

**ASSESSMENT OF IMPACTS OF LOCAL TOURISM  
DEVELOPMENT: A CASE STUDY OF  
SUAN PHUENG, RATCHABURI, THAILAND**

The image features a large, faint watermark of the Mahidol University logo in the background. The logo is circular and contains a central emblem with Thai script around it. The text 'NAVARAT ANANSITTHICHOK' is centered over the logo.

**NAVARAT ANANSITTHICHOK**

**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  
2010**

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Thesis  
entitled  
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DEVELOPMENT: A CASE STUDY OF  
SUAN PHUENG, RATCHABURI, THAILAND**



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**ASSESSMENT OF IMPACTS OF LOCAL TOURISM DEVELOPMENT:  
A CASE STUDY OF SUAN PHUENG, RATCHABURI, THAILAND**

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**ABSTRACT**

The objectives of this study are to examine the impacts of local tourism development, to explore the perceptions and attitudes of local community towards tourism development in Suan Phueng, and to identify of problems encountered in the tourism development in Suan Phueng. Data were collected through observation, key informants interviews and 200 household questionnaire surveys. A five-point Likert scale was used to measure the level of impacts, the degree of benefits gained and the satisfaction level. The quantitative analysis was analyzed by using the Statistical Program for the Social Science (SPSS). Content analysis was applied for qualitative analysis.

Tourism development has high levels of overall positive impacts on environmental, socio-cultural and economic aspects and has medium levels of overall negative impacts on local communities but has a high level of negative economic impacts and a medium level of environmental and socio-cultural impacts. The findings indicate that local people were highly willing to support and be involved in tourism development. The community received high benefits from tourism development particularly economic benefits. They also had a high level of satisfaction on the benefits gained. The main problems of tourism development were lack of support from government, lack of skill, knowledge and understanding, and conflict among stakeholders.

Tourism creates both positive and negative impacts. The result of this study should be applied to tourism planning and management in order to minimize the negative impacts and maximize the benefits of tourism development as well as be successful in long-term tourism development and sustainability maintenance. The recommendations of this research are; the community development by providing education and training for local people, stakeholder's participation in tourism planning and management and finally development under the concept of sustainable tourism development.

**KEY WORDS: TOURISM DEVELOPMENT/ TOURISM IMPACTS/  
COMMUNITY PERCEPTION AND ATTITUDE/ SUSTAINABLE  
TOURISM/ TOURISM INNOVATION**

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ASSESSMENT OF IMPACTS OF LOCAL TOURISM DEVELOPMENT:

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#### บทคัดย่อ

วัตถุประสงค์ของงานวิจัยชิ้นนี้คือเพื่อตรวจสอบผลกระทบของการท่องเที่ยวที่มีต่อชุมชน เพื่อสำรวจมุมมองและทัศนคติของชุมชนในพื้นที่ที่มีต่อการพัฒนาการท่องเที่ยว และเพื่อจำแนกถึงปัญหาของการพัฒนาการท่องเที่ยวของสวนผึ้ง โดยเก็บข้อมูลจากการสำรวจ, การสัมภาษณ์ และการเก็บแบบสอบถามจากครัวเรือนจำนวน 200 ชุดและได้ใช้การวัดแบบ Likert Scale 5 ลำดับขั้นในการวัดระดับของผลกระทบต่าง ๆ ที่เกิดขึ้นจากการท่องเที่ยว รวมทั้งระดับของผลประโยชน์ต่อชุมชนที่ได้รับจากการพัฒนาการท่องเที่ยว และระดับความพึงพอใจต่อผลประโยชน์นั้น ๆ การวิเคราะห์ข้อมูลเชิงปริมาณจะ ทำโดยใช้โปรแกรมคอมพิวเตอร์ที่ใช้ในการคำนวณค่าทางสถิติสำหรับงานวิจัยทางสังคมศาสตร์หรือ SPSS ส่วนการวิเคราะห์เนื้อหาได้นำมาประยุกต์ใช้ในการวิเคราะห์ข้อมูลเชิงคุณภาพ

ผลการวิจัยชี้ให้เห็นว่า การพัฒนาการท่องเที่ยวมีผลกระทบทางบวกระดับสูงต่อชุมชนในภาพรวมทั้งสามด้านคือ สิ่งแวดล้อม, สังคมและวัฒนธรรม และด้านเศรษฐกิจ ในขณะที่เดียวกันการพัฒนาการท่องเที่ยวยังมีผลกระทบทางลบในระดับปานกลางในภาพรวม แต่มีผลกระทบในเกณฑ์ระดับสูงต่อด้านเศรษฐกิจ และมีผลกระทบในระดับปานกลางต่อด้านสังคมและวัฒนธรรม และสิ่งแวดล้อม ผลของการวิจัยพบว่าประชากรในพื้นที่มีความตั้งใจที่จะสนับสนุนและมีส่วนเกี่ยวข้องในการพัฒนาการท่องเที่ยวในสวนผึ้ง ซึ่งประชากรได้รับผลประโยชน์จากการท่องเที่ยวในเกณฑ์ที่สูง โดยเฉพาะผลประโยชน์ทางด้านเศรษฐกิจและ มีความพึงพอใจต่อผลประโยชน์ที่ได้รับในระดับที่สูง ส่วนปัญหาหลักของการพัฒนาการท่องเที่ยวที่พบได้แก่ ขาดแคลนการสนับสนุนจากภาครัฐ, ขาดแคลนทักษะ ความรู้และความเข้าใจ, ความขัดแย้งระหว่างผู้มีส่วนได้ส่วนเสียจากการท่องเที่ยว เป็นต้น

การท่องเที่ยวก่อให้เกิดผลกระทบทั้งทางบวกและทางลบ ผลจากการวิจัยในครั้งนี้ควรนำไปใช้ในการวางแผนและจัดการการท่องเที่ยวเพื่อที่จะก่อให้เกิดผลกระทบด้านลบน้อยที่สุด และเกิดผลประโยชน์จากการท่องเที่ยวให้มากที่สุด รวมทั้งความสำเร็จในการพัฒนาการท่องเที่ยวในระยะยาวอย่างยั่งยืน ขอเสนอแนะจากผลการวิจัยชิ้นนี้คือ การพัฒนาชุมชนโดยการจัดการด้านการศึกษาและการฝึกอบรมให้กับคนในท้องถิ่น รวมทั้งการจัดให้ทุก ๆ กลุ่มที่เกี่ยวข้องกับการท่องเที่ยวได้มีส่วนร่วมในการวางแผน จัดการและพัฒนาการท่องเที่ยวใน ชุมชนภายใต้แนวความคิดการพัฒนาการท่องเที่ยวอย่างยั่งยืน

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## LIST OF ABBREVIATIONS

GDP	Gross Domestic Product
km.	Kilometer
NGO	Non-Government Organization
S.D.	Standard Deviation
SPSS	Statistical Package for Social Science
sq. km.	Square Kilometer
TAT	Tourism Authority of Thailand
UN	United Nations
UNESCAP	United Nations Economics and Social Commission for Asia and the Pacific
WTO	World Tourism Organization

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background**

Tourism is one of the largest industry in the world involving hundreds of millions of people in international and domestic travel each year (Mason, 2008). The World Tourism Organization's (2008) estimated that there were 900 million international travelers in 2007. Tourist destinations have been created globally as more regions seek 'a piece of the tourism pie' (Cerveny, 2005). Thailand is one of the most popular tourist destination in the world with the 'Land of Smiles' slogan promoted worldwide. Thailand is the best known among the international tourists. It has numerous types of tourism development including nature-based tourism, agro-tourism, cultural and historical tourism, and health tourism that attract tourists to spend their holidays in Thailand. According to the Office of Tourism Development (2009), International Tourists arriving to Thailand has increased from 7.76 million in 1998 to 14.5 million in 2008. Tourism has become a significant part of Thailand's economy and the main source of GDP. Tourism development has created potential economic impacts such as employment opportunity, income source for local community as well as for local government agencies or government organizations (Untong, 2006). Beirman (2009) indicated that the income from tourism industry contributes substantially to the Thai economy. It accounted about 6 percent of the country's GDP and the multiplier effect of tourism creates millions of employments in country.

Tourism is important not just because of its size in terms of the number of travelers but it also defines people in tourism employment, or money earned by a destination. Tourism is significant also because of the enormous impact it has on people's living and the areas that they live, and because of the effects of tourism itself towards the world around it (Hall, 2000). In late 20<sup>th</sup> century, interest towards nature in the world grew; and ecotourism and environmental conservation were much focused where in tourism-related developments were perceived as a threat (Leiper,

2004). At present, nature-based tourism is widely popular in Thailand. The number of tourists visiting nature preserve areas is in rise each year. The number of visitors to the national parks was 11 million in 1993 that increased from 2.5 million in 1981 (UNESCAP, n.d.). In terms of nature-based tourism, many tourists have sought unique natural destination and tourism activities depending on the use of natural resources for their vacations (Yildirim, Ak & Olmez, 2007). Their activities include mountaineering, hiking, backpacking, camping, canoeing, fishing, hunting, nature photography, scuba diving, and nature tours (Potts & Rourke, 2000).

Ratchaburi province is one of Thailand's attractive destinations for nature-based tourism, which is less popular as a tourist destination than other provinces. Ratchaburi is one of the central provinces in Thailand. It is located 80 kilometers west of Bangkok. Ratchaburi has a lot of tourist attractions to visit and the most well known is Damnernsaduak floating Market. Ratchaburi covers 5200 square kilometers and is divided into nine districts; Suan Phueng is one of districts in the west of Ratchaburi (TAT, 2010). Ratchaburi hides its charm in Suan Phueng District in the embrace of mountains (Thaiways, 2006). Suan Phueng is fortunate in its prime location for tourism in terms of natural attractions, beautiful places, and cultural and historical sites.

Suan Phueng is high ground area surrounded by mountains; and the adjoining Thai-Burmese border with the Tanaosi range serves as a borderline (TAT, 2010). Consequently the climate is cool, similar to that in the north of Thailand. It can be reached easily and takes just two hours from Bangkok for those who want the good environment and a pleasant place to relax in nature (Kaisornrat, 2006) with comfortable accommodation and campsites, and a lot of interesting places and a various tourist activities including nature photograph, trekking, relaxing, waterfall visiting, tent camping and rafting. However, the outstanding attractions of Suan Phueng seem to be the unique accommodations that are available in various architectural styles such as the Mediterranean-style lodges set against hills, the traditional Thai Lanna-style resorts, which provides experience of ancient times, Safari tent camp styles as well as many recreational activities and facilities provided by the resorts.

Even though Suan Phueng has unique tourism products such as nature sites and Karen culture that are not usually found at other tourist destination (Kaisornrat, 2006), the competitive advantages of Suan Phueng that have been created in the area, were mostly through an investment of accommodations by private sector and outsiders (Tripathi, 2008). Furthermore, new accommodations have been sprouted all over the district. Tripathi (2008) said, “it's easy to get carried away by the pristine nature but soon you can't help but notice how new resorts are making inroads to the foothills as well as more revolutionary changes to Mother Nature, some of them unwanted. Eco-conscious visitors are understandably less enthusiastic. But the developers are still buying up land”. The growth and tourism development in Suan Phueng therefore has raised many questions related to tourism benefits and the local community including the economic impacts such as job creation, income generation for local people and for local government agencies, people's quality of life, lifestyle, social and culture changes, the environmental conservation, and sustainable development.

Regarding tourism development in Suan Phueng, three main factors affecting local tourism development in community can be of great concern. The first is tourism impacts, how tourism affects local people in economic, social and culture, and environment aspects in both positive and negative way. The second is the analysis of the perception and attitudes of local people towards tourism development in order to know that how they gain tourism benefits and their satisfaction on the benefits, their willingness to support and involve in tourism, the attitude towards accommodation business as well as the changes in their lives between pre and post tourism development. The third represent the problems encountered by tourism development in community. It will be useful to analyze these factors in order to provide the effective guideline for developing the appropriate strategies of local tourism development.

## **1.2 Statement of the Problem**

Although tourism plays a significant role in economic growth of Thailand, now concerns about the problems in local community, economic, socio-cultural and environmental aspects by tourism has become of priority. Tourism development

creates both positive and negative impacts. The impact of tourism on local economic system is related with the source of income for local communities and governmental agencies. Tourism is perceived to generate employment income community pride and harmony; but was also considered as the causes of more crimes, natural resources damages and pollutions (Untong, 2006).

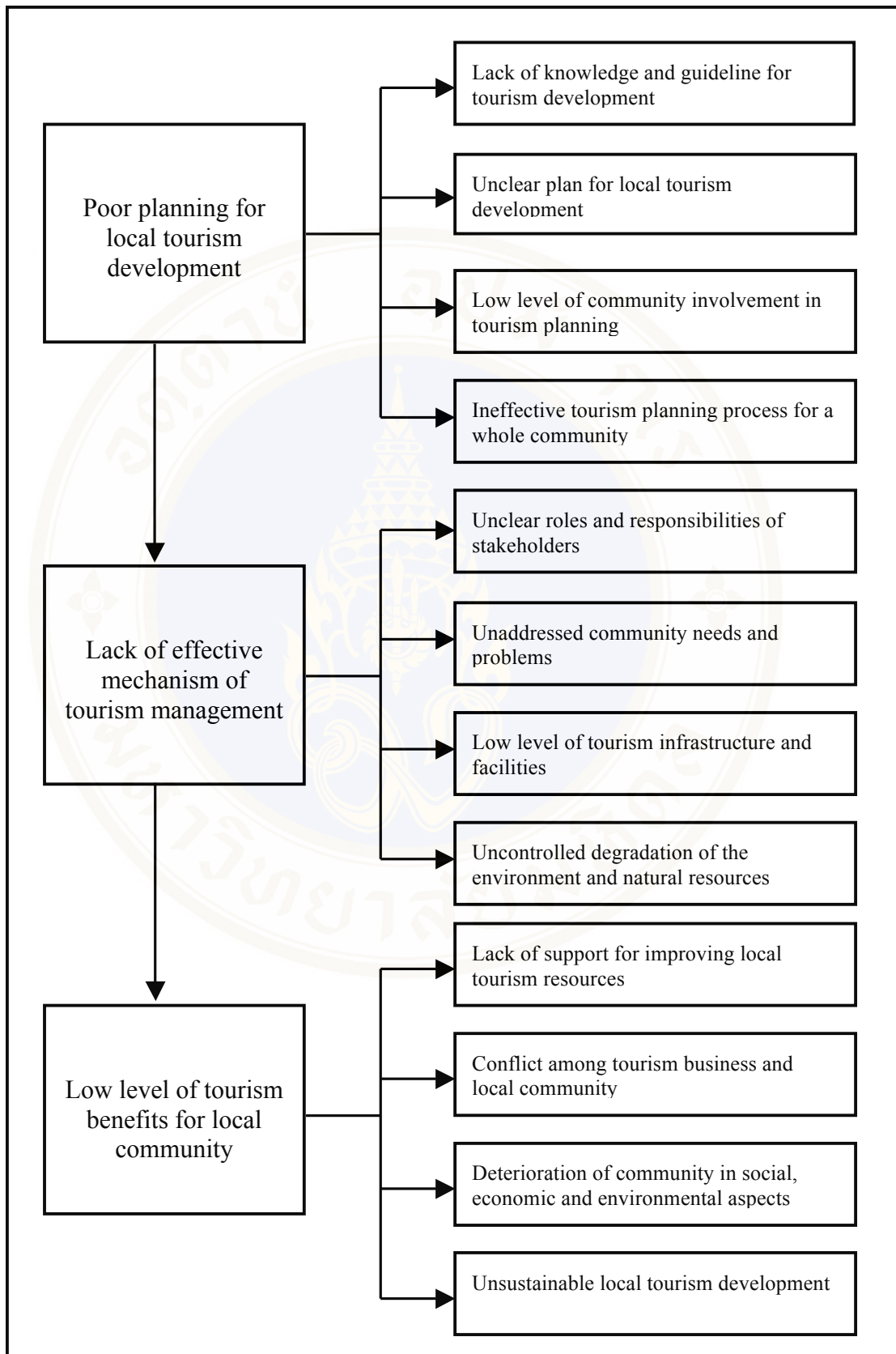
Tourism development without knowing and considering the perception and attitude of local people can cause multitude of problems and hinder its sustainability (Untong, 2006). It is often unclear whether their behavior is responsible for the major negative impacts on nature and related activities such as the construction and development of infrastructure and facilities (Deng, King, and Bauer, 2002).

The effective tourism planning, management and development can increase tourism benefits for local community and minimize tourism impacts. However, there is wide evidence that an unplanned or mismanaged tourism could turn into a threat for the protected areas, since have both ecological impacts (significant ecosystem deterioration, change in the life cycles of species, etc) and socio cultural impacts (unfair distribution of economic benefits, loss of cultural identity, etc) (Moreno, 2009). Therefore, the destination area should have an effective tourism strategy planning in order to support appropriate tourism development.

The planning of local tourism development may not be applicable with the conditions in the local area since the local people in Suan Phueng have low level of knowledge and understanding about sustainable tourism (Kaisornrat, 2006). Local community has no guideline in roles and responsibilities. Local government has unclear direction to manage and promote tourism. At the same time, lack of proper tourism management, cooperate, promotion, personal skills and tourism standard including the development in tourism resources, infrastructure, facilities and accessibility, seasonal tourism and uncertain number of tourists (Kaisornrat, 2006) as well as unclear image of the area are also the obstruction of effective tourism development (Prabpairee, Jamjun, Suwannachang & Khummee, 2008). All these criterias in combination influences tourist behavior for making a decision to select their destinations (Kaisornrat, 2006). When tourist arrives in the area, they create both benefits and negative effects on local community. Tourism benefits can often cause the conflict among tourism stakeholders with respect to benefit distribution

particularly between tourism business and local community. In addition, tourism impacts in environmental, socio-cultural and economic aspects definitely occurs to local community. Therefore question arises on tourism impacts on local community and what benefits that local people really gain from the tourism development.





**Figure 1-1: Main issues related to assess the impacts of local tourism development**

According to Figure 1.1, there are three key issues of impacts of local tourism development in this study area.

#### **Poor Planning for local tourism development**

Due to poor planning for local tourism development, there is a lack of knowledge and guideline for tourism development which lead to unclear plans; and low level of community involvement in tourism planning create the ineffective tourism planning process for the whole community.

#### **Lack of effective mechanism of tourism management**

The lack of effective tourism mechanism of tourism management leads to unclear roles and responsibilities of stakeholders in the tourism management process. It does not respond to the community needs and problems. There are low level of tourism infrastructure and facilities, and uncontrolled degradation of environment and natural resources.

#### **Low level of tourism benefits on local community**

A result of low level of tourism benefits on local community is a lack of support for improving the local natural resources. It creates conflict among tourism business and local community as well as deterioration of community in social, economic and environmental aspects, which leads to unsustainable local tourism development.

In view of key problems and issues stated above, research questions are as follows:

- 1) What are the economic, environmental and socio-cultural impacts of tourism development in a local community in Suan Phueng?
- 2) What are the perceptions and attitudes of local people towards local tourism development?
- 3) What are the main problems of the local tourism development in Suan Phueng?

### **1.3 Rationale of the Research**

Tourism industry has been recognized as one of the major sources of revenue for Thailand. Tourism is an attractive sector because of its revenue and

employment creating potential. However, to maintain the growth rate of revenue from the tourism sector, the government recognizes the necessity to establish a plan to develop sustainable tourism. The research will provide a guideline for local tourism development based on the concept of sustainable tourism. The local perception and attitude towards the tourism development is the main focus of this research with the aim of assessing the impacts of local tourism development.

The research will emphasize on examining the tourism impacts towards local community and local peoples' support for tourism development for maximizing socio-economic benefits for local community in the area including enhancing cultural heritage and reducing negative environmental impacts. The study area needs an effective planning and management for local tourism development in order to maximize the benefits of tourism and minimize its adverse impacts. Community perceptions toward impacts of tourism could be important for strategic planning and policy consideration for successful tourism development (Aref, Redzuan & Gill, 2009). Understanding and assessing impacts of tourism in local communities is significant in order to maintain sustainability and long-term success of the tourism industry (Diedrich & Garcia-Buades, 2008). The results from the assessment will be useful for planning the sustainable tourism development. At present there is insufficient information available on the area's resources. Therefore, the first step towards effective planning is to systematically identify and assess the resource base for its potential development.

The findings of the research will be useful to many tourism stakeholders who are identified as follows:

**1) People in the local community** will gain a greater knowledge and a better understanding of the economic, socio-cultural and environmental impacts of tourism and local tourism development based on the concept of sustainable development. They will increase the awareness of participating in the tourism development in their community.

**2) Central government** can adapt the assessment of impacts of local tourism development as a guideline for developing nature-based tourism and other

tourism destinations in Thailand under the concept of sustainable tourism development.

**3) Local government agencies** can use this research for local tourism development and apply for the tourism management in order to maximize the positive impacts and minimize the negative impacts of tourism.

**4) Tourism Authority of Thailand and its branches in local area** can use this research as a guideline for developing, promoting and advertising tourism in this area or applying it to others.

**5) Local tourism businesses and local interest groups** can use the research findings to assist in creating the best benefits based on sustainable tourism for both local community and the businesses/groups themselves.

**6) Other tourism organizations in Thailand** can apply assessment of impacts of local tourism development as a model for developing tourism plans and practices in other areas.

**7) Tourists** will be aware and gain better understanding about Suan Phueng as one of the tourist destinations and get more information for considering their holiday destination.

## 1.4 Objectives of the Research

Three objectives of this research included:

- (1) To examine the impacts of tourism development on local community in Suan Phueng
- (2) To explore the perceptions and attitudes of local community towards tourism development in Suan Phueng
- (3) To identify problems encountered in tourism development of Suan Phueng

## 1.5 Scope of the Research

The research focuses on the assessment of impacts of local tourism development in Suan Phueng, Ratchaburi which is located in the west of Ratchaburi province, 60 km off the Ratchaburi city and about 200 km from Bangkok. Tourism impacts towards local community include various economic, socio-cultural and environmental aspects. Local perceptions and attitudes towards tourism development in terms of benefit gained will be analyzed including the level of community satisfaction on benefits, the willingness to support and involve in tourism as well as the change in quality of life and lifestyle between pre and post tourism development. Attitude towards the expansion of accommodation business in community will also be explored. The problems encountered for and by tourism development in community is also being identified in this research.

The study area was Suan Phueng District which has many tourist attractions, activities and facilities. It covers five villages under Suan Phueng Sub-District Administrative Organization, which are 1) BaanPhapok, 2) BaanTumHin, 3) BaanHuayKlum, 4) BaanHuayPak, and 5) BaanTaKoLang. These five communities were selected to gather the different kinds of data, various perceptions and attitudes towards tourism development.

### 1.6 Conceptual Framework

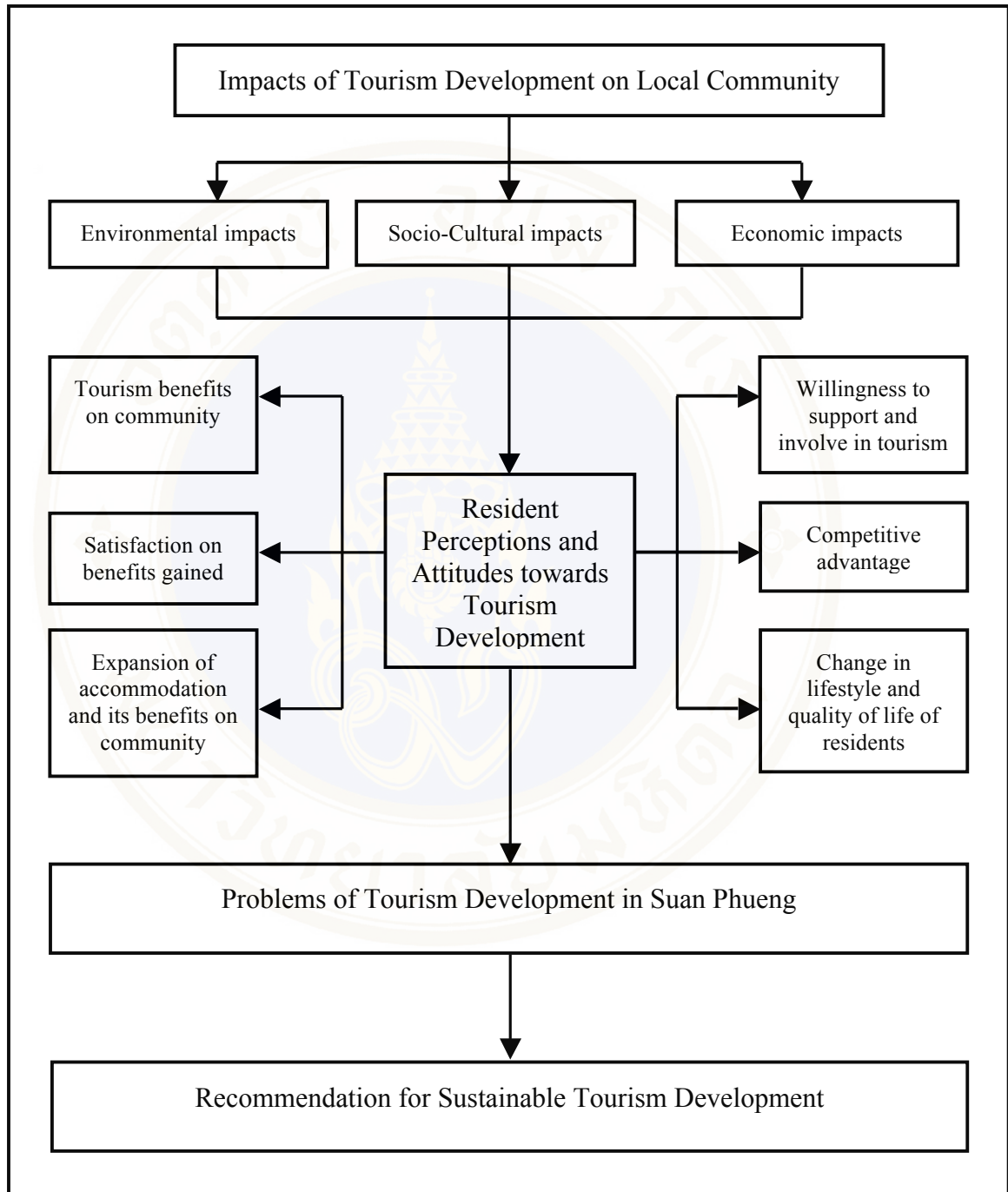


Figure 1-2: Conceptual Framework of the Research

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter deals with the literatures and researches regarding to study of Assessment of Impacts of Local Tourism Development in Suan Phueng, Ratchaburi Province. The current research is based on the various concepts and theories of different relevant documents and related research. The concept and definition of tourism and tourism impacts; tourism development and sustainable tourism, community perceptions and attitudes, and tourism innovation are discussed below.

#### **2.1 Concept and Definition of Tourism**

Tourism is often referred to as one of the largest economic activities in the world and one of the global engines of development (WTO, 2009). Tourism industry creates employment over 10 percent of the global workforce and it is on the course of tremendous growth (Mullis, 2005). The tourism industry generated about 10 percent of the world GDP in 2004 or accounted for \$5.5 trillion in spending (World Travel and Tourism Council, 2004 as cited in Cerveny, 2005). Tourism destinations are opened globally every year as more regions seek ‘a piece of the tourism pie’ (Cerveny, 2005).

Numerous definitions of tourism have been put in the social science literature. The World Tourism Organization (WTO), defines tourism as ‘the activities of a person travelling outside his or her usual environment for less than a specified period of time whose main purpose of travel is other than for exercise of an activity remunerated from the place visited’ (WTO as cited in Mason, 2008).

McGehee and Andereck (2004) defined tourism as ‘one of the primary industries with the potential to assist local communities in developing economic diversity’. Jafari writes definition referring to impacts. He stated, ‘Tourism is a study of man away from his usual habitat, of the industry which responds to his needs and the impacts that both he and the industry have for the host socio-cultural, economic

and physical environments' (Jafari as cited in Mason, 2008). From the social science perspective, tourism mainly consists of three important factors (Jafari, 1987 and Mathieson & Wall 1986):

- (1) the experiences of travelers and the economic, social and cultural factors that shape their travel;
- (2) the worldwide industry that provides to the needs of travelers and its impacts on the environment, socio-cultural, and economic, and
- (3) the interactions between residents and visitors

Most of 'tourist' definitions are based on the concept of tourism (Mason, 2008). Usually definitions of tourist assume the need for the tourist to spend at least one night in a destination to which he or she travels. According to Burns (1999), tourist is defined as 'a leisured traveler, or one who has temporarily left their habitat and journeyed to another place for purposes of recreation, relaxation, or enjoyment'. Cohen (1974) describes 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'. Prosser (as cited in Mason, 2008) indicated that the definitions of tourism and tourist sometimes have central components mainly movement, temporary stay, activities and experiences during the trip, resources and facilities required and impacts of the travel and stay.

### **2.1.1 Types of Tourism**

Tourism can be categorized into several types as shown in Table 2-1 (Pongponrat, 2007):

**Table 2-1: Types of Tourism**

<b>Types</b>	<b>Characteristics</b>
Mass Tourism	Tourism that is a general packaged tour market leading to tourist enclaves overseas. It emphasizes growth over the qualitative aspects. It also does not include the surrounding area and its special features within the tourist offer, thus favoring homogenization and depersonalization.
Natural Tourism	Tourism that utilizes natural resources for recreation, enjoyment, and appreciation of the visitor environment. Creates a demand for opens areas, parks, commons, rambling, walking, etc.
Ecotourism	A subset of 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 culture, history, archaeology, and various places that man has built and relates to the society. It is a source of continued knowledge and pride.
Pro-poor Tourism	Tourism that generates net benefit for the poor. PPT strategies aim to unlock opportunities for the poor, rather than to expand the overall size of the sector. Opportunities may be for economic gain, other livelihood benefits, or engagement in decision-making and producing.

Source: Pongponrat, K. Community Participation in Local Tourism Development Planning in Thailand: A Case Study of Koh Samui, Surat Thani Province, Asian Institute of Technology, Bangkok, 2007.

**Table 2-1: Types of Tourism (continued)**

<b>Types</b>	<b>Characteristics</b>
Agro-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 culture and heritage. The tours will be operated in local farms with nature exploration and home stay in the village.
Sport and Entertainment Tourism	Tourism that responds to the demand of tourists and their motivation, relaxation, enjoyment, festivities, 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 or may not include an observation or study trip.
Health Tourism	Tourism that takes healthcare treatment, saunas, massage, therapy. This includes moral health such as religion and pilgrimages.

Source: Pongponrat, K. Community Participation in Local Tourism Development Planning in Thailand: A Case Study of Koh Samui, Surat Thani Province, Asian Institute of Technology, Bangkok, 2007.

### **2.1.2 Sectors of Tourism Industry**

The scale of tourism industry is very large in businesses and services that have been continuously developed. It covers almost all product and services sectors (Brickshawana, 2003). Hotel owners, taxi drivers, airline executives, tour guides, cruise ship workers, travel agents, travel writers and campground hosts all make up the growing and diversifying tourism industry that caters to the modern travel experience (Cervený, 2005). According to Lavery (as cited in Mason, 2008), tourism industry consists of four different sectors which are travel, accommodation, leisure and entertainment, and tourism organization as shown in Table 2-2.

**Table 2-2: A summary of sectors of tourism industry**

<b>Sectors</b>	<b>Components</b>
Travel	Travel agents, tour operators, airlines, cruise companies, coach companies, railways, taxis, tourist guides, couriers, reservations and sales staff
Accommodation, catering and related services to tourists	Hotels with all their staff including receptionist to chambermaids, chefs and cooks, waiters, waitresses, bar staff, porters, caravan/camping site staff, self-catering enterprises, restaurants and cafes
Leisure facilities and entertainment	Theatres, museums, art galleries, theme parks, zoos, wildlife parks, sports centers, gardens, historic houses, country parks and cinemas
Tourism organizations	Whose aim is to market and monitor the quality and development of the tourist region. These will range from national tourist organizations to staff at local tourist information centres

Source: Mason P., *Tourism Impacts, Planning and Management*, 2008

## **2.2 Tourism Impacts**

One of the most popular topics of tourism study is tourism impacts toward the community (Aref et al., 2009). Tourism has become an activity of worldwide importance and significance. Tourism takes place in the environment that is created by both man-made and natural resources. Tourism can have both positive and negative potential impacts on the economic, social and physical environment of the

destination (Mathieson & Wall, 1986). Also, they are visible when tourists interact with the local government, economy, society and culture (Mason, 2008). As a resultant of rapid growth of tourism sector, traditional and emerging tourism destinations are dominantly facing increased pressure on their environment, socio-cultural and economic environments (United nations, 2001). Whether tourism provided positive or negative impacts depends on the value position and judgment of observer. (Mason, 2008).

The expansion of tourism has created both benefits and problems for destinations. It has had visible impact on the socio-cultural and socio-economic environment. Local communities have being benefited through contribution by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes, and so on (Mirbabayev & Shagzatova, 2006). Most people think of tourism in terms of economic impacts, job, and taxes, however, the range of tourism impacts is broad and usually influences area beyond those normally associated with tourism (Kreag, 2001). Tourism is widely perceived as a potential economic driver providing elements that may enhance quality of life such as job opportunities, tax incomes, economic diversity, festivals, restaurants, natural and cultural attractions and outdoor recreation opportunities (Andereck et al., 2005).

Here are some positive effects of tourism:

- 1) Development positive attitudes towards each other
- 2) Learning about each other's culture and customs
- 3) Reducing negative perceptions and stereotypes
- 4) Developing friendships
- 5) Developing pride, appreciation, understanding, respect, and tolerance for each others' culture
- 6) Increasing self-esteem of hosts and tourists
- 7) Psychological satisfaction with interaction

Hence social contacts between tourists and local people may result in mutual appreciation, understanding, tolerance, awareness, learning, family bonding

respect and liking. Residents are educated about the outside world without leaving their homes (Mirbabayev & Shagzatova, 2006).

Although tourism can generate economic benefits to destination country, it may also lead to serious problems in the long-term if tourism has no careful control and good planning that can threaten the society (Valdez, 2009). Ap and Crompton (1993) indicated that tourism can have negative impacts on quality of life which can be in the form of overcrowding, traffic and parking conditions, increased local crimes, increased cost of living, friction between residents and visitors, and changes in residents' way of life.

Tourism development may create in different impacts; local government officials, local community and the tourism business need to work more closely together for the planning of the tourism growth and development (Kreag, 2001). With rapid increment in tourism the pressure on natural, cultural, social and economic environments are noted. There is now an awareness of uncontrolled expansion of tourism aiming at short-term benefits that often results in negative impacts, damaging the environmental resources and societies, and destroying the very basis on which tourism is built and thrives (United Nations, 2001).

Tosun (2002) suggested that most conclusions on the impacts of tourism development with respect to economic impacts are perceived most positively while social, cultural, legal and environmental impacts, in many cases are perceived negatively and in some cases neutral. United Nations provided a summary of positive and negative impacts of tourism development in social, economic and environmental aspects in as discussed Table 2-3.

**Table 2-3: A summary of positive and negative impacts of tourism development on social, economic and environmental aspects**

<b>Aspects</b>	<b>Positive</b>	<b>Negative</b>
<b>Society</b>	Social mix	Visitors outnumber residents
	Mix of cultures	Conflicts
	Evidence of cultures	Congestion
	Support of cultures, and crafts	Irresponsible visitor behavior
		Commercialization of cultures Crime Prostitution
<b>Economy</b>	Money to local economy	Poor job spectrum
	Job and local wealth creation	Seasonal unemployment
	Multiplier impact	Export of profits from area
	Improved service levels	Increased demand for infrastructure
	Variety and scale	Neglect of other economic opportunity
	Additional income source	
	New investment	
<b>Environment</b>	Environmental improvement schemes	Congestion and visitor over-use
	Management of natural areas	Vandalism
	Renovation and rehabilitation	Threat to flora and fauna habitats
	Built environment conservation	Visual pollution
	Money for conservation	Uncertainty

Source: Guidelines on Integrated Planning for Sustainable Tourism Development, United Nations, 1999

### **2.2.1 Economic Impacts**

The economic impacts of tourism development are usually discussed through studying income, employment, business activities and government activities (United Nations, 1999). Tourism is encouraged because it is a new engine for generating a range of income opportunities for both private and public sectors (Aref et al., 2009). The economic impacts of tourism development commonly consist of benefits and costs. These impacts occurs when tourists interact with the local community, environment, and economy (Aref et al., 2009). The experiences of many countries has presented that tourism is able to bring substantial economic benefits (UN, 1999).

Tourism can have positive economic effects on economy of local community, and GDP growth of countries. The money spent by foreign tourists can generate the national economic benefits by improving the balance of payments and can create benefit for local economy through increased local revenue and job opportunities (United, Nations, 1999). Ashe (2005) stated that it could also be an essential component for both community development and poverty reduction. The most immediate and direct benefit of tourism development is more employment opportunities, and the opportunity to increase income for local people (Aref et al., 2009), and improve standard of living in local communities (Predue et al., 1990). Liu and Var (1986) observed a strong perception among residents of increased investments and profitable local businesses.

According to United Nations (1999), economic impacts of tourism development are described as follows:

- 1) Foreign exchange earnings
- 2) Income level changes
- 3) Employment (changes in employment opportunities, direct employment, indirect employment, gender and age spectrum, and seasonality)
- 4) Investment – change in focus
- 5) Investment multiplier to secondary industry
- 6) Stimulation of industry categories – (construction, import substitution, crafts, and handicrafts)

- 7) Balance of payment changes
- 8) Government action broadening the tax base, new tax targets, and infrastructure development
- 9) Property value changes
- 10) Support of conservation activities – (natural environment and historic asset protection)
- 11) Stimulation to local entrepreneurship
- 12) Improvement to the national images

Many of above mentioned impacts have both positive and negative dimensions. For example, employment opportunities will increase with the growth of the tourism industry, but these additional jobs may require low skill levels, be of low wages, be seasonal and be suitable for women (United Nations, 1999). In some cases, the development of local tourism industry can be highly dependent on guest workers instead of hiring local workers. For example, large hotel restaurants mostly import food to satisfy foreign visitors and rarely hire local people for senior management positions (Mirbabayev & Shagzatova, 2006). This may be because locals are not ready to work in hospitality tasks associated with tourism or they may lack of language and cultural skills needed to provide for hosts (Eraqi, 2007). This implies that either locals do not suit in some types of jobs created by foreign tourism, or that they are not prepared or able to improve all the knowledge and skills necessary to provide service competitively (Eraqi, 2007).

### **2.2.2 Socio-Cultural Impacts**

Social impact of tourism refers to the changes in the quality of life of residents and of tourist destination (Matheison & Wall, 1986). Dogan (1989) found that tourism development has an effect on the socio-cultural characteristics of residents such as habits, daily routines, social lives, beliefs and values. The socio-cultural impacts of tourism development include (UN, 1999):

- 1) growth of undesirable activities in the local communities (gambling, drug trafficking, prostitution, and crime)
- 2) premature modernization when local communities adopt foreign values and ideologies at a revolutionary rather than evolutionary

pace, leading to social dualism in which people are caught in a transition from traditional new values and behavior systems

- 3) the demonstration effect, when local residents attempt to emulate the behavior, attitudes and consumption patterns of the visitors, a circumstance which may create frustration in the local community if people do not have access to the resources necessary to participate and copy the actions and activities of the visitors
- 4) the reduced significance of traditional art, music, rituals and ceremonies as they become performances to meet the expectations of tourists, and
- 5) growing resentment and hostility that local communities may have towards tourists.

The potential socio-cultural impacts of tourism are directly evident in degrees of economic independence, changes in employment structures, and changes with standard of living. There are also being greater impacts of value systems, behavior and relationships, moral standards, and attitudes towards customs and traditions (United Nations, 1999). There are possible adverse social impacts from tourism. A variety of negative consequences of tourism development such as a decline in traditions, materialism, social conflicts, crowding (Dogan, 1989), undermine established values in the host country, and increase in the crime rates, prostitution, and disorder (Eraqi, 2007).

Some studies have identified concern with effects on traditional family values (Kousis, 1989), cultural commercialization (Cohen, 1978), crowding of public facilities and resources (Brunt & Courtney, 1999), and declining resident hospitality (Liu & Var 1986). This problem may be addressed by making visitors aware of local customs, and by also encouraging local residents to show some tolerance of those who are not a part of their society and culture (Eraqi, 2007). It is true that tourism can cause offense to locals if they do not respect local customs. Furthermore, in areas with high levels of tourism there is often an increase in population as a result of people from outside areas becoming new residents (Perdue, Long & Gustke, 1991). On the positive side, tourism can result in improvisation community services, increment of parks, recreation and cultural facilities, and encouragement of cultural activities (Brunt

& Courtney, 1999). From a resource management point of view, social and cultural impacts of tourism should be considered throughout the planning process and in an environmental impacts assessment procedure, so that benefits could be maximized and problems minimized (Brunt & Courtney, 1999).

Tourism has power to affect cultural changes. Successful development of resource can lead to numerous negative impacts. Among these are overdevelopment, assimilation, conflict, and artificial reconstruction. At one hand, the presentation of a culture to tourists may help preserve the culture; it can also dilute or even destroy it. The point is to promote tourism in the region is that it would both give incomes and create respect for the local tradition and culture (Mirbabayev & Shagazatova, 2006).

### **2.2.3. Environmental Impacts**

The environmental impacts of tourism development on local community can take the form of both the quality of the physical environment and aspects of access to these resources in which positive effects on a community (Mason, 2008). Tourism is beneficial from the environmental aspects as resulted from the exchange of knowledge between local residents and tourists concerning natural resources and environmental conservation measures (Untong, 2006). According to United Nations (1999), the environmental impact of tourism can be related to the intensity of site development, the resilience of the ecosystem, the time perspective, and the degree of site/area transformation because of tourism development.

The sources of concerns about possible environmental impacts include:

- 1) disturbance of ecological balance
- 2) time lapse before consequences of impact are apparent
- 3) effect on especially sensitive environments
- 4) lack of complete understanding about the impact of site transformation and
- 5) awareness of the need to include principles in tourism planning and design about the impact of vandalism, pollution, and waste.

In a study by Andereck et al. (2005) it was found that local residents felt tourism can help improving the local environment that included items such as resident belonging and pride as part of the scale. Residents strongly believed about the impact

of tourism can have on their image, with an increase in amenities such as events and awareness of heritage. On the other hand, tourism can lead to environmental damage because it is often developed in fragile environmental attractions. In addition, it is possible that local tourism development policy mostly focused on meeting the needs and satisfaction of tourists without an awareness on the environment (Andereck et al., 2005).

The significant environmental consequences as noted by Andereck (1995) are pollution of air and water, wildlife destruction and forest fires as well as deterioration of natural habitat, plant destruction and deforestation as a result of the constructions of tourism facilities such as building of hotels including littering, overcrowding, traffic congestion (Mason, 2008). Andereck (1995) also noted the environmental effects that disturb humans. These include high buildings which destroy views, clashing and unfitting architectural styles, noise pollution from cars and tourists, damage to geological formations such as erosion and vandalism.

However, tourism can be an environmentally friendly industry. Particularly, in the case of ecotourism, it can provide positive economic incentives for the natural conservation (Eraqi, 2007). As in the case of most industries, the environmental impact of tourism depends on how well it is managed (Eraqi, 2007). By effective management, it is possible for the development of a tourism industry to be environmentally friendly and relatively sustainable (Nijkamp & Verdonkschot, 1995).

## **2.3 Tourism Development and Sustainable Tourism**

### **2.3.1 Tourism Development**

Promoting tourism is a key mechanism for economic growth. Tourism is mainly developed for the improvement of local people at destinations, mostly through stimulating their local economy. Recently, tourism has received the encouragement for extensive development at the national and the local levels (Untong, 2006). Tourism infrastructures have been increased to support tourism activities. In addition, tourism can attract local and outside investments and certain local economic activities to the areas (Ko & Stewart, 2002). Tourism development can also provide economic

benefits to developing countries if there is satisfaction of appropriate preconditions (Northern Forest Center as cited in Eraqi, 2007).

The goal of tourism development is ‘to achieve outcomes that obtain the best balance of benefits and costs for’ all stakeholder groups (Ap & Crompton, 1993). To enhance tourism development indicators and improve the standard of living of local community, number of proven strategies can be used to improve overall tourism development indicators, which can further be used to enhance the quality of the standard of living of local people. According to World Tourism Organization report (WTO, 1999), these strategies include attracting higher yield tourism market segments, providing tourism facilities that support tourists to increase their length of stay, improving the quality of tourism and diversifying tourism products to increase tourist expenditure, spreading the benefits of tourism development among tourist destinations and stakeholders, improving infrastructure and planning gain, local management of tourism development and partnership, SME development, reducing tourism seasonality and developing skills and training.

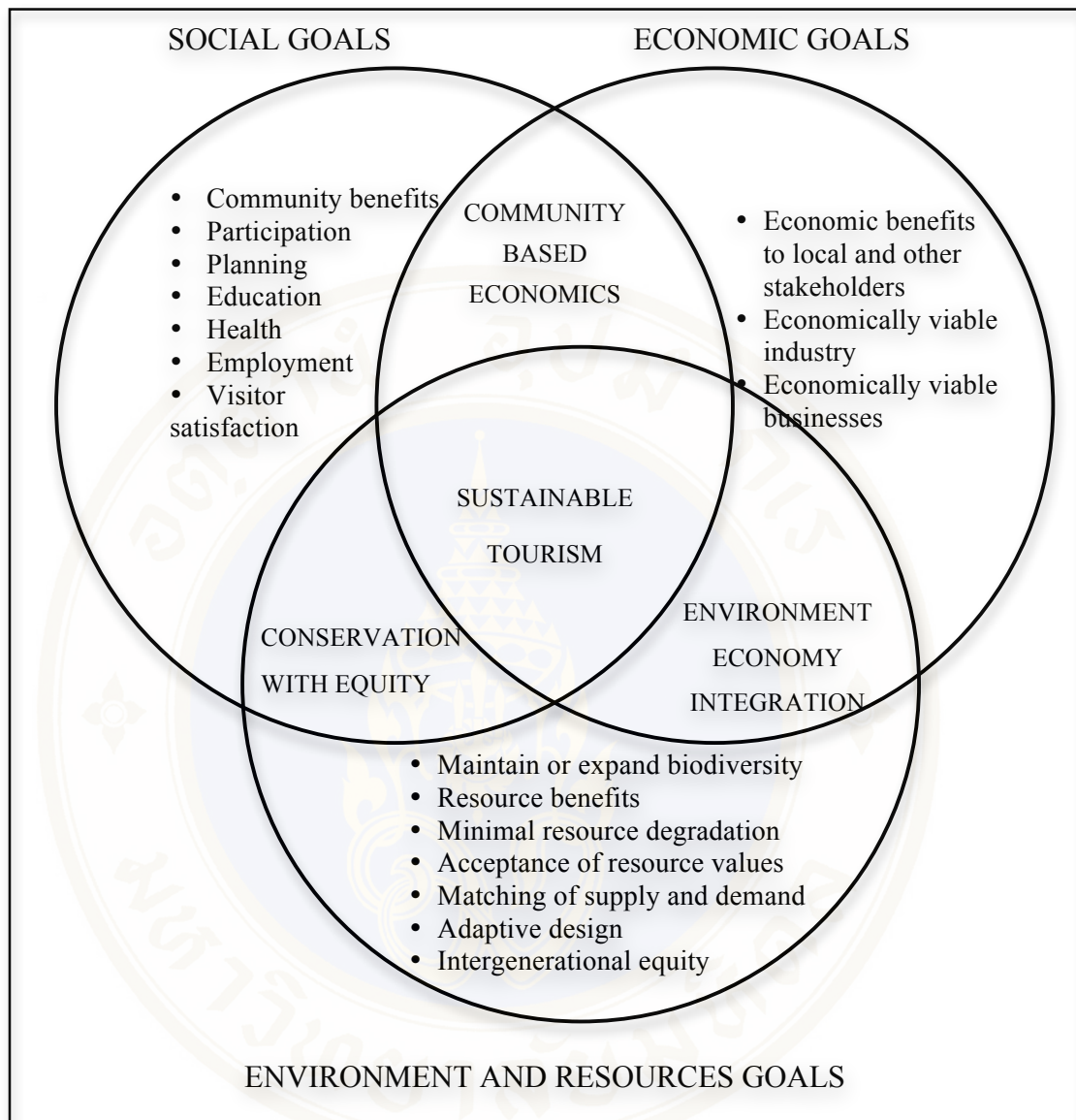
Burr and Zeitlin (2010) noted that successful tourism development is significantly dependent on the presence of attractions with adequate drawing power to be effectively marketed to tourists, therefore, destinations should have sufficient natural facilities for visitors or tourist spending necessary to encourage the tourism industry. For tourism development to be successful, responsible planning and management is very important (Inskeep, 1991). Poor planning and inappropriate development, frequently driven by human greed creates an oversupply of tourism facilities (Buhalis, 1999). Inskeep (1991) wrote ‘ill-conceived and poorly planned tourism development can erode the very qualities of the natural and human environment that attract visitors in the first place’.

### **2.3.2 Sustainable Tourism**

Ideas of sustainable tourism have been derived from sustainable development. Early concepts on sustainable tourism usually focused on environmental sustainability. Sustainable tourism is defined as a tourism development that avoids damage to the environment, economy, and culture of the local community in any tourism operation and destination (Forsyth, n.d.). Other terms that have similar

meaning to sustainable tourism are *Responsible Tourism*, *Soft Tourism*, *Minimum Impact Tourism* and *Alternative Tourism*. The principle of sustainable tourism was defined by the World Tourism Organization in 1988 as ‘management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems’ (United Nations, 2001). In other word, sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future (Eraqi, 2007).

According to Candrea and Ispas (2009), principle of sustainability as shown in figure 2-1 refers to the environmental, economic and sociocultural aspects of tourism development, with an appropriate balance between these three dimensions to guarantee sustainability in the long run.



Source: Hall, C. M., *Tourism Planning Policies, Processes and Relationships*, 2000

**Figure 2-1 Sustainable tourism values and principles**

Recently, sustainable tourism has been concerned with socio-cultural and economic aspects, and the role of local communities. United Nations (1999) also indicated that Sustainable tourism implies an approach to development that aimed to balance social and economic objectives with environmentally sound management, as well as to ensure that development is a positive experience for local people; tourism companies; and tourists themselves (Forsyth, n.d.). According to United Nations (1999), sustainable development must equally meet three fundamental objectives as follows:

- 1) economic: production of goods and services (the overriding criterion in fulfilling this objective is efficiency);
- 2) environmental: conservation and prudent management of natural resources (the overriding criterion is the preservation of biodiversity and maintenance of ecological integrity); and
- 3) social: the maintenance and enhancement of the quality of life (equity is the main consideration in meeting this objective) and inter-generational as well as intra-generational equity in the distribution of wealth.

No type of tourism can be sustainable with lack or poor planning, monitoring, evaluation, and management (Deng et al., 2002). Sustainable tourism development guidelines and management practices are applicable to all types of tourism destinations, including mass tourism and the several niche tourism segments (Candrea & Ispas, 2009). Innskeep (1991), one of the thinkers defined the concept of tourism sustainability within the context of tourism planning and management. The concepts of Innskeep's (1991) model are as follows (Mason, 2008):

- (1) Non-depleting in its use of local resources
- (2) Non-intrusive in the way it fits with the local physical, social, cultural and economic environments
- (3) A user of natural resources that are minimally transposed or re-configured
- (4) Integrated with the local physical, social, cultural, and economic environment rather than being shut-in on itself
- (5) More focused on the high-quality-high-yield end of the commercial product spectrum in contrast to the high-profit rapid turnover model
- (6) More centered on the qualitative aspects of individual experience than a quantitative 'been there done that' model of many group-centered options
- (7) One in which the balance of market power lies with the host community and in which the resident has recognized voice in the definition and management of the tourism product and its context

- (8) One in which the industry is managed by an appropriate blend of public sector good and enlightened private sector self-interest

One key factor to sustainable development of tourism in a community is the inclusion of stakeholders. Sustainable tourism development requires all relevant stakeholders to participate as well as possess strong political leadership to ensure the local participation and consensus building (Candrea & Ispas, 2009). Without stakeholders support it is nearly impossible to develop tourism in a sustainable manner (Andereck & Vogt, 2000). Byrd and Gustke (1994) found that perceived impact was one of the main predictors for stakeholder support for sustainable tourism development in their community. Therefore, a clear understanding of the attitudes and interests of stakeholders is a necessary pillar to the planning and management of sustainable tourism (Byrd, Bosley and Dronberger, 2009). Moreover, sustainable tourism development requires the establishment of education and training programmes to improve public understanding and enhance business, vocational and professional skills (United Nations, 1999).

Apart from local tourist attraction spots, supports from local administration organization, private sector and local residents are recognized as important factor contributing to successful and sustainable tourism development (Untong, 2006). Tourism needs to be organized in ways that enable local people to have better interaction with tourists and help them to participate in designing the strategy of sustainable tourism development (Bull, 1995). The growth and development of tourism contribute to an increased level of awareness in order to achieve sustainable tourism development (Prabpairee, 2006). Sustainable tourism development can be successful when the behavior of stakeholders is ecologically, economically and ethically responsible (Deng et al., 2002) to ensure that sustainable tourism development creates a win-win situation for all parties (Eraqi, 2007).

Achieving sustainable tourism development requires that private sector and the public sector cooperate as partners in working toward a sustainable society (United Nations, 1999) and contributing to more sustainable forms of tourism in which economic, environmental and social goals are seen to be in balance and in which there is greater equity of outcomes for stakeholders in tourism which means not just the

developers, tourism industry and the tourist but also the wider community whose destination is being consumed (Hall, 2000). Sustainable tourism should throughout maintain a high level of tourist satisfaction and provide a valuable experience to the tourists, increasing their awareness of sustainability issues and encouraging sustainable tourism practices (Candrea & Ispas, 2009).

### **2.3.2.1 Nature-based tourism**

Nature-based tourism is an important tourism sector in the world, which has significantly grown in recent years. According to Western Australia Tourism Commission and Department of Conservation and Land Management (1997 as cited in Priskin, 2001), nature-based tourism is defined as ‘tourism that features nature’, which includes various tourism experiences such as ecotourism, adventure tourism as well as cultural and rural tourism (Priskin, 2001). Nature-based tourism is a general term for recreational travel which either serves as the set for activities or where the natural landscape or natural resources are themselves the central component of the tourist activity (Burr & Zeitlin, 2010).

The nature-based tourism activities depend on the use of types of natural resources including wildlife viewing, scenery, nature photography, camping, canoeing, fishing, and nature tours (Potts & Rourke, 2000 and Priskin, 2001). Apart from the nature-based tourist activity practiced or the type of tourist, some infrastructures such as accommodation, transportation and specific tourism facilities are required to enhance the natural attraction for nature-based tourism (Burr & Zeitlin, 2010). Creating an inventory of accommodation and other infrastructure is an essential component of resource assessment in the areas and helps support to marketing for different types of nature-based tourists (Burr & Zeitlin, 2010). Nature-based tourism is frequently used with the synonym terms including *eco*, *sustainable*, *green*, *alternative and responsible tourism* (Priskin, 2001).

### **2.3.2.2 Ecotourism**

Ecotourism is rapidly growing niche market of the tourism industry. In the 1980s ecotourism became popular as a type of tourism that only focused on wildlife, nature and exotic cultures. Some argue that ‘ecotourism’ is an

unclear term that is being used to market tourism related to nature or environment (Forsyth, n.d.). Ecotourism usually involves small groups travel to natural areas with main motivation for the natural observation and appreciation, and also includes education of local ecosystems, cultures and sustainability issues. It also aims to minimize negative impacts towards the socio-cultural environment (UN, 2001).

Fennel (1999) stated that ecotourism is a subset of nature-based tourism which relates to an experience in remote or natural areas that promotes an understanding of the need of environmental conservation including the resources, culture, the economy and the local community in a sustainable way. However, not all of these attributes of ecotourism are true for all nature-based tourism activities.

Sometimes ecotourism is better understood as a specific type of nature-based tourism that focuses on the environmental benefits of tourism (Honey, 2008). More importantly, ecotourism does not involve more mainstream beach-or city-based tourism, where impacts are much greater than any nature-based tourism (Forsyth, n.d.). Basically, nature-based tourism is dependent on the attractions of the natural resources in the area. While conservation is significant to nature-based tourism in the long run and may even be an essential component of nature-based tourism development, but it is not as focused in tourist activity as it is in for ecotourism (Burr & Zeitlin, 2010).

## **2.4 Community Perceptions and Attitudes**

Residents' attitude toward tourism development has increased the interest from academicians, policy makers, and tourism businesses (Zamani-Farahani & Musa, 2008). Residents' attitude to tourism development is often dependent to conditions. Different perceptions and attitudes from different residents can provide understanding to the nature and the level of tourism impacts (Aref et al., 2009). The community perceptions on tourism impacts are likely to be important in planning for the success of local tourism development (Ko & Stewart, 2002). The concept of community participation is broadly discussed in sustainable tourism (Mowforth & Munt, 2003). For successful tourism planning, community participation and involvement in the area is quite pertinent (Hall, 2000).

Local residents will play participatory roles when they can gain more benefits from tourism than loss (Untong, 2006). Cooke (1982) argues that residents view tourism more positively when they are able to influence decisions and outcomes associated with the tourism development (Zamani-Farahani & Musa, 2008). McGehee & Andereck (2004) stated that local people who are dependent on the tourism industry, or perceive a better level of personal benefit or economic gain, tend to have more positive perceptions of impacts than others. Thus, the positive economic impacts of local community become the primary concern of local residents and they are positive in terms of employment opportunity and income generation (Ko & Stewart, 2002, Perdue, Long, & Allen, 1990 and Untong, 2006). Local communities have become increasingly aware of unsustainable tourism problems, and sustainability concerns are progressively being addressed in national, regional and local tourism plans, policies and strategies (United Nations, 2001).

Andereck, Valentine, Knopf & Vogt (2005) suggested that local residents who are more educated and those who have more interaction with tourists perceive more positive impacts of tourism on community life, image, and economy, but not on community environment, services, or problems. It can be concluded from the results of previous studies that the local resident perception toward tourism impacts is multifaceted and people's attitudes toward tourism development vary with their assessment of positive impacts which further influences their behavior of supportiveness or protesting against nature (Untong, 2006). If the local residents gain more benefits from tourism, they have a positive attitude to tourism development. In contrast, when people have losses more than that of benefits, they will not support and will act in protest up to the extent to the local tourism development (Untong, 2006).

## **2.5 Tourism Innovation**

According to Kanter (1983), innovation refers to 'the process of bringing any new, problem solving idea into use. Ideas for reorganizing, cutting costs, putting in new budgetary systems, improving communication or assembling products in teams are also innovations. Innovation is the generation, acceptance and implementation of new ideas, processes, products or services. Acceptance and implementation is central

to this definition, it involved the capacity to change and adapt'. In practice, it is agreed that innovation is generally characterized by something different from business as usual or which represents a discontinuance of previous practice in some sense for the innovating firm (Johannesson, Olsen, & Lampkin, 2000).

Innovation is often compared to another word, 'invention' (Hjalager, 1994). There is a significant distinction between innovation and invention. According to Gurel (2007), innovation implies the creation of something new. He also explained the difference of these two words; 'invention is the first occurrence of an idea for a new product or process while innovation is the first attempt to carry it out into practice'.

Innovation has three general components which are creativity, a problem-solving approach and a new way of thinking (Moscardo, 2008). Fajardo (as cited in Valdez, 2009) suggested that innovation refers to new or different ways of doing things where an individual creates a new product or sells a current product in a different approach. Perdomo-Ortiz, Gonzalez-Benito & Galende (2006) provide a similar argument of innovation definitions. They defined innovation as a 'dynamic capability' based on styles of thinking and action that organizations can modify with their operations to develop the effectiveness.

The patterns of thinking are important in this definition and they also noted that all innovation is often involved with creative thinking techniques and based on new ways of thinking (Perdomo-Ortiz et al., 2006). The innovations are presented in the new combinations of the new products, the new services, and the new processes (Bjork, 2007). In order to come up with the existing things to be new, combination of various attributes like the ability to think fresh, reinventing oneself, looking for new angles and new ideas is important (Nordic Innovation Center, 2008).

### **2.5.1 The driver of tourism innovation**

According to Hall and Williams (2008), the drivers of innovation vary over time and space, and between different types of tourism activities. Moreover, the roles that key individuals often play mean that there are also significant differences even within the same sub-sector in a specific place and time frame. The real landscape of tourism innovation and its drivers are, therefore necessarily complex. The main

drivers of innovation that are considered to be the main dimensions and determinants of tourism innovation as described by Carayannis and Gonzalez (2003) are as follows;

- 1) Leadership, vision, strategic plan
- 2) Innovation/creativity rewards system
- 3) Protection of intellectual property rights
- 4) Propitious organization environment for converting tacit ideas and knowledge into explicit proposals, for improvement: open and frequent dialogue
- 5) The right mix of people in teams that work together effectively
- 6) Sense of urgency
- 7) Response to need, or the classic notion that ‘necessity is the mother of invention’
- 8) Willingness of governments to innovate
- 9) Supportive management willing to take risk and encourage fresh thinking in the private sector
- 10) Government support for research and development
- 11) Availability of risk capital
- 12) Effective compromise between political and economic power, and the existence of social control
- 13) Innovation networks and clusters
- 14) Social diversity and a free flow of ideas

Innovation contributes to the improvement of the standard of living not only improving the economy, but also helps the society (Halloway, 1985). Hall and Williams (2008) noted that innovation is a key concept of competitiveness, though it cannot guarantee in itself, whether for individual organizations or for tourism destinations. Tourism needs to address the levels of productivity in the industry via innovation (Hall & Williams, 2008).

However, Reid, Mair and George (2004) suggested that for creating innovation in regional tourism, a major constraint is lack of knowledge, understanding

and experience of tourism and tourists. It has been identified as a major barrier to effective participation of community in tourism development (Reid et al., 2004). Local people in many rural and peripheral regions have limited experience of tourism and lack an understanding of potential impacts and changes in tourism (Pearce, Moscardo & Ross, 1996). This lack of understanding can cause the wrong expectations about the benefits of tourism, a lack of preparedness for the changes involved with tourism and an inability to create benefits from tourism development opportunities (Hall, 2005).

Creativity and innovation are seen as main components in organization and destination management strategies. Creativity is significant but not sufficient factor that enables innovation (Carayannis & Gonzalez, 2003). Lindroth, Ritalahti & Soisalon-Soininen, (2007) suggest that the destinations could be successful in increasing the competition between destinations if they can bring creative elements into the development and management process. Innovation, creativity and the outcome of creative processes require the proper environment and suitable time resources. In addition, the ability of co-operation and communication is a need for creativity (Lindroth et al., 2007).

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Research Design**

The impact assessment of local tourism development was studied using exploratory method. Both positive and negative impacts were investigated. The local perceptions and attitudes were also explored including the problems of tourism development in the area.

In this research, both primary and secondary data were collected. Primary data was collected through questionnaire survey. The questionnaire consisted of four sections: general demographics, the tourism impacts on local community in economic aspects, environmental aspects, and socio-cultural aspects, the local perceptions and attitudes toward tourism development, with an open-ended questions for comments and recommendations.

Qualitative data were collected by deploying participant observation and key informants interview. Quantitative analysis was applied in statistic information to investigate trend of demography, the level of impacts, attitudes and perceptions of local people on current tourism issues as well as problems of tourism development.

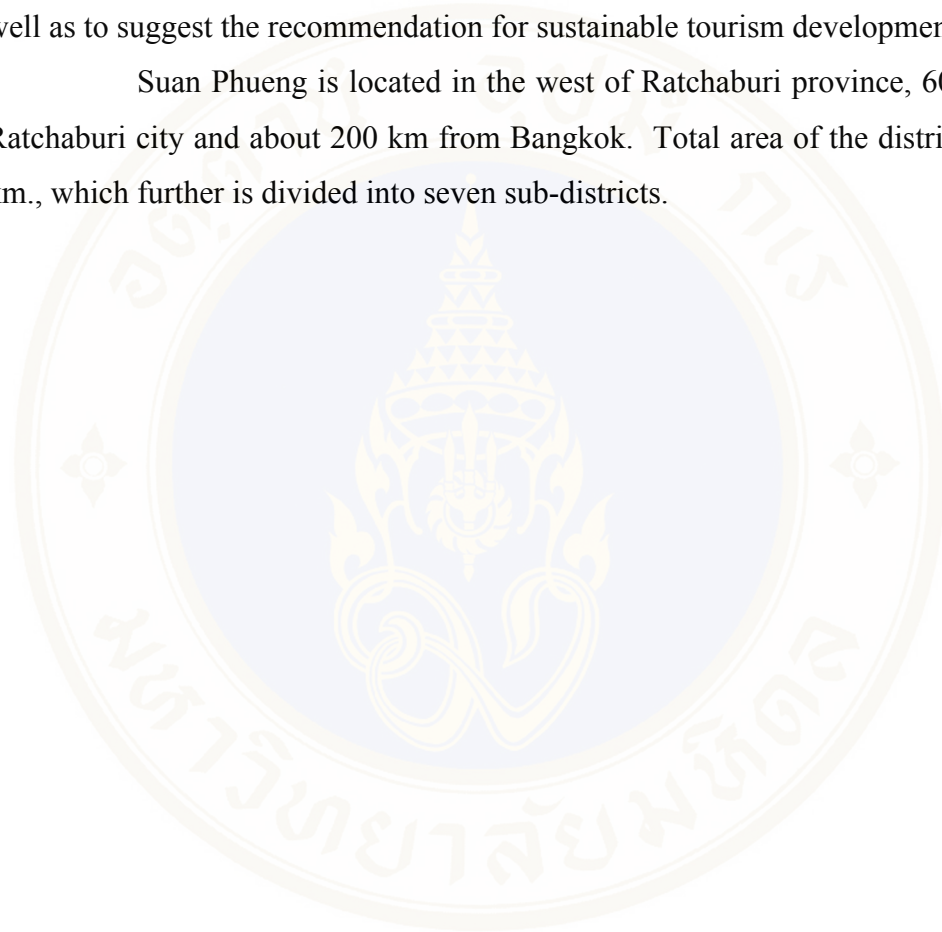
#### **3.2 Selection of the Study Area and Criteria**

The study area was selected based on the following criteria:

1. Representing the local tourism management and development with various tourism resources
2. The evidence of direct impacts of tourism development on local community
3. Intensity of implementation of tourism activities promoted by local government, tourism interest groups and tourism industry

In response to the above criteria, the study area for this research was Suan Phueng, Ratchaburi Province in the central of Thailand. One sub-district (Tambon), Suan Phueng was selected for the research to examine the tourism impacts, to explore tourism impacts towards local community, to examine local perceptions and attitudes of tourism development and to identify the problems of the tourism development as well as to suggest the recommendation for sustainable tourism development.

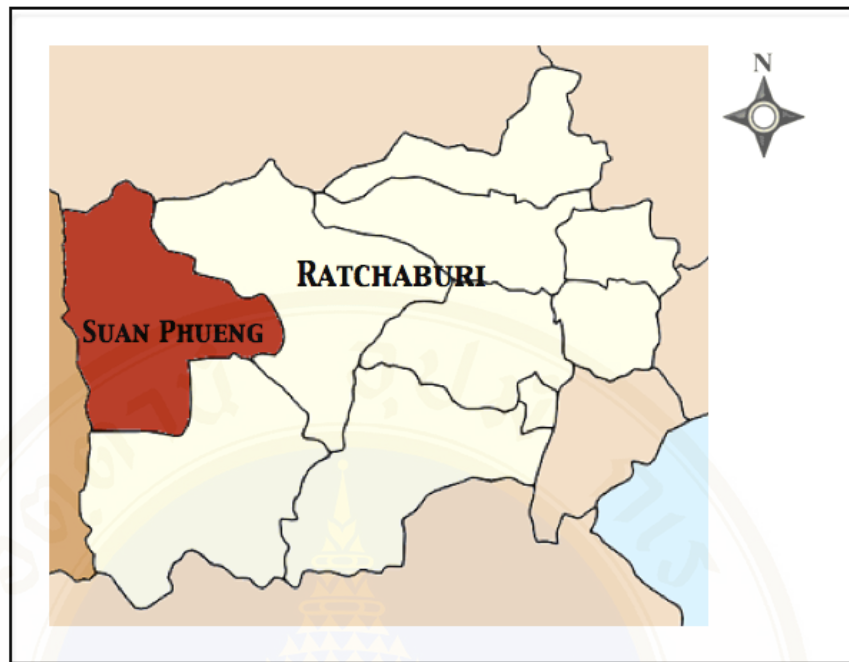
Suan Phueng is located in the west of Ratchaburi province, 60 km off the Ratchaburi city and about 200 km from Bangkok. Total area of the district is 903 sq. km., which further is divided into seven sub-districts.





Source: Guide to Thailand ([www.guidetothailand.com](http://www.guidetothailand.com))

Figure 3-1: Map of Thailand Showing Location of Ratchaburi Province



Source: Wikimedia Commons

Figure 3-2: Map of Ratchaburi Showing Location of Suan Phueng District



Source: TourismThailand.Org - The Official Website for Tourism in Thailand.

Figure 3-3: Ratchaburi Tourist Map

### 3.3 Sampling Design and Sample Size

A multi-staged sampling was used for considering a total of 7 Sub-Districts in the area. Sampling procedures was employed in response to the criteria for site selection. Initially purposive sampling was determined to select Suan Phueng District. At the later stage purposive sampling was again applied to choose Suan Phueng Sub-District. Many tourist attractions, activities and facilities are located in this area. Purposive sampling was reused to select 5 communities under Suan Phueng Sub-District Administrative Organization which are 1) BaanPhapok, 2) BaanTumHin, 3) BaanHuayKlum, 4) BaanHuayPak, and 5) BaanTaKoLang. Lastly, the simple random sampling was used to have sample households in the each community.

**Table 3-1: Sampling Procedure and Technique**

Step	Unit	Sampling Technique
1	Suan Phueng District	Purposive Sampling
2	Suan Phueng Sub-District	Purposive Sampling
3	5 Communities	Purposive Sampling
4	Households	Simple Random Sampling

#### Sample Size

In this study, the population size was the number of households in Suan Phueng Sub-District. Suan Phueng had the population of 8,497 and the number of households was 3571 (Suan Phueng Sub-District Administration Organization, 2009). As done by Israel (1992), the appropriate sample size for smaller population was calculated by using the Yamane simplified formula. Yamane's formula for calculating sample sizes was following (Yamane, 1967):

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

Where, n = Sample size

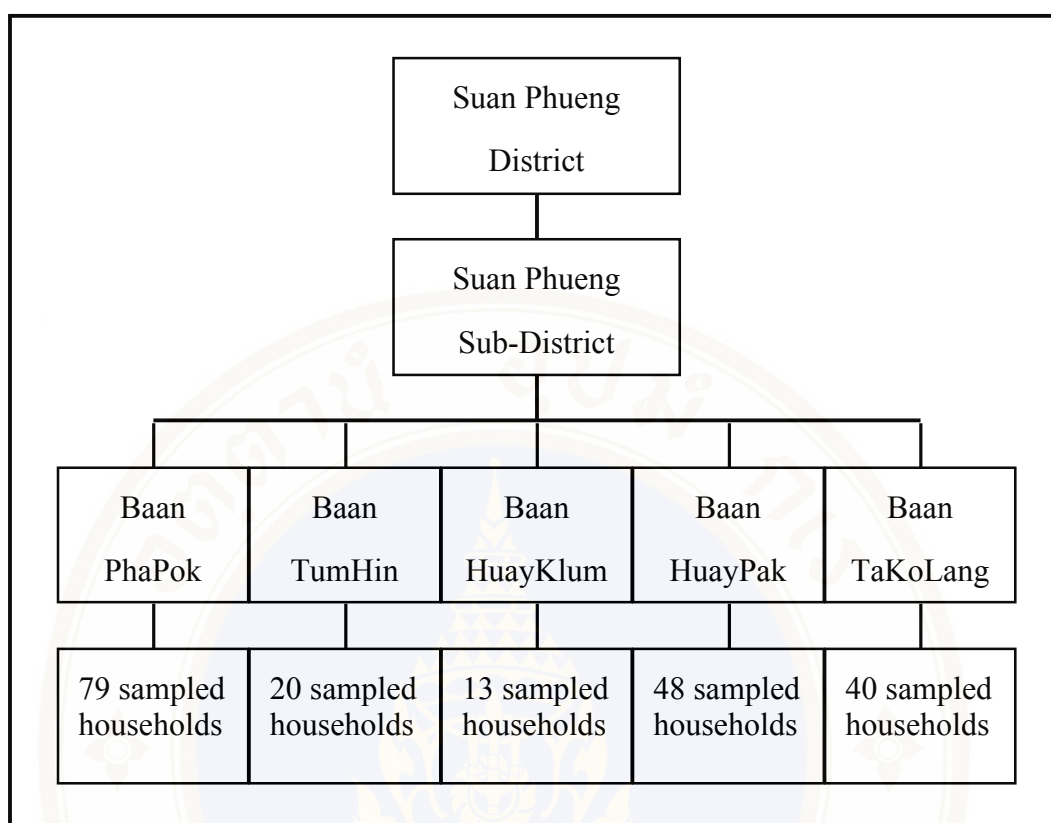
N = Total number of the households (3,571)

e = Precision (7%)

The total number of sample households where confidence level is 95% would be 193 households. Therefore, the approximate sample size would be **200** households. Sampling and sample sized is illustrated as below:

**Table 3-2: Sample Size**

<b>Selected Communities</b>	<b>Total No. of Households</b>	<b>Sample Size (Household)</b>	<b>%</b>
1) BaanPhapok	1,410	79	39.5%
2) BaanTumHin	358	20	10%
3) BaanHuayKlum	223	13	6.5%
4) BaanHuayPak	865	48	24%
5) BaanTaKoLang	715	40	20%
<b>TOTAL</b>	<b>3,571</b>	<b>200</b>	<b>100%</b>



**Figure 3-4: Sampling Design and Sample Size**

The key informant interview was applied to get information related to impacts of local tourism development. (Table 3.3)

**Table 3-3: Key Informants for the Research**

Target Informants	Number/person (s)
District Chef	1
Chef executive of Sub-District Administrative Organization	1
Sub-District Administrative Organization Officers	1
Petchburi/Ratchaburi TAT Branch Staff	1
Leaders/Representatives from Local Community	3
Tourism business representatives	8
<b>TOTAL</b>	<b>15</b>

### **3.4 Data Collection Sources and Methods**

The research collected both primary and secondary data. To collect primary data, the data was obtained from various stakeholders in the local community including government agencies, local people, local interest groups and business groups. The primary data collected was useful to examine impacts of tourism development, the local perception and attitudes of local community, the problems and the recommendation for tourism development. Information was obtained from three main sources: observation, interview of key informants and questionnaire distributed to households.

#### **3.4.1 Observation**

Observation was conducted by the author for understanding the capacities of local tourism development in the area. The research used the technique of observation in tourism activities to examine the impacts, to observe local people's lifestyle and their response to the involvement in tourism. Observation was also carried out during some tourism activities related to local tourism development and local community's meeting in usual or special events.

#### **3.4.2 Key Informants Interview**

Semi-structured interviews were conducted with some key stakeholders including government agencies, tourism industries, local interest groups and local people. Checklists were also used for the interviews. The interview provided the understanding of each stakeholder's perceptions and attitudes on the local tourism development. Impacts of tourism development on local community and significant problems of tourism development in the area were examined, as well as the suggestions for the future tourism development were identified.

#### **3.4.3 Questionnaire Survey**

Questionnaire was the main technique used for collecting data from households in Suan Phueng Sub-District. The questionnaire was selected for the study as it allows to get the information quickly and is less expensive. The questionnaire was designed to explore households' data on community's socio-economic

characteristics, the positive and negative impacts in economic, socio-cultural and environmental aspects and examined the perceptions and attitudes of local people towards tourism development as well as the problems of tourism development. The questionnaire was translated into Thai language so as to interview local people in the area.

The questions in questionnaire consisted of 4 parts:

**Part 1:** Demographic characteristics consisted of gender, age, marital status, nationality, religion, level of education, occupation, household income, native Suan Phueng, year of the residence in Suan Phueng.

**Part 2:** Impacts of the tourism development on local community, both positive and negative impacts were measured in three aspects which are economic, socio-cultural and environmental aspects. The five-point Likert Scale ranged from 1-5 where 5 = 'very high', 4 = 'high', 3 = 'medium', 2 = 'low' and 1 = 'very low' was used for measurement the level of impacts.

**Part 3:** This section examined the local perceptions and attitudes toward local tourism development with many factors including community participation, the intention to support tourism, tourism benefits, quality of life and lifestyle, innovation and expansion of accommodation, community satisfaction and the problems of tourism development in the area.

**Part 4:** The last part consisted the open-ended questions in order get comments and recommendations for improving the tourism development and suggestions for problems solving and minimizing the negative impacts of tourism.

Secondary data consisted of government papers, documents, records and articles including maps, statistics, newspapers, articles, journals and websites from both public and private sectors relevant to local tourism development. The literature review provided knowledge and data on tourism development, tourism management, local perception and attitude on local tourism development.

### 3.5 Data Analysis

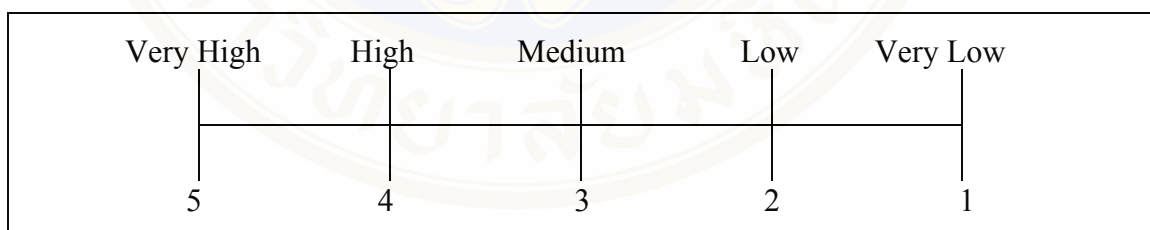
Quantitative and qualitative research methods were used in this research. The observation and key informants interview, the qualitative techniques were deployed for collecting data from stakeholders in local tourism development. Questionnaire survey, the quantitative approach was used for collecting data from local people. Therefore, data from this study both the quantitative and qualitative were analyzed.

#### 3.5.1 Quantitative Analysis

The Statistical Program for the Social Science (SPSS) was used as the main software to run and analyze data. The quantitative analysis of data consisted of:

1) **Descriptive Statistics:** frequency distribution tables and percentage were used to analyze status and general behavior. The tourism impacts, level of benefits gained and satisfaction of local people as well as community benefits on boutique accommodation in the area were analyzed by Mean and Standard Deviation based on the 5-level of Likert scale as follows:

Level of impact, benefits gained and satisfaction



Calculate for level width to obtain the results:

$$\begin{aligned}
 I &= \frac{(\text{Highest Score} - \text{Lowest Score})}{\text{Number of Level}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

**Scores Level Interpretation:**

4.21 – 5.00	=	Very High
3.41 – 4.20	=	High
2.61 – 3.40	=	Medium
1.81 – 2.60	=	Low
1.00 – 1.80	=	Very Low

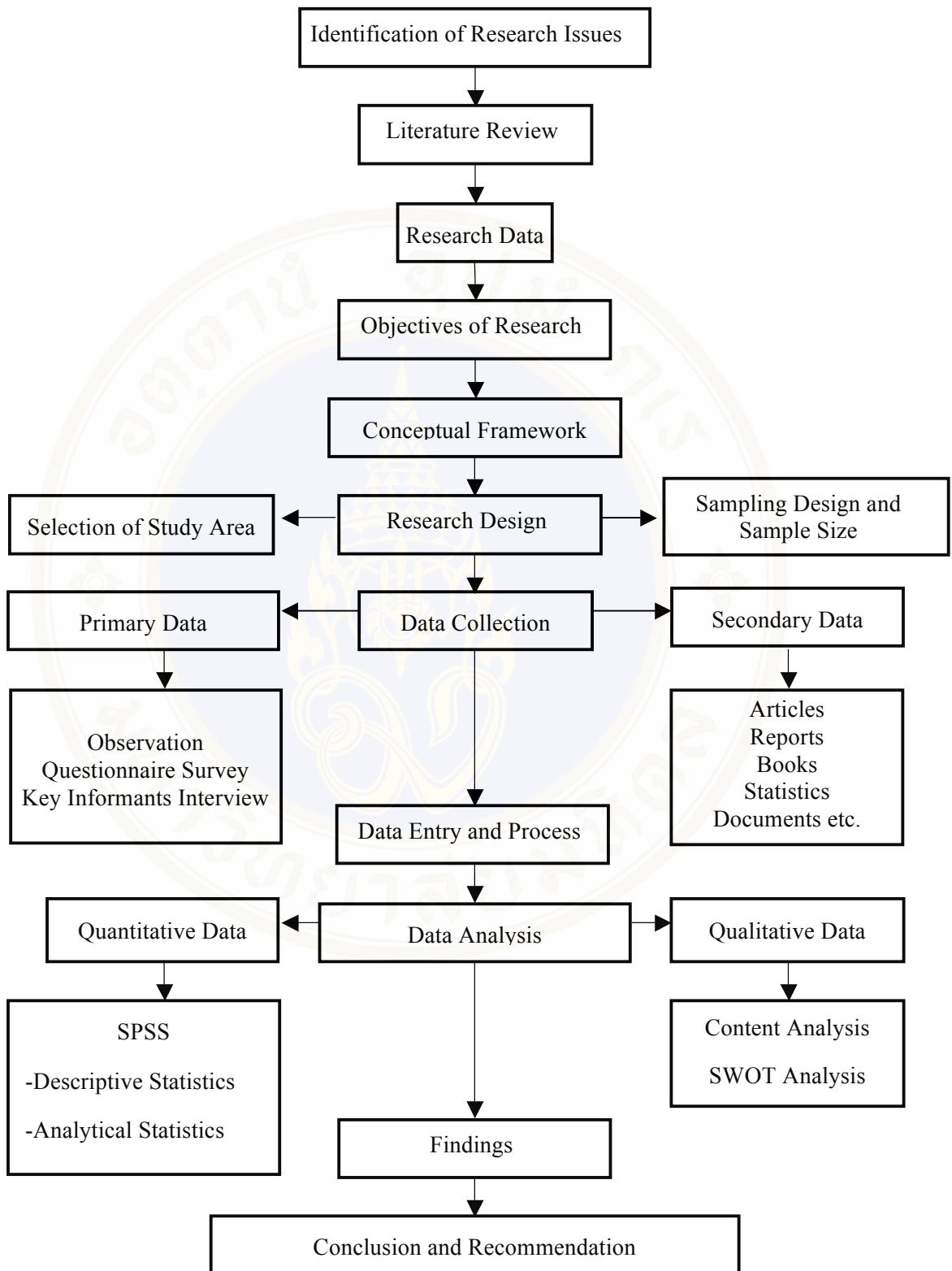
2) **Analytical Statistics:** Chi-Square and t-test were an analytical statistic that was used to compare the similarities, differences and relationships of the local perception on tourism impacts, respondent's attitudes, and the conditions of local tourism development.

**3.5.2 Qualitative Analysis**

Content analysis and SWOT analysis were applied to analyze the qualitative data.

1) **Content Analysis** was applied to study the content of communication such as the data of key informants' interview. The content analysis enabled in describing and summarizing the clear understanding of the information.

2) **SWOT Analysis** was used to evaluate strengths, weaknesses, opportunities and threats of the area. It was applied to analyze the current situation with respect to the tourism development issues. SWOT analysis identified the internal and external factors that were also used in creating recommendations for this study.



**Figure 3-5: Research Design**

## **CHAPTER IV**

### **RESULTS**

The assessment of impacts of local tourism developments in Suan Phueng, Ratchaburi Province covered the objectives; examining impacts of tourism development on local community, exploring the perceptions and attitudes of local community toward tourism development and identifying problems encountered in tourism development of Suan Phueng.

This chapter provides background information of Suan Phueng that allows to have genuine understanding of the study area. This chapter also describes demographic data and socio-economic conditions of sample households followed by the analysis of quantitative and qualitative data in terms of impacts of tourism development, local perception and attitudes and problems of tourism development. Statistics and information from the interviews helped to illustrate local perception and provide better understanding of the impacts of tourism and problems of tourism development on community.

#### **4.1 Profile of Study Area**

##### **4.1.1 Location and Geography**

Suan Phueng is a district (Amphur) to the west of Ratchaburi Province, central of Thailand, occupying total area of 903 sq. km. (564,538 rais). It takes about two hours of drive and is 200 kilometers from Bangkok. The town is an area at high ground surrounded by mountains adjoining the Thai - Burmese border. Suan Phueng has beautiful atmosphere with the cool climate similar to the north of Thailand. The weather in winter (November – February) is less than 20 degree Celsius.

The borders of Suan Phueng are:

North connects to Dan Makham Tia, Kanchanaburi

East connects to Chom Beung and Ban Kha, Ratchaburi

South connects to Ban Kha, Ratchaburi

West connects to Tanintharyi Division of Myanmar

This Amphur is always referred to as the gateway to "Suan Phueng" or the "Bee Garden". In past, the area was covered with forest and limestone mountains that formed beautiful caves in the area. Nowadays, it falls under a conservation area so as to protect the animals from being hunted and preserve many rare species of plants. The town has many attractions to visit and a lot of unique accommodations of different styles. It is one of the most suitable and popular place in Ratchaburi for young people and families since it is known as a place for romantic vacation as well.

#### **4.1.2 Background**

The name 'Suan Phueng' originated from Phueng trees that are found commonly in the district. In these trees bees (in Thai: Phueng) often build their nests. Initially Suan Phueng was the rural area of Chom Beung District. Between the periods 1968-1971 existing government sent a group of developing soldiers to the area. Later it was created into a minor district (King Amphur) on November 15, 1974, consisting of the three sub-districts, Suan Phueng, Pa Wai and Ban Bueng. It was officially upgraded to a full district on April 1, 1983. The population existent here is a hill tribe of mixed race, Thai Tanawasri or Karen living in Suan Phueng, originating from Tibet and Myanmar. They now live near the Thai/Myanmar border and are the biggest hill tribes in Thailand. The hill tribes have a special costume which is worn only on important ceremonial occasions (Sawasdee, n.d.).

This place though not popular among foreigners but is very well known for Thai people since past few years only. Tourism in Suan Phueng boomed as a resultant of increasing construction of the new boutique resorts all over the district. In the past, Suan Phueng was a refuge for ethnic Burmese fighting the military regime in Rangoon. But good relationship between Bangkok and Rangoon paved the way for tourism, and these days you can see Thais travelling there in greater numbers, especially on weekends (Weeradet, 2008).

### **4.1.3 Administration and Population**

Suan Phueng district is subdivided into seven sub-districts:

1. Suan Phueng
2. Pa Wai
3. Ban Bueng
4. Tha Khoei
5. Ban Kha
6. Nhong Pan Chan
7. Ta Nao Sri

These seven sub-districts are subdivided into 38 villages (Muban), with 2 sub-district municipalities (Thesaban Tambon) within the district. According to figures from the Ministry of Interior (2009) the total population of Suan Phueng during 2009 was 34,245 persons, of which 17,968 (52.5%) were males and 16,277 (47.5%) were females. There were total 10,634 households in thirty-eight villages. Most of population present here are Karen.

### **4.1.4 Tourism Resources**

#### **Khao Krajome**

Khao Krajome is situated in Tambon Suan Phueng, about 80 kms from the Ratchaburi city. It is the highest point of Ratchaburi province at 1,045 meters from the sea level. The only way to drive up to Khao Krajome is by four-wheel drive vehicles as there are no proper roads. The road is challenging and dangerous and really suited to four-wheel drive cars. However the cool climate, beautiful and exotic scenes and bird-watching makes the travel effort worthwhile. At the top one can see the border between Thailand and Burma, and also there are camping areas available for setting up tents.

#### **Princess Maha Chakri Sirindhorn initiative Natural Sciences Center**

Located in Ban Huai Phak, Tambon Suan Phueng, the center initiated by HRH Princess Sirindhorn covers an area of 132,905 rai. It is equipped with a natural sciences information house, a nature educational

route, an environment-study camp, accommodations and a souvenir shop. The natural sciences center greatly contributes to the preservation and restoration of forest conditions.

### **Queen Sirikit Forest Park (Suwan Phasomdet Phra Nang Chao Sirikit)**

It is very close to the Tanaosri Mountain Ranges about 25 kms away from office of Suan Phueng district or 86 kms from Ratchaburi city. Forest park was set up, inaugurated and opened in the honour of, and to celebrate, the completion of Queen Sirikit's fifth cycle, or her 60th birthday and the park covers the area of 3,000-rai. There are various kinds of plants in the park and several of which have economic benefits. The garden is also an excellent place to observe and study nature.

### **Pong Yub**

Pong yub (salt lick) is located in Tambon Tha Koei, Amphur Suan Phueng about 60 kms away from Ratchaburi center or 5 kilometres before arriving at Amphoe Suan Phueng. This site attracts visitors with plenty of strange looking cliffs created naturally by soil erosion. The subsidence of the ground has created a steep cliff similar to the one in Pae Muang Phi in Phrae Province. The site exists on private property with Baht 40 as an admission fee.

### **Bo Klueng Hot Spring**

It is located about 15 kms away from the Suan Phueng district office or 75 kms away from Ratchaburi town center. The creek is surrounded with natural beauties. This hot mineral stream has its source in the Tanaosri mountain range. The stream flows all year round and the temperature of the water ranges from 120-134 degrees Fahrenheit (50 – 68 degrees Celsius). The stream is full of mineral water and is believed to cure skin diseases and helpful in skin treatment. Travelers come and have bath in the warm mineral water. There is a provision for accommodation and a campsite for visitors to use.

**Nam Tok Kao Chan (Nine-Level Waterfall)**

It is 2 kilometres from Bo Klueng Hot Springs. Nam Tok Kao Chan consists of nine cascades. As the name indicates, the water cascades from the ninth level and flow down to the central valley of steep cliff, especially during the rainy season when there is always plenty of water at the top level. It is possible to walk up to the ninth level and this takes about two hours. At the 8th level there is enough space to set up a tent if an overnight stay is intended.

**Rai Usa-Wadee**

Rai Usa-Wadee is a flower plantation, which is located about 16 kilometers from the Ratchaburi city. When you reach Huay Nam Sai turn off and from here go straight ahead for another 5 kilometres. You will reach a private plantation where many different kinds of roses and flowering plants are cultivated in the middle of a valley. Visitors are welcomed throughout the year, but the best time to visit this place is during the cool season when the beautiful blooming plants create a special soothing atmosphere. There is also accommodation available for visitors.

**Phawothai Museum**

This large area of land is located on a side road about 2 kilometres from Suan Phueng district. Two traditional Thai houses in the garden display a wide collection of ancient artifacts, which were used in or to decorate the houses, such as Thai wood, dwarfed trees, water jars. Accommodation is also available for visitors to stay overnight.



**Table 4-1 Number and percentages of respondent demographics**

General information	Frequency (n = 200)	Percentage (100%)
<b>1. Sex</b>		
Male	104	52.0
Female	96	48.0
<b>2. Age</b>		
18-25 years	65	32.5
26 - 35 years	74	37.0
36 - 45 years	34	17.0
46 - 55 years	27	13.5
More than 55 years	-	-
<b>3. Marital Status</b>		
Single	106	53.0
Married	91	45.5
Divorced	3	1.5
<b>4. Nationality</b>		
Thai	197	98.5
Burmese	3	1.5

**Table 4-1 Number and percentages of respondent demographics (continued)**

<b>General information</b>	<b>Frequency (n = 200)</b>	<b>Percentage (100%)</b>
<b>5. Religion</b>		
Buddhism	194	97.0
Christian	1	.5
Islam	5	2.5
<b>6. Education Level</b>		
High School	101	50.5
Diploma	39	19.5
Bachelors Degree	29	14.5
Master Degree	3	1.5
Other	28	14.0
<b>7. Occupation</b>		
Student	15	7.5
Agriculture	35	17.5
Fishery	1	.5
Government officer	12	6.0
Private officer	21	10.5
Own business	18	9.0
General labor	95	47.5
Other	3	1.5

**Table 4-1 Number and percentages of respondent demographics (continued)**

General information	Frequency (n = 200)	Percentage (100%)
<b>8. Tourism-Related Occupation</b>		
Yes	123	61.5
No	77	38.5
<b>9. Total Household Income</b>		
Less than 6,000 Baht/Month	41	20.5
6,001 - 12,000 Baht/Month	100	50.0
12,001 - 25,000 Baht/Month	53	26.5
25,001 - 30,000 Baht/Month	6	3.0
<b>10. Native Suan Phueng</b>		
Yes	141	70.5
No	59	29.5
<b>11. Year of Residence in Suan Phueng</b>		
Less than 5 years	11	5.5
6 - 10 years	34	17.0
11 - 15 years	15	7.5
More than 16 years	140	70.0

**Summarization of Table 4-1:** The analysis of respondent characteristics is discussed as below:

**Sex** The percentage of male and female respondents is quite similar. More than half of the respondents were male (52.0%) and the rest were female

(48.0%). This is related to the number of population in Suan Phueng that there were number of male more than female.

**Age** The majority of the respondents ranged between the age group of 26-35 years (37.0%), followed by the age group of 18-25 years (32.5%), 17.0% for 36-45 years and 13.5% of 46-55 years. The average age group of the respondents is 26-35 years. This suggests that middle-aged people were more willing to join participatory activities than people in other age groups.

**Marital Status** Most of the respondents were single with 53.0%, followed by married (45.5%) and divorced (1.5%). Most of them were single since these groups of respondents mainly belong to middle-age group.

**Nationality** The majority of the respondents were Thai at 98.5% and the rest 1.5% were Burmese. However, the results found that the race of population in the community had both Thai and Karen.

**Religion** The majority of the respondents followed Buddhism (97.0%), followed by Islam (2.5%) and Christianity (0.5%). It was found that religion differences did not vary significantly in the study.

**Education level** The majority of the respondents graduated in High School at 50.5%, followed by Diploma (19.5%), Bachelors Degree (14.5%), 14.0% others (primary and secondary) and 1.5% Master Degree. The findings and the study implied and revealed that Suan Phueng people tried to provide higher education to their children that would enable them to explore with better job opportunities. They did not wanted their children to be farmers as they were neither they wanted to engage in any hard physical labor too.

**Occupation** Most of the respondents were General labor (47.5%), followed by Agriculture (17.5%), Private officer (10.5%), Own business (9.0%), Student (7.5%), Government officer (6.0%), other (1.5%) and Fishery (0.5%). The majority of the respondents were engaged in general labor. The study implies that majority of the population are employed in tourism businesses such as in resorts and restaurants. Some of the respondents still work in agriculture as a traditional occupation of Suan Phueng.

**Tourism-Related Occupation** Most of the respondents (61.5%) are engaged in occupation related to tourism and the remaining (38.5%) were not involved

in. Before the development of tourism, the main occupation of Suan Phueng people was agriculture. Since the arrival of tourists, most businesses in area are related to tourism such as hotels and resorts, restaurants, souvenir shops and general laboring in these and other tourism-related businesses.

**Total Household Income** Half of the respondents about (50.0%) had total household income ranging between 6,001 to 12,000 Baht/Month, followed by 12,001 - 25,000 Baht/Month (26.5%), less than 6,000 Baht/Month (20.5%) and 25,001 - 30,000 Baht/Month (3.0%). Average household income of most of people in the area was in between 6,001 to 12,000 Baht/Month and one-fourth had 12,001 – 25,000 Baht/Month. This suggests that local people earned better income from tourism as compared to that of agriculture in the past.

**Native Suan Phueng** About 70.5% of the respondents were native Suan Phueng and the rest were non-native (29.5%). The findings imply that non-native moved into Suan Phueng in order to get a job and generate income from the tourism development in Suan Phueng.

**Year of Residence in Suan Phueng** Most of the respondents have been living in Suan Phueng for more than 16 years (70.0%), followed by 6 - 10 years (17.0%), 11 - 15 years (7.5%) and less than 5 years (5.5%). Majority of the respondents have been living in Suan Phueng for more than 16 years. Less than one-third of the respondents were non-native. This indicates that there was not much migration in Suan Phueng. People could adapt themselves and their activities to the development of the area to tourism destination.

### **4.3 Impacts of Tourism Development on Local Community**

The third part studied the negative and positive impacts of Tourism Development on Local Community. The impacts are divided into three aspects; Environmental Impacts, Socio-Cultural Impacts and Economic Impacts. Closed-ended question with the Likert 5-point scale measured the level of impacts with the factor components. The findings are shown in the terms of frequency distribution, mean ( $\bar{x}$ ) and statistic deviation (S.D.) in order to determine the levels of impacts of tourism development. The rest questions, responsibility of the impacts and preparation for the

impacts are shown in frequency and percentage. In addition, to test the relationship between respondents' demographic characteristics and their opinions on tourism impacts, t-test or Independent Sample t-test was conducted.

**Table 4-2 Levels of Negative Environmental Impacts of Tourism Development on Local Community**

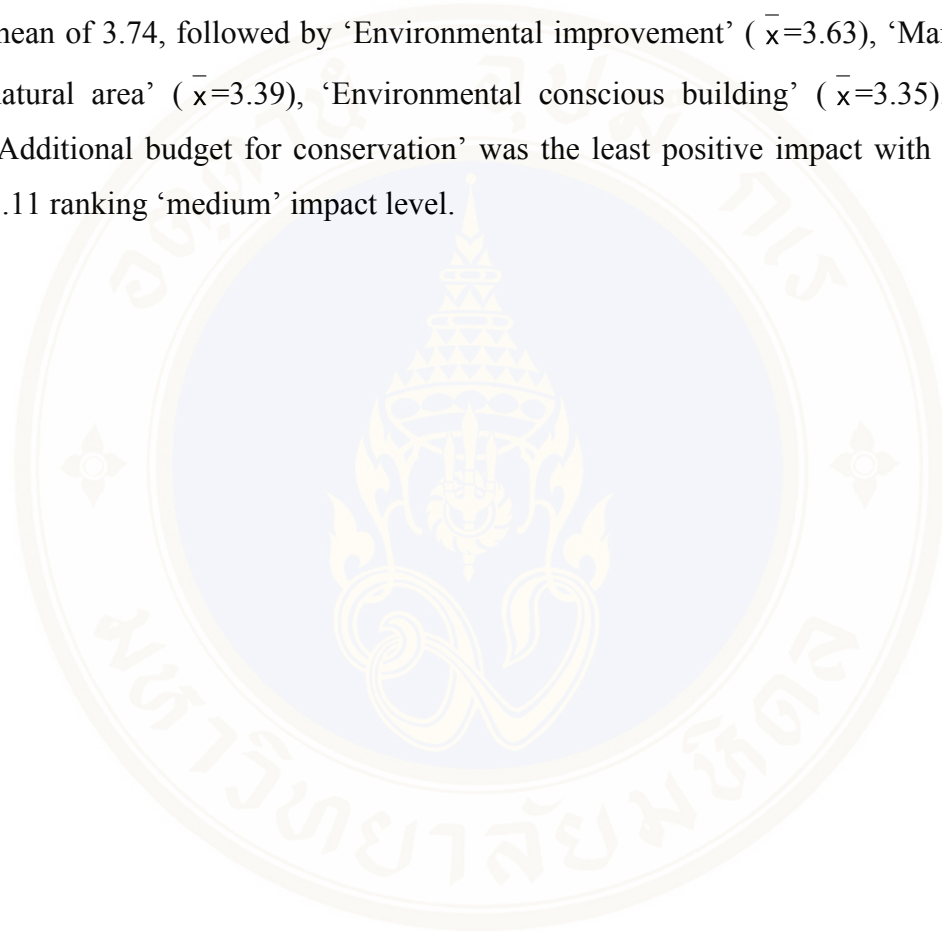
Environmental Impacts (Negative)	Level of Impact n = 200 (100%)					$\bar{x}$	S.D.	Level of Impact
	Very High	High	Medium	Low	Very Low			
1.Littering	30	64	84	20	2	3.50	0.902	High
	15.0%	32.0%	42.0%	10.0%	1.0%			
2.Trespassing and deforestation	35	56	80	25	4	3.47	0.987	High
	17.5%	28.0%	40.0%	12.5%	2.0%			
3.Destruction of natural resources	18	52	88	39	3	3.22	0.913	Medium
	9.0%	26.0%	44.0%	19.5%	1.5%			
4.Site congestion	11	45	99	41	4	3.09	0.852	Medium
	5.5%	22.5%	49.5%	20.5%	2.0%			
5.Land used conflict	19	36	86	51	8	3.04	0.989	Medium
	9.5%	18.0%	43.0%	25.5%	4.0%			
6.Water pollution	8	48	68	65	11	2.89	0.968	Medium
	4.0%	24.0%	34.0%	32.5%	5.5%			
7.Air pollution	7	32	84	69	8	2.81	0.878	Medium
	3.5%	16.0%	42.0%	34.5%	4.0%			
8.Noise pollution	9	25	89	71	6	2.80	0.862	Medium
	4.5%	12.5%	44.5%	35.5%	3.0%			
Overall						3.10	0.744	Medium

As shown in **Table 4-2**, the levels of negative environmental impacts of tourism development on local community were examined considering eight issues. The findings indicate that tourism development had a medium level of negative environmental impacts on local community with the mean of 3.10. Examining each indicators, it was found that ‘Littering’ was the highest negative impact with mean of 3.50, followed by ‘Trespassing and deforestation’ ( $\bar{x}=3.47$ ), ‘Destruction of natural resources’ ( $\bar{x}=3.22$ ), ‘Site congestion’ ( $\bar{x}=3.09$ ), ‘Land used conflict’ ( $\bar{x}=3.04$ ), ‘Water Pollution’ ( $\bar{x}=2.89$ ), ‘Air Pollution’ ( $\bar{x}=2.81$ ). While, ‘Noise Pollution’ was the least negative impact with the mean of 2.80 ranking ‘medium’ impact level.

**Table 4-3 Levels of Positive Environmental Impacts of Tourism Development on Local Community**

Environmental Impacts (Positive)	Level of Impact n = 200 (100%)					$\bar{x}$	S.D.	Level of Impact
	Very High	High	Medium	Low	Very Low			
1.Improvement of infrastructure & facilities	32 16.0%	91 45.5%	69 34.5%	8 4.0%	- -	3.74	0.773	High
2.Environmental improvement	29 14.5%	86 43.0%	66 33.0%	19 9.5%	- -	3.63	0.847	High
3.Management of natural area	28 14.0%	71 35.5%	65 32.5%	22 11.0%	14 7.0%	3.39	1.078	Medium
4.Environment conscious building	24 12.0%	64 32.0%	81 40.5%	20 10.0%	11 5.5%	3.35	1.001	Medium
5.Additional budget for conservation	13 6.5%	54 27.0%	88 44.0%	31 15.5%	14 7.0%	3.11	0.979	Medium
Overall						3.44	0.761	High

As shown in **Table 4-3**, five issues were examined to measure the levels of positive environmental impacts of tourism development on local community. The findings indicate that the development of tourism has a high positive environmental impact on local community with the mean of 3.44. Examining each variable, 'Improvement of infrastructure & facilities' was the highest positive impact with the mean of 3.74, followed by 'Environmental improvement' ( $\bar{x}=3.63$ ), 'Management of natural area' ( $\bar{x}=3.39$ ), 'Environmental conscious building' ( $\bar{x}=3.35$ ). Whereas, 'Additional budget for conservation' was the least positive impact with the mean of 3.11 ranking 'medium' impact level.



**Table 4-4 Levels of Negative Socio-Cultural Impacts of Tourism Development on Local Community**

Socio-Cultural Impacts (Negative)	Level of Impact n = 200 (100%)					$\bar{x}$	S.D.	Level of Impact
	Very High	High	Medium	Low	Very Low			
1.Change in lifestyle and culture	16 8.0%	68 34.0%	68 34.0%	45 22.5%	3 1.5%	3.25	0.943	Medium
2.Conflict among community and business sector	15 7.5%	44 22.0%	72 36.0%	60 30.0%	9 4.5%	2.98	1.002	Medium
3.Crowding/Congestion	14 7.0%	34 17.0%	82 41.0%	56 28.0%	14 7.0%	2.89	1.001	Medium
4.Irritation of host activities	14 7.0%	40 20.0%	62 31.0%	68 34.0%	16 8.0%	2.84	1.058	Medium
5.Declining resident hospitality	8 4.0%	19 9.5%	75 37.5%	67 33.5%	31 15.5%	2.53	0.997	Low
6.Increase crime, drugs	6 (3.0)	16 (8.0)	53 (26.5)	69 (34.5)	56 (28.0)	2.24	1.042	Low
7.Increase prostitution	7 3.5%	16 8.0%	46 23.0%	75 37.5%	56 28.0%	2.22	1.051	Low
Overall						2.71	0.882	Medium

As shown in **Table 4-4**, with respect to the levels of negative socio-cultural impacts of tourism development on local community, seven issues were examined. The findings indicate that tourism development had a medium level of negative socio-cultural impact with the mean of 2.71. Examining each issues, it was found that ‘Change in lifestyle and culture’ ranked with the medium level of negative

impact has the highest mean of 3.25, followed by ‘Conflict among community and business sector’ ( $\bar{x}$ =2.98), ‘Crowding/Congestion’ ( $\bar{x}$ =2.89), ‘Irritation of host activities’ ( $\bar{x}$ =2.84), ‘Declining resident hospitality’ ( $\bar{x}$ =2.53), ‘Increase crime and drugs’ ( $\bar{x}$ =2.24) and ‘Increase prostitution’ was the least with the mean of 2.22 with ranking of ‘low’ impact level.

**Table 4-5 Levels of Positive Socio-Cultural Impacts of Tourism Development on Local Community**

Socio-Cultural Impacts (Positive)	Level of Impact n = 200 (100%)					$\bar{x}$	S.D.	Level of Impact
	Very High	High	Medium	Low	Very Low			
1.Preserve local culture and tradition	30 15.0%	85 42.5%	72 36.0%	11 5.5%	2 1.0%	3.65	0.837	High
2.Support crafts and local products	21 10.5%	85 42.5%	84 42.0%	9 4.5%	1 0.5%	3.58	0.759	High
3.New job creation and innovation	14 7.0%	77 38.5%	97 48.5%	12 6.0%	- -	3.47	0.715	High
4.Develop working skills and knowledge	23 11.5%	67 33.5%	90 45.0%	19 9.5%	1 0.5%	3.46	0.838	High
5.Increasing response to local demand for basic needs	20 10.0%	67 33.5%	85 42.5%	22 11.0%	6 3.0%	3.37	0.914	Medium
6.Increasing level of safety and security	19 9.5%	66 33.0%	72 36.0%	34 17.0%	9 4.5%	3.26	0.999	Medium
Overall						3.46	0.680	High

As shown in **Table 4-5**, the levels of positive socio-cultural impacts of tourism development on local community, six issues were examined. The findings indicate that tourism development has a high positive impact on socio-cultural aspects with the mean of 3.46. On examining each variables, it was found that ‘Preserve local

culture and tradition' has the highest positive impact with mean of 3.65, followed by 'Support crafts and local products' ( $\bar{x}$ =3.58), 'New Job creation and innovation' ( $\bar{x}$ =3.47), 'Develop working skills and knowledge' ( $\bar{x}$ =3.46), 'Increasing response to local demand for basic needs' ( $\bar{x}$ =3.37 and 'Increasing level of safety and security' was the least impacted with the mean of 3.26 ranking 'medium' impact level.

**Table 4-6 Levels of Negative Economic Impacts of Tourism Development on Local Community**

Economic Impacts (Negative)	Level of Impact n = 200 (100%)					$\bar{x}$	S.D.	Level of Impact
	Very High	High	Medium	Low	Very Low			
1.Increase in land and property values	36 18.0%	84 42.0%	54 27.0%	22 11.0%	4 2.0%	3.63	0.968	High
2.High business competition	32 16.0%	89 44.5%	54 27.0%	20 10.0%	5 2.5%	3.62	0.955	High
3.Income leakage to outside the area	20 10.0%	70 35.0%	89 44.5%	20 10.0%	1 0.5%	3.44	0.824	High
4.Low payment/status and seasonal jobs	29 14.5%	62 31.0%	73 36.5%	33 16.5%	3 1.5%	3.41	0.978	High
5.Increase cost of living, cost of goods and services/ Inflation	13 6.5%	71 35.5%	88 44.0%	28 14.0%	-	3.35	0.799	Medium
6.Increase tax payment	11 5.5%	38 19.0%	123 61.5%	28 14.0%	-	3.16	0.726	Medium
Overall						3.43	0.735	High

As shown in **Table 4-6**, levels of negative economic impacts of tourism development on local community were examined considering six dimensions. On the

basis of the table analysis it can be said that tourism development had a high negative impact on economic aspect with the mean of 3.43. Considering each of the variables, 'Increase in land and property values' is a highest negative impact with the mean of 3.63, followed by 'High business competition' ( $\bar{x}=3.62$ ), 'Income leakage outside the area' ( $\bar{x}=3.44$ ), 'Low payment/status and seasonal jobs' ( $\bar{x}=3.41$ ), 'Increase cost of living, cost of goods and services/ Inflation' ( $\bar{x}=3.35$ ) and 'Increase tax payment' was the least negative impact with the mean of 3.16 ranking 'medium' level.

**Table 4-7 Levels of Positive Economic Impacts of Tourism Development on Local Community**

Economic Impacts (Positive)	Level of Impact					$\bar{x}$	S.D.	Level of Impact
	n = 200 (100%)							
	Very High	High	Medium	Low	Very Low			
1.Generate income to community	61 30.5%	96 48.0%	42 21.0%	1 0.5%	-	4.09	0.728	High
2.Increase new investments	62 31.0%	95 47.5%	40 20.0%	3 1.5%	-	4.08	0.753	High
3.Increase jobs and employment opportunity	59 29.5%	93 46.5%	47 23.5%	1 0.5%	-	4.05	0.742	High
4.Improve services level in tourism industry	49 24.5%	96 48.0%	48 24.0%	7 3.5%	-	3.94	0.790	High
5.Improve standard of living & quality of life	44 22.0%	86 43.0%	68 34.0%	2 1.0%	-	3.86	0.764	High
Overall						4.00	0.653	High

As shown in **Table 4-7**, regarding the levels of positive economic impacts of tourism development on local community, five issues were examined. The findings

indicate that tourism development had a high positive impact on economic aspect with the mean of 4.00. Examining each item, it was found that ‘Generate income to community’ is highest positive ranking impact with the mean of 4.09 , followed by ‘Increase new investments’ ( $\bar{x}=4.08$ ), ‘Increase jobs and employment opportunity’ ( $\bar{x}=4.05$ ), ‘Improve services level in tourism industry’ ( $\bar{x}=3.94$ ) and ‘Improve standard of living & quality of life’ was the least impacted variable with the mean of 3.86 but still ranking ‘high’ impact level.

The overall impacts levels of tourism development toward local community in all aspects is summarized in the following statistics as shown in Table 4-8.

**Table 4-8 Levels of Overall Negative and Positive Impacts of Tourism Development on Local Community**

Type of Impacts	Negative Impact			Positive Impact		
	$\bar{x}$	S.D.	Level of Impact	$\bar{x}$	S.D.	Level of Impact
Environmental Impacts	3.10	0.744	Medium	3.44	0.761	High
Socio-Cultural Impacts	2.71	0.882	Medium	3.46	0.680	High
Economic Impacts	3.43	0.735	High	4.00	0.653	High
Overall	3.11	0.681	Medium	3.62	0.577	High

As shown in **Table 4-8** the impact levels of overall negative and positive tourism development on local community, findings indicate that tourism development had ‘high’ level of overall positive impacts and has ‘medium’ level of overall negative impacts on local community. ‘Positive economic impacts’ is the highest ranked ‘high’ level impact with the mean of 4.00, followed by ‘Positive socio-cultural impacts’ ranking as ‘high’ ( $\bar{x}=3.46$ ) and ‘Positive environmental impacts’ with ranking of ‘high’ ( $\bar{x}=3.44$ ). In terms of negative impacts level, ‘Economic impacts’ has the highest impact ranking of ‘high’ level with the mean of 3.43, followed by ‘Negative

environmental impacts’ ranking ‘medium’ ( $\bar{x}=3.10$ ). Whereas, ‘Negative socio-cultural impacts’ falls under the least ranked level of impact ‘medium’ with the mean of 2.71.

**Table 4-9 Relationship between tourism-related occupation and impacts of tourism development on local community**

Type of Impacts	Occupation related to tourism						t	Sig. (2-tailed)
	Yes			No				
	$\bar{x}$	S.D.	Level of Impact	$\bar{x}$	S.D.	Level of Impact		
<b>Negative</b>								
Environmental Impacts	2.98	.610	Medium	3.29	.890	Medium	-2.694	.008*
Socio-Cultural Impacts	2.53	.731	Low	2.98	1.026	Medium	-3.370	.001*
Economic Impacts	3.39	.630	Medium	3.51	.878	High	-1.046	.297
<b>Overall Negative Impacts</b>	2.99	.514	Medium	3.29	.857	Medium	-2.730	.007*
<b>Positive</b>								
Environmental Impacts	3.33	.729	Medium	3.61	.784	High	-2.540	.012*
Socio-Cultural Impacts	3.39	.670	Medium	3.57	.685	High	-1.826	.069
Economic Impacts	4.03	.613	High	3.95	.713	High	.807	.421
<b>Overall Positive Impacts</b>	3.57	.538	High	3.70	.630	High	-1.489	.139

\*Significant at level 0.05

As shown in **Table 4-9**, findings based on t-test or Independent Sample t-test indicated that the respondents with occupation related and not related to tourism have different perceptions on Negative Environmental Impacts, Negative Socio-Cultural Impacts and Positive Environmental Impacts of tourism development on local community (Sig.(2-tailed) < 0.05). In contrast, the findings also did not show any significant differences in respondents' perceptions on Negative Economic Impacts, Positive Socio-Cultural Impacts and Positive Economic Impacts of tourism development on local community between the two groups (Sig.(2-tailed) > 0.05).

Respondents who have occupation related to tourism thought that tourism development has created less negative impacts in socio-cultural than respondents who did not have occupation related to tourism. This might have happened because local people do not have to move out of the district to work. Tourism development creates job opportunities within the community which makes more convenient to get a job in the community. Therefore, people can live their normal life and stay with their family. Furthermore, the results shows that respondents who had occupation not related to tourism thought that tourism development had more negative economic impacts than respondents who had occupation related to tourism thought. They believed that tourism created more income outflow to outside investors instead of generating income in the community. They also thought that tourism development has raised the land and property value, which is necessary for their occupation such as in agriculture.

On the other hand, for positive impacts, respondents who did not have occupation related to tourism agreed that tourism development have more positive environment and socio-cultural impacts than who had occupation related to business thought. As they may believe that tourism development improved the community infrastructure and facilities that has also benefited local people. For socio-cultural aspects, tourism supported their crafts and local products as they could sell their products to tourists as souvenir of the community, which is another way to generate income for local people. In addition, tourism also helped in promoting local culture and tradition, for example; restaurants selling authentic local cuisine. However both respondents who had occupation related and not related to tourism agreed that tourism development highly creates positive economic impacts on community. There is no

doubt about the economic benefits of tourism particularly in terms of employment opportunity and income generation.

The results show that tourism affected local community in many ways including on environmental, socio-cultural and economic aspects, therefore it is necessary to know in what ways local people think responsible for the occurred impacts of tourism as shown in table 4-10.

**Table 4-10 Responsibility for the impacts of tourism in Suan Phueng**

(Multiple response)

Stakeholders	Frequency	Percentage
Local people	137	68.5%
Central, Local Government and TAT	126	63.0%
Suan Phueng District and Sub-district Administrative Organization	84	42.0%
Tourism business	73	36.5%
Tourists	58	29.0%
NGOs	13	6.5%
Other	2	1.0%

As shown in **Table 4-10**, regarding stakeholder's responsibility for impacts of tourism in Suan Phueng, the findings indicate that most of the respondents thought local people are and should be responsible for the impacts of tourism in Suan Phueng at 68.5%, followed by Central, Local Government and TAT (63.0%), Suan Phueng District and Sub-district Administrative Organization (42.0%), Tourism business (36.5%), Tourists (29.0%), NGOs (6.5%) and other (1.0%).

Most of respondents thought that local people themselves have to be responsible for the impacts of tourism despite the fact that there are a lot of outside investors owning tourism businesses in the community. This thought must have been greatly influenced by the feeling that local community themselves will have to protect

their area. Respondents also thought that central and local government as well as tourism organization should significantly be responsible for the impacts in increasing the positive and reducing the negatives impacts in their community.

Due to the effects of tourism development, local population have prepared themselves for these impacts in different ways such as exchanging opinions and attitudes in community, search for more information from book and newspaper, accept the unavoidable impacts and moving out of Suan Phueng for new place as shown in Table 4-11.

**Table 4-11 Preparation of the respondents for the impacts of tourism development**

(Multiple response)

Preparation	Frequency	Percentage
Exchange opinion and attitude among community	138	69.0%
Search for more information from Book, Newspaper	89	44.5%
Accept the unavoidable impacts	58	29.0%
Move out of Suan Phueng for new place	5	2.5%
No any preparation	4	2.0%

As shown in **Table 4-11**, with response to the preparing themselves for the impacts of tourism, it was found that the majority of the respondents prepared themselves by ‘Exchange opinion and attitude among community’ for the impacts of tourism development at 69.0%, followed by 44.5% prepared by ‘Search for more information from Book, Newspaper’, 29.0% prepared by ‘Accept the unavoidable impacts’, 2.5% prepared by ‘Move out of Suan Phueng for new place’ and 2.0% had ‘No any preparation’.

#### **Impacts of Tourism Development on Local Community identified by Key Informants**

As per the key informants interview on impacts of tourism development in

Suan Phueng, most of the representatives from tourism public and private sectors had positive perceptions toward economic impacts of tourism development. Government officials had the most positive perception of tourism. In their opinion tourism has generated new employment opportunities for local population to work in the community since there were numerous outsiders investing in tourism business especially in accommodation around the community. The final outcome and consequence of employment was income generation for the local people and thereby improving the standard of living.

Moreover people were able to have revenue from tourists spending on accommodation, restaurant, transportation, and retail trades. Prior getting involved into the tourism industry, local people have been through the skill development trainings so as to improve services that support tourism and hospitality in-order to perform appropriately each services and position. In addition, the investments in the accommodation infrastructures have enabled and employed local labor to the construction industry and there has been use of local materials. Tourism also provided circumstances for new businesses; during the tourism season, local have an opportunity to set up stalls near main road and around tourism sites entrance, where they were able to sell honey, plants, vegetables, fruits and wooden ornaments as souvenirs for tourists.

A government representative highlighted the fact that 90% of accommodations' owners in community were outsiders and only 10% of them were residents. Many outsiders came to the area and invested in accommodation which increased the value and the price of land for businesses and also raised the competition level in the same businesses. Local people are mainly involved in the tourism industry as employees. Although tourism created job opportunities for residents, a large number of low skilled works was available for local people and they were often characterized by low position and low pay (Table 4-14). Some owners have employed staffs out of local community for senior management positions and professional jobs but this was dependant on financial condition.

In terms of environment, interviewing the key informants and observing the area it was found that the tourism have brought improvements in the infrastructure and social amenities e.g. roads, water supply, telecommunications, and tourism

facilities like accommodation, restaurants and recreational facilities at Suan Phueng to keep pace with increasing number of visitor. The road was greatly improved to connect with other tourist areas. The environment in some areas was also improved so as to supply and make available amenities. However, the informants also indicated that the community had an inadequate budget to develop the infrastructures and environment in the community. The most significant adverse environmental impact of tourism development is litter and the increasing number of tourists left behind their garbage in the community where there are only few garbage collection or disposal facilities.

In addition, land use conflict and deforestation were also the important negative impacts caused by increased construction of tourism, use of land for accommodation and other infrastructure provision and the use of building materials. These activities directly impacted on natural resources and damaged of the physical environment. Deforestation and trespassing disturbed wild animals and similarly flora was destructed due to the increase in resorts. An informant stated, “Government knew that there were deforestation and trespassing in the area but they left the problems behind and used the power to help themselves and the associates”. However government representative argued about the above stated comment and said “There were pros and cons of tourism development that every community had to accept. The economy had been improved because of the investments of tourism. Money is brought into the community by tourists. Therefore, to get something, one must sacrifice something”. Due to the bad management, some informants did want to see Suan Phueng growing too fast and they were willing to see its growth gradually. Local government also confirmed water pollution as the impacts of tourism development to the community due to the improper sewage disposal.

From interviewing the key informants and observing the area, it was noted that tourism did not have much negative socio-cultural effects in the community but having more positive impacts. Community still had annual local and cultural activities as usual. Most informants perceived that tourism did not disturb local activities because local people could adapt themselves to the inconvenience caused by tourism as well as had a good support for tourism. Moreover, tourism increased employment opportunities for young people so that they could work in tourism business in the area.

It facilitated them those to be together with the family members while working in the tourism business. It also increased the way for local people to sell agricultural and other local products to the tourists. Most accommodation has been built by using local materials and labor, which encouraged local people to improve their skills and innovation for new job creation. In addition, some restaurants, hotels and coffee shops were decorated in the styles that present and support their local culture.

**Table 4-12 Relationship between total household income and occupation related to tourism**

Total household income	Occupation related to tourism		Total
	Yes	No	
Less than 6,000 Baht/Month	28	13	41
6,001 - 12,000 Baht/Month	71	29	100
12,001 - 25,000 Baht/Month	21	32	53
25,001 - 30,000 Baht/Month	3	3	6
Total	123	77	200

**Table 4-12** showed that the respondents who have total household income of less than 6,000 Baht/Month and 6,001 - 12,000 Baht/Month would have occupation related to tourism.

#### **4.4 Perception and Attitudes of Local Community toward Tourism Development**

The fourth part of the survey set out to study the local perception and attitude towards tourism development. Respondents were asked to express their opinion in several issues:

4.4.1 Willingness to support and involve in tourism development

4.4.2 Tourism benefits on community and satisfaction on benefits gained

#### 4.4.3 Expansion of Accommodation and Benefits on Community

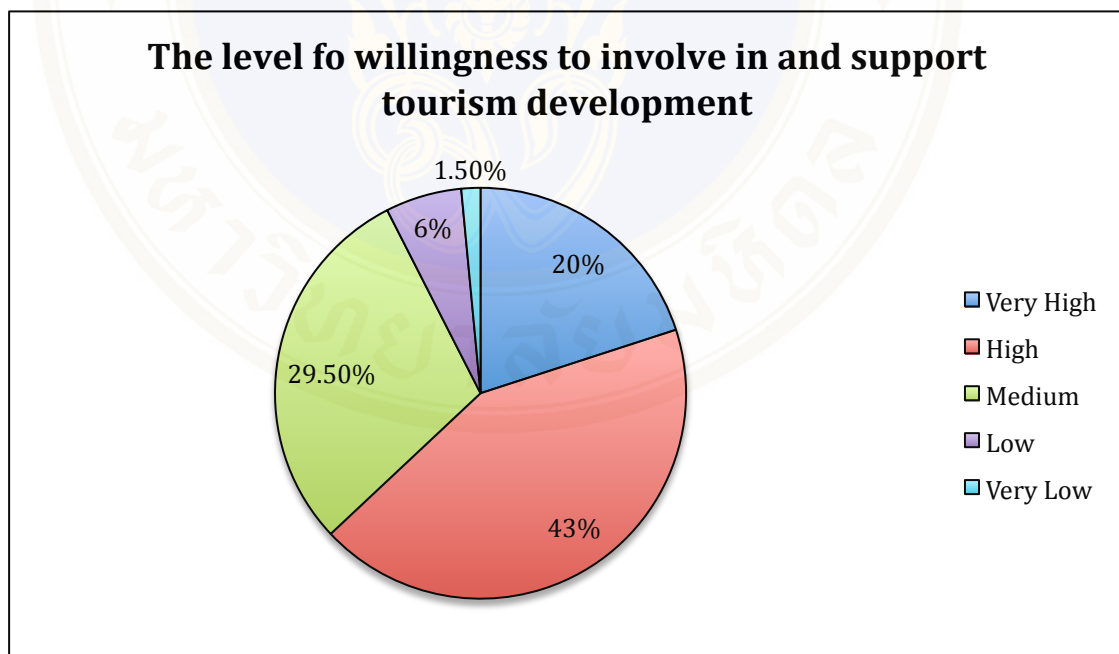
#### 4.4.4 Change in lifestyle and quality of life of residents

#### 4.4.5 Competitive advantage in tourism of Suan Phueng

Closed-ended questions with the Likert 5-point scales were used to measure the level of benefits gained, satisfaction on benefit gained and level of benefits from boutique resort business. The findings are shown in the form of frequency distribution, percentage, mean and standard deviation.

#### 4.4.1 Willingness to support and involve in tourism development

This part studied resident's perception and attitudes towards the level of willingness to support and involve in tourism development and how the respondents contributed to the tourism.



**Figure 4-2 Willingness of respondents to involve in and support tourism development in Suan Phueng**

As shown in **Figure 4-2**, regarding the willingness of the people to be involved in and support tourism development, most of the respondents were highly willing to be involved in and support tourism development in Suan Phueng. As

presented in the figure, the levels of “high” and “very high” willingness were 43.0% and 20.0% respectively.

**Table 4-13 Relationship between occupation related to tourism and level of willingness to involve in and support tourism development in Suan Phueng**

Occupation related to tourism	The level of willingness to involve in and support tourism development in Suan Phueng					Total
	Very High	High	Medium	Low	Very Low	
Yes	32	<b>53</b>	33	4	1	123
No	8	<b>33</b>	26	8	2	77
Total	40	86	59	12	3	200

\*Significant at level 0.05 Chi-square ( $\chi^2$ ) = 11.581, df = 4, Sig. = .021\*

Regarding the relationship between occupation related to tourism and the level of willingness to be involved in and support tourism development in Suan Phueng, the result of Chi-Square ( $\chi^2$ ) test presented in Table 4-13 showed that occupation related to tourism was related to the level of willingness to be involved in and support tourism development in Suan Phueng (Sig. < 0.05). Therefore, the respondents with occupation related to tourism were highly willing to be involved in and support tourism development in Suan Phueng. And the respondents whose occupation did not relate to tourism were also highly willing to be involved in and support tourism development in Suan Phueng.

Regarding the willingness to support and involve in tourism development, local people contributed to tourism development in Suan Phueng in different ways as presented in Table 4-14.

**Table 4-14 Contribution in tourism development**

(Multiple response)

<b>Contribution</b>	<b>Frequency</b>	<b>Percentage</b>
Information and suggestion	126	63.0%
Services & hospitality	111	55.5%
Working in tourism businesses	79	39.5%
PR & Advertising e.g. in the Internet	22	11.0%
Selling local products in attractive area	11	5.5%
Cash	2	1.0%
Other	-	-

As shown in **Table 4-14** it was found that majority of the respondents contributed by providing information and suggestion for tourism development (63.0%), followed by “Services & hospitality” (55.5%), “Working in tourism businesses” (39.5%), “PR & Advertising e.g. in the Internet” (11.0%), “Selling local products in attractive area” (5.5%) and “Cash” contribution at only 1.0%.

#### **4.4.2 Tourism benefits on community and satisfaction on benefits**

##### **Gained**

This part studied the resident’s perception and attitude on the level of benefits gained in economic, infrastructure and facility, social and culture, and environment from tourism development and the satisfaction on these benefits gained.

**Table 4-15 Level of benefits gained from tourism development**

Benefits	Level of benefits gained					$\bar{x}$	S.D.	Level of Benefits gained
	n = 200 (100%)							
	Very High	High	Medium	Low	Very Low			
1.Economic benefits	51 25.5%	86 43.0%	63 31.5%	-	-	3.94	0.754	High
2.Infrastructure and facility benefits	50 25.0%	80 40.0%	62 31.0%	8 4.0%	-	3.86	0.839	High
3.Social and cultural benefits	35 17.5%	80 40.0%	85 42.5%	-	-	3.75	0.735	High
4.Environmental benefits	30 15.0%	73 36.5%	87 43.5%	10 5.0%	-	3.62	0.800	High
Overall benefits on community	44 22.0%	78 39.0%	70 35.0%	8 4.0%	-	3.79	0.830	High

As shown in **Table 4-15**, regarding benefits gained from tourism development, it was found that in overall assessment, respondents received “high” benefits from tourism development with the mean of 3.79. Especially, they received highest benefits in economic aspects with the mean of 3.94, followed by “Infrastructure and facility benefits” ( $\bar{x}$ =3.86), “Socio-cultural benefits” ( $\bar{x}$ =3.75) and “Environmental benefits” ( $\bar{x}$ =3.62).

**Table 4-16 Level of satisfaction on benefits gained from tourism development**

Benefits	Level of Satisfaction					$\bar{x}$	S.D.	Level of Satisfaction
	n = 200 (100%)							
	Very High	High	Medium	Low	Very Low			
1.Economic benefits	38 19.0%	103 51.5%	57 28.5%	2 1.0%	-	3.89	0.710	High
2.Infrastructure and facility benefits	43 21.5%	82 41.0%	73 36.5%	2 1.0%	-	3.83	0.771	High
3.Social and cultural benefits	33 16.5%	84 42.0%	80 40.0%	3 1.5%	-	3.74	0.747	High
4.Environmental benefits	30 15.0%	87 43.5%	76 38.0%	7 3.5%	-	3.70	0.763	High
Overall benefits on community	42 21.0%	84 42.0%	68 34.0%	6 3.0%	-	3.81	0.798	High

As shown in **Table 4-16**, regarding satisfaction on benefits gained from tourism development, it was found that most of the respondents were highly satisfied with benefits gained from tourism development in the area with the mean of 3.81. They were highly satisfied with economic benefits from tourism development the most with the mean of 3.89, followed by satisfied on infrastructure and facility benefits ( $\bar{x}$  =3.83). While, they were least satisfied on environmental benefits compared to others ( $\bar{x}$ =3.70).

**Table 4-17 Relationship between occupation related to tourism and the level of benefits gained from tourism development in the area**

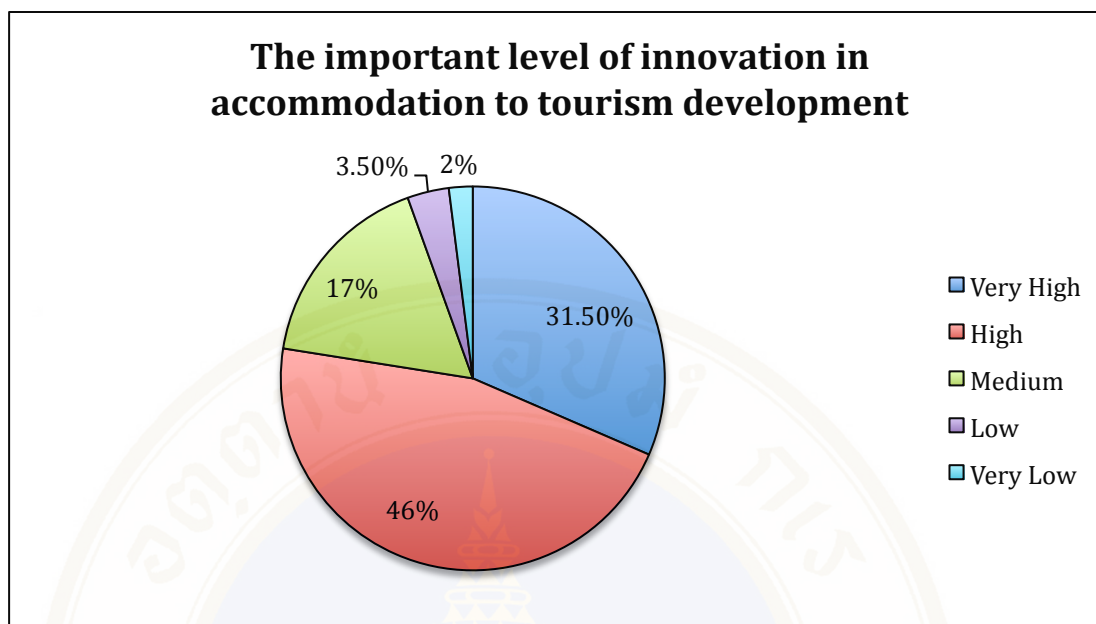
Benefits	Occupation related to tourism						t	p
	Yes			No				
	$\bar{x}$	S.D.	Level of benefits	$\bar{x}$	S.D.	Level of benefits		
Economic benefits	4.03	.724	High	3.79	.784	High	2.173	.031*
Social and cultural benefits	3.81	.705	High	3.65	.774	High	1.505	.134
Environmental benefits	3.66	.766	High	3.55	.851	High	.973	.332
Infrastructure and facility benefits	3.85	.807	High	3.87	.894	High	-.135	.893
Overall benefits on community	3.80	.826	High	3.77	.841	High	.320	.750

\*Significant at level 0.05

Based on t-test or Independent Sample t-test **Table 4-17** showed the respondents with occupation related to and not related to tourism had different level of economic benefits gained from tourism development in the area (Sig. < 0.05). Whereas, the respondents with occupation related to and not related to tourism didn't have different level of Social and cultural, Environmental, Infrastructure and facility benefits from tourism development in the area (Sig. > 0.05).

#### 4.4.3 Expansion of accommodation and its benefits on community

Tourism in Suan Phueng has bloomed because of the new boutique resorts developed all over the district and there are different styles to be the choice of accommodation for visitors to select depending on their preference. Therefore, it is significant to study how local people think about the importance of the innovation of these resorts, residents' opinion of expanding accommodation in community and what level of benefits they gained from this business.



**Figure 4-3 The important level of innovation in accommodation to tourism development of the respondents**

As shown in **Figure 4-3**, regarding the importance of innovation in accommodation to tourism development, most of the respondents thought that the concept of innovation is highly important to tourism development with the percentage of high 46.0% and very high 31.5%.

**Table 4-18 Agreement with the rapid expansion of accommodation**

Agreement	Frequency (n = 200)	Percentage (100%)
Agree	134	67.0%
Disagree	66	33.0%

As presented in **Table 4-18**, when asked how they feel about the volume of accommodations expanding in the area, 67.0% of the respondents agreed with the rapid expansion of accommodation in the area and one-third (33.0%) of the respondents did not agree. The respondents think that community is really benefited

from this business and they also believe that tourists travel to Suan Phueng because of the main attraction of boutique resorts.

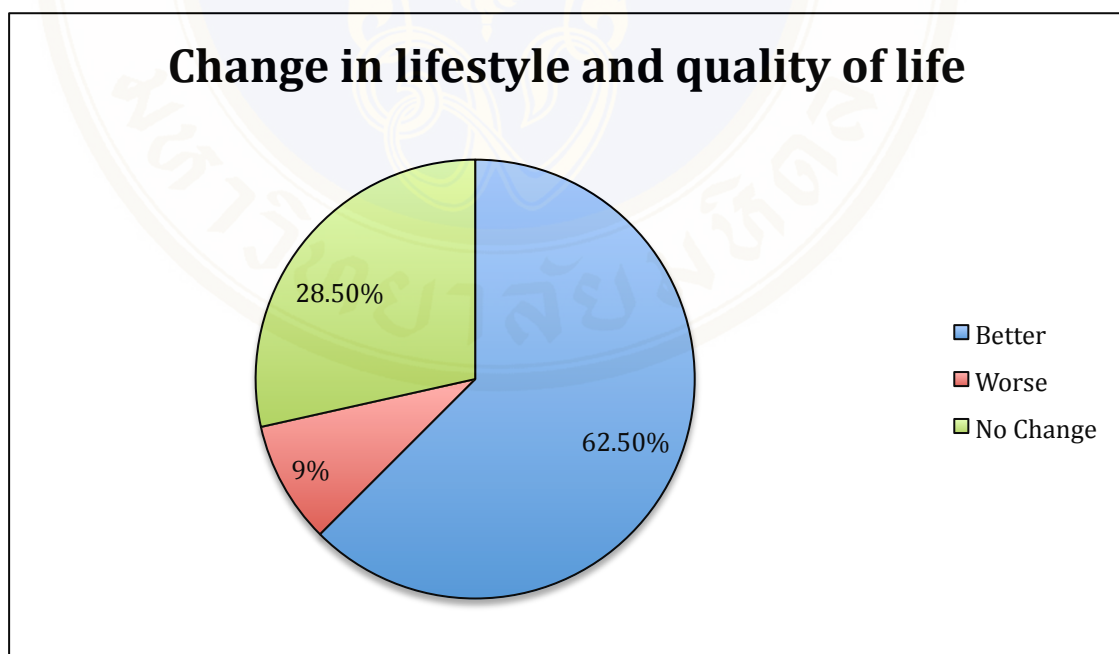
**Table 4-19 Level of benefits gained from boutique hotel and resort business**

Benefit	Level of benefits gained					$\bar{x}$	S.D.	Level of benefits gained
	n = 200 (100%)							
	Very High	High	Medium	Low	Very Low			
1.Create Jobs and employment opportunities	88 44.0%	83 41.5%	29 14.5%	-	-	4.30	0.707	Very high
2.Generate income to community	83 41.5%	80 40.0%	37 18.5%	-	-	4.23	0.742	Very high
3.Encourage the area to be well known	93 46.5%	62 31.0%	43 21.5%	2 1.0%	-	4.23	0.819	Very high
4.Increase facilities in community	65 32.5%	91 45.5%	43 21.5%	1 0.5%	-	4.10	0.743	High
5.Develop infrastructure	62 31.0%	81 40.5%	55 27.5%	2 1.0%	-	4.02	0.792	High
6.Support local products and crafts	49 24.5%	90 45.0%	58 29.0%	3 1.5%	-	3.93	0.770	High
7.Promote local culture and tradition	54 27.0%	78 39.0%	64 32.0%	4 2.0%	-	3.91	0.816	High
8.Preserve environment around the resorts	35 17.5%	78 39.0%	84 42.0%	3 1.5%	-	3.73	0.763	High
9.Reduce conflict among community	19 9.5%	63 31.5%	106 53.0%	12 6.0%	-	3.45	0.748	High
Overall benefits gained to community	54 27.0%	69 34.5%	72 36.0%	5 2.5%	-	3.86	0.845	High

As shown in **Table 4-19**, regarding the level of benefits gained from accommodation, most of the respondents indicated that the community received high benefits in overall factors from boutique hotel and resort business with the mean of 3.86. Local people received “very high” benefits from boutique hotel and resort business in creating jobs and employment opportunities the most ( $\bar{x}=4.30$ ), followed by generate income to community and encourage the area to be well known ( $\bar{x}=4.23$ ), increase facilities in community ( $\bar{x}=4.10$ ), develop infrastructure ( $\bar{x}=4.02$ ). While, the received high benefits from boutique hotel and resort business by reduce conflict among community had least level with the mean of 3.45.

#### 4.4.4 Change in residents' lifestyle and quality of life

Tourism brings change to every destination that it takes place. This study also aimed to find how local people's lifestyle and quality of life have changed between pre and post tourism development.



**Figure 4-4 Change in lifestyle and quality of life between pre and post tourism development**

As shown in **Figure 4-4**, regarding change in lifestyle and quality of life between pre and post tourism, most of the respondents (62.5%) indicated that their

lifestyle and quality of life was better, 28.5% felt no change and 9.0% felt it has become worse.

**Table 4-20 Relationship between occupation related to tourism and the change in lifestyle and quality of life between pre and post tourism development**

Occupation related to tourism	Change in Lifestyle and quality of life			Total
	Better	Worse	No change	
Yes	87	12	24	123
No	38	6	33	77
Total	125	18	57	200

\*Significant at level 0.05 Chi-square ( $\chi^2$ ) = 12.722, df = 2 , Sig. = .002\*

The result of Chi-Square ( $\chi^2$ ) test presented in Table 4-20 showed the occupation related to and not related to tourism was related to the change in lifestyle and quality of life between pre and post tourism development (Sig. < 0.05). Therefore, both respondents who had occupation related to tourism and not related to tourism felt that they had better lifestyle and quality of life between pre and post tourism development mainly from the increase in income generation and the improvement of infrastructure and facilities in the community.

#### 4.4.5 Competitive advantage in tourism of Suan Phueng

This sub-section presented the last part of local perception and attitude toward tourism development. The findings on how local people think about the key factor that attracts tourists to visit Suan Phueng is presented in Table 4-21.

**Table 4-21 Competitive advantage in tourism of Suan Phueng**

(Multiple response)

Competitive advantage	Frequency	Percentage
Location and climate	109	54.5%
Natural resources	76	38.0%
Accessibility	65	32.5%
Variety of unique accommodations	36	18.0%
Tourism activities	12	6.0%
Local culture	11	5.5%
Hospitality of local people	8	4.0%
Availability of facilities and services	7	3.5%

As shown in **Table 4-21**, regarding the competitive advantage in tourism of Suan Phueng, most of the respondents indicated that “Location and climate” was the best competitive advantage of Suan Phueng (54.5%), followed by “Natural resources” (38.0%), “Accessibility” (32.5%), “Variety of unique accommodations” (18.0%), “Tourism activities” (6.0%), “Local culture” (5.5%), “Hospitality of local people” (4.0%) and “Availability of facilities and services” the least (3.5%). It can be said that the location of Suan Phueng makes it a popular destination. Though the unique accommodation is known as the key factor of attracting tourists the respondents believed that visitors are attracted mainly by its favorable climate and also by its beautiful landscape.

#### **4.5 Problems of Tourism Development in Suan Phueng**

Although the tourism development has been promoted in the local community, local community has faced many problems regarding tourism. Main problems related to tourism in the study area are presented in Table 4-22.

**Table 4-22 Problems of local tourism development in Suan Phueng**

(Multiple Response)

<b>Problem</b>	<b>Frequency</b>	<b>Percentage</b>
Lack of support from government	104	52.0%
Lack of skill, knowledge and understanding	95	47.5%
Conflicts among stakeholders	81	40.5%
Low improvement of tourist destination area	80	40.0%
Insufficient budget for development	77	38.5%
Poor planning and unclear plans	61	30.5%
Lack of attractive tourism activity	54	27.0%
High influence from local politics, business group or big investor	42	21.0%
Insufficient facilities of the demand e.g. restaurants, shops, signs, etc	36	18.0%
No community participation in development	35	17.5%
Lack of tourism information service	31	15.5%
Inadequate accommodation	26	13.0%
Inadequate infrastructure e.g. road, water, etc.	22	11.0%

As shown in **Table 4-22**, regarding problems of local tourism development in Suan Phueng, more than half of the respondents (52.0%) indicated that “Lack of support from government” was the most serious problem of local tourism development, followed by “Lack of skill, knowledge and understanding” (47.5%), “Conflicts among stakeholders” (40.5%), “Low improvement of tourist destination area” (40.0%), “Insufficient budget for development” (38.5%), “Poor planning and unclear plans” (30.5%), “Lack of attractive tourism activity” (27.0%), “High influence from local politics, business group or big investor” (21.0%), “Insufficient facilities of the demand e.g. restaurants, shops, signs, etc”

(18.0%), “No community participation in development” (17.5%), “Lack of tourism information service” (15.5%), “Inadequate accommodation” (13.0%) and “Inadequate infrastructure e.g. road, water, etc” as the least problems of tourism development (11.0%).

Based on the key informants interview, the leaders of community were concerned that residents had a low level of education and understanding to be involved in tourism development. Knowledge and understanding of the concept of sustainable tourism was one important factor that affected the community development. The local people were not involved in the planning process. This was related to the problem of lack of skills and awareness of the need to be involved in tourism development and participation. Informants also mentioned the less interest of local people in participation as one of the problem. Local people were engaged in their own business mostly in agriculture; therefore, there was lack of time to participate. They were more interested in trying to improve their standard of living by engaging in their own occupation than in social concerns. Moreover, it also affected the performance since they did not understand or realize the usefulness of the tourism sector.

Similarly, a lack support from local government and other local authorities was identified as one problem in Suan Phueng. There was very little coordinated governmental support and promotion for tourism development and initiatives. In addition, governmental activities were often poorly structured to help plan and manage tourism. In Suan Phueng, the tourism activity was entirely voluntary; therefore the owners of tourism businesses had created a tourism entrepreneur’s club that was the main actor to cooperate in tourism development with other stakeholders. Government sector had very little involvement as one hotel manager said, “Government agencies did not have interest in tourism development and they had a low level of involvement in tourism sectors. We helped each other in promoting Suan Phueng tourism and our businesses”. However, the leader of tourism entrepreneur’s club was very concerned that there was lack of coordination between stakeholders. Sometimes this led to the conflict. For example, a hotel manager said, “we have already paid the tax but government did not provide sufficient facilitation to us. For garbage, there were additional fees that we had to pay for collecting garbage per bin. It was expensive and we could not afford it”. The group had a small number of members; therefore, it also had less power to deal with outside organization such as the Tourism Authority of

Thailand for promoting tourism. The group has to carry out all tasks by itself along with some help from a few local people interested in community development. This is related to the problems identified by most informants that there was insufficient budget for tourism development.

With regards to the problems raised by local authority, hotel owners and managers, Tourism Authority of Thailand (TAT) and branch staff at Ratchaburi/Petchburi did not have a clear plan to promote local tourism development. This organization mostly deals with promoting and marketing tourism at the province level and did not specify for Suan Phueng. Therefore, there is no channel through TAT for Suan Phueng to interact with tourism market. For tourism promotion, entrepreneur's club has published tourist map guide consisting of Suan Phueng map with attractive destination, accommodation list and advertisements, restaurant list, tourism activities, useful information and telephone numbers for facilitating the tourists. This is the method to be used to give information to visitors in the community. However, there are many attractive destinations in the Suan Phueng that have not yet been promoted because of insufficient budget to improve tourism attraction.

Heavy influence from big investors or business groups was identified as a problem by some key informants. As Suan Phueng now has become popular and is rapidly developing, many investors are exploiting economic opportunities offered by the area. Local communities were threatened by big investment since local had little benefits from those investments and it may bypass the local community and go directly to big investors almost entirely while eroding their traditional lifestyles. Many people with power use it only to help themselves and their associates. As with the other groups, there is a fear that local communities may lose their traditional lifestyle and good environment due to the expansion of tourist operations funded by outside investment.

Other key informants identified six main problems of tourism development in Suan Phueng:

- 1) low level of education, knowledge, and skills of population

- 2) unclear plan and lack of responsibilities
- 3) lack of support from government
- 4) conflict between stakeholders
- 5) insufficient budget to carry out tourism activities and to improve tourism attraction
- 6) Influence from big investors or business group.



## **CHAPTER V**

### **DISCUSSION**

This research assessed the impacts of tourism development in Suan Phueng, Ratchaburi. The objectives were to examine impacts of tourism development on local community, to explore the perceptions and attitudes of local community toward tourism development and to identify problems encountered with tourism development in Suan Phueng. The results and findings of this study will be useful for the community itself and shall be applicable for other locations to adapt and follow effective tourism planning and development. The findings of the research through questionnaire survey and key informants interview are discussed in the following sections.

#### **5.1 Impacts of Tourism Development**

Tourism plays an important role in the economy of Thailand. It is the major source of country's revenue (WTO, 2009). As tourism develops and grows, it brings various social and economic changes in the respective area. These can be positive as well as negative impacts towards local community. The results on environmental, socio-cultural and economic aspects are described as follows:

##### **Environmental impacts**

Based on the mean score of each impact items, the findings show that tourism development had a medium level of negative environmental impacts on local community. Respondents strongly agreed that tourism increased littering in the community as the increasing numbers of tourists left behind their garbage which Suan Phueng community was unable to manage and dispose this thrashes due to remoteness of the areas and inadequate garbage collection or disposal facilities. They also perceived that trespassing and deforestation was the direct effects of tourism

development. According to National News Bureau of Thailand, Public Relations Department (2009), “a state property land approximately 6,000 Rai is situated near the Thai-Burmese border. The land plot, estimated at more than 3.6 billion baht, has been allegedly occupied by capitalists”. The chief of DSI also assumed that some of the government officials had facilitated the capitalists for illegal land use.

This may have the serious problems of natural disasters that may affect the long run growth of tourism in community. Zutshi (2010) indicated that the concentration of tourism infrastructure and resorts construction over the district have caused major problems like environment and natural resource destruction, and direct discharge of sewage and waste from the development. There is massive pressure to the built in the new facilities for tourists in natural areas. The legislation was not improved nor was able to meet the development in local community. Respondents did not think that tourism has resulted in water, air and noise pollution in Suan Phueng as they perceived that Suan Pheng has limited number of visitors with small and medium scale of accommodations. At the same time, if the community continues with incorrect garbage disposal, it is likely to create and addition of the large source of the air and water pollution. Huge numbers of construction of resorts have been spread all over the district. This might create serious problems in the near future unless there is effective tourism planning and management.

Respondents believed that tourism had highly positive environmental effects on community especially on the improvement of infrastructure & facilities. Local community is benefited through contribution by tourism with the improvement of the tourism infrastructure like road, telecommunication and recreational facilities. Public infrastructures should be provided adequately in tourism areas if destination is to remain competitive. Environmental improvement is also believed to benefit the community if proper management of natural area and resources within their communities are done which would add upon the beauty and scenery and will enhance competitiveness. They also agreed that tourism has resulted in environment consciousness and awareness building. This could be further improved and increased with information sharing and education programs aimed at creating a better awareness of local communities towards national parks and protected landscape areas (Ellul,

1996). However, respondents felt that tourism did not provide the additional budget for conservation to the community as most informants indicated that the community lacked of budget to develop the tourism sites environments.

### **Socio-cultural Impacts**

The results showed that tourism had some negative socio-cultural impacts on local community such as changes in lifestyle and culture as tourism brings various visitors with different culture lifestyles as well as technology to the community. Tourism provided them with the opportunities to meet people who think, talk and live differently, and allows for various forms of cultural exchange. Belisle and Hoy (1980) argued that tourism is not thought to disrupt the way people live, think and act, and local culture, as it is often assumed in literature. Respondents thought that conflict among community and business sector was another negative impacts that had been led by tourism and some of the big investors were backed by local politicians. Buhalis (1999) stated, "Politicians and their close associates or main supporters frequently have commercial interests in tourism". This implies that this might create conflict of interests between the same businesses of local people and investors. Respondents also assumed that tourism has not resulted in crowding/congestion, irritation of host activities and declining resident hospitality. Moreover, crime, drugs and prostitution did not appear to be the impacts of tourism development in Suan Phueng.

On the other hand, it was found that that tourism highly provided positive socio-cultural impacts to the community. Respondents believed that tourism development could help in preserving local culture and tradition, supporting crafts and local products, new job creation and innovation and developing skills and knowledge. This implies that local people could adapt themselves to the tourism and gave support to tourism development by working in tourism business. Some residents sell local and agricultural products to tourists. Most accommodations are constructed by using local materials and labour which encourages local people to improve their skills for the occupation. Different tourism events, for example, 'Romantic Art Festival at Suan Phueng /Candle in the Winter' arranged by Suan Phueng tourism business group and Tourism Authority of Thailand, Petchburi branch provided platform for local and tourists alike. These types of festivals and events strengthen community spirit by

bringing people together. However, they presumed that tourism development was not able to response or meet local demand or basic needs and neither increased level of safety and security. This implies that the development in community mainly focused on increasing tourism facilities to satisfy visitors rather than local needs.

### **Economic Impacts**

These findings indicate that respondents strongly agree that tourism had high positive economic impacts on local community especially in income generation to the community. Tourism revenue mainly came from tourists spending in the community. Locals and locals from the neighboring districts have set up stalls near main road and around tourism sites entrance, where they sell honey, plants, vegetables, fruits and wooden ornaments as souvenirs for tourists. Another significant positive impact was increase in the new investments because there were numerous investors from outside coming to Suan Phueng and invested in construction of accommodation and tourism facilities. They also agreed that tourism resulted in increased jobs and employment opportunities for the local people. Most employees in all resorts in Suan Phueng were local people. It is apparently showed that residents received economic benefited from tourism development in the area. However, due to the seasonal nature of tourism, much of tourism employment is highly seasonal, and this causes the fluctuations in local employment (Mathieson & Wall, 1986). It was found that some respondents agreed that tourism has improved services level in tourism industry, as well as standard of living and quality of life in community.

On the other hand, tourism had created high negative economic effects. Because of the expansion of tourism investments all over the area, it resulted into the increasing of land cost and property values and also raised the competition in the same business and products for either local or outside business owners. Respondents also agreed that income leakage outside their area was an adverse effect of tourism because significant revenue from tourism was returned to the outside investors. Significant outflow of income from their community to outsiders can cause negative attitudes towards tourism (Lepp, 2007). However, leakage can be decreased by encouraging smaller scale tourism development (Brohman, 1996 & Honey, 1999). The finding indicated that low payment/status and seasonal job was one of the negative economic

impacts. MacNaught (1982) suggested that a large number of unskilled work may be available for local people and they are often characterized by low status and low pay. Well-paid jobs are mostly taken by outsiders/expatriates (Mathieson & Wall, 1986). This implies that local people have inadequate skills and education in tourism sector. Thus, tourism industry has to hire outsider in management position for their businesses to stay competitive. Seasonality may also create a number of problems for Suan Phueng tourism industry. It is difficult to attract and keep skilled employees who prefer all-year employments. This also results in employment of unskilled workers in tourism establishments. Thus, the quality of services which is necessary to satisfy visitors cannot be achieved (Dergisi, 2009). However, the finding showed that cost of living, cost of goods and services or inflation, and tax payment was not significantly affected on local community by tourism development in Suan Phueng.

Regarding the levels of overall negative and positive impacts of tourism development on local community, it can be concluded that tourism development had 'high' level of overall positive impacts and had 'medium' level of overall negative impacts on local community. Only in case of economic aspect respondents agreed that tourism had high level on both positive and negative. It can be said that tourism development not only creates benefits to community, but it also has significant effects on the community.

## **5.2 Local Perception and Attitudes towards Tourism Development**

One indicator of tourism's appropriateness is residents' attitude towards tourism (Lepp, 2007). Different perceptions and attitudes from different residents can provide greater understanding of the nature and level of tourism impacts (Aref et al., 2009). If the local residents gain more than loss from tourism, they tend to have a positive attitude to tourism development. In contrast, when people received losses more than benefits, they will not support and will protest up to the extent to the local tourism development (Untong, 2006).

Regarding the residents' attitude towards tourism development in the area, the findings showed that local community received high overall benefits from tourism development in the area especially economic benefit was the most. This implies that

tourism allowed them to engage in income generating activities such as working in tourism business and selling local product to tourists. Haralambopoulos & Pizam (1996) stated that in general economic benefits are significantly influenced by residents' attitudes toward tourism. Suan Phueng has a great potential to fully gain local economic benefits from tourism development in the area. Residents believe that tourism provides benefits in the form of community development, income, improved agricultural markets, and a chance at good fortune (Lepp, 2007). The respondents reported that since tourism has been developed and the promotion of local tourism industry has brought more income.

It was found that the respondents with occupation related to and not related to tourism gained different level of economic benefits from tourism development in the area. Whereas, there were not differences in the level of social and cultural, environmental, infrastructure and facility benefits from tourism development in the area. This implies that residents working in tourism may have better opportunity to generate income from tourism than those who are not the residents. The benefits that community gained from tourism have led to high level of satisfaction of tourism development in overall aspects. Lepp (2007) suggested that positive attitude among residents is one indication that tourism development is appropriate for local conditions.

In addition, both type of respondents with the occupation related to and not related to tourism were highly willing to support and be involved in tourism. As Untong, (2006) suggested that local residents will play participatory roles when they can gain more benefits from tourism than loss. Regarding the contribution to tourism development, most respondents contributed by giving information and suggestion, followed by services & hospitality and working in tourism businesses respectively. Moreover, the respondents both with occupation related and not related to tourism strongly agreed that they had better quality of life and lifestyle after tourism development in Suan Phueng. The respondents imply that tourism has increased activities to generate income and has brought them the better quality of life.

Most of the local people thought that the concept of innovation of accommodation was highly important to tourism development and they agreed with the rapid expansion of accommodation in the area. Hall and Williams (2008) noted

that innovation is a key concept of competitiveness, although it cannot guarantee this in itself whether it is for individual organizations or for tourism destinations. The finding indicated that respondents received very high benefits from boutique hotel and resort business, particularly in creating jobs and employment opportunities, generating income to community, encouraging the area to be well known, increasing facilities in community and developing infrastructure. As Halloway (1985) suggested that innovation contributes to improvement of the standard of living not only improving the economy but also helping the society. Therefore, the results show that the development of new ideas of hotels and resorts in design and innovation plays a significant role in attracting tourists to visit Suan Phueng. However, if tourism development in Suan Phueng is mainly based on these boutique resorts and does not improve any other tourism resources it will not be sustainable development in tourism and will not provide long-term benefits to the local community. Although it has high benefits in economic aspects of local people, there was significant environmental cost in trespassing deforestation and the innovation of accommodation does not tend to encourage local culture and tradition of Suan Phueng.

The finding indicated that in the view of respondents, the best competitive advantage in tourism of Suan Phueng was location and climate followed by natural resources and accessibility of Suan Phueng. It can be said that the position of Suan Phueng makes it a popular destination. Suan Phueng is located in the west of Ratchaburi province, 60 km off the Ratchaburi city and about 200 km from Bangkok. It can be reached easily and takes just two hours from Bangkok for those who want the good environment and a pleasant place to relax in nature (Kaisornrat, 2006). In addition, the climate is cool, similar to that in the north of Thailand. However, the respondents agreed that a lot of boutique resorts in Suan Phueng are also other key factor of tourist attraction because these accommodations are designed and constructed in different styles and atmosphere, they can create the tourist impression in Suan Phueng.

Considering this, it is easy to see why the money, opportunity and good fortune created by tourism has been welcomed in Suan Phueng. Due to tourism, residents believe that Suan Phueng is developing, that they have greater access to income due to improved market for agricultural products. These beliefs explain why

the vast majority of Suan Phueng residents have positive attitudes towards tourism. Thus it can be concluded that even those residents who did not have any direct economic benefits from tourism recognized the importance of tourism industry and positive effect on the economy of the community (Haralambopoulos and Pizam, 1996).

### **5.3 Problems of Tourism Development in Suan Phueng**

Regarding problems of local tourism development in Suan Phueng, more than half of the respondents indicated that lack of support from government was the most serious problem of local tourism development. It implies that the government did not pay attention in developing tourism in the community. This leads to the next serious problem the lack of skill, knowledge and understanding. It implies that the low level of education could be a crucial factor in respondents' lack of understanding about concept of tourism development and local participation. United Nations Economic and Social Commission for Asia and the Pacific (2001) also reported inadequate training and education opportunities in tourism planning and management. It also caused the unskilled workers/low-paid status, and lack of awareness of environmental conservation. Lepp (2007) suggested that at destinations with no prior knowledge of tourism, initial tourism development would be met with suspicion, anxiety, and fear. Respondents also believed that conflict among stakeholders was important problem because it resulted into lack of local participation in tourism planning and management. The benefits gained from the tourism was also distributed unequally.

Respondents also agreed with these problems, less improvement of tourist destination area and insufficient budget for development. The tourism sites were rather old and without renovation that could not impress the visitors and attract tourists to visit again. This may be the result of lack of budget to development because budget is the main factor to renovate tourism sites and to improve tourism attraction. Furthermore, poor planning and unclear plans was considered to be the problem of tourism development in Suan Phueng. It implies that government may not have a clear plan to promote local tourism development and do not have tourism policy to

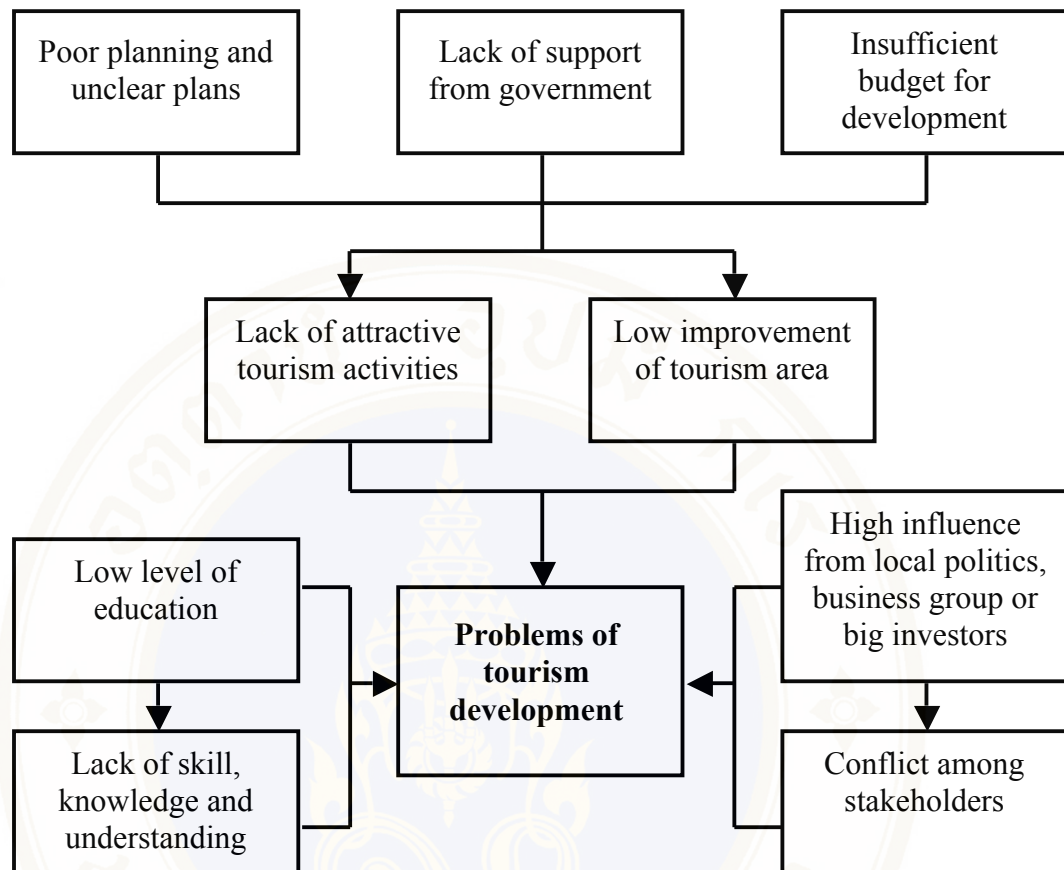
prevent the trespass and maintain natural resources. In addition, people in community do not know their genuine roles and responsibility.

Lack of attractive tourism activity was believed to be a problem because it could not attract tourist to spend more money and stay longer in the community. Another problem was high influence from local politics, business group or big investor as politicians and their close associates and supporters are only concerned about their personal benefits in tourism. Therefore, the benefits from tourism development might belong to some groups of people only. There was insufficient facilities such as, restaurants, shops, and signs indentified by few respondents. And the community needs to provide such facilities adequately to match the number of visitors.

However, respondents did not think that less community participation in development was the key problem of tourism development. It might be because local people enjoy their little benefits as an underpaid labor and did not yet understand the importance of local participation in tourism. This is considered to be a critical problem that needs attention and appropriate activities and channels to promote people's participation.

Respondents identified that lack of tourism information service and inadequate accommodation was the significant problems of tourism in Suan Phueng. Very few respondents thought that inadequate infrastructure e.g. road, water supply, and waste disposal was problem of tourism development due to the limited numbers of visitors by transportation and the capacity of accommodation. However, the infrastructure should be maintained by public agencies particularly the water supply and waste disposal to ensure that prescribed standards are met and the services are likely available to both tourists and residents of the area.

Based on the key problems of tourism development from survey and interview findings the problems loops are illustrated in Figure 4-5.



**Figure 5-1 Key Problems of Tourism Development in Suan Phueng**

#### **5.4 The SWOT Analysis of Tourism in Suan Phueng**

SWOT analysis consists of four factors that are internal ‘Strengths’ and ‘Weaknesses’; and external ‘Opportunities’ and ‘Threats’. SWOT analysis is used to analyze the current situation of the tourism development issues. According to Simeonova (2009), SWOT analysis is used to raise awareness of the unique situation of the tourism development for pointing out what needs to be done and in putting problems into consideration. In addition, it could be a guideline to sustain and build up the strengths, eliminate the weaknesses in order to exploit and utilize the opportunities, while avoiding the potential threats. It is done based on the study of local community perception and attitudes towards tourism development particularly in

impacts and problems of tourism, which were mainly identified by households, key informants and observation.

**Table 5-1 SWOT Analysis of tourism in Suan Phueng**

<b><u>STRENGTHS</u></b>	<b><u>WEAKNESSES</u></b>
<p data-bbox="284 656 571 689"><b><u>Institutional Aspects</u></b></p> <ul data-bbox="284 701 798 880" style="list-style-type: none"> <li>• Local leaders have capacity to incorporate local people to get together as a group to work for their local tourism development</li> </ul> <p data-bbox="284 1227 606 1261"><b><u>Environmental Aspects</u></b></p> <ul data-bbox="284 1272 694 1350" style="list-style-type: none"> <li>• Good landscape and climate</li> <li>• Full of natural resources</li> </ul> <p data-bbox="284 1608 539 1641"><b><u>Economic Aspects</u></b></p> <ul data-bbox="284 1653 778 1787" style="list-style-type: none"> <li>• Create job opportunity through tourism related occupation</li> <li>• Income generation for local people</li> </ul>	<p data-bbox="858 656 1145 689"><b><u>Institutional Aspects</u></b></p> <ul data-bbox="858 701 1364 1126" style="list-style-type: none"> <li>• Unclear plans and poor planning</li> <li>• Lack of law enforcement to protect deforestation and trespass</li> <li>• Less awareness of participation in decision-making, tourism planning and management</li> <li>• Less tourism activities could not attract visitors to stay longer and spend more money</li> </ul> <p data-bbox="858 1227 1189 1261"><b><u>Environmental Aspects</u></b></p> <ul data-bbox="858 1272 1356 1496" style="list-style-type: none"> <li>• Lack of environment improvement around tourism sites</li> <li>• Visual pollution of landscape</li> <li>• Deforestation and encroaching activities</li> </ul> <p data-bbox="858 1608 1117 1641"><b><u>Economic Aspects</u></b></p> <ul data-bbox="858 1653 1252 1742" style="list-style-type: none"> <li>• Limited budget for tourism development</li> </ul>

<b><u>STRENGTHS</u></b>	<b><u>WEAKNESSES</u></b>
<p><b><u>Social Aspects</u></b></p> <ul style="list-style-type: none"> <li>• Local people willing to support and be involved in tourism</li> <li>• Rich in local culture and tradition</li> <li>• A lot of unique accommodations with various styles</li> <li>• Hospitality of local people</li> <li>• Raising awareness and responsibility of community development</li> <li>• Local people gain high benefits and have positive attitude through tourism development</li> </ul>	<p><b><u>Social Aspects</u></b></p> <ul style="list-style-type: none"> <li>• Low level of education and training to improve knowledge and skills of tourism development</li> </ul>
<b><u>OPPORTUNITIES</u></b>	<b><u>THREATS</u></b>
<ul style="list-style-type: none"> <li>• Number of visitors predicted by TAT increases every year</li> <li>• Nature based tourism or ecotourism is a current trend in tourism market.</li> <li>• Positive word-of-mouth recommendation from visited tourists</li> <li>• A lot of outside investors interested to invest in new boutique hotels and resorts</li> <li>• Domestic travel promotion and support by government policy</li> </ul>	<ul style="list-style-type: none"> <li>• Seasonality of tourism: Low-season travel</li> <li>• Continued increase of new tourism destinations</li> <li>• Limitation of support from other local authorities (e.g. TAT, Tourism association)</li> <li>• Outside investors caused income leakage out of the area</li> <li>• Lack of connection in accessibility to other destinations</li> </ul>

## **CHAPTER VI**

### **CONCLUSION AND RECOMMENDATION**

This study investigated the impacts of tourism development, local residents' perception and attitudes towards tourism development, and problems of tourism development in Suan Phueng, Ratchaburi province. This research was both quantitative and qualitative study. Data was collected by questionnaire survey, key informants interview and observation. It covers the perception and attitudes of local community and stakeholders of tourism in Suan Phueng.

#### **6.1 Conclusion**

Tourism impact is one of the main factors affecting the success of tourism development in any areas. The results of the study discovered that residents perceived tourism to generate positive impacts more than the negative impacts. Tourism development in Suan Phueng has contributed to many positive economic impacts in terms of income generation, job creation for local people and has not only increased investment in the area. It has contributed positively in environmental and socio-cultural impacts such as improvement of infrastructure and facilities, environmental awareness, local cultural and traditional preservation. But, there were many negative impacts on the local community as well such as increase in land and property values, high business competition in community, income leakage outside the area as well as the environmental effects in littering, trespassing and deforestation that have serious consequences of natural disasters on the community if there is no effective tourism planning and management.

Regarding the residents' perception and attitudes toward tourism development, despite the perception of some serious negative impacts, in overall the effects of tourism were considered to be mostly beneficial. The findings indicate that residents had a positive attitude towards tourism development in Suan Phueng. Local

community received high benefits from tourism development in the area especially the economic benefits. They also had high level of satisfaction on benefits gained from tourism development. Respondents would be likely to support tourism development and involve in tourism because they knew that they gain more benefits from tourism than the loss. Moreover, the respondents strongly agreed that they had better quality of life and lifestyle after tourism developed in Suan Phueng. Tourism has increased the activities to generate income and has brought them the better quality of life.

Furthermore, respondents also believed that the innovation of accommodation had positive effects on local economy and the image of the area. Although respondents seemed to be aware of the industry's negative impacts, most of them did not oppose the expansion of accommodation because the respondents gained many economic benefits in creating jobs and employment opportunities, generating income to community, encouraging the area to be well known, increasing facilities in community, and developing the infrastructure. However, if tourism development in Suan Phueng is mainly based on these boutique resorts and does not improve any other tourism resources, it will not be sustainable development in tourism and will not provide long-term benefits to local community. Whereas, the finding indicated that the best competitive advantage in tourism of Suan Phueng was its location and climate. It can be said that visitors are attracted by its favorable climate and the landscape followed by natural resources, accessibility and variety of unique accommodations, respectively.

Major problems of local tourism development in Suan Phueng were lack of support from government followed by lack of skill, knowledge and understanding, conflicts among stakeholders, low improvement of tourist destination area, insufficient budget for development, poor planning and unclear plan, lack of attractive tourism activity and high influence from local politics, business group or big investor.

Overall, it can be concluded that the impacts of tourism on local communities can be both positive and negative, whether it comes to economic, socio-cultural, or environment effects. It depends on which extent the tourism is developed in a particular area, and a variety of socio-cultural and economic factors related to local areas and destination communities. Moreover, it is also related to the tourism

activities, the individual characteristics of tourists, the rapid expansion and intensity of the tourism development.

From the findings, it can be concluded that awareness of tourism impacts does not lead to the opposition towards further tourism development in Suan Phueng as long as local community receives high benefits from the development. Lepp (2007) suggested that ability of community to develop upon these benefits might be the key for sustaining positive attitudes towards tourism in future.

## **6.2 Recommendation from Results of this Research**

Based on the findings of this study, in order to maximize the positive impacts and minimize negative impacts on local community and for the effective tourism development, several strategies are recommended as follows:

- 6.2.1 Community development and capacity building
- 6.2.2 Stakeholders participation in tourism planning and development
- 6.2.3 Sustainable tourism development

### **6.2.1 Community Development and Capacity Building**

To strengthen tourism development in the community, there is a need to provide education and training about tourism to the local community people. Education is the key factor for capacity building in tourism development. Tourism education must be given to the community. There is a need to improve quality of education in tourism issues for better understanding in concept of tourism development including impacts of tourism in economic, environmental and socio-cultural aspects.

Training/workshop should be provided for understanding in the context of the type of tourism in Suan Phueng, roles and responsibility of local community on tourism development and participation. Training is needed in tourism related skills for example services, hospitality, languages to improve quality standard and to be ready for international tourists in the future. In addition, it is a tool to develop skills and

capacities to enable local people to work in managerial levels of tourism sectors and earn better income. Education and training about tourism and its impacts to the local community will strengthen the tourism industry by allowing stakeholders to make good decisions about the types of tourism development and activities that occur in their community.

In addition, there are environmental damages caused by tourism development in the community. The environment could be highly improved through better information and education programs aimed at creating greater awareness to preserve national resources and protect landscape areas. It also helps to make the low impacts on the environment and local culture as the part of the tourism development. It also can increase feeling of engagement and support for the industry (Andereck et al., 2005).

### **6.2.2 Stakeholders Participation in Tourism Planning and Development**

It was found that local residents were willing to support tourism development and involve in tourism, government should support local participation that should be applied in the tourism planning and management. Local community including other stakeholders, government agencies, tourism industry, and tourists each group has specific needs and desires. The differing interests of the stakeholders must be understood for tourism development in order to bring benefits to all involved and to have the greatest chance of success. There is a need for every group particularly local residents to be involved in discussions about tourism development. There are differences among each stakeholders and it is a complex issue. Each group should understand other groups' needs, interests, and perceptions about tourism in the community.

The government should develop policies through the participation of all stakeholders both public and private sectors in order to maximize the benefits of tourism development, minimize the negative impacts and maintain local resources as well as be successful in sustainable tourism development. Based on the results, there is a need for greater communication between the residents and government agencies, and other stakeholder groups to provide solution to reduce the negative impacts and

strategies to increase positive impacts, and to improve the quality of life. The residents may not be aware of the positive impacts of tourism to the community.

Furthermore, communication between all stakeholders also allows for better understanding of the tourism impacts that the local community perceives and the actual impacts from tourism. Communication can be arranged by public meetings and group discussion where each stakeholder has the opportunity to attend and discuss their perception on tourism in the community. This understanding can lead to the stronger tourism product development and to be more fulfilling experience for all the stakeholders involved (Byrd et al., 2009).

### **6.2.3 Sustainable Tourism Development**

Based on the finding it can be recommended that sustainable tourism development should be considered in planning process of tourism development in Suan Phueng. According to Inskeep (1991), the goals of sustainable tourism are: to increase awareness and understanding of the significant contributions that tourism can make to the environment, community, and the economy; to promote fairness in development; to develop the quality of life of the host residents; to provide a high quality of experience for the tourists; and to protect the quality of the environment on which the preceding goals depend. It can be said that sustainable tourism aims to ensure that development provide a positive benefits to local residents, tourism industry and tourists themselves.

In order to lessen the negative effects on local communities, Fennel (1999) suggested that we could check some points when arranging a tourism activity in a region or taking part in it; Are host residents involved in the tourism industry as employees? Does the tourism organization cooperate with local businesses? Is there a respectful attitude to the local culture and nature and how is it protected? How much economic benefit will the local community gain from tourism? and Are tour operators concerned about ecological resorts, restaurants and transportation?

In the concept of sustainability, tourism planners must communicate within the local community as well as with tourists in order to understand their needs. The planners should focus not only on the economic aspect, but also on social-cultural and environment aspects of tourism development and realize the benefits of all

stakeholders that should be gained equally from tourism development. Furthermore, planning over long time and the involvement of all stakeholders in development are essential. Sustainable development will leave future generations with sufficient resources for quality of life and will help to generate future employment for the local community people.

### **6.3 Recommendation for Future Research**

This research has focused on examining the impacts of tourism development towards local community in Suan Phueng. The main analysis focused on the perception and attitudes of local people on positive and negative effects of tourism development. For future research directions, the research could be conducted in connection to the key findings of this study.

Therefore, the future research should investigate the perception and attitudes, not only of the local residents, but also tourists in order to understand the different view, how they perceive the tourism impacts and to understand their attitudes towards tourism in the community for the effective tourism planning and development in the future.

Another key findings from this research regarding the benefits gained from tourism development and the willingness of local people in supporting and involving in tourism development, the stakeholders involvement and participation in local tourism development at all appropriate levels should be examined in order to identify the stakeholder interests. It is also important to understand problems of participation that can be used to develop a tool to assist planners in measuring community knowledge base for sustainability of tourism development in the community. It could also measure the understanding of stakeholders in community for sustainable tourism development.

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## APPENDIX A

### QUESTIONNAIRE SURVEY

#### AN ASSESSMENT OF IMPACTS OF LOCAL TOURISM DEVELOPMENT: A CASE STUDY OF SUAN PHUENG, RATCHABURI

Interviewee  Date of interview  Questionnaire Number

**Part 1: General Information of Respondent**

(Please mark ✓ in the  and fill in the blank spaces for your written responses)

1. Sex  Male  Female
2. Age  18 – 25 years  26 – 35 years  
 36 – 45 years  46 – 55 years  
 more than 55 years
3. Marital Status  Single  Married  Divorced
4. Nationality  Thai  Burmese  Other \_\_\_\_\_
5. Religion  Buddhism  Christian  
 Islam  Other \_\_\_\_\_
6. Education Level  High School  Diploma  
 Bachelors Degree  Master Degree  
 Other \_\_\_\_\_
7. Occupation  Student  Agriculture  
 Fishery  Government officer  
 Private officer  Own business  
 General labor  Other \_\_\_\_\_

8. Is your occupation related to tourism?

Yes

No

9. Total Household Income

less than 6,000 Baht/Month

6,001 – 12,000 Baht/Month

12,001 – 25,000 Baht/Month

25,001 – 30,000 Baht/Month

30,001 – 35,000 Baht/Month

more than 35,000 Baht/Month

10. Are you native Suan Phueng?

Yes

No

11. How long have you been living in Suan Phueng?

less than 5 years

6 – 10 years

11 - 15 years

more than 16 years

**Part 2: Impacts of Tourism Development on Local Community**

12. Please rate the level of positive and negative impacts on Environmental, Socio-cultural and Economic aspects.

(Please mark ✓ on the level of impacts of tourism using a 1-5 scale, where 5 = Very High, 4 = High, 3 = Medium, 2 = Low, and 1 = Very Low)

Types of Impacts		Level of Impact				
		Very High	High	Medium	Low	Very Low
		5	4	3	2	1
<b><u>Environmental Impacts (Negative)</u></b>						
1	Noise pollution	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
2	Air pollution	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
3	Water pollution	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
4	Trespassing and deforestation	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
5	Destruction of natural resources	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
6	Littering	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
7	Site congestion	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
8	Land used conflict	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

Types of Impacts		Level of Impact				
		Very High	High	Medium	Low	Very Low
		5	4	3	2	1
<b><u>Environmental Impacts (Positive)</u></b>						
9	Environmental improvement	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
10	Management of natural area	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
11	Additional budget for conservation	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
12	Improvement of infrastructure & facilities	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
13	Environment conscious building	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
<b><u>Socio-Cultural Impacts (Negative)</u></b>						
14	Change in lifestyle and culture	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
15	Conflict among community and business sector	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
16	Crowding/Congestion	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
17	Irritation of host activities	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
18	Declining resident hospitality	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
19	Increase crime, drugs	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
20	Increase prostitution	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
<b><u>Socio-Cultural Impacts (Positive)</u></b>						
21	Support crafts and local products	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
22	Preserve local culture and tradition	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
23	Increasing level of safety and security	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
24	New job creation and innovation	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
25	Increasing response to local demand for basic needs	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
26	Develop working skills and knowledge	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
<b><u>Economic Impacts (Negative)</u></b>						
27	Increase cost of living, cost of goods and services/ Inflation	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
28	Increase tax payment	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
29	High business competition	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
30	Low payment/status and seasonal jobs	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
31	Increase in land and property values	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
32	Income leakage outside the area	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

Types of Impacts		Level of Impact				
		Very High	High	Medium	Low	Very Low
		5	4	3	2	1
<b><u>Economic Impacts (Positive)</u></b>						
33	Increase jobs and employment opportunity	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
34	Generate income to community	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
35	Improve services level in tourism industry	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
36	Increase new investments	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
37	Improve standard of living & quality of life	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

13. Who do you think that should be responsible for the impacts of tourism in Suan Phueng? (You can choose more than one)

- Local people
- Tourism business (hotels, restaurants, etc)
- Suan Phueng District and Sub-district Administrative Organization
- Other, please specify \_\_\_\_\_
- Central, Local Government and TAT
- NGOs
- Tourists

14. How do you prepare yourself for the impacts of tourism development that have occurred? (You can choose more than one)

- Search for more information from Book, Newspaper, etc.
- Exchange opinion and attitude among community
- Move out of Suan Phueng for new place
- Accept the unavoidable impacts
- No any preparation
- Other, please specify \_\_\_\_\_

<b>Part 3: Perception and Attitude of Local Community toward Tourism Development</b>
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15. What level do you want to involve in and support tourism development in Suan Phueng?

- Very High       High       Medium       Low  
 Very Low       Don't want to, because \_\_\_\_\_

16. What did you contribute for tourism development? (You can choose more than one)

- Services & hospitality       Cash  
 Working in tourism businesses       Information and suggestion  
 Selling local products in attractive area       PR & Advertising e.g. in the Internet  
 Other, please specify \_\_\_\_\_

17. Please rate the level of benefits gained from tourism development in the area.

Activities		Level of benefits gained				
		Very High	High	Medium	Low	Very Low
		5	4	3	2	1
1	Economic benefits	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
2	Social and cultural benefits	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
3	Environmental benefits	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
4	Infrastructure and facility benefits	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
5	Overall benefits on community	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

18. Please check the degree of your satisfaction on benefits gained from tourism development in the area.

Aspect		Level of satisfaction				
		Very High	High	Medium	Low	Very Low
		5	4	3	2	1
1	Economic benefits	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
2	Social and cultural benefits	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
3	Environmental benefits	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
4	Infrastructure and facility benefits	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
5	Overall benefits on community	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1



23. What is the competitive advantage in tourism of Suan Phueng? (You can choose more than one)
- Accessibility
  - Variety of unique accommodations
  - Location and climate
  - Tourism activities
  - Natural resources
  - Availability of facilities and services
  - Local culture
  - Hospitality of local people
  - Other, please specify \_\_\_\_\_
24. What are the problems of local tourism development in Suan Phueng? (You can choose more than one)
- Lack of skill, knowledge and understanding
  - Lack of support from government
  - Poor planning and unclear plans
  - Insufficient budget for development
  - No community participation in development
  - Conflicts among stakeholders
  - High influence from local politics, business group or big investor
  - Inadequate accommodation
  - Low improvement of tourist destination area
  - Lack of attractive tourism activity
  - Inadequate infrastructure e.g. road, water, etc.
  - Insufficient facilities of the demand e.g. restaurants, shops, signs, etc.
  - Lack of tourism information service
  - Other, please specify \_\_\_\_\_

**Part 4: Recommendations**

- 25 Do you have any comment or recommendation for improving the local  
tourism development in Suan Phueng?

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- 26 Do you have any suggestion for solving problems and/or minimizing negative  
impacts of tourism in Suan Phueng?

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- Thank you very much for your time and cooperation -

**แบบสอบถาม**  
**การประเมินผลกระทบจากการพัฒนาการท่องเที่ยวที่มีต่อ**  
**ชุมชนอำเภอสวนผึ้ง จังหวัดราชบุรี**

ผู้สัมภาษณ์  วันที่สัมภาษณ์  เลขที่แบบสอบถาม

**ส่วนที่ 1: ข้อมูลทั่วไป**

(กรุณาทำเครื่องหมาย ✓ ในช่อง  และเติมคำในช่องว่างสำหรับคำตอบของท่าน)

1. เพศ  ชาย  หญิง
2. อายุ  18 – 25 ปี  26 – 35 ปี  
 36 – 45 ปี  46 – 55 ปี  มากกว่า 55 ปี
3. สถานภาพ  โสด  แต่งงาน  หย่าร้าง
4. สัญชาติ  ไทย  พม่า  อื่น ๆ \_\_\_\_\_
5. ศาสนา  พุทธ  คริสต์  
 อิสลาม  อื่น ๆ \_\_\_\_\_
6. การศึกษา  มัธยมศึกษา  อนุปริญญา  
 ปริญญาตรี  ปริญญาโท  
 อื่น ๆ \_\_\_\_\_
7. อาชีพ  นักเรียน นักศึกษา  เกษตรกร  
 ประมง  ข้าราชการ  
 พนักงานเอกชน  ธุรกิจส่วนตัว  
 รับจ้างทั่วไป  อื่น ๆ \_\_\_\_\_
8. อาชีพของท่านเกี่ยวข้องกับการท่องเที่ยวหรือไม่  
 ใช่  ไม่ใช่
9. รายได้รวมของครัวเรือนต่อเดือน  
 น้อยกว่า 6,000 บาท/เดือน  6,001 – 12,000 บาท/เดือน  
 12,001 – 25,000 บาท/เดือน  25,001 – 30,000 บาท/เดือน  
 30,001 – 35,000 บาท/เดือน  มากกว่า 35,000 บาท/เดือน

10. คุณเป็นคนอำเภอสวนผึ้งโดยกำเนิดหรือไม่

ใช่

ไม่ใช่

11. คุณอาศัยอยู่ในอำเภอสวนผึ้งมาเป็นเวลาที่ปี

น้อยกว่า 5 ปี

6 – 10 ปี

11 - 15 ปี

16 ปีขึ้นไป

**ส่วนที่ 2: ความคิดเห็นของชุมชนที่มีต่อผลกระทบจากการพัฒนาการท่องเที่ยวของสวนผึ้ง**

12. ท่านมีความคิดเห็นต่อระดับผลกระทบของการท่องเที่ยวด้านสิ่งแวดล้อม, สังคมและวัฒนธรรม และเศรษฐกิจต่อชุมชน ทั้งทางบวกและ ทางลบอย่างไร (กรุณาทำเครื่องหมาย ✓ บนระดับของผลกระทบด้านล่างนี้ โดยแบ่งออกเป็น 5 ระดับ, 5 = สูงมาก, 4 = สูง, 3 = ปานกลาง, 2 = ต่ำ, และ 1 = ต่ำมาก)

ประเภท		ระดับของผลกระทบ				
		สูงมาก	สูง	ปานกลาง	ต่ำ	ต่ำมาก
		5	4	3	2	1
<b>ผลกระทบด้านสิ่งแวดล้อม (ทางลบ)</b>						
1	มลภาวะทางเสียง	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
2	มลภาวะทางอากาศ	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
3	มลภาวะทางน้ำ	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
4	การบุกรุกพื้นที่ป่าและตัดไม้ทำลายป่า	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
5	การทำลายทรัพยากรธรรมชาติ	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
6	มีขยะเพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
7	มีความแออัดในพื้นที่เพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
8	ความขัดแย้งในการใช้ที่ดิน	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

ประเภท		ระดับของผลกระทบ				
		สูงมาก	สูง	ปานกลาง	ต่ำ	ต่ำมาก
		5	4	3	2	1
<b>ผลกระทบด้านสิ่งแวดล้อม (ทางบวก)</b>						
9	มีการพัฒนาสิ่งแวดล้อมในชุมชนให้ดีขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
10	มีการเข้ามาดูแลจัดการพื้นที่ทางธรรมชาติเพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
11	มีงบประมาณสนับสนุนการรักษาสิ่งแวดล้อมเพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
12	มีการจัดการโครงสร้างพื้นฐานและสิ่งอำนวยความสะดวกเพิ่มมากขึ้น เช่น ถนน สิ่งก่อสร้าง ฯลฯ	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
13	มีการสร้างจิตสำนึกในการรักษาสิ่งแวดล้อมเพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
<b>ผลกระทบด้านสังคมและวัฒนธรรม (ทางลบ)</b>						
14	วิถีชีวิตและวัฒนธรรมในชุมชนเปลี่ยนไป	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
15	ความขัดแย้งระหว่างชุมชนและภาคธุรกิจ	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
16	มีความแออัดของประชากรในชุมชน	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
17	การรบกวนกิจกรรมในชุมชน	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
18	ความเชื่อเพื่อเผ่าแ่และความเป็นมิตรของชุมชนลดลง	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
19	เกิดปัญหายาเสพติดและอาชญากรรม	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
20	เกิดปัญหาโสเภณี	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
<b>ผลกระทบด้านสังคมและวัฒนธรรม (ทางบวก)</b>						
21	มีการสนับสนุนอาชีพและผลิตภัณฑ์ในท้องถิ่น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
22	อนุรักษ์วัฒนธรรมและประเพณีท้องถิ่น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
23	มีการรักษาความปลอดภัยเพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
24	มีการริเริ่มและสร้างสรรค์งานใหม่ๆเกิดขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
25	มีการตอบสนองต่อความต้องการขั้นพื้นฐานของสังคมที่เพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
26	เพิ่มความรู้อและพัฒนากทักษะในการประกอบอาชีพมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

ประเภท		ระดับของผลกระทบ				
		สูงมาก	สูง	ปานกลาง	ต่ำ	ต่ำมาก
		5	4	3	2	1
<b>ผลกระทบด้านเศรษฐกิจ (ทางลบ)</b>						
27	ค่าครองชีพสูงขึ้น เงินเพื่อ ราคาสินค้าและบริการเพิ่มขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
28	เสียดายชีพเพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
29	มีการแข่งขันทางธุรกิจมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
30	การจ้างงานมีค่าตอบแทนต่ำ	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
31	มูลค่าที่ดินและอสังหาริมทรัพย์เพิ่มสูงขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
32	เงินไหลออกไปสู่นักลงทุนจากภายนอก	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
<b>ผลกระทบด้านเศรษฐกิจ (ทางบวก)</b>						
33	มีงานและโอกาสในการจ้างงานเพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
34	มีรายได้เข้าสู่ชุมชนมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
35	พัฒนาระดับการบริการด้านการท่องเที่ยวที่ดี ขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
36	มีการลงทุนใหม่ ๆ เพิ่มมากขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
37	มีมาตรฐานความเป็นอยู่และคุณภาพชีวิตที่ดี ขึ้น	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

13. ท่านคิดว่า ใครควรจะได้รับผิดชอบต่อผลกระทบดังกล่าวที่เกิดขึ้นกับชุมชนส่วนนี้  
(ตอบได้มากกว่า 1 ข้อ)

- 1 ประชาชนในพื้นที่
- 2 ภาครัฐบาลและหน่วยงานภาครัฐ เช่น การท่องเที่ยวแห่งประเทศไทย
- 3 ธุรกิจท่องเที่ยว เช่น โรงแรม ร้านอาหาร ฯลฯ
- 4 หน่วยงาน NGOs
- 5 เจ้าหน้าที่ของรัฐ เช่น อบต ตำรวจ ที่ว่าการอำเภอ
- 6 นักท่องเที่ยว
- 7 อื่นๆ โปรดระบุ \_\_\_\_\_

14. ท่านมีการเตรียมพร้อมอย่างไรบ้างกับผลกระทบจากการพัฒนาการท่องเที่ยวที่เกิดขึ้น (ตอบได้มากกว่า 1 ข้อ)
- 1 ศึกษาหาความรู้เพิ่มเติมโดยค้นคว้าข้อมูลจาก หนังสือ หนังสือพิมพ์ ฯลฯ
  - 2 แลกเปลี่ยนความคิดเห็นและทัศนคติในชุมชน
  - 3 เตรียมตัวย้ายออกจากสวนผึ้งไปหาที่อยู่ใหม่
  - 4 ทำใจและยอมรับกับผลกระทบที่เกิดขึ้น
  - 5 ไม่ได้เตรียมตัวอะไรเลย
  - 6 อื่น ๆ โปรดระบุ \_\_\_\_\_

**ส่วนที่ 3: ทัศนคติและความคิดเห็นของชุมชนต่อการพัฒนาการท่องเที่ยว**

15. ท่านต้องการมีส่วนร่วมและสนับสนุนการพัฒนาการท่องเที่ยวในสวนผึ้งมากน้อยเพียงใด
- มากที่สุด  มาก
  - ปานกลาง  น้อย
  - น้อยที่สุด  ไม่ต้องการมีส่วนร่วมเลย เพราะ \_\_\_\_\_
16. ท่านได้ให้การสนับสนุนการท่องเที่ยวในด้านใดบ้าง (ตอบได้มากกว่า 1 ข้อ)
- 1 การบริการ และ เป็นมิตรกับนักท่องเที่ยว
  - 2 เงินสนับสนุน
  - 3 ทำงานในธุรกิจท่องเที่ยว
  - 4 ให้ข้อมูลและคำแนะนำ
  - 5 เปิดร้านขายผลิตภัณฑ์ท้องถิ่นในแหล่งท่องเที่ยว
  - 6 ประชาสัมพันธ์การท่องเที่ยว เช่น ในอินเทอร์เน็ต
  - 7 อื่น ๆ โปรดระบุ \_\_\_\_\_

17. ท่านคิดว่าการพัฒนาการท่องเที่ยวก่อให้เกิดประโยชน์ต่อชุมชนในด้านต่าง ๆ มากน้อยเพียงใด

ประเภท	ระดับของผลประโยชน์ที่ได้รับ					
	สูงมาก	สูง	ปานกลาง	ต่ำ	ต่ำมาก	
	5	4	3	2	1	
1	ผลประโยชน์ด้านเศรษฐกิจ	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
2	ผลประโยชน์ด้านสังคมและวัฒนธรรม	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
3	ผลประโยชน์ด้านสิ่งแวดล้อม	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
4	ผลประโยชน์ด้านสาธารณสุขปลอดภัยและสิ่งอำนวยความสะดวก	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
5	ผลประโยชน์โดยรวมต่อชุมชน	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1



22. ท่านคิดว่า คุณภาพชีวิตและการดำเนินชีวิตของท่าน “ก่อนและหลัง” การพัฒนาการท่องเที่ยวแตกต่างกันอย่างไร
- ดีขึ้น                                       แย่ลง                                       ไม่แตกต่างกัน
23. ท่านคิดว่าสวนผึ้งมีความได้เปรียบด้านการท่องเที่ยวด้านใดมากที่สุด (ตอบได้มากกว่า 1 ข้อ)
- 1 การเดินทางเข้าถึงได้ง่าย
- 2 ที่พักมีเอกลักษณ์และรูปแบบที่หลากหลาย
- 3 ที่ตั้งและภูมิอากาศ
- 4 กิจกรรมท่องเที่ยวต่าง ๆ
- 5 ทรัพยากรธรรมชาติ
- 6 สิ่งอำนวยความสะดวกและการบริการครบครัน
- 7 วัฒนธรรมท้องถิ่น
- 8 ความเป็นมิตรของคนในชุมชน
- 9 อื่น ๆ โปรดระบุ \_\_\_\_\_
24. ท่านคิดว่าปัญหาของการพัฒนาการท่องเที่ยวที่สวนผึ้งมีอะไรบ้าง (ตอบได้มากกว่า 1 ข้อ)
- 1 การขาดทักษะ ความรู้และความเข้าใจ
- 2 ขาดการสนับสนุนจากภาครัฐ
- 3 มีการวางแผนที่ไม่ดีและไม่ชัดเจน
- 4 การจัดสรรงบประมาณไม่เพียงพอต่อการพัฒนาการท่องเที่ยว
- 5 ชุมชนไม่มีส่วนร่วมในการพัฒนาการท่องเที่ยว
- 6 มีปัญหาความขัดแย้งระหว่างผู้มีส่วนเกี่ยวข้อง
- 7 มีผู้มีอิทธิพลทางการเมือง, ทางธุรกิจ หรือนักลงทุนเข้ามาเกี่ยวข้อง
- 8 จำนวนที่พักไม่เพียงพอกับความต้องการ
- 9 สถานที่ท่องเที่ยวไม่ได้รับการปรับปรุงให้เหมาะสม
- 10 ขาดแคลนกิจกรรมท่องเที่ยวที่น่าสนใจ
- 11 สาธารณูปโภคขั้นพื้นฐานเช่น ถนน น้ำประปา ฯลฯ ไม่เพียงพอ
- 12 สิ่งอำนวยความสะดวกไม่เพียงพอต่อความต้องการ เช่น ร้านอาหาร, ร้านขายของ, ป้ายบอกทาง, ฯลฯ
- 13 การขาดแคลนบริการข้อมูลด้านการท่องเที่ยว
- 14 อื่น ๆ โปรดระบุ \_\_\_\_\_

**ส่วนที่ 4: ข้อเสนอแนะ**

25. ท่านมีข้อเสนอแนะอย่างไร ให้การพัฒนาการท่องเที่ยวของสวนผึ้งเกิดประโยชน์ต่อชุมชนมากที่สุด

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26. ท่านมีคำแนะนำอย่างไร ที่จะแก้ปัญหาหรือลดผลกระทบทางลบที่เกิดจากการท่องเที่ยวใน สวนผึ้ง

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- ขอขอบคุณสำหรับเวลาและความร่วมมือของท่าน -

## APPENDIX B

### CHECKLIST FOR KEY INFORMANTS INTERVIEW

#### Checklist for Key Informants Interview 1

Checklist for District Chef, Chef executive of Sub-District Administrative Organization, Sub District Administrative Organization Officers, TAT Branch Staff and Leader/Representatives from Local Community.

Date \_\_\_\_\_ Place \_\_\_\_\_  
 Name of Respondent \_\_\_\_\_  
 Position \_\_\_\_\_  
 Organization \_\_\_\_\_

1. What are the plans and strategies of your organization for local tourism development?
2. What do you think about the current tourism in Suan Phueng?
3. Do you think what is the most tourism attraction in Suan Phueng?
4. What are the positive impacts of tourism on local community?
5. What are the negative impacts of tourism on local community?
6. Do you think tourism changes local's lifestyle and culture? How?
7. How does tourism development affect on community environment?
8. What are the plans and strategies to maximize positive impacts and minimize negative impacts?
9. What benefits do you think that local people gain from tourism development?
10. What are the main problems of local tourism development?
11. What are the main problems from tourism businesses?
12. What are the rules or policies to control tourism businesses?
13. What are the strengths and weaknesses of local tourism development?
14. Is there community participation in local tourism development? How they participate?
15. Are they any local interest groups participating in tourism development project? Who are they? What is their support?
16. What are the indicators/criteria to indicate the success or failure of tourism development?
17. What are the differences of pre and post tourism development in Suan Phueng?
18. What do you see Suan Phueng in term of tourism in next 10 years?
19. What are your recommendations for the best benefits of tourism development for local community?

## Checklist for Key Informants Interview 2

Checklist for Tourism business representatives/owners/managers

Date \_\_\_\_\_ Place \_\_\_\_\_  
Name of Respondent \_\_\_\_\_  
Position \_\_\_\_\_  
Organization \_\_\_\_\_

1. What are the plans and strategies of your organization for supporting tourism development?
2. What do you think about the current tourism in Suan Phueng?
3. Do you think what is the most tourism attraction in Suan Phueng?
4. What are the positive impacts of tourism on local community?
5. What are the negative impacts of tourism on local community?
6. Do you think tourism changes local's lifestyle and culture? How?
7. How does tourism development affect on community environment?
8. What are the plans and strategies of your organization to maximize positive impacts and minimize negative impacts?
9. How your business creates benefits for local community?
10. What benefits do you think that local people gain from tourism development?
11. What are the main problems of local tourism development?
12. What are the main problems of running your business?
13. What are the strengths and weaknesses of local tourism development?
14. Do you think what are the indicators/criteria to indicate the success or failure of tourism development?
15. Do you think what are the differences of pre and post tourism development in Suan Phueng?
16. What do you see Suan Phueng in term of tourism in next 10 years?
17. Do you think what Suan Phueng should improve for tourism development?
18. What are your recommendations for the best benefits of tourism development for local community?

## แบบสัมภาษณ์ 1

แบบสัมภาษณ์สำหรับ นายอำเภอสวนผึ้ง, นายกองค้การบริหารส่วนตำบลสวนผึ้ง, เจ้าหน้าที่องค์การบริหารส่วนตำบลสวนผึ้ง, เจ้าหน้าที่สาขาการท่องเที่ยวแห่งประเทศไทย และผู้นำชุมชน

วันที่ \_\_\_\_\_ สถานที่ \_\_\_\_\_  
 ชื่อผู้ถูกสัมภาษณ์ \_\_\_\_\_  
 ตำแหน่ง \_\_\_\_\_  
 องค์กร \_\_\_\_\_

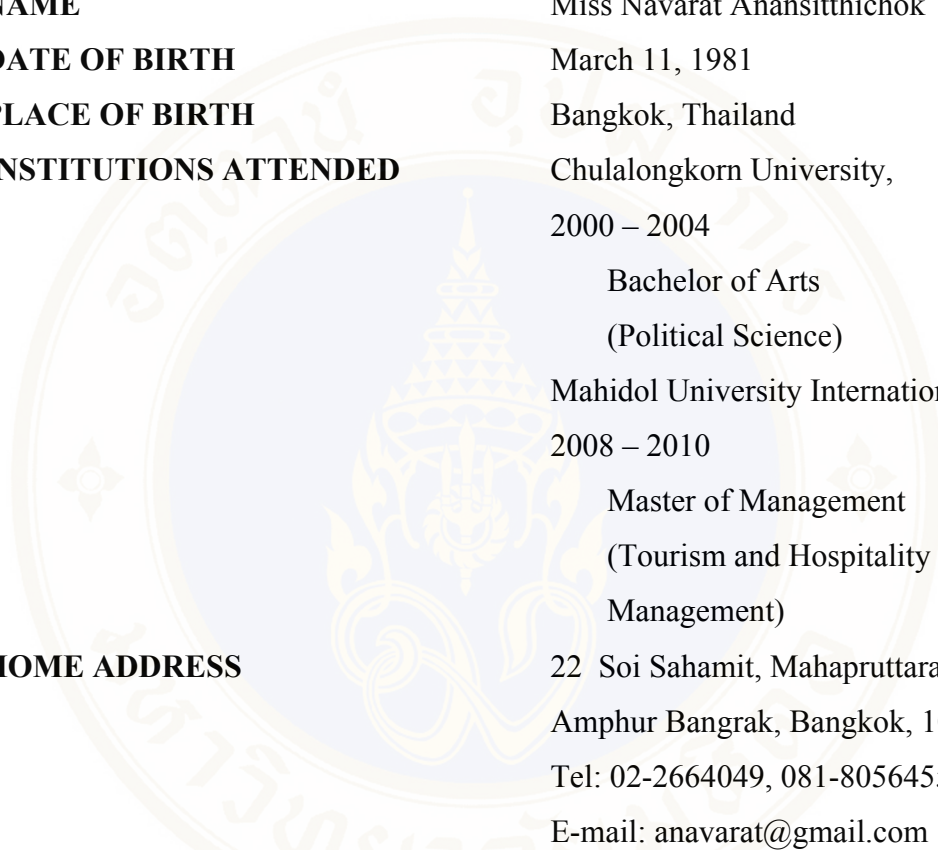
1. ท่านมีแผนและยุทธศาสตร์อะไรบ้างในการพัฒนาการท่องเที่ยวในชุมชน?
2. ท่านมีความคิดเห็นอย่างไรเกี่ยวกับการท่องเที่ยวของสวนผึ้งในปัจจุบันนี้?
3. ท่านคิดว่าสวนผึ้งมีจุดเด่นในการท่องเที่ยวด้านใดมากที่สุด?
4. ผลกระทบทางบวกของการท่องเที่ยวต่อชุมชนสวนผึ้งมีอะไรบ้าง?
5. ผลกระทบทางลบของการท่องเที่ยวต่อชุมชนสวนผึ้งมีอะไรบ้าง?
6. ท่านคิดว่าการท่องเที่ยวก่อให้เกิดการเปลี่ยนแปลงในชีวิตความเป็นอยู่และวัฒนธรรมท้องถิ่นหรือไม่? อย่างไร?
7. การพัฒนาการท่องเที่ยวมีอิทธิพลต่อสิ่งแวดล้อมชุมชนอย่างไร?
8. ท่านมีแผนหรือกลยุทธ์อย่างไรในการสร้างผลประโยชน์ให้เกิดกับชุมชนมากที่สุด และลดผลกระทบทางลบให้น้อยที่สุด?
9. ท่านคิดว่าประชากรในชุมชนสวนผึ้งได้รับผลประโยชน์อย่างไรจากการพัฒนาการท่องเที่ยว?
10. อะไรคือปัญหาหลัก ๆ ของการพัฒนาการท่องเที่ยวในชุมชน?
11. อะไรคือปัญหาหลักที่เกิดจากธุรกิจท่องเที่ยว?
12. มีกฎหมายหรือแนวทางอย่างไรบ้างในการควบคุมธุรกิจท่องเที่ยว?
13. ท่านคิดว่าจุดอ่อนและจุดแข็งของการพัฒนาการท่องเที่ยวที่สวนผึ้งมีอะไรบ้าง?
14. ประชากรในชุมชนได้มีส่วนร่วมในการพัฒนาการท่องเที่ยวหรือไม่? และมีส่วนร่วมอย่างไร?
15. มีกลุ่มผลประโยชน์ต่าง ๆ ที่มีส่วนร่วมในการพัฒนาการท่องเที่ยวหรือไม่? กลุ่มผลประโยชน์เหล่านี้คือใคร? และกลุ่มเหล่านี้ให้การสนับสนุนอย่างไร?
16. อะไรคือตัวชี้วัดหรือหลักการในการวัดความสำเร็จและความล้มเหลวของการพัฒนาการท่องเที่ยว?
17. ความแตกต่างระหว่างก่อน และ หลังการพัฒนาการท่องเที่ยวมีอะไรบ้าง?
18. ท่านมองสวนผึ้งอย่างไรในอีก 10 ปีข้างหน้า?
19. ท่านมีข้อเสนอแนะอย่างไรให้การพัฒนาการท่องเที่ยวของสวนผึ้งเกิดประโยชน์มากที่สุดต่อชุมชน?

## แบบสัมภาษณ์ 2

แบบสัมภาษณ์สำหรับ ตัวแทน/ ผู้จัดการ/ เจ้าของธุรกิจท่องเที่ยว

วันที่ \_\_\_\_\_ สถานที่ \_\_\_\_\_  
 ชื่อผู้ถูกสัมภาษณ์ \_\_\_\_\_  
 ตำแหน่ง \_\_\_\_\_  
 องค์กร \_\_\_\_\_

1. ท่านมีแผนและยุทธศาสตร์อะไรบ้างในการพัฒนาการท่องเที่ยวในชุมชน?
2. ท่านมีความคิดเห็นอย่างไรเกี่ยวกับการท่องเที่ยวของสวนผึ้งในปัจจุบันนี้?
3. ท่านคิดว่าสวนผึ้งมีจุดเด่นในการท่องเที่ยวด้านใดมากที่สุด?
4. ผลกระทบทางบวกของการท่องเที่ยวต่อชุมชนสวนผึ้งมีอะไรบ้าง?
5. ผลกระทบทางลบของการท่องเที่ยวต่อชุมชนสวนผึ้งมีอะไรบ้าง?
6. ท่านคิดว่าการท่องเที่ยวก่อให้เกิดการเปลี่ยนแปลงในชีวิตความเป็นอยู่และวัฒนธรรมท้องถิ่นหรือไม่? อย่างไร?
7. การพัฒนาการท่องเที่ยวมีอิทธิพลต่อสิ่งแวดล้อมชุมชนอย่างไร?
8. ท่านมีแผนหรือกลยุทธ์อย่างไรในการสร้างผลประโยชน์ให้เกิดกับชุมชนมากที่สุด และลดผลกระทบทางลบให้น้อยที่สุด?
9. ท่านคิดว่าธุรกิจของท่านได้สร้างผลประโยชน์ต่อชุมชนอย่างไรบ้าง?
10. ท่านคิดว่าการพัฒนาการท่องเที่ยวก่อให้เกิดผลประโยชน์ต่อชุมชนอย่างไรบ้าง?
11. อะไรคือปัญหาหลักที่เกิดจากธุรกิจท่องเที่ยว?
12. มีกฎเกณฑ์หรือแนวทางอย่างไรบ้างในการควบคุมธุรกิจท่องเที่ยว?
13. ท่านคิดว่าจุดอ่อนและจุดแข็งของการพัฒนาการท่องเที่ยวที่สวนผึ้งมีอะไรบ้าง?
14. อะไรคือตัวชี้วัดหรือหลักการในการวัดความสำเร็จและความล้มเหลวของการพัฒนาการท่องเที่ยว?
15. ความแตกต่างระหว่างก่อน และ หลังการพัฒนาการท่องเที่ยวมีอะไรบ้าง?
16. ท่านมองสวนผึ้งอย่างไรในอีก 10 ปีข้างหน้า?
17. ท่านคิดว่ามีอะไรบ้างที่สวนผึ้งควรที่จะพัฒนามากขึ้นเพื่อสนับสนุนการท่องเที่ยว?
18. ท่านมีข้อเสนอแนะอย่างไรให้การพัฒนาการท่องเที่ยวของสวนผึ้งเกิดประโยชน์มากที่สุดต่อชุมชน?

**BIOGRAPHY**

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