

417 41378 25 : MAJOR URBAN PLANNING

KEY WORD : URBAN PLANNING/TOURISM MANAGEMENT

PRAYAD TAKHONRAM : GUIDELINES FOR TOURISM ADMINISTRATION AND MANAGEMENT BY LOCAL COMMUNITIES : A CASE STUDY OF DONWAI WATER FRONT MARKET, NAKHON PATHOM PROVINCE. THESIS ADISOR : ASSIST. PROF. SUWATTANA THADANITI, Ph.D., 304 pp. ISBN 974-03-1035-8

The purpose of this study is to propose guidelines for tourism administration and management of Donwai Water Front Market by local communities because the market is a fast growing tourist attraction since mid 1998. On weekend, a lot of tourists are crowded in the 74-rai area, effecting tourism resources which are managed by the committee of Donwai Water Front Market, a community organization

This study is based on primary data obtained from field survey. The survey is carried out by using questionnaires and interviews. In addition, secondary data are investigated to determine the tourism situations, the pattern of current management, problems and limitations in management

It is found that major factors attracting tourists to this place are taste of food and its uniqueness. Problems include services affecting its physical environment especially natural water resources, a lack of good management, unclear division of labour, income management, budget, a lack of co-operation with other organizations and community participation.

To solve the problems, a new organization should be set up. It should run by Bang Kra Tuk Tambon Administration organization and elected committee . The organization has to issue rules and regulation based on good governance to manage the market. Besides, this study suggests combining this market with other tourist attractions nearby and planning community tourism by taking environmental balance into consideration. The balance is in line with principle of sustainable tourism.