

**POTENTIALITY OF PEOPLE IN THE BUFFER ZONE
MANAGEMENT AT HUAY KHA KHAENG WILDLIFE
SANCTUARY CASE STUDY RABAM SUB-DISTRICT
LANSAK DISTRICT UTHAITHANI PROVINCE**

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE (ENVIRONMENTAL
PLANNING FOR COMMUNITY AND
RURAL DEVELOPMENT)
FACULTY OF GRADUATE STUDIES
MAHIDOL UNIVERSITY**

2005

ISBN 974-04-6300-2

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ABSTRACT

The objective of this research was to study the potentiality of people in the buffer zone management. Questionnaires were used as the major tool in data collection. The sample groups were communities close to the buffer zone, communities near by buffer zone and communities far from buffer zone for total 315 households. Moreover, in depth interview with key informant in the communities and government officers is also important tool. The quantitative data were processed by using the commercial software package SPSS for Windows Version 11.0. The statistics used included percentage, minimum, maximum, arithmetic average, and standard deviation, as well as analytical tools such as covariance analysis, multiple classification analysis and descriptive quality analysis.

It was found that people had medium level of potentiality, knowledge, and attitude. People had high level of utilization behavior, but people had low level in buffer zone management behavior. With statistical significance, the affecting factor on people knowledge, attitude and buffer zone management behavior were distance of community from buffer zone of Huay Kha Khaeng Wildlife Sanctuary, the supporting from social organizations and leader's performance toward the buffer zone management. For buffer zone utilization behavior, the factor affected was the training only.

The results from this research suggest having more public relation through magazine, journal, village broadcast and monthly meeting of community. Also the activities among communities to exchange news and experiences should be held. Furthermore, more training should be arranged for all communities. The contents for public relation, activity and training should have the topic about economic, occupation and income because most people are interested in these topics. Moreover, the topic about buffer zone management, Huay Kha Khaeng Wildlife Sanctuary should be inserted as well. The activity should emphasize to have more people participation from both of community's leader and people to increase more potentiality of people at most.

KEY WORDS: POTENTIALITY OF PEOPLE / BUFFER ZONE MANAGEMENT/
HUAY KHA KHAENG WILDLIFE SANCTUARY

330 P. ISBN 974-04-6300-2