

**AN ASSESSMENT OF WATER-BASED COMMUNITY TOURISM
DEVELOPMENT: A CASE STUDY OF TALING CHAN
FLOATING MARKET**

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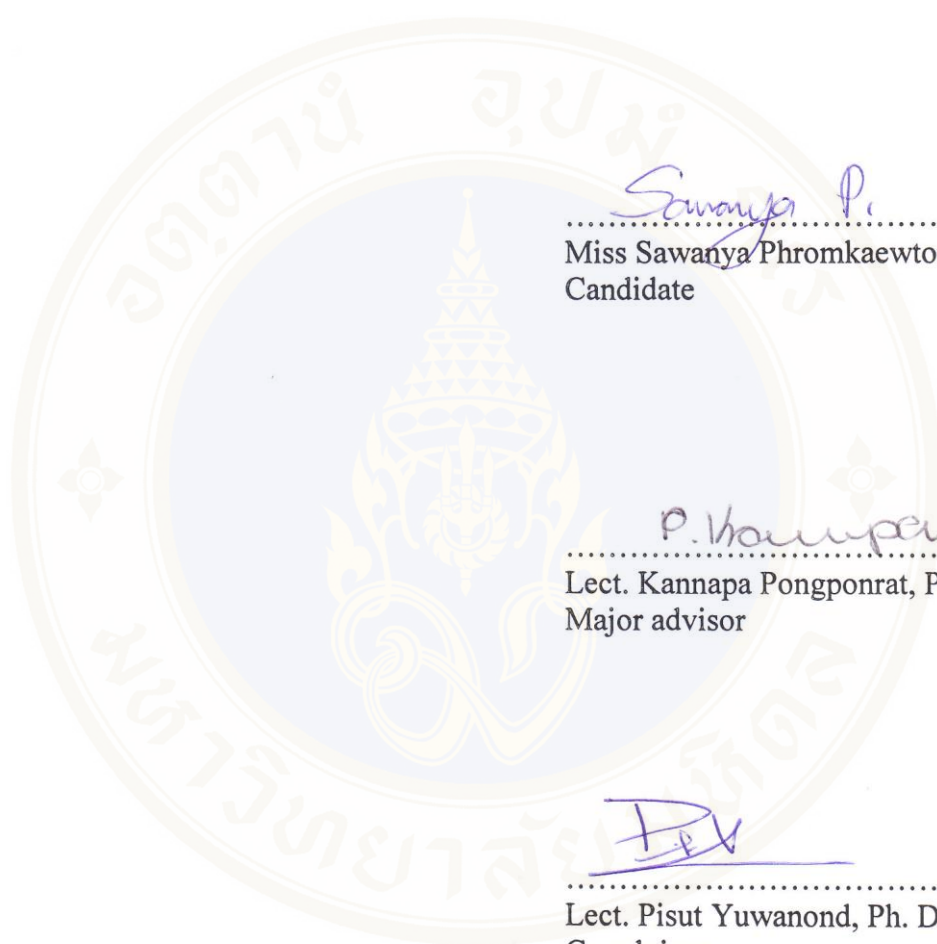
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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF MANAGEMENT
(TOURISM AND HOSPITALITY MANAGEMENT)
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MAHIDOL UNIVERSITY
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Thesis
entitled
**AN ASSESSMENT OF WATER-BASED COMMUNITY TOURISM
DEVELOPMENT: A CASE STUDY OF TALING CHAN
FLOATING MARKET**



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**AN ASSESSMENT OF WATER-BASED COMMUNITY TOURISM DEVELOPMENT:
A CASE STUDY OF TALING CHAN FLOATING MARKET**

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AND RURAL DEVELOPMENT PLANNING), PISUT YUWANOND, PH.D.
(BUSINESS ADMINISTRATION)**ABSTRACT**

The main objectives were to identify the stakeholder's involvement pattern including roles and responsibilities, to examine the local perception on tourism impacts, and to identify problems encountered on water-based community tourism development. This research used both quantitative and qualitative research methods. Quantitative data was collected by a household questionnaire survey. The sample group was 200 households. The Statistical Package for Social Sciences (SPSS) was used for data analysis. In addition, qualitative data was collected by observation and in-depth interview and analyzed by descriptive approach. The sample group was the Taling Chan floating market alliance, local government, local community, local vendors, and community committee.

The results showed that the Taling Chan floating market alliance or local agency was the one key stakeholder in the Taling Chan floating market without cooperation from other relevant stakeholders. Local perception of the benefits gained in economic, social, and environment aspects was at a high level as was satisfaction with all aspects. In addition, the respondents perceived the negative impact to be at a medium level. Involvement in the water-based community tourism made a significant difference to perception of negative impact at $p < 0.05$ level. The major problems encountered by the water-based community tourism development included lack of support from the government, followed by having an insufficient budget to contribute to community tourism, low education, knowledge, and skills, unclear plans and responsibilities for stakeholder involvement, and the high influence from local politics.

The recommendations are that Tourism Authority of Thailand (TAT) should consider providing more involvement, in particular promoting the Taling Chan floating market as a signature floating market in Bangkok. Local people should be allowed to gain opportunities to make decisions and play a significant role in their community. The appropriate stakeholders, including tourism planners, the local community, TAT, the Taling Chan floating market alliance, and the local government should all cooperate in promoting community tourism. The local community should gain more knowledge, skills, and abilities in tourism management in order to contribute to sustainable tourism development.

**KEY WORDS: WATER-BASED COMMUNITY TOURISM/ STAKEHOLDER'S
INVOLVEMENT/ LOCAL PERCEPTION/ TOURISM IMPACT**

138 pages

การประเมินการพัฒนาแหล่งท่องเที่ยวชุมชนทางน้ำ กรณีศึกษาตลาดน้ำตลิ่งชัน

AN ASSESSMENT OF WATER-BASED COMMUNITY TOURISM DEVELOPMENT: A CASE STUDY OF TALING CHAN FLOATING MARKET

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คณะกรรมการที่ปรึกษาวิทยานิพนธ์: กาญจนันภา พงศ์พนรัตน์, (ปร.ด.), พิสุทธิ ยูวานนท์, (บธ.ด.)

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาบทบาทและหน้าที่ความรับผิดชอบของผู้ที่มีส่วนร่วมในการจัดการการท่องเที่ยว และการรับรู้ของชุมชนต่อผลกระทบทางการท่องเที่ยว ตลอดจนปัญหาในการพัฒนาแหล่งท่องเที่ยวชุมชนริมน้ำ ตลาดน้ำตลิ่งชัน โดยใช้วิธีการศึกษาเชิงปริมาณและเชิงคุณภาพ ในการศึกษาเชิงปริมาณ เครื่องมือที่ใช้ในการศึกษาคือแบบสอบถาม ทำการศึกษาจากประชาชนในท้องถิ่น ที่อาศัยอยู่ที่เขตตลิ่งชัน กรุงเทพมหานคร จำนวน 200 คน ข้อมูลที่ได้นำมาวิเคราะห์โดยใช้โปรแกรมวิเคราะห์ข้อมูลทางสังคมศาสตร์ (Statistical Package of Social Science: SPSS) ส่วนการศึกษาเชิงคุณภาพเครื่องมือที่ใช้ในการศึกษา ได้แก่ การสังเกต และการสัมภาษณ์เชิงลึก โดยทำการศึกษา ประชาคมตลาดน้ำตลิ่งชัน หน่วยงานภาครัฐระดับท้องถิ่น กลุ่มร้านค้าชุมชน ผู้นำชุมชน ชาวบ้าน คนขับเรือ และ มัคคุเทศก์ท้องถิ่น จำนวน 13 คน

ผลการศึกษาพบว่าประชาคมตลาดน้ำตลิ่งชัน หรือ ภาคประชาชนเป็นผู้มีบทบาทสำคัญในการบริหารจัดการตลาดน้ำตลิ่งชันเพียงภาคส่วนเดียว โดยขาดการประสานจากภาคส่วนอื่นๆที่เกี่ยวข้อง อาทิ ภาครัฐ ระดับท้องถิ่น กระทรวงการท่องเที่ยวและกีฬา การท่องเที่ยวแห่งประเทศไทย การรับรู้ของชุมชนต่อผลกระทบทางการท่องเที่ยว ในด้าน เศรษฐกิจ สังคม และสิ่งแวดล้อม พบว่า ประชาชนได้รับผลประโยชน์ และความพึงพอใจในระดับสูง และ การรับรู้ของชุมชนต่อผลกระทบด้านลบอยู่ในระดับปานกลาง จากการศึกษาพบว่าการเข้ามามีส่วนร่วมในการท่องเที่ยวเป็นปัจจัยที่มีผลต่อการรับรู้ผลกระทบด้านลบต่อการท่องเที่ยวอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 ปัญหาที่พบในการพัฒนาแหล่งท่องเที่ยวชุมชนริมน้ำพบว่า ขาดการสนับสนุนจากหน่วยงานภาครัฐ ขาดแคลนงบประมาณในการพัฒนาชุมชน ขาดความรู้ ทักษะ และความเข้าใจที่ถูกต้องในการพัฒนาการท่องเที่ยว ขาดความชัดเจนในการวางแผน หน้าที่ความรับผิดชอบในการเข้ามามีส่วนร่วมของภาคส่วนต่างๆในชุมชน ขาดการประสานความร่วมมือกันระหว่างประชาชนและหน่วยงานภาครัฐ และ ปัญหาความขัดแย้งเรื่องผลประโยชน์ด้านการท่องเที่ยวของการเมืองภายในท้องถิ่น

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CHAPTER I

INTRODUCTION

1.1 Background

Tourism industry represents one of the largest industries in the world with the potential for future growth. This industry offers significant opportunities of employment, local economy development, and integration into the international market. The World Travel and Tourism Council (WTTC) has estimated that tourism industry is expected to grow by 0.5% in 2010, up from the negative growth of -4.8% in 2009 as well as the total employment is expected to rise by 8.1% in 2010 (WTTC, 2010). With the growth of tourism industry in many nations throughout the world, the awareness of both the beneficial and harmful aspects of tourism development has been recognized.

In Thailand, tourism industry is the major income generator and plays crucial role for economic growth. The industry is growing rapidly and has provided enormous benefits for Thailand (WTTC, 2010). Tourism Authority of Thailand (TAT) estimates shows that the number of international visitors reached 14.8 million in 2007 and 15.7 million in 2008 (TAT, 2007). In 2009, TAT launched the campaign “Travelling in Thailand festival” for encouraging Thai visitors to travel in Thailand’s destinations. Therefore, various Thai destinations have the opportunity to grow in future. However, the global economic downturn and domestic political uncertainty may continue to weigh on Thailand’s growth, which attacks tourism industry, such as unemployment, and slower export growth (World Bank, 2009). But the travel industries have a chance to recover and grow because of strong demand for tourism that create job, generate revenue, and attraction for tourists (Mahidol University, 1997).

Besides the economic effect, tourism industry can contribute to social and environmental changes such as life style and value, family relationship, individual and community structure, and traditional life style (Zamani-Farahani & Musa, 2008).

Tourism also creates negative impacts for community such as water, air, and noise pollution, social conflict, and crime (The Thailand Community Based Tourism Institute, 2008). Tourism activities can also cause degradation of water and soil quality consequently affecting health of local people and local economy. In particular, local community directly faces the economic, social and environmental impact from tourism development. Sustainable tourism development has also been discussed in the recent years for managing, preserving, and conserving the tourism impact.

Sustainable tourism development involves fulfillment of economic, social and environmental impacts while maintaining the cultural integrity, essential ecological processes, and life support system (Inskeep, 1998). World Commission on Environment and Development (WCED) states that sustainable tourism concept is concerned about the current need without compromising the ability of future generations to meet the need of local people (Ulixes21, 2009). Using community tourism as a vehicle for sustainable tourism development has now become an important issue in the priorities of public policy planner. Community tourism is widely known for creating job opportunities and generating income for local community. In addition community can participate in making decision by sharing idea for tourism development planning (Rest Project, 2006).

Water-based community is represented by the waterways used for communication and commerce between people and river. The river and 'klong' present a realistic character of daily life in earlier times (Ativetin, 2005). Water-based community tourism is popularly called floating market where the sellers, their boats with a wide variety of fruits, flowers, vegetables and fresh produce come to meet and barter the products with other traders. Water-based community tourism or floating market provides opportunities for local people to manage their own tourism destination and has become main priority for many communities in Thailand (Williams et al., 2007).

Floating markets in Thailand have become the most popular destination for both Thai and international visitors because it has shown the cultural and traditional ways of life of water-based local community (Sorthip, 2004). In traditional floating market the sellers with a variety of products such as fruits, flowers, vegetable and fresh product sell and barter their product with other traders (Williams, et al., 2007).

There are many floating markets in Thailand such as Damnoen Saduak, Ampawa, Lumphaya, Don Wai, and Taling Chan (Thailand.com, 2002).

Taling Chan floating market is one of the water-based community tourism that attracts many visitors in recent years. The market is located on Chakphra Canal at Taling Chan district, Bangkok and is relatively new floating market that was established in 1987 by local community as a center for local agricultural product trading (Plengplang, 2004). The market has been developed as a tourist destination where local vendors sell food from small boat and various booths selling fruits, clothing, vegetables, and other agricultural products on land. Many cultural activities are included in the area such as Thai classical music and dance, canal tour, and the foot massage managed by Taling Chan floating market committees (Plengplang, 2004).

Tourism development in Taling Chan floating market was done in three phases. First phase is the community period (before 1987), in which period community was the major stakeholder to manage tourism in the area. Second phase was the agricultural period (1987-1997). This phase emphasized on the agricultural products such local fruits and vegetables to sell in the floating market. Third phase is the canal tour period (1997 to present). This phase is highlighted by the boat trip in the Taling Chan area. In this phase, Taling Chan floating market is managed by Taling Chan floating market alliance. At the same time the roles and responsibilities of local government have decreased.

Such development in tourism is affected by changes in physical environment such as construction flood control infrastructure and road. Similarly, many other policy changes such as the National Economics and Social Development Plan, the promotion policy in national level, Bangkok metropolis level and the encouragement of ideas and community tourism in sustainable development also played major role. In addition, in the third phase of development until present, several stakeholders are involved in the Taling Chan floating market such as local vendors, canal tour, school, and temple group, Taling Chan union, and Taling Chan district officer (Piewnim & Chantarupran, 2006).

1.2 Statement of Problem

Even though tourism industry is a major income earner in Thailand, there are several problems affecting both environment and local communities. In particular, the booming tourism industry has generated economic benefit for business sections while the local communities have encountered with many negative impacts. Inskeep (1998) states that negative impacts of tourism come from unplanned and uncontrolled construction such as infrastructure that destroy the wild life and their habitat, and cause air and water pollution, damage natural landscape of cultural and historical importance.

Plengplang (2004) states that Taling Chan floating market has encountered environmental damages such as water pollution in the Chak Phra canal, air pollution from overcrowded transportations, and noise pollution from boat trip. Piewnim and Chantarupran (2006) mentions that unclear guideline of local government plan on tourism development is one major problem at Taling Chan floating market because local communities have no clear idea about plans and policies of tourism development, their role and responsibilities, and also lack of knowledge about their involvement in community tourism. The local communities seek better planning for budgeting to promote the floating market. On the other hand, the local government wants the communities to manage and promote the floating market by themselves (Piewnim & Chantarupran, 2006).

In addition, the Taling Chan floating market lacks better management of the tourism facilities, accessibilities and resources, for example, lack of parking space, signs and toilet, poor tourist's information, unawareness of tourism impact, and lack of sense of responsibility in the community (Milman & Pizam, 1988).

Many stakeholders are involved in Taling Chan floating market such as, Taling Chan floating market alliance, local government (Taling Chan district officer), local vender, boatman, local guide, and local people (Plengplang, 2004). These stakeholders still lack the skill, knowledge and ability to manage by themselves and at the same time their role and responsibility in community tourism is not clear. Tourism has caused conflict among stakeholders as well mainly for the unfair allocation of benefit and lack of response to local need and problems (Plengplang, 2004). Moreover, Piewnim & Chantarupran (2006) mentions that safety and security on the

boat where the local vendors sell their product is the matter of concern because there is no sign of security weight and lifebuoys for tourists. Such problems at Taling Chan floating market has made it unsustainable tourism destination (Ulixes21, 2009).

Figure 1.1 shows the key problems related to water-based community tourism in Taling Chan floating market based on the relevant literatures (Piewnim & Chantarupran, 2006, Plengplang, 2004). The main problem is unclear plan of water-based community tourism development. The guideline from national plan is also unclear therefore the stakeholders at local community level cannot focus on their roles and responsibility.

The unclear steps in planning lead to the lack of well-managed tourism. It is related to inadequate tourism resources, ineffectiveness of management in facilities, accessibility, community activities, and local environment. Local community is not aware of negative impacts of tourism in economic, social, and environmental aspects. It leads to the lack of the sense of responsibility of local community (Plengplang, 2004).

The lack of well management may result into low level of stakeholder's involvement in the water-based community tourism development especially because of conflicts among stakeholders such as local group and local government. It leads to the situation of the stakeholders being not responsible to the community need and problems. All these problems will cause unsustainable water-based community tourism at Taling Chan floating market (Piewnim & Chantarupran, 2006, Plengplang, 2004).

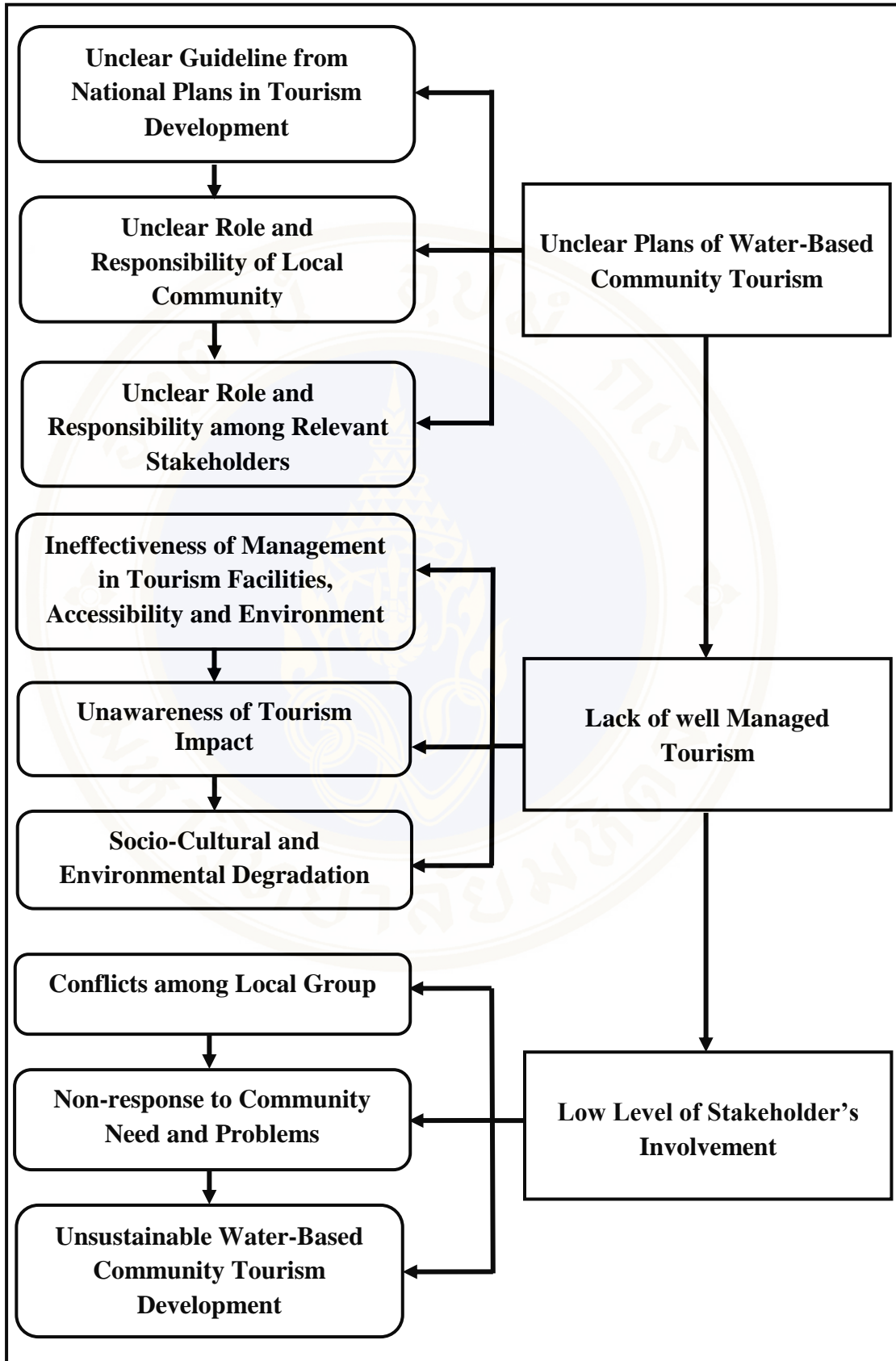


Figure 1.1: Key Problems Relating to Water-Based Community Development

1.3 Research Questions

1. Who are the key stakeholder's involved in community tourism development? What are their roles and responsibilities?
2. What are the feedbacks and local perception on the impacts of tourism including the benefit gained and the negative impacts?
3. What are the problems and constraints encountered by water-based community tourism?

1.4 Rationale of the research

Taling Chan floating market is one of the popular floating markets in Bangkok, Thailand. Floating market is the major identified cultural and traditional uniqueness of Thais (Sorthip, 2004). Local people are the key stakeholders who conserve and preserve their community. As the key concept of community tourism is based around special elements of local lifestyle, culture, people and nature, the local people feel proud of their destination and share with tourists (Plengplang, 2004).

Community tourism has encouraged local people to plan, manage, and gain the benefit in their community. Stakeholder's involvement in tourism planning and management means that local people feel a sense of ownership and responsibility to minimize the negative impact for community, which is more reasonable than other kinds of tourism (Rest Project, 2006). The problems encountered by water-based community tourism is also one of the main focus in tourism development. Stakeholders who participate in tourism management have also understood the problem of the community so they can integrate sustainable practice in their life style and promote stakeholder involvement in tourism development (Ashley & Roe, 1999).

The outcome of the research can facilitate the baseline information for national and local community regarding the sustainable tourism development at the bottom-up level. This research could be important to help minimize the negative impacts to local people by understanding the perception of people in this area (Piewnim & Chantarupran, 2006). The community tourism development is one of the

strategies for sustainable practice that contribute the strength of local community to the relevant stakeholders (Rest Project, 2006). The finding from this research will be useful to various tourism development stakeholders:

1. The people in the local community will gain awareness about negative impact of tourism on their livelihood and to conserve and preserve their local area;
2. The local government can use stakeholders' involvement analysis to be used as guideline to create more effective water-based community tourism development policies and to conserve the tourism resources;
3. Bangkok district can use the stakeholders' involvement analysis to plan and manage the policy to develop eco-tourism in Bangkok's floating markets;
4. Local private sector and other local group can use the outcome of the research to be used as guideline for sustainable tourism development;
5. Tourism Authority of Thailand (TAT) and local branches can use the recommendation based on local perception to create the sustainable tourism policies for floating market in Thailand;
6. Other tourism organization can use stakeholder involvement as a strategy for decision-making in tourism development policies and solve the problems in the communities.

1.5 Objectives

1. To identify stakeholder's involvement pattern in water-based community tourism development;
2. To examine the perception of local people regarding the impacts of tourism development;
3. To identify the problems encountered by water-based community tourism development.

1.6 Scope and Limitations of the research

This research focuses on identification of stakeholder's involvement pattern including types of stakeholders involved, role and responsibilities, local perception regarding the impacts of tourism, and problems at Taling Chan floating market. The study area covered five communities in Chak Phra sub-district, Taling district, Bangkok, which is located in the center of Thailand. The target populations included households in five communities involved in water-based community tourism including: Wat Changlek Rac-rai, Rim Khong Chak Phra, Lung Wat Kanchanasing, Lung Wat ngeng, and Wat Paknam communities.

This research has some limitations as well: (1) the target population for questionnaire survey is 200 households; (2) it included only 13 in-depth interviews with local government, local vendors, boatman, Taling Chan tour officer, Taling Chan floating market alliance, and local community, (3) it only covered three impacts of tourism: economic, social, and environmental aspects, and (4) the problems and constraints are based on the perception of relevant stakeholders.

1.7 Conceptual framework

Figure 1.2 shows the conceptual framework of this research. The framework provides the concept of water-based community tourism development. The involvement pattern of stakeholders in water-based community tourism has also been explored in term of types of stakeholders and their role and responsibilities. The benefit and satisfaction regarding the impacts of tourism have been explored based on perception of local people. This includes the satisfaction level, local perception regarding the economic, social, and environmental impacts of community tourism. It is important to identify problems and constraints as well as the potentials for providing appropriate recommendations for sustainable water-based community tourism development.

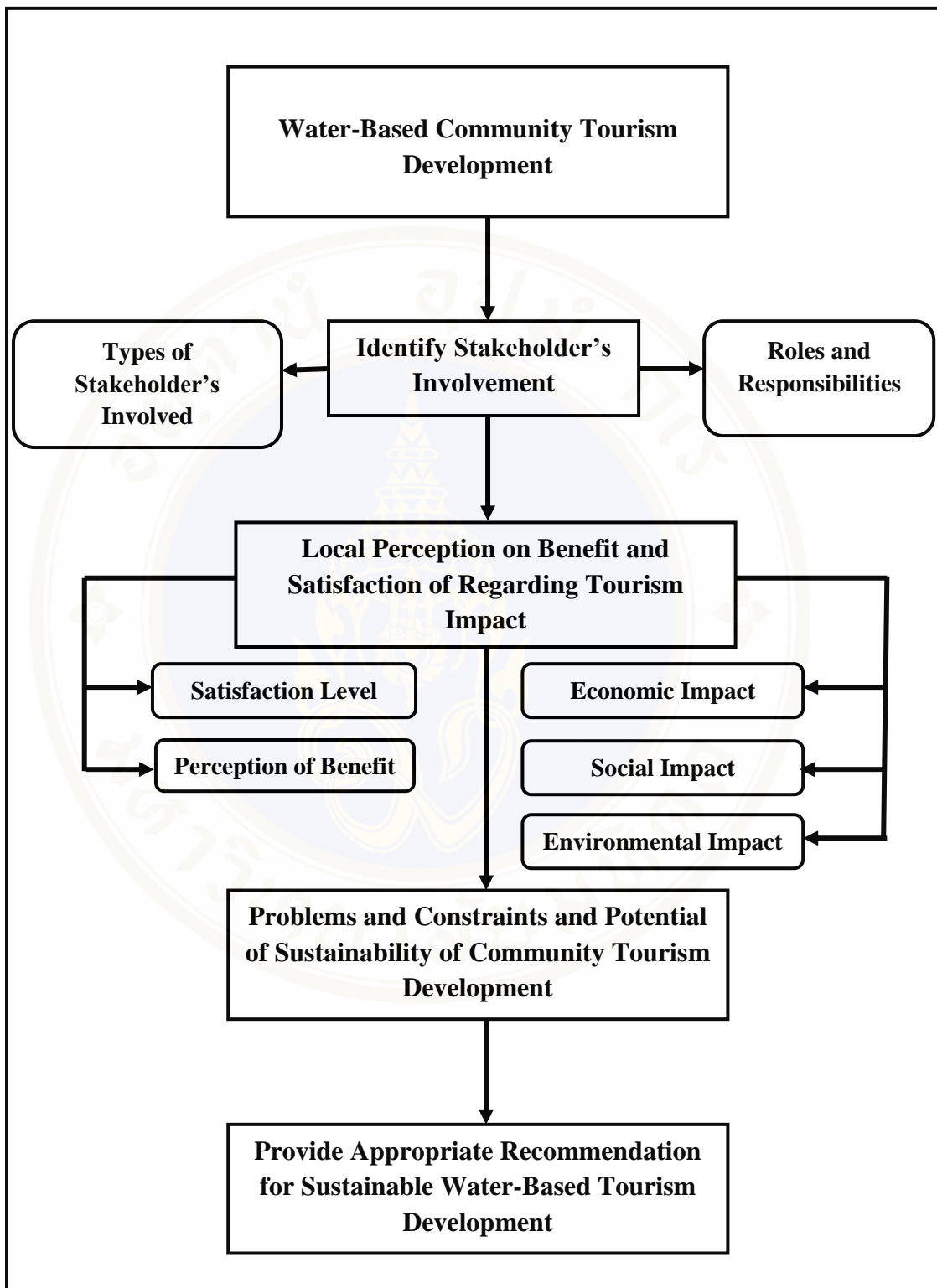


Figure1.2: Conceptual Framework of the Research

CHAPTER II

LITERATURE REVIEW

This research focused on stakeholder's involvement, local perception on impacts of tourism and problems encountered by water-based community tourism development. The researcher studied theories and concepts to provide guidance for the research. The literature review has been organized in 8 separate parts:

- 2.1 Tourism
- 2.2 Community tourism
- 2.3 Water-based community tourism
- 2.4 Stakeholder's involvement
- 2.5 Benefit gained in community tourism
- 2.6 Satisfaction
- 2.7 Tourism impact
- 2.8 Sustainable tourism development

2.1 Tourism

World Tourism Organization (WTO) has defined the meaning of tourism as travel for recreation, leisure or business purposes. Similarly tourists are defined as people who travel and stay in the places outside their routine environment more than 24 hours and not more than one consecutive year for leisure, business, and other purposes and not related to the exercise of activities remunerated from within the places visited (WTO, 1985).

Tourism can be defined as the interrelated system that includes tourists and the associated services that are provided and utilized (facilities, attractions, transportation, and accommodation) to aid their movement. There are psychological, sociological, anthropological, geographical, economic, and environmental aspects to tourism. Therefore, it must be analyzed as a multi-faceted phenomena. There are two

sectors of tourism: the dynamic sector and the static sector. The dynamic sector consists of all the economic activities, community services, motivation of demand for accommodation, food and refreshment. In other words, tourism creates market for different industries (Cohen & Uphoff, 1984).

The United Nations Conference on Trade and Development (1971) defines tourism as the sum of those industrial and commercial activities producing goods and services mainly consumed by foreign visitors or domestic tourists. Cohen and Uphoff (1984) describe the tourist as a voluntary, temporary traveler, traveling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round-trip.

As long as such a traveler is visiting (for less than one year) an unfamiliar community than that in which the person normally resides, then that person may be regarded as being a tourist. Powell (1987) suggests that tourism should include the entire elements that combine to form the tourism consumer's experience and to serve their need and expectations. Most of the definitions define tourism as economic activities for tourists but that does not explore the contribution of tourism impacts including economic, socio-cultural, and environmental impacts. There are four different perspectives of tourism as following:

- 1. Tourist or visitor.** The tourist or visitor seeks the various psychic and physical experiences and satisfaction. The nature of these will largely determine the destination chosen and the activities enjoyed.
- 2. The business providing.** Business people see tourism as opportunity to make a profit by supplying the goods and service that tourist market demands.
- 3. The government of the host community or area.** Politician view tourism as a wealth factor in the economy of their country. Their perspective is related to the incomes that their citizen can earn from this business. The politician can also earn the foreign exchange receipts from international tourism as well as the tax receipt collected from tourist expenditure, either directly or indirectly.
- 4. The host community.** Local people usually see tourism as a cultural and employment factors. Tourism is affected by the interaction between

large number of international visitors and residents. This effect may be beneficial or harmful, or both (Mcintosh, Goeldner, & Ritchie, 1995).

2.2.1 Types of Tourism

There are several types and different styles of tourism. At present, tourism is divided into different categories as shown in Table (2.1).

Table2.1: Types of Tourism

Types	Characteristics
Mass Tourism	Tourism that is in a general packaged tour market leading to tourist enclaves overseas. It has emphasized growth over the qualitative aspects. It also does not include the surrounding area and their special feature within the tour offer, thus favoring homogenization and depersonalization.
Natural Tourism	Tourism that utilizes natural resources for recreation, enjoyment, and appreciation of the visitor environment. It creates a demand for open areas, parks, rambling, walking and commons.
Ecotourism	A subset of the Natural Tourism. It involves education and interpretation of the natural environment, and is managed in order to be ecologically sustainable. Moreover, it involves an appropriate return to the local community and long term conservation of the resources.
Cultural Tourism	Tourism that focuses on tradition, history, archaeology, and various places that human has built and relates to the society.
Ago-Tourism	Tourism that focuses on traditional farm life. To a large extent it shares a boundary with eco and cultural tourism, since farm life is inseparable from local farms with nature exploration and home stay in village.

Table2.1: Types of Tourism (Cont.)

Types	Characteristics
Sport and Entertainment Tourism	Tourism that responds to the demand of tourists and their enjoyment, motivation, relaxation, and entertainment, by providing appropriate services.
Business and Convention Tourism	Tourism that the traveler travels for the purpose of business meeting or conventions, which may not include an observation or study trip.
Medical Tourism	Tourism that include health care treatment, saunas, massage, therapy. This includes moral health such as religion and pilgrimages.

2.2 Community Tourism

Community tourism as a vehicle for sustainable tourism development has now become an important issue in the priorities of public policy planner. Community tourism is widely known for creating job opportunities and generating income for local community. In addition, community can participate in making decision by sharing idea for tourism development planning (Rest Project, 2006).

2.2.1 Definition and Concept

Community is referred to a body of people living in the same locality, as defined by Oxford dictionary. Community tourism may be viewed by adopting an ecosystem approach, where visitor interacts with local living (host, services) and non-living (landscape, sunshine) entities to experience tourism product (Murphy, 1985). The community tourism centers on the involvement of the local community in planning and maintaining tourism development in order to create a more sustainable industry (Hall, 1996).

The tourism industry is dependent on local community involvement, through their role as employees or local traders, and on the local people friendly toward visitors (Pearce, Moscardo, & Ross, 1996). The Responsible Ecological Social Tour (REST) mentions that community tourism is a tourism managed and owned by

community, for community with the purpose of enabling visitors to increase their awareness, learn about the community and local ways of life (Dunn, 2007). Community tourism takes into account the environmental, social and cultural sustainability. Moreover, the community tourism is developed based around main elements of local lifestyle, culture, people and nature that local community feel proud and share with the visitors (Rest project, 2006).

Local community has a sense of ownership and responsibility for community tourism, which is more important and reasonable than other kinds of tourism. Visitors experience unique sense of ownership directly through the tangible enthusiasm, warmth, and hospitality of their hosts. In particular, the sense of ownership also motivates the local people to make special efforts to control any negative impacts of tourism, and to ensure that community tourism gives real support to community and environment (Rest Project, 2006).

In addition, community tourism process empowers community member by building the skills, knowledge and confidence needed to direct tourism development in their community and share community's asset and resources to visitors, public, and private sectors interest, such as infrastructure and recreational facilities (Rest Project, 2006). Local community can receive many benefits from community tourism:

1. Local community can develop their knowledge and skills in the tourism activities that helps to planning, communication, management, and monitoring;
2. Increased community involvement, including new roles and responsibilities, voices for local youth, women, and elderly people;
3. Supported traditional practices; created a new social space for cultural expression and exchange that has improved the self-confidence of local people;
4. Sustainable tourism resources management including, new area for mangrove, wildlife, and forest;
5. Increasing additional income from tourism for local people (Rest Project, 2006).

In contrast, Blackstock (2005) discusses that the community tourism converge from the ethos of community development in three ways. First, community tourism accounts the lack of transformative purpose of community development, as community tourism represented a way of ensuring the long term-survival of a profitable tourism industry rather than empowering local residents. Second, local community is presented as having similar pattern, devoid of internal power struggles or competing values. Lastly, community tourism ignores the external constraints to local control. Thus, community tourism can be perceived as an example of community development deception driven by economic imperative than the values of empowerment and social justice.

2.3 Water-Based Community Tourism

Water-based community is symbolized by the waterways used for communication and trading between people, river, and communities. The river or 'klong' present a character of daily life in initial times (Ativetin, 2005). The tourism images of boat vendors trading their agricultural products are among the most fascinating images of the country (Williams et al., 2007).

Water-based community tourism is called floating market where the sellers, their boats with a wide variety of fruits, flowers, vegetables and fresh produce, come to meet and barter the products with other traders. Canals are an important method of transportation and help to facilitate communication between different areas of the city. Still today many people live along the canals and frequently use boats as transportation to and from other areas (Thailand.com, 2002).

The most important attraction in water-based community tourism is the uniqueness of the local identity of the community expressed in the cultural fabric of the market and also in the relationship between the local residents and traditional way of living by water (Chanthorn, 2002). The floating market has many products such as agricultural produce (vegetables, flowers), souvenir, handicraft, process foods, and preserves foods. River has played the most significant role as the means of transportation and it is found that communities often emerged along the riverside and canal (Ativetin, 2005).

2.3.1 Floating market in Thailand

In Thailand since long time inland waterways are used for communications and commerce that created a strong relationship between the people and the water. The present floating markets represent the uniqueness of Thailand and its tradition presented since many decades. Floating market (Talaat Naam) represents the waterways for communication and commerce between people and river. Nowadays, the floating markets include sellers those pack their product on the boat along the canals (Sorthip, 2004). Many floating markets are present in Thailand such as Damnoen Saduak, Ampawa, Taling Chan, Lumphaya, and Don Wai (Thailand.com, 2002).

2.4 Stakeholder's Involvement

For water-based community tourism development to be a success, it must be planned and managed in sustainable manner (Inskeep 1991, McCool 1995). The main key to success and implementation of sustainable development in a community is the support of stakeholder, for example; resident, government, entrepreneurs, and community leaders (Gunn, 1994). Gray (1989) mentions that stakeholders are the player with an interest in issues or common problems and include all individual, group, or organizations directly influenced by action.

In addition, Freeman (1984) states that there are two key concepts of stakeholder theory. First, stakeholders are the person or groups with interest in procedural and/or substantive aspects of involvement in the activities. Second, the interests of all stakeholders are of real value. Each group of stakeholders consider its own benefit and not merely only its ability to further the interest of some other groups, such as the shareowner.

Similarly, it is significant responsibility of management functions to select activities in order to obtain optimal benefit for all relevant stakeholders groups, without giving priority to one stakeholder's interest over another. The management functions should proactively find out inputs from all groups, as some will have stronger voice than others. And this should not determine the priority of management consideration (Sautter & Leisen, 1999).

Moreover, the organizations that productively manage their stakeholders have to understand three key concepts: identification of the stakeholder and their perceived benefits; the processes necessary to manage organization's relationships with their stakeholders; and management of transactions or bargains among the organizations and their stakeholders (Sautter & Leisen, 1999).

The stakeholder theory explored by Freeman (1984) suggests that an organization is characterized by its relationship with various groups and individuals, including, employees, customer, government, and member of the communities. The basic of stakeholder theory is prescriptive. The first issue is that tourism development decisions are mostly made from the top down, where expert make decision. Often, decisions made in this manner are perceived by the local community as not being reflective of community interests and opinions. The second issue is that decision-making system is perceived to have competing interests within itself, and, therefore, the decisions made are again not reflective of the public interests (Beier & Konisky, 2000). Furthermore, participation can potentially lead to the avoidance of major conflicts between stakeholders groups (Healey, 1998).

Inskeep (1991) has pointed out the importance of effective organizational structure for tourism management and the need for continuous, integrated planning. Achieving involvement among the government agencies, between public and private sector, and among private enterprises is a challenging task. Thus it requires the development of new mechanism and processes for incorporating diverse element of tourism system. Gray (1989) discusses that involvement can be used effectively to resolve conflict or advance shared vision so that stakeholder recognize the potential advantages of working together. The involvement is a process of joint decision making among stakeholders of a problem.

Moreover, O'Connor and colleagues identify six reasons for involving stakeholders in the regional assessment. The identified reasons are; to ensure that the assessment addresses stakeholder concerns, to enhance the technical quality of assessment, to provide a forum for stakeholders with diverse constituencies to share ideas, to facilitate dissemination of assessment finding, to sensitize stakeholder to possible impact as well as adaption strategies, and to legitimize the process to third party (O'Connor et al., 2000).

United Nations Environment Program (1996) stated that public involvement of stakeholders in development projects is widely recognized as basic element of the process. Well-planned and well- implemented public involvement has contributed to successful design, implementation, operation and management. For example, the range of stakeholders involved in an Environmental Impact Assessment (EIA) project typically includes:

1. The people, individuals, or groups in the local community;
2. The proponent and other project beneficiaries;
3. Government agencies;
4. Non-governmental Organization (NGOs);
5. Others, such as donors, the private sectors, and academics.

2.4.1 Type of Stakeholder's Involvement

Stakeholder involvement can be facilitated or implemented in different forms, both informal and formal. The forms of Involvement include: public hearings, advisory committees, surveys, focus groups, public deliberation, citizen review panels, collaboration, civic review boards, work groups, implementation studies and written comments (Beierle, 1998). All forms, however, do not incorporate the same level of involvement of the stakeholders.

Cohen and Uphoff (1980) argue that involvement is a descriptive term including different activities and situations. There is much more room for confusion about its causes and effects, and its amounts and distribution. It is necessary to be specific about what is meant in any particular situation if we are to speak usefully about the involvement.

Stakeholder's participation approaches that empower stakeholders to make decision are regarded as more inclusive form of stakeholder's involvement (Carmin, Darnall, & Mil-Homens, 2003). For participation to be empowering, stakeholders must be involved throughout the process and know that their participation has the potential to influence the decision making process. It is significant to understand that stakeholders should be involved throughout the entire planning and management process, not only in initial stage (Gunn, 1994).

Arnstein (1970) developed a typology of resident participation in which participation is divided into three categories: “Non-participation”, “Degrees of Tokenism” and “Degrees of Citizen power”. Non-participation describes initiatives that on the surface seem to be a form of public. The actual purpose of this type of participation is for planner to describe their independent decision to the stakeholders who have no input. The next category is the degree of Tokenism, which explain the form of participation in which stakeholders are allowed to voice their interests but have no power to influence the decision that were being made. The final category is the degree of Citizen Power, which involves giving the stakeholders the ability not only to voice their interests but also to influence directly the decision being made (Arnstein, 1970).

For stakeholder involvement to be successful, it should include five elements: fairness, efficiency, knowledge, wisdom and stability (Nicodemus, 2004). Fairness incorporates the idea that all stakeholders’ interests were taken into account during the process. Fairness is subjective to each stakeholder, but the important thing is that all stakeholders, or as many a possible, perceive that the decision making process is fair. Stakeholders will be more likely to support the decision if they perceive it is fair (Susskind & Cruikshank, 1987).

Even if all stakeholder groups perceive the development process as fair, the development process will not be successful unless it is also efficient. If decisions and agreements take too long to develop or if the total cost (financial and resource) is too long, then the entire process will be unsuccessful. If the decision is fair but take too long or cannot be implemented due to costs then the decision would not be viable. Depending on circumstances, efficiency may be more important than fairness or vice versa (Susskind & Cruikshank, 1987).

All stakeholders should have the opportunities to have the same level of knowledge/understanding of the issue (Nicodemus, 2004). This may require that specific stakeholders be given opportunities for education including the topic that are to be addressed in the decision making process. Once everyone in the process has the same level of knowledge, decisions can be made that utilizes the collective wisdom of all stakeholders. Wisdom is described as the use of information to predict what will happen in the future. Information needs to be viewed objectively and decisions need to

be based on the information. Stability means whether the decision or development last long and whether it withstand. Once a decision or plan is developed, it should have flexibility and have a stipulation for renegotiation (Susskind & Cruikshank, 1987). Proper stakeholder involvement has multiple outcomes depending on the process used and the stakeholders involved. The outcomes of involvement include:

1. The public is informed and educated about the topic and issues
2. Public values and opinions are incorporated in decision making process.
3. The quality and legitimacy of the decisions are improved.
4. New ideas are generated.
5. An increase in trust between all parties.
6. A reduction in conflict and lawsuits.
7. A cost effective process.
8. The promotion of shared responsibility.

Even if parties cannot resolve a particular issue, the process should be able to help them understand the goals and perspectives of others by fostering communication and building relationship (Beierle & Konisky, 2000).

Table 2.2: Different forms of community Involvement in Tourism

No	Type of enterprise or institution	Nature of local involvement	Example
1	Private business run by outsider	Empowerment, supply goods and services	Kitchen staff in lodge sale of food, and building materials
2	Enterprise or informal sector operation run by local entrepreneur	Enterprise ownership, self-employment, supply of goods and services	Craft sales, home stays, Guide Services, Hawking, sales of fuel wood, and food items
3	Community Enterprise	Collective ownership, Collective or individual management, Supply of goods and services, Employment or contributed labor	Community campsite, Craft centre, and Cultural centre

Source: Ashley and Roe (1999)

Table 2.2: Different forms of community Involvement in Tourism (Cont.)

No	Type of enterprise or institution	Nature of local involvement	Example
4	Joint venture between community and private sector	Contractual commitments, Share in revenue, Lease/investment of resources, participation in decision-making	Revenue-sharing from lodge to local community on agreement terms, Community lease of land/resources/ Concession to lodge, Community holds equity in lodge
5	Tourism planning body	Consultation, Representation, Participation	Local consultation in regional tourism planning, Community representatives on tourism board and in planning form

Source: Ashley and Roe (1999)

2.4.2 Stakeholder Theory

Freeman (1984) pioneered the stakeholder theory. He mentioned that an organization is characterized by its relationships with various groups and individuals, including government, customers, suppliers, and members of the communities. According to Freeman, stakeholder in an organization is any group or individual who can affect or is affected by the achievement of the organization's objectives.

Thus, the group qualified as a stakeholder if it had a legitimate interest in any aspects of the firm's activities (Donaldson and Preston, 1995) and, according to Freeman, had either the power to affect the organization's performance had a stake in the firm's performance. Each stakeholder group has a right to be treated as an end in itself, and not as means to some other end, and therefore must participate in determining the future direction of the firm in which it had a stake.

The firm that effectively manage its stakeholders has to understand three key concepts: identification of the stakeholder and their perceived stakes, the processes necessary to manage the organization's relationships with its stakeholders, and management of a set of transactions or bargains among the organization and its

stakeholders (Freeman, 1984). It was the responsibility of the management function to get optimal benefits for all stakeholder groups, without giving priority to one stakeholder's interests over another. Deliberation should be given to each stakeholder group, regardless of the relative power or interest held by each. Likewise, management had to proactively seek inputs from all groups, as some would have stronger voices than others and this should not determine the priority of management's attention.

2.5 Benefit Gained in Community Tourism

Besculides and others (2002) mentioned about the form of tourism that could provide benefits to local people who shared their culture as well as to those visiting the communities. Benefits to the local people might include inter-exchange, community pride, tolerance, and a stronger sense of ownership. A benefit-based approach to manage tourism considers both positive and negative benefit to local people. Such approach focuses on management actions that ensure benefit to their communities as well as refers to the involvement of stakeholders in community tourism and might contribute on sharing project costs. Stakeholders involved are asked to contribute budget or labor during the project implementation or operational stages;

1. Increasing project efficiency: beneficiary consultation during project planning or beneficiary involvement in the management of project implementation or operation;
2. Increase project effectiveness: grater beneficiary involvement to help ensure that project achieves its objective and benefit go to the relevant stakeholders;
3. Increasing empowerment: increasing the control of relevant shareholders over the resources and decision affecting their lives and their involvement in the benefits produced by society in which they live.

According to Pongquan (1992), stakeholder's involvement aimed at greater equity of people's perspective benefit in a community might result in a change in their social network and power structure. In particular, it could be expected that the poor and the weak would involve themselves in an involvement activity only if they were convinced that there was a positive outcome for them when the costs and benefit were concerned.

The economic benefit of tourism were usually perceived positively by the local people by generating revenue from external sources, creating job opportunities, and encourage demand of new investment in infrastructure (Andereck, et al., 2005). In addition, Lankford and Others (2008) pointed out that the perception of local people regarding the impacts of tourism were likely to be an important planning and policy consideration for the successful development, marketing and operation.

Table 2.3: Positive characteristics and the benefits of Community Tourism

Benefit of Community Tourism	Characteristic
Economic	<ul style="list-style-type: none"> -Direct employment opportunities (including administration, guiding, tours and transport, construction, hospitality, management, accommodation shopping, food and beverage outlets); -Indirect employment opportunities (including environmental management, entrepreneurs); -Supports the development of multi-sector or mono-sector non-profit enterprises (benefiting/controlled or strongly influenced by communities); -Provides development to local economies; -Provides alternatives to changing traditional industries, and; -Increases land values, and thus rates payable for community services
Social	<ul style="list-style-type: none"> -Provides and stimulates infrastructure development (roads, communications, healthcare, education, public transport); -Increases safety and security; -Facilitates workforce development (rights and conditions); -Increasing civic pride (in community, culture, heritage, natural resources and infrastructure);

Table 2.3: Positive characteristics and the benefits of Community Tourism (Cont.)

Benefit of Community Tourism	Characteristic
Social	<ul style="list-style-type: none"> -Co-operatively beneficial (to all stakeholders in the community); -Creates opportunities (broadening of idea horizons); -Promotes cultural understanding; -Preserves cultural and social heritage and local languages or dialects; -Supports and preserves local and unique crafts and skills; -Promotes greater cross-institutional understanding; -Appreciation of cross-stakeholder goals and agendas; -Building of job skills; -Influencing and enforcing government policy (national, regional and local); -Skills enhancement (training; such as administrative, service industry, maintenance, guiding); -Building capacity collectively and individually; -Empowerment: gender and community; social, financial, political and psychological.
Environmental	<ul style="list-style-type: none"> -Improves environment (changes in subsistence leading to less degradation of natural resources) -Encourages awareness and appreciation by the community of natural assets and the environment and other resources on which tourism relies -Enhances management of natural resources

Besculides and Others (2002) mentioned about the form of tourism that could provide benefits to local people who shared their culture as well as to those visiting the communities.

Kent (1981) mentioned the benefits of involvement were that local people knew their own physical environment and could be expected to use this knowledge to increase the effectiveness of tourism area. This led to the promotion of self-reliance.

Similarly, Clayton (1996) noted the advantage of involvement was that it increased the efficiency of development activities by using local skills and resources.

Table 2.4: Benefit Gained in Stakeholder's Involvement

Types of Stakeholders	Benefit Gained in Stakeholder's Involvement
Local People	<ul style="list-style-type: none"> -Involvement had educational effects such as improving an individual's ability in self-expression, effectiveness in actions, and problem solving. -Due to an urge for a relative level of self-reliance, involvement could mobilize social energy that can result in a better way of life for individual citizens; -Involvement could lead to better distribution of effects of development among citizens; and -Involvement could give the participating citizen more status and power.
Local Community	<ul style="list-style-type: none"> -Involvement could help resolve existing conflicts at the local level and stabilize their position; and -By obtaining positions of leadership in participatory organizations, local elites obtained another means to safeguard their power base.
Local Government Agencies and Community Committee	<ul style="list-style-type: none"> -Involvement could increase productivities; -Involvement could improve levels of information for management; -Involvement could strengthen the legitimacy for action; -Involvement could reduce negative conflicts; and -Involvement could increase the confidence of superiors in local administrators.
Tourism Planner	<ul style="list-style-type: none"> -Involvement could facilitate the collection of information for planning process; -Involvement could result in more information about present behavioral pattern; -Involvement enabled planners to ascertain what people desire;

Table 2.4: Benefit Gained in Stakeholder's Involvement (Cont.)

Types of Stakeholders	Benefit Gained in Stakeholder's Involvement
Tourism Planner	<ul style="list-style-type: none"> -Involvement could help planners to plan more ambitiously and more realistically; -When plans were prepared in participatory way, they could be implemented quickly; planners would received praise from their superiors; and -Involvement could increase the power position of planners and administers versus politician.
National Leader	<ul style="list-style-type: none"> -Involvement could eliminate popular to decision; -Involvement could increase the legitimacy; -Involvement could increase the speed of implementation; -Via involvement, benefits of projects could be better directed towards the "felt need" -Via involvement, it is possible to mobilize more resources; and -Via involvement, it is possible to decrease the level of conflict

2.6 Satisfaction

Anderson (1998) summarized satisfaction involves two types of human's feeling: positive and negative feeling. Positive feeling brings happiness when it occurs. Happiness is different feeling from other positive feeling because it is changeable that might increase positive feeling. Somehow, negative, positive feeling and happiness is complex.

All three feelings or so-called satisfaction occur more when the feeling is positive than negative. World Organization (1985) defined satisfaction as one's feeling of happiness when s/he achieved goals, desires or motivation. Similarly, Ellis & Pizam (1999) stated that satisfaction meant the need to accomplish certain goal, which should be observed from vision, speech and interaction. Satisfaction is a psychological idea

that involves the feeling of well being and pleasure that result from obtaining what one hopes for and expects from an appealing product and/or service (WTO, 1985).

Campbell et al. (1976) identified nine community attributes affecting levels of community satisfaction while Bardo and Dolmeci (1990) identified four factors comprising community satisfaction: friendliness, care by the community, belongingness, quality of community life and acceptance. Social dimensions were considered by Goudy (1977). The author identified primary group relationships, community involvement, commitment, viability, heterogeneity, power distribution and community pride as affecting varying levels of community attachment, community as a place to live and evaluation of the community. Social dimensions were found to have a greater effect on community evaluations than evaluations of government services.

Filkins and Cordes (2000) provided support for the findings of Goudy (1977) that both social dimensions and satisfaction with employment were important predictors of community satisfaction. They also found that some services such as local government, consumer services and education were more important than others including environmental services and basic medical care.

Puddifoot (1995) also found that social dimensions in the length of time people lived in an area were important in the way they identified with a local town. These findings supported the notion that it was more than the delivery of physical services that influence people's level of satisfaction with the place where they lived. For tourist's satisfaction, it is important to measure satisfaction with individual destination attributes as well as their overall satisfaction with the destination.

2.7 Tourism Impact

Lankford and Howard (1994) pointed that the perception of local people regarding the impacts of tourism were likely to have an important planning and policy consideration for the successful development, marketing and operation. Therefore, it is important to consider both positive and negative impacts for local community.

Local community directly receives the impact of tourism development. Economic, social, and environmental factors such as community attachment, length of residence in an area, and economic dependency could influence the local perception

and attitudes toward community tourism (Besculidess et al., 2002). McCool and Martin (1994) stated that local people connected to their community would be more concerned about the impact than those less attached to their community.

Tourism might lead to negative impacts or reduce the effectiveness of positive ones. The prices of goods and services might go up with the increased demand from foreign customers (Liu & Var, 1986). Increasing demand for accommodation, in particular in tourism season, might push up the rent as well as the land prices for building new houses and hotels (Milman & Pizam, 1988). New revenues from tourism usually goes to landowners and businessmen while the residents suffered from increasing cost of living. New employment opportunities attract people to migrate to tourism area, which may create new social and cultural problems.

In general, local community positively took economic impacts. This impact acted as an export industry by generating income for community. On the other hand, if not well planned and controlled, tourism might overshadow the effectiveness of positive one, for example, the price of goods and services might go up with increased demand of tourists. In this floating market also the respondents reported the case of increasing price of the products. The local community changed their occupation from agriculture to local vender because of high income (Nyaupane, Morais, & Dowler, 2006).

Tourism might lead to decline in moral values; invokes use of alcohol and drugs; might increase crime rate and tension in the community (Liu & Var, 1986). Moreover, with the development of tourism, human relations were commercialized while the non-economic relations began to lose their importance in the community. In Taling Chan floating market also we can notice such situation. Some local vendors forced tourists to buy their product in inappropriate way (Dogan, 1989).

The potential environmental consequences noted by Andereck et al. (2005) were air pollution mostly due to emissions from vehicles; water pollution due to waste water discharge, fertilizer leakage; wildlife destruction as a result of hunting, trapping and fishing and disruption of natural habitat; plant destruction and deforestation; and over collection of specimens. Andereck (2005) also pointed out the environmental consequences that disturb humans. These included large buildings which destroy

views, clashing and unfitting architectural styles, noise pollution from vehicles and tourists; damage to geological formations such as erosion and vandalism; fishing line and tackle left by anglers; and graffiti (Andereck, Valentine, Knopf, & Vogt, 2005)

Although tourism is one of the major industries that generates income for most of the countries in the World, the tourism industry has also created negative impacts and costs to local community and environment. In particular, local community directly receives the impacts of tourism development. Economic, social, and environmental factors such as community attachment, length of residence in an area, and economic dependency could influence the perception of local people and their attitudes toward community tourism (Besculidess et al., 2002). McCool and Martin (1994) stated that local people connected to their community would concern more about impact than those less attached to their community.

Stynes and Stewart (1993) suggested that the view of newer and longer-term residents regarding the tourism development is diverse. Residents living for long period would concern more about the potential change in the area's character than the newer residents. In addition, Lankford and Howard (1994) mentioned about the possible antecedents of resident's perception regarding tourism as follow as;

1. Length of residence: the longer period resident lived in the community; they are more concerned about tourism.
2. Economic dependency on tourism: Residents (or their relatives, friend, and neighbor) who depend on tourism-based employment have been found to be more positive towards tourism.
3. Distance of tourism center from the resident's home: the rural residents who live further from tourist center are more apathetic toward tourism.
4. Resident involvement in tourism decision-making: Resident's involvement with local development decision-making appears to influence the level of support and attitude toward tourism.
5. Birthplace: the birthplace also influences resident's perception in tourism.
6. Level of knowledge: the general level of knowledge about tourism and local economy influence the attitude toward tourism development and tourism.

7. Demographic characteristic: Gender also explains some variance in attitude towards tourism and tourists. Age also helps in explaining some of the variability in attitude towards changes in local community and development.
8. Perceived impacts on local outdoor recreation opportunities: when local people feel that tourism created negative impact to their community, they give less attention in involvement in tourism development.
9. Rate of community growth: the resident's perception of the rate of community growth also affects attitude toward change and development.

2.7.1 Economic Impact

Andereck et al. (2005) state that locally people usually perceive the economic impacts of tourism positively. The economic impacts include: generating revenue from external sources, creating job opportunities, and encourage demand of new investment in infrastructure (Inskeep, 1998).

Tourism acts as an export industry by generating new revenue from external sources. Community would gain foreign exchange, which would contribute to improve nation's balance of payment (Andereck, Valentine, Knopf, & Vogt, 2005). It decreases unemployment by creating new job opportunities. Increasing demand for tourism encourages new infrastructure investment, communication and transportation possibilities. The amount of taxes collected by government will also increase with higher level of economic activities.

But, tourism may lead to negative impacts or reduce the effectiveness of positive ones. The prices of goods and services might go up with the increase in demand from foreign customers (Liu & Var, 1986). Increasing demand for accommodation, in particular in tourism season, might push up the rent as well as the land prices for building new houses and hotels (Milman & Pizam, 1988). New revenues from tourism usually flow to landowners and businessmen while the residents suffer from increasing cost of living. New employment opportunities attract people to migrate to tourism area, and may create new social and cultural problems.

2.7.2 Social Impact

Local people feel the social impact profoundly. Local people would change their lifestyle (such as eating, dressing, entertainment, and recreation activities) (Brunt & Courtney, 1990). In addition, tourism was perceived to contribute to changes in value systems, individual behavior, family relationship, moral conduct, and community organization (Ap & Crompton, 1998).

Although economic impact was often assumed to largely improve the quality of life of the resident, social impact may not always be the positive ones. Dogan (1989) mentioned that tourism development had an effect on social characteristics of local people such as habits, daily routines, social life, beliefs, and values. Moreover, in areas with high levels of tourism there was often an increase in population as a result of new local residents relocating from outside the area (Dogan, 1989). Poor planning and management accompanied the high growth rate of tourism. There was often loss of resident's identities and local culture. Dogan suggested that there were a variety of negative consequences such as decline in traditions, materialism, increase in crime rate, social conflict, and crowding. On the positive side, tourism can result in improved community services, additional park, recreation and cultural facilities, and encouragement of cultural activities.

Liu and Var (1986) found that residents mostly support for the positive cultural benefits of tourism. This included entertainment, historical and cultural exhibits with tourism as a mean towards cultural exchange, event, and identity. Intense immigration of people from different cultures brings social conflict in the area. Generally, impact of tourism on women were perceived positively such as more freedom, more opportunities to work, increased self-employment and respect, better education, higher standard of living with higher family income.

However, some argued that tourism distracted family structure and values, and also led to increase in divorce rate and prostitution (Doggart & Doggart, 1996). Tourism might lead to decline in moral values; invokes use of alcohol and drug; may increase crime rate and tension in community. Moreover, with development of tourism, human relationship was commercialized while the non-economic relations began to lose their importance in the community (Murphy, 1985).

2.7.3 Environment Impact

Though tourism was often considered as a clean industry, in reality this was not always the case. It might cause environmental damages because many tourist destinations are often developed in attractive but fragile environment. Moreover, there is the possibility that local development policy may focus more on meeting the needs of tourists without considerable attention to the environment. This might harm the fragile areas with high turnout of tourists.

The environmental consequences noted by Andereck (1995) were air pollution due to emissions from vehicles; water pollution due to waste water discharge, fertilizer leakage; wildlife destruction as a result of hunting and disruption of natural habitat; plant destruction and deforestation. Andereck (1995) also pointed out the environmental consequences that disturbed humans. These included large buildings that destroy views, clashing and unfitting architectural styles, noise pollution from vehicles and tourists and damage to geological formations such as erosion (Andereck, 1995).

2.8 Sustainable Tourism

World Tourism Organization (WTO) defines sustainable tourism as involving and fulfillment of economics, social and aesthetic needs while maintain cultural integrity, essential ecological processes, biological diversity and life support system (Inskip, 1998). In addition, the World Commission on Environment and Development (WCED) defines sustainable tourism as that meets current need without compromising the ability of future generations to meet the need of local people (Ulixes21, 2009).

Furthermore, the agenda 21 adopted at Rio conference defines the meaning of sustainable tourism as improving the quality of life of human being by living within carrying capacity of ecosystem that support human lives (Ulixes21, 2009). Therefore stakeholders in the destination should consider and understand the positive and negative impacts of tourism destination in order to protect the destination for the future generation.

Hall (1994), and McIntosh et al. (1995) define sustainable development as a political concept, and therefore achieving the goal of sustainable community tourism depends on the society's political system and power distribution. Much of the literature on sustainable tourism has focused on traditional dimension (e.g., economic, social, culture, and environment dimension) of tourism. Moreover, sustainable tourism must be economically feasible, because tourism is economic activity. Economic sustainability implies optimizing the development growth rate at the manageable level and at the same time considers the limit of the destination environment as well. In addition, the economic benefit from tourism should be fairly distributed throughout the community (Hall, 1996).

The natural environment should be protected from its own intrinsic value and as a resource for present and future generation. Socio-cultural sustainability implies respects for social identity and social capital, for community culture and its assets, and for strengthening of social cohesiveness and pride that allow community resident to control their own lives (Pearce, Moscardo, & Ross, 1996).

CHAPTER III

RESEARCH METHODOLOGY

This study used exploratory method to assess the water-based community tourism development in Thailand. The study used both quantitative and qualitative research methods. The quantitative method was used in household questionnaire survey. The qualitative method was employed in-depth interview and unstructured observations. The following sections in this chapter explain the methods in details.

- 3.1 Research design
- 3.2 Selection of study area and criteria
- 3.3 Sampling design and sample size
- 3.4 Data collection sources and methods
- 3.5 Data analysis

3.1 Research Design

The assessment of water-based community tourism development in Thailand used exploratory method. Stakeholder's involvement was explored. The benefit and satisfaction level based on perception of local people regarding impacts of tourism development were investigated. Primary data was collected by a survey in order to describe perception, idea, and satisfaction of local people with water-based community tourism development.

Quantitative analysis was applied to examine statistically the roles and responsibilities of stakeholders, their involvement pattern, local people's feedback regarding the benefit and satisfaction and to explore problems encountered in sustainable tourism development in the area.

Qualitative analysis was used for the key informant interview in order to cross-check the validity of the findings.

3.2 Selection of the study area and selection criteria

The study mainly focused on the assessment of water-based community tourism development at Taling Chan floating market, Taling Chan district, Bangkok, Thailand. This area was selected using following criteria:

1. Significance of direct impact of water-based community tourism development on local people;
2. Well-established community tourism in the Taling Chan district area;
3. Intensity of tourism activities promoted by local government, community tourism group, and private sector.

3.2.1 Background of Taling Chan District area

Taling Chan floating market is located in the Chak Phra Canal, Taling Chan district, Bangkok. The total area of Taling Chan district is 29.479 sq. km with the total population of 107,513 people (Taling Chan District Office, 2009). The district is divided into 6 sub-districts. The market is still retaining its charm as a traditional and historical tourist atmosphere at the market that can be witnessed through a variety of high quality agricultural products for sale. The market operates on Saturdays and Sundays from 8 a.m. – 5 p.m. Other interesting attraction includes Thai traditional performance and an exciting canal tour.

Table 3.1: Sub-district in the Taling Chan District

Sub-District	Area (Sq.km)	Population
1. Khlong Chak Phra	1.251	11,767
2. Taling Chan	5.381	28,318
3. Chim Phi	8.730	23,552
4. Bang Phrom	5.875	14,340
5. Bang Ramat	9.337	15,409
6. Bang Chueak Nang	5.305	8,432

Source: Common data for city planning by the Department of City Planning (2004)



Figure3.1: Map of Thailand, Source: Thailand Administration Divisions

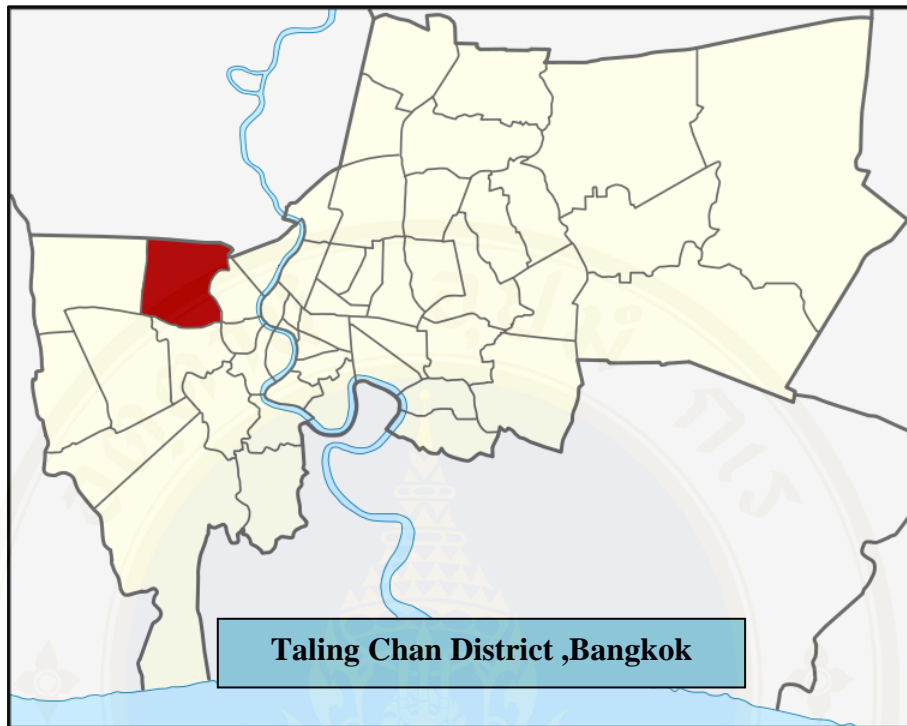


Figure3.2: Map of Taling Chan District, Bangkok, Thailand,
Source: PanteeThai.com (2010)



Figure 3.3: Map of Taling Chan Floating Market,
Source www.guide33.com (2005)

Table 3.2: Population in the Taling Chan District

Sub-Districts	Population
1. Khlong Chak Phra	11,767
2. Taling Chan	28,318
3. Chim Phi	23,552
4. Bang Phrom	14,340
5. Bang Ramat	15,409
6. Bang Chueak Nang	8,432

Source: Department of City Planning (2004)

3.3 Sampling Design and Sample Size

Sampling design considered a total of 28 communities at Taling Chan district, Bangkok. Multistage sampling procedure was employed. First, a purposive sampling was used to determine the Khlong Chak Phra sub-district. Second, a purposive sampling was used to select five communities at Khlong Chak Phra sub-district. Those communities were chosen because they are located in the main destination area of the floating market, local communities have experienced the changes in their lives and communities.

Table 3.3 Sampling Procedure and Technique

Step	Unit	Sampling Technique
1	Taling Chan District	Purposive Sampling
2	Khlong Chak Phra sub-district	Purposive Sampling
3	Five communities	Purposive Sampling
4	Households	Simple Random Sampling

Five communities selected using the purposive sampling are: Wat Changlek Ra-rai, Rim Khong Chak Phra, Wat Kanchanasing, Wat ngeng, and Wat Paknam communities. In all selected communities the floating market area run by community tourism. The sampling frame for sample size was defined based on the registration of residency record provided by Taling Chan district office (2009). A sample size of 200 households out of a total 4,116 households at Klong Chak Phra sub-district was selected for the study. The sample size was calculated based on the formula proposed by Yamane (1967):

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

Where,
 n = Sample size
 N= Total number of households
 e = Level of precision (7%)

$$n = \frac{4,116}{1+4,116(0.07)^2}$$

$$n = 200$$

3.4 Data Collection Sources and Methods

Information was collected from both primary and secondary sources. The research was designed to obtain primary information from different stakeholders related to water-based community tourism including local government (Taling Chan District), Taling Chan floating market alliance, Taling Chan Tour officer, local guide, boatman, local vender, and local interest group. The Faculty of Travel Industry Management, Mahidol International College provided the permission document for Taling Chan District officer and Taling Chan Union for data collection. The researcher

explained about the details and statement in questionnaires to the respondents. The researcher and team collected data during June –July 2010. The primary data was collected to assess stakeholder's involvement, local perception regarding impact of tourism, and the problems encountered. Various data collection techniques were used to collect the primary data.

3.4.1 Primary Data Collection

(1) Questionnaire Survey: The questionnaire survey was conducted in two sections: qualitative and quantitative types. A quantitative questionnaire (closed-end questions) consisted of a set of questions that the local people (respondents) choose. The qualitative questionnaire included the open-ended checklist on local opinions and recommendations. The questions on questionnaire survey comprised of five sections designed for assessing the water-based community tourism development at Taling Chan floating market:

Part 1: General information of respondents including nationality, gender, age, marital status, and religion, length of resident, education level, major occupation, supportive occupation, household income, and registration for the resident.

Part 2: Stakeholder's Involvement in water-based community tourism development was divided in two sub-parts. Part A was stakeholder Involvement that included 14 questions. Part B was benefit and satisfaction level of involvement in water-based community tourism development that included 23 questions. The attributes of benefit gained and satisfaction were assessed with five point social scales as following:

Likert type scale in satisfaction level of water-based community tourism as followed:

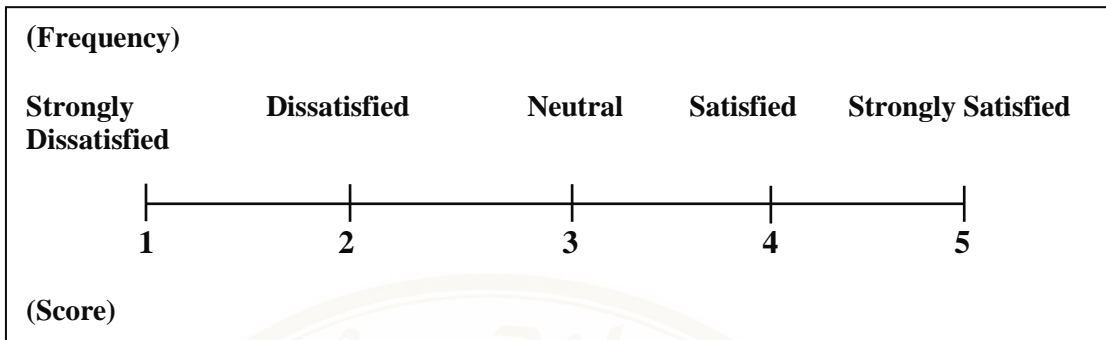
Score1 indicated 0.50 to 1.49

Score2 indicated 1.50 to 2.49

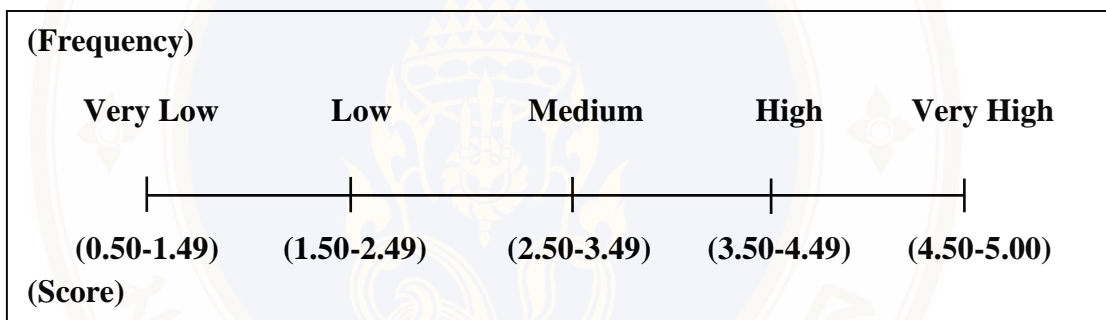
Score3 indicated 2.50 to 3.49

Score4 indicated 3.50 to 4.49

Score5 indicated 4.50 to 5.00



Part 3: Local perception regarding negative impacts of water-based community tourism comprised three aspects: economic, social, and environmental impacts. This part was consisted of 20 attributions. As well as, this part was used five social scales as followed:



Part 4: Problems in water-based community tourism development consisted of 11 attributions.

Part 5: Appropriate recommendations contained open-ended questions including encouraging stakeholder's involvement and recommendations for improving community tourism for sustainable development.

(2) Key information Interview

In key informant interviews the group and key stakeholders related to water-based community tourism development were considered as key informants. The interview provided key stakeholder's perceptions as well as the appropriate recommendations. The key informants included were: Taling Chan union, Taling Chan District officer, Community leader, Taling Chan Tour, local guide, boatman, and local vendors. The key information interview was conducted in the month of July 2010.

Table 3.4: Key Informant Interview

Key Information Interview	Number(s)
1. Taling Chan Alliance	3
2. Taling Chan District Officers	2
3. Community Group Leaders	1
4. Taling Chan Tour Officers	1
5. Local Guides	2
6. Boatman	2
7. Local Venders	2
Total	13

(3) Observation

The observation was carried out about the stakeholder involvement in the water-based community tourism development. The research used unstructured observation method to observe tourism resources, people involved in tourism activities, and their role and responsibilities.

3.4.2 Secondary Data Collection

Secondary data collection included government document, record, paper, new, and article, including map, statistic, and website related to water-based community tourism at Taling Chan floating market. The literature review provided information on community tourism, stakeholder's involvement, local perception, tourism impact, and sustainable tourism. Key material uses in this research are:

- 1) Taling Chan District Information, (2001)
- 2) Taling Chan Today, (2009)
- 3) Bangkok Households Information, (2008)
- 4) Travelling Taling Chan District, (2009)
- 5) 15 Thai market and 16 floating market (TAT), (2010)
- 6) Thailand Floating market, (2009)
- 7) Travelling Thai market, (2009)
- 8) Community and Eco-Tourism at Taling Floating Market, (2008)
- 9) Tourism 2020 Vision, World Tourism Organization (WTO) (2009)

3.5 Data Analysis

Quantitative data analysis method was used in this research. Statistical Package for Social Science (SPSS) version 12.0 was used to analyze the data. After data collection, the researcher checked data by using following procedure:

1. Check data for accuracy and completeness
2. Systemized data and created code instruction. Coding and adjust data in the form of nominal and other appropriate forms.
3. All data was analyzed by using SPSS

3.5.1 Quantitative Analysis

The quantitative analysis included the following:

(1) Descriptive Analysis

Descriptive statistic analysis summarized and organized data in an effective and meaningful way. Cross-tab was used for data analysis and presentation. Mean, frequency, percentage, and ratio were applied to examine stakeholder's perception of tourism impact in water-based community tourism (Veal, 1998).

(2) Analytical Statistics

The main analytical statistics applied were as following;

- **Anova**, Anova test was conducted to examine the relationship between respondent's participation in water-based community tourism and socio-demographic factors like income, gender, and age. The relationships between perceived impacts by the respondent and their socio-demographic characteristics were also investigated in a multidimensional context (Yuksel, 2001).

- **T-Test**, T-Test was applied to assess whether the means of two groups were *statistically* different from each other.

- **Chi-Square** test was applied to compare the differences and similarities of socio-economic condition of the respondents and to obtain the feedback from local community in water-based community tourism development.

3.5.2 Qualitative Analysis

Statement and content analysis were used to analyze qualitative data. This was useful method because it can be applied to a wide variety of unstructured information.

(1)Content Analysis

Content and statement analysis were applied for analyzing the information from key informant's interview. The content analysis was a tool for determining the presence of certain word or concepts within text or sets of text (Bryman, 2004). The content analysis was most often applied in describing the attribute of message. It permits researcher to systematically analyze data obtained from archival records and document.

(2)SWOT Analysis

SWOT analysis was applied to analyze qualitative aspect for examining strength, weakness, opportunities, and threat of water-based community tourism. The SWOT analysis was useful for generating strategic alternatives from a situation analysis. The SWOT analysis was a tool for tourism auditing considering both internal and external factors of the current situation of water-based community tourism.

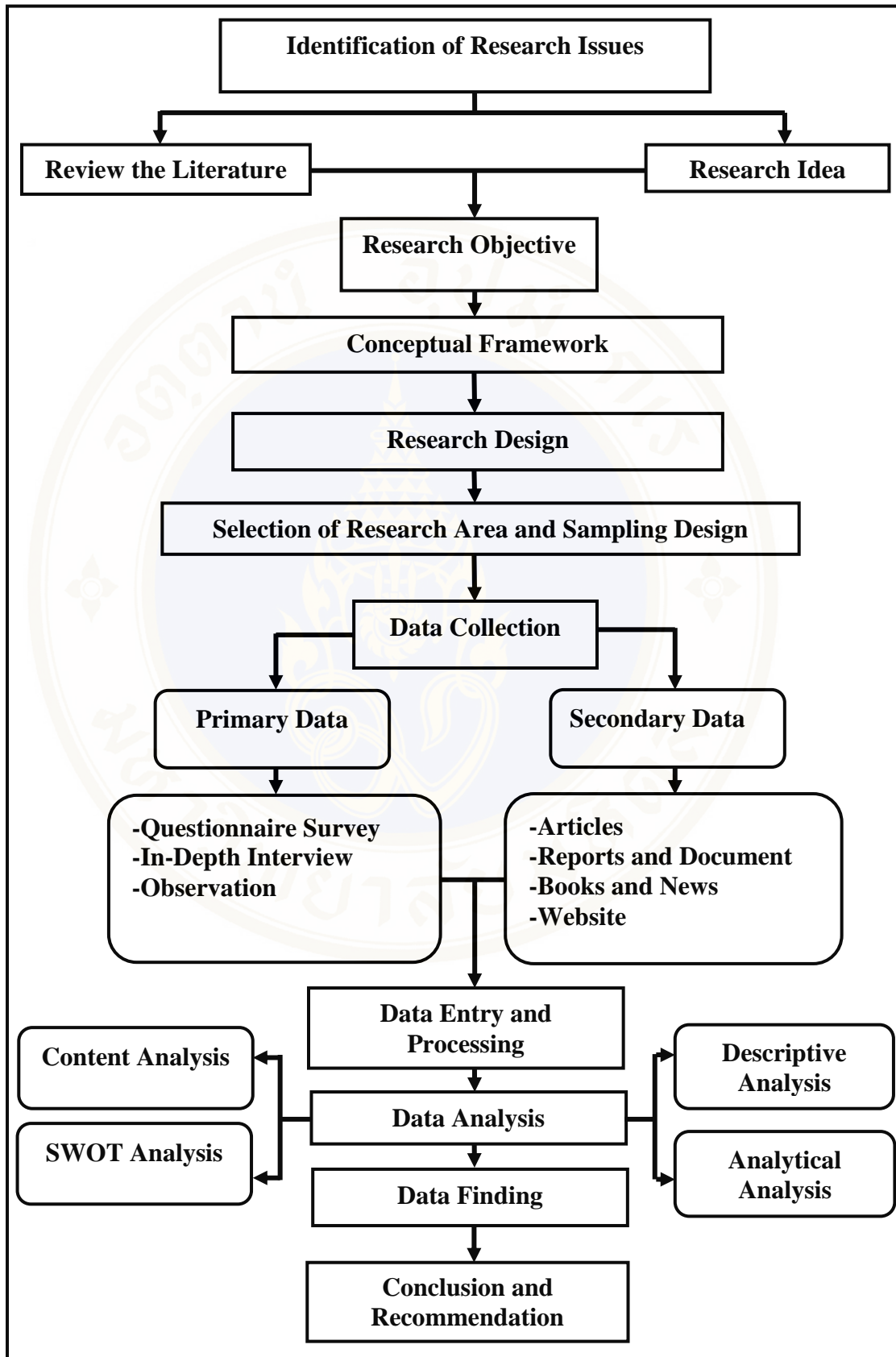


Figure3.4: Research Design

CHAPTER IV

RESULTS

This chapter provides background information of Taling Chan District, Bangkok, Thailand in order to provide better understanding of the study area. The findings of the research are presented in the following sequence:

- 4.1 Profile of the study area
- 4.2 Profile of the respondent
- 4.3 Stakeholder's involvement
- 4.4 Local perception of tourism impact
 - 4.4.1 Local perception of benefit gained and satisfaction level
 - 4.4.2 Local perception of negative impacts
- 4.5 Problems encountered in water-based community tourism

4.1 Profile of the Study Area

4.1.1 Historical Background

Taling Chan floating market is the water-based community tourism that attracts many visitors in the recent years. The market is located on the Chakphra Canal at Taling Chan district, Bangkok. Taling Chan was established in 1987 by local community as a center for trading of local agricultural products (Plengplang, 2004).

Tourism development in Taling Chan floating market can be divided in three periods. The first beginning period was before 1987. Taling Chan district promoted Taling Chan floating market as a tourist destination. Local people were involved in the market by trading their agricultural products such as fruits and vegetables. In this period, Taling Chan district officers were the main stakeholders to manage tourism in the area in order to increase job opportunities for the community people.

The second, agricultural period was during 1987 to 1997. Taling Chan floating market was in the downturn period because of the changing policies of new Taling Chan district officers. The officers ignored the tourism in the area so the local community managed and organized Taling Chan floating market by themselves.

In the current period, since 1997 to present, Taling Chan floating market was in the canal tour period. The community rehabilitated and developed tourism activities in particular canal tour. The canal tour has been highlighted as the main activity for visitors. The floating market was promoted in various channels such as TV commercial, magazines, articles, and radio (Plengplang, 2004).

The community development and welfare section deal with the economic and social development of the community as well as the improvement of social welfare by encouraging public participation, strengthening the potential of the community leaders, organization and network, improving the community quality of the environment and residential areas. It also emphasized on promoting the establishment of the community committee and community cooperative or Taling Chan floating market alliance.

The community development in Taling Chan area had major responsibilities including community development funding, community relocation, and cooperation with other agencies in career promotion, supply of community product center, establishment the career training center, drug prevention, coordination with cultural , recreational and tourist networks, and giving agricultural advice and technology.

4.1.2 Geography

Taling Chan has a total area of 29.479 square meters, accounting for 1.88 per cent of the capital area. It borders:

Amphoe Bangkruai, Nonthaburi Province	to the North
Phasicharoen District	to the South
Bangkok Noi and Bangplud District	to the East
Taweewattana District	to the West

4.1.3 Administration

Table 4.1: Taling Chan District is divided into 6 sub-districts.

No.	Sub-District	Area (sq. m.)	Population	No. of households
1	Khlong Chak Phra	1.251	11,494	4,183
2	Taling Chan	5.183	28,735	9,530
3	Chim Phli	7.338	25,329	8,050
4	Bang Phrom	4.253	14,411	4,091
5	Bang Ramat	8.539	17,926	6,001
6	Bang Chuek Nang	2.915	10,735	3,246
Total		29.479	108,630	35,101

Source: Department of City Planning, October, 2008

4.1.4 Occupation and Land

Taling Chan is predominantly agricultural district. The majority of the populations are farmers who own orchards, flower gardens and vegetable gardens. Taling Chan is dominated by the floodplain and the area is surrounded by canals. In the rainy season, the area is flooded and some organic sediment makes the land fertile. Therefore, Taling Chan is known for being one of Bangkok's major agricultural centers.

Farmers in Taling Chan apply advanced agricultural techniques like growing vegetables in the nursery to yield more products. Garden vegetables such as lemon grasses, sweet basils, galangals and leech limes are grown in all sub-districts except Khlong Chak Phra and these are the main cash crops. These cash crops are their major sources of income. However, the vegetable gardens are now being replaced by a number of housing projects as farmers decide to sell their land for a large amount of money.

4.1.5 Cultural and Festival

Chak Phra festival is the major festival, which originated in the early Rattanakosin Period. The major restoration of Wat Nang Chi, which had been built in the region of King Chaiyrajadhiraj, the thirteenth King of Ayuttaya in 1539, led to the

discovery of the Buddha relics housed inside. To share the auspicious news to the people on the canal bank, the Chak Phra Festival was held. The festival has been annually held since, on the Waning Gibbous Moon of the twelfth month. Slogan of the Taling Chan district is “Modern elevated way, huge array of orchards, first-class floating market, sacred Chak Phra Festival”

4.1.6 Tourism Resources

Taling Chan floating market has quite limited service area of tourism. The market is divided in two parts. The main part of market is on the boat. The vendors are located in their shop on the boat especially selling seafood and traditional Thai foods such as papaya salad. The price of foods is expensive, more than the local market. Street-vendors also sell the agricultural products such as vegetables, orchids, and fruits.

The majority of tourists who travel in the market are Thai. The identity of Taling Chan floating market is canal tour. Canal tour is a challenging activity for tourists who wish to experience a genuine canal community and pay a visit to some of the district’s renowned orchard at a fee of 70 baht for adults and 40 baht for children. Snake Farm tour is held on Sunday afternoon from 1-4 p.m. Tourists enjoy an unforgettable ride on a local boat to visit Thanyaburi Snake Farm and pay respect to Luang Pho Sod at Wat Paknamphasicharoen. The tour is charged at 120 baht for adult and 40 baht for children. There are three major floating markets in the area following Taling Chan, Khlong Latmayom, and Wat Saphan. Moreover, Thai classical music show is one of the attractions in Taling Chan floating market. The Thai classical music presents tradition and culture of Thai styles, as well as, the musician can teach the Thai music for visitors for free.

4.1.7 Tourism Accessibility

The market has attracted real estate investment and a number of housing estates have been developed in the area. The construction of new road contributed to the increasing number of housing, business and restaurants located alongside. The improved road access has not only allowed visitors to Taling Chan floating market, but has also led to an increased flow of vehicles (motor cycles and four-wheeled

vehicle). In addition with respect to the road access, it was observed that the road occasionally suffer from traffic jam. However, there are many ways to access the market:

1. By car (Use Charansanitwongsee Road and make a right turn Bangkok intersection, use Boromrachachonnani Road or Kanchanapisek Road.)
2. By boat (Take the express boat from Ta Prachan Pier)
3. By train (Get on at Thonburi station and get off at Bang Ramad Station, in front of Taling Chan District Office)

4.2 Profile of Respondents

This section provides profile of respondents including: gender, age, marital status, length of resident, education level, major occupation, and household income.

Table 4.2: Profile of respondents, Gender, Ages, Marital status, Length of residents, Education, Major occupation, and Household income at Taling Chan floating market (n=200)

Characteristics	Frequency	Percentages
Gender		
Male	95	47.5%
Female	105	52.5%
Ages		
Less than 18 years	13	6.5%
18-25 years	21	10.5%
26-35 years	47	23.5%
36-45 years	51	25.5%
46-55 years	47	23.5%
More than 55 years	21	10.5%
Marital Status		
Single	54	27%
Married	111	55.5%
Divorce	21	10.5%
Window	14	7.0%

Table 4.2: Profile of respondents, Gender, Ages, Marital status, Length of residents, Education, Major occupation, and Household income at Taling Chan floating market (n=200), (Cont.)

Characteristics	Frequency	Percentages
Length of residence		
Less than 5 years	28	14%
6-10 years	23	11.5%
11-15 years	12	6.0%
16-20 years	42	21.0%
21-25 years	39	19.5%
More than 25 years	65	28.0%
Education Level		
High School	95	47.5%
Diploma	32	16.0 %
Bachelors degree	47	23.5%
Other	26	13.0%
Major Occupation		
Tourism Business	16	8.0%
Local vender	92	46.0%
Boatman	3	1.5%
Agricultural	20	10.0%
General Labor	11	5.5%
Private Business	20	10.0%
Government Officer	19	9.5%
Other	19	9.5%
Total Household Income		
Less than 10,000 Baht	62	31.0%
10,001-20,000 Baht	60	30.0%
20,001-30,000 Baht	45	22.5%
More than 30,000 Baht	33	16.5%
Average Household Income = 23,000 Baht		

4.2.1 Gender

As presented in Table 4.2, there was difference in percentage of male and female respondents. More than half of the respondents were female (52.5%) while male accounted for 47.5%. The information from Taling Chan district (2009) also showed that the majority of Taling Chan populations were female compared to male (Taling Chan district, 2009).

4.2.2 Age

Majority of the respondents were between 36 to 45 years of age (25.5%), followed by 26 to 35 years (23.5%), 46 to 55 years (23.5%), 18 to 25 years (10.5%), More than 55 years (10.5%) and less than 18 years (6.5%). Based on observation and in-depth interview also, most of the respondents were the elderly people. The number of younger people was less than elder people.

4.2.3 Marital Status

More than half of the total respondents were married (55.5%), followed by single (27.0%), divorced (10.5%), and widow (7.0%).

4.2.4 Length of Resident

More than one-fourth of the respondent lived in Taling Chan district for more than 25 years (28%), followed by 16 to 20 years (21.0%), 21 to 25 years (19.5%), less than 5 years (14%), 6 to 10 years (11.5%), and 11 to 15 years (6%). Based on the in-depth interview also, the majority of the respondents were Taling Chan native. They lived in the area for more than 25 to 30 years.

4.2.5 Education

Majority of the respondents had low level of education from high school (47.5%), followed by bachelor's degree (23.5%), diploma (16%) and other (13%). In-depth interview also showed that few respondents had bachelor's degree or higher. Some of the elderly respondents completed only the secondary school.

4.2.6 Major Occupation

Major occupation was local vendors (46.0%), followed by agriculture (10.0%), private business (10.0%), government officer (9.5%), tourism business (8.0%), general labor (5.5%), boatman (1.5%), and others (8.0%). In-depth interview also showed that most of the respondents were local vendors and farmers.

4.2.7 Total Household Income

One-third of respondents total household income was less than 10,000 Baht (31.0%), followed by 10,001 to 20,000 Baht (30.0%), 20,001 to 30,000 Baht (22.5%), and more than 30,000 Baht (16.5%). Average annual household income was 23,000 Baht. In-depth interview also showed that the majority of the respondents had low household income. The respondents received job opportunities and major income from water-based community tourism in Taling Chan floating market.

4.3 Stakeholder's Involvement in Water-Based Community Tourism

The first objective of this study was to identify stakeholder's involvement in water-based community tourism. This section presents the information on involvement in Taling Chan floating market. The descriptive analysis is presented by frequency and percentage. The analytical analysis was done using Chi-square test.

Table 4.3: Distribution of Involvement

Ever Involved (n=200)	Frequency	Percentages
Yes	140	70.0%
No	52	26.0%
Undecided	8	4.0%
Total		100%
Characteristic (n=140)	Frequency	Percentages
Directly involvement in Community tourism	53	37.9%
Indirectly by electing the representatives to involve	87	62.1%
Total		100%

Table 4.3 showed that majority of the respondents were involved in water-based community tourism (70%), followed by never involved (26%), and undecided (4.0%). Based on the observation, most of the respondents were involved in Taling Chan floating market. The distribution of characteristic of involvement showed that, the respondents who ever involved (70%) in water-based community tourism were

indirectly involved by electing the representatives (62.1%), and rests involved directly (37.9%).

Based on the in-depth interview, most of the respondents indirectly involved by electing the representative twice a year. The respondents who ever involved in Taling Chan floating market were member of Taling Chan floating market alliance. The member had to pay 140 Baht per week for member fee (Rental Fee = 100 Baht, and Management Fee = 40 Baht) and involve in Taling Chan floating market at different level.

Table 4.4: Level of Involvement (n=140)

Level of involvement	Frequency	Percentages
Receive information only	35	25.0%
Sharing information	59	42.1%
Involve in decision making	21	15.0%
Give support by contributing labor, cash, material, services	25	17.9%
Total		100%

Table 4.4 showed the level of involvement in water-based community tourism. Most of the respondents were sharing information (42.1%), followed by receive information only (25.0%), give support by contributing labor, cash, material and service (17.9%), and involve in decision making (15.0%). In-depth interview also showed respondents involve in the community tourism in the uncomplicated level. Most of the respondents were not involved in the decision making because Taling Chan floating market alliance was a main stakeholder to make decision.

The members were involved in tourism for more than five years in order to receive privileges. Majority of th respondents (Table 4.5) involved in the water-based community tourism 1 to 5 years (26.4%), followed by 6 to 10 years (22.9%), more than 15 years (22.1%), 11 to 15 years (17.1%) and less than one year (11.4%). An average length of involvement was approximately 11 years.

Table 4.5: Length of Involvement in the Community Tourism (n=140)

The length of Involvement	Frequency	Percentages
Less than one year	16	11.4%
1-5 years	37	26.4%
6-10 years	32	22.9%
11-15 years	24	17.1%
More than 15 years	31	22.1%
Average length of involvement = 11.19 years		
Total		100%

Majority of respondents (Table 4.5) involved in the water-based community tourism 1 to 5 years (26.4%), followed by 6 to 10 years (22.9%), more than 15 years (22.1%), 11 to 15 years (17.1%) and less than one year (11.4%). In-depth interview revealed that Taling Chan floating market alliance was known as community managed market in 1997 or 13 years ago. Most of the local people are involved since it was established. The main role and responsibility of the member was to attend the community meetings.

Table 4.6: Frequency of Involvement in Community Meeting (n=140)

Frequency of involvement	Frequency	Percentages
Always	22	15.7%
Often	50	35.7%
Occasionally	52	37.1%
Rarely	7	5.0%
Never	9	6.4%
Total		100%

Table 4.6 showed that most of the respondents occasionally involved in the community meeting (37.7%), followed by often involved (35.7%), always (15.7%), never (6.4%) and rarely (5%). Based on the in-depth interview, the respondents mentioned that they had to send one person from their household to the community meeting. Some of the respondents ignored to involve in these activities because they had no time to involve. In addition the time of meeting was always in the evening or work time therefore the respondents were not interested to involve. The respondents were informed about the community meeting by the media of the Taling Chan floating market.

Table 4.7: Sources of Information in Community Meeting (n=200)

Sources	Frequency	Percentages
From community announcement	111	55.5%
From community members	22	11.0%
From local Mass Media (Radio , television , local newspaper)	34	17.0%
Other	7	3.5%
Don't know	26	13.0%
Total		100%

Table 4.7 showed the sources information in the community meeting. Most of the respondents knew about the meeting from community announcement (55.5%), followed by local mass media (radio, television, local newspaper) (17.0%), don't know (13.0%), community members (11%) and other (3.5%). In-depth interview revealed that the alliance also announced the meeting by using amplifier at Taling Chan floating market office. The member had to contribute material, labor, or cash in order to support community tourism.

Table 4.8: Contribution for Tourism Development (n=200)

Contribution	Frequency	Percentages
Labor	34	17.0%
Material	8	4.0%
Cash	29	14.5%
Information	21	10.5%
Suggestion	16	8.0%
Selling stuff in the activities or festival	50	25.0%
Others	10	5.0%
Don't contribute	32	16.0%
Total		100%

Table 4.8 showed the contribution for tourism development. One-Fourth of the respondents contributed by selling stuff in the community's activities (25%), followed by labor (17%), don't contributed (16%), cash (14.5%), information (10.5%), suggestion (8%), material (4%), and others (5%). In-depth interview found that the respondents ignored to contribute to tourism development because they think

that it was the alliance's responsibility. They would contribute in selling their stuffs in the official holiday, festival, or school's activities for their personal reason.

Table 4.9: Reasons for Contribution (Multiple response) (n=168)

The reason	Frequency	Percentages
As responsibility	35	20.8%
Request by community leader or member	42	25%
Personal economic benefit	75	44.6%
Social benefit	2	1.2%
Others	14	8.3%
Total		100%

Table 4.9 presented the reasons for contribution. Most of the respondents contributed for tourism development because of personal economic benefits (44.6%), followed by request by community leader or member (25%), as responsibility (20.8%), social benefit (1.2%), and others (8.3%). Similarly, the key informant interview mentioned that they contributed to water-based community tourism development for their personal economic benefit. They gained the income from selling their stuffs for visitors and job opportunities in the floating market. One of the local vendors pointed out that he has less ability to express the personal idea for tourism development and he would like other stakeholders instead of Taling Chan floating market alliance to involve in their community tourism.

Table 4.10: The key stakeholders should involve in water-based community tourism (Multiple response) (n=378)

Key stakeholders	Frequency	Percentages
Local people	53	26.5%
Community group leader	42	21.0%
Taling Chan Floating Market alliance	80	40.0%
Taling Chan district	73	36.5%
Private sector	32	16.0%
Non Government Organizations (NGOs)	9	4.5%
TAT	88	44.0%
Other	1	0.5%
Total		100%

Table 4.10 presented the key stakeholders who should involve in the water-based community tourism. Majority of the respondents thought that Tourism Authority of Thailand (TAT) should be involved in the floating market (44.0%), followed by Taling Chan floating market alliance (40%), Taling Chan district (36.5%), local people (26.5%), community leader (21.0%), private sector (16.0%), NGOs (4.5%), and others (0.5%).

In-depth interview showed that most of the respondents expressed the need of Tourism Authority of Thailand (TAT) in order to promote Taling Chan floating market. Local people mentioned that Taling Chan district contributed budget for development of tourism area in particular in the walking street. One of the community leaders in the Chak Phar canal suggested that relevant stakeholders affected by tourism activities should have the opportunity to involve in the meeting. The relevant stakeholders are not intensely involved in the community meetings.

Table 4.11: Intensity of stakeholder's involvement in community meeting (n=200)

Intensity	Frequency	Percentage
Always	23	11.5%
Often	56	28.0%
Occasionally	62	31.0%
Rarely	23	11.5%
Never	36	18.0%
Total		100%

Table 4.11 showed the intensity of stakeholder's involvement in the community meeting. The majority of the respondents were occasionally (31%) involved in community meeting, followed by often (28.0%), never (18.0%), always (11.5%) and rarely (11.5%). In-depth interview showed that the alliance announced for meeting twice a year for the members. But they had a private meeting between relevant stakeholders, especially local government. Local vender pointed out that their ideas could not influence the ideas of the alliance committee because the active ideas also come from the influential person. This was the issue of conflict among relevant stakeholders.

Table 4.12: Consequence of Solving Problem in Community's Conflicts (n=200)

Consequence of solving conflict	Frequency	Percentages
Ignore	18	9.0%
Coordinate to solve problem	121	60.5%
Do not know	55	27.5%
Others	6	3.0%
Total		100%

Table 4.12 showed that most of the respondents solved conflict among relevant stakeholders by coordinating to solve problem (60.5%), followed by do not know (27.5%), ignore (9.0%) and others (3.0%). Based on in-depth interview, the respondents divided conflict in two ways. The first one was conflict outside Taling Chan floating market among the alliance and local government. The local government needed to participate in management of the floating market but the alliance rejected this idea. Therefore the local government hardly contributed the budget to develop Taling Chan floating market. The second was conflict in the Taling Chan floating market among local vendors and the alliance. The local vendors mentioned they were the major group that involved in the floating market and they have a sense of ownership in their area. But some influential persons make decision by themselves and not take into consideration the member's idea.

Table 4.13: Relationship of Major Occupation and Characteristic of Involvement in Water-Based Community Tourism (Chi-Square), (n=140)

Major Occupation	Directly Involvement	Indirectly Involvement
Tourism Business	8 (5.71%)	4 (2.86%)
Local Vender	22 (15.71%)	54 (38.57%)
Boatman	- (0.0%)	3 (2.14%)
Agricultural	4 (2.86%)	9 (6.43%)
General Labor	2 (1.43%)	1 (0.71%)

Table 4.13: Relationship of Major Occupation and Characteristic of Involvement in Water-Based Community Tourism (Chi-Square), (n=140) (Cont.)

Major Occupation	Directly Involvement	Indirectly Involvement
Private Business	7 (5.0%)	5 (3.57%)
Government Officer	3 (2.14%)	6 (4.29%)
Other	7 (5.0%)	5 (3.57%)

$\chi^2 = 14.317$, $df=7$, $Sig.= 0.046$

*Significant at level 0.05

Table 4.13 showed the result of Chi-square (χ^2) test for analyzing the relationship between major occupation and characteristic of involvement including direct and indirect involvement. The significant association was found in case of tourism business and private sector directly involved in the water-based community tourism. On the other hand, local vender, boatman, agricultural and government officer were mostly involved indirectly. Based on in-depth interview, local vender was the major occupation in Taling Chan floating market. One of the respondents mentioned that they have unclear roles and responsibilities for direct involvement in the tourism management.

Table 4.14: Role and Responsibility of Stakeholder in the Water-Based Community Tourism

Key Informant Interview	Characteristics of Involvement	Role and Responsibilities
Taling Chan floating market Alliance	Direct	<ul style="list-style-type: none"> -Creating plan and policies for water-based community tourism development -Coordinate with the related sector such as school, temple, and local government -Announce for the meeting -Discussion for problems solving -To preserve and conserve local culture -To control local vendors in Taling Chan Floating market

Table 4.14: Role and Responsibility of Stakeholder in the Water-Based Community Tourism (Cont.)

Key Informant Interview	Characteristics of Involvement	Role and Responsibilities
Taling Chan District officer	Indirect	<ul style="list-style-type: none"> -To provide infrastructure for Taling Chan floating market -To prepare plans and policies for Taling Chan District area -Environmental management such as litter and water pollution -To preserve and conserves local culture
Taling Chan Tour Officers	Indirect	<ul style="list-style-type: none"> -To participate in the community meeting -To give information for visitors -To prepare the Taling Chan tour for visitors
Local Guide	Indirect	<ul style="list-style-type: none"> -To participate in the community meeting -To give information for visitors in particular the history of Taling Chan area -Coordinating among boatman and local guide
Boatman	Indirect	<ul style="list-style-type: none"> -To participate the community meeting -Coordinating among local guide in the Taling Chan Tour -Bargaining the price of the Taling Chan Tour with the alliances
Local vendors	Direct and Indirect	<ul style="list-style-type: none"> -To participate the community meeting -To preserve and conserves local culture -To conserve environmental in the community -To elect the water-based community tourism leader -To follow roles of the water-based community tourism -To solve conflict among local vendors

Table 4.14: Role and Responsibility of Stakeholder in the Water-Based Community Tourism (Cont.)

Stakeholders	Characteristics of Involvement	Role and Responsibilities
Community Leaders	Indirect	-To participate the community meeting -To discuss the problems solving -To preserve the local culture -To conserve the environmental
Local People	Indirect	-To preserve and conserves local culture -To participate the community meeting
Tourism Authority of Thailand (TAT)	-	-
Agricultural	Indirect	-To participate the community meeting -Preparing the orchid farm for Taling Chan Tour -To be as a local guide in the orchid farm
Private Business	Indirect	-To participate the community meeting

In summary, Table 4.14 showed the roles and responsibilities and characteristic of relevant stakeholders. Taling Chan floating market alliance and local vender were directly involved in water-based community tourism. One the other hand, local government or Taling Chan district, tour officer, local guide, boatman, community leader, local people, agricultural, and private business were indirectly involved in the community tourism. It was noticed that Tourism Authority of Thailand (TAT) was not involved in the tourism. Although water-based community tourism created job opportunities, generating income, sense of ownership, and tourism management by local people, the tourism also created negative impacts for the community.

4.4 Local Perception of Tourism Impact

The second objective of the study was to examine the perception of local people regarding the impact of tourism on benefit gained, satisfaction level, and negative impacts in economic, social, and environmental aspects in water-based community tourism. The descriptive analysis is presented by frequency and percentage. The analytical analysis was done using one way Anova or (F-test), and t-test.

4.4.1 Local perception of benefit gained and satisfaction level

Table 4.15: Level of Economic Benefit (n=200)

Economic Benefit	Level of Benefit					Mean	S.D	Level
	Very High	High	Medium	Low	Very Low			
1. Generating income for community	14 7.0%	89 44.5%	91 45.5%	6 3%	0 0%	3.55	0.67	H
2. Creating investment	26 13.0%	61 30.5%	105 52.5%	8 4%	0 0%	3.53	0.77	H
3. Creating employment for local people	40 20%	68 34%	86 43%	5 2.5%	1 0.5%	3.71	0.83	H
4. Increase productivity	15 7.5%	71 35.5%	90 45%	23 11.5%	1 0.5%	3.38	0.81	M
5. Creating entrepreneurship	31 15.5%	89 44.5%	67 33.5%	11 5.5%	2 1%	3.68	0.84	H
6. Increase infrastructure and facility road, transportation	17 8.5%	61 30.5%	94 47%	28 14%	0 0%	3.34	0.82	M
Overall						3.53	0.53	H

Note: VH = Very High, H = High, M = Medium, L = Low, VL = Very Low

Table 4.16: Level of Social Benefit (n=200)

Social Benefit	Level of Benefit					Mean	S.D	Level
	Very High	High	Medium	Low	Very Low			
1.Increase awareness of changing way of life	16 8%	84 42%	95 47.5%	3 0.5%	1 0.5%	3.70	2.12	H
2.Reduce conflict among stakeholder	16 8%	75 37.5%	89 44.5%	20 10%	0 0%	3.44	0.78	H
3.Promote local uniqueness	42 21%	89 44.5%	61 30.5%	8 4.0%	0 0%	3.83	0.81	H
4.Increase awareness of impact	24 12%	85 42.5%	76 38%	15 7.5%	0 0%	3.59	0.79	H
5.Increase awareness of role and responsibility	25 12.5%	80 40%	88 44.4%	7 3.5%	0 0%	3.61	0.75	H
6.Preserve and conserve local culture and tradition	21 10.5%	97 48.5%	75 37.5%	6 3%	1 0.5%	3.66	0.73	H
7.Improve skill of local employment	33 16.5%	84 42%	78 39%	5 2.5%	0 0%	3.73	0.76	H
8.Clearing role and responsibility among stakeholders	15 7.5%	94 47%	80 40%	11 5.5%	0 0%	3.57	0.71	H
9.Distribute power among community	36 18%	75 37.5%	77 38.5%	6 3%	6 3%	3.64	0.91	H
10.Create more cooperation among government and community	10 5%	62 31%	91 45.5%	31 15.5%	6 3%	3.20	0.87	M
Overall						3.60	0.55	H

Note: VH = Very High, H = High, M = Medium, L = Low, VL = Very Low

Table 4.17: Level of Environment Benefit (n=200)

Environment Benefit	Level of Benefit					Mean	S.D	Level
	Very High	High	Medium	Low	Very Low			
1.Increase awareness of sustainable tourism	38 19%	84 42%	68 34%	8 4%	2 1%	3.74	0.85	H
2.Increase conserve and preserve natural resources	25 12.5%	92 46%	74 37%	7 3.5%	2 1%	3.66	0.78	H
3.Increase tourism management in (air, water, noise pollution, land use, electricity, and Solid waste)	35 17.5%	79 39.5%	74 37%	11 5.5%	1 0.5%	3.68	0.84	H
4.Increase environment management in business sector	27 13.5%	94 47.0%	71 35.5%	8 4.0%	0 0%	3.70	0.75	H
5.Increase responsibility among relevant stakeholders	20 10%	73 36.5%	95 47.5%	11 5.5%	1 0.5%	3.50	0.77	H
6.Increase knowledge about environment conservation	24 12%	78 39%	86 43%	10 5%	2 1%	3.56	0.81	H
7.Increase role and regulation in community to protect environment	19 9.5%	94 47%	77 38.5%	8 4%	2 1%	3.60	0.76	H
Overall						3.63	0.57	H

Note: VH = Very High, H = High, M = Medium, L = Low, VL = Very Low

Table 4.15 presents the level of economic benefit in water-based community tourism development. Majority of the respondents indicated that they perceived economic benefit at the high level (Mean=3.53). In details, the respondents pointed out that they gain high level of economic benefit in creating employment for local community (Mean=3.71), followed by creating entrepreneurship (Mean=3.68), generating income for community (Mean=3.55), and creating investment (Mean=3.53). On the other hand, the respondent gain increasing infrastructure and facility (Mean=3.34), and increasing productivities (Mean=3.38) in the medium level. Based on the in-depth interview, the respondents also mentioned about inconvenience of infrastructure and facility in Taling Chan floating market such as road and transportation, and direction sign. As well as, there were lack of parking space for visitors. Therefore, the floating market had to rent the parking area of Taling Chan district.

Table 4.16 shows the level of social benefit, the benefit was at the high level (Mean=3.60). In details, most of the respondents indicated that promoting local uniqueness was at the highest level (Mean=3.83), followed by improving skill of employment (Mean=3.73), increasing awareness of changing way of life (Mean=3.70), preserve and conserve local cultural and tradition (Mean=3.66), distribution of power among community (Mean=3.64), increasing awareness of roles and responsibilities (Mean=3.61), increasing awareness of impact (Mean=3.59), clear role and responsibilities among stakeholders (Mean=3.57), and reducing conflict among stakeholders (Mean=3.44). In contrast, the respondents perceived creating more cooperation among government and community at the medium level (Mean=3.20). During in-depth interview, one member of Taling Chan floating market alliance mentioned about conflicts among local government and Taling Chan floating market alliance about budgeting. The local government did not provide support for Taling Chan floating market landscape such as tourism activities area and gardening.

Table 4.17 showed the level of environmental benefit, the benefit was at high level (Mean=3.63). In details, most of the respondents indicated that increasing awareness of sustainable tourism was at highest level (Mean=3.74), followed by increasing environmental management (Mean=3.70), increasing tourism management

(air, water, noise, land use, electricity, and solid waste) (Mean=3.68), increasing conserve and preserve natural resources (Mean=3.66), increasing roles and regulation in community to protect environment (Mean=3.60), increasing knowledge about environmental conservation (Mean=3.56), and increasing responsibility among relevant stakeholders (Mean=3.50). In-depth interview showed most of the local vendors were satisfied with the environmental benefit. On the other hand, local people and community leaders who lived along Chak Phar canal mentioned that they encountered water pollution and noise pollution from boat trip. They were not satisfied with tourism management of Taling Chan floating market alliance.

Table4.18: Level of Satisfaction in Economic Benefit (n=200)

Economic Benefit	Satisfaction Level					Mean	S.D	Level
	SS	S	N	D	SD			
1. Generating income for community	39 19.5%	98 49%	59 29.5%	3 1.5%	1 0.5%	3.86	0.76	S
2. Creating investment	22 11%	107 53.5%	67 33.5%	4 2%	0 0%	3.73	0.68	S
3. Creating employment for local people	46 23%	104 52%	48 24%	2 1%	0 0%	3.97	0.72	S
4. Increase productivity	40 20%	73 36.5%	83 41.5%	4 2.0%	0 0%	3.75	0.80	S
5. Creating hip entrepreneurs	34 17%	87 43.5%	71 35.5%	8 4%	0 0%	3.74	0.79	S
6. Increase infrastructure and facility road, transportation	19 9.5%	64 32%	80 40%	37 18.5%	0 0%	3.33	0.89	N
Overall						3.73	0.54	S

Note: SS=Strongly Satisfied, S=Satisfied, N=Neutral, D=Dissatisfied,

SD= Strongly Dissatisfied

Table4.19: Level of Satisfaction in Social Benefit (n=200)

Social Benefit	Satisfaction Level					Mean	S.D	Level
	SS	S	N	D	SD			
1.Increase awareness of changing way of life	26 13%	88 44%	82 41%	4 2%	0 0%	3.68	0.72	S
2.Reduce conflict among stakeholder	19 9.5%	90 45%	86 43%	5 2.5%	0 0%	3.62	0.69	S
3.Promote local uniqueness	49 24.5%	74 37%	71 35.5%	6 3%	0 0%	3.83	0.83	S
4.Increase awareness of impact	28 14%	91 45.5%	74 37%	7 3.5%	0 0%	3.70	0.75	S
5.Increase awareness of role and responsibility	24 12%	93 46.5%	80 40%	3 1.5%	0 0%	3.69	0.70	S
6.Preserve and conserve local culture and tradition	25 12.5%	91 45.5%	83 41.5%	1 0.5%	0 0%	3.80	0.79	S
7.Improve skill of local employment	25 12.5%	91 45.5%	83 41.5%	1 0.5%	0 0.0%	3.70	0.69	S
8.Clearing role and responsibility among stakeholders	12 6%	97 48.5%	88 44%	3 1.5%	0 0%	3.59	0.63	S
9.Distribute power among community	31 15.5%	86 43%	72 36%	11 5.5%	0 0%	3.69	0.80	S
10.Create more cooperation among government and community	12 6%	66 33%	80 40%	38 19%	4 2%	3.22	0.89	N
Overall						3.65	0.49	S

Note: SS=Strongly Satisfied, S=Satisfied, N=Neutral, D=Dissatisfied,

SD= Strongly Dissatisfied

Table4.20: Level of Satisfaction in Environment Benefit (n=200)

Environment Benefit	Satisfaction Level					Mean	S.D	Level
	SS	S	N	D	SD			
1.Increase awareness of sustainable tourism	30 15%	87 43.5%	78 39%	5 2.5%	0 0%	3.71	0.75	S
2.Increase conserve and preserve natural resources	34 17%	81 40.5%	80 40.0%	5 2.5%	0 0%	3.72	0.77	S
3.Increase tourism management in (air, water, noise pollution, land use, electricity, and Solid waste)	45 22.5%	77 38.5%	71 35.5%	7 3.5%	0 0%	3.80	0.83	S
4.Increase environment management in business sector	22 11%	95 47.5%	69 34.5%	14 7.0%	0 0%	3.63	0.77	S
5.Increase responsibility among relevant stakeholders	16 8%	90 45%	83 41.5%	11 5.5%	0 0%	3.55	0.72	S
6.Increase knowledge about environment conservation	26 13%	82 41%	88 44%	4 2.2%	0 0%	3.65	0.73	S
7.Increase role and regulation in community to protect environment	20 10%	95 47.5%	79 39.5%	6 3%	0 0%	3.65	0.70	S
Overall						3.67	0.58	S

Note: SS=Strongly Satisfied, S=Satisfied, N=Neutral, D=Dissatisfied,

SD= Strongly Dissatisfied

Table 4.18 presented the level of satisfaction in economic benefit. Majority of the respondents indicated that they were satisfied by the economic benefit (Mean=3.73). In details, the respondents pointed out that they were satisfied by economic benefit in creating employment for local community (Mean=3.97), followed by generating income for community (Mean=3.86), increasing productivities (Mean=3.75), creating entrepreneurship (Mean=3.74), and creating investment (Mean=3.73). On the other hand, the respondents were neutral regarding increasing infrastructure and facility (Mean=3.33). Based on the in-depth interview, the respondents also pointed out that they were very satisfied with economic benefit because they gained jobs and income from Taling Chan floating market. Local vendors, alliance, and local guide mentioned that they were not satisfied with the infrastructure and facilities in toilet and parking space.

Table 4.19 shows the level of satisfaction in social benefit. Most of the respondents were satisfied with the social benefit (Mean=3.65). In details, most of the respondents indicated that they were mostly satisfied with promoting local uniqueness (Mean=3.83), followed by preserve and conserve local cultural and tradition (Mean=3.8), increasing awareness of impact and improving skill of employment (Mean=3.70), distribution of power among community and increasing awareness of roles and responsibilities (Mean=3.69), increasing awareness of changing way of life (Mean=3.68), reducing conflict among stakeholders (Mean=3.62), clear roles and responsibilities among stakeholders (Mean=3.59). But the respondents were neutral regarding the increasing more cooperation among government and community (Mean=3.22). Based on in-depth interview, local vendors pointed out that local government and Taling Chan floating market alliance cooperate inactively in the tourism management. Local government did not provide support on budget for tourism development. Similarly, the alliance also created plans and policies by ignoring the local government's ideas.

Table 4.20 presented the level of satisfaction in environmental benefit. Majority of the respondents were satisfied with the environmental benefit (Mean=3.67). In details, the respondents were highly satisfied with increasing tourism management (air, water, noise, land use, electricity, and solid waste) (Mean=3.80),

followed by increasing conserve and preserve natural resources (Mean=3.72), increasing awareness of sustainable tourism (Mean=3.71), increasing knowledge about environmental conservation and increasing roles and regulation in community to protect environment (Mean=3.65), increasing environmental management (Mean=3.73), and increasing responsibility among relevant stakeholders (Mean=3.55). Based on the in-depth interview, most of the local vendors mentioned that they were satisfied with the environmental benefit. But local people who lived along Chak Phar canal mentioned that they were dissatisfied with pollution and noise pollution from boat trip.

Table 4.21: Comparison of Economic Benefit and Satisfaction level (n=200)

Economic Aspect	Benefit			Satisfaction		
	Mean	S.D.	Benefit Gained	Mean	S.D.	Satisfaction Level
1. Generating income for community	3.55	0.670	High	3.86	0.760	Satisfied
2. Creating investment	3.53	0.770	High	3.73	0.676	Satisfied
3. Creating employment for local people	3.71	0.832	High	3.97	0.715	Satisfied
4. Increase productivity	3.38	0.806	Medium	3.75	0.796	Satisfied
5. Creating entrepreneurship	3.68	0.837	High	3.74	0.786	Satisfied
6. Increase infrastructure and facility(road, transportation)	3.34	0.822	Medium	3.33	0.885	Neutral
Overall	3.53	0.532	High	3.73	0.541	Satisfied

Table 4.21 showed the comparison of economic benefit and satisfaction level. It was found that the respondents perceived high economic benefit (Mean=3.53) and also satisfied with the economic benefit (Mean=3.73). In details, the respondents

showed that they were neutral with the increasing infrastructure and facilities aspect and perceived this aspect at the medium level (Mean=3.34).

Table 4.22: Comparison of Social Benefit and Satisfaction level (n=200)

Social Aspect	Benefit			Satisfaction		
	Mean	S.D.	Level of Benefit Gained	Mean	S.D.	Satisfaction Level
1.Increase awareness of changing way of life	3.70	2.124	High	3.68	0.721	Satisfied
2.Reduce conflict among stakeholder	3.44	0.780	High	3.62	0.692	Satisfied
3.Promote local uniqueness	3.83	0.805	High	3.83	0.833	Satisfied
4.Increase awareness of impact	3.59	0.797	High	3.70	0.750	Satisfied
5.Increase awareness of role and responsibility	3.61	0.748	High	3.69	0.697	Satisfied
6.Preserve and conserve local culture and tradition	3.66	0.727	High	3.80	0.785	Satisfied
7.Improve skill of local employment	3.73	0.763	High	3.70	0.687	Satisfied
8.Clearing role and responsibility among stakeholders	3.57	0.713	High	3.59	0.628	Satisfied
9.Distribute power among community	3.64	0.913	High	3.69	0.799	Satisfied
10.Create more cooperation among government and community	3.20	0.866	Medium	3.22	0.892	Neutral
Overall	3.60	0.550	High	3.65	0.492	Satisfied

Table 4.22 showed the comparison of social benefit and satisfaction level. It was found that most of the respondents were satisfied with the impact at the high

level. In details, it was noticed that the respondents perceived creating cooperation among government and community at the medium level. They were also neutral in terms of satisfaction in this aspect.

Table 4.23: Comparison of Environment Benefit and Satisfaction level (n=200)

Environment Aspect	Benefit			Satisfaction		
	Mean	S.D.	Level of Benefit Gained	Mean	S.D.	Satisfaction Level
1.Increase awareness of sustainable tourism	3.74	0.846	High	3.71	.747	Satisfied
2.Increase conserve and preserve natural resources	3.66	0.780	High	3.72	.771	Satisfied
3.Increase tourism management in (air, water, noise pollution, land use, electricity, and Solid waste)	3.68	0.843	High	3.80	.827	Satisfied
4.Increase environment management in business sector	3.70	0.750	High	3.63	.773	Satisfied
5.Increase responsibility among relevant stakeholders	3.50	0.770	High	3.55	.721	Satisfied
6.Increase knowledge about environment conservation	3.56	0.806	High	3.65	.728	Satisfied
7.Increase role and regulation in community to protect environment	3.60	0.757	High	3.65	.701	Satisfied
Overall	3.63	0.572	High	3.67	0.581	Satisfied

Table 4.23 showed comparison of environmental benefit and satisfaction level. Majority of the respondents were satisfied with the environmental benefit (Mean=3.67). As well as, they gained social benefit at the high level (Mean=3.63). Based on the in-depth interview, the respondents who were involved in tourism perceived high benefit in economic, social, and environmental aspects. But the respondents who did not involve in the tourism perceived differently.

Table 4.24: Relationship between Involvement and Benefit Gained in Water-Based Community Tourism (One-Way Anova or F-Test) (n=200)

Type of Activities	Yes		No		F	Sig.
	Mean	Level of Benefit	Mean	Level of Benefit		
1.Economic Benefit	3.57	H	3.46	H	1.333	.184
1.1 Generating income for community	3.63	H	3.40	M	2.066	.040*
1.2 Creating investment	3.56	H	3.46	H	0.755	.451
1.3 Creating employment for local people	3.77	H	3.56	H	1.582	.115
1.4 Increase productivity	3.39	H	3.35	M	0.326	.746
1.5 Creating entrepreneurship	3.74	H	3.58	H	1.173	.242
1.6 Increase infrastructure and facility (road, transportation)	3.34	M	3.38	M	-0.362	.718
2. Social Benefit	3.63	H	3.52	H	1.295	.197
2.1 Increase awareness of changing way of life	3.61	H	3.98	H	-0.652	.517
2.2 Reduce conflict among stakeholder	3.49	H	3.29	M	1.613	.108
2.3 Promote local uniqueness	3.87	H	3.71	H	1.217	.225
2.4 Increase awareness of impact	3.64	H	3.50	H	1.037	.301
2.5 Increase awareness of role and responsibility	3.69	H	3.44	H	2.060	.041*
2.6 Preserve and conserve local culture and tradition	3.67	H	3.63	H	0.308	.758
2.7 Improve skill of local employment	3.81	H	3.54	H	2.252	.025*

*Significant at level 0.05

Note: VH=Very High, H= High, M= Medium, L= Low, VL= Very Low

Table 4.24: Relationship between Involvement and Benefit Gained in Water-Based Community Tourism (One-Way Anova or F-Test) (n=200) (Cont.)

Type of Activities	Yes		No		F	Sig.
	Mean	Level of Benefit	Mean	Level of Benefit		
2 Social Benefit	3.63	H	3.52	H	1.295	.197
2.8 Clearing role and responsibility among stakeholders	3.60	H	3.48	H	1.030	.304
2.9 Distribute power among community	3.69	H	3.54	H	1.040	.300
2.10 Create more cooperation among government and community	3.24	M	3.06	M	1.307	.193
3. Environmental Benefits	3.68	H	3.53	H	1.703	.090
3.1 Increase awareness of sustainable tourism	3.85	H	3.50	H	2.597	.010*
3.2 Increase conserve and preserve natural resources	3.73	H	3.50	H	1.796	.074
3.3 Increase tourism management in (air, water, noise pollution, land use, electricity, and Solid waste)	3.74	H	3.54	H	1.489	.138
3.4 Increase environment management in business sector	3.70	H	3.75	H	-0.406	.685
3.5 Increase responsibility among relevant stakeholders	3.49	H	3.52	H	-0.210	.834
3.6 Increase knowledge about environment conservation	3.61	H	3.44	H	1.245	.215
3.7 Increase role and regulation in community to protect environment	3.67	H	3.44	H	1.731	.087

*Significant at level 0.05

Note: VH=Very High, H= High, M= Medium, L= Low, VL= Very Low

Table 4.24 presents the relationship between involvement and benefit gained in water-based community tourism. In economic benefit, the findings showed that the respondents whether involved or not involved in the community tourism perceived the economic benefit at the high level. In details, the respondents who did not involve in the community tourism perceived three aspects at the medium level including generating income for community, increasing productivities, and increasing infrastructure and facility aspects. However, it was noticed that involvement made significant difference in generating income for community aspect.

In social benefit, it was found that the respondents whether involved and did not involve in the community tourism gained the benefit at the high level. In details, the respondents who did not involve perceived two aspects of the social benefit at the medium level including conflict among stakeholders and creating more cooperation among government and community. The increasing awareness of roles and responsibilities and improving skill of local employment aspect were significant at 0.05 level. Both groups perceived the aspects at the high level.

In environmental benefit, both groups of respondents perceived the impacts at the high level. In details, increasing awareness of sustainable tourism was significantly different at 0.05 level. In overall it was found that both groups of respondents indicated benefit gained at the high level. Based on the observations and in-depth interview, the respondents perceived economic benefits differently. The respondents who were involved in the water-based community tourism received higher benefit than other group. The water-based community tourism has created positive impacts for community in creating employment for local people, generating income for community. But some group of stakeholders perceived the impacts in opposite way.

4.4.2 Local perception of negative impact

The finding of this section was the local perception of negative impact in water-based community tourism development in economic, social, and environmental aspects. The Likert five scales were used to measure the degree of negative impact

that encountered stakeholder in the community. The findings were shown in the form of frequency, mean and statistic deviation (S.D.).

Table 4.25: Level of Economic Impact (n=200)

Economic Impact	Level of Negative Impact					Mean	S.D.	Level
	Very High	High	Medium	Low	Very Low			
1. High entrepreneurs competitiveness	50 25%	66 33%	64 32%	15 7.5%	5 2.5%	3.71	1.00	H
2. Increasing cost of living	35 17.5%	55 27.5%	81 40.5%	21 10.5%	8 4%	3.44	1.03	M
3. Increasing price of product (agriculture)	24 12%	61 30.5%	94 47%	17 8.5%	4 2%	3.42	0.88	M
4. Tourism benefit contribute to a few people in the community	29 14.5%	46 23%	94 47%	24 12%	7 3.5%	3.33	0.98	M
5. Income leakage from the community	23 11.5%	33 16.5%	107 53.5%	34 17%	3 1.5%	3.20	0.91	M
6. Increasing tax paying	11 5.5%	43 21.5%	112 56%	27 13.5%	7 3.5%	3.12	0.84	M
7. Corruption	25 12.5%	41 20.5%	74 37%	33 16.5%	27 13.5%	3.02	1.19	M
Overall						3.32	0.72	M

Note: VH=Very High, H= High, M= Medium, L= Low, VL= Very Low

Table 4.25 presents the level of economic impact by water-based community tourism development. Majority of the respondents indicated that they

perceived economic impacts at the medium level (Mean=3.32). In details, the respondents indicated that they highly encountered with the high entrepreneurs competitiveness (Mean=3.71) followed by increasing cost of living (Mean=3.44), increasing price of product (agriculture) (Mean=3.42), tourism benefit contribute to only a few people in the community (Mean=3.33), income leakage from the community (Mean=3.20), increasing taxpaying (Mean=3.12), and corruption (Mean=3.02).

Based on the in-depth interview, one of the local venders pointed out that at present the income leakage was the matter of concern. As the outsiders come to sell products in the floating market the local residents could lose the opportunities in their community tourism.

Table 4.26: Level of Social Impact (n=200)

Social Impact	Level of Negative Impact					Mean	S.D.	Level
	Very High	High	Medium	Low	Very Low			
1.Changing in life style	22 11%	55 27.5%	99 49.5%	23 11.5%	1 0.5%	3.37	0.85	M
2.Conflict among relevant stakeholders	16 8%	35 17.5%	91 45.5%	38 19%	20 10%	2.95	1.04	M
3.Reducing of quite space	11 5.5%	31 15.5%	85 42.5%	64 32%	9 4.5%	2.86	0.93	M
4.Drug and alcohol abuse	15 7.5%	38 19%	56 28%	72 36%	19 9.5%	2.79	1.09	M
5.Reducing family relationship	23 11.5%	20 10%	79 39.5%	44 22%	34 17%	2.77	1.19	M
6.Damaging local culture	17 8.5%	29 14.5%	65 32.5%	62 31%	27 13.5%	2.74	1.12	M
7.Imitation of tourists' behavior	9 4.5%	28 14%	92 46%	43 21.5%	28 14%	2.74	1.02	M
Overall						2.89	0.81	M

Note: VH=Very High, H= High, M= Medium, L= Low, VL= Very Low

Table 4.26 presents the level of negative social impacts. Most of the respondents perceived the impact at medium level (Mean=2.89). In details, they perceived highly on changes in lifestyle (Mean=3.37), followed by conflict among relevant stakeholders (Mean=2.95), reduction of quite space (Mean=2.86), drug and alcohol abuse (Mean=2.79), reducing family relationship (Mean=2.77), damaging local culture and imitation of tourists' behavior (Mean=2.74). Since community tourism was blooming in Taling Chan floating market, the in-depth interview showed that life styles of local people have changed such as changing from agricultural to local vender. In addition, there were conflicts among local people and outsiders in case of loosing opportunities to sell products in the floating market.

Table 4.27: Level of Environment Impact (n=200)

Environment Impact	Level of Negative Impact					Mean	S.D.	Level
	Very High	High	Medium	Low	Very Low			
1.Litter	59 29.5%	42 21%	60 30%	23 11.5%	16 8%	3.53	1.25	H
2.Water Pollution	59 29.5%	38 19%	54 2%	41 20.5%	8 4%	3.50	1.22	H
3.Crowding	48 24%	35 17.5%	78 39%	37 18.5%	2 1%	3.45	1.08	M
4.Traffic Congestion	53 26.5%	44 22%	62 31%	20 10%	21 10.5%	3.44	1.27	M
5.Noise Pollution	45 22.5%	41 20.5%	65 32.5%	27 13.5%	22 11%	3.30	1.26	M
6.Air Pollution	41 20.5%	38 19%	64 32%	35 17.5%	22 11%	3.21	1.26	M
Overall						3.40	1.10	M

Note: VH=Very High, H= High, M= Medium, L= Low, VL= Very Low

Table 4.27 presents the level of negative environmental impacts. Most of the respondents perceived the impact at medium level (Mean=3.40). In details, they

perceived highly on litter (Mean=3.53), water pollution (Mean=3.50), crowding (Mean=45), traffic congestion (Mean=44), noise pollution (Mean=3.30), and air pollution (Mean=3.21). Based on observation and in-depth interview, local residents who lived along the canal mentioned that they faced the impact on noise and water pollution due to the lack of responsibilities from local government and Taling Chan floating market alliance.

Table 4.28: Involvement and Level of Negative Impact in Water-Based Community Tourism (T-Test), (n=200)

Type of Activities	Yes		No		t	Sig.
	Mean	Level of Negative Impact	Mean	Level of Negative Impact		
1.Economic Impact	3.23	M	3.55	H	-2.72	0.007*
1.1 Income leakage from the community	3.13	M	3.38	M	-1.72	
1.2 Tourism benefit contribute to a few people in the community	3.24	M	3.62	H	-2.38	
1.3 Increasing cost of living	3.39	M	3.63	H	-1.48	
1.4 Increasing price of product(agriculture)	3.33	M	3.67	H	-2.43	
1.5 Increasing tax paying	3.02	M	3.37	M	-2.55	
1.6 Corruption	2.91	M	3.27	M	-1.88	
1.7 High entrepreneurs competitiveness	3.61	H	3.90	H	-1.96	
2. Social Impact	2.79	M	3.09	M	-2.27	0.025*
2.1 Changing in life style	3.36	M	3.40	M	-.287	
2.2 Conflict among relevant stakeholders	2.84	M	3.21	M	-2.16	
2.3 Drug and alcohol abuse	2.76	M	2.79	M	-0.17	
2.4 Damaging local culture	2.60	L	3.06	M	-2.50	
2.5 Reducing of quite space	2.73	M	3.10	M	-2.48	

*Significant at level 0.05, Note: VH=Very High, H= High, M= Medium, L= Low, VL= Very Low

Table 4.28: Involvement and Level of Negative Impact in Water-Based Community Tourism (T-Test) (n=200) (Cont.)

Type of Activities	Yes		No		t	Sig.
	Mean	Level of Negative Impact	Mean	Level of Negative Impact		
2. Social Impact	2.79	M	3.09	M	-2.27	0.025*
2.6 Imitation of tourists' behavior	2.64	M	2.94	M	-1.85	
2.7 Reducing family relationship	2.61	M	3.13	M	-2.74	
3. Environment Impact	3.27	M	3.72	H	-2.62	0.009*
3.1 Water Pollution	3.36	M	3.85	H		
3.2 Air Pollution	3.06	M	3.54	H		
3.3 Noise Pollution	3.15	M	3.69	H		
3.4 Traffic Congestion	3.31	M	3.81	H		
3.5 Litter	3.38	M	3.90	H		
3.6 Crowding	3.37	M	3.65	H		
Overall	3.09	M	3.45	H	-2.97	0.003*

*Significant at level 0.05

Note: VH=Very High, H= High, M= Medium, L= Low, VL= Very Low

Table 4.28 presents relationship between involvement and level of negative impacts. There were differences between involvement and perceived negative impacts at the statistical significance level of 0.05. In case of negative economic impact it was found that the respondents who were involved in the community tourism perceived impact at the medium level. On the other hand, the respondents who did not involve received the impact at the high level. In detail, the respondents received high negative impacts in four aspects: tourism benefit contribute to a few people in the community, increasing cost of living, increasing price of product (agriculture), and high entrepreneur's competitiveness. In case of social impacts, all respondents received the impact at the medium level. In addition, in case of the environmental impact it was found that the respondents who involved or did not involve in the community tourism perceived the impacts at the medium level.

4.5 Problems Encountered Water-Based Community Tourism

The last objective of the study was to identify the problems encountered by water-based community tourism. This section provides findings on problems encountered in the water-based community tourism.

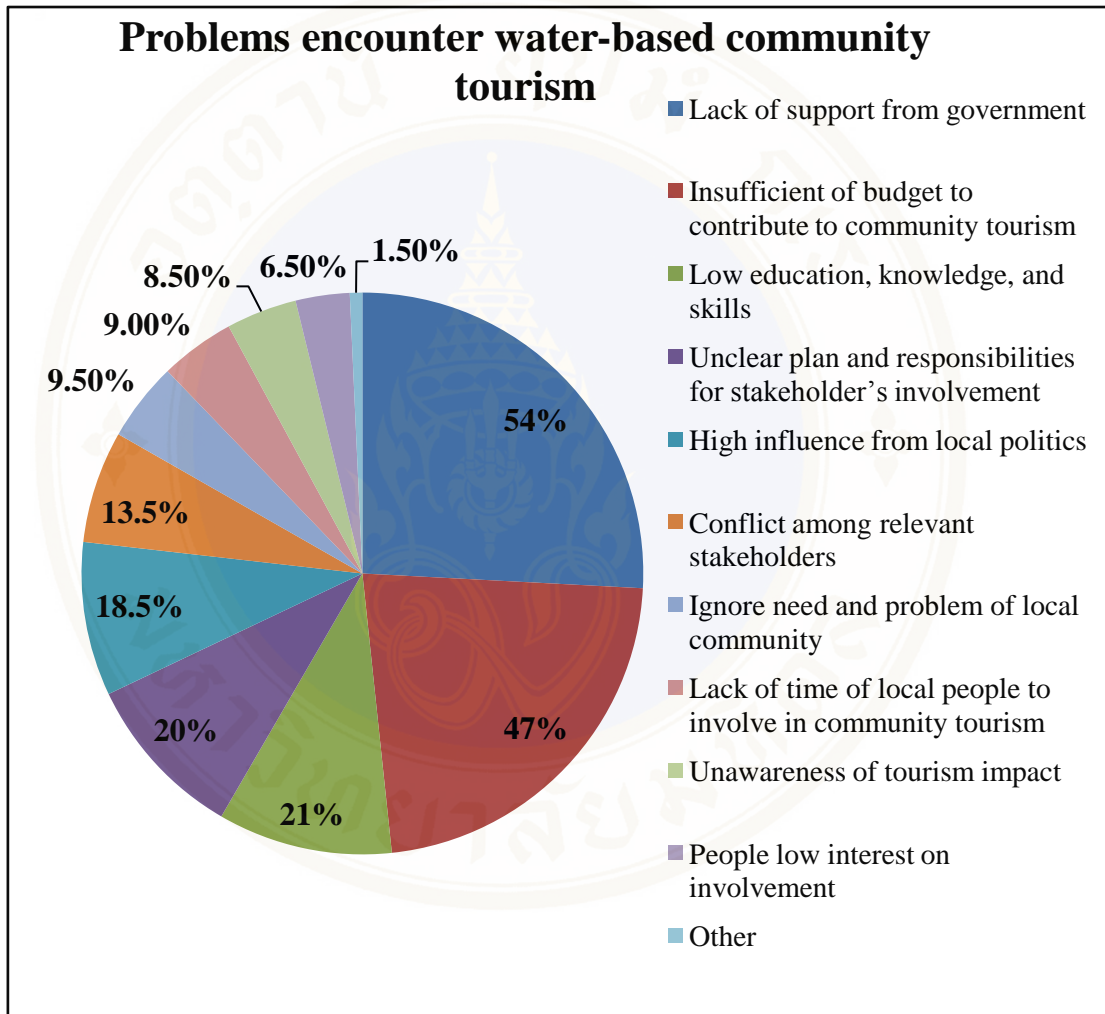


Figure4.1: Problems encountered Water-Based Community Tourism

Figure 4.1 shows that more than half of the respondents thought that they lack support from the government (54%), followed by insufficient budget to contribute to community tourism (47%), low education, knowledge, and skills (21%), unclear plan and responsibilities for stakeholder involvement (20%), high influence from local politics (18.5%), conflict among relevant stakeholders (13.5%), ignore need and problem of local community (9.5%), lack of time of local people to involve

in community tourism (9%), unawareness of tourism impact (8.5%), people low interest on involvement (6.5%), and others (1.5%).

Based on in-depth interview and observation, it was found that Taling Chan floating market lacks facilities and infrastructure such as parking space, and toilet. There were only three toilets in the floating market, so it could not support the numbers of visitors. The floating market had also limited parking space. Although Taling Chan district provided the parking space inside Taling Chan district office, but it was not sufficient in the official holiday.

In addition, traffic congestion was the matter of concern. It was found that traffic congestion along the Chak Phra road was the most problematic one because of narrow road and limited parking space. Taling Chan floating alliance mentioned that toilet, parking space, and traffic congestion were small problems because they thought it does not seriously affect the local vender in the area. The alliance asked the local government to support the budget but they were ignored. The local government supported only the rafting on the Chak Phra canal because it was the image of Taling Chan district.

Conflict between local government and Taling Chan floating market was another problem. The local government mentioned that the alliance did not follow their plans and policies. Moreover, they (local government) were out of picture of tourism development at present and so they (with the alliance) were not coordinating each other. As well as, the alliance had to pay 400,000 Baht per year to local government for rental fee and balance the power between local government and Taling Chan alliance.

Based on in-depth interview, observation, and previous statistical analysis, Table 4.29 presents the summary of characteristics of involvement and gaining or losing benefit, and negative impacts of key stakeholders. Taling Chan floating market alliance was directly involved in the community tourism. They also gained benefit from tourism activities. They did not lose benefit or faced negative impacts. Local government or Taling Chan district was indirectly involved in the community tourism. They gained destination image and rental fee from Taling Chan floating market, but they loosed power in tourism management.

Table 4.29: Summary of Characteristic of Involvement and Gaining or Losing benefit, and Negative Impact of Key Stakeholders

Key Stakeholders	Characteristic of Involvement	Benefit Gained(+)	Losing Benefit(-)	Negative Impact
1. Taling Chan floating market Alliance	Direct	✓	×	×
2. Taling Chan District officer	Indirect	✓	✓	×
3. Taling Chan Tour Officers	Indirect	✓	×	×
4. Local Guide	Indirect	✓	×	×
5. Boatman	Indirect	✓	×	×
6. Local vendors	Direct and Indirect	✓	✓	×
7. Community Leaders	Indirect	×	✓	✓
8. Local People	Indirect	×	✓	✓
9. Tourism Authority of Thailand (TAT)	None	None	None	None
10. Agricultural	Indirect	×	✓	✓
11. Private Business	Indirect	✓	×	×

Note: ✓ = Yes, × = No

Taling Chan tour officer, local guide and boatman were directly involved in the community tourism. They also gained benefit from tourism activities. They did not lose benefit or encountered any negative impacts. It was noticed that local vendors were involved both directly and indirectly in the floating market. They gained benefit in job opportunities, generating income for community. On the other hand, local vendors were influenced by the alliance in decision-making process. Local vendor's idea was not incorporated in most of the decisions.

Community leader, local people, and agricultural people were indirectly involved in the Taling Chan floating market. Majority of the group lived along the Chak Phar canal. They did not receive any direct benefit from tourism but did lose economic benefit in employment because of high entrepreneur's competitiveness. They perceived high negative impacts in environmental aspects particularly water and noise pollution.

Tourism Authority of Thailand (TAT) was not involved in the Taling Chan floating market. The alliance and local vendor need TAT to promote Taling Chan floating market as signature destination in Bangkok, but they were ignored. Private business was indirectly involved in the community tourism. They also gained economic benefit in the locations of private business such as restaurants. They did not lose or encounter any negative impacts.

CHAPTER V

DISCUSSION

The purposes of this study were to identify stakeholder's involvement pattern, examine the perception of local people regarding the impacts of tourism, and identify problems encountered by water-based community tourism. Thus this chapter discusses the concept of stakeholder's involvement, local perception of tourism impact, followed by a discussion on findings, household questionnaire survey, in-depth interview, and observation.

5.1 Stakeholder's Involvement in Water-Based Community Tourism

The research was done to identify the stakeholder's involvement considering the roles and responsibilities of the relevant stakeholders. The results found that the relevant stakeholders involved were: Taling Chan floating market alliance, Taling Chan district, local vender, tour officer, local guide, boatman, community leader, local people, agricultural, general labor, and private business. Gunn (2004) mentioned that the main key to success and implementation of sustainable development in a community was the support of relevant stakeholders, for example; resident, government, entrepreneurs, and community leaders. In Taling Chan floating market also the local residents were involved to administrate their own community.

The key player in water-based community tourism was Taling Chan floating market alliance or community representative. The representative was directly responsible for making decision, setting plans and policies, distribution of benefit and involvement in expenditure. Reed (2008) reported that although the broader community tourism might be defined as the local people residing in a particular area, but not all members of a community could come together all the time.

Therefore, recognized community representatives were often selected to make decision regarding what community tourism should be undertaken, how it should be managed, what the benefit to community would be, and how benefit would be distributed (Reed, 2008). The leader of the alliance was Taling Chan native and local community respected him since Taling Chan floating market was established as water-based community tourism in 1997 (Taling Chan district, 2007).

In addition, Simmons (1997) stated that member of the host community should be involved in community tourism because they: (a) had an historical understanding of how the region adapted to change; (b) would be the ones most closely affected by tourism; and (c) would be expected to become integral part of the tourism product. The local people in Taling Chan floating market had a strong sense of ownership in particular in preserving their old socio-cultural tradition such as conserving Thai classical music, and making merit in temples.

On the other hand, Campbell (1999) argued that there were some limitations in the community involvement. First, local community might not have the investment capital, and know-how to take initiative in developing tourism. Second, local communities might have cultural limitations to be involved in the planning and management of tourism (Tosum, 2000). Third, tourism was a concept difficult to grasp fully by people living in isolated rural communities. Fourth, in societies with heavily centralized political structures, member of the host community might feel that it was the government's duty to plan economic development opportunities for their region and that it would not be appropriate for them to take initiative (Timothy, 1999). Taling Chan floating market also encountered those limitations. Based on the in-depth interview, Taling Chan floating market alliance mentioned that the floating market lacked investment capital and local people lacked knowledge and skill to understand concept of tourism.

It was noticed that local government acted as a supporting player of community tourism. Local government was responsible for providing infrastructure and facilities such as area of street market, parking space, and toilets. Moreover, they promoted the floating market as a signature floating market in Bangkok on the Taling Chan district magazines. On the other hand, the alliance stated that there was influence of local politics. The government official tried to centralize political structure, but

local community rejected to participate in political policies and planning. It implied that there was conflict among government and community people.

Ioannides (1995) studied tourism in Akamas, Cyprus and explained that the conflicts could arise when stakeholders were not part of the planning process. In the planning of tourism in Akamas, local people stated that they were never included in discussions about tourism development and that the government did not take their opinions into account while developing the recommendation to establish a national park in the area. The government sector in Cyprus believed that if the plan was kept quiet it could be completed without much trouble (Ioannides 1995). This study suggested sustainable tourism development could not be achieved if imposed without relating stakeholder's interests and participating in the planning process. For involvement to be empowering, relevant stakeholders must be involved throughout the process and knew that their voice had potential to influence the decisions (Gunn, 1994).

Water-based community tourism in Taling Chan floating market has emphasized on solving problems among stakeholders. The leader of the alliance effectively negotiated the problems with local government, tourists, local people, or tourists. He also cooperated with stakeholders in order to share problems and found the ideas to solve the problem. Likewise, Gray (1989) mentioned that stakeholder's involvement or cooperation could be used effectively to resolve conflict or advance shared visions, where stakeholders recognized the potential advantages of working together. Therefore, involvement was a process of joint decision making among key stakeholders who affected or affected by in the organization (Freeman, 1984).

The respondents indicated that Tourism Authority of Thailand (TAT) should be involved in Tourism development particularly in promotion on the TV commercial. The alliance mentioned that they lacked support from TAT since 10 years. Therefore, TAT should be one of the stakeholders in Taling Chan floating market. Nicodemus (2004) suggested that all stakeholders should receive the opportunities to have the same level of knowledge and understanding of the issue. This might require that specific stakeholders be given opportunities for education on the topic that were to be addressed in the decision making process. TAT should provide education-oriented workshop for increasing local community's knowledge

and skill, in order to, make the confidence to present the ideas for tourism development.

The results found that majority of the respondents involved in water-based community tourism were women compared to men. The in-depth interview showed that females were actively involved in the community's activities. Dunn (2007) also stated that women participate more in community tourism particularly in the community meeting, workshop, and local festival. It implied that they involved in the community tourism because of their increasing social status by presenting their opinion in the meeting and the ideas were influenced over the others.

Based on the key informants interview, the respondents mentioned that the main reason to get involved in the water-based community tourism was for personal financial benefit. They also sold stuffs such as agricultural products, handicrafts in the official holidays and festival. It was noticed that local community emphasized on job opportunities and income generating activities more than their responsibilities to be involved in their own community.

Similarly, Plengplang (2004) stated that the water-based community tourism in Damnoen Saduak floating market encountered the changing lifestyle of local people. Local people focused on entrepreneurship competitiveness in the floating market. They also changed their occupation from agricultural to local vendors. It seemed that community tourism could increase financial benefit for community. But it also contributed to the social and environmental changes such as life style and value, family relationship, individual and community structure, and traditional life style (Zamani-Farahani & Musa, 2008).

In summary, it was found that Taling Chan floating market alliance played active roles and responsibilities in Taling Chan floating market as presented in Table 4.29.. The alliance gained benefit and did not perceive negative impact from the community tourism. The alliance influenced the local vendors, community leader, and local people in the community particularly in decision making. It was noticed that local government and tourism authority of Thailand played passive roles in the floating market. They did not involve in water-based community tourism development in planning and decision making.

5.2 Local Perception of Tourism Impact

Tourism was widely perceived as having a potential positive impact, providing elements that might improve quality of life such as employment opportunities, tax revenue, economic diversity, festivals, restaurants and cultural attractions, and outdoor recreation opportunities. However, there were concerns that tourism could have negative impacts on economic, social, and environmental aspects. These could be in the form of income leakage, traffic congestion, crowding, and parking problems, increased cost of living, changed ways of life, pollution, and tension between tourists and local people (McCool & Martin, 1994). The following sections discuss local perception of benefit gained, satisfaction level, and local perception of negative impacts.

5.2.1 Local perception on benefit gained and satisfaction level

1) Economic Benefit

The results found that the majority of the respondents perceived the economic benefit at the 'high' level. The respondents pointed out that they gained the most economic benefit from creating employment for local community, followed by creating entrepreneurship, and generating income for community.

Similarly, Andereck et al. (2005) stated that the economic benefit of tourism were usually perceived positively by the local people in terms of generating revenue from external sources, creating job opportunities, and encourage demand of new investment in infrastructure. It implied that the respondents who had major source of income from tourism such as local vender, Taling Chan floating market alliance, local guide, boatman were the most welcoming positive perception.

The result related to the case of Belek, Antalya also mentioned that the residents who had the outcome from tourism perceived tourism in the positive way (Kuvan & Akan, 2005). In addition, the respondents were satisfied with the economic benefit in particular creating employment for local community and generating income for community.

2) Social Benefit

The respondents perceived social benefit at the 'high' level. The respondents indicated promoting local uniqueness, improving skill of employment, increasing awareness of changing ways of life aspect at the high level. The respondents believed that community tourism did not affect their daily routine, social life, beliefs, and values.

Similarly, Liu & Var (1986) found a strong local community support for the positive social benefits of community tourism in their study population. These included historical and cultural exhibits, with tourism as a means towards social exchange, events, and identity. In addition, Gilbert and Clark (1997) had also found that local community feel tourism encouraged socio-cultural activities, improved cultural heritage, and more recreational opportunities. Moreover, the residents also pointed out that the local people had a sense of responsibilities to conserve traditional ways of life by preservation of Chak Phar festival and Thai classical music.

3) Environment Benefit

The result found that the respondents perceived environmental benefit at the 'high' level in particular in increasing awareness of sustainable tourism, environmental management, and tourism management (air, water, noise, land use, electricity, and solid waste). Kent (1981) mentioned that benefits of involvement were that local people knew their own physical environment and could be expected to use this knowledge to increase the effectiveness of tourism area. This led to the promotion of self-reliance (Kent, 1981).

A study of Liu and Var (1986) mentioned that half of the respondents felt that tourism contributed to increase in park and recreation area, improving quality of road and public facilities and no damage to the environmental resources. Similarly, McCool and Martin (1994) stated that tourism provided improving community appearance, and more recreation and park opportunities.

During the interview, the respondents had a sense of responsibility to conserve and preserve the environment especially water pollution. They also checked the quality of water every year. The leader of Taling Chan floating market also focused on the cleaning of the river by providing information about the water pollution to the tourists in the canal tour.

The respondents satisfied with environmental benefit. Most of the respondents were highly satisfied in the environmental management and increasing conservation and preservation of natural resources. It was noted that the respondents attached the community tourism also satisfied with the environmental benefits.

5.2.2 Local perception of negative impacts

1) Economic Impact

Tourism might lead to negative impacts or reduce the effectiveness of positive ones. The prices of goods and services might go up with the increased demand from foreign customers (Liu & Var, 1986). Increasing demand for accommodation, in particular in tourism season, might push up the rent as well as the land prices for building new houses and hotels (Milman & Pizam, 1988).

The results of the study found that the respondents involved in the community tourism perceived economic impact at the 'medium' level. On the other hand, the respondents who were not involved in tourism also perceived this impact at the 'high' level in four aspects: (1) high entrepreneur's competitiveness, (2) increasing price of product (agriculture), (3) increase cost of living, and (4) tourism benefit contributed to a few people in the community.

Based on the in-depth interview, one of the local vendors pointed out that at present there was high price of product in Taling Chan floating market. Since Taling Chan floating market was popular among Thai visitors, there was increasing price of local products such as food and agricultural products. It implied that the business owner or local vendor attached in the tourism also took advantage from financial benefit. But the local people were affected from increasing price of product, and cost of living.

Similarly, Milman & Pizam, 1988 mentioned that new revenues from tourism usually flew to landowners and businessmen while the residents suffered from increasing cost of living. Moreover, the income leakage was also the matter of concern. The outsiders sell products in the floating market as a result the local residents did lose opportunities in the community tourism.

2) Social Impact

The respondents agreed that they perceived social impact at the 'medium' level. The result found the significance of involvement and local perception regarding the negative social impact. The respondent attached to the community tourism or gained benefit from tourism received less negative impacts than the respondents who did not attach to the tourism.

Dogan (1989) suggested that with the development of tourism, human relations were commercialized while the non-economic relations began to lose their importance in the community. The local people lost opportunities to voice their concern in the tourism development because some of them were not member of Taling Chan floating market alliance. Tourism also distracted families and friends, and also led to community conflicts (Gee, Makens, & Choy, 1997).

The alliance hardly contacted the local people or community leader who lived nearby Taling Chan floating market. Some of the local people tried to attend community tourism, but the alliance gave the opportunities for outsiders who had economic benefit in the area.

3) Environment Impact

Though tourism is often considered as a clean industry, in reality this is not always the case. It can cause significant environmental damages because tourism destinations are often developed in attractive but fragile environment.

In addition, there was the possibility that local development policy becomes focused on meeting the needs of tourists without consideration for the negative impacts to the environment. The potential environmental consequences noted by Andereck (1995) were air pollution due to emissions from vehicles; water pollution due to waste water discharge, fertilizer leakage; wildlife destruction as a result of hunting, trapping and fishing and disruption of natural habitat; plant destruction and deforestation; and over collection of specimens.

The result also found that the respondents attached to the community tourism perceived environment impacts at the medium level. On the other hand, the respondents who did not involve in tourism encountered the impact at the high level the included: (1) litter, (2) water pollution, (3) traffic congestion, (4) noise pollution, (5) crowding, and (6) air pollution. Local people felt that they were ignored from the

local government and the main stakeholder like the alliance. It was noticed that tourism also created negative impact for local community particularly to the residents who did not involve in the water-based community tourism.

5.3 Problems encountered on Water-Based Community Tourism

Development

There was a lack of support from local government and other local authorities in Taling Chan district. The leader of Taling Chan floating market alliance was very much concerned about the lack of coordination between stakeholders. Sometime, this led to the insufficient budget to contribute to community, unclear roles and responsibilities of relevant stakeholders, and tourism's benefit contributed to only a few people in the community. The group had a small number of members; therefore, it had less power to deal with outside organizations.

Those problems might lead to conflict among the stakeholders. In addition, local politics also directly affected local community; therefore it was one of the causes of conflict among relevant stakeholders. Local vendors mentioned that the conflicts in the community made them less interested to be involved in the tourism. Less interest for involvement, local people's ignorance to need and problems, as well as lack of time for involvement led to the unawareness of tourism impact in economic, social, and environmental aspects. Those also lead to degradation of socio-cultural values and environment. These problems ultimately result into unsustainable tourism development.

In addition, the in-depth interview and observation found: (1) high conflict among Taling Chan floating market alliance and local government in the tourism management policies, budget, and coordination, (2) the growth of urban economics had changed land used to commerce, drawing more population, thus, the diversification has loosened the unity and identity of community, (3) the scenery along the canal was not attractive, (4) no connection of interesting place in Taling Chan tour. Glicken (2001) mentioned that the management of any social process and the key to avoiding problems was to understand the potential of social dynamics to manage and control communication. As a complete understanding was not possible, there could be

no guarantee of the problems-free process. However, careful and thoughtful approaches and good management could help to minimize the problems and prepare the decision maker to deal with problems when they occurred.

5.4 SWOT Analysis

SWOT Analysis was employed to analyze strength, weakness, opportunity, and threat of water-based community tourism at Taling Chan floating market focusing three aspects: economic, social, and environmental. This analysis was helpful for generating strategic alternatives from situation analysis.

Table 5.1: SWOT analysis of water-based community tourism

	Strength (Internal Factor)	Weakness (Internal Factor)
	-Creating job opportunities for local community	-Unfair benefit gained among relevant stakeholders.
	-Generating income for local people	-Lack of budget for tourism development. -Tourism benefits leakage to the outsiders.
	Opportunity (External Factor)	Threat (External Factor)
A. Economic Aspect	-Government promotes campaign travelling in Thailand’s destination among Thai tourists. - Tax deduction policy for travelling in Thailand destination	-Lack of capital for investment in the tourism area. -High price of land used -Taling Chan floating market had to pay high rental fee to Taling Chan district.

Table 5.1: SWOT analysis of water-based community tourism (Cont.)

	Strength	Weakness
B. Social Aspect	-Well-established community tourism in Taling Chan area.	-Conflict among local government and Taling Chan alliance.
	-Identity as traditional and cultural of floating market in the area.	-Lack of coordination among stakeholders
	-Taling Chan natives are the main actor in water-based community tourism.	-Lack of knowledge in tourism planning and management.
	-There are many tourism activities such as Taling Chan, orchid and eco-bicycles tour.	-Lack of leadership in community tourism
	-Local people have sense of ownership.	
	-Friendship and service mind of local people.	
	Opportunity	Threat
	-Promoted from Thailand and international media such as Television program, magazines, books, and articles	-Lack of promotion from Tourism Authority of Thailand (TAT). -Lack of support from local government in developing area.

Table 5.1: SWOT analysis of water-based community tourism (Cont)

	Strength	Weakness
	-Attractive local area along the river.	-Uncontrollable garbage in the area
	-Local community has a sense of responsibility in natural resources.	-Lack of parking space for vehicles.
	-Actively check quality of water	-Traffic congestion
	-Conservation of the old accommodation along the river.	-Lacking of toilet for tourists.
	-Local guide informs the visitor about the conservation and preservation environment.	-Lacking of attractive landscape for tourism activities
		-Noise pollution along the canal tour.
C.		
Environmental Aspect	Opportunity	Threat
	-Rules and regulations for conservation of river in Taling Chan area.	- Rules and regulations to protect environment is not strong enough for local community.
	-Sustainable tourism trend in the present will help to support local agency to be the main actor.	

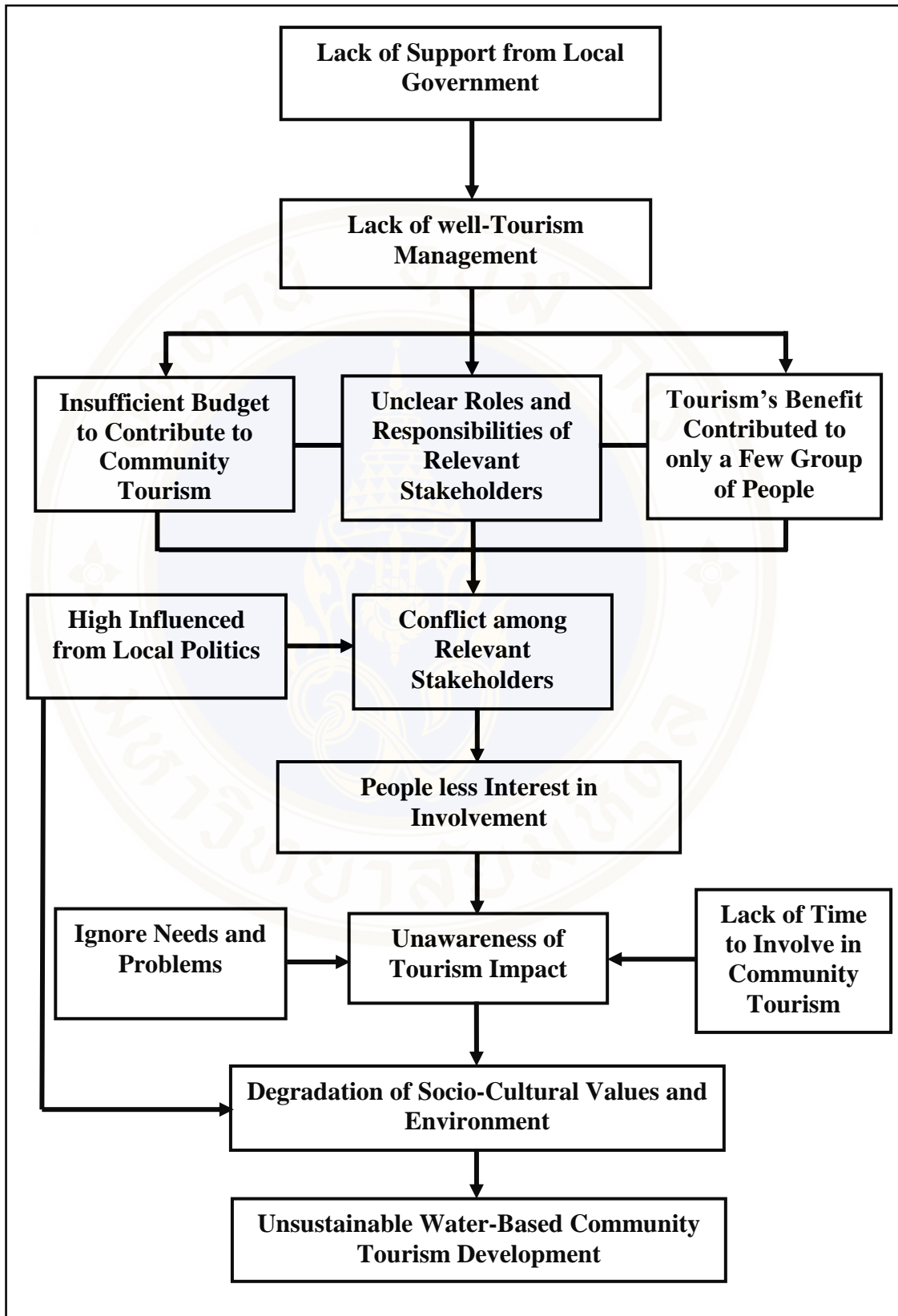


Figure5.1: Problems Analysis of Water-Based Community Tourism Development

CHAPTER VI

CONCLUSION AND RECOMMENDATION

Water-Based Community Tourism as a vehicle for sustainable tourism development has become an important concept in the priorities of public policy planner. Floating markets in Thailand have become the most popular destination for both Thai and international visitor because they exhibit cultural and traditional ways of life by water-based local community (Sorthip, 2004).

This study aimed to identify stakeholder's involvement; examine the perception of local people regarding the impact of tourism, and identify the problems encountered in water-based community tourism. This chapter presents the conclusion of the research based on the major finding of the study of Taling Chan floating market, Taling Chan district, Bangkok. In addition, this chapter provides some recommendations on possible strategies to strengthen the stakeholder's involvement that could lead to sustainable tourism development as well as possible further research. The chapter is organized as:

- 6.1 Conclusion of the study
- 6.2 Recommendation
- 6.3 Further Research

6.1 Conclusion of the study

6.1.1 Personal Information of Respondents

It was found that the majority of the respondents were female (52.5%), aged between 36 to 45 years old. Most of the respondents were married (55.5%), lived in Taling Chan area for more than 25 years (28%), education in the high school (47.5%), and major occupation as local vendors (46%). One-third (31%) of the total households had income less than 10,000 Baht (31%).

6.1.2 Stakeholder's Involvement

The findings showed many stakeholders were involved in water-based community tourism. Local alliance was the main stakeholder in Taling Chan floating market, the alliance was named as "Taling Chan Floating Market Alliance". The management committee of alliance coordinated with other agencies such as local government, local people, local vendors, and business sector. The majority of the stakeholders were indirectly involved (62.1%) in community tourism by election of local representative for administration of all tourism activities. The main roles and responsibilities of Taling Chan floating market alliance were: creating plans and policies, coordinating with the relevant stakeholder, announcing for community meeting, discussion on problem solving, and decision making in tourism planning.

The main reasons of the stakeholders to be involved in tourism were the economic benefit and as responsibility in the community. O'Connor, Anderson, Fisher, and Bord identified six reasons for stakeholder's involvement in the regional assessment: (1) to ensure that the assessment addresses stakeholder concerns, (2) to enhance the technical quality of assessment, (3) to provide a forum for stakeholders with diverse constituencies to share ideas, (4) to facilitate dissemination of assessment finding to sensitize stakeholder (5) to find out possible impact as well as adaption strategies, and (6) to legitimize the process to third party (O'Connor et al., 2000).

The results showed that majority of the respondents were involved in the water-based community tourism (70%). Majority of respondents ever involved in the community tourism were female (52.5%) than male (47.5%). Many researchers also mentioned about the involvement of women in community tourism, the findings from this research was similar with other researches. Dunn (2007) mentioned that women involved in community tourism especially in meeting, community activities, and workshop. Women participate in community's activities because of their increasing social status and present their opinion in the meeting. The women in the local area were also empowered for making decision in the family (Dunn, 2007).

6.1.3 Local Perception of Tourism Impact

(1) Local Perception of Benefit Gained and Satisfaction level

The result showed that the respondents thought that they gain the most economic benefit from creating employment for local people, followed by generating income for local community, creating entrepreneurship, and increase productivities. Most of the respondents gained social benefit at the high level from promoting local uniqueness attribute, followed by improve in skill of local employment, but they had problems from creating more cooperation among government and community. Similarly, the respondents who were not involved in community tourism gained at the medium level. The majority of respondents had high environmental benefit gaining from increasing awareness of sustainable tourism, and conservation and preservation of natural resources aspect. The respondents whether involved or not involved in the water-based community tourism received high benefit from environmental aspects

(2) Local Perception of Negative Impact

In case of economic impact the respondents who involved in the community tourism perceived impact at the medium level (Mean=3.23), on the other hand, the respondents who were not involved in tourism received this impact at the high level (Mean=3.55). In details, the respondents who were not involved in community tourism received high negative impact in four aspects: (1) high entrepreneur's competitiveness, (2) increasing price of product (agriculture), (3) increase cost of living, and (4) tourism benefit contributed to only a few people in the community.

The social impact showed that all respondents receive negative social impact at the medium level. In detail, the respondents involved in the community received damaging local culture at the low level (Mean=2.60) because the Taling Chan floating market emphasized on conservation of local culture. It was the uniqueness of this floating market (Sig=0.05).

In case of the environmental impact the respondents who were not involved in the community tourism received this impact at the high level (Mean=3.74). On the other hand, the respondents who involved in tourism perceived this impact at the medium level (Mean=3.27), followed by (1) litter, (2) water Pollution, (3) traffic congestion, (4) noise pollution, (5) crowding, and (6) air pollution.

6.1.4 Problems encountered Water-Based Community Tourism

The problems were lack of support from government (54%), followed by insufficient budget to contribute to community tourism (47%), low education, knowledge, and skill (21%), unclear plan and responsibilities for stakeholder involvement (20%), high influence from local politics (18.5%), conflict among relevant stakeholders (13.5%), ignore need and problem of local community (9.5%), lack of time of local people to involve in community tourism (9%), unawareness of tourism impact (8.5%), and people low interest on involvement (6.5%).

6.2 Recommendations for Water-Based Community Tourism Development

- (1) Identify the training and capacity development needs of the water-based community tourism residents, and seek assistance from relevant agencies to deliver the training and capacity development needs including knowledge and skills in English, hospitality, interpretation, and management
- (2) The Tourism Authority of Thailand (TAT) should consider providing more information on its website about water-based community tourism destination to assist interested parties in finding for the products and service.
- (3) Educate communities regarding the potential (negative) impacts of tourism activities, to allow them to find options, and to draw appropriate precautionary measures.
- (4) All relevant stakeholders should find ways to reduce negative environmental impact in water-based community tourism, in particular encourage using the natural material
- (5) Identify media to better promote water-based community tourism to the potential consumer.

6.2.1 Identifying appropriate Strategies for Water-Based Community Tourism

(1) Identify appropriate stakeholder's involvement including roles and responsibilities pattern

Many relevant stakeholder's are involved in water-based community tourism (Figure 6.1): Taling Chan Alliance, Government, Tourism Authority of Thailand, Local people, Local vender, Community Leader, Business sector, and visitor. The figure 6.1 shows appropriate stakeholders that should be involved in the water-based community tourism especially, Tourism Authority of Thailand (TAT) and Tourism Planner. Tourism Authority of Thailand (TAT) should promote floating market in Taling Chan district as a signature destination in Bangkok. Tourism planner should be involved in suggestion plans and policies in tourism development. The planners and TAT should directly cooperate with Taling Chan floating market alliance.

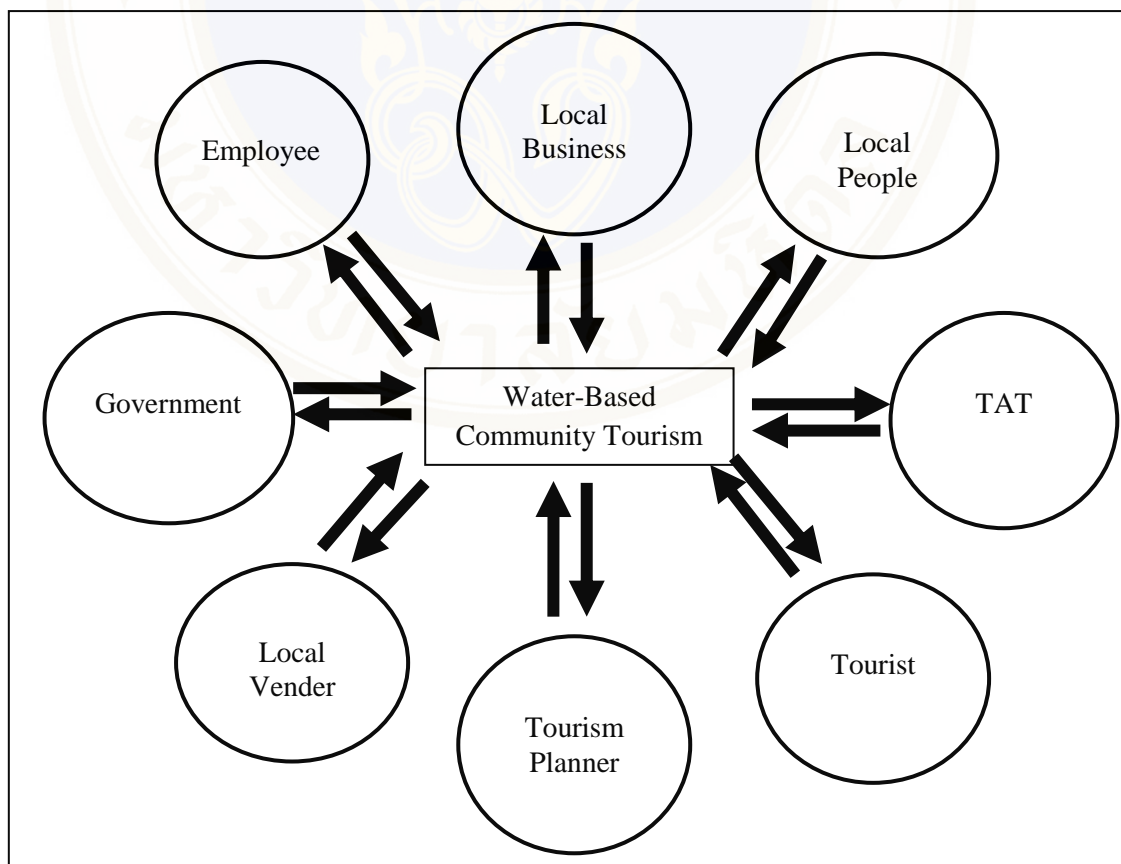


Figure 6.1: Identify Stakeholder's Involvement Map, Adapted from Freeman (1984)

(2) Building destination image of Water-based Community Tourism

Taling Chan floating market encountered the problem of unclear positioning and image of tourism. Although the floating market was the image of local Thai tradition it still lacked distinctive point. Taling Chan floating market should be the focus of Thai visitor, in particular, visitors who lived in Bangkok and nearby provinces such as Nakhon Pathom and Nontaburi. Tourism Authority of Thailand should build the legend or story for the place as a historical place, because the history of this place was related to the World War II period. Thai famous novel used to mention about the Bangkok Noi location.

(3) Identify appropriate promotion (floating market) in Thailand

Taling Chan floating market should be promoted in magazine, books, and television program. The market should be promoted by presenting the traditional and cultural aspect of Bangkok in the ancient period, in particular, the culture of local people who lived along the river. In the whole, the picture of floating markets in Thailand should be promoted by tourism's magazine. The target group of visitor could be domestic as well as international visitors.

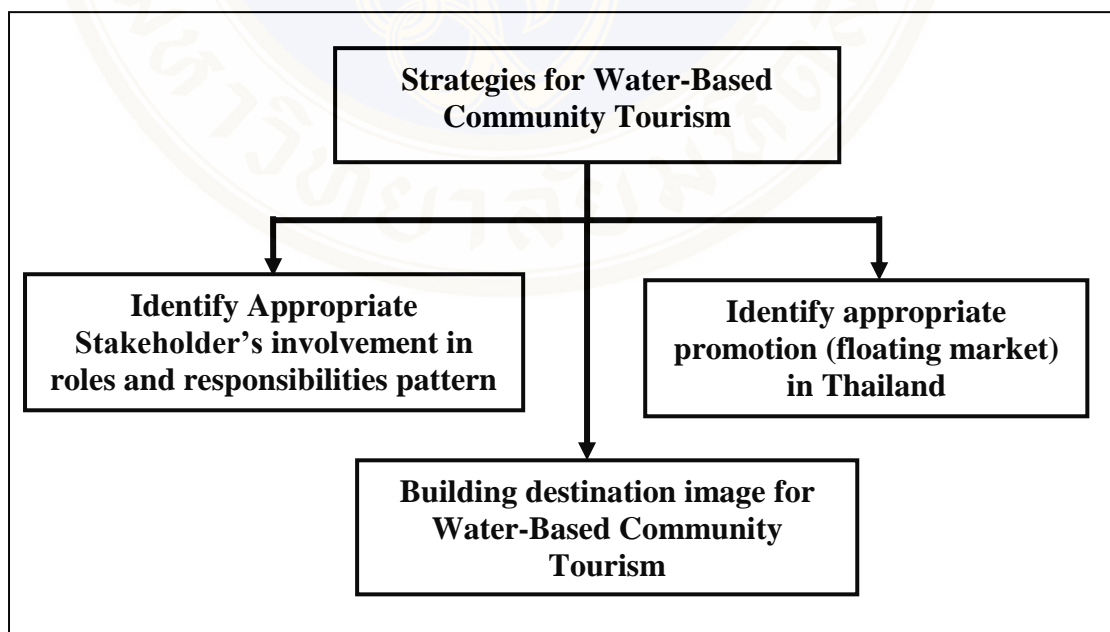


Figure 6.2: Recommendation and Strategies for Water-Based Community Tourism

6.3 Further Research

Further research could focus on following issues:

- (1) To assess the involvement of relevant stakeholders, in particular the perception of visitors in water-based community tourism in order to gain understanding on demand and supply of tourism destination;
- (2) To conduct a comparative study of water-based community tourism destinations that depends on tourism as their primary source of income to those destinations that view tourism as their supplement source of income;
- (3) To analyze the tourism planning approach in water-based community tourism.

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Household Questionnaire Survey

Questionnaire Number:

An Assessment of Water-Based Community Tourism Development: A Case Study of Taling Chan Floating Market

By

Sawanya Phromkaewtor

A Questionnaire for Households Survey

Information of Respondents:

Status in Family:

Date of Interview:

Name of Interviewee:

Remark:

.....

.....

Travel Industry Management Division

Mahidol International College,

Mahidol University

Thailand

Part1: General Information of Respondent

1.1 Nationality: _____

1.2 Are you Taling Chan native? 1 Yes 2 No

1.3 Gender: 1 Male 2 Female

1.4 Age: 1 <18 years 2 18-25years 3 26-35 years
 4 36-45years 5 46-55years 6 >55 years

1.5 Marital Status: 1 Single 2 Married 3 Divorce 4 Window

1.6 Religion: 1 Buddhism 2 Christian
 3 Islam 4 Other _____

1.7 Length of Resident: 1 < 5 years 2 6-10 years 3 11-15years
 4 16-20 years 5 21-25years 6 >25 years

1.8 Educational Level:
 1 High School 2 Diploma
 3 Bachelors degree 4 Master degree
 5 Other _____

1.9 Major Occupation:

 1 Tourism Business 2 Vender
 3 Boatman 4 Agricultural
 5 General Labor 6 Private Business
 7 Government Officer 9 Other _____

1.10 Supportive Occupation:

 1 Tourism Business 2 Vender
 3 Boatman 4 Agricultural
 5 General Labor 6 Private Business
 7 Government Officer 9 Other _____

1.11 Household Income:

a) Major Income _____ Baht/month
 b) Supportive income _____ Baht/month
 c) Total Household Income _____ Baht/month

1.12 Register for the Resident: 1 Yes 2 No

**Part2: Stakeholder Involvement in Water-Based Community
Tourism Development**

2.9 How did you know about community meeting?

- 1 From community Announcement
 2 From community members
 3 From local Mass Media (Radio, television, local newspaper)
 4 Other _____

2.10 What did you contribute for tourism development in the community?

- 1 Labor
 2 Material
 3 Cash
 4 Information
 5 Suggestion
 6 Selling stuff in the activities or festival
 7 Other (please specify) _____

2.11 Why did you make such contribution?

- 1 As responsibility
 2 Request by community leader or member
 3 Personal economic benefit
 4 Social benefit
 5 Other (please specify) _____

2.12 Who do you think that should be involved in managing of Water-Based Community Tourism Development?

- 1 Local people
 2 Community group leader
 3 Taling Chan Union
 4 Taling Chan district
 5 Private sector
 6 Non Government Organizations (NGOs)
 7 TAT
 8 Other (please specify) _____

2.13 How active you are in the community meeting for decision making in tourism development?

- 1 Always 2 Often 3 Occasionally 4 Rarely 5 Never

2.14 Is Water-Based community causing conflict because local governments are not contributed the budget to develop water-based community tourism? Why

- 1 Yes(why?) _____ 2 No(why?) _____

2.15 How does the community solve those conflicts?

- 1 Ignore
 2 Coordinate to solve problem
 3 Do not know

A. Benefit and satisfaction level of involvement (please rate the benefit and satisfaction level in water-based community tourism development at Taling Chan floating market)

Types of Activities	Level of Benefit Gained					Satisfaction Level				
	Very High	High	Medium	Low	Very Low	Strongly Satisfied	Satisfied	Neutral	Dissatisfied	Strongly Dissatisfied
Economic Benefit										
1. Generating income for community										
2. Creating investment										
3. Creating employment for local people										
4. Increase productivity										
5. Creating entrepreneurship										
6. Increase infrastructure and facility(road, transportation)										
Social Benefit										
7. Increase awareness of changing way of life										
8. Reduce conflict among stakeholder										
9. Promote local uniqueness										

A. Benefit and satisfaction level of involvement (please rate the benefit and satisfaction level in water-based community tourism development at Taling Chan floating market) (Cont.)

Types of Activities	Level of Benefit Gained					Satisfaction Level				
	Very High	High	Medium	Low	Very Low	Strongly Satisfied	Satisfied	Neutral	Dissatisfied	Strongly Dissatisfied
10. Increase awareness of impact										
11. Increase awareness of role and responsibility										
12. Preserve and conserve local culture and tradition										
Social Benefit										
13. Improve skill of local employment										
14. Clearing role and responsibility among stakeholders										
15. Distribute power among community										

A. Benefit and satisfaction level of involvement (please rate the benefit and satisfaction level in water-based community tourism development at Taling Chan floating market) (Cont.)

Types of Activities	Level of Benefit Gained					Satisfaction Level				
	Very High	High	Medium	Low	Very Low	Strongly Satisfied	Satisfied	Neutral	Dissatisfied	Strongly Dissatisfied
16. Create more cooperation among government and community										
Environment Benefit										
17. Increase awareness of sustainable tourism										
18. Increase conserve and preserve natural resources										
19. Increase tourism management in (air, water, noise pollution, land use, electricity, and Solid waste)										
20. Increase environment management in business sector										
21. Increase responsibility among relevant stakeholders										
22. Increase knowledge about environment conservation										
23. Increase role and regulation environment										

Part3: Local Perception of negative impacts (please rate level of negative impacts in Water-Based Community Tourism

Negative Impact	Level of Negative Impact				
	Very High	High	Medium	Low	Very Low
Economic Impact					
1. Income leakage from the community					
2. Tourism benefit contribute to a few people in the community					
3. Increasing cost of living					
4. Increasing price of product(agriculture)					
5. Increasing tax paying					
6. Corruption					
7. High entrepreneurs competitiveness					
Social Impact					
8. Changing in life style					
9. Conflict among relevant stakeholders					
10. Drug and alcohol abuse					
11. Damaging local culture					
12. Reducing of quite space					
13. Imitation of tourists' behavior					
14. Reducing family relationship					
Environment Impact					
15. Water Pollution					
16. Air Pollution					
17. Noise Pollution					
18. Traffice Congestion					
19. Litter					
20. Crowding					

Part4: What are the problems of Water-Based Community Tourism Development at Taling Chan floating Market?

- 1 Insufficient of budget to contribute to community tourism
- 2 Lack of support from government
- 3 Unclear plan and responsibilities for stakeholder involvement
- 4 Conflict among relevant stakeholders
- 5 High influence from local politics
- 6 Unawareness of tourism impact
- 7 Lack of time of local people to involve in community tourism
- 8 People low interest on involvement
- 9 Low education, knowledge, and skills
- 10 Ignore need and problem of local community
- 11 Other (please specify) _____

Part5: Appropriate Recommendation for Water-Based Community Tourism Development

5.1 In your opinion, do you have any suggestion how local community can involve in the community tourism development?

5.2 Do you have any recommendations for the improving of Water-Based Community Tourism which contribute to sustainable tourism development?

Thanks you for your time and cooperation

เลขที่แบบสอบถาม:

**แบบสำรวจการพัฒนาแหล่งท่องเที่ยวชุมชนทางน้ำ กรณีศึกษา
ตลาดน้ำตลิ่งชัน**

โดย

นางสาว สวรรยา พรหมแก้วต่อ

วิทยาลัยนานาชาติ มหาวิทยาลัยมหิดล

ข้อมูลผู้ตอบแบบสอบถาม:

สถานะทางครอบครัว:

วันที่สัมภาษณ์:

ผู้สัมภาษณ์:

ส่วนที่ 2: การมีส่วนร่วมในการท่องเที่ยวของชุมชนตลาดน้ำตลิ่งชัน (กรุณาทำเครื่องหมาย ✓ ลงใน และ กรอกข้อมูลของท่านลงในช่องว่าง)

A การมีส่วนร่วมของชุมชน

2.1 คุณเคยมีส่วนร่วมในการท่องเที่ยวของชุมชนตลาดน้ำตลิ่งชันหรือไม่

1 เคย

2 ไม่เคย

3 ไม่แสดงความเห็น

2.2 คุณมีส่วนร่วมอย่างไรในการท่องเที่ยวของชุมชนตลาดน้ำตลิ่งชัน

1 มีส่วนร่วมทางตรงกับการจัดการการท่องเที่ยวตลาดน้ำตลิ่งชัน

2 มีส่วนร่วมทางอ้อม โดยการเลือกตัวแทนเข้าไปดูแลจัดการ

2.3 คุณมีส่วนร่วมในการจัดการตลาดน้ำตลิ่งชันในระดับใด

1 รับข้อมูลข่าวสารของชุมชนเพียงอย่างเดียว

2 เผยแพร่ข้อมูลข่าวสารของชุมชน

3 เข้าร่วมในการตัดสินใจในเรื่องต่างๆของชุมชน

4 ให้การสนับสนุนในด้านแรงงาน ทุนทรัพย์ วัสดุอุปกรณ์ และการบริการ

2.4 คุณเป็นสมาชิกของชุมชนตลาดน้ำตลิ่งชันเป็นระยะเวลาานเท่าใด..... (ปี)

2.5 คุณมีส่วนร่วมในชุมชนในตำแหน่งหน้าที่ใด

1 เป็นสมาชิกของชุมชน

2 เป็นคณะกรรมการชุมชน

3 เป็นประธานกิจกรรมชุมชน

2.5 คุณเข้าร่วมต่อการประชุมในชุมชนบ่อยแค่ไหน

1 บ่อยมาก

2 บ่อย

3 บางครั้ง

4 แทบจะไม่เลย

5 ไม่เลย

2.7 เพราะเหตุใดคุณถึงเป็นสมาชิกของชุมชนตลาดน้ำหรือเข้าไปมีส่วนร่วมในชุมชน

เนื่องจาก.....

2.8 กรณีถ้าคุณไม่ได้มีส่วนร่วมต่อการท่องเที่ยวของชุมชน เนื่องจาก

1 คุณได้รับประโยชน์เพียงเล็กน้อย

2 คุณไม่ค่อยสนใจที่จะเข้าร่วม

3 คุณไม่มีเวลา

4 อื่นๆ (โปรดระบุ).....

2.9 คุณทราบได้อย่างไรว่ามีการเข้าร่วมประชุมของคนในชุมชน

1 การประกาศของชุมชน
 2 สมาชิกของชุมชน เช่น เพื่อนบ้าน ผู้นำชุมชน
 3 สื่อของชุมชนเช่น วิทยุ ทีวี หนังสือพิมพ์ท้องถิ่น
 4 อื่นๆ (โปรดระบุ).....

2.10 คุณได้สนับสนุนสิ่งใดบ้างให้กับการท่องเที่ยวตลาดน้ำ

1 แรงงาน
 2 วัสดุอุปกรณ์
 3 ทูททรัพย์
 4 ข้อมูลข่าวสาร
 5 คำแนะนำ
 6 การค้าขายผลิตภัณฑ์ ในกิจกรรมต่างๆของชุมชน
 7 อื่นๆ (โปรดระบุ).....

2.11 เพราะเหตุใด คุณถึงได้สนับสนุนสิ่งดังกล่าวให้กับการท่องเที่ยวชุมชนตลาดน้ำ

1 เป็นหน้าที่ความรับผิดชอบ
 2 เป็นความต้องการของสมาชิกชุมชนและผู้นำท้องถิ่น
 3 เป็นประโยชน์ต่อตัวคุณเองในแง่ของเศรษฐกิจอาชีพ การค้าขาย
 4 เป็นประโยชน์ต่อตัวคุณเองในแง่ของสังคมอาชีพ ยกระดับทางสังคม เป็นที่นับถือของสมาชิกคนอื่น
 5 อื่นๆ (โปรดระบุ).....

2.12 ใครที่คุณคิดว่าควรที่จะเข้ามามีบทบาท และ ส่วนร่วมในการจัดการการท่องเที่ยวในชุมชนตลาดน้ำ

1 ชาวบ้าน
 2 ผู้นำชุมชน
 3 ประชาคม
 4 เจ้าหน้าที่เขตตลิ่งชัน
 5 ภาคเอกชน
 6 NGOs
 7 การท่องเที่ยวแห่งประเทศไทย
 8 อื่นๆ (โปรดระบุ).....

2.13 คุณมีความกระตือรือร้นในการประชุมกับชุมชนในเรื่องที่สำคัญของตลาดน้ำตลิ่งชันบ่อยแค่ไหน

1 บ่อยมาก
 2 บ่อย
 3 บางครั้ง
 4 แทบจะไม่เลย
 5 ไม่เลย

2.14 การจัดการดูแลตลาดน้ำตลิ่งชันของคนในชุมชน มักจะเกิดปัญหาบ้างหรือไม่

1 ใช่ (เพราะว่า).....
 2 ไม่ (เพราะว่า).....

2.15 คนในชุมชนมีวิธีการแก้ปัญหาอย่างไร

1 เลขๆ ไม่สนใจ
 2 ช่วยกันแก้ปัญหา
 3 ไม่ค่อยรู้
 4 อื่นๆ(โปรดระบุ).....

A. ประโยชน์และระดับความพึงพอใจของการมีส่วนร่วมในการท่องเที่ยวชุมชนตลาดน้ำ

ชนิดของกิจกรรม	ระดับของประโยชน์ที่ได้รับต่อการมีส่วนร่วม					ระดับความพึงพอใจที่ได้รับต่อการมีส่วนร่วม				
	สูงมาก	สูง	ปานกลาง	ต่ำ	ต่ำมาก	พอใจมาก	พอใจ	ปานกลาง	ไม่พอใจ	ไม่พอใจมาก
ด้านเศรษฐกิจ										
1.สร้างรายได้ให้คนในชุมชน										
2.สร้างการลงทุนในชุมชน										
3. สร้างงานให้คนในชุมชน										
4.ผลผลิตทางการท่องเที่ยวเพิ่มมากขึ้นเช่นของที่ระลึก, ร้านค้าชุมชน										
5.การค้าขายในชุมชนเพิ่มมากขึ้น										
6.สาธารณูปโภคและสิ่งอำนวยความสะดวกเพิ่มมากขึ้น เช่น การขนส่งมวลชน, ถนน										

A. ประโยชน์และระดับความพึงพอใจของการมีส่วนร่วมในการท่องเที่ยวชุมชนตลาดน้ำ

ชนิดของกิจกรรม	ระดับของประโยชน์ที่ได้รับต่อการมีส่วนร่วม					ระดับความพึงพอใจที่ได้รับต่อการมีส่วนร่วม				
	สูงมาก	สูง	ปานกลาง	ต่ำ	ต่ำมาก	พอใจมาก	พอใจ	ปานกลาง	ไม่พอใจ	ไม่พอใจมาก
ด้านสังคม										
7. ตระหนักถึงวิถีชีวิตชุมชนที่เปลี่ยนไปมากขึ้น										
8. ลดความขัดแย้งของคนในชุมชน										
9. ส่งเสริมเอกลักษณ์ของชุมชน										
10. ตระหนักถึงผลกระทบต่อชุมชนเพิ่มขึ้น										
11. ตระหนักถึงความรับผิดชอบและหน้าที่ต่อชุมชนเพิ่มขึ้น										
12.ตระหนักถึงการอนุรักษ์วัฒนธรรมชุมชน										
13.คนในชุมชนมีทักษะในอาชีพเพิ่มมากขึ้น										

A. ประโยชน์และระดับความพึงพอใจของการมีส่วนร่วมในการท่องเที่ยวชุมชนตลาดน้ำ

ชนิดของกิจกรรม	ระดับของประโยชน์ที่ได้รับต่อการมีส่วนร่วม					ระดับความพึงพอใจที่ได้รับต่อการมีส่วนร่วม				
	สูงมาก	สูง	ปานกลาง	ต่ำ	ต่ำมาก	พอใจมาก	พอใจ	ปานกลาง	ไม่พอใจ	ไม่พอใจมาก
ด้านสังคม										
14.คนในชุมชนมีการแบ่งหน้าที่และความรับผิดชอบต่อการท่องเที่ยวอย่างชัดเจน										
15.ชุมชนมีศักยภาพและอำนาจเมื่อเทียบกับชุมชนอื่น										
16.เกิดความร่วมมือระหว่างภาครัฐและชุมชนเพิ่มขึ้น										
ด้านสิ่งแวดล้อม										
17.ตระหนักถึงการท่องเที่ยวที่ยั่งยืน										
18.ตระหนักถึงการอนุรักษ์และรักษาทรัพยากรธรรมชาติ										

A. ประโยชน์และระดับความพึงพอใจของการมีส่วนร่วมในการท่องเที่ยวชุมชนตลาดน้ำ

ชนิดของกิจกรรม	ระดับของประโยชน์ที่ได้รับต่อการมีส่วนร่วม					ระดับความพึงพอใจที่ได้รับต่อการมีส่วนร่วม				
	สูงมาก	สูง	ปานกลาง	ต่ำ	ต่ำมาก	พอใจมาก	พอใจ	ปานกลาง	ไม่พอใจ	ไม่พอใจมาก
ด้านสิ่งแวดล้อม										
19.มีการจัดการการท่องเที่ยวทางด้านมลพิษทางอากาศ น้ำ และเสียงเพิ่มขึ้น										
20.เขาวชนตระหนักถึงผลกระทบต่อสิ่งแวดล้อมมากขึ้น										
21. ภาคธุรกิจมีการจัดการต่อผลกระทบต่อสิ่งแวดล้อมเพิ่มขึ้น										
22.ชุมชนตระหนักในความรับผิดชอบต่อสิ่งแวดล้อมเพิ่มขึ้น										

ส่วนที่3: ผลกระทบด้านลบต่อการท่องเที่ยวของชุมชนตลาดน้ำตลิ่งชัน (กรุณาทำเครื่องหมาย✓ ลงลงในช่องว่าง)

ผลกระทบด้านลบ	ระดับของผลกระทบ				
	ต่ำมาก	ต่ำ	ปานกลาง	สูง	สูงมาก
ด้านเศรษฐกิจ					
1. รายได้รั่วไหลออกจากชุมชน					
2. ผลประโยชน์ด้านการท่องเที่ยวกระจายให้เฉพาะคนบางกลุ่ม					
3. ค่าครองชีพสูงขึ้น					
4. ราคาสินค้าในชุมชนสูงขึ้น					
5. ค่าใช้จ่ายเพิ่มขึ้น					
6. การคดโกงมีมากขึ้น					
7. การแข่งขันทางการค้าเพิ่มขึ้น					
ด้านสังคม					
8. วิถีชีวิตคนในชุมชนเปลี่ยนไป					
9. เกิดความขัดแย้งของคนในชุมชน					
10. คนในชุมชนติดยาเสพติด และ เหล้า					
11. ประเพณีและวัฒนธรรมถูกทำลาย					
12. ขาดพื้นที่เฝ้าระวังในชุมชน					
13. การลอกเลียนแบบพฤติกรรมนักท่องเที่ยว					
14. เกิดช่องว่างในครอบครัวเพิ่มขึ้น					
ด้านสิ่งแวดล้อม					
15. มลพิษทางน้ำ					
16. มลพิษทางอากาศ					
17. มลพิษทางเสียง					
18. การจราจรติดขัด					
19. การจัดการขยะมูลฝอย					
20. ความแออัดในชุมชน					

4. ปัญหาที่ท่านเห็นเด่นชัดในชุมชนตลาดน้ำตลิ่งชัน

- 1 งบประมาณไม่เพียงพอต่อการพัฒนาชุมชนตลาดน้ำ
- 2 ขาดการสนับสนุนจากภาครัฐ
- 3 ขาดแผนงาน การวางแผนและความรับผิดชอบต่อการมีส่วนร่วมของชุมชน
- 4 ความขัดแย้งในผู้มีส่วนร่วมในชุมชน
- 5 อิทธิพลของการเมืองภายในชุมชน
- 6 ไม่ตระหนักถึงผลกระทบด้านลบของการท่องเที่ยว
- 7 ไม่มีเวลาเข้าร่วมต่อการพัฒนาตลาดน้ำ
- 8 ไม่มีความสนใจที่จะเข้าร่วมต่อการพัฒนาตลาดน้ำ
- 9 ไม่มีความรู้ และ ทักษะในการพัฒนาการท่องเที่ยวตลาดน้ำ
- 10 ไม่สนใจต่อความต้องการ และ ปัญหาของชาวบ้าน
- 11 อื่นๆ (โปรดระบุ).....

ส่วนที่ 5: คำแนะนำต่อการท่องเที่ยวอันยั่งยืนของชุมชนตลาดน้ำตลิ่งชัน

5.1 ท่านมีคำแนะนำอย่างไรให้คนในชุมชนเข้ามามีส่วนร่วมและบทบาทในการพัฒนาการท่องเที่ยวตลาดน้ำตลิ่งชันเพิ่มมากขึ้น

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5.2 ท่านมีความคิดเห็นหรือ คำแนะนำอย่างไรต่อการพัฒนาการท่องเที่ยวอันยั่งยืนของตลาดน้ำตลิ่งชัน

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ขอขอบคุณในการเสียสละเวลา และ ความร่วมมือของท่าน

Checklist for Government Officers, Community Group and Union Alliance Leader

Questions

1. What are primary objectives for establishing tourism in the community?
2. What is the uniqueness of Taling Chan floating market?
3. Who do you think should be involve for developing Taling Chan floating market?
4. What are the roles and responsibilities to all parties involved?
5. How does your motivation people in your organization to involve community tourism?
6. How does your organization allocate budget for community tourism?
7. Any community rules and regulations?
8. Are local people taking an active role in the management of water-based community tourism?
9. How does community as a whole benefit from tourism (e.g., infrastructure development and repairs to school, temple)?
10. What percentage (if any) of the financial benefits go to the community?
11. Is water-based community tourism causing some families to have less time available for other important activities such as agricultural activities, rituals, etc? How?
12. What are conflicts among stakeholders involvement at Taling Chan floating market? Why?
13. Who are the people who always coordinate to solve problems?
14. Are the positive changes after tourism was established? What? How?
15. What are the negative changes after tourism was established? What? How?
16. In your opinion, what the factors (economic, social, environment) to contribute to sustainable tourism?
17. What are strength and weakness of Taling Chan floating market?
18. What are major problems and potentials for water-based community tourism at Taling Chan floating market?
19. What are your recommendations to improve water-based community tourism at Taling Chan floating market?

คำถามสำหรับ สำนักงานเขตตลิ่งชันและประชาคมตลาดน้ำตลิ่งชัน

1. Are local people taking an active role in the management of water-based community tourism?
2. How does community as a whole benefit from tourism (e.g., infrastructure development and repairs to school, temple)?
3. What are conflicts among stakeholders involvement at Taling Chan floating market? Why?
4. Who are the people who always coordinate to solve problems?
5. Are the positive changes after tourism was established? What? How?
6. What are the negative changes after tourism was established? What? How?
7. In your opinion, what the factors (economic, social, environment) to contribute to sustainable tourism?
8. What are strength and weakness of Taling Chan floating market?
9. What are major problems and potentials for water-based community tourism at Taling Chan floating market?
10. What are your recommendations to improve water-based community tourism at Taling Chan floating market?

คำถามสำหรับ สำนักงานเขตตลิ่งชันและประชาคมตลาดน้ำตลิ่งชัน

1. อะไรคือจุดประสงค์หลักในการก่อตั้งการท่องเที่ยวที่คนในชุมชนมีส่วนร่วม
2. อะไรคือเอกลักษณ์อันโดดเด่นของตลาดน้ำตลิ่งชัน
3. ใครที่คุณคิดว่าควรจะมีส่วนร่วมหลักในการเข้ามาจัดการบริหารและพัฒนาตลาดน้ำตลิ่งชัน
4. อะไรคือหน้าที่และความรับผิดชอบหลักของแต่ละภาคส่วนในการบริหารตลาดน้ำ
5. คุณทำอย่างไรในการกระตุ้นให้คนในองค์กร หรือคนที่เกี่ยวข้องได้เข้ามามีส่วนร่วมในการท่องเที่ยว
6. องค์กรของคุณจัดการงบประมาณในตลาดน้ำตลิ่งชันอย่างไร
7. ในชุมชนมีกฎเกณฑ์ที่ก่อตั้งโดยชุมชนหรือไม่ อะไรบ้าง
8. คนในชุมชนได้มีส่วนร่วมในตลาดน้ำอย่างไรบ้าง
9. ชุมชนได้ประโยชน์อะไรจากการท่องเที่ยวตลาดน้ำบ้าง
10. ในชุมชนได้รับประโยชน์จากตลาดน้ำ เช่น การพัฒนาสาธารณูปโภค การซ่อมแซมวัด หรือโรงเรียน
11. คิดว่า การท่องเที่ยวตลาดน้ำมีผลทำให้ในชุมชนไม่ค่อยให้ความสำคัญกับพวก กิจกรรมทางการเกษตร หรือไม่ อย่างไร
12. ในการจัดการตลาดน้ำ เกิดความขัดแย้งกับภาคส่วนอื่นๆบ้างหรือไม่ อย่างไร
13. ใครในชุมชนตลาดน้ำที่มักจะแก้ปัญหา เมื่อเกิดความขัดแย้งขึ้น
14. หลังจากทีก่อตั้งตลาดน้ำตลิ่งชันแล้ว มีการพัฒนาในด้านบวกใดบ้าง
15. หลังจากทีก่อตั้งตลาดน้ำตลิ่งชันแล้ว มีผลกระทบด้านลบอย่างไรบ้าง
16. ในความคิดของคุณ คิดว่าปัจจัยใดในด้านเศรษฐกิจ สังคม วัฒนธรรม ที่จะพัฒนาไปสู่การท่องเที่ยวที่ยั่งยืน
17. อะไรคือจุดแข็ง และจุดอ่อนของตลาดน้ำตลิ่งชัน
18. อะไรคือปัญหาหลักในตลาดน้ำตลิ่งชัน
19. คุณมีข้อเสนอแนะอย่างไรที่จะพัฒนาตลาดน้ำตลิ่งชัน



Figure1: Taling Chan floating market in front of rafting area



Figure2: Map and History of Taling Chan floating market



Figure3: Tourist's information and Taling Chan Tour Office



Figure4: Student in Taling Chan area shows Thai Classical music



Figure5: Thai Classical show at Taling Chan floating market



Figure6: Taling Chan floating Market Alliance or Management Committee

BIOGRAPHY

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