

Phattaraphan Sermswatsri 2014: Tourism Development with Akha's Cultural Changes in Akha Pa Kluai Village, Mae Fah Luang District, Chiang Rai Province. Master of Arts (Applied Sociology), Major Field: Applied Sociology, Department of Sociology and Anthropology. Thesis Advisor Mrs. Oranutda Chinnasri, Ph.D. 206 pages.

The aims of this research were; 1) to study tourism information at the area of Doitung Development Project; 2) to investigate effects of tourism on Akha cultural change at the Akha Pa Kluai Village and; 3) to find directions for sustainable development of tourism for the Akha Pa Kluai Village by using qualitative research. The samples of this study were selected by the Snowball Technique and included 15 Akha males and females living in the Akha Pa Kluai Village, 5 intellectual leaders and 3 Doitung Development Project officers who were in charge of tourism. The data were collected via in-depth interviews and participant and non-participant observations. The results of the study were illustrated by the descriptive technique.

The study demonstrated that the development of Doitung as a tourist destination could attract numerous tourists who appreciated the beauty of nature, art and culture of hill tribe people from both inside and outside the country. The tourism influenced the Akha cultural changes at the Akha Pa Kluai Village as follows: The positive effects have brought about conservation and restoration of the Akha cultural plays and musical instruments as they were performed in front of tourists in many occasions. In terms of cultural exchange and publicizing, there has been a homestay service at the village provided for tourists that enables tourists to learn the Akha lifestyles and exchange intimately cultural knowledge among them. For the negative effects, tourism has also caused the changing in the values of dressing of the Akha style to imitate urbanites rather than their traditional attires. Regarding material and modernity values, the Akha prefer objects and convenience. The capitalism plays more roles and money becomes an essential factor in their daily lives. In terms of consumption values, the Akha consume both traditional and instant foods. On finding of faith and religion, the Akha proselytize due to the changing of their way of life. For language aspect, the Akha speak more Thai and are able to speak English slightly. About debasement of art and craft, they have been modified to be modern styles. Some products are even made from factories but later brought by hill tribe people to sell to tourists.

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Thesis Advisor's signature