

The study of Community's participation in The Golden Triangle Tourist Attractions Developing of Chiang Sean District in Chiang Rai province aimed at investigating the participating levels as well as the community's opinions regarding the sustainable Golden Triangle Tourist Attraction Developing and appropriate guidelines for the community's participation aiming at the sustainable Golden Triangle Tourist Attraction Developing. The data was collected from 200 samples, which were family leaders or their representatives of Sob Ruak (Golden Triangle), before being analyzed in terms of frequencies, percentage, means and standard deviation. The correlation among those independent and independent variables representing their desires in the participation as such was studied with t-test and analyzed with ANOVA while each pair of means was compared with Scheffe technique. The results showed that:

Most of the samples were females aged between 21-30 years. Their educational background was elementary level. They earned their living through agricultural practices. Most of those family leaders were not members of any organizations while their representatives found to be members of some organizations

were either club or association leaders in villages. They were of Sob Ruak origins (Golden Triangle) by birth; they had been in the village for not more than 20 years.

As for their opinions regarding the Golden Triangle Tourist Attraction, most of them agreed that it had been geographically and environmentally deteriorated; The deteriorating condition of some public utilities, security provided for tourists, tourism activities, policy and management, drainage system of shops, service industry, parking lots and some living quarters was found to be at Much level.

As for their actualization over the problem of deterioration as such, the family leaders' was quoted at Fair level; the decreasing number of tourists, accessing the tourism information were among other things found. What motivated them to take part in the development stated above were the increase of incomes, the betterment of living condition, their pride, their secured life that needed no migration and security.

The for their participatory needs in tourist attraction developing, the samples needed to participate in the activities concerned; they intended to join hands in finding out problems and their causes, setting the reforming plans as well as and following up activities to be implemented.

As for suggestions regarding the community's participation as such, all sectors concerned including local folks, shop and serving place owners, media people, tourists themselves and governmental sector must have their roles to play in jointly conducting the activities according to the plans existing in the 5-year developing plan of the province and the region.