

The objectives of this independent study are (1) to study the levels of people participation and needs participation in tourism management (2) to study the levels of people needs participation in tourism management who have different individual factors such as sex, age, career and education. (3) to propose a guideline for people participation in tourism management in Pongroan Village, Mai Phattana, Sub-district, Ko Kha District, Lampang Province. A questionnaire survey was conducted for 213 people in this area. The statistical means of descriptive distribution used for the analysis of data were frequency, percentage, mean, standard deviation and analytical statistic t-test and one-way ANOVA.

From the study we found that

1. The majority of sample people are female between 41-50 years old graduate under primary school and hold employee.
2. The levels of people participation in tourism management are low.
3. The levels of people needs participation in tourism management are medium.
4. Sex, age and education have considered to people needs participation in tourism management except career do not consider to needs participation in tourism management.
5. The proper guideline for participating in tourism management is to set up standard and evaluation indicator in personal community and environment levels. In order to have the system and standard of management, duty and the compensation. Moreover, it is to examine and preserve the tourism environment for long time.