Office - Phayao Provincial Center of Tourism, Sports and Recreation - Local educational institutions

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

5.5.6) The project for training local guides.

Operation Methods	Expected results	Success indexes	Responsible agencies
- Providing local guide trainees tourist information, local history, activities, presentation methods, and communication skills. - Coordinating with a local educational institution on course contents. - Coordinating with local travel agencies to provide trainees an opportunity to practice.	- Tourists get correct information from these local guides. - Trainees receive accurate information and knowledge. - Trainees have a sense of pride in their local history and culture that may lead to more participation in tourism development.	- There are trainees attending the project. - More tourists are visiting the communities.	- Phayao Provincial Administration Organization - Phayao Administrative Office - Phayao Provincial Center of Tourism, Sports and Recreation - A local educational institution

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

5.5.7) The security development project.

Operation Methods	Expected results	Success indexes	Responsible agencies
-Providing patrol police in attraction sites. - Organizing village volunteers to oversee security in their communities. - Organizing a security training course for these volunteers. - Organizing a training course on first aids for these volunteers. - Zoning areas at risk to tourists. - Providing danger signs to tourists where necessary.	-Tourists feel secure when visiting the communities. - Security is provided to both tourists and local people.	- There are village volunteers providing security. - There are volunteers attending the training course. - Rates of dangers to tourists decrease. - More tourists are visiting the communities.	- Phayao Provincial Administration Organization - Tambon Administration Organizations - Phayao Administrative Office - Phayao Provincial Center of Tourism, Sports and Recreation - Local police stations

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Chapter 8
Conclusion, Discussion and Suggestions

An investigation into a model for sustainable tourism development in Kwan Phayao Lake rim community was aimed at studying the capacity for sustainable tourism development in the community, attitudes of tourists toward tourism activities in the area, and creating models for sustainable tourism development that involved the community, tourists and other stakeholders. The population of this study consists of three groups as follows:

1. Community members

The community members in the seven villages were divided into five groups.

มหาวิทยาลัยศิลปากร ลิขวัฒน์ลิขสิทธิ์

1.1 The first group of household heads was composed of five household heads in each community, totaling 35.

1.2 The second group of household heads was comprised of household heads in the seven communities. After the formula was applied, the total sample group was 367.

1.3 Twenty shop owners around the lakeside area. These shop owners were ten food sellers and ten folk handicraft sellers.

1.4 Twenty-four people having tourism-related businesses around the lakeside area. They were divided into four groups as follows:

1.4.1) Six blacksmiths

1.4.2) Six stone carvers

1.4.3) Six hyacinth-made product weavers

1.4.4) Six Local fishermen

1.5 Seven community leaders representing the seven communities.

2. Thai tourists visiting the lake, totaling 422.

3. Five government officials concerned with tourism

There were four sets of instruments as follows:

1. A survey and observation of the study area focused on the capacity of the community as a tourist attraction, which included geographical features, the environment, nature, culture, customs and traditions, ways of life, and occupational characteristics.

2. An in-depth interview was conducted with community members and state officials on five topics, namely, data on tourism conditions, the capacity of the community to sustain tourism, cultural and environmental preservation, management, and community participation

3. The questionnaire was divided into two sets: one for community members and the other for tourists.

4. The organization of three meetings to present the study results

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

8.1 Summary

8.1.1 The sustainable tourism development capacity of Kwan Phayao Lake rim community

This research found that there were six components in sustainable tourism development. Those were tourism resources, accessibility, amenities, safety, carrying capacity and community participation. The findings stated that the communities had four satisfactory components - tourism resources, accessibility, safety and carrying capacity, while the other 2 components featuring community participation and amenities were found to be in need of improvement as follows.

1) Tourism resources. The findings stated that the communities had a development capacity for being a sustainable tourism source with nature, local handicraft activities, and local ways of life. The lake was a special landmark in the province and there is a saying that if you visited the province without viewing the lake, you hadn’t really been to the province yet. Furthermore, there were other attractions in the lakeside area, e.g., temples, archeological sites and handicraft centers. Tourists visiting the communities would receive a warm and friendly

welcome from the villagers. In addition, they had a positive attitude toward tourism and the place was a connection and an alternative to other attractions in nearby districts and provinces.

2) Accessibility. The study findings stated that the communities had accessibility that could be developed as sustainable tourism. The location of the community was easily accessible for tourists to visit before going to other places. Visits could be done on a daily basis and there were roads running through the community.

3) Amenities. The findings of the study stated that there was some more needs to improve the communities in terms of tourism source amenities. From investigating each site, it was discovered that parking space, especially for buses, was not sufficient. Toilets were both insufficient in numbers and unclean. Littering was rampant despite there being enough trash bins, causing eyesores in tourist attractions. Road signs to tourist attractions were clear, but signboards giving information about history or importance of places of interest were virtually non-existent.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

As for community attractions, it was found that there were no public toilets for tourists, so they had to share them with those of the owners, causing inconvenience to them. Dust bins in their homes were not for tourists use; therefore they had to use the ones on the community road. Moreover, access to attraction sites was not convenient because there were no signboards and no parking space. In temples, toilets were sufficient for tourists but cleanliness was still substandard. There were no signboards informing tourists of their directions and histories. Other types of attractions were found to have the same problems.

4) Security. The study findings indicated that a safety within the communities was not a problem for sustainable tourism development. There had been no report of road accidents, robberies, physical assaults, or natural disasters in the lakeside attractions. There were police and community volunteers patrolling in the community and attraction sites. As for temples, besides monks and temple council members overseeing security of their respective establishments, they were considered sacred places and their open space made it easy for surveillance. In handicraft venues or centers, guides would warn tourists of potential accidents and of their security.

Furthermore, the communities were still close-knit, so members helped one another look after their security. In case of minor accidents, the injured would be taken to sub-district health stations or provincial hospitals if required.

5) Carrying Capacity. The communities had a carrying capacity for the development of sustainable waterway tourism sources. Tourists visiting the lakeside attractions come on a rotating basis, stopping at one site for a short period of time and then moving on to the next. This visiting pattern enabled each place to fully accommodate them. However, the number of amenities might be insufficient, particularly toilets and parking space for large coaches.

6) Public Participation. The study found that there was a need to promote and develop community participation in order to improve the lakeside communities as the sustainable tourism source. It could be seen that the relationship between tourists and the communities was superficial as service users and service providers with benefits directly belonging to those involved in tourist-related businesses. The benefits were not used to develop other sectors of the communities. In terms of management, it was a top-down approach without defining common policies, directions or practical guidelines. Most of the participation was of two types: participating in carrying out activities and receiving benefits, while participating in identifying problems and their causes, and evaluating was non-existent. It was found in the sample group that participating in planning and monitoring & evaluating was at the low level, while participating in activities and mutual investment were at the medium level. The findings were understandable in that the community members still lacked knowledge about sustainable tourism, ways to fully exploit existing resources, resource preservation, management, and development policies and directions in line with community needs and existing resources. Furthermore, concerned state agencies had not really decentralized development authority and management to the local people.

มหาวิทยาลัยศิลปากร ศูนย์วังท่าพระ

However, the findings revealed that community members and stakeholders wanted to participate in sustainable tourism development in the area because they believed that rising incomes would increase the quality of their lives and their communities.

8.1.2 The attitudes of tourists toward tourism activities in the area.

The result of the investigation revealed that the majority of the tourists, 55.90%, were female, aged between 20-30 years (59.20%). With regard to their occupations, 37.20% were students, 18.00% were state enterprise officials, and 15.60% were self-employed with 31.50% earning 5,001 – 10,000 bath per month on average. As for their domiciles, 54.00% resided in Muang districts with 66.40% in the eastern Lanna region comprising Chiang Rai, Phayao, Phrae, and Nan provinces.

In this investigation, it was found that the main purposes of visiting the lake were to relax in a natural environment ($\bar{x}$ = 4.20) and to be relieved from work stress ($\bar{x}$ = 4.01). Regarding present activities, it was found that most respondents strongly approved of the existing activities ($\bar{x}$ = 4.02), which can be detailed as follows:

มหาวิทยาลัยเชียงใหม่ ลิขสิทธิ์

Nature-related activities in general were at the highest level. They included visiting Champathong Waterfall ($\bar{x}$ = 4.45), viewing scenery ($\bar{x}$ = 4.42), and viewing sunrise/sunset, and cycling around the lake ($\bar{x}$ = 4.22).

Archeological/religious activities were in general at the highest level. They included visiting the Princess Mother's Pavilion ($\bar{x}$ = 4.52), visiting and worshiping religious sites, e.g. Sri Khomkham and Analayo temples ($\bar{x}$ = 4.45), visiting underwater archeological ruins ($\bar{x}$ = 4.44), visiting the Cultural Exhibition Hall ($\bar{x}$ = 4.35), and visiting other archeological ruins ($\bar{x}$ = 4.20).

Cultural tourism/community folk ways of life included buying locally produced souvenirs ($\bar{x}$ = 4.28), folk fisheries ($\bar{x}$ = 4.27), and bamboo/hyacinth weaving ($\bar{x}$ = 4.22).

Tradition and festival tourism activities included Loy Krathong Festival ($\bar{x}$ = 4.50), Traditional New Year and the Festival of Phrachao Ton Luang Worship ($\bar{x}$ = 4.48), the Festival of King Ngam Muang Worship (in March) ($\bar{x}$ = 4.47), the Lychee Festival (in May) ($\bar{x}$ = 4.39), and the OTOP local product exposition (in April) ($\bar{x}$ = 4.32).

Other tourism activities included physical exercise ($\bar{x}$ = 4.26) and riding an electric car for an excursion ($\bar{x}$ = 4.22).

As for future tourism activities, it was revealed that the majority of respondents strongly approved of proposed future activities in the area, which can be detailed as follows:

1. Nature-related activities, e.g., mountain biking ($\bar{x}$ = 4.23)
2. Archeological/religious tourism activities, e.g., visiting the Lakeside Museum (The Suthiphak House) ($\bar{x}$ = 4.28)
3. Cultural tourism/community ways of life, e.g., homestay ($\bar{x}$ = 4.23) and ox-cart riding ($\bar{x}$ = 4.22)
4. Other activities, e.g., a ferry boat excursion ($\bar{x}$ = 4.25)

Nonetheless, the activities with the lowest levels of tourist approval were nightlife activities, e.g., pubs and bars ($\bar{x}$ = 3.08), banana boating ($\bar{x}$ = 3.24), jet skiing ($\bar{x}$ = 3.25) and parachuting ($\bar{x}$ = 3.27).

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

8.1.3 A model for sustainable tourism development in Kwan Phayao Lake rim communities

At present, sustainable development has received enormous attention from people in all walks of life. This is the way to improve the life quality of people and the quality of communities by not depending on materialism so extreme that conservation of the environment and natural resources are neglected. Tourism is one of many sectors which adopt the concept of sustainable development to decide the direction of development. Consequently, the idea of sustainable tourism has been spread to other countries very rapidly because the tourism industry is one of the industries which puts demands on resources both environmental and cultural. Thailand has used the idea of sustainable tourism to manage tourism resources which create several forms of destination such as ecotourism, cultural tourism, alternative tourism, community based-tourism etc. All of the above examples must be carried out

under the framework of sustainable tourism. Recently, there was a governmental policy which uses the tourism industry as a tool to stimulate the national economy. This makes the many departments and agencies which are responsible for the tourism industry start to concentrate on tourism in their respective areas. This leads to a dramatic development in tourism business.

In this project, the author has proposed the characteristics of a model for sustainable tourism development with six issues: public participation, local benefit, resource and environment-based conservation, the sustainable tourism management, educative purposes and creating satisfaction for the tourists. The components of a model for sustainable tourism development consist of five issues: community participation promotion, development of various routes and activity patterns, sustainable tourism marketing development, service capacity development of local people in tourism and tourism resource conservation. All of these issues are derived from the demands of the community, the demands of the tourists and other related issues. This idea is in agreement with those from many academics (Boonlert Jittangwattana, 2548; Potchana Suansri, 2544; Datchanee Emphan, 2544) and the idea is also similar to a number of research papers in the field of tourism (Sotsai Srangsok, 2546; Apirom Promchanya et al.,2543; Pinrat Karnchananatthiti and Jittisak Thammapornphilart, 2547; Ratthitya Hiranyahat, 2544; Netchanok Nanthee, 2544). If the development of tourism is based on the demand or on the problem of communities and take an appropriate idea, the demand of the tourists, the related policies, geography and tourism resources into consideration, it will lead to rapid development of sustainable tourism. Also the development of any community must be based on self-dependence, and that will result in sustainable development. Sustainability is the main theme that every community should focus on in order to develop their own communities. As a result, the communities will not be able to develop if they do not know about themselves *i.e*. the communities must learn to analyze themselves. Any phenomena can be interpreted differently, depending upon the point of view of the individual, people in each community and the world created by each community and then living in that world (Namchai Thanuphon et al., 2540). To understand any communities, we must look at it as if we are living in those communities (Sanya

Sanyawiwat, 2540). Similarly, tourism development should start from the communities by allowing them to decide their own tourism policies.

The level of public participation and community participation promotion provide an opportunity for the communities to take part in any processes in the development quality of life and tourism. This is because the local communities know the problem and demand of themselves better than anyone and this concept fully agrees with those proposed my many academics (Boonlert Jittangwattana, 2548; Namchai Thanuphon, 2543). Public participation allows the people to acknowledge and put forward their idea to solve any crucial problems. In principle, public participation will be achieved by permitting all sectors to share their ideas. This is the beginning of the development of sustainable tourism (Sa-nguan Nittayarampong, 2544; Potchana Suansri, 2546; Apichat Thongyoo, 2545). People must consensually participate without paying exaggerated cost or affecting their duties and status and lead to love and care of the natural resources (Niran Jongwuttiwet, 2527; Sukhothai Thammathirat Open University, 2545). The lack of public participation in the communities may lead to internal conflict in the communities (Paradet Phayakwichian, 2539) such as the rejection of Kang-Sua-Ten dam project. However, Namchai Thanuphon (2000) shows that people participation in the development of ecotourism in Ban Pong villege, Paphai sub-district, Sansai district, Chiang Mai which truly drew the majority of people in the communities to plan the solution of problems, execute the project and share the benefit, is a great success as determined by income share, income satisfaction including other economical benefit originated from the tourism. Also this enhances unity in the communities. There has been a great deal of research which used the participation of people as a major component to develop tourism business (Piyaporn Thaweekun, 2544; Wanchai Rueng-udom, 2544; Sama Na-Ranong, 2545; Naphak Wattanakun, 2545; Ramet phrommachat, 2545). At present, communities surrounding Kwan Phayao Lake take part in tourism in two steps: 1) participate in the activities and 2) share the benefit from the business. This participation results from putting the policies or regulations from either government bodies or from other related agencies into action. This process will be stimulated by the possible benefits such as income or other kinds of payment. This can be viewed as

a good beginning of the participating processes before it is developed further. However, a true participating process will not occur unless the attitude and paradigm of the communities have been changed to suit the sustainable process. Also the potential of administration and management must be developed in order to use sustainable tourism as a foundation of the communities' economy in a long term. To achieve this goal, any processes to change the communities may be done through repeated education, basic tourism training, educational trips and experimentation and practice until the communities' economy can be run in the form of sustainable tourism.

The quality of local benefit and the components of development of various routes and activity patterns is the way to deal with the growing number of tourists and increase the period of time and money spent by the tourists. This will lead to the distribution of income to the local communities and obtaining finance to improve life quality of the local people. There are a number of research papers, which develop a varieties of activities to support (Tirasak Loisak, 2546; Supatta Vichayaprasertkul, 2545; Prayat Takornsap, 2544; Kanchana Thongtua et al., 2546) and persuade the communities to participate in the tourism activities of the communities according to their abilities and willingness (Somchai Sananmueng, 2541 and Taweetong Hongwiwat, 2537). The development of Kwan Phayao Lake rim to become a site for sustainable tourism is regarded as a means to add value to existing natural resources by using the resources as tourism products which can draw tourists to the area and also create jobs and income for the local people. However, the most important process for the above development is how to bring resources to the value added process. In this case, the people must learn from their previous experience in local tourism; for example what attracts the tourists; the behavior of the tourists etc. Also we must gain an insight into the available resources on what can be used for tourism and how to add value to them. In the past, the communities used the environment both physical and cultural (including the lifestyle) as an asset for tourism.

The quality of the sustainable tourism management and the component of sustainable tourism marketing development are the ways to develop the quality and standard of the product and service as well as to encourage the tourists to get familiar

with the product for tourism in the communities which consequently affects the decision of the tourists. This statement agrees with Kopkaew Chaidetsuriya (2546) who used marketing management to induce the participation of people to develop tourism and Pattara-anong Na-Chiangmai (2544) who proposed a marketing strategy for the Thai Elephant Conservation Centre which created uniqueness to products and direct sell to the tourists, travel agencies, societies and clubs. However, the marketing development should be supported in accordance with the tourism resources, the demand of the communities and encouraging the sustainability. The goal should be an exchange of experience between the tourists and the communities rather than the highest benefit.

The quality of building satisfaction for the tourist, educative purposes and components of service capacity development of local people in tourism consist of: the improvement in any supporting equipment for the tourists, description of the tourism sites, and the development of human resources. This is part of the development to increase the potential of tourism sources, providing convenience to the tourists and creating an order and beauty to the sites. Consequently this will draw the tourists to visit. This agrees with the study which found that tourism development must go hand in hand with the development of infrastructure and all sorts of convenient appliances for tourism (Sutanya Thongwichit, 2545; Ratthitya Hiranyahat, 2544; Ittipon Thaikamon, 2545; Saowalee Thongjerm, 2544). The above developments also support the basic needs of the communities which agrees with the hypothesis postulated by Boonlert Jittangwattana (2548) and Datchanee Emphan (2544). However, the means to develop the convenient appliances in the communities must not exceed the potential of the communities nor affect the environment, life style and culture of the communities. Besides, the communities have provided safety in the tourism sources and during the transportation. Safety is one of the major factors which make the tourists feel secure for their lives and property. Any tourism sources which lack safety will not receive popularity regardless of the potential of the communities. As a result, it is most important that the communities have to maintain safety in their communities and tourism sources.

The quality of resource and environment-based conservation and the component of tourism resource conservation is the main aim of the development of sustainable tourism (Murphy,1994; Anurak Panyanuwat, 2548; Pinyo Saengkaew, 2545) and should be carried out under the limit of natural resources, communities, culture and life style with a minimal effect on the environment (Thailand institute of scientific and technological research, 2542; Tourism Authority Thailand, 2538). This will assist the communities to maintain their characteristics and to efficiently use the natural resources in a sustainable manner (Supatta Vichayaprasertkul , 2545; Sotsai Srangsok et al., 2546; Nakarin Chaikaew, 2545; Nachapong Janchula, 2548; Wimonsiri Hemmatanon, 2546).

8.2 Discussion

มหาวิทยาลัยเชียงใหม่ ลิขสิทธิ์

The tourism industry is one of many sectors which adopt the concept of sustainable development to determine the direction of its development. Tourism is an activity which directly affects tourism sources and communities because tourism mainly depends on natural resources and cultural heritage by using these resources to provide experience to tourists and to share them among each unit in the communities. The concept of sustainable tourism focuses on changing the tourism industry as a whole to match with the changing perspective of a new of world. Every development of tourism must aim sustainability. The tourism related activities must depend on themselves; draw regular visitors, always maintain attractive natural resources, produce a profit and minimize the adverse effect on the environment, societies and culture. On the communities' side, there are external incentives such as support from governmental bodies, and visits from the tourists both with their own plans and through travel agencies. This has made the communities surrounding Kwan Phayao Lake, which have a normal lifestyle to admit the coming of the tourism business. The communities will become part of the business, and components which make up the communities such as ecology, the environment, culture, life style and the people themselves are viewed as the properties of the business. The trickle-down effect of the tourism business into the communities is inevitable. One of the reasons is because

tourism creates jobs and income to people in the communities. However, care should be taken in the development of tourism because if it is undertaken without appropriate plans, it only causes a deleterious effect on the communities. This adverse effect can be seen in the case of other tourism sources where some communities have lost their characteristics and devalued their culture in the process in order to adapt them to the tourism business. However, some communities have still maintained their characteristics and value; for example, the Wa-Riverside communities, Mae-Cha-Rim district, Nan *i.e*. Nam-Pu village, Nam-Wa village and Hua-Sai-Moon village where the tourisms did not change their life style too much in order to adapt to the tourism business (Apinya Jittrawongnan, 2546). This is because tourism entered the communities gradually giving them time to adapt slowly. Nevertheless, there were adverse effects on water management where the water resources of the people who were involved and not involved in tourism was distributed unequally. For example, the rafting activity of the tourists is opposed to the local fishery. Garbage and broken bottles from the tourists is dangerous to children who used the river as a playground. As a result, the management of Wae-river is undertaken in the way of conservation, giving an equal right to every party to exploit the river, founding various clubs to conserve the river (local fish conservation club, we love Wae-river club and tourism club). The local intelligence related to faith and belief started to play an important role in controlling the exploitation of the river by people. Faith has been recovered in a way that is used to curb the behavior of the societies (Anurak Panyanuwat, 2548: 180) and that the natural resources of the communities still survive in parallel with the utilization of the resources for tourism.

Kwan Phayao Lake rim community is another community which is deciding the direction of their tourism business. One advantage is that most tourism-related activities are sightseeing tours which should not change the lifestyle of the community too quickly. Because the tourists do not stay in the area, the people do not have to change their life style to support the tourists too much. Moreover, because Kwan Phayao Lake rim community is located in the middle of the town, people have already been used to various kinds of development and urban lifestyles at certain levels. The change in the community to match the tourism business does not cause panic nor

cause rapid tourism development. At present, the factor that changes the physical property of the community in such a way that it devalues existing natural resources is the expansion of the city toward the community. Generally, more roads have been cut across the area and that encourages many entrepreneurs to open new shops and restaurants. If the community follows this trend, the expansion of tourism business too much, it will cause the declination of the tourism resources.

As the community wants to develop itself to become a sustainable tourism source and wants to participate in many planning processes, first of all, the community needs guidance to proceed with the plan. They may start from cooperation with any related agencies in order to find all kinds of support in which the community is still lacking. The community is a tourist attraction site located in the town where there are many efficient governmental, private and social development agencies and where a great deal of tourists visit regularly. The community should get the support they need from these agencies without difficulty.

มหาวิทยาลัยเชียงใหม่ ลิขสิทธิ์

Governmental bodies should assist or give a support to fulfill what the community is still lacking or cannot do it by itself. The government should assist the community by using its power to solve difficulties. It could implement policies, for example, to limit the size and height of buildings surrounding the Kwan Phayao Lake. These kinds of town planning policies will slow down the change that will occur in the community. Also, it can assist by making regulations which support tourism by spreading information about tourism sources through numerous channels or by providing finance for the development of tourism .Finally, the thing that the government should be aware of in order to develop cultural tourism or to use the community as a tourism asset is the opinion of people in the community. This is because the people must accept the tourism plan in principle. This is different from newly created tourism sources, such as zoos, theme parks and other entertainment complexes which issue strict rules to control the sites which employees and tourists must follow. In contrast, in the case of tourism in the community, people must take part in any decision making.

From the study of the development of sustainable tourism of Kwan Phayao Lake rim communities, we found that the most important factor which facilitiates the

communities to become a tourism source is public participation. At present, the trend of public participation has gone in the right direction. The community has become involved in the tourism business in 2 steps 1) participating in tourism related activities and 2) sharing the benefit. If we want more participation, people should be encouraged to participate in many more steps such as taking part in putting forward ideas and making decisions, searching the cause of problems in the community and perusing and assessing the activities already undertaken. The problem with the participating issue is the lack of knowledge of people in the community of various aspects such as tourism, participation and administration. This problem should be solved. The thing that we should be aware of when solving the problem is that tourism does not directly affect everybody in positive and negative ways; some may be affected in a major way, but others may be insignificantly affected. As a result, if we want to encourage public participation, we should consider the level of participation so that it follows the level of benefit or negative effect received by each person. Also the scheduling factor is one of factors that affect the participation of communities. If the related governmental bodies choose the wrong time to ask for cooperation, such as convening a meeting, seminar or brainstorming session at their own most convenient time, such as during official working hours. It may result in limited cooperation from the community. This is because the local people also have their own jobs and a need to feed themselves. Consequently, the agencies or governmental bodies must do preliminary research to find out which groups of people will attend the activities and what time is convenient for them to attend the activities. If this research is undertaken, better cooperation should be achieved. The related agencies or governmental bodies should encourage people to learn the meaning and the true form of sustainable tourism. It should start by allowing the people to participate in every step of the establishment of sustainable tourism. The participation of the people is very unfamiliar to both parties, local people and governmental bodies, because generally the government is the policy maker and leader while the people are the followers. Thus, the participation of people in any activity needs time for the people and the government counterparts to get used to the new situation. True participation which stems from the cooperation and empowerment the people will make us achieve the

goal. However, the development of the communities must be based on mutual cooperation between the communities and the external agencies.

There is a great deal of research in the area where the development of tourism was based on public participation, such as at Dong-Na-Tam, Khong-Jium district, Ubonratchathani Province. In this case, the researchers and the people had worked together to find a form of sustainable ecotourism and found that the members of communities have frankly made their proposals and demands leading to a new form of tourism which consists of numerous activities, giving a chance for participation and distributing of income fairly. Consequently, the people have learnt to work together (Sotsai Srangsok, 2546). Another example is Ban-Pong community, A. Sansai, Chiang Mai province (Namchai Thanuphon et al., 2543). Together, researchers and local people developed an ecotourism business by using "participatory action research: PAR" as a framework to carry out research. The results showed that the business was successful to some degree as it reflected in the profit from the service and then distributed among the members. The majority of members were satisfied with the income, other indirect benefits and the chance to meet new friends. There was a good indication of more cooperation among the members to execute activities and conserve auspicious tradition and culture in the communities. After all, these are examples of the utilization of public participation to develop tourism in order to create sustainability in the communities. Similarly, the Kwan Phayao Lake rim communities can develop their tourism to have a high degree of public participation as well. The communities must prepare to deal with the deluge of tourism which is approaching the area. It will arrive with both positive and negative impact to the communities. The members of the communities should set up the group to deal with the incoming impact because it will affect not only individuals but will spread to affect the communities a whole. The group can be based on the relationship among relatives, acquaintances and existing groups to create group participation to develop tourism in order to learn how to maintain the uniqueness of the communities. In the meantime, the communities must also learn to use their natural resources to create tourism product in an efficient and conservative way.

Problems about running the tourism business in the communities are mainly due to a lack of correct knowledge about tourism and of public participation. These problems could lead to problems in administration such as what happened to Ban-Hai-Hin community, Lampang province (Piyaporn Thaweekun, 2544), and Bang-Lamphu community, Bangkok (Wimonsiri Hemmatanon, 2546). Kwan Phayao Lake rim communities also have similar problems as the above communities where people have a lack of correct knowledge about sustainable tourism, participate in tourism development only partially and there is an absence of agencies or committees in the communities to manage sustainable tourism. Also, what we found in the working process of the communities to provide services to tourists is the lack of tourism related appliances. There have been a number of research papers encouraging the making of the appliances to support tourism such as the development of Don-Hwai market, Nakhonpathom to become cultural attraction sites (Benja Jantorn, 2545), the potential enhancement of Bang-Ta-Than community, A. Song-Pae-Nong, Supanburi as a tourism resource (Sutanya Thongwichit, 2545) and the development to enhance the potential of the cultural village of Bang-Hnong-Kao community, Kanchanaburi province (Ratthitya Hiranyahat, 2545). The author agrees with the above research and supports the preparation of any such appliances needed by the tourists. However, the preparation and the appliances themselves must go along with the culture, life style and environment of the communities. This is because the appliances developed might act as alien objects in the communities causing an eyesore; devalue the attraction sites and waste money on useless investment. Another factor to point out here is the ability to deal with tourism in the communities *i.e.* the capacity to take care of the number of tourists who visit the area without affecting the ecosystem, environment and culture. Care should be taken especially in the case of cultural tourism. If there is an excessive exchange of the culture between the communities and tourists, the traditional life style of the communities will change as well.

The tourists themselves should adapt their attitudes to learn more about the communities, be open minded and accept the unique value of the communities, respect the people and the environment, and reduce the expression of consumerism. The travel agencies and tourism related agencies must change their attitude as well.

The activities for sustainable tourism should give an opportunity to the tourists to truly feel the culture of Kwan Phayao Lake rim communities. Every activity should allow the tourists to learn the culture and life style of people in the communities. The examples of recommended activities are cruising on Kwan Phayao Lake, walking in the agricultural farm, visiting the job related activities and walking in the communities. These activities should be undertaken with a tourist guide book or with a local tour guide. By doing this, the tourists will learn more about the local culture and their life style and also have a chance to exchange their knowledge and ideas with the members of the communities.

However, to develop tourism in Kwan Phayao Lake rim communities, they must first set up a framework to follow. By revising a number of conceptual thoughts and research papers, the sustainable tourism should have 6 important issues as follows: public participation, local benefit, resource and environment-based conservation, sustainable tourism management, educative purposes, and creating satisfaction for the tourist. And there are 5 important components: community participation promotion, development of various routes and activity patterns, sustainable tourism marketing development, service capacity development of local participation in tourism and tourism resource conservation. The above components will be considered in conjunction with an existing potential of the communities or the possible development of the potential, in order to use them efficiently. Also, the demand of the tourists is a supplemental support to the readiness of the tourism sources when government and private agencies will give the main support to fulfill what the communities still need. If we put together all factors and important components and view them in every dimension, this will lead to the discovery of a formula which is suitable for the Kwan Phayao Lake rim communities to develop their own tourism. There are many studies which developed different communities for tourism. For example, Koh-Yao-Noi community, Pang-Nga, (Apirom Promchanya et al., 2543) Koh-Kred community, Nontaburi province(Supatta Vichayaprasertk, 2545), Thai-Song-Dam community, Petchaburi province (Maturot Prappairee, 2543), Wat-Phra-hua-Tom community, Lamphun province (Netchanok Nanthee, 2544), Ban-Phra-Sart historical sites, Nakhonratchasima province (Suchada Rattanapoompong,

2546) etc. The above examples all used the natural resources of the communities as a tourism product and resulted in reasonable income to the communities.

During the processes to develop the communities into sustainable tourism sites, people will learn to work together, to compromise to find solutions, to be aware of existing natural resources, and to conserve and prevent the resources from rapid decay. Moreover, tourism can result in cultural learning and understanding of people with different cultures. This will reduce the conflict between cultures if everybody has a chance to learn other cultures and receives correct information. Tourism not only brings entertainment to the tourists but also works as a media to teach the tourists and world communities of the differences in each culture which varies with life style, social context and cultural items. Each culture may be similar or different from other cultures in the world but each of them still maintains their characteristics to resist the violent stream of change in the modern world especially the rise of materialism. Finally, if the communities are successful in maintaining their characteristics, it will lead to a dramatic change; from the communities which used the natural resources as tourism goods to the communities which depend on themselves and discover the community assets in the form of natural resources, local intelligence and socio-cultural economies. This stimulates the people in the communities to manage their own life without waiting for assistance not often offered by the government. However, the government is still necessary to the communities for fulfilling the deficiencies in the communities. This role of the government will strengthen the communities and make them endure the difficulties easier.

The tourism sources which emerge from the cooperation of many parties to create sustainable tourism sources are somehow similar to a museum. But it is the museum for learning where the tourists are able to touch the exhibits, receive responses in return and feel the emotions of the owner of the sites and of themselves. Also the tourists can search for answers which do not appear in textbooks or can understand things rapidly by observing according to the situation. Sustainable tourism is a coexisting of people in the communities, the ecosystem, the environment, culture and traditional life style. All components of the world must depend on one another in

some way. Nothing in the world can survive alone. The unity and understanding of other communities will result in happily living societies.

8.3 Suggestions

8.3.1 Suggestions for the communities

1) The successful management of sustainable tourism must be undertaken in the form of community activities. Administration must be transparent, running under acceptable rules, subjected to assessment. The administrators must be changed from time to time to prevent monopoly of the administrative power.

2) Develop an appropriate form of sustainable tourism. This will be achieved by encouraging wide varieties of tourism related activities, finding characteristics of communities or developing the uniqueness of the communities. The uniqueness can be found in the form of convenient items such as signage, building styles, and products and services in order to create a difference from other sites.

3) Find a means to distribute income and profit to the widest section of the people. Part of the income should be reserved to fund the development of the communities and for conservation of tourism resources. This will encourage people to take part in the tourism business.

4) Preserve the traditional life style and culture of the communities. We should find an appropriate form of preservation which suits each culture. The life style and culture can change along the time line and social context but strictly maintaining the primitive culture is not the best way to preserve traditional life style and culture either. The change of the traditional lifestyle and culture should be made to slow down by giving knowledge to the communities, emphasizing the importance of the root of culture which gave the characteristics to the communities.

8.3.2 Suggestions for further study

1) Study the capacity to deal with development including the limitation of the natural resources in the studied area. Determine the ability of environment and communities to deal with the tourism related activities without affecting the ecosystem, environment and life style.

2) Study the way to create public participation in the Kwan Phayao Lake rim communities, the possible levels of participation of people in every group, according to how much they gain or lose from tourism. The method to create public participation includes income distribution to stimulate community members to participate in the activities

3) Find a way to conserve, protect, or reserve the tourism resources of the communities. The resources here include the ecosystem, the environment, cultures, traditions, and lifestyles. The goal is to maintain the characteristics of the communities and pass it on to the next generation.

4) Study the developmental plan of the lakeside communities and find a proper way to manage and administer that will lead to sustainable tourism.

มหาวิทยาลัยพะเยา

5) Study tourism-related activities including products made on the basis of traditional crafts, cultures, and lifestyles of the communities in order to compete in the market.

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มหาวิทยาลัยศิลปากร ลิขสิทธิ์

Appendix

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Q. No……

Questionnaires

Community Participation toward Sustainable Tourism Management around the Phayao Lake Rim

Introduction

The objectives of this questionnaire set were to study the community participation toward the Phayao Lake Rim area. The researcher would be very grateful if you could kindly answer it as your data will be analysed and applied for the lake tourism development plan in the future.

This instrument consists of 4 sections as follows:

Part 1: Personal data

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Part 2: Tourism situation

Part 3: Participation needs for the community cultural tourism management

Part 4: Suggestions for community development for the community cultural tourism

Section 1: Personal data

Please mark in the ( ) or fill in the blank as appropriate.

1. Sex

   [ ] 1.) Male [ ] 2.) Female

2. How old are you?

   [ ] 1.) Below 21 years old [ ] 2.) 21 – 30 years old

   [ ] 3.) 31 – 40 years old [ ] 4.) 41 – 50 years old

   [ ] 5.) 51 – 60 years old [ ] 6.) 0ver 60 years old

3. What is your highest educational qualification

[ ] 1.) Primary education [ ] 2.) Secondary education

[ ] 3.) Undergraduate. [ ] 4.) Bachelor Degree

[ ] 5.) Over Bachelor Degree [ ] 7.) Other (Please indicate)……

4. What is your current occupation?

[ ] 1.) Agriculturists [ ] 2.) Government Official

[ ] 3.) Private Business [ ] 4.) Private Firm Employee

[ ] 5.) Other (Please indicate)……

5. Your monthly income

[ ] 1.) Below 5,000 Baht [ ] 2.) 5,001 – 10,000 Baht

[ ] 3.) 10,001 – 15,000 Baht [ ] 4.) 15,001 – 20,000 Baht

[ ] 5.) 20,001 – 25,000 Baht [ ] 6.) Over 25,000 Baht

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6. What group(s) or social position did you hold its (their) member?

[ ] 1.) No

[ ] 2.) Yes

[ ] 1.) Sub-district leader/village leader

[ ] 2.) Sub-district administrative organization member

[ ] 3.) Village committee member

[ ] 4.) Agriculturalists' group member

[ ] 5.) OTOP group's member

[ ] 6.) Association member in the village

[ ] 7.) Other (Please indicate)……..

7. Your social situation

[ ] 1.) Household leader

[ ] 2.) Household leader's representative

[ ] 3.) Business owner (Please indicate)……..

[ ] 4.) Business representative (Please indicate)……..

[ ] 5.) Local occupation entrepreneur (Please indicate)……

[ ] 6.) Representative of local occupation entrepreneur (Please indicate)……

8. How did you have any experience in tourism management?

[ ] 1.) No

[ ] 2.) Yes

[ ] 1.) Guide

[ ] 2.) Tour Agency

[ ] 3.) Tourism service owner (Please indicate.....)

[ ] 4.) Other (Please indicate.....)

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Section 2: Tourism Management

How and which level did you participate in tourism management around the Phayao lake rim areas?

0 means No participation at all

1 means Least participation (Less than 20% of the tourism management contents)

2 means Little participation (20-39% of the tourism management contents)

3 means Moderate participation (40-59% of the tourism management contents)

4 means Much participation (60-79% of the tourism management contents)

5 means Most participation (80-100% of the tourism management contents)

Order	Participation Level in Tourism Management of the Community Around Lake Rim Areas	No	Participation Level				
		0	1	2	3	4	5
	Planning						
1.	Initiating ideas about existing problems in the areas						
2.	Study problems and their causes						
3.	Planning for tourism implementation						
4.	Consider regulations/rules of the villages for cultural tourism						
5.	Mutual planning for traveling track development						
6.	Mutual planning for facility development such as electricity, toilets, and roads						
	Joining Activities						
1.	Setting up tourism mapping around the lake rim areas						
2.	Developing tourism sources around the lake rim areas						
3.	Forming groups for product standardization						
4.	Forming group for setting tourism service measures						
5.	Forming group to set the products' prices						
6.	Forming group to set safety standard for tourists						
7.	Setting tourism activities						
8.	Conserving local culture, traditions and folkways						
9.	Publications						
	Mutual Investment						

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Order	Participation Level in Tourism Management of the Community Around Lake Rim Areas	No	Participation Level				
		0	1	2	3	4	5
1.	Psychologically help						
2.	Physically help						
3.	Mentally help/thinking						
4.	Financial resource contributions						
5.	Material and equipment contributions						
	Monitoring and Evaluation						
1.	Monitoring the operational activities as agreement						
2.	Considering the community regulations as its justice benefits						
3.	Considering the benefits gained from tourism in the community						
4.	Considering the potential impacts from tourism toward the community						
5.	Considering problems and obstacles in the tourism activities						

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Section 3: Factors relating to the community participation for sustainable tourism management

Please weight the factors that caused you to participate in the community tourism management around the lake rim areas

Order	Factors caused your participation in the community tourism management	Significance Level				
		1	2	3	4	5
	Awareness of the significance of tourism for the community					
1.	Income generating					
2.	Job creation					
3.	Earning new knowledge for your career					
4.	Conserving more natural resources and environment					
5.	Recovering and conserving old culture and traditions in your community					
6.	People in the community love and care for local environment traditions and culture					
7.	Your community received more budget, electricity, water, road, telephone system and others					
	Needs Pride					
1.	Acceptance of neighbors/community as a social benefit maker					
2.	Getting admiration and honor from the community					
3.	Being well-known among the public					
4.	Being proud from the tourism activity participation					
	Social Status					
1.	With responsibility					

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Order	Factors caused your participation in the community tourism management	Significance Level				
		1	2	3	4	5
2.	Doing social work with social awareness					
3.	Admiration and well-known among the public					
4.	Chance to earn other social positions such as village committee member					
	Economic Motivation					
1.	Earning more income					
2.	Motivating outsiders for investment					
3.	People in the community get benefits					
4.	Earning income for local development					
	Supports of the governmental agencies/local community leaders					
1.	Instruments, materials and equipment					
2.	Budget					
3.	Personnel					
4.	Coordination					
5.	Provision of knowledge and trainings					
6.	Building facilities such as road and electricity					
	Persuasion					
1.	From community members					
2.	From outsiders of the community					
	Sources of information about tourism					
1.	Televisions					
2.	Radio receivers					
3.	Newspapers					
4.	The village information towers					
5.	Meetings/seminars					
6.	Training/study tours					
7.	Neighbors					
8.	Government officials					

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Order	Factors caused your participation in the community tourism management	Significance Level				
		1	2	3	4	5
9.	Tourism books/manuals' contributions and publications					

Section 4: Suggestions for tourism promotion

Infrastructures (such as road, electricity and water supply)

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Activities within the tourism sources (such as fishing, farming, food preserving and processing)

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

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Administration and management (such as planning, policy making, personnel preparation and public relations)

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Thank you for your cooperation.

Q. No……

Questionnaires

Needs of tourists to visit Kwan Phayao lake

This set of questionnaires aims to collect data about the tourists' needs during their Phayao lake visit in Phayao province. The researchers request you to answer every question within this set. Your answers will not be either right or wrong, but just to reflect your opinions and needs relating to this visit. Your answers will be treated confidentially without affecting you personally. They will be used as part of the tourism planning and promotion. There will be 5 sections containing in the questionnaires. The researchers would like to thank you for your kind cooperation and valuable time to answer this set of questionnaires.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Personnel data

Tourism experiences

Factors affecting your decision for this visit

Your attitudes toward the tourism activities around the Phayao lake rim

General suggestion

Please mark ✓ within the ❑ or fill words in blank space (…)

Section 1 Your General Information

1. Sex ❑Male ❑Female

2. Age ❑ Below 20 years old ❑ 20 – 30 Years old
   ❑ 31 – 59 years old ❑ over 60 years old

3. Your highest educational qualification
   ❑ Secondary education ❑ Diploma ❑ Bachelor Degree
   ❑ Higher than Bachelor Degree ❑ Other (Please indicate)……..…

4. Occupation ❑ Private business ❑Government Service
   ❑Private enterprise employee ❑ Agriculturalist
   ❑Student
   ❑ Housewife/Housekeeper without paid
   ❑ Other (Please indicate)……..……

มหาวิทยาลัยศิลปากร ลิขสิทธิ์

5. Your average monthly income
   ❑ below 5,000 baht ❑ 5,001 – 10,000 baht
   ❑ 10,001 – 15,000 baht ❑ 15,001 – 20,000 baht
   ❑ 20,001 – 25,000 baht ❑ more than 25,000 baht

Where do live currently

- District…….
- Province……..

Section 2 Data about your traveling experience

1. How many times do you travel inside our country annually? ....…….

2. What kind(s) of tourism sources do you like to visit in general? (You may answer more than one, but please indicate priority order 1-6 in the box)
   - ❑ Natural tourism sources or resorts
   - ❑ Historical/ancient/religious tourism sources
   - ❑ Cultural/ethnic minority groups/local cultural tourism sources
   - ❑ Sport/recreational tourism sources
   - ❑ Shopping tourism sources
   - ❑ Others (please indicate)…….……

3. Did you visit this place in a tour group?
   ❑ Yes ❑ No

มหาวิทยาลัยศิลปากร ลงวนลิขสิทธิ์

4. How do you come to visit this place at this time?
   - ❑ Travel alone
   - ❑ Travel in group
     - ❑ With family ❑With friend(s) ❑ With family and friends
     - ❑ Others (please indicate)……..……..

5. Vehicle used for this visit to Phayao
   - ❑ Personal car ❑ Personal motorcycle
   - ❑ Bus ❑ Minivan/bus of tourism company
   - ❑ Rented car ❑ Other (please indicate)……

6. How many times have you been to Phayao lake ?……..

7. Is your visit to Phayao lake at this time a
   - ❑ the main destination? ❑ one of your destinations?
   - ❑ a stop on the way to other places?

8. Duration of your current visit as a whole is (are) …….days, and at Phayao province is ……..day(s).

9. Your expense for this visit as a whole is approximately ……Baht, using in Phayao province around ……bath.

Section 3 Factors influencing your decision to visit Phayao

Please tick within the frame indicating the ranking significance that influencing your decision to visit Phayao province this time.

Factors influencing your Phayao lake visit	**Significance Level**				
	Most	Much	Mode -rate	Little	Least
1. Relaxing within a natural location					
2. Chance to learn the natural environment					
3. Chance to interact with friend group					
4. Chance to have common activities with family					
5. Chance to meet and make friends					
6. Adventure and challenging					
7. Chance to imitate or act as my favorite persons					
8. Chance to avoid the urban sophistication and to obtain peaceful atmosphere					
9. To show my identity					
10. To avoid repeated situations temporarily					
11. To relief from work tension					
12. To learn other community culture					
13. To be proud of traveling to various places					
14. Having status and honor from knowing famous people in the society					

มหาวิทยาลัยเกษตรศาสตร์

Factors influencing your Phayao lake visit	Significance Level				
	Most	Much	Mode -rate	Little	Least
15. To indicate modernization as if tourism is a fashion and favorite activity of the public					
16. My personal learning ambition					
17. Freedom					
18. Others (please indicate……..					

Section 4: Attitudes toward the Phayao lake

How do you think of the current activities in the Phayao lake rim areas

Current Tourism Activities in the Phayao Lake Area	Agreement Level				
	5	4	3	2	1
A Natural Tourism Activities					
1. Scenery viewing					
2. Sunset and sunrise viewing					
3. Boat rowing/Canoeing					
4. Picnic and BBQ					
5. Cycling around Phayao lake rim					
6. "Champathong" water fall visit					
7. Aquarium					
B. Ancient/Religious Tourism Activities					
1. Visit ancient places such as Rong Hai village and ancient location					
2. Paying respect to sacred and religious places such as Wat Srikomkam and Wat Analayo					
3. Visit "Vatthana Tham Nitat" cultural exhibition hall					
4. Visit " The Pavilion of The King's Princess Mother"					
5. Visit ancient location in Phayao lake					

มหาวิทยาลัยพะเยา

Current Tourism Activities in the Phayao Lake Area	Agreement Level				
	5	4	3	2	1
C. Cultural/Folk Ways of Communities around the Phayoa Lake Rim					
1. Agriculture such as visit lotus fields and plantations					
2. Local fishery					
3. Visit native smith work such as knife hammering					
4. Sandstone carving for making Buddha images, mortar					
5. Making preserved fish					
6. Local weed weaving and bamboo wear					
7. Buying sentimental and locally produced goods					
D. Traditional and festival Tourism Activities					
1. "Por Khun Ngum Muang" (one king of Phayao in the old days) festival in March					
2. Songkran or water festival in April					
3. One Tambon and one product (OTOP) Exhibition at Phayao in April					
4. Lychee (a kind of sweet fruit) festival in Phayao in May					
5. Prachao Ton Luang Paying respect festival in June					
6. Loy krathong (Floating) festival at Phayao lake in November					
E.Other Tourism Activities					
1. Riding electric bus for the city excursion					
2. Exercise or aerobic dance					
3. visit recreational places such as public bars					
4. Photographing and VDO filming					

มหาวิทยาลัยเทคโนโลยีสุรนารี

How do you think of the following future activities that might be organized for the tourists?

The Expected Tourism Activities in the Future	**Agreement Level**				
	5	**4**	**3**	**2**	**1**
A. Natural Tourism Activites					
1. Viewing blossom lotus at Phayao lake					
2. Canoeing/ Kayaking					
3. Bush walking and nature study					
4. Camping					
5. Mountain Biking					
6. Star and sky watching					
8. Bird and other animal watching					
B. Ancient and Religious Tourism Sources and Activities					
1. Visit ancient house as a folk museum (nearby Phayao lake)					
C. Cultural/Folk Ways of Communities around the Phayoa Lake Rim					
1. Ox carve riding					
2. Fishing in a boat					
3. Biking around the villages on the lake rim					
4. Having local food with the community (Breakfast, lunch or dinner electively)					
5. Home stay in the community around the lake rim					
6. Cultural ground					
D. Traditional and festival Tourism Activities					
Local fishing boat racing (Rally)					
E. Other kinds of tourism activities					
1. Jet ski					

มหาวิทยาลัยศิลปากร ลงวันลิขสิทธิ์

The Expected Tourism Activities in the Future	Agreement Level				
	5	**4**	**3**	**2**	**1**
2. Boat and parachuting					
3. Water bicycling					
4. Banana – boat					
5. scenery view by boat					
6. local museum in the lake					
7. Boat hostel					
8. Spa resort on the lake rim					
9. Other activities (Please recommend appropriately) …….					

- As a whole, how much were you satisfied with your visit to Phayao lake?

  ❑ Much ❑ Moderate ❑ Little

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

- In the future, if you have chance will you come to visit Phayao lake again?

  ❑ Yes ❑ No ❑ Uncertain

Section 5: General suggestion

Could you please make some suggestions suitable for the development, promotion, and problem solution of the tourism in Phayao province?

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Thank you so much for your valuable time

Autobiography

Name	Miss Prakobsiri Pakdeepinit
	28 April 1978
Address	188 Moo 5 Tam Sub-district, Mueang District,
	Phayao Province
Work Address	Naresuan University, Phayao
	Mueang District, Phayao Province

Education

2008	Ph.D. in Architectural Heritage Management and Tourism (International Program)
	Faculty of Architecture, Silapakorn University, Thailand.
2007	M.A. in Cultural Study; major in museum study
	Institute of Language and Culture for Rural Development,
	Mahidol University, Thailand.
2003	M.A. in Tourism Industry Management
	Faculty of Humanities, Chiangmai University, Thailand.
1999	B.A. in Business Administration
	Faculty of Humanities and Social Science,
	Naresuan University, Thailand.

Work experiences

2002 – Present	Lecturer at Naresuan University, Phayao in Tourism Program
2001 – 2003	Head of Quality Assessment Division,
	Naresuan University, Phayao.
1999 - 2003	Teacher Assistant in Business Administration Program,
	Naresuan University, Phayao.

มหาวิทยาลัยศิลปากร ลิขสิทธิ์