

This study has two main objectives. First, to study the relationship between the roles and the participation in cultural and ecotourism management of the community leaders in Tambon Pong Ngam, Amphoe Mae Sai, Changwat Chiang Rai. Second, the relationship between personal factors and the participation in cultural and ecotourism management of the community members in the same area.

Methods used in this study were observation, small group discussion, and answering to questionnaire. Subjects consisted of 38 community leaders of the tambon administration organization and 222 members of the Ban Tam Pla Mu 3, Ban Huai Poo Kang Mu 5 and Ban Pong Neau Mu 8. These villages are tourist sites in the Tambon Pong Ngam area. Data was analysed by descriptive statistics, for example; frequency, percentage, mean scores, standard deviations, and the Pearson's Correlation Coefficient method. The results were that most of the community leaders were male while most of the community members were female. The most common age group were between 40 to 49 years old. The average educational background was primary school level. Most subjects were farmers who earned less than 5,000 Baht per year and had lived more than 40 years in this area. The community leaders were members of the community saving group and the newspaper and pamphlets

were primary source of information about tourism. In the other hand, the community members attended the farmer cooperation group. Radio and television were their primary source of information.

The result showed that the role of the community leaders had an effect on the participation of the community members in planning, coordinating, sharing of benefits and evaluation of the tourist site management while the personal factors of the members had no effect except that there was a difference between men and women in planning of tourist site development project.

The study on the relationship between the role of the community leaders and participation and the personal factors in relation with the participation in cultural and ecotourism management revealed that:

1. Difference in the role of the community leaders in their responsibilities and their duty in coordination with governmental and private organizations, in construction of regulations on conservation of tourist sites, led to the different practice in all participation including planning, coordinating, sharing of benefits and evaluating the tourist site management.
2. Women had more participation in tourist site management than men.
3. Those who participated in planning had more role in administration, coordination, sharing of benefits and evaluation.
4. Those who stayed longer in the community had more participation in group activities than those who stayed shorter.