

ABSTRACT

Name of Project: The Development of Local Authority's Potentiality in Sustainable Tourism Management at the Maekok Basin, Chiang Rai Province, Thailand: Phase I

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This study is the second phase of the development of local authority's potentiality in sustainable tourism management at the Maekok basin, Chiang Rai province, Thailand. The study aims to enhance the local authority's potentiality and roles in formulating sustainable tourism at the Maekok basin. The cases study included 22 villages in Doi Hang and Mae Yao Tambon Administrative Organizations (TAO).

The methodologies adopted for data collection included qualitative and quantitative approaches in combination with secondary data collection as well as workshop and study tour. Purposive sampling was employed to tourism stakeholders to obtain both qualitative and quantitative data; 60 stakeholders for workshop and study tour approaches and 100 stakeholders for tourism development plan formulation. Moreover, pre-test and post-test were employed to workshop attendants to examine their knowledge levels before and after the workshop. Content analysis and descriptive statistics were employed to the qualitative data. Statistical Package for Social Science (SPSS) was used to analyze the data from questionnaire survey. Percentage distribution and mean were employed to report data.

The study revealed that:

1. The Local authority's knowledge on sustainable tourism development and its operation was enhanced 25% after attending the workshop. Moreover, study tour contributed the local authority valuable experiences, where is essential for successful sustainable tourism development in the future;

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2. To support tourism, the local authority formulated tourism development plan and strategic plans for sustainable tourism operation at the Maekok basin, including formulating of efficient tourism management system; access; tourism resource/attraction; amenity and safety system.

However, in practice, the local authority is not yet able to operate tourism in all aspects. Therefore, it is necessary to seek for supports from and collaboration with other stakeholders for the success of implementation of strategic plans.