

RESEARCH AND DEVELOPMENT MANAGEMENT MODEL FOR ECO-TOURISM WITH PARTICIPATION OF COMMUNITY IN THAILAND

Dr. Patthira Phon-ngam

Associate Professor, Chairman of Doctoral Degree Program
Faculty of Humanities and Social Science, Loei Rajabhat University Thailand
E-mail: p-patthira@hotmail.com Phone : 66 83 2817564

ABSTRACT

Thailand has become one of the world ranked tourist destination. Tourism industry is one of major sources of Thai national incomes. Apart from its national properties, impression of tourists can highly affect tourist figures. The purposes of this research were to study: 1) To study problems of local eco-tourism. 2) To develop participation management model of tourism in the local areas in the communities. The methods of this study are mixed methods of research. The qualitative research is a major method and quantitative research method is a supplementary. In terms of qualitative research a Participatory Action Research (PAR) was employed by blending of quality such as focus group discussion (FGD), and the technical meeting of brainstorm (AIC-Appreciation Influence Control). The quantitative research tool is questionnaire.

The results of the research were as follows:

1. The study of management problems in local tourism

Problems of entrepreneurs: lacking of communication skills, especially English, the hosts are not able to communicate and understand. The tourists are not impressed and did not come back again in the near future

Environmental problems: No system of waste management-particularly in tourism vicinity- has been installed to cope with the garbage collection.

Problem of management personnel: The committee is not strong enough. They lack of knowledge and skills in tourism management and lack of communication skills with foreign tourists.

Issues of community participation: They lack of participation in all stages of operation. Each one runs as personal style. There is no gathering as the Board of Directors.

2. The results of development of a tourism management by the community.

In this section, brainstorming is implemented for participation meeting. The development model of tourism management in the following 4 models:

- 1) A management model for tourism in the area

- 2) Model of tourism management in natural resources and environmental tourism
- 3) Model of tourism management and travel activities
- 4) Model of tourism management on the participation of the community

KEY WORDS : eco-tourism, participation management, community participation, Management Model.