

ABSTRACT

Thesis Title : The Role of Local Leaders in Ecotourism Development :
A Case Study in Amphor Sangkhlaburi
Karnchanaburi Province

Student's Name : Miss Pariya Sangsiri

Degree Sought : Master of Arts

Major : Political Science

Academic Year : 1999

Advisory Committee :

- | | |
|--|-------------|
| 1. Assoc. Prof. Pornchai Theppanya | Chairperson |
| 2. Assoc. Prof. Dr. Chaichana Ingavata | |
| 3. Prof. Siroj Paksuwan | |

The purposes of this research attempts to study (1) qualification and major role of local leadership in ecotourism development, (2) relationship between local leaders and participation of local residents in ecotourism development and (3) problems, abstracles and potential of the local in ecotourism development. The data were collected by using indepth interview with local leaders and qualitaive questionnaires with local sample group at Amphor Sangkhlaburi, Karnchanaburi Province. The data were analysed and compared with percentage table and evaluation form for both local leaders and local sample groups.

The finding by reasons below indicates that the local leaders not only do not play significant roles in ecotourism development, they also do not arouse their local community to develop their local for ecotourism ; From the local leaders and their works

1. The local leaders and people who are directly involved lack of coordination.
2. The local leaders lack of strong intention to develop ecotourism.
3. The local leaders have no power in administration and decision making to develop ecotourism.

From the local sample group.

1. The local people don't have proper leader who has ability to develop ecotourism.
2. The local people lack of knowledge in ecotourism.
3. Majority of the local people are poor and have low standard of living. They are indifferent and do not attentively participate in ecotourism development.

In conclusion, from the case study at Amphor Sangkhlaburi, the area has landscape, history, culture and natural resource which are suitable to be a major tourist attraction. However, Amphor Sangkhlaburi unsuccessfully becomes a major tourist attraction due to the weak potentiality of its community, population and local leaders. The conclusion of hypothesis testing was accepted that the local leaders in this study were unable to effectively fulfil the goal to develop ecotourism.