

**THE MECHANISM FOR SUSTAINABLE TOURISM:  
A CASE STUDY OF BANG SAEN, THAILAND**

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entitled  
**THE MECHANISM FOR SUSTAINABLE TOURISM:  
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## THE MECHANISM FOR SUSTAINABLE TOURISM: A CASE STUDY OF BANG SAEN, THAILAND

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## ABSTRACT

Tourism is one of the largest and fastest growing economic sectors in the world, and it is predicted that the significance of tourism will increase in the future. The predicted growth in tourism does not only provide greater opportunities for spreading prosperity but also presents considerable challenges and potential threats to the natural and socio-cultural environment on which tourism sustainability is dependent. The researcher explores a proper mechanism for sustainable tourism development. This research aims to explore the mechanism of sustainable tourism development with the intent to study the roles and responsibilities of stakeholders for sustaining the tourism system on which they are dependent. The purpose of this study is 1) to understand how to achieve sustainable tourism development, 2) to investigate the roles and responsibilities of stakeholders for sustaining the whole tourism system, and 3) to analyze the mechanisms for sustaining the whole tourism system.

Data was gathered by employing different methodologies: 1) extensive document survey for the stakeholders at the global, national, and local level; 2) in-depth interview for stakeholders in the local level; 3) and a visitor questionnaire. The researcher chose 74 interviewees for in-depth interview and 399 participants to complete the questionnaire. The roles and responsibilities of the stakeholders and mechanisms employed by them were analyzed based on information from various documents. Content analysis of qualitative data obtained from in-depth interviews was conducted by analyzing the roles and responsibilities of stakeholders and the mechanisms used by them. The data from questionnaire was analyzed by descriptive statistics, frequency, and cross-tabulation to understand the nature of visitors to Bang Saen.

This study showed that every stakeholder tries to compete with each other, even though some stakeholders sometimes cooperate with each other, and take a suitable role and responsibility through controlling mechanisms and resources in order to pursue their own interests. However, it is impossible to sustain tourism growth that pursues capital accumulation endlessly as the goal because the pursuit of profits causes the deterioration of natural capital stock at international, national, and local levels. The stakeholders must realize the limit of natural capital stock and its tourism dependency, and maintaining natural capital stock must be set as the central goal of policy making of tourism development at any level. Therefore, they should aim for positive impacts in the economic and social dimensions to maximize the environmental dimension in tourism development rather than trying to balance those dimensions in order to achieve sustainable tourism development. However, this requires shifting the paradigm of investment of tourism supporters and producers in tourism development from quantitative expansion to qualitative improvement.

Tourism supporters, producers, consumers, and decomposers at each level played similar roles and took similar responsibilities because most roles and responsibilities are basically coordinated towards the pursuit of profits. Consequently, the roles and responsibilities for maintaining natural capital stock and reducing the negative impacts on the stock are of secondary importance or ignored. If the stakeholders ignore reducing the negative impacts on the environment and do not share the role and responsibility of tourism decomposer, while shifting the role and responsibility onto others, the whole tourism system will collapse sooner or later. The tourism supporters must inject the five capitals into the entire tourism system to create actions that cause the stakeholders to reduce the negative impacts on natural capital stock and collaborate to maintain natural capital stock.

Despite the importance of collaborative actions among the stakeholders to maintain natural capital stock, they are usually not able to take the role and responsibility of tourism decomposers together due to the absence or improper use of mechanisms that set processes towards sustainable development. To set a process for sustaining the whole tourism system, tourism supporters at all levels must consider the five capitals in tourism management and inject the five capitals into the entire tourism system in order to create actions that achieve sustainable tourism development and share political powers through allowing the stakeholders to accumulate the necessary capitals. A cross-scale collaborative network helps create proper and better capital flows that reduce the limitations, develop proper mechanisms suitable to local circumstances, and foster a concerted action on the improvement of environmental performance and maintenance of the environment. This is dependent on fairness of the supporters whether they determine to share political power and allow the stakeholders to accumulate the necessary capitals in order to mitigate environmental degradation and to maintain natural capital stock at a steady state by developing and employing mechanisms that work for sustainable development.

KEY WORDS: SUSTAINABLE TOURISM DEVELOPMENT / FIVE CAPITALS / CAPITAL FLOWS / BANG SAEN

306 pages

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## LIST OF ABBREVIATIONS

<b>Description of abbreviations</b>	<b>Terms</b>
CPB	Crown Property Bureau
CSR	Corporate social responsibility
GDP	Gross domestic product
GHGs	Greenhouse Gases
GPO	Government Provincial Office
GWP	Gross world product
HTTI	Hotel and Tourism Training Institute
ICAO	International Civil Aviation Organization
ICOTT	International Congress of Official Tourist Traffic Associations
ILO	International Labour Organization
IMF	International Monetary Fund
IUOTO	International Union of Official Travel Organizations
JICA	Japan International Cooperation Agency
MDGs	Millennium Development Goals
MICE	Meeting, incentive, conference, and exhibition
MNCs	Multinational corporations
MOF	Ministry of Finance
MOI	Ministry of Interior
MOSTE	Ministry of Science, Technology and Environment
MSWM	Municipal solid waste management

## LIST OF ABBREVIATIONS (cont.)

<b>Description of abbreviations</b>	<b>Terms</b>
NESDP	National Economic and Social Development Plan
NPOs	Non-profit organizations
NEB	National Environment Board
NTDP	National Tourism Development Plan
NTO	National Tourist Organizations
ODA	Official development assistance
PAO	Provincial Administrative Organization
PATA	Pacific Asia Travel Association
PCD	Pollution Control Department
SMEs	Small and medium enterprises
SWM	Solid waste management
TAT	Tourism Authority of Thailand
TCT	Tourism Council of Thailand
TIPMSE	Thailand Institute of Packaging and Recycling Management for Sustainable Environment
TNCs	Transnational corporations
TOT	Tourism Organization of Thailand
UN	United Nations
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization

**LIST OF ABBREVIATIONS (cont.)**

<b>Description of abbreviations</b>	<b>Terms</b>
UNWTO	United Nations World Tourism Organization
US	United States
USD	United States Dollars
USR	University social responsibility
WB	World Bank
WHO	World Health Organization
WMA	Wastewater Management Authority
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council



## **CHAPTER I**

### **INTRODUCTION**

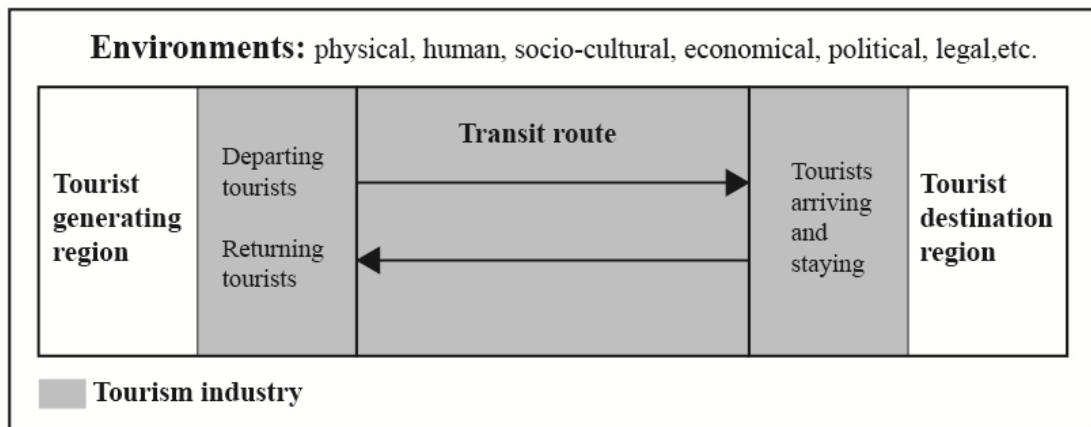
#### **1.1 Background**

Tourism has become one of the largest and fastest growing economic sectors in the world and it is predicted that the significance of tourism will increase more in the future. This long term trend has been promoted by the emergence of many tourist destinations across the world alongside the traditional destinations of Europe and North America (WTTC, 2012a; UNWTO, 2011). The number of international tourist arrivals was about 25 million in 1950, and this number increased to 983 million in 2011, an increase of about 39.3 times. Furthermore, it is predicted that the number of international visitor arrivals will reach 1.69 billion in 2022. International tourist receipts in 1950 were 2.1 billion United States dollars (USD), and this number increased to 1,171 billion USD in 2011, an increase of nearly 557.6 times. Additionally, it is expected in the future that international tourist receipts will be 1,695 billion USD in 2022. The total contribution of tourism to the gross world product (GWP) was 1,666 billion USD in 1988, the oldest statistic available, and this increased to 6,346 billion USD in 2011. Moreover, it is anticipated that the total contribution will increase to 9,939 billion USD in 2022. The total contribution of tourism to employment was about 183 million in 1988, and the number of jobs increased to about 255 million, 8.7 per cent of the total employment in 2011. In addition, the number of jobs will reach to 328 million, 9.8 per cent of the total employment in 2022. Tourism in 1988 attracted capital investment of 147 billion USD, and it attracted 743 billion USD, 4.8 per cent of total capital investment in 2011. Furthermore, tourism in the future is expected to attract 1,320 billion USD, 5.1 per cent of total capital investment in 2022 (UNWTO, 2012; WTTC, 2012a, 2012b; Theobald, 2005). This is a reason why many developed and developing countries have adopted tourism as an engine of socio-economic development (Telfer and Sharpley, 2008). However, the predicted growth in tourism does not only provide greater opportunities for spreading prosperity but also presents

considerable challenges and potential threats to economies, societies, and environments (UNEP and UNWTO, 2005). The researcher is inspired by the challenges as well as threats and explores a proper mechanism for sustainable tourism development in this research.

## **1.2 Statement of the Problem**

The idea of tourism system was originally developed by Leiper (2004). He suggested to see tourism as a system and proposed the tourism system that is helpful in understanding sustainability of tourism holistically. The system is composed of five basic components as follows: (1) tourist generating region, which is the permanent residence of the tourist and the place where the journey begins and ends, (2) tourist destination region, which is the region that the tourist decides to visit and which is a main part of tourism, (3) transit region, which is the path through the region across that the tourist must travel to reach his or her destination, (4) tourism industry, which is collections of managed organizations in the business of tourism that work together to some degree in marketing and providing services, goods and facilities, and (5) the environment, which is surrounding of the other three regions (Figure 1.1). The tourist generating region, transit region, and tourist destination region are encompassed in external environments, including physical, human, socio-cultural, economic, political, and legal. A system perspective to tourism suggests that all people who have a stake in tourism existing in the system are working together to facilitate the tourist flow by providing a variety of tourism products and services and infrastructure in order to earn profits without thinking of carrying capacity of the destination region. However, both positive and negative impacts generated by one stakeholder are fed back to all stakeholders in the entire system through the environments because all stakeholders are highly interrelated each other in the system. Viewed in this light, all they do not only have a stake in collectively supporting the tourist flows to earn profits but also in maintaining the system, because sustainability of tourism is dependent on collective actions of stakeholders in the system (Hall and Lew, 2009; Capra, 2004; Lovelock, 2000).



**Figure 1.1** The Tourism System

Adopted from Leiper (2004)

When the stakeholders produce and consume tourism products and services as well as infrastructure, they generate not only the positive impacts (e.g. wealth, creation of employment, and development of infrastructure) but also the negative ones. While some negative impacts affect the tourism industry, some negative ones appear at the destination region. Apparently, these impacts can be divided into three dimensions: environmental, socio-cultural, and economical. The environmental dimension of the negative impacts includes solid waste problems, air, water, noise, and aesthetic pollution, disturbance of habitats, loss of biodiversity, and climate change. Socio-cultural dimension contains the commoditization of local traditions, uneven development, introduction of Western consumptive lifestyles, and the loss of cultural identity. And economic dimension encompasses financial leakage, devastation of the traditional modes of production of local people, and overdependence on tourism. When cost of the negative ones outweighs the positive ones, the three dimensions of tourism system will not be in balance affecting tourism sustainability (Shaw and Williams, 2002; Brohman, 1996; Cooper and Hall, 2008; Hall, 2008; Mason, 2008; Holden, 2008; Telfer and Sharpley, 2008; Becken and Hay, 2007; Khor, 1999).

Although the negative impacts are fed back to all stakeholders to greater or lesser degrees in the end, most stakeholders are concerned about the pursuit of profits only and tend to ignore the negative ones because tourism is a capitalistic

activity, which pursues profits as a main goal. Namely, the tourism system has a positive feedback mechanism only, which creates more profits that in turn generates more of the negative ones. However, it is the law of nature that any system with the unrestricted positive feedback leads to collapse, because there is exponential growth that diverges from equilibrium (Macy, 1991; Zeigler et al., 2000). The system does not have a negative feedback mechanism that mitigates the gap between input value and output value and maintains the system in balance rather than grown (Ramaprasad, 1983). The system does not mention about how stakeholders should behave in order to make the system works in such ways.

### **1.3 Research Questions**

This research investigates the mechanism for making tourism more sustainable. Key research questions addressed the following areas:

- 1) How can sustainable tourism development be really achieved?
- 2) What are roles and responsibilities of stakeholders for sustaining the whole tourism system? and
- 3) What is the mechanism for sustaining the whole system?

### **1.4 Research Objectives**

This research aims to explore the mechanism of sustainable tourism development with the intent to study roles and responsibilities of stakeholders for sustaining the integrity of the tourism system on which they are dependent. The purpose of this study is:

- 1) To understand how to achieve sustainable tourism development;
- 2) To investigate the roles and responsibilities of stakeholders for sustaining the whole tourism system; and
- 3) To analyze the mechanisms for sustaining the wholesystem.

## **1.5 Working Definition of Role, Responsibility and Mechanism**

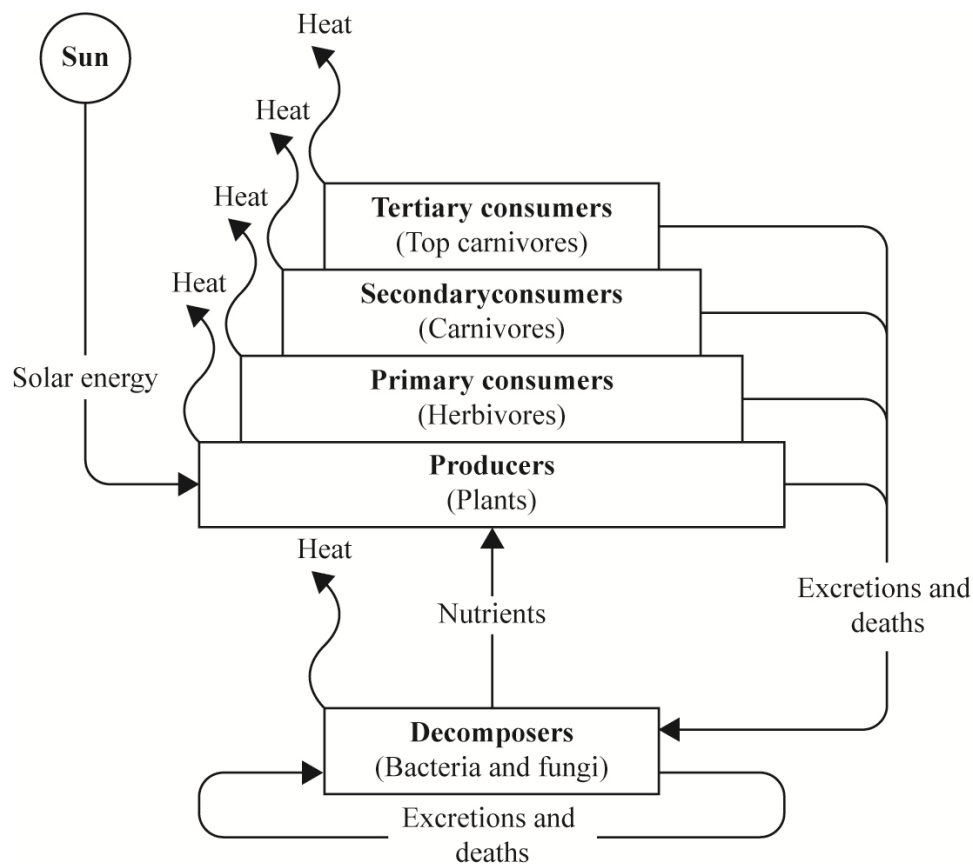
Working definitions of role, responsibility and mechanism that are used in this research are shown below:

- 1) Role means a part that stakeholder play in the tourism system;
- 2) Responsibility means a duty that stakeholder take in the system; and
- 3) Mechanism means a process that stakeholder uses in the system in order to reach his or her goal.

## **1.6 Conceptual Framework**

Exploring a proper mechanism of the tourism system for making tourism more sustainable requires understanding how stakeholders in the tourism system should behave for sustaining the system. The concept of sustainable development has been developed in the international level through several United Nations (UN) conferences such as the Earth Summit 1992, Earth Summit 2002, and Earth Summit 2012. The concept has been underlining that sustainable development requires integrating economic, social, and environmental dimensions in a balanced manner and recognizing their inter-linkages rather than regarding these dimensions as separated elements. If tourism activities are well designed and managed, tourism can make significant contribution to economic, social and environmental dimensions of sustainable development. However, it requires active involvement and participation of all stakeholders in processes of tourism development such as decision-making, planning and implementation of policies and programs for sustainable development and they need to carry out important tasks in tourism in order to achieve sustainable development (UN, 2012). For this reason, this research adopts the ecological system framework as a conceptual model of role, responsibility, and mechanism for sustaining the system and applies it to the analysis of stakeholders in the tourism system to clarify the research questions. The basic idea of application of the ecological system concept to the tourism system is that if stakeholders in tourism work similarly to organisms in the ecological system, the tourism system can be more sustainable.

The ecological system is any unit includes all living organisms in a given area inseparably interrelating and interacting with the nonliving environment. Therefore, a flow of energy defines biotic structures and demarcates cycling of materials between living and nonliving components. All organisms within an ecosystem have different roles, responsibilities, and mechanisms to sustain the system. That is, some organisms play a role as producer and take responsibility to synthesizing carbohydrate (e.g. sugar and glucose) from carbon dioxide in the atmosphere by using solar energy from the Sun and providing oxygen to the atmosphere, which is produced in the process of water resolution. They employ photosynthesis as a mechanism. Some energy is lost as heat from the ecosystem through the respiration of producers. Some organisms play a role as primary, secondary, and tertiary consumer and take responsibility of absorbing most of the energy stored in plants and imbibing most of the energy accumulated in the primary consumers. They employ digestion and excretion as a mechanism. Some energy is lost as heat from the ecosystem through their respiration, and undigested food is discharged. Some organisms play a role as decomposer and take responsibility of recycling dead organic matters and undigested food excreted by the consumers and decomposers and releasing nutrients into soil. They employ decomposition as a mechanism. Some energy is depleted as heat from the ecosystem through the respiration. Consequently energy is used up within the ecosystem and all materials are recycled again in the ecosystem. The ecological system is sustained because all organisms work together for maintaining the whole system (Figure 1.2) (Odum and Barrett, 2004).



**Figure 1.2** Energy Flow in Ecosystem

Reproduction from Odum and Barrett (2004)

Similar to energy flow in the ecological system, five types of capital such as physical, human, social, natural, and financial capitals flow through economic systems (Table 1.1). In general, this motion of capitals is set by capitalists or producers. Producers invest profits in physical capital (e.g. machinery, equipment and building), human capital (e.g. skills and training), and financial capital (e.g. personnel expenses and maintenance of operation). They combined labor power with means of production through labor process. The outcome is commodity (e.g. products and services) that is sold by the producers at the market to earn profits. They must convert profits into fresh capitals and reinvest it again into an expanded process. Consumers rely on producers to produce commodities to meet their needs and wants. Governments often act as supporters of the producers. They actively help invest budgetsearned from revenues in physical capital (e.g. infrastructure), human capital

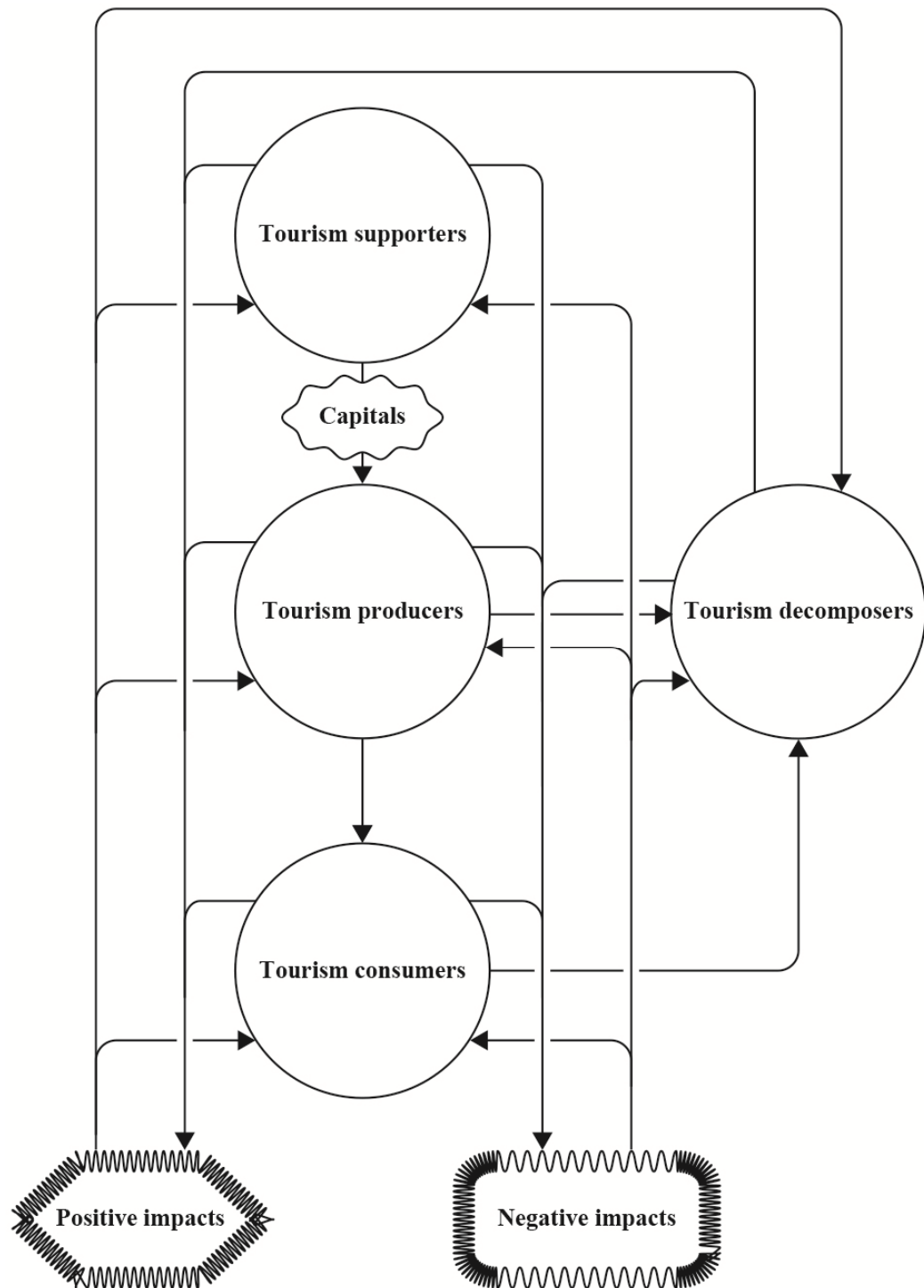
(e.g. education and health), social capital (e.g. institutions), and financial capital (e.g. personnel expenses and maintenance of operation). In consequence, the governments also can increase tax revenues (Harvey, 2007, 2010). They also sometimes invest in natural capital (e.g. biodiversity and carbon offsetting schemes) to secure economic activities through the preservation of natural environment. This entire growth process generates both positive and negative impacts on the economy, socio-culture and environment. The positive impacts are for example the creation of profits, the increase of the efficiency of production and consumption, improvement of the quality of labor, and enhancement of social relation. And the negative impacts are for example resource depletion, pollutions, cultural deterioration, widening income gap in society, and uneven development. Both positive and negative impacts are fed back to the entire economic systems as it affects the workings of the systems. Therefore, it is a duty of the stakeholders to maintain the systems by minimizing the negative ones and maximizing the positive ones. The conceptual framework is summarized in Figure 1.3.

**Table 1.1** Definition of Five Capitals

Types of capital	Definition
Physical capital	Assets that are used to produce products and services, such as the supporting infrastructure, buildings and equipment.
Human capital	Productive potential of individual people, such as work skills, training, and knowledge that contribute to the improvement of production of products and services.
Social capital	Social network, norm, and institutions that support a cohesive society and facilitates collaboration and cooperation among its members. It refers to stocks of social trust, norms and networks that people can collectively solve common problems that threaten sustainability and create social cohesion.
Natural capital	Natural assets such as biodiversity, endangered species and ecosystems that provide ecological services that directly and indirectly link to production of products and services.
Financial capital	Money that is used to start or maintain operations of governments and companies such as personnel expenses and maintenance costs.

Sources: Ekins (2008); Porritt (2007)





**Figure 1.3** Conceptual Framework of the Study

Adopted from Odum and Barrett (2004); Harvey (2007, 2010)

## 1.7 Research Setting

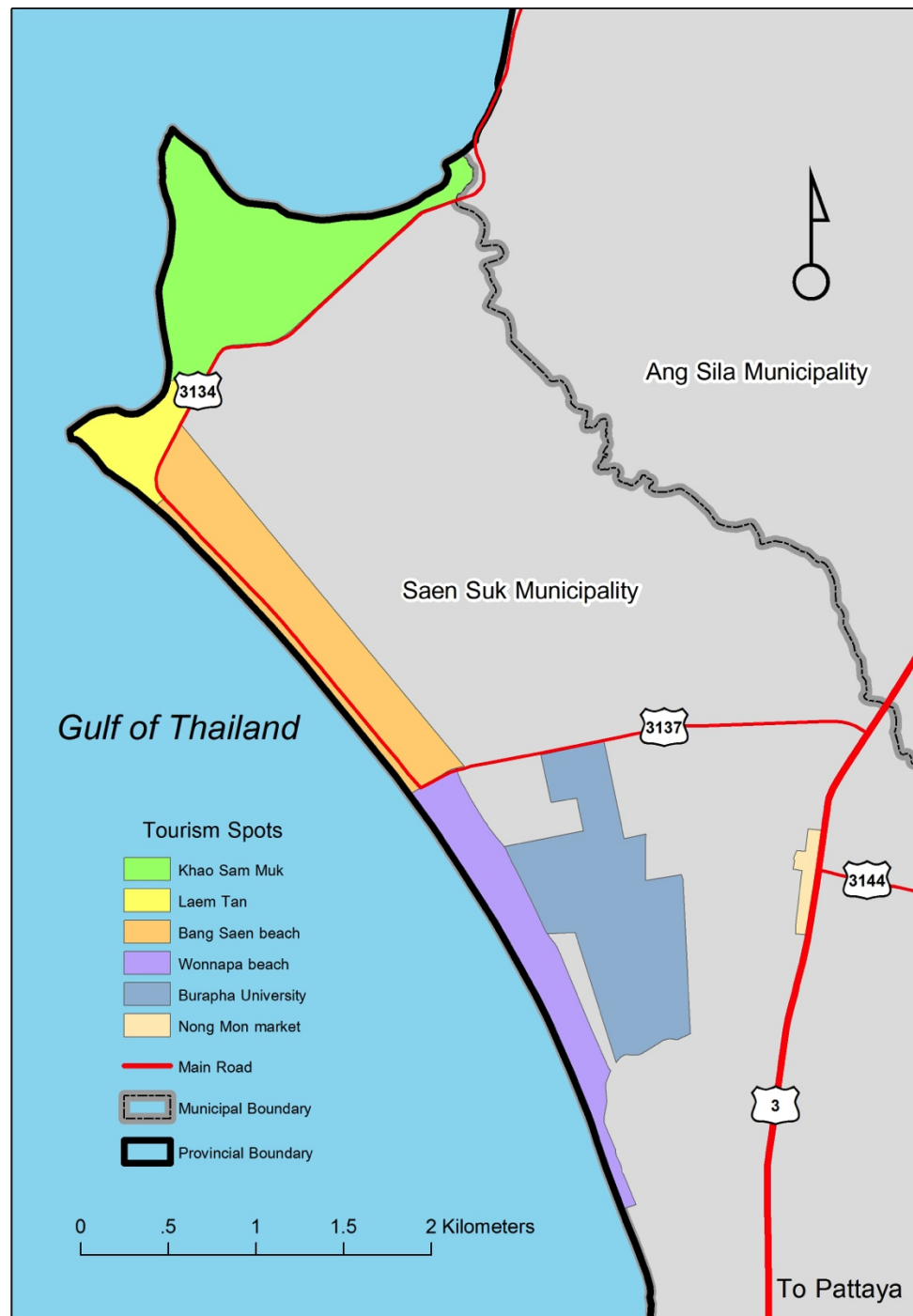
Tourism in Thailand has been an important economic engine since the end of 1970s (Phongpaichit and Baker, 1998). Although there are more than 90 tourist destinations across the country that the Tourism Authority of Thailand (TAT) promotes, most tourist destinations appeared in tourist maps over the last few decades and are under development (TAT, 2012). The researcher selected Saensuk town in Mueang district in Chonburi Province for the case study site. Saensuk town, commonly known as Bang Saen, is located in the Eastern Region of Thailand, approximately 90 kilometers from Bangkok (Figure 1.4). The first weekend resort for the Thai public was established in Bang Saen in 1943. The rationale of selection for this case study site is that Bang Saen is one of the few tourist destinations in Thailand that experienced a serious decline in tourism in terms of tourist arrivals in the past. The development of tourism had once led to the collapse of tourism in Bang Saen in the past and various efforts made by stakeholders had revived tourism again. This is an important point of site selection of this research, because the experience of Bang Saen reveals what lessons stakeholders learned from the decline and how the revival of tourism made the most of the lesson learnt. That is, the lesson learnt shows what role and responsibility of stakeholders had led to the collapse of tourism in Bang Saen and what mechanism had made tourism unsustainable. Consequently, Bang Saen is suitable site to analyze the mechanism for the development of tourism and explore the mechanism for sustaining tourism development.

Bang Saen is composed of 19 communities with a registered population of 43,840 people, as of 2010. The land area of the town is nearly 20.3 km<sup>2</sup> (Saensuk municipality, 2009a). It has approximately 8.7 kilometers coastline and has six major tourist attractions: Bang Saen beach, Laem Tan, Khao Sam Muk hill, Nong Mon market, aquarium in Burapha University, and Wonnapa beach (Figure 1.5). Bang Saen beach is the main tourist attraction with a 2.5 kilometer-long sandy beach. Most visitors take rest at the beach and enjoy recreation activities. Accommodation facilities and service area are



**Figure 1.4** Map of Thailand

Reproduction from Google map, accessed on July 13, 2012



**Figure 1.5** Map of Bang Saen

Reproduction from Google map, accessed on July 13, 2012

Remarks: Colored areas are major tourist spots in Bang Saen.

located at the rear of the beach. Laem Tan is a place for relaxation. Most visitors take rest at Sala, a Thai style open pavilion; enjoy fishing and eating seafood.

In addition, Laem Tan has a multi-purpose space where various events and festivals are held. Khao Sam Muk hill is a fishing village, a sacred place for local people, and habitat of wild monkeys. It also has an observation platform and public garden. Most visitors come to enjoy eating seafood, feeding monkeys, and observing panorama on Bang Saen. Nong Mon market is a place where drive-through visitors purchase local souvenirs and enjoy eating local specialties at restaurants. Aquarium in Burapha University is a learning center where visitors can study marine science and learn the importance of marine creatures. Wonnapa beach is a fishing village and a new real estate development district (Saensuk municipality, 2010a).

## **1.8 Research Methodology**

### **1.8.1 Data Collection Methods**

Data collection methods were divided into three methods: document survey, in-depth interview, and visitor questionnaire. Firstly, the researcher collected documents related to international tourism published by a variety of international organizations such as the United Nations World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), the United Nations Environment Programme (UNEP), and the World Bank (WB), and by academics. Moreover, the researcher collected documents related to Thai and Bang Saen tourism published by public sector as well as academic sector such as the Thai government agencies, the Japan International Cooperation Agency (JICA), Saensuk municipality, and Thai universities. Types of document included annual reports, statistics, research reports, treatises, declarations, development plans, anniversary issues, newspaper articles, dissertations, brochures, and public relation materials. The main purpose of document survey was to understand historical development of the tourism system in the international and national levels from perspective of stakeholders' role, responsibility, and mechanism. The reason why the researcher selected this method is because it is impossible to collect primary data related to role, responsibility and mechanism from

international and national levels. The researcher needed to rely on secondary data to analyze stakeholders at international and national levels.

Secondly, the researcher made in-depth interviews with stakeholders who have a stake in tourism in Bang Saen. The stakeholders were divided into three groups: municipality, local, and visitors. Local included small tourism entrepreneurs engaged in Bang Saen tourism. Detail information on stakeholders is shown in Table 1.2. More detail profile of every stakeholder is shown in Appendix A. While questions asked to the municipality, local, and visitors are open-ended questions and created by following the guideline shown in Table 1.3. In-depth interview was used in order to explore detailed information about roles, responsibilities, and mechanisms of stakeholders involved in tourism in Bang Saen. The reason why the researcher selected this method is because little

**Table 1.2** List of Stakeholder Groups in Tourism in Bang Saen

Types of stakeholder group	Stakeholders
Municipality officials	<ul style="list-style-type: none"> <li>• The Mayor of Saensuk municipality</li> <li>• Town councilors (The present and former councilors)</li> <li>• Municipal officers (Chief and staff in divisions in the municipality)</li> <li>• Managers and engineers at wastewater treatment plants</li> <li>• Waste workers (Garbage men, street sweepers, and landfill workers)</li> </ul>
Local people	<ul style="list-style-type: none"> <li>• Accommodation operators (Hotels, bungalows, and room rent)</li> <li>• Restaurateurs (Seafood restaurant and cheap eating-house)</li> <li>• Vendors (Beach chairs, rental shops, souvenir shops, food shops, and scooter boat)</li> <li>• Convenience stores owners (Local grocery and the major convenience store chains)</li> <li>• Recyclers</li> <li>• Lifetime-stayed people from the 1940s</li> <li>• Community leaders</li> <li>• Business unit leaders</li> </ul>
Visitors	<ul style="list-style-type: none"> <li>• Tourists</li> <li>• Volunteers</li> </ul>

**Table 1.3** Question Guideline Used for In-depth Interview

Types of stakeholder group	Question guidelines
Municipality	<ul style="list-style-type: none"> <li>• Basic information about their duties</li> <li>• Basic statistics regarding their divisions and duties</li> <li>• Technical information about their duties</li> <li>• Goal of their duties</li> <li>• Policy-making, planning, and management for sustaining tourism</li> <li>• Difficulties and barriers</li> </ul>
Local	<ul style="list-style-type: none"> <li>• Background of interviewee</li> <li>• Reasons of tourism engagement</li> <li>• Goal of activities</li> <li>• The circumstances of tourism development in Bang Saen in the past</li> <li>• Environmental, social and economic changes of Bang Saen</li> <li>• Change of activities</li> <li>• Positive and negative impacts</li> <li>• Activities or contribution to sustaining tourism</li> <li>• Difficulties and barriers</li> </ul>
Visitors	<ul style="list-style-type: none"> <li>• Background of interviewee</li> <li>• Purpose of visit</li> <li>• Favorite points or aspects of Bang Saen</li> <li>• Disliked points or aspects of Bang Saen</li> <li>• Visitors' contribution to sustaining tourism in Bang Saen</li> <li>• Difficulties and barriers</li> </ul>

people are aware of what role they play, responsibility they take, and mechanism they use in actual activities. The researcher needed to extract these data from their speaking.

Thirdly, visitor questionnaire was carried out. Sample size was calculated based on total number of visitor arrivals to Bang Saen in the past four years shown in Table 1.4. The average number of visitor arrivals was 1,275,193 between 2006 and 2009. Sample size required is calculated by the following equation, which is based on random sampling technique (Figure 1.6). The reason is that visitors are difficult to

classify as they are multifarious and go in and out all the time. So, the sample size for the study was calculated according to the recommendation as follows:  $n \geq 1,275,193 / \{(0.05 / 1.96)^2 \times ((1,275,193 - 1) / (0.5 (1 - 0.5)))\} = 384.20193...$  Hence, the sample size was approximately 384 respondents. The questionnaire was conducted by respondent-completion that respondents were asked to check each applicable items. The questionnaire was designed to finish within 10 minutes and shown in Appendix B. Visitor questionnaire was employed to understand attitude and opinions of tourists in Bang Saen. The reason why the researcher selected this method is to support data obtained from in-depth interview.

**Table 1.4** Number of Visitors to Bang Saen between 2006 and 2009

	2006	2007	2008	2009
Visitors	1,121,757	1,201,883	1,433,236	1,343,897

Sources: TAT (2008a); Saensuk municipality (2010b)

$$n \geq \frac{N}{\left(\frac{\varepsilon}{t}\right)^2 \frac{N-1}{P(1-P)} + 1}$$

Where n = sample size,  
 N = population size  
 ε = the error of sampling  
 t = t distribution  
 P = population proportion

**Figure 1.6** Random Sampling Size Calculation Formula

Source: Veal (2006)

### 1.8.2 Sampling Procedures

Firstly, the researcher describes sampling procedure of document survey. Documents were collected from many different sources such as online database of international organizations and the government agencies, library of the TAT, the National Statistical Office library, Saensuk municipality, the JICA library in Tokyo,



and central library of Mahidol University, Chulalongkorn University, and Burapha University. The reason why the researcher used this document sampling method is because necessary documents are searchable in data base of each organization. While some documents are digitalized that the researcher can obtain from internet, some documents needed to be directly obtained from libraries of organizations.

Secondly, the researcher describes sampling procedure of in-depth interview. The researcher had to explain the contents of interview, asked to read and sign the informed consent form, and asked permission to record interviews before the interview begins (Mack et al., 2005). The interviews usually lasted for approximately one and a half hours. The researcher used a digital voice recorder to record interviews. The researcher expected to interview with 57 interviewees for in-depth interview. However in practice, such number of interviewees did not provide adequate information so that the researcher recruited additional interviewees of 17. The stakeholders were divided into three groups: municipality, locals and visitors. Different sampling methods were employed to different groups. The first group consisted of the Mayor, town councilors, municipality officers, managers and engineers at wastewater treatment plants, and waste workers. A purposive sampling method was employed to select 17 interviewees. This method was employed because informants who hold technical and detail information on tourism in Bang Saen were limited to this group. The second group included beach vendors, restaurateurs, and hoteliers, proprietors of convenience stores and owners of other businesses, community and business unit leaders, formal and informal recyclers, and householders. A snowball sampling method was employed to select interviewees with a sample size of 51. This method was selected, because it is useful to find people who have a stake in tourism (Goodman, 1961). Saensuk municipality provided contact list of community and business unit leaders with the researcher and recommended who the interview should be made first. The reason why the researcher used this sampling method is because they are permanent residents and the researcher needed to find people who actively concern with Bang Saen tourism. The third group was composed of tourists and volunteers. Simple random sampling was employed to select interviewees with a sample size 6. The researchers followed a certain route in Bang Saen and asked every fifth group the researchers passed through to cooperate to the interview to improve

randomness (Veal, 2006). The reason why the researcher used this sampling method is because visitors usually do not stay still in one place and go in and out all the time.

Thirdly, the researcher describes sampling procedure of the visitor questionnaire. The questionnaires are conducted by respondent-completion that respondents were asked to check each applicable items. Simple random sampling was employed for the visitor questionnaire. The researcher had to follow a certain route in Bang Saen beach, and handed out questionnaire to every fifth group the researcher pass so as to ensure randomness (Veal, 2006). Bang Saen beach was selected because most visitors intensively stay at the beach and was the most convenient place to distribute questionnaires. The questionnaires are distributed to whom are willing to fill up the answers without classifying age, sex, nationality, education or social background.

### **1.8.3 Data Analysis Methods**

Firstly, roles and responsibilities of stakeholders involved in tourism from the international scale to local scale and mechanisms employed by them were analyzed based on information from various documents. Statistical information was used to support the analysis. Secondly, the researcher transcribed interviews and needed to translate Thai transcription into English transcription. A Thai-English translator was employed for this work. All transcriptions are shown in Appendix C. Secondly, the researcher reads through all transcriptions. This contained understanding overall meaning of information. Thirdly, content analysis of qualitative data obtained from in-depth interviews was conducted by summarizing and describing roles and responsibilities of stakeholders involved in tourism from the international scale to local scale and the mechanisms used by them. Thirdly, the researcher analyzed the visitor questionnaire by descriptive statistics, frequency distribution, and cross tabulation to understand the nature of visitors to Bang Saen. These were calculated by a computer program for calculations. Descriptive statistics was used to summarize the demographic characteristics of visitors. Frequency was analyzed to understand the value that occurs most frequently in the data set.

#### **1.8.4 Mahidol University Institutional Review Board**

This research project was approved by Mahidol University Institutional Review Board (MU-IRB) on 21<sup>st</sup> June, 2010. The reference number of this research project is MU-IRB 2010/124.2904. The researcher submitted the thesis proposal to MU-IRB. They reviewed the research methodology including data collection methods, sampling procedures, and data analysis methods and approved of the methodology that is ethically acceptable for this research project.

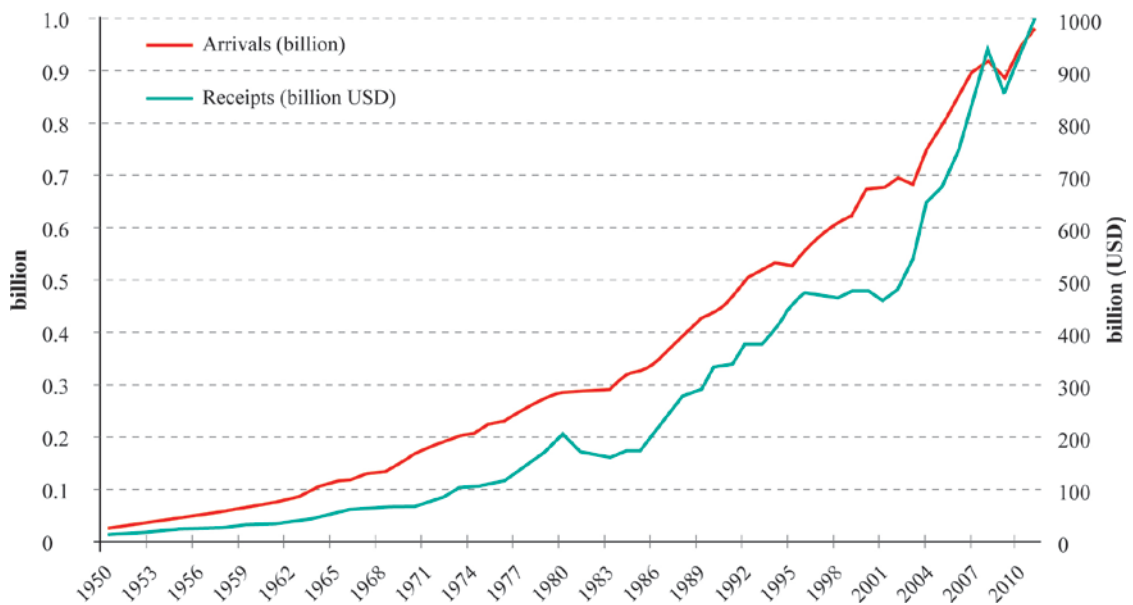
## **CHAPTER II**

### **THE DEVELOPMENT OF TOURISM AT THE INTERNATIONAL AND NATIONAL LEVELS**

Although the unlimited growth of tourism within the limited world is impossible, seemingly, stakeholders in tourism strive to sustain the growth by all possible means. Therefore, it is significant to question again how sustainable tourism development can be really achieved. To carry out this research objective, firstly, the researcher makes discussion on definition of sustainable tourism development made by the United Nations World Tourism Organization (UNWTO), which is considered the definition of sustainable tourism development that diffused most. Secondly, the researcher analyzes roles, responsibilities, and mechanisms of stakeholders involved in the historical development of tourism in the international and national levels. The researcher selected Thailand for the analysis of the national level. In the conclusion, the researcher discusses existing roles, responsibilities, and mechanisms in relation to achieving sustainable tourism development.

#### **2.1 Creation of New Pathway for Further Tourism Development**

As mentioned in the previous chapter, tourism at the international level has been growing since the early 1950s when statistics started to be collected (Figure 2.1). This tourism's economic contribution is one of the principal reasons why many governments, particularly in developing countries, adopt tourism as a means of socio-economic development (Sharpley, 2010). However, from the 1980s onwards, the environmental, social, and economic negative impacts caused by the rapid growth of mass tourism were increasingly perceived as outweighing its developmental benefits. In response to this situation, the concept of sustainable tourism development emerged as a reaction to mass tourism (Sharpley, 2009).



**Figure 2.1** International Tourist Arrivals and Tourism Receipts between 1950 and 2011

Reproduction from Rodrigue (2009); UNWTO (2006, 2010, 2011, 2012)

In the early 1990s, the World Tourism Organization (WTO)<sup>1</sup> provided the meaning of sustainable tourism development as follows:

“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems” (WTO, 1993).

After this meaning was made, a variety of tourism products labeled “alternative”, “green”, “responsible”, “ecotourism”, “nature-based tourism”, “sustainable tourism”, and “community-based tourism” was created in order to distinguish from mass tourism (Smith and Eadington 1992). Some critics of mass tourism promoted alternative forms of tourism (Croall, 1995). Problems were that many alternative

<sup>1</sup> The WTO became the UNWTO, a specialized agency of the UN in 2003.

forms of tourism (e.g. ecotourism) are created and conducted in ecologically sensitive environments, particularly in the developing countries. Some of which cannot withstand even moderate levels of use (Butler, 1999). Furthermore, this meaning allowed many interpretations of sustainable tourism development that each individual can claim his use of phrase is appropriate and kept many people away from tackling the issue that makes mass tourism more sustainable (Wheeller, 1993). Subsequently, after expectations of tourism's active roles in sustainable development rose, the World Summit on Sustainable Development in Johannesburg in 2002<sup>2</sup>, the UNWTO proposed sustainability principles or essential conditions in the mid-2000s as follows:

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

In order to meet three conditions, sustainable tourism development requires activities as follows: (1) the informed participation of all relevant stakeholders; (2) strong political leadership to ensure wide participation and consensus building; (3) constant monitoring of impacts; (4) introduction of preventive and corrective measures; (5) maintenance of a high level of tourist satisfaction; and (6) rise in awareness about sustainability issues and promotion of sustainable tourism practices among tourists (UNWTO, 2004). Thereby, the meaning of sustainable tourism development becomes conditions that are applicable to any forms of tourism at any destinations and guarantees long-term sustainability of tourism development (UNEP and UNWTO, 2005). However, the UNWTO's concept of sustainable tourism development is not enough because it little mentioned about action of stakeholders

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<sup>2</sup> It called for the promotion of sustainable tourism as a strategy for preservation and management of natural resources based on economic and social development.

especially role, responsibility and mechanism. Consequently, from the next paragraph, the researcher will analyze the historical development of tourism at the international and national levels from perspective of stakeholders' role, responsibility, and mechanism in order to learn appropriate behaviors of the stakeholders that help sustain the whole tourism system.

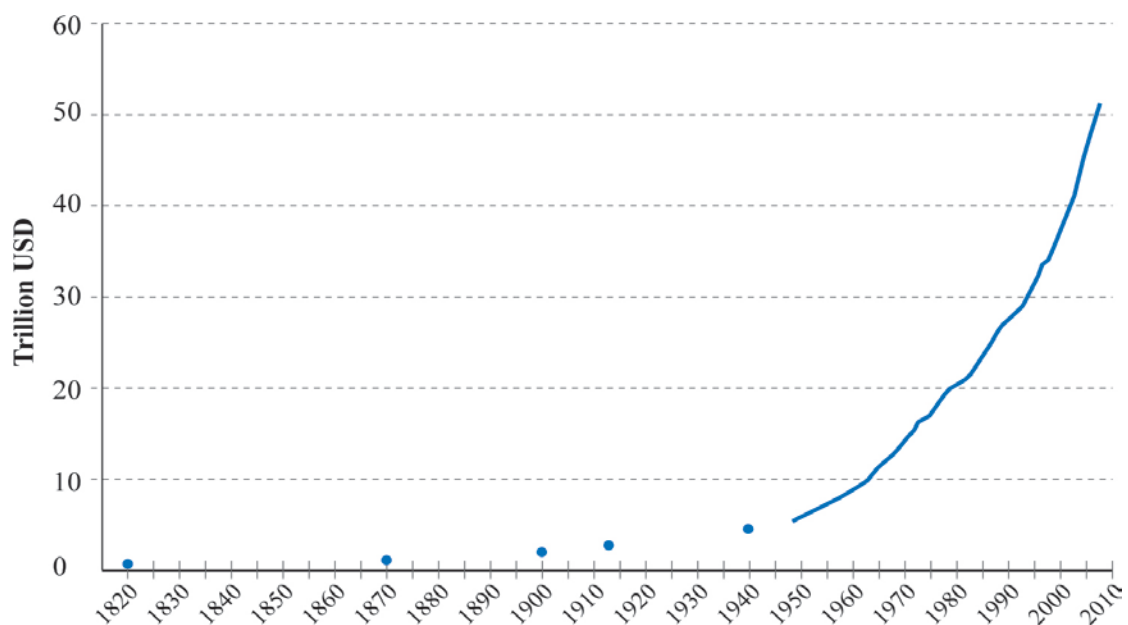
## **2.2 The Development of Tourism at the International Level**

Through a long history, humankind has been traveling for a variety of purpose such as religion (e.g. missionaries and pilgrimages), commercial dealing, and learning (e.g. grand tour), health and wellness, participating in sports events, and visiting friends and relatives (Goelder and Ritchie, 2009; Jayapalan, 2001; Buzard, 2002). Travel for pleasure-seeking started coincidently with the Industrial Revolution and became a more economically organized activity at global scale.

### **2.2.1 The First Phase: The Rise of Industrial Revolution till the end of Second World War**

The early 18<sup>th</sup> century saw the Industrial Revolution in Europe. The revolution brought about the increase of the gross world product (GWP) because greater mechanization and the introduction of mass production technique in industry via the application of steam power in factories and transportation (e.g. rail and ship) increased the productivity (Figure 2.2). The revolution absorbed population of rural to urban areas as labor and generated middle class and weary laborers and need to recreate themselves from exploitation by taking rest or holidaymaking outside their usual environment (e.g. rural area and foreign countries) (Leiper, 2004; Krippendorf, 1986). In response to the increase of demand on holidaymaking, the early form of tourism producers undertook the troublesome of travel, and provided the commercial services appeared to make profits. Thomas Cook, the father of modern tourism conceived an idea that applied a steam-powered transportation system to organize international package tours in the mid-19th century. He established the first tour operator, Thomas Cook and Son Ltd., and arranged tours to Europe, Americas, Middle

East, and Australia (Youell, 1998; Coleman, 1999; Leiper, 2004). Separately existed accommodations, catering facilities, and transport system were increasingly organized for package tours and provided tourists with a set of tourism products and services. In this sense, he invested in social capital that creates a network needed for the implementation of package tours. Viewed in this light, he played a role as tourism organizer, took responsibility of organizing separately existed sectors into the tourism sector, and used package tour as a mechanism. After the emergence of Thomas Cook, international tourism started in earnest.



**Figure 2.2** The Gross World Product between 1820 and 2008

Source: Maddison (2008)

Note: GDP levels are in 1990 international Geary-Khamis dollar<sup>3</sup>.

The expansion of international tourism was hindered by the First World War (1914-1918) (Gyr, 2010; Bhatia, 2008). The need for international collaboration in tourism increased to rebuild the economy of Europe after the War. National Tourist Organizations (NTOs) from fourteen European countries gathered and established the International Congress of Official Tourist Traffic Associations (ICOTT) in 1924 at

<sup>3</sup> It is a hypothetical unit of currency that has the same purchasing power that the U.S. dollar had in the US at a given point in time. The year 1990 is used as a benchmark year for comparisons that run through time (Reinhart and Rogoff, 2009).



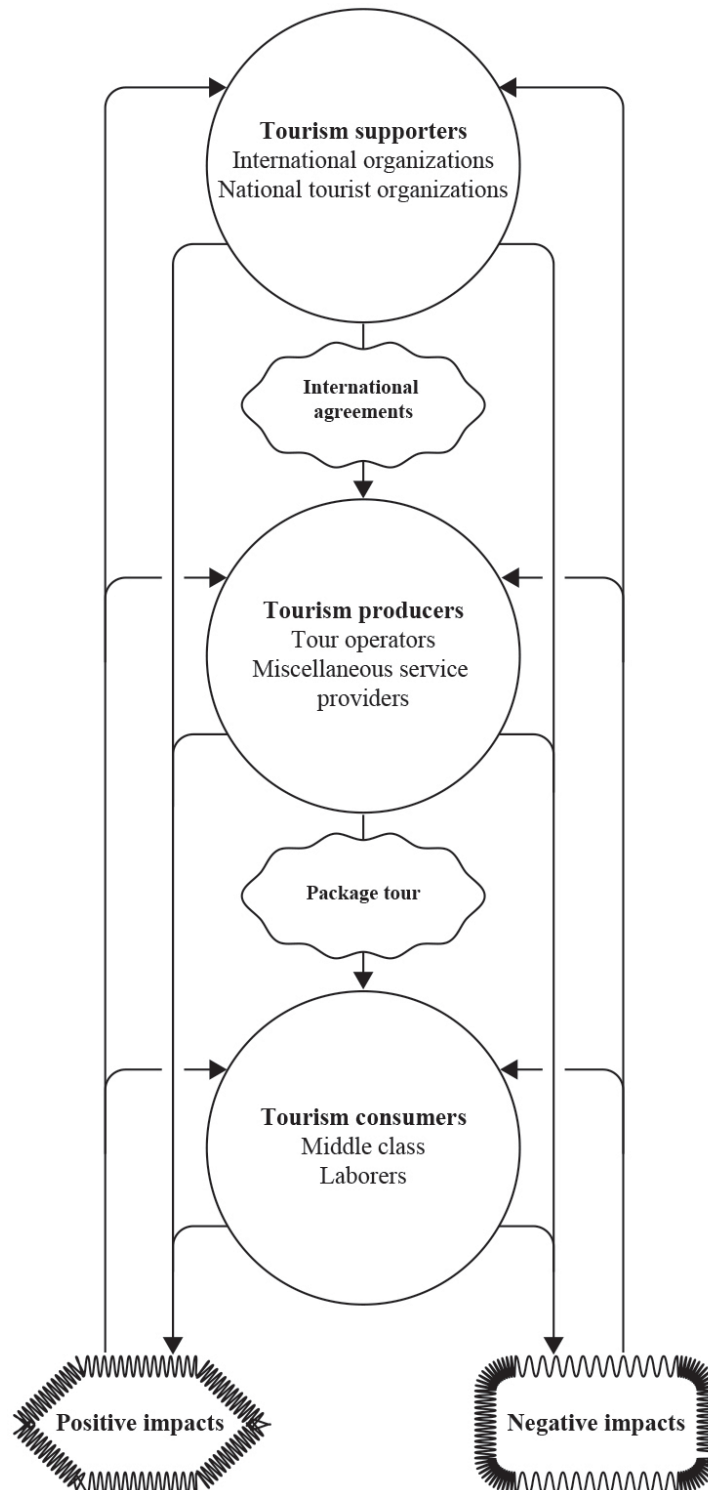
The Hague, the forerunner of the UNWTO (Singh, 2008). International agreement was made on removal of obstacles to free international tourist flow, alleviation of entry and departure formalities, and acquisition of a concession for the export and import of tourist publicity materials (Jayapalan, 2001). They played a role as a coordinator of international tourism. In addition, the International Labour Organization (ILO), the governments, and major employer associations of developed countries agreed in 1936 to give everyone in fulltime employment at least one week of paid vacation per year. They played a role as facilitator and took responsibility of ensuring paid vacation to all workers. These international organizations invested in social capital that is needed to create an institution that facilitates cooperation in the agreement. With the extension of mass transport system and paid vacation, travel for pleasure purposes became more popularized. The producers tried to play a role as tourism creator and took responsibility of catering to tourists. They employed mechanisms such as arrangement of package tours and investment in production of miscellaneous tourism products and services (e.g. transport, accommodations, catering services, and entertainments) (Lickorish and Jenkins, 1997). They invested in social capital that is needed to create a network for arrangement of tours and invested in physical capital that is needed to produce tourism products and services. After the Second World War (1939-1945), the International Union of Official Travel Organizations (IUOTO), a new international non-governmental organization, was established in 1946 in London by NTOs, industry groups, and consumer groups with aims of promoting tourism as an economic development tool to develop states (Jafari, 1974; Singh, 2008; Bhatia, 2008). Clearly, from this time, tourism was regarded by the IUOTO as a means of economic development. Tourism growth brought about profits to tourism supporters and producers, but at the same time, they helped transform the environment and socio-culture of host societies for tourism consumption. The tourism system in the first phase is summarized in Figure 2.3. This phase came to the end because of the Second World War, which caused a transformation of management of the system in order to play new role of tourism.

### **2.2.2 The Second Phase: The Recovery of the Second World War till the Present**

After the Second World War, tourism was exploded in the international scale and became one of the largest economic sectors in the world, which contributed to increasing GWP. However, it would not prosper without efforts of tourism supporters. The IUOTO closely worked together with other international organizations such as, the World Health Organization (WHO), the International Civil Aviation Organization (ICAO), and the United Nations Educational, Scientific and Cultural Organization (UNESCO). The IUOTO started to play several roles as not only coordinator but also as facilitator, advisor, and trainer of international tourism and took responsibilities of removing barriers of international tourist flows, suggesting policies, and developing human resource from this phase. To fulfill these responsibilities, they employed mechanisms such as international agreements, policy recommendations, and job training programs for the unskilled (Jayapalan, 2001; Bhatia, 2008).

The IUOTO was transformed into the World Tourism Organization (WTO) in 1975 because the need for a world body coping with international tourism problems at the inter-governmental level was increased. Their main role and responsibility remained almost the same as that of the IUOTO; however their interest was extended to tourism promotion in the developing countries. The WTO became the executive agency of the United Nations Development Programme (UNDP) from 1975. They started to promote tourism as a development strategy of the developing countries in order to open new tourist destinations or markets, because the international tourism development required new room for further growth. In addition, they called for the World Bank (WB) and the International Monetary Fund (IMF) to treat tourism as one of the key priorities for infrastructure and entrepreneurial support (Goelder and Ritchie, 2009; Edgell et al., 2008). To fulfill this responsibility, the WTO adopted a series of declarations, such as the Manila Declaration on World Tourism in 1980, the Tourism Bill of Rights and Tourist Code in 1985, and the Manila Declaration on Social Impacts of Tourism in 1997, and underpinned the idea of facilitation of international tourist flow (Simpson and Simpson, 2007). Notwithstanding non-binding,

policy recommendations and action plans were made by the WTO for governments and the tourism industry to implement declarations at the national level.



**Figure 2.3** The Tourism System at the International Level in the First Phase

The WTO became the UNWTO in 2003 because the need for a world body able to tackle global issues such as poverty and sustainable development was increased in the field of tourism in order to avoid criticism of tourism activity that are fundamentally pleasure seeking for their own ends. In consequence, they played a role as facilitator and took responsibility of fostering sustainable development in tourism. They strongly committed to the Millennium Development Goals (MDGs) and started to apply the Global Code of Ethics for Tourism as a means to fostering sustainable development in tourism (Simpson and Simpson, 2007). The UNWTO believed that tourism achieves the MDGs by facilitating more international flow, while minimizes the negative impacts on the natural environment and socio-culture of host societies by improving stakeholders' activities. Despite non-binding, many policy recommendations and action plans were made for governments, the tourism industry, and tourists to encourage improving environmental and social performance of their activities. Seen in this light, the UNWTO actually invested in social capital that is needed to improve normative consciousness that the member countries should do in order to improve tourism.

The WTO was the only one international tourism organization until the World Travel and Tourism Council (WTTC) was founded by the private sector representing the tourism industry worldwide in 1990. The need for a world body able to tackle issues that single company cannot deal with, reflect the private sector's voices in policy making of governments, and strongly go ahead with international tourism promotion was increased from the end of the Cold War because most large companies wanted to open up the Eastern Bloc as new markets. They played a role as persuader of governments especially of the developing countries. In response to the role, they took responsibilities of persuading governments to adopt tourism, open markets, remove travel barriers to growth, and deregulating tourism related activities (Mowforth and Munt, 2003). To fulfill this responsibility, firstly, campaigns (e.g. Global Leaders for Tourism Campaign) were made for governments to implement policies, which support job creation, stimulate investment, and increase tourist arrivals. Secondary, the Tourism for Tomorrow Award, policy recommendations on climate change, and guideline (e.g. Hotel Carbon Measurement Initiative) were made to encourage the private sector to do environmentally friendly business. Finally, the

education and job training programs for the unskilled were made to develop human resource that bears the future of the industry (WTTC, 2011a, 2011b; Goeldner and Ritchie, 2009). However, implementation of campaigns, awards, policy recommendations, guidelines, and educational programs relies on their voluntary actions or willingness to do. The WTTC invested in human capital that is necessary to improve operations of the private sector. They also invested in social capital that is needed to improve awareness of economic impact of tourism and enhance normative consciousness that the members should do in order to improve environmental performance of their business operations.

In the beginning of this phase, only some developed countries such as France, the United Kingdom, North America, Australia, and New Zealand were interested in tourism both within and between these countries (Weaver, 2006). From the mid-1970s onward, governments from East Asia and the Pacific, Africa, Middle East, and South Asia gradually started to promote their own countries' tourism to international market (WTO, 2001). Governments in the developing countries played a role as facilitator and took responsibility of adopting tourism as an economic development strategy in order to gain profits on earning foreign exchange, balance international trade deficit, and create jobs for citizens of their own countries (Oppermann and Chon, 1997). To fulfill this aim, some governments in the developing countries often asked for financial (e.g. loan fund cooperation, gratis fund aid) and technical aid (e.g. dispatch of experts, education of trainees, and rental equipment) from the WTO, the WB, the IMF, and governments in the developed countries (Hawkins and Mann, 2007). However, as its requirement, they imposed obligations on governments in the developing countries to deregulate the tourism sector and open markets for the private sector in the developed countries. Many governments adopted tourism as their development strategies because it is often the only one available economic developmental option (Brown, 1998; Telfer and Sharpley, 2008). However, overdependence on international tourism as a strategy for economic development made their economies incorporated into globalization and made them more dependent on the developed countries (Shaw and Williams, 2002; Turner and Ash, 1975).

Governments were not only playing a role of a supporter but also of a developer and tourism creator. Governments in the developed countries often already

had the supporting infrastructure (e.g. roads, airports, rails, bridges, harbors, hospitals, waterworks, and power supplies), and therefore Governments in the developed countries often did not need to invest in physical capital (e.g. infrastructure) from scratch but need to improve it for accepting tourists. On the other hand, governments in the developing countries started to play active roles in tourism development from this phase. By taking advantage of aid, they invested in physical capital that is needed to provide infrastructure for the purpose of tourism development (Hawkins and Mann, 2007). They often established national parks and natural preserve to promote eco-tourism to international markets and made investment in ecologically and culturally sensitive environments (Page and Dowling, 2002; Holden, 2008). Moreover, they sometimes made investment in financial capital that is inevitable to establish own airline companies for carrying tourists by themselves (e.g. Thai Airways Company). After the governments were ready themselves for accepting tourists, national tourist organizations (NTOs) started to play less coordinator role and play more tourism creator role after the Cold War and take responsibility of promoting their tourist destinations. They usually used advertisement to attract tourists from international markets. They invested in physical capital (e.g. advertisement materials) that is necessary to indirectly help produce tourism products and services. However, competition among countries and within the country became more intense as the number of tourist destinations was exploded. As a result, much government budget was used on tourism promotion to attract tourists only.

Tourism-related companies that won the struggle for survival through this phase became tourism giants in the end and dominated markets of tour operator, travel agency, aviation, and hotel. Transnational corporations (TNCs) and multinational corporations (MNCs) came from the developed countries because most tourism competitions initially happened in these countries. Subsequently, from the mid-1970s onwards, they started to seek for new markets in the developing countries after governments provided infrastructure and made favorable business environments for them to foster investment. TNCs and MNCs sometimes worked with ruling elites in the developing countries to access to the resources easily (Mowforth and Munt, 2003). Their main aim was to pursue profits. To reach this goal, they played a role as tourism creator and took responsibility of catering to tourists. They made investment in

physical capital such as travel-related technologies, accommodations, entertainment complexes, and catering facilities. Consequently, they created revenues to tourism supporters (e.g. governments and international organizations) and generated employment to local people, but at the same time, the natural environment and socio-culture in the developing countries were deteriorated for tourism consumption (Duffy, 2002; Reid, 2003; McLaren, 2003; Brohman 1996). In response to the rise of sustainability issues in the tourism industry, TNCs and MNCs tried to improve energy efficiency of their services, solid waste management (SWM), water conservation, architecture design, and food and beverage management (Sloan et al., 2009). They invested in physical capital (e.g. cleaner technologies) and human capital (e.g. training) to improve their business operations. A variety of their challenges to sustainability issues were ineffective as the whole tourism industry itself rapidly grew. Although TNCs and MNCs were concerned with the impacts of their own business practices, they often ignored the restoration of the natural environment and socio-culture on which tourism depends (Britton, 1991; Pigram and Wahab, 1997; Mason, 2008). Moreover, they usually tried to reject any restrictions that affect their operations by submitting written opinions to international industry groups (e.g. WTTC) that lobby governments not to regulate them. Instead they persisted in self-regulation or voluntary actions to improve environmental practice (McKercher, 1993). When the creation of profit is disturbed because the natural environments and socio-culture are devastated, they move to other places (Weaver, 2006).

As the world economy developed after the War, leisure time and disposable income more increased, travel related technologies (e.g. jet aircraft, computer reservation system, and internet online booking) were more developed, and products (e.g. package holidays, theme parks, and world heritage sites) were more created, and wearier laborers who want to escape from their usual environment more increased, which contributed to the development of the tourism industry (Weaver, 2006; Krippendorf, 1986; Goelder and Ritchie, 2009). In response to these situations, volume and frequency of international tourist flow started to increase from this phase on global scale. In this phase, demand to international tourism seeking out more unique, distant, unspoiled, and exotic tourist destination areas was increased because the new middle class is seeking to distinguish themselves from mainstream mass

tourists appeared in the developed countries (Telfer and Sharpley, 2008; Mowforth and Munt, 2003). Influx of tourists from the developed countries into the developing countries brought direct income to host societies but caused the negative impacts such as the demonstration effect, commoditization of local cultures, prostitutions, financial leakage, destruction of traditional economy, environmental issues (Mason, 2008; McLaren, 2003; Lea, 1988). On the other hand, with the emergence of a significant middle class within the developing countries, they travelled within the developing countries or to the developed countries (Weaver, 2006). Therefore, it is more serious that the increase of international tourist flow on global scale is contributing to climate change through consumption of fossil fuels and emission of greenhouse gases (GHGs) in the aviation sector and accommodation sector (UNWTO and UNEP, 2008). The more international tourist flow increased, the more global warming is accelerated and endangers many tourist destinations in the developing countries (Hall and Higham, 2005; Becken and Hay, 2007).

Although many people had been traveling for the purpose related to commercial dealing from the beginning of the history, business tourism expanded as meetings, conferences, and exhibitions took place worldwide in response to the globalization of the world economy from this phase. Business travelers were often dispatched by the TNCs and MNCs from the developed countries to the developing countries as they seek out new markets and their business operations spread across international boundaries (Swarbrooke, 2001; Shaw and Williams, 2002). Some business travelers stayed in the tourist destinations as expats. Most business travelers tend to stay cities rather than resorts. Tourism producers were encouraged to supply premium services or products (e.g. business or first class travel) or to lure them to take vacation at the destination during their stay because they tended to be affluent than pleasure seekers (Ritchie, 2003). They brought not only higher profits, but some of them meddled with sex tourism while they stayed at the destinations (Kurata, 2011). They destroyed social norms of local societies and spread venereal diseases to their partners.

The need for preserving the natural environment and socio-cultural environment from the negative impacts created by tourism activity and other economic activities increased from this phase (Holden, 2008). However, most stakeholders

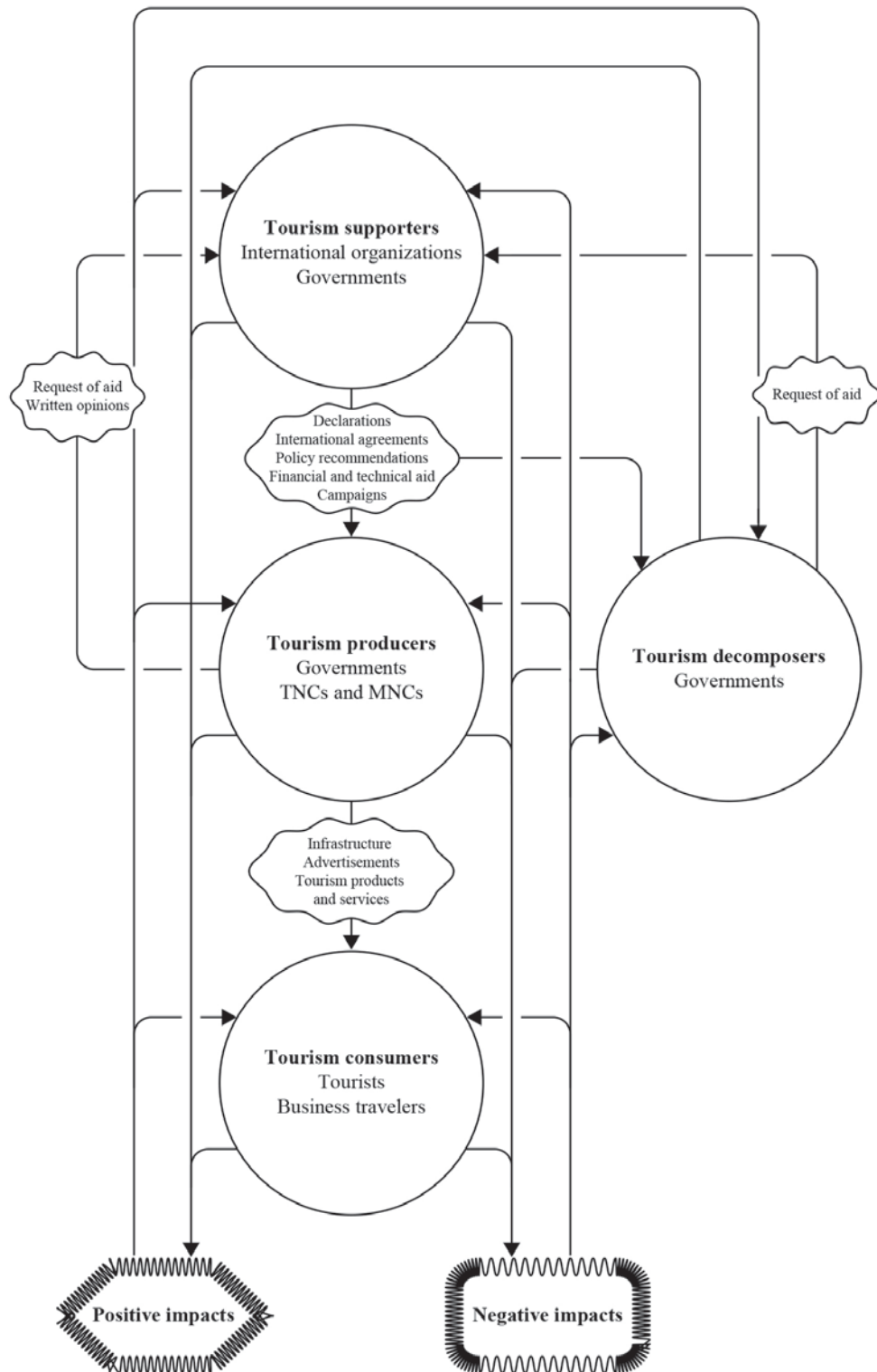


neglected taking responsibility of preserving the natural environment and socio-culture of host societies because they come to hunt for profits only. If it were not for taking this responsibility by someone, their own countries' tourism would be collapsed. As is often the case with governments in the developing countries that they cannot fulfill this responsibility because of the absence of financial, human, social, and physical resources to preserve the natural environment and socio-culture. Therefore, governments only play a role as cleaner and take responsibility of maintaining public health at the best. They employ mechanisms of hygiene management (e.g. solid waste collection and street cleaning). They only make investment in physical capital such as waste collection vehicles and street sweepers. They can request the United Nations (UN) Foundation (e.g. the Global Sustainable Tourism Council) for help invest in financial capital (e.g. operation of solid waste and wastewater management) and human capital (e.g. human resource development) that are needed to preserve or maintain natural and cultural assets in host societies (GSTC, 2012). However, the governments often play several roles, such as tourism supporter, producer, and decomposer at national level and therefore, they created a conflict between policy of the pursuit of profits and that of maintenance of the natural and socio-cultural environments (Hall and Jenkins, 1995). Economic development by tourism often became first priority. As Figure 2.1 showed, there was no sign of decline in the number of international tourist arrivals and tourism receipts. This means that tourism will continue growing in the future with destroying the environment and socio-culture of host societies. The tourism system in this phase is summarized in Figure 2.4.

### **2.3 The Development of Tourism at the National Level: A Case of Thailand**

Thai tourism has a long history. However, modern tourism started in Thailand from the early 1920s and experienced rapid growth only in last few decades. In this section, the researcher will analyze the historical development of tourism at the national level from the modern period to the present. Tourism development at the national level was divided into three phases. The first phase covers from the early

1920s to the late 1950s, the second phase ranges from the late 1950s to the early 1980s, and the third phase ranges from the early 1980s to 2011. The first phase changed into the second one because the tourism system was organized as a means to promote patriotism that prevents communization. The second phase changed into the third phase because the system was organized as a prime economic engine of the country to escape from world economic recession and sudden fall of prices of agricultural products.



**Figure 2.4** The Tourism System at the International Level in the Second Phase

### **2.3.1 The First Phase: From the Rise of Modern Thai Tourism till before the Economic Development Period**

Modern tourism was clearly organized by the Thai Royal family as a kind of political means for improving cordial relations between Siam and England as well as France and to change unequal power relationship after the First World War because Siam became a victorious country (Kakizaki, 2007). The Royal family played a role as facilitator and issued royal decrees and established the concerned government agencies for the promotion of Thai tourism. The Prince Kamphaengphet (1881-1936), the 35<sup>th</sup> son of King Chulalongkorn established the Public Relations Division in the Department of the Royal State Railways of Siam in 1924 that officially takes charge of public relations and foreign tourist service. After the Siamese Revolution of 1932, the Thai government took a main responsibility of supporting tourism instead of the royal family. The formal promotion of tourism started in 1936 when the government approved budget plan submitted by the Ministry of Commerce and Communications, which aimed to propagate Thailand and increase the number of tourist arrivals (TAT, 2010a). They actually made investment in social capital that is needed for institutions to facilitate cooperation in tourism promotion.

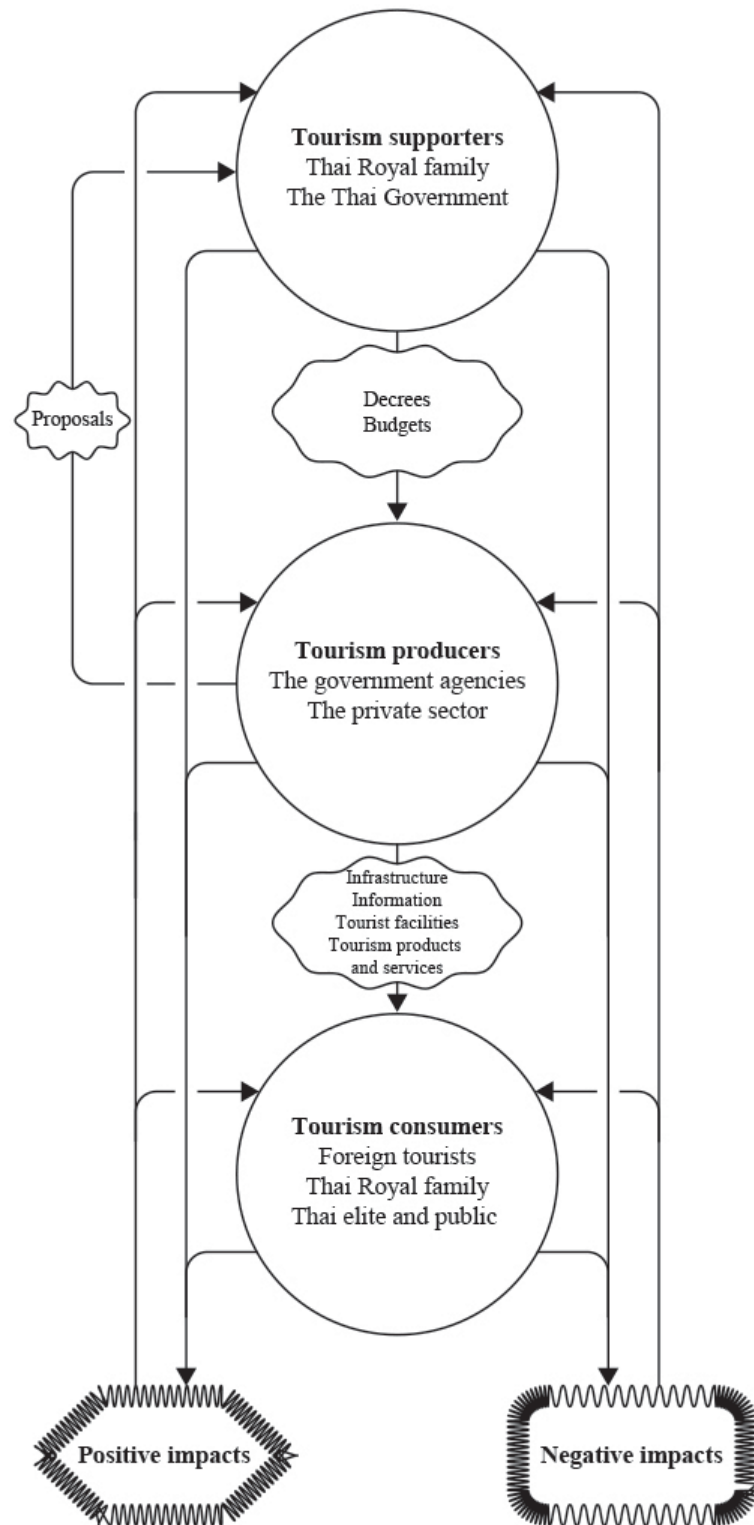
With the provision of assistances from tourism supporters, the government agencies and the private sector started to play a role as developer and took responsibilities of building infrastructure, sending tourist information, and catering to tourists. The Public Relations Division frequently sent information about Thailand to the United States (US) and helped tourists who visited Thailand such as provision of tourist information (TAT, 2010a). The agencies asked for budgets and made investment in physical capital such as infrastructure and tourist facilities. For example, the Department of the Royal State Railways of Siam built the Railway Hotel at Hua Hin in 1921 and began to run a special train on the weekend for foreign tourists and Thai elites (Cohen, 2001a). On the contrary, the government invested in physical capital such as construction of the first seaside resort in Bang Saen for Thai public in 1943. Subsequently, the related agencies invested in financial capital that is needed to establish the Thai Airways Company in 1951 and in physical capital such as the new terminal at Don Muang Airport in 1952 to improve access in tourism (Bangkok Post, 1952). The development of infrastructure stimulated the private sector to invest in

physical capital (e.g. tourist-related facilities) and financial capital that is needed to start tourism-related businesses. They were tour agencies, hoteliers, motor carriers, restaurants, bars and souvenir sellers (Bangkok Post, 1949). They played a role as tourism creator and took responsibility of catering for tourists. While the development of tourism created income and employment opportunities but it also triggered clearance of the natural environment in tourist destination regions (Bangkok Post, 1958a, 1958b; Kakizaki, 2002).

Most tourists were mainly foreigners and Thai elites in the beginning of this phase, because travelling for leisure purpose was an elite activity (Cohen, 2004). Foreign tourists from the 1930s to 1950s were British and French passing through Thailand en route to colonies. During the Second World War, US tourists surpassed British and French as major source of tourism because the devastation brought to Europe (Kontogeorgopoulos, 1998). Places they visited were still limited due to a lack of tourist transportation and accommodation facilities (TAT, 1996). They played a role as pleasure-seeker and took responsibility of visiting places, especially Bangkok and ruins of Ayutthaya, and Hua Hin (Peleggi, 1996). Some members of the Royal family built summer palaces, bungalows, and golf courses in Hua Hin and came to take rest. Thai elites also followed them and visited for holidaymaking (Kakizaki, 2009). Travel for leisure purpose among Thai public started after the resort in Bang Saen was established (Cohen, 2001a). Tourists brought a new source of income to the host societies. Simultaneously they destroyed the natural environment of tourist destination by littering (Limpanat, 2002). Most stakeholder groups enjoyed the positive impacts (e.g. income creation) only and they ignored the negative impacts (e.g. clearance of the natural environment) because the impacts were negligible and tourism activities were generated only a few places. This phase came to the end because stronger leaders, such as international organizations (i.e. WB) and the US government appeared and dominated the position of tourism supporter and the tourism system received a change. The tourism system in the first phase is summarized in Figure 2.5.

### **2.3.2 The Second Phase: From the Economic Development Period till the Second Oil Crisis**

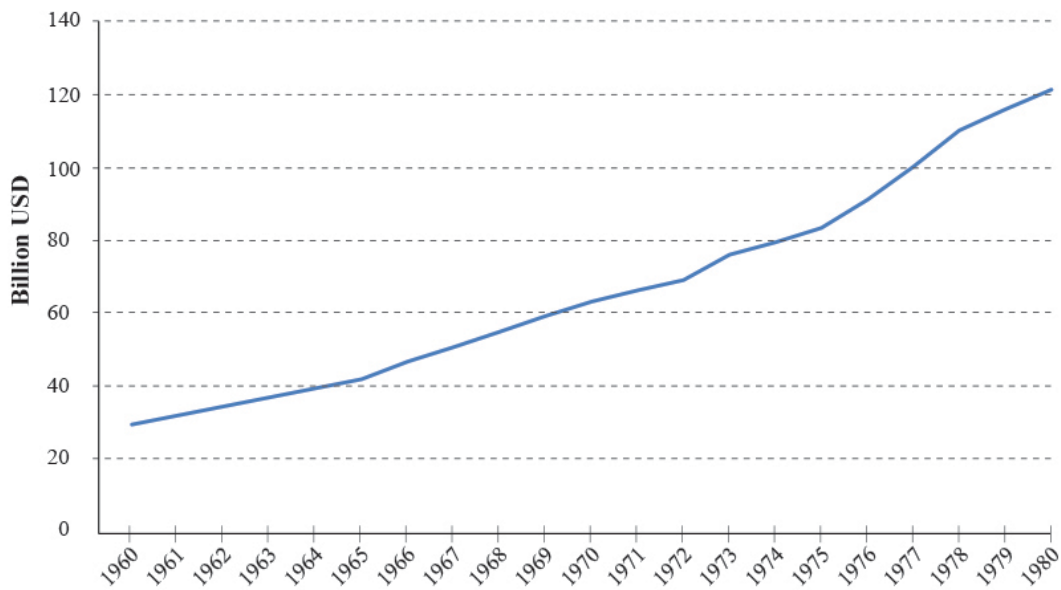
Many international organizations came to Thailand to help develop the economy, which was believed to prevent communization of South-East Asia that secures national interests of Western countries in this region. Therefore, the WB provided financial and technical aid to the Thai government for support of the development of infrastructure (Paitoonpong and Abe, 2004; Glassman, 2009). The US Government also expressed support to the government in return for cooperating with the US Armed Force (Hewison, 2002). Other international organization such as the UNESCO also helped the government to develop Thai tourism and offered financial and technical aid in order to restore archeological sites in Ayutthaya, Sukhothai, and Nakhon Ratchasima (Bangkok Post, 1963a, 1969, 1979). The UNDP, the ILO, and the Pacific Asia Travel Association (PATA) helped provide financial and technical aid to develop human resources in the tourism industry. These international organizations played a role as facilitator and took responsibility of supporting Thai government agencies to develop infrastructure, restore cultural heritages, and develop human resources. They employed mechanisms of the provision of financial and technical aid. Field Marshal Sarit Thanarat, 11<sup>th</sup> Prime Minister of Thailand between February 9, 1959 and December 8, 1963, used tourism as a means to promote patriotism among Thai people that was believed to prevent communization of rural areas (TAT, 1996). He issued a government decree to establish the Tourism Organization of Thailand (TOT) in 1959 (TAT, 2010a). He opened the TOT officially in 1960 with aim of promoting Thai tourism (TAT, 1996; Bangkok Post, 1960a). He established the National Park Act of 1961 and designated the ruins at Ayutthaya as a historical park in 1962 to protect natural and cultural heritage for the purpose of tourism (Bangkok Post, 1961, 1962). He played a role as facilitator, took responsibility of establishing NTO and developing laws, and employed mechanisms of government decrees and legislations. He made investment in financial capital that is used to start and maintain the TOT and in social capital that is necessary to establish institutions that facilitate cooperation in tourism promotion.



**Figure 2.5** The Tourism System at the National Level in the First Phase

After the Vietnam War at the mid-1970s, tourism became a significant means to develop the economy and redistribute wealth across the country, because threat to communization of the country reduced and tourism became a significant export industry in Thailand to earn foreign exchange after rice and rubber export (Kaosa-ard, 1998) (Figure 2.6). Consequently, the government included 1<sup>st</sup> five-year National Tourism Development Plan in the 4<sup>th</sup> five-year National Economic and Social Development Plan (NESDP) (1977 – 1981) for the first time (Elliot, 1987). The policy aimed to increase foreign exchange earnings, reduce a national deficit in the balance of trade and payment through tourism, and relax the visa issuance (Rodolfo, 2005; Bangkok Post 1978a, 1980a). As tourism became an important economic sector, the government issued a decree in 1979 to upgrade the TOT to the Tourism Authority of Thailand (TAT) because the need for the promotion of Thai tourism and control of the tourism industry increased (Richter, 1989; Bangkok Post, 1978b; TAT, 2010a). Furthermore, the need for investment in human capital such as development of human resource in the tourism industry also increased in order to improve the standard of the industry. The government issued a decree that establishes the Hotel and Tourism Training Institute (HTTI), a vocational school, in 1979 in Bang Saen in Chonburi Province to supply qualified human resource to tourism-related businesses such as hotels, travel agencies, and restaurants (TAT, 1996). In this phase, the government played a role as facilitator and trainer, took responsibility of developing human resource, and used mechanisms such as government policies and decrees, and education.





**Figure 2.6** The Gross Domestic Product of Thailand between 1960 and 1980

Source: Maddison (2008)

Note: GDP levels are in 1990 international Geary-Khamis dollar.

By using a variety of supports from tourism supporters, tourism producers started to play a role as developer and tourism creator and took responsibility of constructing infrastructure that was integral to increasing tourist flows and of catering to tourists. The Ministry of Interior (MOI) invested in physical capital that is used to create entertainment districts for US servicemen in provinces hosting the US base. This was a part of cooperation to the US government. Although the Vietnam War ceased and US servicemen decreased, the government's protective attitude to the sex industry was continued because prostitution became a useful means to secure international tourists and foreign exchange earnings after US servicemen disappeared (Truong, 1990; Boonchalaks and Guest, 1994; Phongpaichit and Baker, 1998). The Ministry of Transport invested in financial capital that is needed to jointly establish the Thai Airways International with the Scandinavian Airlines System to improve access to Thailand from the tourist generating regions such as Australia, Europe, and Japan (TAT, 2010a; Bangkok Post, 1960b; Meyer, 1988). Other government agencies invested in physical capital such as infrastructure and communication (Bangkok Post,

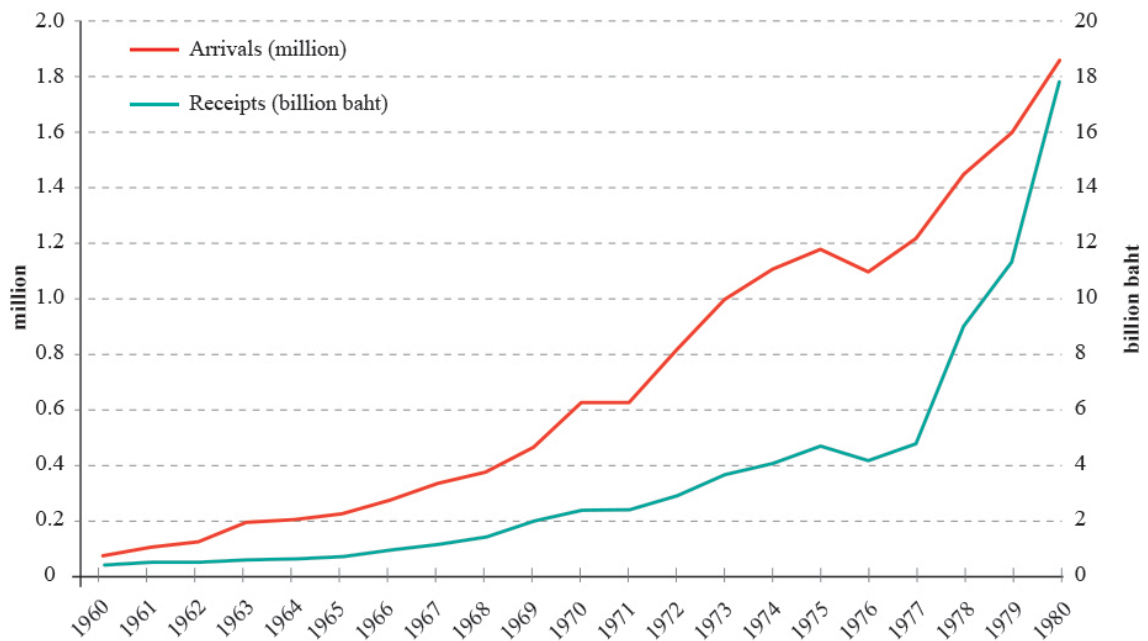
1967, 1972) and organized events (e.g. international trade fairs, sports festivals, and flower expo) (Bangkok Post, 1963b, 1966a, 1970, 1978c).

The TOT as well as the TAT also played a role as tourism creator and took responsibility of promoting Thai tourism in international markets and domestic markets. Branch office of the TAT was opened in abroad (e.g. Tokyo, London, New York, Frankfurt, and Sydney) and key domestic tourist destinations to strengthen the promotion of Thai tourism (TAT, 1996). They suggested the government to promote investment in the first-class hotel because of the lack of luxury hotels. Parallel to this, they started to invest in physical capital that is needed to indirectly help produce tourism products and services through advertisement (e.g. magazines, TV, radios, brochures, and films) of Thai tourism to foreign and Thai tourists and through construction of new tourist destinations (e.g. Chiangmai, Pattaya, Phuket, and Kanchanaburi) (TAT 1996, 2010a).

With an increase of support from tourism supporters, the private sector more invested in various tourism-related businesses. The development of the private sector created employment, increased income, and brought tax revenues to the government. However, a laissez-faire attitude of the government allowed them to conduct businesses disorderly. Investment in physical capital such as hotels, restaurants, theme parks, golf courses, souvenir shops, nightclubs, brothels, and self-employed street vendors were made in the tourist destination regions without control (Wahnschafft, 1982; Cohen, 2001a; Bangkok Post, 1966b, 1971a). They played a role as developer and tourism creator, took responsibility of catering to tourists, and employed mechanism of investment in various tourism products and services. However, the government placed little restrictions on capital investment, control planning, building restriction, and operation of businesses (Elliot, 1983, 1987; Richter, 1989; Phayakvichien, 2007). As a result, they destroyed the natural environment in the tourist destination regions and caused environmental issues (e.g. seawater pollution, mangrove and coral reef destruction, disturbance of habitats, and beach erosion) (Phayakvichien, 2007; Wahnschafft, 1982; Nippon, 2008; Dobias, 1989).

In response to the actions made by tourism supporters and producers, the number of tourist arrivals and tourist receipts gradually increased from this phase (Figure 2.7). Tourists traveled to Thailand for a variety of purposes such as wars,

pleasure seeking, and business. US servicemen started to come from the early 1960s and stayed in the US basement. They brought about a war-boom in places nearby US basement such as Korat and Pattaya. After the Vietnam War ceased, international tourists from Europe, US, and Japan increased and they visited Bangkok, Ayutthaya, Pattaya, Sukhothai, and Chiangmai (Peleggi, 1996; Bangkok Post, 1965; Dobias, 1989; Kontogeorgopoulos, 1998; Richter, 1989; Cohen, 2001a). With the economic development of the country, the number of business travelers increased. They helped the Thai economic development by advancing import-substituting industrialization. Although they brought foreign exchange earnings to the government and income to local people, influx of international tourists into tourist destinations attracted more prostitutes from poorer rural areas to search for high income (Kurata, 2011; Boonchalaks and Guest, 1994; Bangkok Post, 1973, 1977). Domestic tourism became more popularized as the economic development created the growth of middle class. Thai tourists traveled around the country with the expansion of infrastructure (Cohen, 2001a). Although their visitation to different parts of the country contributed to redistribution of income and job creation at rural areas and paved the way for tourist destinations for international tourists, it brought about unrestricted capital investment (Cohen 2001b; Phayakvichien, 2007; Akagi, 2009). In this phase tourists played a role as pleasure-seeker, pleasure seeker and business seeker and took responsibility of traveling to various destinations. They used a mechanism of exchanging money with the purchase of tourism products and services.



**Figure 2.7** Tourist Arrivals to Thailand and Tourism Receipts between 1960 and 1980

Reproduction from: TAT (2003)

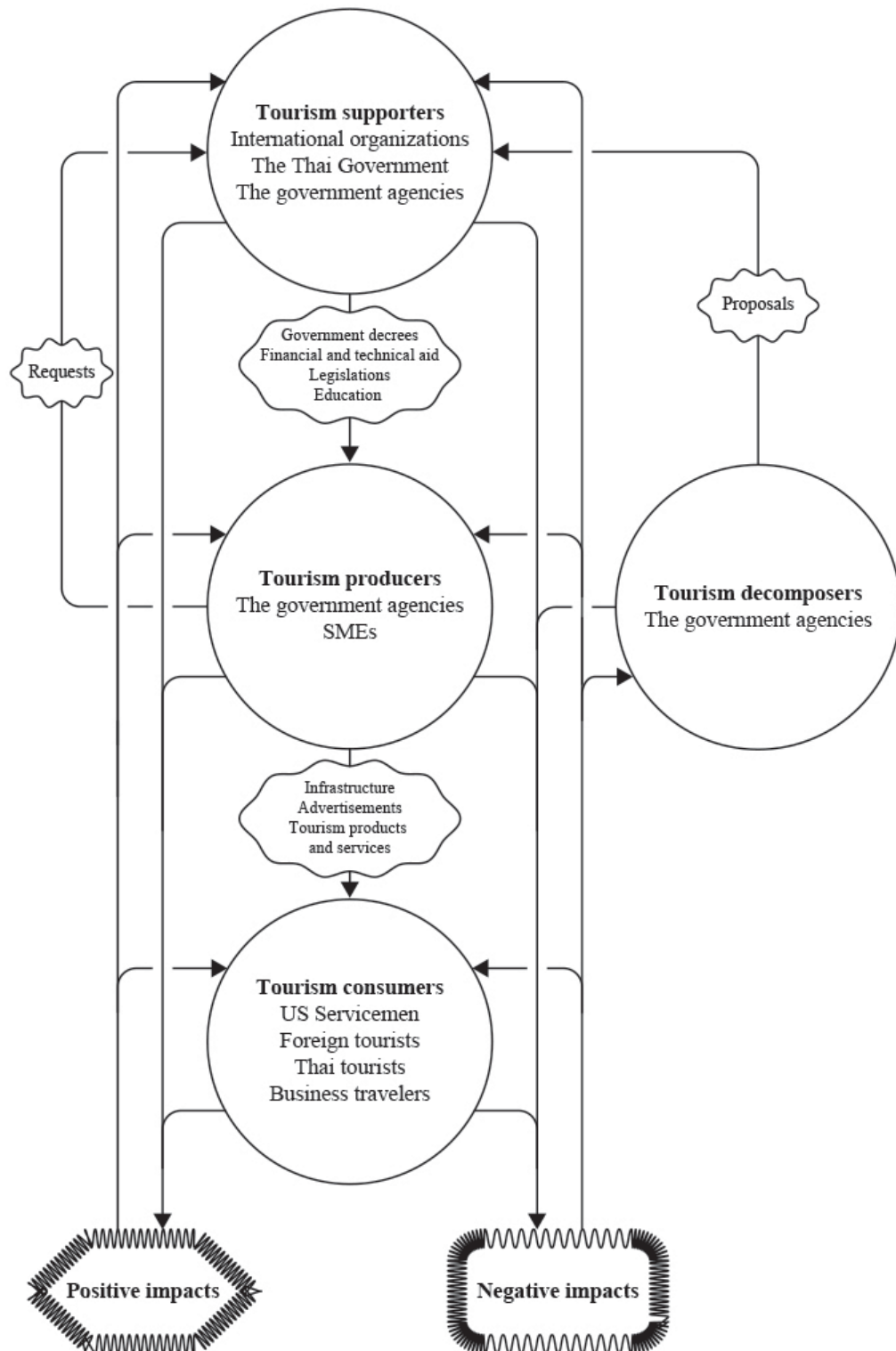
The tourism development without the government's restrictions brought by tourism supporters, producers, and consumers caused environmental issues in the tourist destination regions. In response to this, the need for a government agency able to cope with the issues increased. The government established the National Environmental Board (NEB) in 1975 under the Enhancement and Conservation of National Environmental Quality Act of 1975 to address the issues. The NEB was established to address environmental issues caused by industrialization and modernization because the Stockholm Declaration adopted in United Nations Conference on the Human Environment in 1972 pushed the Thai government. It was established with aims as follows: (1) making environmental protection plans, (2) setting up environmental quality standards, and (3) monitoring and analyzing the environmental quality. However, they failed to address the issues because of a lack of mechanism to support budgets, human resources, and political clout to coordinate agencies to implement plans and standards. They could only provide proposals or advices. Furthermore, their proposals to improve the issues were pushed aside by economic boom started from the mid-1980s, and therefore the environment became

more devastated (Hirsch, 1997; Global Environmental Forum, 1999). Tourist destinations such as Pattaya and Bang Saen largely declined (Bangkok Post, 1976; Iwase, 2011). The NEB played a role as advisor and failed to take responsibility of addressing the issues because of the lack of mechanism to support their actions. The failure stemmed from the absence of investment in social capital that is needed to facilitate cooperation among the government agencies and human capital that is necessary to improve capacity building of staffs in the NEB.

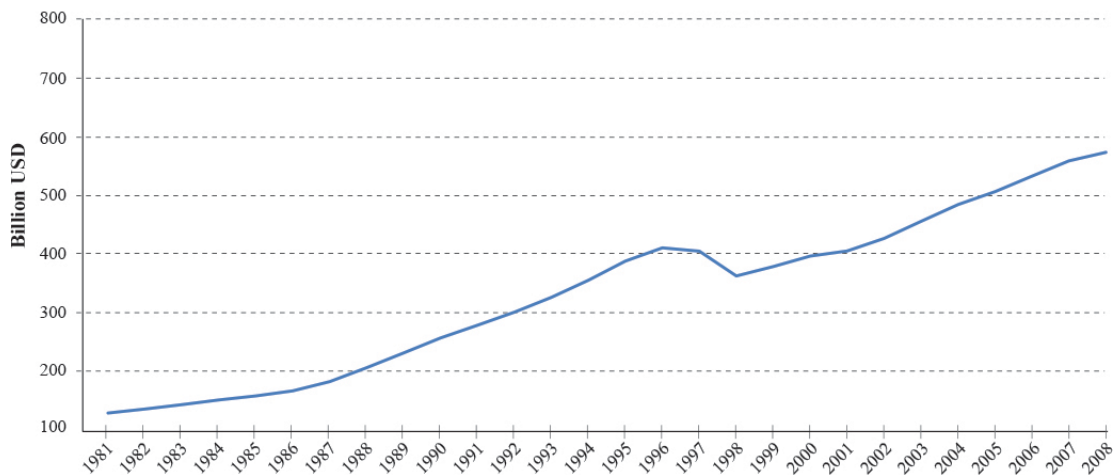
Development strategy of the country changed in the end of this phase, because world economic recession arose from the second oil crisis and sudden fall of prices of agricultural products in the international market in the early 1980s. This situation forced the government to use tourism to improve the economic health of the country because it never declines (Suehiro, 2009). This affected position of the tourism industry in the Thai economy. The tourism system in the second phase is summarized in Figure 2.8.

### **2.3.3 The Third Phase: From the Tourism Boom till 2011**

Tourism became a prime economic engine of the country from this phase. It suppressed rice export in 1982 and became the first foreign revenue earner (Song et al., 2003; Richter, 2003; Nimmonratana, 2000). When bubble economy was collapsed in the end of 1990s, tourism was used as a means to boost the country's economy because it never declines and the government needed to earn foreign exchange quickly (Kontogeorgopoulos, 1999) (Figure 2.9). The Thai government played a role as facilitator and took responsibility of promoting Thai tourism. From this phase, the government started to use tourism as one of the key means to expand domestic demand by stimulating local economic development and increase of international competitiveness by using Thailand's originality (Kakizaki, 2007; Phongpaichit and Baker, 2009). Consequently, many dormant resources in the country were exploited to develop tourism to turn Thailand into the "tourism capital of Asia" (Cohen, 2008). Moreover, they upgraded the tourism industry of Thailand by promoting "quality tourism" or attracting more wealthy tourists who spend more money than others during holidays or businesses in Thailand. Many tourist destinations were transformed into higher quality tourist destinations.



**Figure 2.8** The Tourism System at the National Level in the Second Phase



**Figure 2.9** The Gross Domestic Product of Thailand between 1981 and 2008

Source: Maddison (2008)

Note: GDP levels are in 1990 international Geary-Khamis dollar.

The TAT played a role as facilitator and trainer and took responsibility of diversifying Thai tourism markets and upgrading Thai tourism. They started to draw a series of five-year National Tourism Development Plan (NTDPs)<sup>4</sup> based on surveys on potential tourism resources and marketing and came up with a variety of tourism forms (e.g. ecotourism, green tourism, agro-tourism, and home-stay tourism) with use of these resources in the name of sustainable tourism (TAT, 2010a; Phayakvichien, 2007). After the survey, they allocated enormous amount of budgets for supporting investment in physical capital to provide infrastructure and create new tourist destinations (Li and Zhang, 1997; Pleumarom, 1999a). With the growth of Thai tourism, demand on quality of human resource, especially basic skilled workers, in the tourism increased at the private sector. As a result, the TAT invested in human capital in order to expand training courses in the HTTI from 1995, which included advanced courses (TAT, 1996).

The Japanese government also played a role as facilitator and took responsibility of upgrading Thai tourism. They helped the Thai government to invest

<sup>4</sup> In the 2<sup>nd</sup> and 3<sup>rd</sup> five-year NTDPs, the TAT aimed the further expansion of tourism to balance trade deficit, improve unemployment, and reduce uneven distribution of income. In the 4<sup>th</sup> five-year NTDP (1992 – 1996), they aimed to use tourism as a means to fuel the economic development, improve social welfare, and raise environmental and cultural awareness of Thai people (Rodolfo, 2005).

in the improvement of physical capital (e.g. airports, bridges, motorways, and water and sewer services) that is integral to further development of the tourism industry (JICA, 2008). More than 70 tourism development projects (e.g. development of tourist facilities and human resource) across the country were implemented (JICA, 2008). They employed mechanism of the provision of official development assistance (ODA) (e.g. financial and technical aid). It was necessary for the Japanese government as more Japanese companies advanced to Thailand. They contributed to spread tourists to the depth of the country, which created jobs, but at the same time, caused the degradation of natural resource and change of social value at local communities.

The private sector in the tourism industry in Thailand gathered together and established the Tourism Council of Thailand (TCT), an industry group, in 2001. They played a role as persuader of the government to benefit the private sector and took responsibility of convincing the government to secure the private sector's interests. They lobbied the government by telling opinions of the private sector collected from its members, showing their voluntary efforts (e.g. establishment of standard of quality assurance and guidelines of tourism products and services) to improve industry-wide, and cooperating with international organizations (e.g. UNWTO) and tourism associations in oversea to attract tourists to Thailand (TCT, 2012; Bangkok Shuho, 2010). Some organization such as the Green Leaf Foundation appeared in 1998 with the aim of improving environmental practice (e.g. municipal solid waste management (MSWM), saving energy, water and other resources) of accommodation operators. The foundation played a role as facilitator and took responsibility of encouraging the improvement of environmental practice of accommodation operators by offering a certification program (Green Leaf Foundation, 2009; JETRO, 2011). This organization invested in social capital that is necessary to facilitate cooperation in the improvement of environmental performances of their business.

In response to support from tourism supporters, Thai Airways Company expanded its airline to North Americas from the early 1980s. In 1988, the government merged the international and domestic operations to Thai Airways International Company to improve operational efficiency and services. Moreover the government played a role as developer and took responsibility of building infrastructure. They



invested in physical capital such as mass-transit, transportation, and communication (Fukuchi, 2006). Suvarnabhumi International Airport was one of the most ambitious projects in terms of tourism because it contributed to turning the country to air transport hub in this region. They also established many protected areas (e.g. national parks, wildlife sanctuaries, and forest parks) around the country, which accounted for around 21 per cent of country land area and quickly turned into tourist destinations (Chettamart, 2003). The TAT also played a role as tourism creator and took responsibility of promoting tourist destinations. They opened up new tourist destinations including ecologically as well as culturally sensitive environments and made advertising campaigns (e.g. Visit Thailand Year in 1987, Amazing Thailand in 1998, and Unseen Thailand in 2002) to both international and domestic markets (TAT, 2010a). They employed mechanisms such as improvement of tourist destinations, development of new tourist destinations, and creation of campaigns, sponsorship or initiation of a variety of events (Cohen, 2008). Consequently, they invested in physical capital that is necessary to indirectly help produce tourism products and services.

Thereby big Thai businessmen, political businessmen, and local leaders invested in physical capital such as mega shopping malls, aquariums, zoos, medical resorts, and mega-resort across the country (Cohen, 2008; Bangkok Post, 2005, 2010). Sometimes the investment was made in national parks or natural reserves (Pleumarom, 1996; Chudintra, 1993). Their investment was intended to attract not only foreign tourists but also domestic tourists and even local people from the outset. The amendment of Investment Promotion Act and establishment of Foreign Business Act deregulated the advancement of more TNCs and MNCs in the tourism industry especially hotel and travel agent. They played a role as developer and took responsibility of catering to tourists. They employed mechanisms of catering to tourists through the provision of tourist-related facilities. Although tourists were attracted, but at the same time, the natural environment was destructively transformed into man-made environment, local people were more replaced, and financial leakage reached to around 60 per cent in Thailand (Pleumarom, 1999b, 2007; Chudintra, 1993; Sinha, 2005). The investment in development of physical capital such hotels and resorts also triggered a variety of auxiliary services (e.g. condominiums, shopping centers, golf courses, entertainment complexes). Thereafter local Small and medium

enterprises (SMEs) appeared everywhere at the tourist destination regions and shared small part of auxiliary services (e.g. restaurants, laundries, and cheap hotels) (Cohen, 2001a; Bangkok Post, 1980b, 1982). Their activities were barely interrupted by the public sector. Investment in physical capital was made without control planning and building restrictions and business activities were operated without regulations (Higham, 2000; Phongpaichit and Baker, 1998; World Bank, 2011). This is because these political businessmen and local leaders traditionally played a dominant role in the management of local businesses, and therefore the government could not enforce environmental legislations effectively to correct the business practices (Tan, 2002). Seen in this light, they played a role as tourism creator and took responsibility of catering to tourists. They employed mechanisms of catering to tourists through the provision of auxiliary services.

Aggressive tourism campaigns and investments in Thai tourism helped increase the number of tourist arrivals and tourist receipts (Figure 2.10). After the Visit Thailand Year campaign in 1987, the numbers of tourist arrivals increased about 24 per cent (Chon, et al., cited in Kontogeorgopoulos, 1998). In addition to mass tourism, demand on nature tourism increased from this phase among foreign tourists<sup>5</sup>. Moreover, business travelers more increased with the deregulation of more foreign businesses and development of more infrastructures. Thailand became more attractive business destinations especially for meeting, incentive, conference, and exhibition (MICE) tourism (TCEB, 2009). Influx of them into tourist destinations created jobs and incomes. But on the other hand, they caused environmental degradation, inflation of prices, and higher cost of living. Moreover, whether foreign pleasure seekers or business travelers, approximately 60 per cent of tourists were male and about 70 per cent of them came to enjoy various sexual services (World Outreach, 2005). The number of domestic tourists traveled around the country was much larger than international tourists<sup>6</sup>. With the economic development of the country, the more domestic tourists travelled the country and started to use attractions and facilities in tourist destinations that foreign tourists used. They also looked for contact with nature

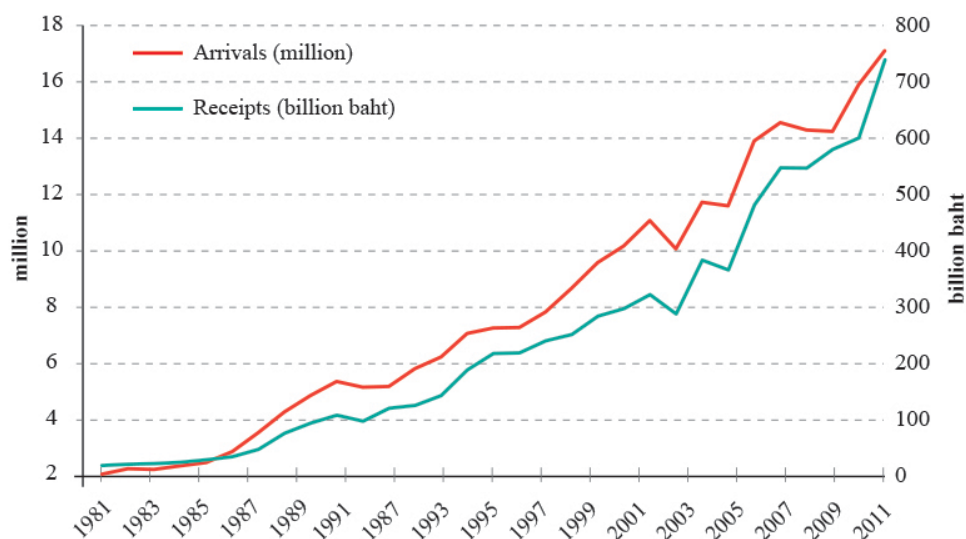
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<sup>5</sup> Foreign tourists from France, Germany, Australia, US, and Japan increasingly visited mountainous areas populated with hill tribes (e.g. Akha, Karen, and Lisu) (Chudintra, 1993).

<sup>6</sup> Although the TAT did not collect statistics on domestic tourism, a survey in 1987 showed that about 54 million domestic tourists traveled the country, while 8 million international tourists traveled (Chudintra, 1993).

and the number of domestic tourists to protected areas increased dramatically. Influx of large number of domestic tourists into highly ecologically sensitive areas caused serious degradation of natural resources (Chudintra, 1993). Tourists played a role as pleasure seeker and business seeker and took responsibility of traveling to various destinations. They used a mechanism of exchanging money with the purchase of tourism products and services.

While the Thai government used enormous budgets for tourism development in this phase, little was invested in restoration of natural resources (JICA, 2005). After the Enhancement and Conservation of National Environmental Quality Act was established in 1992, the government claimed local governments to be main responsible agency of environmental protection. Although they could make environmental protection activity plans and request loan to the Ministry of Science, Technology and Environment (MOSTE), they did not have adequate funds and human resource to develop environmental protection plans and implement environmental protection projects. This stemmed from the lack of investment in human capital that is integral to improve capacity building. Most of environmental protection projects were therefore limited to hygiene management including controlling of pollution such as wastewater treatment and MSWM.



**Figure 2.10** Tourist Arrivals to Thailand and Tourism Receipts between 1981 and 2011

Reproduction from: TAT (2003); Ministry of Tourism and Sports (2013)

Restoration of natural resources on which tourism depends was ignored. Furthermore, local government did not have power and responsibility of environmental protection or management but the MOI. The power of local government regarding environmental protection and management was mostly limited to public health; however, most of local governments even could not provide basic public health properly due to economic and technical difficulties (Wongsekiarttirat 1999; JICA, 2006; The Nation, 2012). Local government as the main player of environmental protection could not adequately fulfill the responsibility due to the lack of support, especially investment in social and human capitals that are needed to facilitate collaboration between the central and local governments and to improve capacity building among local officers. They only played a role as cleaner, take responsibility of cleaning up others' mess, and employ a mechanism such as request of loan to fulfill the responsibility. The tourism system in the third phase is summarized in Figure 2.11.

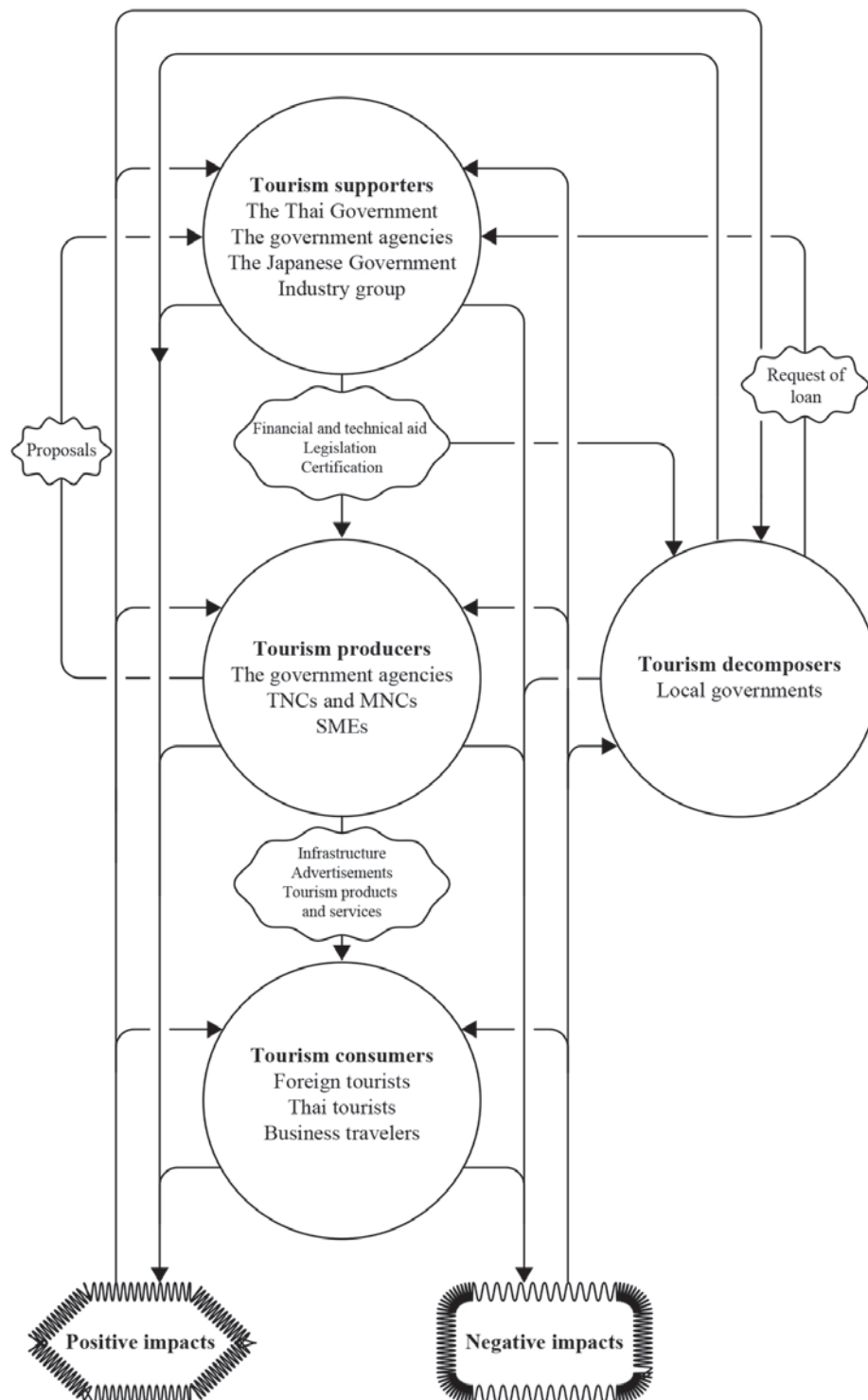
## 2.4 Conclusion

In comparison of international and national levels, tourism development in the international level had two phases and that of national one had three phases. While the international level has never faced environmental disasters or global recessions that completely devastate the international tourism system for long term, the national level confronted more environmental pollutions and economic recessions that upset the national tourism system. This is because the consequence of environmental disasters appears locally and regionally before it affects globally, and the result of economic recessions appears more seriously or destructively at the national level. Therefore, the management of tourism system at the national level faced more changes than the international one. However, pattern of tourism development in both levels seems similar.

For the first phase, key tourism supporters in the international level were international organizations and governments including national tourist organizations. They played a role as coordinator and facilitator of international tourist flows. Their main responsibilities were to reduce tourism barriers and promote tourism as a means

of economic development. International commitment such as international agreement and declaration was chosen as a mechanism invested in social capital in the early phase, which used the social process because the establishment of strong networks and institutions were indispensable to spread tourists. For the second phase, they additionally played roles as advisor, trainer, and persuader. They additionally took responsibilities of suggesting policies to national levels, training human resources, and persuading governments to open markets and deregulate the tourism sector. International commitment, policy implementation, guideline, campaigns, financial and technical aid, and educational program were chosen as mechanisms invested in social, financial, physical, and human capitals under the economic and social processes to facilitate international tourist flows. In the first phase, key tourism producers were tour operators and miscellaneous service providers. They played a role as tourism organizer and creator. Their main responsibilities were to cater to tourists. Package tour was chosen as mechanism invested in social capital under the social process because networks were needed to conduct package tour. For the second phase, governments, TNCs and MNCs became key producers. They additionally played roles as developer. They additionally took responsibilities of building infrastructure, promoting tourist destinations, and catering to tourists. Construction, campaign and establishment of protected areas for ecotourism were employed as mechanisms invested in physical capital under the economic process because the development of infrastructure and tourist destinations was necessary to attract tourists. In the first phase, key tourism consumers were middle class labor in the industrialized countries. For the second phase, key consumers became tourists and business travelers. In both phases, they played a role as pleasure seeker and business seeker. Their main responsibilities were to spend leisure time in tourism. Purchase of tourism products and services were used as a mechanism under the economic process because their spending is important to create income and jobs. From the second phase, tourism decomposer appeared. Key tourism decomposer was governments. They played a role as cleaner. Their main responsibilities were to maintain the environment clean. Hygiene management and request of financial and technical aid were selected as mechanisms invested in physical and financial capitals under the social and environmental processes because

maintenance of cleanliness of tourist attractions was essential to keep attracting tourists.



**Figure 2.11** The Tourism System at the National Level in the Third Phase

On the other hand, key tourism supporters in the national level were the Thai Royal family and the Thai government. They played a role as facilitator of Thai tourism. Their main responsibilities were to establish the concerned government agencies and propagate Thailand to foreign countries. Decree and law and budget allocation were chosen as mechanisms invested in social and financial capitals in the early phase under the social and economic processes because the enforcement of decrees and laws and the establishment of agencies deal with tourism were needed to initiate Thai tourism. In the later phases, international organizations, the Thai government and their agencies, and industry group additionally played a role as trainer and persuader. They took responsibilities of developing laws, human resource, and infrastructure, improving environmental practice, and lobbying the government. Financial and technical aid, decrees and laws, surveys, educational program, and certification were chosen as mechanisms that invested in financial, social, human, and physical capitals, which were parts of economic and social processes because the development of laws, tourist attractions and human resource were indispensable to facilitate tourist flows in Thailand. Key tourism producers were the government and the private sector. They played a role as developer and tourism creator. Their main responsibilities were to develop infrastructure and tourist attractions to increase tourist flows. Construction was used as a mechanism that invested in physical capital under the economic process because infrastructure and tourist-related facilities were necessary to attract tourists. In the later phases, the government agencies, SMEs, TNCs, and MNCs played a role as developer and tourism creator. They took responsibility of building infrastructure, promoting tourist destinations, and establishment of protected areas for ecotourism to increase tourist flows. Construction, campaign and events were employed as mechanisms that invested in physical capital under the economic process because expansion of infrastructure and tourist-related facilities were necessary to attract tourists. Key tourism consumers were foreign and Thai tourists and business travelers. They played a role as pleasure seeker and business seeker. Their main responsibilities were to visit various destinations in the country. Purchase of tourism products and services were used as a mechanism under the economic process because their spending is important to create income and jobs. Key tourism decomposers were the government agencies and local governments. They

played a role as cleaner. Their main responsibilities were to maintain the cleanliness of tourist attractions. Hygiene management and request of financial and technical aid were selected as mechanisms that invested in physical and financial capitals under both social and environmental processes.

The historical change in roles, responsibilities, and mechanisms showed that tourism development in both levels in various phases has been basically directed in order to reach the goal that increase tourist flows because it increases profits. This disposition is expected to continue in the future in both levels<sup>7</sup>. The growth of tourism associates with the increase of both positive and negative impacts on the economy, society, and environment. However, the stakeholders in both levels never use mechanisms that invested in natural, social, human, physical, and financial capitals to make contribution to three dimensions of sustainable development. They try to make active contribution only to the economic dimension while reducing the negative impacts on social and environmental dimensions rather than making significant contribution because they regard three dimensions as separated elements rather than integrated wholeness. In the next chapter, the researcher will see the local situation through analyzing role, responsibility, and mechanism of the stakeholders.

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<sup>7</sup> Thailand will become the leading Indian Ocean destination in 2020 (UNWTO, 2001). At present, Thai tourism makes up 14.3 per cent (1,509.6 billion baht) of total gross domestic product (GDP) in 2011, and it is forecasted to increase to 18.1 per cent (3,113.9 billion baht) in 2021. Thai tourism attracted 15.5 million tourist arrivals and generated 732.8 billion baht and is expected to attract 30.3 million tourist arrivals and generate 1,772.7 billion baht in 2021. Thai tourism accounts for 11.5 per cent (4,523,000 jobs) of total employment in 2011 and it is forecasted to increase to 15.5 per cent (6,711,000 jobs) in 2021. Thai tourism makes up 9.7 per cent (260.3 billion baht) of total investment in 2011 and it is predicted to increase to 13.1 per cent (603.7 billion baht) in 2021 (WTTC, 2011c).



## **CHAPTER III**

### **THE DEVELOPMENT OF TOURISM AT LOCAL LEVEL**

Apart from natural phenomena, human actions that try to fulfill their diverse needs and interests are another main cause of environmental changes. In all societies, people have organized their social institutions and economic activities suitable to themselves in order to live, which differently affect the environment. The purpose of this chapter then is to investigate roles that the stakeholders concerning Bang Saen tourism play, responsibilities that they take, and mechanisms employed by them, which cause tourism development and affect the environment. This chapter responds to the second and third research objective. In order to carry out these research objectives, the historical phase is divided into three phases and roles, responsibilities, and mechanisms in each phase were discussed. The first phase covers from the rise of Bang Saen tourism till the establishment of *Sukhaphiban*. The second phase covers from the emergence of the environmental degradation till the first decline of tourism. The third phase covers from the revival of Bang Saen tourism till the present.

#### **3.1 The Development of Tourism in Bang Saen: From the Rise of Bang Saen Tourism till the Establishment of Sukhaphiban Saensuk (the Early 1940s – the End of 1960s)**

Before the early 1940s Bang Saen was a quiet rural community where natural capital stock was abundance. Topography of Bang Saen has gentle slope from East to Gulf of Thailand that has 3-meter height difference. Northern part is highland, which is a 45-meter high from the sea (TAT, 1997). This highland is called Khao Sam Muk hill. While trees covered the upper part of the hill, mangroves and reefs covered the lower part. Moreover, the hill was also a habitat for snakes, wild rhesus monkeys,

crabs, small fish, and shells. Southward area of the hill jutting out into the sea is called Laem Tan where trees were growing and its coastline was covered by reefs. The reefs provided a habitat to small fish, crabs, and shells. The coastline along further southward area of Laem Tan was called Bang Saen and Wonnapa beach. The beaches were covered by pine trees, rain trees, ebony trees, sugar palms, coconut trees, mangroves, beach morning glories, and puncture vines (Mahakhan, 2009). Vegetation helped prevent coastal erosion of the beaches and some of them were used for medicines (L8, pers. comm. Sep 6, 2010). The beaches provided a habitat to small crabs and bean clams and a feeding ground for domestic animals. Marine debris such as water plants and wood drifted ashore on the beaches (L7, pers. comm. Sep 23, 2010; M6, pers. comm. Aug 8, 2010).

Local people were engaged in fishery, agriculture, and trade. They reaped benefits from the flow of natural capital stock (Saensuk municipality, 2010a). Fishing villages were dotted along the shore, a farming village was opened and situated on the right side of the provincial road, and a market for trade called Non Mong market was situated in a place set back from the provincial road (M3, pers. comm. Aug 5, 2010). This provincial road was a dirt road and was the only road connected to national highway that leads to Bangkok (Kakizaki, 2002). In this connection, there was one local road that connects to Ang-Sila situated in the northward of Bang Saen. The total population before the early 1940s was estimated around 1,000 people<sup>1</sup>. Villagers at Khao Sam Muk hill and Laem Tan were engaged in catching fish, and farming oysters and mussels. They usually used sailboats and cotton fishing nets to catch fish (M11, pers. comm. Aug 23, 2010). Marine products were consumed by themselves and sold to either a food-processing factory behind the hill or Nong Mon market to earn cash income. Villagers at Bang Saen beach and Wonnapa beach were engaged in catching fish. Marine products were consumed by themselves and sold to either a food-processing factory behind of Wonnapa beach or Nong Mon market to earn cash income. Villagers in Nong Mon market were engaged in trading and lived in a one-story raised-floor house. They sold goods from Chonburi City and Bangkok. These goods were gathered by sailboats and trucks. Villagers in the farming village were engaged in agriculture. Water was led from the Bang Prong Canal to farmland and rice

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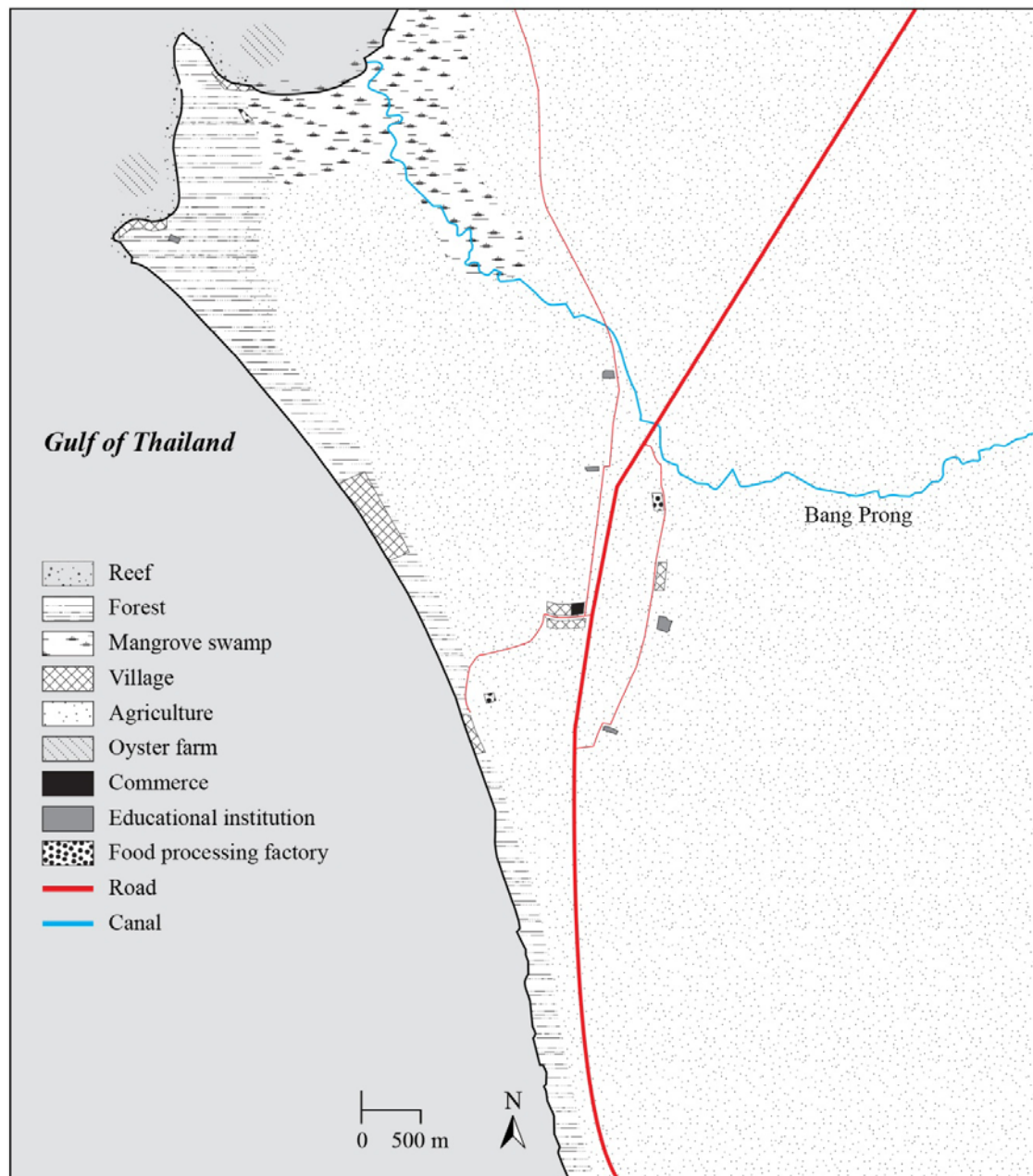
<sup>1</sup> The researcher estimated based on M3 (pers. comm. August 5, 2010).

and coconut were cultivated. Some agricultural products were consumed by themselves and sold to either a food-processing factory to produce starch or Nong Mon market to earn cash income (L7, pers. comm. Sep 23, 2010). Local people walked the middle of farmland and went to the market on foot. All necessary things were purchased at the market (Mahakhan, 2009). Local people made Khao Rum, a local specialty made with sticky rice, sugar, and coconut milk. This was cooked in specially prepared bamboo rods. They made it for eating by themselves. Although most of the local people were Buddhist, they hold Sam Muk Goddess in the hill in high honor, as they believed that the spirit of that hill protects fishermen from harm. And one of the most important activities among local people was Wan Lai<sup>2</sup>, which all villagers worked together to make sand pagoda at Bang Saen beach and invited Buddhist priests for merit-making during *Songkran*, Thai traditional New Year (Sunalai, 2004). It helped improve social capital stock by strengthening community ties. Local people went to school nearby their village and could study at schools until primary school level (L8, pers. comm. Sep 6, 2010; M3, pers. comm. Aug 5, 2010). Figure 3.1 shows the natural and socio-cultural environment of Bang Saen before the early 1940s.

Since the early 1940s, the natural and socio-cultural environment of Bang Saen gradually started to change through the collaboration of three main groups of stakeholders in tourism development, namely tourism supporters, producers, and consumers. These stakeholder groups had helped each other to transform the natural and socio-cultural environment in order to achieve a goal that makes Bang Saen into a leisure-place for all Thai public and make profit for themselves by investing in physical capital (e.g. construction of the seaside resort). Figure 3.2 shows the natural and socio-cultural environment of Bang Saen that was transformed by the stakeholders' activities in the end of 1960s or the end of first phase. Their roles, responsibilities, and mechanisms of the tourism system can be shown as follows. Their roles, responsibilities, and mechanisms of the tourism system can be shown as follows.

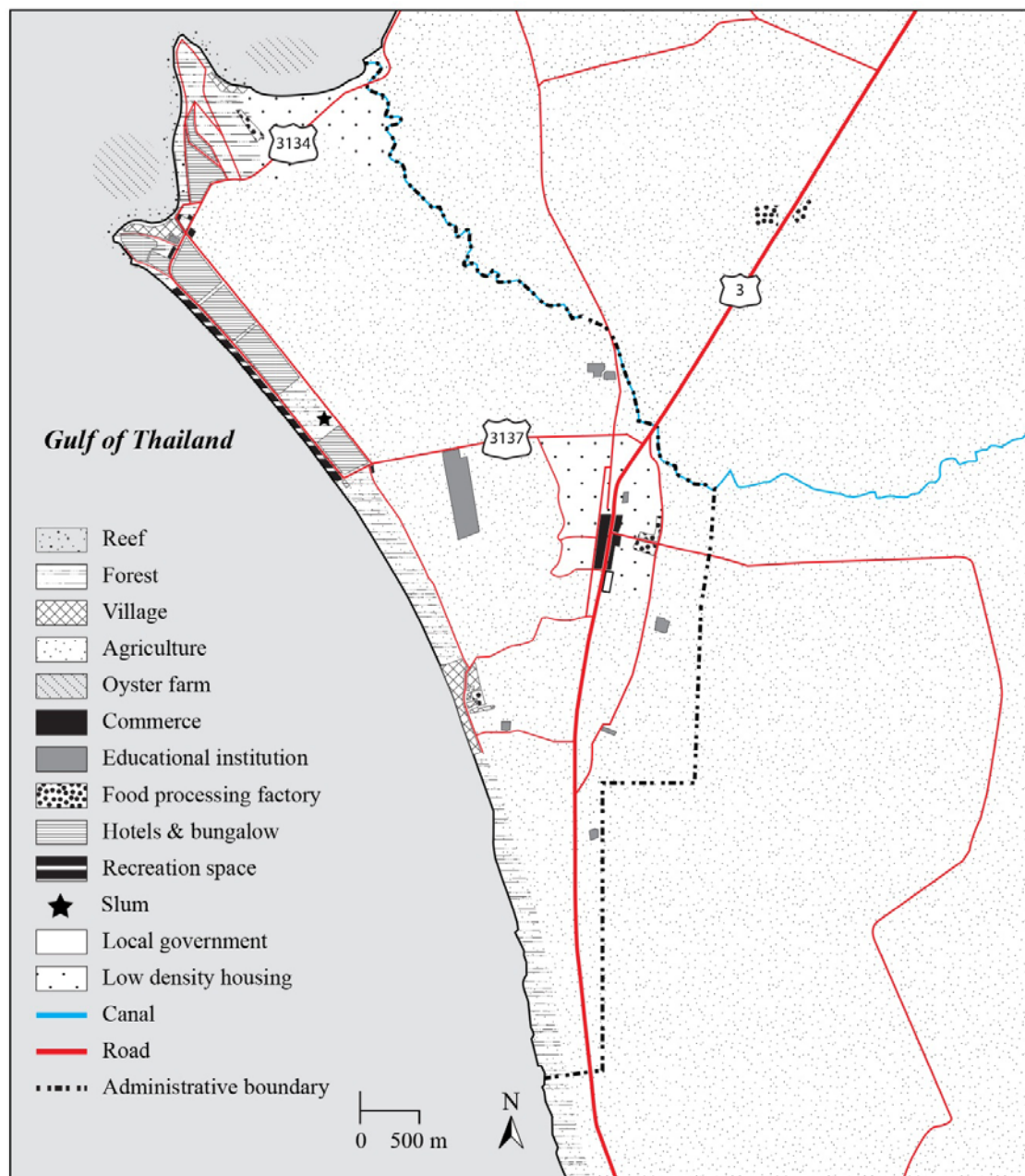
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<sup>2</sup>It is a Chonburi merit making day on the Thai New Year during the Songkran Festival, organized during April 13-20 every year.



**Figure 3.1** The Environment of Bang Saen before the early 1940s

Sources: Kakizaki (2002); Mahakhan (2009); Saensuk municipality (2010a); M3, pers. comm. Aug 5, 2010; L8, pers. comm. Sep 6, 2010; L12, pers. comm. Nov 28, 2010; L10, pers. comm. Jan 19, 2011; L34, pers. comm. Dec 2, 2010; L39, pers. comm. Feb 9, 2011; M12, pers. comm. Mar 22, 2011



**Figure 3.2** The Environment of Bang Saen around the End of 1960s

Sources: M3, pers. comm. Aug 5, 2010; L8, pers. comm. Sep 6, 2010; L51, pers. comm. Sep 9, 2010; L25, pers. comm. Aug 9, 2010; L12, pers. comm. Nov 28, 2010; L10, pers. comm. Jan 19, 2011; L34, pers. comm. Dec 2, 2010; L39, pers. comm. Feb 9, 2011; M12, pers. comm. Mar 22, 2011

### **3.1.1 Roles, Responsibilities, and Mechanisms of Tourism Supporters in the First Phase**

As mentioned, before the early 1940s, Bang Saen was a quiet rural community where local people mainly subsisted upon basic fisheries and agricultural practices. This kind of rural community could be found anywhere in Thailand at that time. Therefore, tourism activities could not happen in Bang Saen without interventions such as technical advices and financial assistance from tourism supporters outside Bang Saen. Many supporters from outside came to Bang Saen one after another because of the change of political situation at the national level. Each supporter played some roles, took some responsibilities, and employed some mechanisms shown in below to achieve their goals or agendas.

Plaek Pibunsongkhram or Phibun, 3<sup>rd</sup> Prime Minister of Thailand between December 16, 1938 and August 1, 1944 and April 8, 1948 and September 16, 1957, was the father of Bang Saen tourism. He attempted to facilitate the establishment of modern Thai identity by reforming lifestyle of Thai people and making a code of good conduct of Thai people after the Siamese Revolution of 1932 (Murashima, 2003). Holidaymaking was used as one of the means to establish modern Thai identity. He issued a *ratthaniyom*<sup>3</sup> (state decree) on holidaymaking of the Thai public in 1941. The mandate 11 on holidaymaking in which traveling was included statement as follows:

“Thai people should spend their leisure to benefit their bodies and minds by participating in religious activities, listening to sermons, making merit, seeking knowledge, traveling, playing sports, or resting” (The Royal Thai Government Gazette, 1941: 1132-1133).

This mandate can be regarded as a sort of first national policy related to tourism. Consequently, the decree led to the construction project of the first holiday resort for all Thai people in Bang Saen in 1943. This was the first turning point in the transformation of the natural and socio-cultural environment of Bang Saen. The main reason why Bang Saen was chosen as the site was because this place was the nearest beach where a provincial road from Bangkok was already constructed by 1942

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<sup>3</sup>Ratthaniyom is a series of twelve edicts issued between 1939 and 1942.

(Kakizaki, 2002). Viewed in this light, he played a role as facilitator and took responsibility of initiating the resort construction project. The state decree was employed as a mechanism to fulfill the responsibility. He invested in social capital that is needed to create normative consciousness that Thai people agreed with the decree.

In response to the state decree, the committee concerning construction of vacation house was established and Major Chuang Chawengsaksongkram, Minister of Interior (August 22, 1941 - March 7, 1942) and Public Health (March 7, 1942 - August 1, 1944) was appointed to be the project leader (Mahakhan, 2009). The committee played a role as planner and took responsibility of planning the first resort for Thai people. They issued an executive order to the concerned government agencies to make investment in physical capital such as the construction of resort on Bang Saen beach and in financial capital that is needed to establish “Saen Samran Company”, a state enterprise that manages the resort. The resort project created job opportunities in Bang Saen. However, the committee transferred the authority of the resort management to several government agencies<sup>4</sup> from time to time in order to improve the management because of chronic deficits. The authority was transferred to other government agencies without feedback from the resort or making an inspection of what was really wrong (Mahakhan, 2009). However, it did not help improve revenue, because ‘how to manage the resort’ was the cause of deficit operation rather than ‘who manages it’ (Saensuk municipality, 2011).

Field Marshal Sarit Thanarat carried out a coup d’état on September 16, 1957 in order to collapse the Phibun administration. After he took office as Prime Minister between February 9, 1959 and December 8, 1963, he made a cabinet decision to make investment in the improvement and upgrade of the resort and its supporting infrastructure<sup>5</sup> (M3, pers. comm. Aug 5, 2010; M8, pers. comm. Aug 20, 2010). Thereby, Sarit usurped tourism supporter’s position and further transformed the natural environment of Bang Saen. The main reason was because the improvement of cleanliness of Bang Saen was beneficial to himself to convalesce from serious

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<sup>4</sup> Ministry of Interior (MOI) transferred the management duties to the Treasury Department under the Ministry of Finance (MOF) in 1955 (Mahakhan, 2009).

<sup>5</sup> He abused his authority not only on decision of development of Bang Saen but also on landownership. While he was staying in Bang Saen, he issued official papers for land acquisition to those who were close to Sarit to build their vacation houses and local people who were begging him to approve their landownership (L7, pers. comm. Mar 10, 2011; L51, pers. comm. Sep 9, 2010).

deterioration of his health (Chaloemtiarana, 2007). Seen in this light, he played a role as improver and took responsibility of upgrading Bang Saen as a tourist destination. Later, he made a cabinet decision to transfer the authority of the resort management to the Department of Lottery under the Ministry of Finance (MOF) in 1960 because of deficit operation (Saensuk municipality, 2011). He repeated the same error again as the prior supporters because of the lack of the inspection on what is the cause of it.

After Sarit died suddenly on December 8, 1963, General Thanom Kittikachorn took office as Prime Minister between December 8, 1963 and October 14, 1973. He was not interested in Bang Saen but in Pattaya, because Pattaya rapidly emerged as an international tourist destination (M8, pers. comm. Aug 20, 2010). Therefore, he played a role as coordinator and took responsibility of transferring the authority of the resort management to other government agencies. He made a cabinet decision to transfer the resort ownership to three government agencies, including the Crown Property Bureau (CPB), the MOF, and the Tourism Organization of Thailand (TOT) in order to withdraw from direct involvement of the government in Bang Saen (Charumanus, 1981). After the withdrawal of the government, powerful tourism supporter disappeared from Bang Saen.

As a result of transferring of the authority, the CPB, TOT, and MOF suddenly became tourism supporters from 1964. The CPB named their resort “Saen Suk Resort” and the TOT named their resort “Bang Saen Hotel” (TAT, 1996). On the other hand, the MOF leased their resort to Choti Kunakasem (the Minister of Finance and concurrently the Governor of the Bank of Thailand in the Sarit administration). He established the San Sabai Co., Ltd. for the management of the resort and named his resort “San Sabai Bungalow”. The CPB, the TOT, and San Sabai Co., Ltd. directly invested in physical capital for the improvement and expansion of facilities in their resorts (L7, pers. comm. Sep 23, 2010; TOT, 1965; L38, pers. comm. Sep 21, 2010). Although they played a role as improver and took responsibility of reconstructing the resort management, the mechanism employed by them was direct investment in the improvement of the facilities. Therefore, they could not improve the resort management because of the lack of investment in human capital (e.g. development of human resources), and hence deficit operation was common in all resorts during this phase (NEB, 1978). This implies that the use of the mechanism was not proper to



fulfill the responsibility (L7, pers. comm. Sep 23, 2010; L38, pers. comm. Sep 21, 2010).

### **3.1.2 Roles, Responsibilities, and Mechanisms of Tourism Producers in the First Phase**

Different tourism supporters employed mechanisms to support their partners or tourism producers. Unquestionably, roles that tourism producers played, responsibilities that they took, and mechanisms that they employed brought about direct changes of the natural and socio-cultural environment of Bang Saen. There were many producers from the government agencies and local people who followed the supporters' variety of assistance. However, if all the supporters did not share the goal, the followers would work individually and the natural and socio-cultural environment of Bang Saen would be confused.

In 1943, in response to the executive order issued by the committee, the Department of Public and Municipal Works<sup>6</sup> under the MOI played a role as developer and took responsibility of building the first holiday resort. They employed mechanisms of direct investment in physical capital such as infrastructure and tourist-related facilities. They constructed the Phibun's vacation house and 13 government guesthouses in Khao Sam Muk hill and built bungalows and 2-story modern hotel, which had 29 rooms, on Bang Saen beach for stay of tourists. This department also built auxiliary facilities such as a sidewalk along the beach, water and electric supply, and a road that connects Khao Sam Muk hill and Bang Saen beach. In 1955, the department moved 50 bungalows in Bang Pu and reconstructed them on Bang Saen beach (The Royal Thai Government Gazette, 1953; Mahakhan, 2009). In 1960, at the behest of Sarit, the department renovated the beach scenery by moving all bungalows to the backside of the beach, building 44 new bungalows, creating open space for recreation activities, improving roads in Bang Saen, cutting pine trees, rain trees, and ebony trees, planting more coconut trees, and building sidewalk along the beach. They

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<sup>6</sup> The Department of Public and Municipal Works was reorganized into the Department of Public Works in 1963 (The Royal Thai Government Gazette, 1963). They took responsibility for maintenance and improvement of the rural road and construction of waterworks and laid electric wires in Bang Saen after 1963.

also built the Sarit's vacation house as well as government guesthouse at Laem Tan (L27, pers. comm. Aug 3, 2010; M8, pers. comm. Aug 20, 2010; L8, pers. comm. Sep 6, 2010; L5, pers. comm. Jul 29, 2010). Another 52 new bungalows were also built in 1962. Finally, area of the resort totaled approximately 0.9 km<sup>2</sup>, accounted for about 70 per cent of Bang Saen beach (NEB, 1978). The natural environment of Bang Saen was largely transformed by the investment in physical capital (i.e. construction of the resort and facilities) in order to attract tourists, which improved infrastructure of Bang Saen.

The executive order issued by the committee also led to the establishment of the Saen Samran Company. The company played a role as operator and took responsibility of catering for tourists. They invested in financial capital that is needed to maintain the provision of basic tourism products and services such as food, beverage, and accommodation (L7, pers. comm. Sep 23, 2010; L8, pers. comm. Sep 6, 2010; L48, pers. comm. Sep 1, 2010). They could not manage the resort profitably because of the absence of support of investment in human capital especially capacity building for the resort management from the supporter. However, they could survive without profits because the government is the owner.

After the ownership and authority were transferred to the CPB, the TOT, and Choti Kunakasem, each resort played a role as tourism creator and took responsibility of upgrading facilities to attract tourists. With the investment of financial resource from the supporters, Bang Saen Hotel invested in physical capital such as renovation of the resort from 1965. Their renovation was basically focused on physical improvement as follows: (1) renovation of all bungalows, restaurants, bars, footpath, staff canteen, and administrative office; (2) construction of swimming pools, service stations, conference rooms, playground for kids, and parking lot; and (3) installation of directory boards, freshwater shower rooms and new equipment in bungalows. The hotel started collaboration with travel agencies in Bangkok to bring visitors to Bang Saen (TOT, 1965; TAT, 1996). Saen Suk Resort and San Sabai Resort also invested in physical capital, which focused on physical improvement as follows: (1) construction of new bungalows, and new restaurant; and (2) installation of new equipment such as air conditioners and refrigerators (L7, pers. comm. Sep 23, 2010; L38, pers. comm. Sep 21, 2010). The investment in physical improvement of facilities to attract tourists replaced the natural environment with man-made environment in the end.

With tourism developed in Bang Saen from 1943, some local people voluntarily started to play a role as tourism creator and take responsibility of catering for tourists. They changed their jobs from fishery and agriculture by degrees and created new tourism-related activities (e.g. tourist boat, rental beach chair and swimming ring, beach shower, beach hawking selling snacks and drinks, dried marine products, and souvenirs). They mostly appeared in Bang Saen beach and always searched for tourists to sell tourism products and services (L27, pers. comm. Aug 3, 2010; M8, pers. comm. Aug 20, 2010; L35, pers. comm. Sep 1, 2010; L7, pers. comm. Sep 23, 2010; L40, pers. comm. Nov 3, 2010; L8, pers. comm. Sep 6, 2010; L52, pers. comm. Nov 29, 2010). Local people freely employed a mechanism of investment in financial and physical capitals that are needed to start businesses and produce tourism products and services without any support from tourism supporters.

On the other hand, population of Bang Saen gradually increased because uneven development between Bang Saen and surrounding areas attracted migrants. Main reason that emigrated to Bang Saen was seeking better income. The population of Bang Saen in 1973 was 16,494, an increase of about 16 times (Pirapinyo, 1985). They started play a role as tourism creator and take responsibility of catering for tourists. They owned businesses (e.g. the people's eating-houses, souvenir shops, grocery shops, photographing, grill chicken, etc.) around tourist spots (e.g. Bang Saen beach and Nong Mon market) without aid from tourism supporter, which caused environmental issues mentioned the above. Other people worked as cooks, shopkeepers, security guards, housekeepers, and construction workers (L37, pers. comm. Nov 25, 2010; L9, pers. comm. Aug 2, 2010; M8, pers. comm. Aug 20, 2010; L19, pers. comm. Nov 30, 2010; L47, pers. comm. Nov 4, 2010). The influx of people encouraged developers to invest in physical capital such as shop houses and townhouses around Bang Saen beach or around Nong Mon market (L48, pers. comm. Sep 1, 2010). Although the influx of them accelerated community development in Bang Saen, it caused environmental degradation (e.g. slum<sup>7</sup>, waste, and seawater pollution).

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<sup>7</sup> Many beach vendors lived in the slum on Bang Saen beach. During this phase, the slum was built because of an influx of people from outside (L7, pers. comm. Sep 23, 2010; L35, pers. comm. Sep 1, 2010).

### **3.1.3 Roles, Responsibilities, and Mechanisms of Tourism Consumers in the First Phase**

Notwithstanding a variety of purpose, much action was made by tourism supporters and producers to attract tourists to Bang Saen. In the beginning, Thai elites such as Pibun and those who were in his administration (e.g. Field Marshal Phin Choonhavan<sup>8</sup>, General Mangkorn Phromyothi<sup>9</sup>, and General Pramarn Adireksarn<sup>10</sup>) came to their vacation houses built in Khao Sam Muk hill to take rest. The governmental officials and their families also came to the government guesthouse at Khao Sam Muk hill to have holidays. The reason why they took the trouble to visit Bang Saen was that strived to popularize a new culture of holidaymaking to Thai people. Viewed in this light, they played a role as pleasure-seeker and took responsibility of spending their leisure in Bang Saen. Since there were not much tourism activities available in the beginning, they employed a mechanism such as picnic and natural walk. Later, Sarit and other ministers who came to Bang Saen for Cabinet meeting stayed at the government guesthouse at Laem Tan. They employed mechanisms such as natural walk and exchange of money with the purchase of tourism products and services (e.g. use of catering facilities) (Mahakhan, 2009; L7, pers. comm. Sep 23, 2010).

Most Thai tourists to Bang Saen came from Bangkok and vicinity during the weekend and public holidays for pleasure seeking by sailboats from Chonburi, private cars, tour buses, and scheduled route buses. After the bridge across Bang Pakong River was constructed, sailboat as a means of transportation was on the decline (Akagi, 1995; L48, pers. comm. Sep 1, 2010). The number of tourist arrivals during this phase was difficult to estimate because interviewees could not even estimate. While some tourists played a role as pleasure-seeker and took responsibility of spending their leisure in Bang Saen. They employed mechanism such as picnic<sup>11</sup>,

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<sup>8</sup>Field Marshal Phin was Deputy of Prime Minister (1951 – 1957) in the Pibun administration (The Royal Gazette, 1952).

<sup>9</sup>In the Pibun administration, General Mangkorn was Minister of Defense (1938 – 1942), Minister of Interior (1942 – 44 and 1949 – 1951), and Minister of Education (1951 – 1957) (The Royal Gazette, 1938, 1942, 1949, 1952).

<sup>10</sup>General Pramarn was Deputy of Minister of Transport (1951 – 1952) and Minister of Interior (1952 – 1957) during the Pibun administration (The Royal Gazette, 1951, 1952).

<sup>11</sup>Many tourists bought seafood at Nong Mon market and enjoyed barbecue on the beach (L48, pers. comm. Sep 1, 2010; L7, pers. comm. Sep 23, 2010).

natural walk, sea bathing, gathering crabs and shells, and exchange of money with the purchase of tourism products and services (e.g. tourist boat, rental beach chair and swimming ring, beach shower, beach hawking selling snacks and drinks, dried marine products, and souvenirs). The consumers brought cash income to local people but at the same time, they destroyed the natural environment by littering, trampling down beach morning glories, and gathering crabs and shells (L48, pers. comm. Sep 1, 2010; L26, pers. comm. Oct 15, 2010; L9, pers. comm. Aug 2, 2010; L52, pers. comm. Nov 15, 2010).

### **3.1.4 Summary of Roles, Responsibilities, and Mechanisms in Tourism Development in Bang Saen in the First Phase**

Many tourism supporters appeared in Bang Saen and played a role as facilitator, planner, improver, and coordinator. They took responsibility of initiating the resort construction project, planning construction of the resort, upgrading tourist destination, transferring the authority of resort management to other government agencies, and reconstructing the resort management. Mechanisms, such as state decree, executive order, cabinet decision, and direct investment were employed in top-down manner in order to fulfill these responsibilities. Their investment focused on financial and physical capitals, which generated the positive impacts such as creation of job opportunities in one hand. But it produced the negative ones such as chronic deficits on the other hand due to the absence of investment in human capital. In response to assistances provided by the supporters, tourism producers played a role as developer, operator, and tourism creator. Some producers also appeared without any support and played a role as tourism creator. These producers took responsibility of building infrastructure, taking care of daily work of the resort, upgrading facilities, and catering to tourists in order to attract tourists. They employed mechanisms such as investment in infrastructure and tourism products and services. Their investment in physical capital created the positive impacts such as the improvement of infrastructure. But at the same time it created the negative ones such as destruction of the natural environment caused by the development of tourist-related facilities and design of new beach scenery. Due to actions made by the supporters and producers, tourism consumers started to play a role as pleasure-seeker and took responsibility of visiting

Bang Saen for spending their leisure. They used mechanisms of picnic, natural walk, sea bathing, gathering crabs and shells, and exchanging money with the purchase of tourism products and services. They created the positive impacts such as bringing cash income to local people and generated the negative ones such as degradation of the natural environment caused by littering, trampling down beach morning glories, and gathering crabs and shells. As a result of the emergence of tourism supporters, producers, and consumers, the environment of Bang Saen was transformed from an ordinary rural community into a sole holiday resort in Thailand. The tourism system in Bang Saen in the first phase received a change all of sudden because the *Sukhaphiban* Act was amended by the central government in 1968 with the establishment of the 1968 Constitution, which attempted to progress democracy (Legislative Institutional Repository of Thailand, 2012). As a result, Bang Saen became a *Sukhaphiban* Saensuk in 1968 and this new political administration affected most stakeholders' role, responsibility, and mechanism. The tourism system in this phase is summarized in Figure 3.3.

### **3.2 The Development of Tourism in Bang Saen: From the Emergence of Environmental Degradation till the First Decline of Tourism (the End of 1960s – the End of 1980s)**

Bang Saen was transformed into the holiday resort due to tourism-related activities made by the stakeholders in the previous phase. Most of the development was concentrated in Bang Saen beach and natural capital at the beach was replaced with physical one. Therefore, other places could somewhat avoid transformation caused by the development and natural capital stock somewhat remained. Khao Sam Muk hill relatively remained unchanged after Phibun left. While trees still mostly covered the upper part of the hill, mangroves and reefs still covered the lower part. The hill still provided a habitat to snakes, wild rhesus monkeys, crabs, small fish, and shells. Trees at Laem Tan were still there and reefs covered its coastline because this area was a reserved for Sarit. The reefs still provided a habitat to small fish, crabs, and shells. Pine trees, rain trees, ebony trees, sugar palms, mangroves, beach morning

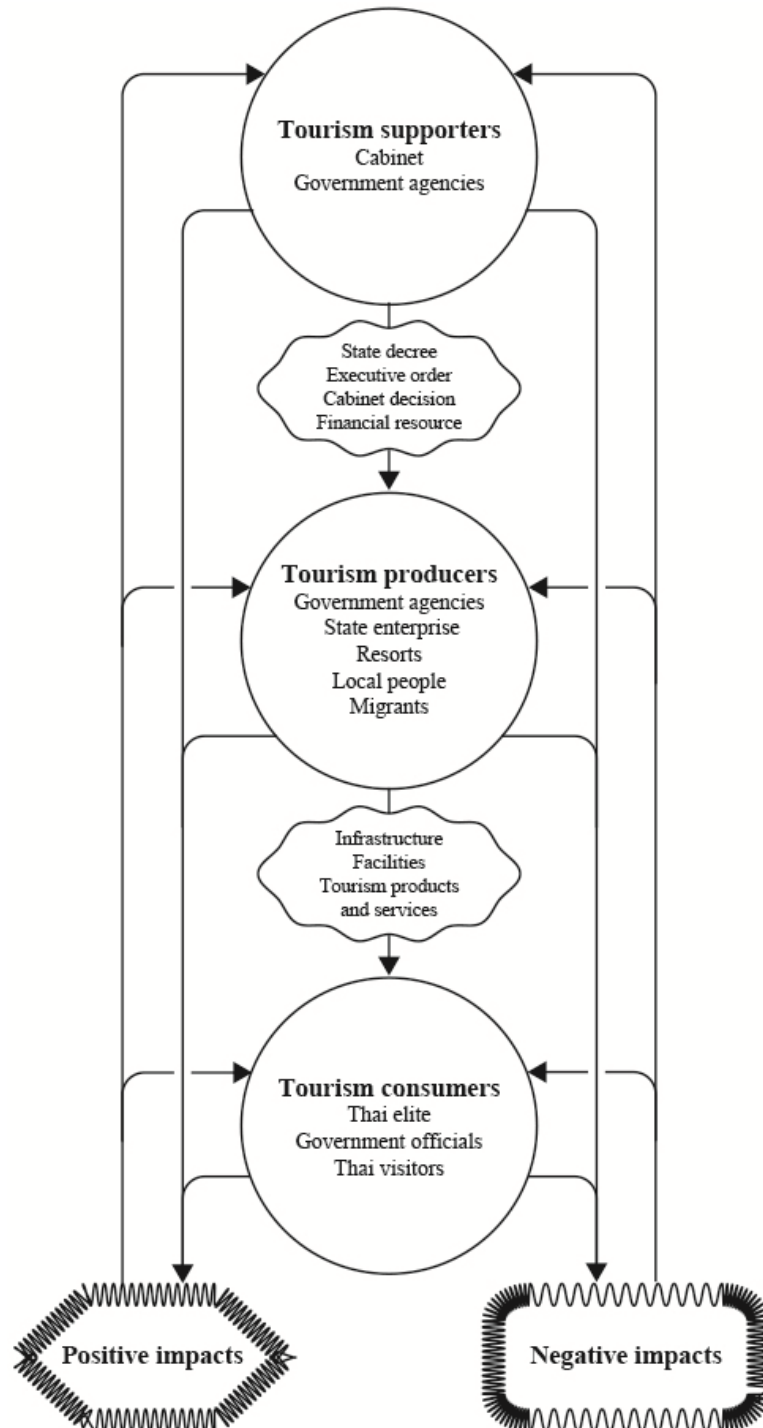
glories, and puncture vines in Bang Saen beach were removed for the development of tourism. As a result, small crabs and bean clams started to disappear. Vegetation in Wonnapa beach was partly removed because of community development (L8, pers. comm. Sep 6, 2010; L7, pers. comm. Sep 23, 2010).

The tourism development also induced transformation of socio-cultural environment of Bang Saen, because it attracted migrants to Bang Saen and they became the majority of Bang Saen in terms of the population. They stimulated community and slum development. Although local people were engaged in fishery, agriculture, and trade, many of them started to engage in tourism. Villagers at Khao Sam Muk hill and Laem Tan were engaged in catching fish, and farming oysters and mussels. They started to use engine boat and nylon nets to catch fish. Marine products were sold to either a food-processing factory behind the hill or Nong Mon market (M11, pers. comm. Aug 23, 2010). Some villagers started to open small shops (e.g. restaurants and grocery shops) in Laem Tan because this place adjoined the resort. Many villagers at Bang Saen beach changed their jobs into vendor and more migrants moved to the slum in the beach. Villagers at Wonnapa beach were engaged in catching fish. They also came to sell marine products, especially dried seafood, at Bang Saen beach (L12, pers. comm. Nov 28, 2010; L39, pers. comm. Feb 9, 2011). Villagers in Nong Mon market were engaged in trading and selling souvenirs. The provincial road was upgraded into national highway (i.e. Sukhumvit road). Therefore, sailboats were replaced by motorcars, motorcycles, and songthaew<sup>12</sup> with the development of communication. More tourists used Sukhumvit road to go to the East (e.g. Pattaya). Consequently, some people opened restaurants along the road for tourists passing through Bang Saen. Villagers in the farming village were still engaged in agriculture. Cultivation of tapioca became active because of the government policy and tapioca starch factories increased in Chonburi Province including Bang Saen (Kakizaki, 2007; Johnson, 2007). Agricultural products were sold to either a food-processing factory to produce starch or Nong Mon market (L7, pers. comm. Sep 23, 2010). Local people could study up to the college level because Bang Saen Education College, which is the first regional tertiary educational institute to train teachers outside Bangkok, established in 1955 (L8, pers. comm. Sep 6, 2010; M3, pers. comm. Aug 5, 2010). The

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<sup>12</sup> It is a passenger vehicle usually adapted from a pick-up truck and used as a share taxi.

College attracted students, teachers, and personnel from outside and stimulated community development around the campus (L5, pers. comm. Jul 29, 2010; L48, pers. comm. Sep 1, 2010).



**Figure 3.3** The Tourism System in Bang Saen in the First Phase



From the end of 1960s, more stakeholders appeared in Bang Saen and replaced the natural capital with physical one by investing in order to reap benefits from tourism without the maintenance of natural capital stock. Although tourism decomposer was established in the phase, the role and responsibility of the decomposer were not well shared by all stakeholders. As a result, tourism system was destabilized by environmental degradation until the end of this phase. Figure 3.4 shows the natural and socio-cultural environment of Bang Saen transformed by the stakeholders in the end of 1980s. Their roles, responsibilities, and mechanisms of the tourism system can be shown as follows.

### **3.2.1 Roles, Responsibilities, and Mechanisms of Tourism Supporters in the Second Phase**

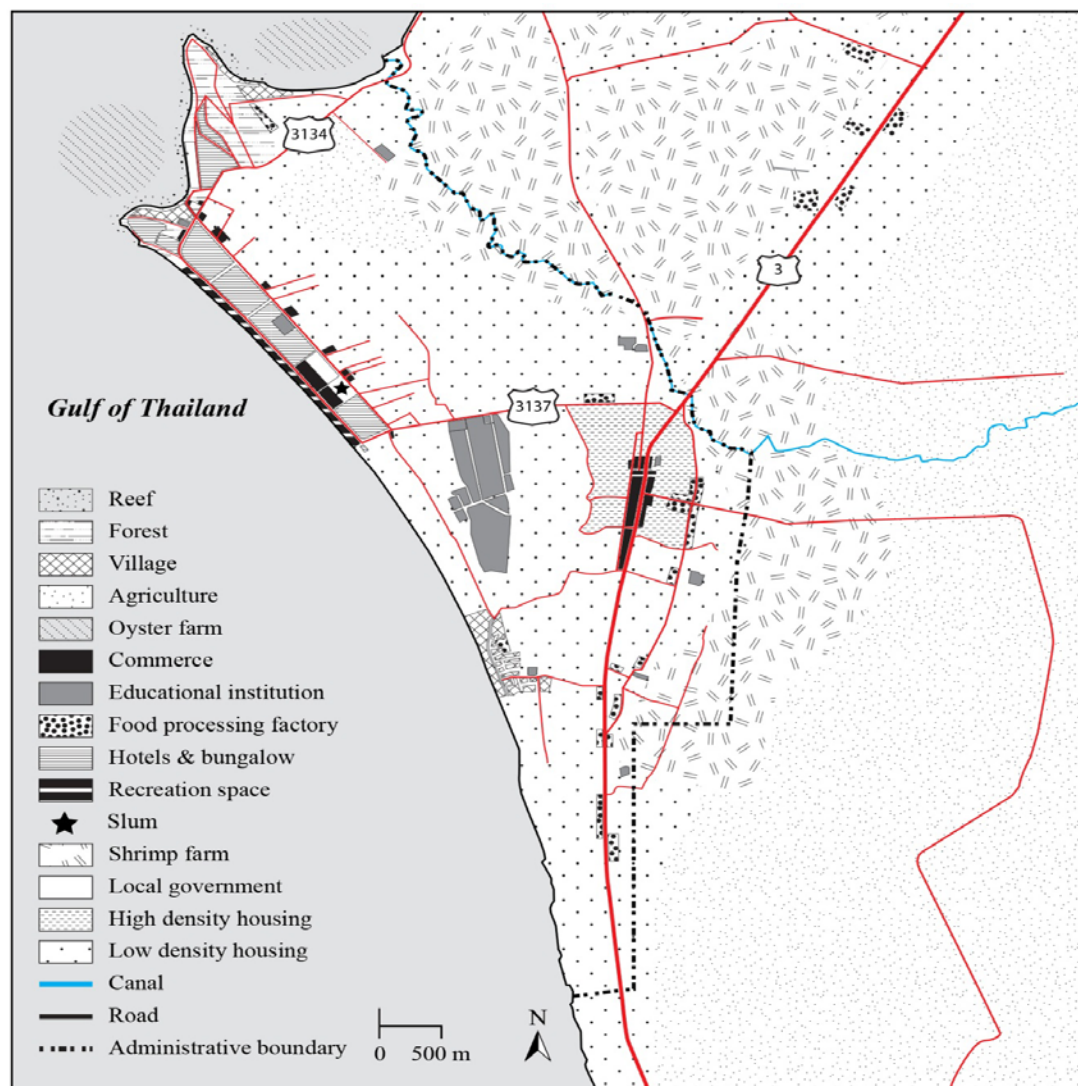
In response to the revision of *Sukhaphiban* Act, Bang Saen became *Sukhaphiban* (sanitary district) in 1968, the administrative area (15.2 km<sup>2</sup>) was determined, and the *Sukhaphiban* or sanitary committee<sup>13</sup> was established (M3, pers. comm. Aug 5, 2010). The revision forced the committee to be the major tourism supporter. They played a role as public health supervisor of Bang Saen and took responsibility of managing public health in their administrative area, which the MOI forced as statutory responsibility. Their responsibility was restricted to public health issues in their area because of the development of Bang Saen were in the MOI's hands. Although they had two main revenue sources to fulfill the responsibility: the MOI and local people's payments in the administrative area (e.g. store tax, signboard tax, and housing tax), they could use it for public health purposes (Pasong, 1999; JICA, 2001) (Figure 3.5). The committee had a meeting once a month and discussed the use of budget to fulfill the statutory responsibility and employed a mechanism such as budget allocation to improve public health (M3, pers. comm. Aug 5, 2010).

The CPB, the TAT, and the San Sabai Co., Ltd. had to play a role as facilitator and take responsibility of managing the resort profitably. However they could not play the role and take responsibility sufficiently because they could not make any profit from the bungalow business due to the lack of qualified human

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<sup>13</sup>The *Sukhaphiban* committee was composed of a district chief officer from the MOI, assistant district chief officers from the MOI, Kamnan (sub-district headman), Phu Yai Ban (village headmen), and elected members from residents (Pasong, 1999).

resource. Consequently, they allocated financial resource to side businesses (e.g. pay toilet and shower, rental beach chair, and land lease) rather than capacity building (L7, pers. comm. Sep 23, 2010; L38 pers. comm. Sep 21, 2010). That is, they invested in physical capital such as facilities and equipment that are needed to produce new tourism products and services. Moreover, the TAT also employed a mechanism of lease in 1983 and rent Bang Saen Hotel to the private sector and had withdrawn from Bang Saen since then (TAT, 1996).



**Figure 3.4** The Environment of Bang Saen around the End of 1980s

Sources: Pirapinyo (1985); L48, pers. comm. Sep 1, 2010; L51, pers. comm. Sep 9, 2010; L25, pers. comm. Aug 9, 2010; L35, pers. comm. Sep 1, 2010

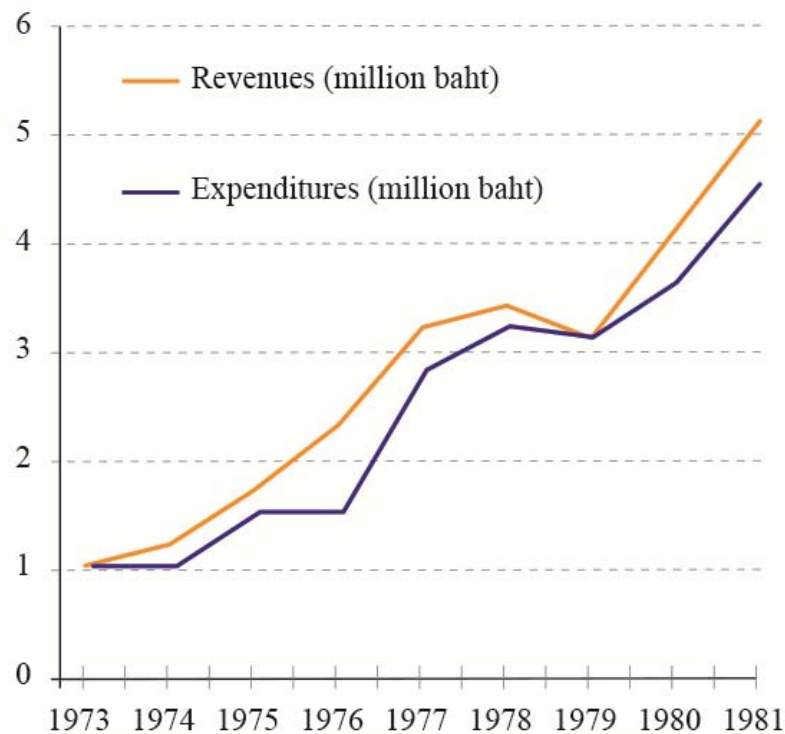
The Japan International Cooperation Agency (JICA) appeared in Bang Saen without any sign. They played a role as facilitator and took responsibility of providing a support of educational improvement to Srinakharinwirot University<sup>14</sup>. They employed a mechanism of official development assistance (ODA) composed of financial and technical aid including the development of the basic design plan of the marine aquarium and its construction fees (JICA, 1981; Institute of Marine Science, 2010; Masuda, 1994). They helped invest in physical capital (i.e. the marine aquarium). ODA was an effective tool for the JICA to increase political influence on the Thai government through contributing Thai society.

### **3.2.2 Roles, Responsibilities, and Mechanisms of Tourism Producers in the Second Phase**

With the provision of financial resource from the *Sukhaphiban* committee, the *Sukhaphiban* played a role as developer and took responsibility of building tourist-related facilities to organize activities in Bang Saen beach. They could invest in physical capital such as facilities that help improve public health of Bang Saen at the best because their political power for local development was restricted by the MOI. Therefore, they constructed a parking lot exclusive use for bus to reduce traffic jams and built a commercial architecture (Thai style 1-story shop houses) to organize tourism-related activities (e.g. pay toilet and shower, restaurants, and rent-a-bike) in the name of the management of public health in the beach area. They leased it to those who want to start businesses (e.g. small restaurants, souvenir shops, rental bicycle and motorbike shops, and pay toilet and showers). Viewed in this light, they employed mechanism such as investment in tourist-related facilities. However, the result was that no visitors used the parking lot, and the commercial facility made tourist congestion because this area became the core area (L34, pers. comm. Dec 2, 2010; L28, pers. comm. Nov 30, 2010). These facilities were not created based on a holistic tourism development plan; rather these were built to improve some problems of Bang Saen. The absence of holistic plan stemmed from the absence of political power and it caused more environmental degradation (e.g. overcrowding and traffic jam) in the end (NEB, 1978).

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<sup>14</sup> Bang Saen Educational College was upgraded to Srinakhariwirot University in the early 1980s.



**Figure 3.5** Revenue and Expenditure of Sukhaphiban Saensuk between 1973 and 1981

Reproduction from: National Statistic Office (1980, 1981)

Note: Data between 1982 and 1988 was not available in record.

With the allocation of financial resource from the supporters, Saensuk Resort, Bang Saen Hotel, and San Sabai Resort played a role as operator and took responsibility of catering to tourists. They employed a mechanism such as construction of tourist-related facilities to fulfill the responsibility. They invested in physical capital such as building pay toilet and shower and business spaces in their sites and started rental beach chair in Bang Saen beach in order to earn profits. These side businesses brought profits to the resorts for survival. Bungalow business was inactive because of the lack of assistance from their supporters (L7, pers. comm. Sep 23, 2010; L38, pers. comm. Sep 21, 2010).

Due to financial and technical aid from the JICA, Srinakharinwirot University built the aquarium in 1984. The aquarium quickly became a new tourist attraction of Bang Saen shortly after its open (L48, pers. comm. Sep 1, 2010; M8, pers. comm. Aug 20, 2010). They played a role as educator and took responsibility of

teaching visitors about the marine environment and the importance of the coastal environmental preservation (Institute of Marine Science, 2010). Mechanism employed was a permanent exhibition. The exhibition did not directly relate to marine organisms in Bang Saen, therefore it failed to raise environmental awareness of tourists and local people. Therefore, the use of mechanism did not fit to local level.

After the 1973 oil crisis, many fishermen in Bang Saen quitted fishery and changed jobs to tourism-related ones and started to play a role as tourism creator and took responsibility of catering to tourists through new recreation activities (e.g. rental bicycles, rental motorcycles, scooter boats, banana boats, and photographing) and tourist facilities (e.g. restaurants, pay toilet and shower, souvenir shops, grocery stores, street stalls, and rental rooms) without any support from tourism supporters (M11, pers. comm. Aug 23, 2010; L52, pers. comm. Nov 29, 2010; L10, pers. comm. Jan 19, 2011; L36, pers. comm. Feb 5, 2011). Although anyone could freely employed mechanism of the provision of tourism products and services, the absence of support from the supporters or the lack of control of business activities caused a variety of the environmental degradation (e.g. littering, air pollution, seawater pollution, and noise pollution), which affected Bang Saen tourism (NEB, 1978; L50, pers. comm. Sep 22, 2010; L26, pers. comm. Oct 15, 2010; L21, pers. comm. Oct 15, 2010; L15, pers. comm. Oct 18). Most of them invested in financial and physical capitals in order to maintain or expand their businesses and ignored taking responsibility for the environmental degradation and no one tried to cooperate in mitigating the environmental degradation. They also destroyed the natural environment in a way which is preferable to tourism by eliminating vegetation on the beach because of eyesore and danger to tourists (L35, pers. comm. Sep 1, 2010; L7, pers. comm. Sep 23, 2010; M13, pers. comm. Aug 21, 2010).

Population growth during this phase in Bang Saen continued increasing (Table 3.1). Migrants imitated local people's role, responsibility, and mechanism and worsened the environmental degradation in Bang Saen that affected tourism. They appeared especially around new tourist spot (i.e. around Srinakharinwirot University campus). The influx of migrants fostered urbanization of Bang Saen and spoiled the rural atmosphere of Bang Saen because it stimulated the investment in physical capital

such as apartments and shop houses (L37, pers. comm. Nov 25, 2010; L9, pers. comm. Aug 2, 2010; M8, pers. comm. Aug 20, 2010; Iwase, 2011).

**Table 3.1** Number of Population in Bang Saen between 1973 and 1984

Year	1973	1982	1983	1984
Population	18,112	21,331	22,204	22,334

Sources: Pratumkeaw (1972); Pirapinyo (1985)

Data between 1974 and 1981 was not available in records.

In place of the *Sukhaphiban* that was lack of both financial power and authority to develop Bang Saen tourism, Somchai Khunpluem or popularly called Kamnan Poh started to play a role as developer as well as tourism creator and take responsibility of building infrastructure and tourist-related facilities. He started a large investment in Bang Saen tourism development from the early 1980s. By taking advantage of the status of Kamnan (sub-district headman) of the *Sukhaphiban*, Kamnan Poh undertook the *Sukhaphiban*'s sanitary projects and built most roads in Bang Saen from the late 1970s. Therefore, while he developed more roads in Bang Saen, his wealth also more increased (Meaw Kanmuang, 2013). Moreover, Kamnan Poh invested in physical capital such as hotels, business spaces, and seafood restaurants in Bang Saen. He rent the Bang Saen Hotel from the TAT in the end of 1983 with the government's permission and refurbished the hotel facilities, opened a new pub and a seafood restaurant in the hotel, and renamed Bang Saen Hotel to Bang Saen Beach Resort. Furthermore, he purchased land and built a new hotel in Laem Tan in 1983 (L7, pers. comm. Sep 23, 2010). Viewed in this light, he employed mechanisms such as the development of infrastructure and tourist-related facilities to reach his goal. Although the emergence of a strong tourism producer helped develop tourism in Bang Saen, Kamnan Poh made construction only to earn profit from tourism. His investment directly caused much transformation of the environment of Bang Saen.

### **3.2.3 Roles, Responsibilities, and Mechanisms of Tourism Consumers in the Second Phase**

Most Thai tourists to Bang Saen came from Bangkok and vicinity during the weekend and public holidays for pleasure seeking by private cars, tour buses, and scheduled route buses. The number of tourist arrivals was approximately 1 million in 1978 (Iwase, 2011). After aquarium was established in Srinakharinwirot University, it started to attract students in school excursions. They played a role as pleasure-seeker and took responsibility of spending their leisure in Bang Saen. They employed mechanism such as picnic, natural walk, sea bathing, gathering crabs and shells, and exchange of money with the purchase of tourism products and services (e.g. rental bicycles, rental motorcycles, scooter boats, banana boats, photographing, and aquarium). Environmental degradation was generated by tourists. They were not cooperative in maintaining the cleanliness of the beach. They parked vehicles everywhere caused traffic congestion and noise pollution. They also had picnic everywhere caused litter problem. They ignored the environmental degradation and shifted the responsibility for the environmental degradation to others (L48, pers. comm. Sep 1, 2010; L26, pers. comm. Oct 15, 2010; L9, pers. comm. Aug 2, 2010; L52, pers. comm. Nov 15, 2010). The absence of cooperation to reduce the environmental degradation among tourists worsened the situation.

### **3.2.4 Roles, Responsibilities, and Mechanisms of Tourism Decomposers in the Second Phase**

No stakeholder had paid attention to the role and responsibility of tourism decomposer until the establishment of the *Sukhaphiban* in 1968. After the *Sukhaphiban* was established, they had to play a role as cleaner and take responsibility of maintaining the cleanliness of their administrative area. However, they could not sufficiently play the role and fulfill the responsibility because support was provided to tourism producer, and therefore, the decomposer was not using enough financial, technical, and human resource to play the role and fulfill the responsibility. They could not manage public health (e.g. solid waste management (SWM) and wastewater treatment) and to cope with the increase number of tourists (M3, pers. comm. Aug 5, 2010). This was because there was absence of investment in physical (e.g. wastewater

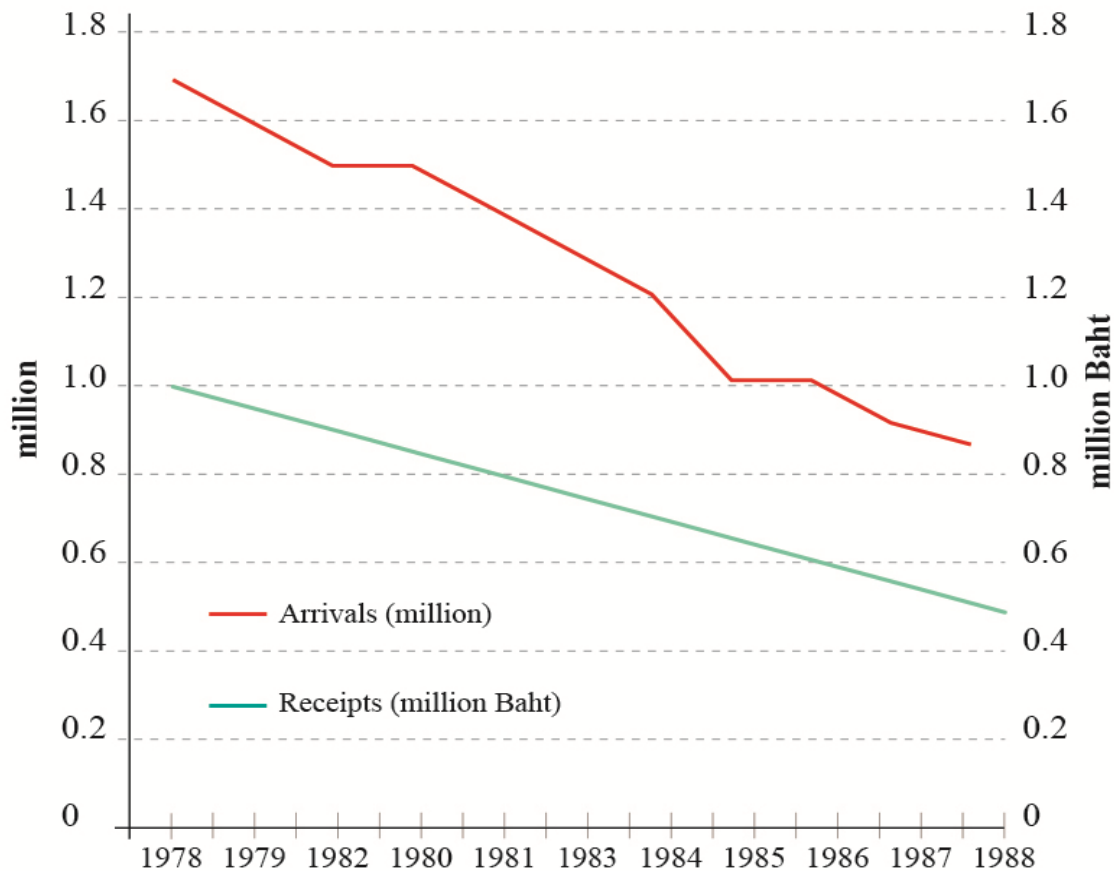
treatment plants), human (e.g. trained human resources to manage the environment), social (e.g. cooperation from locals to reduce the negative impacts) and financial capitals (e.g. personnel expenses). As a result of inadequate work of tourism decomposer, the environment was left messy and chronic environmental degradation (e.g. seawater pollution, noise pollution, air pollution, and solid waste) caused by the development of tourism, shrimp firm, university, and community in Bang Saen started to seriously affect tourism in Bang Saen from around 1976, and tourists were taken by new tourism rivals within Thailand, especially the Eastern region such as Pattaya in Chonburi Province (V4, pers. comm. Oct 23, 2010; L7, pers. comm. Sep 23, 2010; L19, pers. comm. Nov 30, 2010; L52, pers. comm. Nov 29, 2010). Finally, the numbers of tourist arrivals to Bang Saen as well as tourism revenue gradually decreased and the entire tourism system in Bang Saen almost collapsed around the end of 1980s (Akagi, 1995; Chula Unisearch, 1997) (Figure 3.6).

### **3.2.5 Summary of Roles, Responsibilities, and Mechanisms in Tourism Development in Bang Saen in the Second Phase**

Tourism supporters in this phase played a role as public health supervisor and facilitator and took responsibility of managing public health, managing the resort profitably, and providing support of educational improvement to Srinakharinwirot University. Financial and technical aid and budget allocation was employed as mechanism. Their investment focused on physical capital for the most part. It created the positive impacts such as the improvement of education and creation of job opportunities on the one hand. They also produced the negative ones such as chronic deficits due to the lack of investment in human capital. Tourism producers played a role as developer, operator, educator, and tourism creator and took responsibility of building infrastructure, tourist-related facilities, and tourism products and services, catering to tourists, and teaching visitors about the marine environment and importance of its preservation. The producer employed mechanisms such as investment in infrastructure, tourist-related facilities, tourism products and services, and permanent exhibition to fulfill the responsibilities. Their investment concentrated on financial and physical capitals. They created the positive impacts such as the improvement of infrastructure, increase in income, and creation of revenues to the



*Sukhaphiban*. But at the same time, they generated the negative ones such as overcrowding, traffic jam, littering, seawater, air, and noise pollution, and environmental destruction caused by removing vegetation on the beach and developing tourist-related facilities. Tourism consumers played a role as pleasure-seeker and took responsibility of spending their leisure in Bang Saen. Comparing to the first phase, they enjoyed more on new recreation activities, because they employed mechanisms such as picnic, natural walk, sea bathing, gathering crabs and shells, and exchange of money with the purchase of tourism products and services (e.g. bicycles, rental motorcycles, scooter boats, banana boats, photographing, and aquarium visit) to fulfill the responsibility. They created the positive impacts such as cash income to local people. They also generated the negative ones such as traffic jam, noise pollution, and littering. Although tourism decomposers had to play a role as cleaner and take responsibility of maintaining the cleanliness of the environment, they could not play and take responsibility well because of inadequate assistance from the supporter and no one tried to help their work. Therefore, they could not create the positive impacts but generated the negative ones such as untidy environment. Consequently, despite a variety of actions made by the producers to promote and develop Bang Saen tourism, inadequate work of tourism decomposer worsened environmental degradation and Bang Saen tourism eventually declined in the end of this phase (Akagi, 1995). This situation stemmed from the absence of the investment in physical, human, social, and financial capitals. The tourism system in Bang Saen received a change again in the second phase when *Sukhaphiban* Saensuk was upgraded into *Thesaban* (municipality) Saensuk in 1989, Kamnan Poh became the first Mayor of *Thesaban* Saensuk and started to take a major role of tourism supporter in order to reshuffle the system in the way in which meets his goal through formal power of the *Thesaban*. The tourism system in this phase is summarized in Figure 3.7.



**Figure 3.6** Tourist Arrivals to Bang Saen and Tourism Receipts between 1978 and 1988

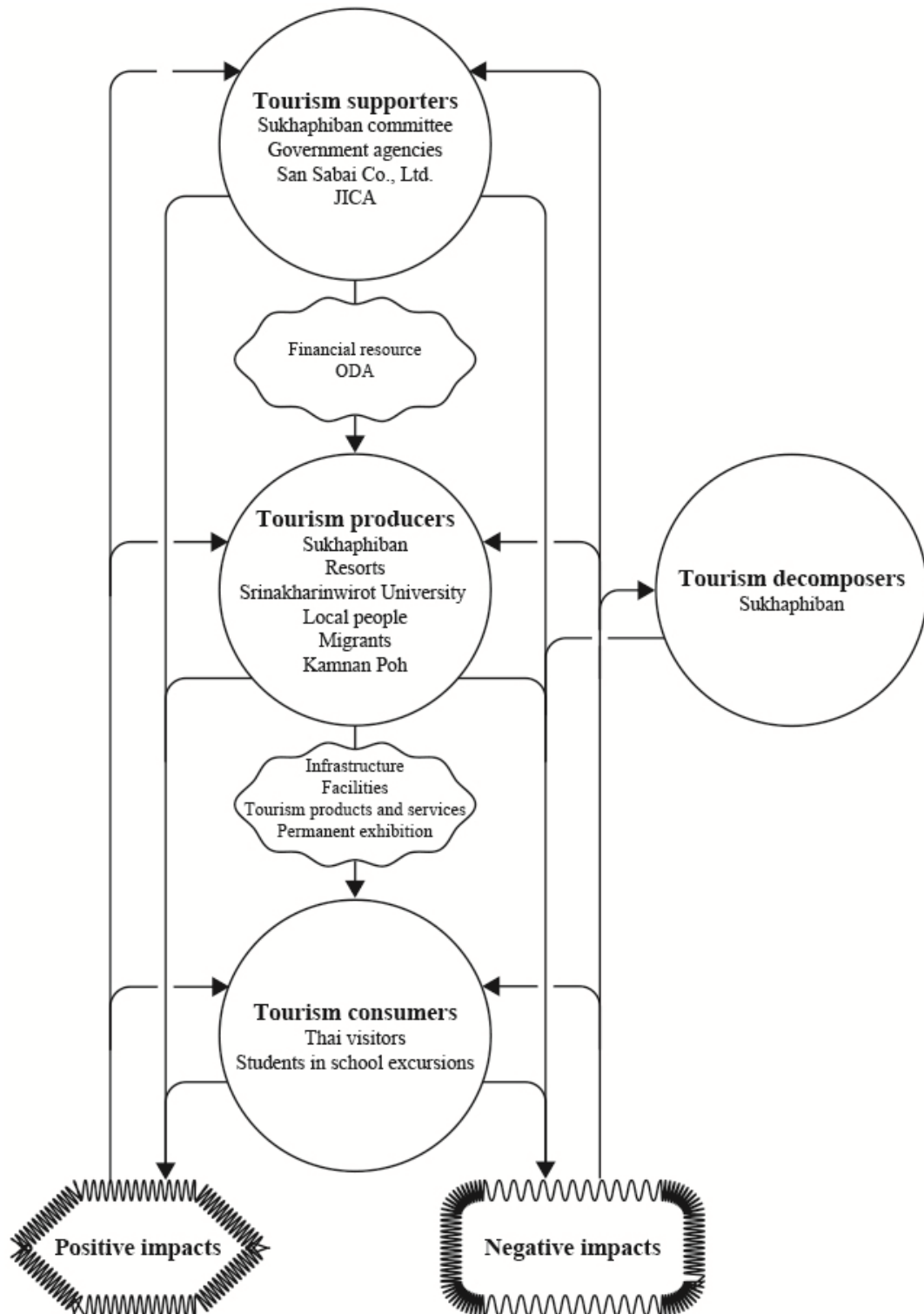
Sources: NEB (1978); Jiemsriping (1998)

Note: Data between 1978 and 1988 was estimated by the researcher based on information available in the references.

### 3.3 The Development of Tourism in Bang Saen: From the Recovery of Tourism till the Present (the End of 1980s – 2011)

Natural capital stock of Bang Saen was more replaced by physical one because of the expansion of human economic activities pursuing profits in the beginning of this phase. While the upper part of Khao Sam Muk hill was covered by trees, some lower part was replaced by houses and vacation houses for prime minister and the government officials. Mangroves were replaced by houses and shrimp farms. Snakes were eliminated because of influx of people, while wild rhesus monkeys still

lived, because they became a tourist attraction and obtained food from tourists (L51, pers. comm. Sep 9, 2010). Trees in Laem Tan were cleared and replaced by vacation houses and hotels. Reefs along the coastline were still left. Bang Saen beach became a sandy beach because vegetation on the beach (e.g. morning glories and puncture vines) was eliminated by beach vendors to attract more tourists (L40, pers. comm. Nov 3, 2010; L25, pers. comm. Aug 9, 2010). Pine trees, rain trees, ebony trees, sugar palms, coconut trees, and mangroves were replaced by resorts and coconut trees were more planted to attract tourists (L7, pers. comm. Sep 23, 2010; M8, pers. comm. Aug 20, 2010). Small crabs and bean clams disappeared because of seawater pollution and shell gatherings by tourists (L9, pers. comm. d Aug 2, 2010). The vegetation at Wonnapa beach was replaced by houses and food-processing factory.



**Figure 3.7** The Tourism System in Bang Saen in the Second Phase

Urbanization caused by influx of tourists and people from outside Bang Saen transformed socio-cultural environment because they brought different culture to Bang Saen and the increase of people from different parts of the country reduced community ties. Some local people at Khao Sam Muk hill and Laem Tan were still engaged in catching fish and farming oysters and mussels and sold the marine products to either a food-processing factory behind the hill or Nong Mon market. Fishermen used engine boats and nylon fishing nets to catch more fish (M11, pers. comm. Aug 23, 2010; L50, pers. comm. Sep 22, 2010). Some local people opened grocery shops, seafood restaurants, and bars in Laem Tan in order to cater for tourists. Prostitution also appeared (Tasanasuwan, 1976). Most villagers at Bang Saen beach changed their occupations from fishery into tourism after oil crisis in the 1970s. Many of them became beach vendors (Mahakhan, 2009). Growing slum due to influx of migrants spoiled the beauty of beach scenery. Local people at Wonnapa beach were still engaged in catching fish and sold the marine products to tourists as tourism souvenirs or a food-processing factory or Nong Mon market (L52, pers. comm. Nov 29, 2010). Population density in Nong Mon market increased because more people from outside Bang Saen came to work (M3, pers. comm. Aug 5, 2010). More local people in the farming community stopped making rice, tapioca, and coconuts and started shrimp farms and food-processing from the early 1970s due to the government's agro-industry policies (L25, pers. comm. Aug 9, 2010; National Economic and Development Board, 1972; Paitoonpongand Abe, 2004). The policies also fueled the expansion of fish and oyster source factories, and therefore fishermen grew more oysters and caught more fish (M11, pers. comm. Aug 23, 2010; L25, pers. comm. Aug 9, 2010). The development of Srinakharinwirot University campus in Bang Saen stimulated the development of apartments, houses, and shops around the campus (L5, pers. comm. Jul 29, 2010). Since Khao Rum became a famous tourism souvenir, all materials needed to import from outside. Especially bamboo was bought from Kanchanaburi Province. Local people sold it to tourists at Bang Saen beach and the market. New shrine was rebuilt for the Sam Muk Goddess at the point of the hill to accommodate tourists (L51, pers. comm. Sep 9, 2010). Wan Lai started to be made for a tourist's event rather than for local people (L48, pers. comm. Sep 1, 2010). The activity that functions to improve social capital or strengthen community ties was

weakened. Due to the university, local people could study from elementary level to higher level in Bang Saen.

From the end of 1980s onward, Bang Saen's natural capital stock was dramatically replaced with physical one because of reorganization of the tourism system that aims to revive Bang Saen tourism again by large scale investment in real estate projects. Figure 3.8 shows the current state of the natural and socio-cultural environment of Bang Saen transformed by the stakeholders. Their roles, responsibilities, and mechanisms of the tourism system can be shown as follows.

### **3.3.1 Roles, Responsibilities, and Mechanisms of Tourism Supporters in the Third Phase**

Since the mid-1980s, tourism supporters have more appeared from the national, provincial, and local level in order to keep the tourism system from its collapse and revive Bang Saen tourism. They were Kamnan Poh and his family, the *Thesaban*<sup>15</sup> Saensuk, large companies, and the Thailand Institute of Packaging and Recycling Management for Sustainable Environment (TIPMSE), the CPB, and the San Sabai Co., Ltd., the government provincial office (GPO) of Chonburi Province, and the Provincial Administrative Organization (PAO) of Chonburi Province. Without their financial and technical aid, Bang Saen tourism would not be able to revive. Let's see how they supported Bang Saen tourism in this phase.

To revive Bang Saen tourism again, Kamnan Poh started to mix up official business with personal affairs because he exceeded the prerogatives of his office as Kamnan (sub-district headman) and the Mayor. From the mid-1980s, Kamnan Poh started to play a role as improver and take responsibility of upgrading Bang Saen tourism. Kamnan Poh employed a mechanism of donation to fulfill the responsibility. He donated enormous sum of money created by a wide range of business activities for the slum replacement and road construction (L38, pers. comm. Sep 21, 2010; L34, pers. comm. Dec 2, 2010). Consequently, he gained political power or popularity and his contribution to the development of Bang Saen made him the first Mayor of *Thesaban* Saensuk in 1989 (Bangkok Post, 1989). Moreover, he made his sons win

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<sup>15</sup> The *Thesaban* has expanded their administrative area from 15.2 km<sup>2</sup> to 20.1 km<sup>2</sup>.

parliamentary seats of Chonburi Province in 1992 by using the *hua khanaen*<sup>16</sup> system (Phongpaichit and Baker, 1998). His sons hold various important posts until 2006<sup>17</sup>. They played a role as negotiator and took responsibility of bringing special subsidy<sup>18</sup> and environmental fund to the *Thesaban*. Political negotiation was employed as a mechanism to fulfill the responsibility (Phongpaichit and Piriyaarangsarn, 1994; Uchimura, 2009). The *Sukhaphiban* was upgraded into the *Thesaban Tambon* (town) in 1988, because a gross income of the *Sukhaphiban* finally reached to 12 million baht, which was one of the conditions of the upgrade (Jaiwong and Keawmanee, 2010). Moreover, the *Thesaban Tambon* was upgraded into *Thesaban Mueang* (city) in 2001, because the requirement of population density, which was a necessary condition to upgrade, was entirely removed in 2000 (The Royal Gazette, 2000). As a result, responsibilities, power, and source of revenues were more transferred from the central government to the *Thesaban*. Decentralization led to the increase of revenue and expenditure of the *Thesaban* (Figure 3.9). The *Thesaban* became more independent of central government and can manage not only public health but also social welfare, public security, job training, and the development of administrative area (Pasong, 1999; Chardchawarn, 2010). In case of Bang Saen, decentralization gave more room for Kamnan Poh to rule the tourism system and develop Bang Saen tourism on his own initiative through formal power of the *Thesaban* (Praditsil and Thinbangtieo, 2008). Responsibilities, power, and source of revenues were dammed up by Kamnan Poh. He ruled the *Thesaban* by using both formal and informal power (influence), and therefore he could make any policies that bring benefits to him and manage the development of Bang Saen in a way that he increases his fortune through local development, which local people could somewhat share its benefits (M3, pers. comm. Aug 5, 2010; M8, pers. comm. Aug 20, 2010; M13, pers. comm. Aug 21, 2010; Tamada, 1991). Decision-making on the development of Bang Saen tourism has been made in top-down manner. This political method was somewhat succeeded by Sawat

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<sup>16</sup>Vote canvasser

<sup>17</sup> His two sons, Sonthaya Khunpluem and Wittaya Khunpluem took office as Deputy of Minister of Industry, Minister of Transport, and Minister of Interior, Deputy of Prime Minister, and Ministry of Science, Technology and Environment, and Ministry of Tourism and Sports between 1992 and 2006.

<sup>18</sup> The government established the Decentralization Plan and Procedures Act of 1999 in order to promote local economic development, which financial transfer was changed from specific subsidy that was distributed from the central government to promote project to collective grant that does not specify the purposes of use. Local government can decide the way to use it by them.

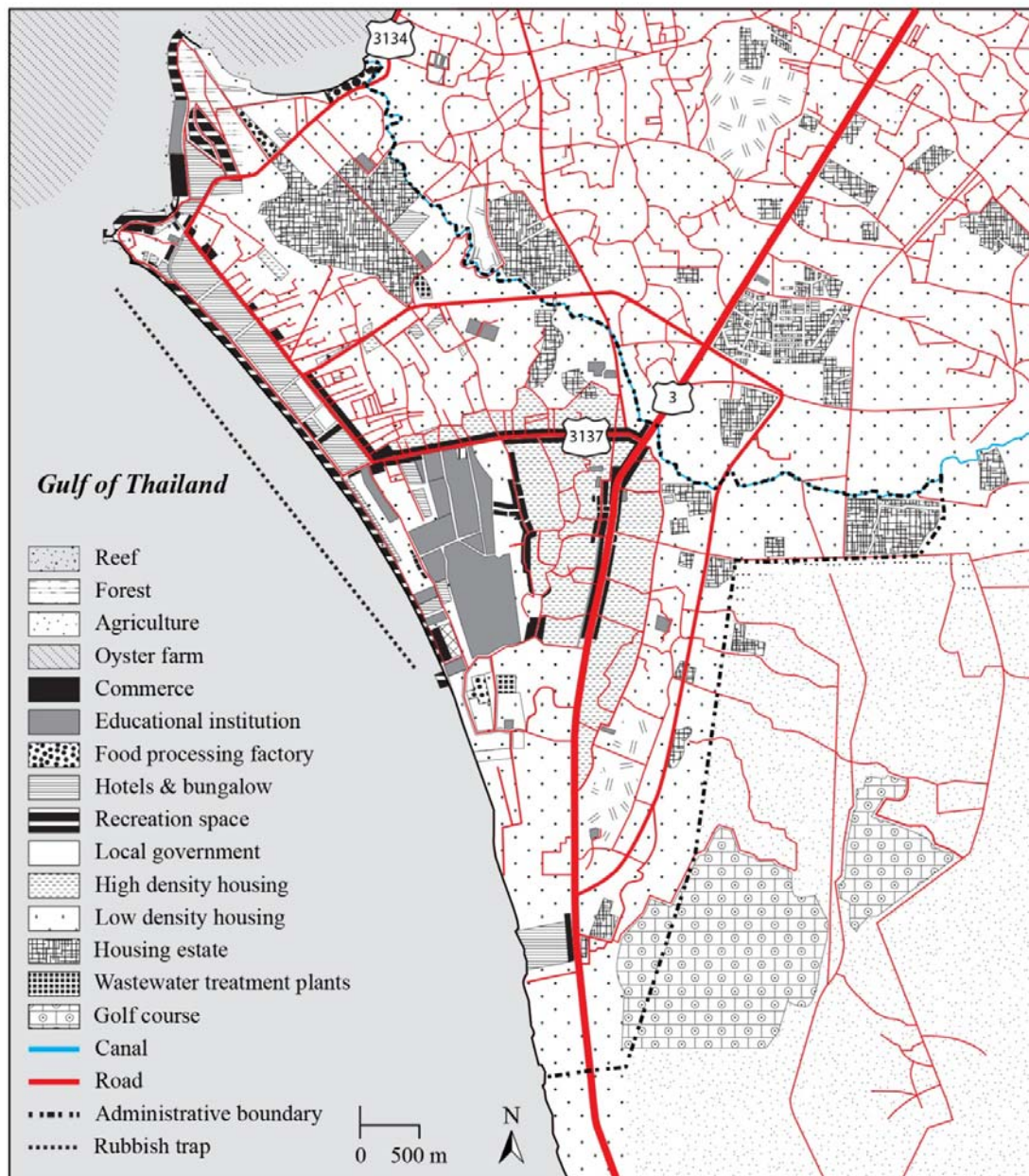
Hompluem<sup>19</sup> and Narongchai Khunpluem<sup>20</sup>. Therefore, public participation in decision-making process was difficult to implement because strong political power of Kamnan Poh and his family disturbed raising political awareness of local people. Consequently, local people tended to put all issues of Bang Saen tourism in their hands (L50, pers. comm. Sep 22; L35, September 1, 2010; L53, pers. comm. Aug 25, 2010).

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<sup>19</sup>Sawat took office as the Mayor Saensuk between 2007 and 2010.

<sup>20</sup>Narongchai is current the Mayor Saensuk (as of March 6, 2013).





**Figure 3.8** The Environment of Bang Saen in 2011

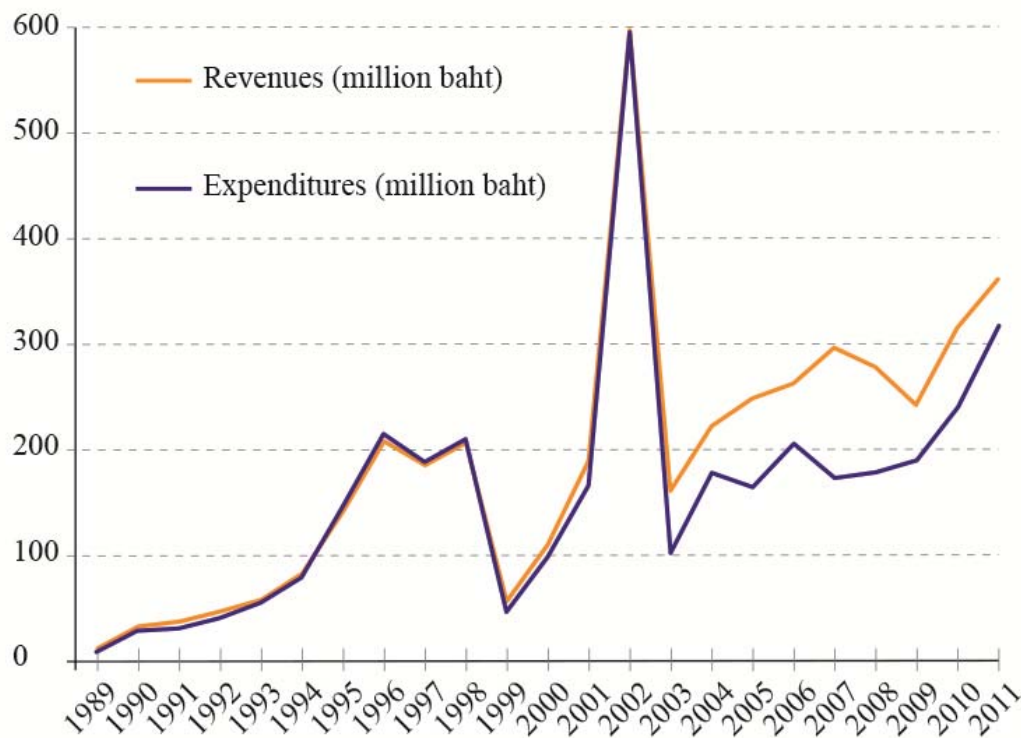
Sources: Iwase (2011); M12, pers. comm. Mar 22, 2011

With the expansion of power and responsibilities, the *Thesaban* played a role as regulator and took responsibility of controlling tourism activities in Bang Saen. They established several municipal regulations to improve environmental degradation and social issues. However, under the rule of Kamnan Poh, these were made with top-down approach. The *Thesaban* established municipal regulations concerning public

health based on the Public Health Act of 1992 and enforced the regulations from 1994 to control tourism-related business activities (Praditsil and Thinbangtiao, 2008). The *Thesaban* also established a municipal regulation that collects wastewater treatment and municipal solid waste management (MSWM) fees<sup>21</sup>, because they got into financial trouble in the management of wastewater treatment plants and municipal solid waste (MSW) (Somchart, 2001; M9, pers. comm. Feb 28, 2011; M16, pers. comm. Mar 11, 2011). Finally, the *Thesaban* made a municipal regulation that forces each category of beach vendors to elect their group leader and sub-leaders every two years. They were at the *Thesaban*'s beck and call, because they were forced to cope with troubles at the site instead of the *Thesaban* and to disseminate information of the *Thesabanto* their members (L50, pers. comm. Sep 22, 2010; L35, pers. comm. Sep 1, 2010; L40, pers. comm. Nov 3, 2010; L26, pers. comm. Oct 15, 2010; L30, pers. comm. Nov 19, 2010). After the 2000s, public participation in decision-making process was introduced into the *Thesaban* by the MOI. It was impossible to do in Bang Saen due to the lack of investment in social capital that is needed to facilitate to raise political awareness of local people. This stemmed from strong political power of Kamnan Poh and his family. The *Thesaban* also played a role as trainer and took responsibility of raising environmental awareness of the producers. A hygiene training program and voluntary cleanup activities were employed as mechanisms (M14, pers. comm. Mar 11, 2011; M5, pers. comm. Mar 11, 2011; M15, pers. comm. Mar 1, 2011).

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<sup>21</sup> Vendors needed to pay MSWM fees to the *Thesaban* as both local people and vendors.



**Figure 3.9** Revenue and Expenditure of Thesaban Saensuk between 1989 and 2011

Sources: Saensuk municipality (2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009b, 2010c, and 2012a)

As a result of political negotiations with organizations at the national level, they came to play a role as facilitator and took responsibility of promoting Bang Saen tourism. The MOI designated Bang Saen as “tourism city” in 1993. To turn Bang Saen into tourism city, the *Thesaban* acquired financial aid from a variety of sources such as the TAT, the MOI, and the Ministry of Science, Technology and Environment (MOSTE). The TAT provided the *Thesaban* with special subsidy to renovate all tourist spots in Bang Saen because only this place served Thai domestic tourists (TAT, 1990; M8, pers. comm. Aug 20, 2010; L41, pers. comm. Sep 24, 2010). They invested in physical capital such as construction of infrastructure and tourist-related facilities. The Wastewater Management Authority (WMA) under the MOI designated Bang Saen as pollution control area in 1993 after Red Tide<sup>22</sup> started to happen every year

<sup>22</sup> Untreated wastewater from communities and industries in Chonburi Province, Samut Prakan Province, and Chachoengsao Province increased in association with economic development from the early 1990s (Sittipan and Weawta, 1993).

along the coastal area of Chonburi Province including Bang Saen. Red Tide happened in 1991 as well as 1992 seriously affected Bang Saen because this frightened tourists and local people (Sittipan and Weawta, 1993). The WMA provided environmental fund to the *Thesaban* to improve wastewater management. They invested in physical capital such as construction of wastewater treatment plants. The Pollution Control Department (PCD) under the MOSTE provided the *Thesaban* with an environmental fund to improve MSWM (M9, pers. comm. Feb 28, 2011; Kuankanung, pers. comm. Mar 11, 2011). They invested in physical capital such as construction of sanitary landfills.

Large companies (e.g. Honda, Toyota, Cannon, Singha, Coca-Cola, AIS, and PTT) were new face of tourism supporter who appeared in this phase. They started to play a role as facilitator and took responsibility of promoting Bang Saen tourism through a variety of tourism promotion events in response to invitations of the *Thesaban*. They employed mechanism such as sponsorship that provided the *Thesaban* with fund and products (M4, pers. comm. Mar 24, 2011). The TIPMSE was a non-profit organization (NPO) established in 2005 financially supported by large companies (e.g. Nestle, the Coca-Cola Company, P&G, and Unilever). They played a role as recycler and took responsibility of promoting at-source separation of used packaging from rubbish to reduce the amount of used packaging in Bang Saen (TIPMSE, 2011). They employed a mechanism such as technical aid (M16, pers. comm. Mar 11, 2011; M14, pers. comm. Mar 11, 2011). They invested in social capital that is needed to support cooperation among volunteers.

The CPB and the San Sabai Co., Ltd. had to play a role as facilitator and take responsibility for attracting tourists. However, they were uninterested in a large-scale improvement of bungalows, because Bang Saen increasingly consolidated its position as a destination for one-day trip in this phase. Therefore, they provided their resorts with financial resource for special projects only when necessary. The deteriorated condition of bungalows affected not only their operations but also the beach scenery, because their resorts occupied about 75 per cent of area of the beach. It was awe-inspiring for the *Thesaban* to claim something to the government agencies (M7, pers. comm. Nov 23, 2010). The GPO and PAO played a role as facilitator and took responsibility of supporting the sustainable tourism development in Chonburi

Province. To promote a government policy on sustainable tourism, they employed mechanism of the provision of financial resource to Burapha University<sup>23</sup> in 2006 (Institute of Marine Science, 2012). They invested in physical capital such as construction of the facility.

### **3.3.2 Roles, Responsibilities, and Mechanisms of Tourism Producers in the Third Phase**

Different tourism supporters encouraged their partners or tourism producers to build more infrastructure and tourist-related facilities and produce more tourism products and services to reap the profits from Bang Saen tourism. Roles, responsibilities, and mechanisms of the producers caused the direct transformation of the natural and socio-cultural environment on a large scale in this phase. The producers were the *Thesaban*, Kamnan Poh and his family, local people, and migrants as shown below.

Kamnan Poh and his family played a role as developer and tourism creator and took responsibility of increasing tourist arrivals in Bang Saen. Therefore, they employed mechanism of construction of infrastructure and tourist-related facilities. They invested in physical capital all over Bang Saen. Kamnan Poh started to use his own fortune on the improvement of Bang Saen tourism from the mid-1980s. He invested in construction of a village in Bang Saen in which slum dwellers had settled. After the slum had replaced, the site of the slum as well as commercial property and bus parking were converted into a group of shop houses, and he leased it to tenants in order to earn rent (L34, pers. comm. Dec 2, 2010; L28, pers. comm. Nov 30, 2010; L38, pers. comm. Sep 21, 2010). Kamnan Poh and his family also accelerated investment in physical capital such as the construction of hotels, seafood restaurants, housing estates, condominiums, shop houses, shopping malls, and pubs. Furthermore, in response to “quality tourism” policy of Thaksin after 2001, they constructed more luxury hotels and condominiums and tried to upgrade Bang Saen in order to attract wealthier tourists because this place has been a tourist destination for working class (L50, pers. comm. Sep 22). Since Kamnan Poh and his family could control decision

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<sup>23</sup>Srinakharinwirot University Bang Saen Campus upgraded into full university and changed their name to Burapha University in 1990.

making of the *Thesaban* on development of Bang Saen, it was not difficult for them to buy up land in many parts of Bang Saen and sell it to the *Thesaban* for the development projects. However, the development without a holistic city planning made the development of Bang Saen haphazard or confused (M12, pers. comm. Mar 22, 2011).

With provision of special subsidy from the TAT and the MOI to the *Thesaban*, they started to play a role as developer and took responsibility of increasing tourist arrivals from the early 1990s. They invested in physical capital on a large scale. Firstly, the *Thesaban* undertook a huge improvement work of Bang Saen beach and a huge scale expansion of road along the beach<sup>24</sup>. Secondly, a huge improvement work of Nong Mon market and a huge scale expansion of road around the market were carried out<sup>25</sup>. Thirdly, a large construction project was made in Laem Tan in order to turn this area into a new tourist spot<sup>26</sup>. Fourthly, they carried out a large-scale road construction and huge construction in Khao Sam Muk hill to make the dormant site into a tourist attraction<sup>27</sup>. Lastly, a large-scale road construction was carried out in Wonnapa beach in order to convert a fishing village into a new tourist spot<sup>28</sup>. Special subsidy was mostly used for creating new man-made environment rather than restoration of the environmental degradation caused in the previous phase. The creation of man-made environment gave more room for other tourism producers to make investment (L24, pers. comm. Oct 11, 2010). During Kamnan Poh's terms<sup>29</sup> most

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<sup>24</sup> A two-lane road was expanded into a four-lane road, parking lot was built all along the road, tourist facilities (e.g. tourist information center, pay toilet and shower, municipal police stations, and roundabout monuments) were made, sidewalk along the beach was paved with tiles, street furniture was installed in every block, streetlights were installed along the sidewalk as well as road, and coconut trees were more planted along the beach (L32, pers. comm. Dec 3, 2010; L30, pers. comm. Nov 19, 2010; L3, pers. comm. Nov 26, 2010).

<sup>25</sup> New market building was constructed, parking lots along Sukhumvit road and around the market were made, and footbridge was constructed (M12, pers. comm. Mar22, 2011).

<sup>26</sup> Road at Bang Saen beach was extended to Laem Tan, parking lot was made along the road, tourist facilities (e.g. multi-purpose spaces, places of relaxation and refreshment, kiosks, dolphin monument, and concrete piers) were constructed, and street furniture, loudspeakers, and streetlights were installed (L38, pers. comm. Sep 21, 2010; L4, pers. comm. Sep 21, 2010).

<sup>27</sup> New road that goes up the hilltop was constructed and old road that goes around the hill was expanded from one lane to two lanes, tourist facilities (e.g. viewing platform, place of relaxation and refreshment, and garden) were made, street furniture and streetlights were installed along the road (M12, pers. comm. Mar 22, 2011).

<sup>28</sup> The road at Bang Saen beach was extended to Wonnapa beach, breakwater and footpath were made along the road, coconut trees were planted along the road, and streetlights and loudspeakers were installed (L27, pers. comm. Aug 3, 2010; L50, pers. comm. Sep 22, 2010).

<sup>29</sup> Kamnan Poh continued working as the mayor until 2006.

renovation projects were undertaken by his company because Kamnan Poh paid temporarily on the *Thesaban*'s behalf to expedite the development, while the *Thesaban* was waiting for allocation of special subsidy (M6, pers. comm. Aug 8, 2010; L7, pers. comm. Sep 23; M11, pers. comm. Aug 23, 2010). Kamnan Poh totally mixed up public and private matters (Praditsil and Thinbangtieo, 2008). In other words, he overused political power for his benefits. After Sawat and Narongchai became the Mayor after the mid-2000, the *Thesaban* also started play a role as tourism creator and took responsibility of promoting Bang Saen tourism in order to increase tourist arrivals. They employed mechanism of tourism promotion events and advertisements in order to fulfill the responsibility. With sponsorship offered by large companies and infrastructure (e.g. multi-purpose space) built by the *Thesaban*, the *Thesaban* invented a variety of tourism promotion events such as cultural event (e.g. New Year Making Merit, Wan Lai, Candle Parade, Loy Krathong festival, and Bang Saen Retrospective), sports event (e.g. Bang Saen Thailand Speed Festival, Water Sports Festival, Bang Saen Bike Week, and Laem Tan Fishing Game), music event (e.g. Bang Saen Retrospective and Bang Saen International Music Festival), food event (e.g. Laem Tan Seafood Festival), and shopping event (e.g. Walking Street) These types of event attracted a variety of generations of tourists to Bang Saen and advertised in media such as TV, radio, and magazine (M7, pers. comm. Nov 23, 2010; M4, pers. comm. Mar 24, 2011). In other words, they invested in physical capital that is necessary to indirectly help produce tourism products and services. The development projects were accepted by the producers because they could somewhat share the benefits. Although some producers mentioned the negative impacts such as disappearing of sea animals and beach erosion, they believed that these negative impacts were worth for economic development of Bang Saen or are inevitable because it brings the profits to them (L27, pers. comm. Aug 3, 2010; L7, pers. comm. Sep 23, 2010; L23, pers. comm. Nov 16, 2010; L53, pers. comm. Aug 25, 2010; M11, pers. comm. Aug 23, 2010). This implies that environmental awareness of the producers is low and they are not aware of what Bang Saen tourism is dependent on.

With the enforcement of the *Thesaban*'s municipal regulations of 1994, operations of all vendors<sup>30</sup> were controlled by the *Thesaban*. From the mid-1990s, all vendors must register with the *Thesaban*, acquire licenses, pay annual license and MSWM fees, stay at workplace assigned by the *Thesaban*, and keep clean their workplace. Once place was assigned, no opportunity was given to change workplace except rental beach chair, because revenue largely varied according to the area of the beach, and therefore they draw lots every year to do justice to location. Due to the regulations, the vendors were no longer able to arbitrarily employ a mechanism that creates new tourism products and services by themselves (M5, pers. comm. Mar 11, 2011). Therefore, although their main role was a tourism creator and responsibility was to cater for tourists, an incentive that the vendors improve their products and services was diminished because all vendors sold the same things and there was no competition (M15, pers. comm. Mar 1, 2011; L15, pers. comm. Oct 18, 2010; L47, pers. comm. Nov 4, 2010). In this phase, vendors also required taking responsibility of maintaining hygiene of their assigned workplace. With the provision of hygiene training program, they were forced to meet the standard, because if they cause problems (e.g. food poisoning and leaving their workplace mess), their license will be taken away by the *Thesaban*. Maintaining good hygiene stemmed from compulsion backed by political power of the *Thesaban* rather than environmental awareness. Consequently, they only do what they were ordered to do (L50, pers. comm. Sep 22, 2010; L42, pers. comm. Aug 25, 2010; L28, pers. comm. Nov 30, 2010). Moreover, with the development of tourist spots in other part of Bang Saen, local people started tourism-related businesses (e.g. seafood restaurants, food corners, convenience stores, small hotels, Thai massage shops, and laundries) in new areas. They played a role as tourism creator, took responsibility of catering for tourists in these new places, and created new tourism products and services. They invested in financial and physical capitals to start and maintain and expand businesses in new areas. However, they only tried to maintain the cleanliness of their own place as the *Thesaban* ordered and ignored maintaining the cleanliness of the area due to the lack of investment in social

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<sup>30</sup>They are rental beach chair, rental swimming ring, rental bicycles, rental motorcycles, beach hawking, banana boating providers, and people who sell food, snacks, drinks, dried marine products, toys, and souvenirs.



capital that facilitate cooperation in maintaining the cleanliness of the place (L51, pers. comm. Sep 9, 2010; L23, pers. comm. Nov 16, 2010).

The renovation of Bang Saen attracted migrants from outside (Table 3.2). However, since the number of licenses was restricted, licenses started to be traded at a high price. People from outside Bang Saen who could not afford to pay worked as wage labor (e.g. cooks, shopkeepers, and waiter / waitress) or became informal vendors. The numbers of informal beach vendor increased in Bang Saen. They did not take any responsibility and misuse of the mechanism that produces tourism products and services. Consequently, they caused problems (e.g. the hard sell, food poisoning, and fraud) that negatively affected tourists' satisfaction. However, the municipal police did not exercise strict control over informal vendors because they were sympathetic with informal vendors who needed to work for their subsistence in spite of informal status (M2, pers. comm. Mar 24, 2011). Some people from outside Bang Saen who have enough capital started to invest in financial and physical capitals for new businesses in new places developed by other tourism producers and started food corners, convenience stores, guesthouses, Thai massage shops, etc. to cater for both tourists and local people (L17, pers. comm. Jan 13, 2011; L47, pers. comm. Nov 4, 2010; L13, pers. comm. Nov 30, 2010).

**Table 3.2** Number of Population in Bang Saen between 1989 and 2011

<b>Year</b>	<b>Population</b>	<b>Year</b>	<b>Population</b>
1989	32,997	2001	39,632
1990	35,983	2002	40,536
1991	38,337	2003	41,546
1992	30,555	2004	42,474
1993	31,515	2005	42,990
1994	31,673	2006	43,442
1995	32,603	2007	43,244

**Table 3.2** Number of Population in Bang Saen between 1989 and 2011 (cont.)

Year	Population	Year	Population
1996	34,391	2008	44,366
1997	35,680	2009	44,312
1998	37,366	2010	43,840
1999	38,445	2011	43,322
2000	39,337		

Sources: Office of the National Education Commission (1987); National Statistical Office (1993, 1995, 1996, 1998, 2001, 2002, 2003, 2004, 2005, and 2006); Dechwiriya chat (2000); Saensuk municipality (2012a)

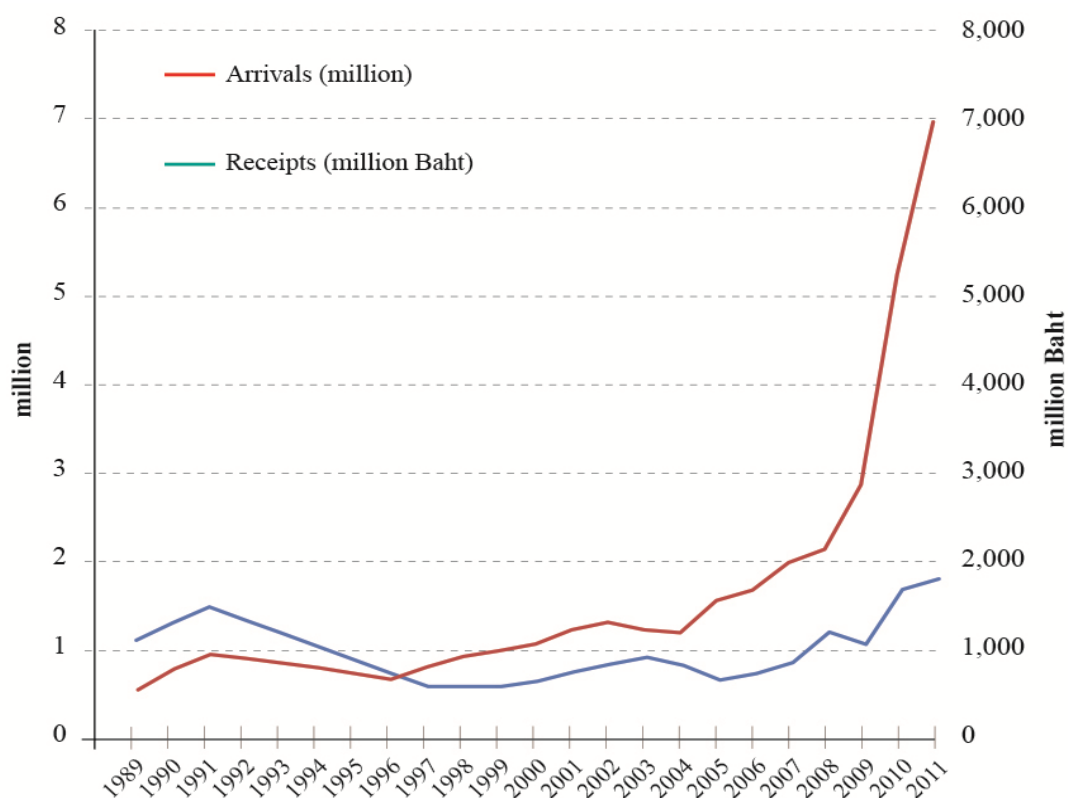
In response to inactive support, Saensuk Resort and San Sabai Resort could not play a role as sufficient developer and take responsibility of catering for tourists. The resorts were basically engaged in management of the resorts every day. They only gardened, maintained cleanliness of the site as well as facilities, and monitored side businesses (e.g. rental beach chair, pay toilet and shower, and lease of land). Although bungalow business was still deficit operation, they could earn profit from these side businesses (L7, pers. comm. Sep 23, 2010; L41, pers. comm. Sep 24, 2010; L38, pers. comm. Sep 21, 2010). Investing in financial capital to maintain their basic operation was the utmost of their ability. They were able to employ a mechanism that writes proposals to their supporters when budgets are required for special projects such as the purchase of new equipment and repair of bungalows (L7, pers. comm. Sep 23, 2010). Although they managed bungalows every day at their convenience, to outsiders, the existence of old bungalows made the scenery of Bang Saen beach look old-fashioned tourist destination (V5, pers. comm. Jan 23, 2011; V3, pers. comm. Oct 1, 2010; V6, pers. comm. Mar 5, 2011).

After Burapha University submitted a proposal plan to the GPO and PAO, the university constructed new aquarium from 2007 with the provision of financial aid. They played a role as educator and took the same responsibility as the previous phase. That is, they teach visitors about the marine environment and the importance of the coastal environmental preservation (Institute of Marine Science, 2012). Mechanism employed remained the same (i.e. permanent exhibition) and the exhibition did not

directly relate to marine organisms in Bang Saen, therefore they repeated the same error again.

### **3.3.3 Roles, Responsibilities, and Mechanisms of Tourism Consumers in the Third Phase**

With the redevelopment of Bang Saen, six tourist spots were established and tourism producers in each spot provided tourists with a variety of infrastructure, tourist-related facilities, and tourism products and services. As a result, tourist arrivals and tourism receipt recovered and increased in this phase (Figure 3.10). Bang Saen still remained a tourist destination for Thai people in this phase. Demographic characteristics of tourists in this phase are shown in Table 3.3. Most of them are Thai in the age groups between 19 – 29 and 30 – 39. They are office worker and self-employed came from the central region. Apparently, their income are ranging from low to middle range, which encourages them to stay in Bang Saen for one-day trip so that they enjoy nature and nature based activities in Bang Saen beach. However, tourists' expenses may be not enough for most supporters, producers and decomposers to gain back capitals as to sustain the tourism system of Bang Saen. They played a role as pleasure-seeker and took responsibility of spending their leisure in Bang Saen. They employed a mechanism of exchanging money with self-enjoyment. In Bang Saen beach, tourists must pay fees to beach vendors in order to enjoy because they occupied the entire Bang Saen beach. Tourists visited Khao Sam Muk hill not only for the shrine and wild rhesus monkeys but also for seafood, fishing, panorama, botanical garden, and lodging in hotels and condominiums. In Laem Tan, tourists visited not only for seafood but also for events, fishing, and lodging in hotels, guesthouses, and condominiums. Tourists visited Wonnapa beach to enjoy seafood, drinking, and lodging as this place was newly developed from a fishing village. In the same way as the previous phase, tourists enjoyed shopping souvenirs in Nong Mon market and took rest for people passing by. Many tourists visited the aquarium in Burapha University for school excursion. Although many tourists visited for blessings of nature, tourists were uninterested in helping to maintain the environment they holiday at and caused a variety of environmental degradation (e.g. littering, noise pollution, and traffic jam) (L35, pers. comm. Sep 1, 2010; L27, pers. comm. Aug 3, 2010).



**Figure 3.10** Tourist Arrivals to Bang Saen and Tourism Receipts between 1989 and 2011

Sources: Jiemsriping (1998); TAT (2008); Saensuk municipality (2010a, 2012b)

**Table 3.3** Nine Major Demographic Characteristics of Tourists in Bang Saen

Demographic items	Types	Numbers	%
Nationality	Thai	394	98.7
	Non-Thai	5	1.3
<b>Total</b>		399	100.0
Gender	Male	172	41.6
	Female	227	55.4
<b>Total</b>		399	100.0
Companion	Alone	6	1.5
	Friends	198	49.6
	Family	195	48.8
<b>Total</b>		399	100.0

**Table 3.3** Nine Major Demographic Characteristics of Tourists in Bang Saen (cont.)

Demographic items	Types	Numbers	%
Occupation	Student	78	19.5
	Day labor	28	7.0
	Self-employed	94	23.6
	Office worker	133	33.3
	Civil servant	44	11.0
	Unemployed	10	2.5
<b>Total</b>		399	100.0
Age	Under 18	23	5.8
	19-29	189	47.3
	30-39	120	30.0
	40-49	39	9.8
	50-59	28	7.0
	Over 60	2	0.5
<b>Total</b>		399	100.0
Origin of departure	Central	282	70.7
	East	58	14.5
	Northeast	34	8.5
	North	17	4.2
	West	5	1.2
	South	3	0.7
<b>Total</b>		399	100.0
Income	>5,000	66	16.6
	5,001-15,000	148	37.1
	15,001-30,000	107	26.8
	30,000-80,000	58	14.5
	+80,001	20	5.0
<b>Total</b>		399	100.0
Form of stay	Stay overnight	95	23.8
	Go back in a day	302	75.7
	No answer	2	0.5
<b>Total</b>		399	100.0
Frequency of visit	First time	25	6.3
	Less than once a year	50	12.5
	Once a year	54	13.5
	Twice a year	78	19.5
	More than three times	182	45.6
<b>Total</b>		399	100.0

Table 3.4 shows percentage of key attitudes of tourists towards cooperation in the maintenance of cleanliness of Bang Saen beach. The result showed that around 83.5 per cent of tourists can do a simple and basic activity such as throwing rubbish into rubbish bins. Activities such as paying environmental tax (5.5 per cent), joining beach cleaning activities (13.0 per cent), and bringing rubbish home (17.0 per cent) did not win approval. They can help the environment to minimum. Most tourists were not concerned about their responsibility of maintaining the cleanliness of the environment where they have holiday at. But they shifted the responsibility to the producers because they believed that the producers make a living by taking money from tourists (V5, pers. comm. Jan 23, 2011; V3, pers. comm. Oct 1, 2010; V6, pers. comm. Mar 5, 2011). In addition, there was no support from tourism supporter that raise their environmental awareness during holidays in Bang Saen and offer opportunities to tourists that help maintain the environment. Moreover, although some tourists started to have a weekend house in luxury condominium or resort property at Laem Tan, Wonnapa beach, and Khao Sam Muk hill developed by tourism producers, this is not in the right direction of the development from tourists' point of view.

**Table 3.4** Percentage of Key Attitudes of Tourists towards Cooperation in the Maintenance of Cleanliness of Bang Saen Beach

	Yes	No	Total
Bringing own bag to substitute for plastic bags	25.3	74.7	100.0
Bringing my rubbish home	17.0	83.0	100.0
Separating rubbish for recycling	19.5	80.5	100.0
Picking up rubbish on the beach	25.1	74.9	100.0
Joining beach cleaning activities	13.0	87.0	100.0
Throwing away my rubbish into rubbish bins	83.5	16.5	100.0
Eating all food and leaving no food	51.4	48.6	100.0
Paying environmental tax	5.5	94.5	100.0

### **3.3.4 Roles, Responsibilities, and Mechanisms of Tourism Decomposers in the Third Phase**

The *Thesaban* played a role as cleaner and took a responsibility of maintaining the cleanliness of their administrative area. The *Thesaban* requested environment fund to the MOI and the WMA constructed wastewater treatment plants for the *Thesaban* with environmental fund in 1993. Therefore, they could employ a mechanism of wastewater treatment to fulfill the responsibility. However, they could not adequately use this mechanism because of inadequate investment in financial capital that is needed to maintain the operations. They could not invest in physical capital such as purchase equipment, which affect performance of the plants (M9, pers. comm. Feb 28, 2011; M5, pers. comm. Mar 11, 2011). Financial difficulties made the *Thesaban* difficult to operate the plants to the fullest. Only 60 per cent of full capacity of the plants was operated on the average. The *Thesaban* started to collect wastewater treatment fees from local people from 2001, only about 60 per cent of local people paid the fees because many local people refused to pay the fees. Moreover, rubbish littered by local people and tourists went into the wastewater treatment system and destroyed some equipment. Financial difficulty is caused by the lack of cooperation of local people, which stemmed from low environmental awareness (M9, pers. comm. Feb 28, 2011; M1, pers. comm. Feb 28, 2011). On the other hand, the PCD under the MOSTE constructed a sanitary landfill for the *Thesaban* with environmental fund in 1999. The *Thesaban* could also employ a mechanism of MSWM to fulfill the responsibility. Therefore, from this phase, at least the *Thesaban* could collect municipal solid waste (MSW) from all communities, transport MSW to the sanitary landfill, and disposed of MSW at there every day because of the increase of budget compared with the *Sukhaphiban* period (Iwase and Dilokwanich, 2013; M9, pers. comm. Feb 28, 2011). However, the *Thesaban* only focused on MSWM at the end-of-pipe, and therefore they mostly invested in financial capital such as personnel costs and in physical capital such as purchase of MSWM equipment, rubbish bins, garbage trucks, street sweepers, and rubbish traps that prevent marine debris from drifting ashore on the beaches. Investing in financial and physical capitals necessary to do routine MSWM tasks cannot improve MSWM. MSWM without investing sufficiently in human capital (e.g. improving capacity building of municipal officers and waste

workers), social capital (e.g. raising environmental awareness of local people to reduce generation of MSW), and natural capital (e.g. supporting recycling to improve resource depletion) will not be able to reduce generation of MSW (Table 3.5). Evidence showed that Bang Saen generated about 61.23 ton of MSW per day on the average between 2003 and 2006. But it generated 71.93 ton per day between 2006 and 2010 (Iwase and Dilokwanich, 2013).

With the provision of technical aid from the TIPMSE, the *Thesaban* played a role as recycler and took responsibility of separating recyclable waste. The *Saleng*<sup>31</sup>

**Table 3.5** Budget Allocation to Five Capitals of Saensuk Municipal Solid Waste Management from 2003 to 2010 (in Thai baht)

Year	Financial	Physical	Human	Social	Natural	Total
2003	17,620,464	20,381,000	127,000	3,780,000	5,000	41,913,464
2004	19,956,069	50,630,500	127,000	3,785,000	5,000	74,503,569
2005	19,691,674	16,010,000	164,000	3,970,000	180,000	40,015,674
2006	14,231,484	21,510,000	364,000	3,890,000	230,000	40,225,484
2007	14,717,394	100,000	264,000	1,000,000	50,000	16,131,394
2008	16,190,314	4,950,000	264,000	1,350,000	0	22,754,314
2009	15,046,943	41,480,000	84,000	1,480,000	210,000	58,300,943
2010	20,375,228	0	30,000	1,140,000	200,000	21,745,228

Source: Iwase and Dilokwanich (2013)

Due to the municipal regulations, vendors were forced to play a role as cleaner, take responsibility of maintaining cleanliness of Bang Saen beach, and employ mechanism of collaboration. Therefore, their cleaning activities did not stem from actual collaboration but from the regulations, because if they did not follow the regulations, their business licenses will be taken away. Consequently, they took care of their own workplace only and did not help clean up neighboring area at all. When marine debris drifted ashore on the beach, vendors do not collaborate to clean up and leave the beach dirty. They shifted the responsibility of the maintenance of cleanliness of common area (i.e. beach) to the *Thesaban*. Therefore, beach was left messy (Figure

<sup>31</sup> They are informal waste buyer who rides a tricycle around communities and buys recyclable wastes from people.



3.11). Moreover, they were often forced to voluntarily help the *Thesaban* to clean other tourist spots. However, they usually showed up for a short time and returned to work (L14, pers. comm. Nov 8, 2010; L50, pers. comm. Sep 22, 2010; L42, pers. comm. Aug 25, 2010; L21, pers. comm. Oct 15, 2010). Vendors strongly believed that it is the *Thesaban*'s responsibility to manage because of the payment of MSWM fees forced by the *Thesaban* to all vendors. Voluntary cleanup activities provided by the *Thesaban* did not help raise environmental awareness. Regulation and compulsion obstructed political and environmental awareness raising as well as collaboration fostering in maintaining collective tourism resources on which tourism is dependent. This uncooperative situation stemmed from the absence of investment in social capital. Therefore, generation of genuine collaboration among all stakeholders to maintain the cleanliness of the environment is critical issue for sustaining Bang Saen tourism.



**Figure 3.11** Littered Bang Saen Beach

*Source:* Daichi Iwase (Photo taken on October 10, 2010)

With influx of tourists as well as improvement of living standards of local people, the amount of recyclable wastes increased. In response to the increase of recyclable waste, those who tried to earn extra income from selling recyclable waste appeared (e.g. waste workers, housekeepers, shopkeepers, and waiters / waitresses appeared and collected recyclable wastes). Waste workers tried to collect recyclable wastes from rubbish bins on the streets while working. They are sellable waste collector. They played a role as recycler and took responsibility of separating recyclable waste. They collected recyclable waste (e.g. plastic bottles, paper, bottles, cans, and cardboard) generated from their work or found in the midst of work and sold it to *Saleng* or waste dealers (L15, pers. comm. Oct 18, 2010; L47, pers. comm. Nov 4, 2010; L13, pers. comm. Nov 30, 2010; M16, pers. comm. Mar 11, 2011; L33, pers. comm. Aug 2, 2010; L9, pers. comm. Aug 2, 2010). Consequently, they indirectly helped the *Thesaban* to reduce MSW sending to the landfill, and hence the budget on MSWM. The *Thesaban* reported that recyclables annually generated in Bang Saen were equivalent to approximately more than 50 million baht in total. However, this voluntary activity informally existed without any assistance or investment from the *Thesaban*. Non-sellable waste (e.g. organic waste) was not separated or collected, which could have economically value if there was support that creates fertilizer or animal food for domestic animals (Iwase and Dilokwanich, 2013).

As the importance of corporate social responsibility (CSR) in companies has increased since the 2000s, especially large companies (e.g. Coca-Cola, Grammy, and Siam Commercial Bank) started to make an offer to the *Thesaban* for voluntary beach cleanup activity. Bang Saen received about 5,000 volunteers every year. They played a role as cleaner and took responsibility of maintaining cleanliness of Bang Saen beach. CSR activity was employed as a mechanism. Volunteers came in group for their convenience rather than the *Thesaban*'s. The *Thesaban* invested in physical capital to provide them with equipment for cleaning the beach (M16, pers. comm. Mar 11, 2011). However, most volunteers were not concerned with the effectiveness because what they needed was evidence that they made CSR activities for their annual environmental reports (L40, pers. comm. Nov 3, 2010; L35, pers. comm. Sep 1, 2010; L39, pers. comm. Jan 26, 2011; L47, pers. comm. Nov 4, 2010). Therefore, volunteers tended to be a mere performance for large companies to make environmental report

and for the *Thesaban* to obtain free waste workers and create better image (L40, pers. comm. Nov 3, 2010; L35, pers. comm. Sep 1, 2010). After the volunteers took a plenty of pictures of their cleaning activities on the beach, they left Bang Saen. Tourists came after volunteers had left spoiled cleanliness of the beach. Volunteers as well as the *Thesaban* played a cat-and-mouse game with tourists. The mechanism was not effectively used for fulfilling the responsibility due to the lack of management of this activity.

### **3.3.5 Summary of Roles, Responsibilities, and Mechanisms in Tourism Development in Bang Saen in the Third Phase**

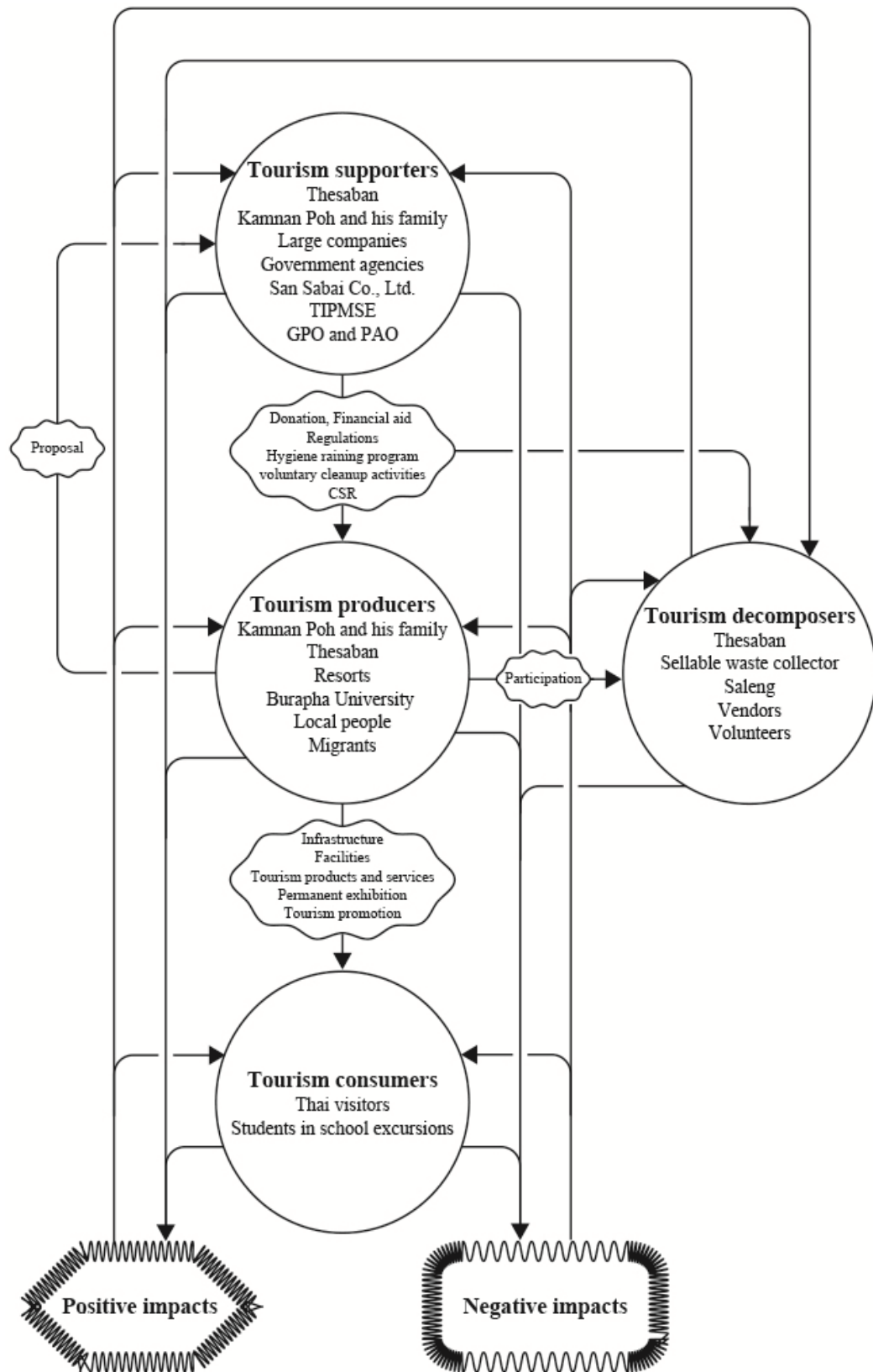
Tourism supporters appeared in order to revive and redevelop Bang Saen tourism in this phase. They played a variety role such as facilitator, negotiator, regulator, trainer of Bang Saen tourism in order to achieve the goal. They took many responsibilities for example, upgrading Bang Saen tourism, bringing special subsidy and environmental fund, controlling tourism activities, raising environmental awareness of tourism producers, and supporting sustainable tourism development policy. They employed various mechanisms, such as donation, political negotiation, special subsidy, environmental fund, financial and technical aid, municipal regulations, and sanitary training program in order to fulfill their responsibilities. Their investment concentrated on the creation and upgrade of physical capital. They generated the positive impacts such as the creation of job opportunities, revitalization of the economy, and facilitation of recycling and public health. They also generated the negative ones such as creation of absolute ruler. A variety of assistances from the supporters encouraged tourism producers to play a role as developer, tourism creator, and educator and take responsibility of building infrastructure and tourist-related facilities, catering for tourists, promoting Bang Saen tourism, and teaching visitors in aquarium. Mechanisms employed in order to fulfill the responsibility were construction of infrastructure and tourist-related facilities that help produce tourism products and services, tourism promotion events, advertisement, and permanent exhibition. Their investment focused on financial and physical capitals. They created the positive impacts such as the improvement of infrastructure, increase in income, creation of revenues to the *Thesaban*, and the improvement of beach scenery. They

also generated the negative ones such as commercialization of traditional event and beach erosion and disappearing of sea animals caused by overdevelopment. As a result of various actions made by the supporters and producers, tourists came to play a role as pleasure-seeker and took responsibility of spending leisure in Bang Saen. They employed mechanism such as exchanging money with the purchase of tourism products and services. They created positive impacts such as bringing cash income to local people, but at the same time, they generated the negative ones such as littering, noise pollution, and traffic jam caused by bad manner. Some negative impacts created by these stakeholders were addressed by tourism decomposers, especially wastewater treatment and MSWM. They played a role as cleaner and recycler and took responsibility of maintaining the cleanliness and separating recyclable waste. They employed mechanisms such as wastewater treatment, MSWM, *Saleng*-operated recycle center, collaboration, and CSR activities in order to fulfill the responsibilities. They generated the positive impacts such as the improvement of public health. They also generated the negative ones such as messy environment caused by marine debris. With these mechanisms, the decomposers could not sufficiently reduce environmental degradation especially caused by littering and marine debris, let alone environmental destruction such as beach erosion. The tourism system in this phase is summarized in Figure 3.12.

### 3.4 Conclusion

When compared tourism development in the local level with that of international and national levels, Bang Saen had three phases. For the first phase, key tourism supporters were cabinet and government agencies. They played a role as facilitator, planner, improver, and coordinator. Their main responsibilities were to establish, manage and upgrade the resort. Decree, executive order, and cabinet decision were chosen as mechanisms that invested in financial and social capitals, which used economic and social processes because the establishment of a state company that operates the resort was needed. In the second phase, the *Sukhaphiban* committee, government agencies, and San Sabai Co. Ltd. became key supporters.

They played a role as facilitator and public health supervisor. They took responsibilities of managing the resort profitably and managing public health. Budget allocation and construction were used as mechanisms that invested in financial and physical capitals, which used an economic process because the upgrade and creation of facilities, equipment and infrastructure and maintenance of the resort operation were needed to facilitate tourist flows. For the third phase, the *Thesaban*, local elites, government agencies, San Sabai Co. Ltd., TIPMSE, and GPO and PAO became key supporters. They played a role as facilitator, negotiator, regulator, trainer of Bang Saen tourism. They took responsibilities of upgrading Bang Saen tourism, bringing special subsidy and environmental fund, controlling tourism activities, and raising environmental awareness of tourism producers. Budget allocation, donation, laws, votebuying, educational program, and policy implementation were used as mechanisms that invested in human, social, financial, physical capitals, which used economic and social processes because the renovation of Bang Saen including infrastructure, facilities, regulations, and capacity of local people were needed to revive and further Bang Saen tourism through facilitating tourist flows.



**Figure 3.12** The Tourism System in Bang Saen in the Third Phase

For the first phase, key tourism producers were government agencies, state enterprise, resorts, local people, and migrants. They played a role as developer, operator, and tourism creator. Their main responsibilities were to improve infrastructure, take care of daily work of the resort, upgrade facilities, and create businesses to cater for tourists. Construction was used as a mechanism that invested in physical capital, which used an economic process because infrastructure, tourist-related facilities and equipment were necessary to attract tourists. In the second phase, key producers became the *Sukhaphiban*, the resorts, Srinakharinwirot University, local people, migrants, and Kamnan Poh. They additionally played a role as developer, operator, tourism creator and educator. They additionally took responsibilities of improving infrastructure, taking care of daily work of the resort, upgrading facilities, and creating businesses, and teaching visitors about the marine environment and importance of its preservation. Construction was used as a mechanism that invested in physical capital, which used an economic process because more infrastructure, tourist-related facilities and equipment were necessary to attract tourists. For the third phase, key producers local elites, the *Thesaban*, the resorts, Burapha University, local people, and migrants. They played the same role as the previous phase. They took responsibilities of improving infrastructure, promoting Bang Saen tourism, creating businesses, and teaching visitors in aquarium. Construction, campaigns and events were used as mechanisms that invested in physical capital, which was used under an economic process because more infrastructure, tourist-related facilities and equipment were necessary to attract tourists.

In the first phase, key tourism consumers were Thai elites, government officials, and Thai visitors. They played a role as pleasure-seeker. Their main responsibility was to visit Bang Saen for spending their leisure. Self-enjoyment and purchase of tourism products and services were chosen as mechanisms that were considered as social and economic processes because their visit and expenditure were important to popularize holiday making and create income and jobs in Bang Saen. For the second as well as third phase, key consumers became Thai visitors. They played the same role and took same responsibilities in both phases. Purchase of tourism products and services was employed because their expenditure was necessary to create income and jobs. Key tourism decomposer was the *Sukhaphiban* appeared from the

second phase because of statutory responsibility. They played a role as cleaner and took responsibility of maintaining the cleanliness of the environment. Hygiene management was chosen as a mechanism that invested in physical capital, which was an environmental process because the maintenance of cleanliness of tourist attraction was critical to keep attracting tourists. But they failed to maintain it because of the lack of cooperation. In the third phase, key decomposer became the *Thesaban*, sellable waste collectors, *Saleng*, vendors, and volunteers. They played a role as cleaner and recycler and took responsibility of maintaining the cleanliness and separating recyclable waste. Wastewater treatment, MSWM, *Saleng*-operated recycle center, collaboration, and CSR activities were chosen as mechanisms that invested in physical, human and social capitals under social process because the improvement and maintenance of cleanliness of tourist attraction was necessary to keep attracting tourists.

The historical change in roles, responsibilities, and mechanisms showed that tourism development through various phases has been directed in order to reach the goal that facilitates tourist flows in Bang Saen because it brings about profits. The stakeholders invested very little in social, human, financial, physical and natural capitals to make significant contribution to economic, social and environmental dimensions of sustainable development of Bang Saen. Rather they invested in social, human, financial, physical capitals to make significant contribution to economic dimension while making little contribution to social and environmental dimensions. Bang Saen tourism cannot develop sustainably because the tourism system does not work for making contribution to three dimensions.



## **CHAPTER IV**

### **DISCUSSIONS**

The previous chapters showed that every stakeholder tries to compete with each other, or some stakeholders even sometimes cooperate with each other, and take suitable role and responsibility through controlling mechanisms and resources in order to achieve their own goal. The endless pursuit of capital accumulation as the goal of tourism has caused the degradation of natural environment and socio-culture in many levels, which threatens sustainability in tourism. It is because resources must be continued to more use in order to increase capital accumulation. When capitalists cannot create profits, they will move away or conduct orthopedic surgery of the environment by creating new man-made environment in order to secure or increase profits. In this chapter firstly the researcher discusses how to achieve sustainable tourism development, secondary the researcher argues about roles and responsibilities of stakeholders for sustain the whole system, and finally the researcher discusses the mechanism for sustainable tourism or how the whole tourism system can be sustained.

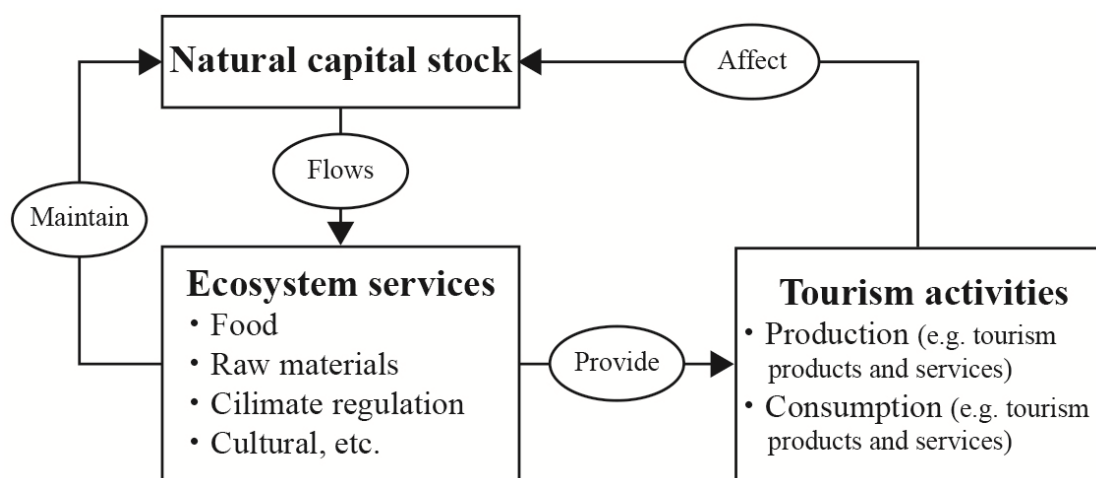
#### **4.1 Achieving Real Sustainable Tourism Development**

The previous chapters showed that tourism is an economic activity that fundamentally depends on the natural environment. More specifically, tourism depends on natural capital and its flows or ecosystem and its services<sup>1</sup>. What happens in tourism affects natural capital stock and changes in the stock affect tourism because tourism activities reap various benefits from the flow of natural capital stock (e.g. food, raw materials, climate regulation, cultural, etc.) (Figure 4.1). Therefore, the tourism system is a part of ecosystem and it is necessary to realize that tourism will emerge

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<sup>1</sup>Ecosystem services included provisioning services (e.g. food, raw materials and water), regulating services (e.g. flood, disease control, and waste absorption), cultural services (e.g. spiritual, recreational, science discovery, and cultural benefits), and supporting services (e.g. nutrient cycling). These services maintain the conditions for life on Earth (Millennium Ecosystem Assessment, 2005).

and sustain within the stock. When natural capital stock is completely depleted or is replaced with physical capital, the flows will be eradicated. Therefore, the concept of sustainable tourism development created by the United Nations World Tourism Organization (UNWTO) is not enough because it tries to establish a suitable balance between environmental, socio-cultural and economic dimensions of tourism development rather than prioritizes the natural environment as foundation of sustainable tourism development.



**Figure 4.1** The Relationships between Natural Capital Stock and Tourism Activities

Sources: Ekins, 2003; Millennium Ecosystem Assessment, 2005

Viewed in this light, maintaining the integrity of the ecosystem or natural capital stock will be a critical goal of sustainable tourism development at international, national and local levels. However, this idea is not shared at the national and local levels. Budget allocation of the Thai government between 2011 and 2013 supports this point at the national level (Table 4.1). While the Thai government least invested in environment (e.g. maintenance of ecosystems and landscapes and wastewater treatment) that accounts for 0.1 per cent of total budget on the average, they most invested in general administration (e.g. personnel expenses and economic aid) that accounts for 21.8 per cent of the total budget on the average. Education (e.g. operation of pre-school to higher education and scholarship) that accounts for 19.5 per cent and economy (e.g. management of tourism, support for agriculture and fishery and

construction of infrastructure) that account for 19.1 per cent also rank the second and third place. At the local level, investment of the *Thesaban* in a variety of development projects between 2005 and 2010 supports the point at the local level (Table 4.2).

**Table 4.1** Budget Allocation of the Thai Government between 2011 and 2013 (in Thai baht)

Categories	2011	2012	2013
General administration	519,410	571,732	494,394
Education	422,195	444,484	493,892
Economy	421,194	421,239	471,491
Defense	170,131	167,444	441,000
Public health	209,848	220,411	254,947
Social	139,466	179,032	201,765
Interior and national security	124,241	132,241	144,820
Housing and Community	45,612	222,722	33,021
Religion, Culture and Recreation	14,822	19,173	20,055
Environment	3,082	1,523	2,171
<b>Total</b>	<b>2,070,000</b>	<b>2,380,000</b>	<b>2,555,385</b>

Source: The bureau of the budget (2011, 2012, 2013)

Unit: million baht

Note: Data of year 2011, 2012, and 2013 is shown in this table because the bureau of the budget started to use this format of categories from 2011.

**Table 4.2:** Investment of the Thesaban Saensuk between 2005 and 2010 (in Thai baht)

Project types	2005	2006	2007	2008	2009	2010	Total
Tourism and economic promotion	104	17	15	9	17	18	180
Environment and resource management	41	2	21	3	2	3	72
Social and quality of life development	12	8	19	111	22	39	201
Good governance	48	23	9	9	10	10	109

Source: Saensuk municipality (2006, 2007, 2008, 2009a, 2010c, 2012a)

Unit: million baht

While the *Thesaban* least invested in environment and resource management (e.g. management, monitor, and rehabilitation of natural resources and the environment) that accounts for 12.3 per cent of total development budgets on the average, they mostly invested in social and quality of life development (e.g. education and health) that accounts for 35.6 per cent of the total budget on the average. Tourism

and economic promotion (e.g. development of infrastructure and tourist attractions) that accounts for 30.5 per cent and good governance (e.g. improvement of municipal services) that accounts for 21.6 per cent ranked the second and third place. Moreover, quotations from interviewees told:

“I need to take priority of economic development of Bang Saen first; otherwise, local people will not cooperate in maintaining the environment clean” (M7, pers. comm. Nov 23, 2010).

“Destroying the natural environment of Bang Saen is inevitable for economic development, because it brings about benefits to local people. It is worth destroying it” (M11, pers. comm. Aug 23, 2010).

Based on data and quotations in the above, an idea of environmental management of tourism supporters at national and local levels can be described as to destroy the environment first in order to generate wealth that is needed to repair it. However, this way is not sustainable at all as the case study shows. Many tourism supporters and producers in Bang Saen are only concerned about the generation of the positive impacts, especially profit-making and job creation, by investing in physical capital. Tourism development focuses on the increase of tourist arrivals by construction of tourist attractions and infrastructure. But many of them still ignore the negative impacts generated by the development as the case study showed that the management of the tourism system had been always reorganized to generate more positive ones especially economic dimension (e.g. profit-making and job creation) when it becomes unstable by threats such as environmental degradation. The accumulation of the negative impacts or environmental degradation gradually leads to tourism decline. Therefore, the stakeholders should try to wish for the positive impacts on the economic (i.e. profit-making and job creation) and social dimensions (e.g. improvement of capacity building and social relations) in such a way to maximize environmental dimension (e.g. protection of biodiversity).

The supporters and producers at all levels usually try to renovate places by investing in physical capital (e.g. establishment of new tourist destinations and large

scale real estate projects) to recover tourist arrivals again, which destroys natural capital stock at the same time. This stemmed from the absence of holistic view on inter-linkages between economic, social, and environmental dimensions. Visitor questionnaire survey showed that especially age groups between 19 and 29 and between 30 and 39 who are considered as active working class, which account for about 75.0 per cent of the whole tourists, were attracted by nature and nature-based activities (Table 4.3). However, the *Thesaban* invested too little in natural capital such as environment and resource management and invested in physical capital such as infrastructure. Affordability is also the significant for these age groups because they do not have enough disposable income for leisure (Table 4.4). Therefore, Bang Saen is an affordable tourist destination for them rather than international tourist destinations (e.g. Pattaya). Moreover all generations of tourists in Bang Saen showed that they want Bang Saen to be nature rich the most in the future (Table 4.5). Three hundreds four tourists, which account for about 77.4 per cent, want Bang Saen to be more nature rich in the next 10 to 20 years rather than more culture rich, more urbanized or the same as the present. However, there was no feedback (e.g. giving opinions) either to the producers or to the supporters in order to adjust or change their actions. Therefore, some supporters and producers tried to gentrify Bang Saen by investing in physical capital such as luxury hotels and condominiums. If they continue investing improperly in such ways, these major tourist groups in Bang Saen tourism will not be attracted to Bang Saen in the future (Appendix D and E). Consequently, the stakeholders must maintain quality of the places in order to prevent environmental degradation and repair environmental damages rather than investing in its replacement with new constructions and tourism promotion to attract more tourists. Moreover, they must maintain Bang Saen for low-income people. These services as well as infrastructure for the pursuit of profits. Most stakeholders only try to reap benefits from the growth and impose its cost to others. However, it causes the requires shifting the paradigm of investment of tourism supporters and producers in tourism development from quantitative expansions (e.g. increase of tourist arrivals and capital investment) to qualitative improvement (e.g. improvement of the natural environment, human resources, social relations, and tourist behaviors) of Bang Saen.

**Table 4.3** Number of Tourists' Most Attractive Things in Bang Saen within Different Age Groups

	Under 18	19-29	30-39	40-49	50-59	Over 60	Total
<b>Nature and nature based activities</b>	11	101	65	25	14	2	218
<b>Culture</b>	0	1	0	1	0	0	2
<b>Seafood</b>	3	10	5	2	7	0	27
<b>Affordability</b>	3	66	41	9	0	0	119
<b>Cleanliness</b>	3	8	2	0	2	0	15
<b>Tourism promotion events</b>	2	2	1	1	2	0	8
<b>No answer</b>	1	1	6	1	3	0	12
<b>Total</b>	23	189	120	39	28	2	399

**Table 4.4** Amount of Income of Tourists in Bang Saen within Different Age Groups

	Under 18	19-29	30-39	40-49	50-59	Over 60	Total
<b>Less than 5,000</b>	5	14	0	0	2	0	21
<b>5,001-15,000</b>	2	86	41	11	4	0	144
<b>15,001-30,000</b>	1	48	40	11	4	1	105
<b>30,000-80,000</b>	0	9	29	9	10	0	57
<b>More than 80,000</b>	0	2	7	5	4	1	19
<b>No income</b>	15	21	1	3	1	0	41
<b>No answer</b>	0	1	0	0	1	0	2
<b>Total</b>	23	189	120	39	28	2	399

**Table 4.5** Number of Tourists' Desires to Future Bang Saen within Different Age Groups

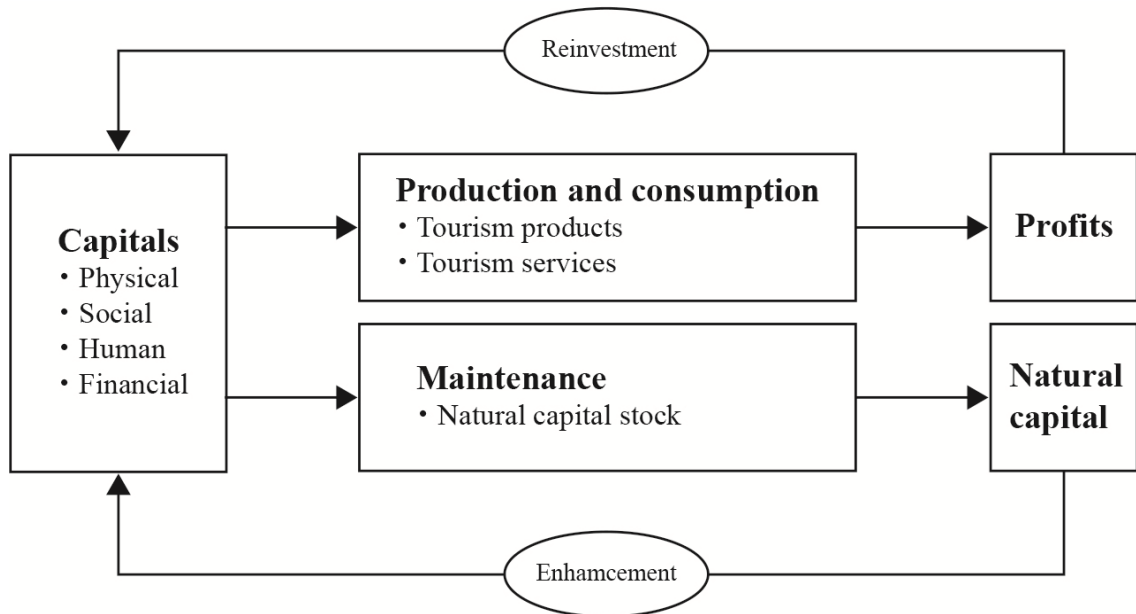
	Under 18	19-29	30-39	40-49	50-59	Over 60	Total
<b>Nature rich</b>	18	147	95	26	16	2	304
<b>Culture rich</b>	1	8	5	5	1	0	20
<b>Urban</b>	1	10	6	4	3	0	24
<b>Same</b>	1	21	13	3	7	0	45
<b>No answer</b>	2	3	1	1	1	0	8
<b>Total</b>	23	189	120	39	28	2	399

Note: (N) stands for number

Tourism products and services as well as infrastructure are produced by combining four types of capital stock<sup>2</sup> – physical, human, social, and financial capitals. Tourism products and services as well as infrastructure are regarded as resulting from the flows delivered by four capital stocks. However, creation of profits (e.g. government revenue, corporate earnings, and personal income) by producing these things also damage natural capital stock, which threaten the foundation of sustainable tourism development at the same time if exceeded. The previous chapters showed that most tourism supporters and producers at international, national, and local levels more reinvested profits in financial (e.g. maintenance and initiation of operations of government and businesses), physical (e.g. infrastructure in new tourist destinations, facilities that produce tourism products and services, and purchase of equipment), and in human capital (e.g. training for the unskilled workers) in order to generate more profits. This profit-making process destroyed natural capital stock. Therefore, it is inevitable to create new capital flows for the purpose of maintaining natural capital stock and reducing the negative impacts on it at three levels. Namely, it is significant to set processes by creating capital flows that the tourism system in three levels works towards that goal; otherwise, endless pursuit of profits will use up all natural capital stock in the end (Figure 4.2). That is, the supporters and producers must reinvest profits for creating actions among all stakeholders that maintain the integrity of the ecosystem or natural capital stock in three levels through creating five capitals' flows. If natural capital stock is maintained, the flow will help enhance physical, human, social, and financial capitals because it will deliver better quality of raw materials, knowledge and social relations and reduce externalities. The stakeholders, especially tourism supporters and producers must realize tourism's dependency on natural capital stock. The realization of this fact will help shift the paradigm of tourism development among the stakeholders and change their roles and responsibilities in the tourism system. Then tourism development will be able to develop economic and social dimensions in such a way as to make significant contribution to the environmental dimension.

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<sup>2</sup>Cultural tourist destination where cultural elements are significant tourism resource needs to include cultural capital in addition to five capitals. Cultural capital is defined as Tangible assets such as historical buildings and cultural heritage and intangible assets such as festivals, ceremonies, and traditional lifestyle that generate directly or indirectly generate income (Sharply, 2009).



**Figure 4.2** Capital Flows for Sustainable Tourism Development

## 4.2 Roles and Responsibilities for Sustaining the Whole Tourism System

The previous chapters showed that most stakeholders in international, national, and local levels play similar roles and take similar responsibilities (Table 4.6). Their roles and responsibilities are not geared towards the maintenance of natural capital stock at a steady state; rather it is geared towards production of more tourism products and depletion of natural capital stock as a result. Surviving oneself alone is almost impossible because of stakeholders' interdependence in production and consumption of tourism products and services as well as infrastructure (Bramwell and Lane, 2000; Gunn, 1988; Jamal and Getz, 1995; Waddock, 1989). Viewed in this light, tourism supporter, producer, and consumer must take the role of tourism decomposer together and responsibility of maintaining natural capital stock together. The supporters therefore must play a role as balancer and take responsibility for developing mechanisms that stakeholders reduce the negative impacts on natural capital stock and take the role and responsibility of tourism decomposer together by investing in five capitals in order to create such actions between the stakeholders. The previous



chapters showed tourism supporters in the international and national levels encouraged tourism producers to make their individual activities more environmentally friendly instead of encouraging them to take the role of tourism decomposer and responsibility of maintaining natural capital stock at a steady state together. This approach to sustainable tourism development has been politically favored by the supporters, which results in the mainstreaming in the discourse of sustainability (Redclift and Hinton, 2008). However, the environmental dimension is regarded as a matter that is tackled in their leisure hours. Even though eco-efficiency<sup>3</sup> agenda puts international pressure upon the producers to voluntarily produce their tourism products and services in a more environmentally friendly way (e.g. energy efficiency, water conservation, waste management, green building, green transport, codes of conduct for tour operators), moves towards sustainable tourism development require more collective commitment to the maintenance of natural capital stock in all levels. This is because the improvement with self-regulation approach still makes tourism grow massively and spoils efforts made by the stakeholders, and therefore, natural capital stock will continue to be deteriorated collectively. Moreover, the previous chapter showed that even the improvement of eco-efficiency is still limited to large companies only. Numerically dominated small and medium enterprises (SMEs) in the local level including vendors are leaving out of the improvement due to the low environmental awareness, absence of expertise, and lack of collaborative mind, which stemmed from the absence of investment in social and human capitals. At least producers should play a role as mender and take responsibility of improving eco-efficiency of tourism products and services and sharing the role and responsibility of tourism decomposer (Pretty and Ward, 2001; Putnam, 2001). Otherwise, with expansion of the production, the producers collectively undermine a shared natural capital stock. Moreover, the producers also should play a role as decision-making participant and take responsibility of making agreement on how the environment should be managed or how natural capital stock should be used for tourism. Or else, a concerted action on maintaining natural capital stock at a steady state cannot be generated (Hardin, 1968; Ostrom, 1990; Briassoulis, 2002). Therefore, tourism supporters must invest in five

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<sup>3</sup>It means that creates more goods and services with ever less use of resources, waste and pollution (WBCSD, 2000).

types of capital or inject capitals into the entire tourism system so as to enable the stakeholders to play such roles and take such responsibilities that reduce the negative impacts and collaborate to maintain natural capital stock.

**Table 4.6** Derived Role and Responsibility of Stakeholder Groups at International, National, and Local Levels

Types	Levels	Roles	Responsibilities
<b>Supporter</b>	International	<ul style="list-style-type: none"> <li>• Coordinator</li> <li>• Facilitator</li> <li>• Advisor</li> <li>• Trainer</li> <li>• Persuader</li> </ul>	<ul style="list-style-type: none"> <li>• Establishing international tourism body</li> <li>• Removing barriers of international tourist flows</li> <li>• Promoting tourism as a development strategy</li> <li>• Ensuring paid vacation to all workers</li> <li>• Fostering sustainable development in tourism</li> <li>• Suggesting tourism-related policies</li> <li>• Developing human resource</li> <li>• Persuading governments to adopt tourism, open markets, deregulate the tourism sector, and remove barriers to growth</li> </ul>
	National	<ul style="list-style-type: none"> <li>• Facilitator</li> <li>• Trainer</li> <li>• Persuader</li> </ul>	<ul style="list-style-type: none"> <li>• Establishing the concerned government agencies</li> <li>• Approving budget plan</li> <li>• Sending tourist information</li> <li>• Supporting Thai government agencies</li> <li>• Establishing the concerned government agencies</li> <li>• Approving budget plan</li> <li>• Sending tourist information</li> <li>• Supporting Thai government agencies</li> <li>• Developing laws</li> <li>• Developing human resource</li> <li>• Upgrading Thai tourism</li> <li>• Diversifying tourism markets</li> <li>• Persuading the government to secure</li> </ul>

**Table 4.6** Derived Role and Responsibility of Stakeholder Groups at International, National, and Local Levels (cont.)

Types	Levels	Roles	Responsibilities
	Local	<ul style="list-style-type: none"> <li>• Facilitator</li> <li>• Planner</li> <li>• Improver</li> <li>• Coordinator</li> <li>• Public health supervisor</li> <li>• Negotiator</li> <li>• Regulator</li> <li>• Trainer</li> </ul>	<ul style="list-style-type: none"> <li>• the private sector's interests</li> <li>• Encouraging the improvement of environmental practice of accommodation operators</li> </ul>
			<ul style="list-style-type: none"> <li>• Initiating the resort construction project</li> </ul>
			<ul style="list-style-type: none"> <li>• Planning construction of the resort</li> </ul>
			<ul style="list-style-type: none"> <li>• Upgrading tourist destination</li> </ul>
			<ul style="list-style-type: none"> <li>• Transferring the authority of resort management to other government agencies</li> </ul>
			<ul style="list-style-type: none"> <li>• Reconstructing the resort management</li> </ul>
			<ul style="list-style-type: none"> <li>• Providing support of educational improvement</li> </ul>
			<ul style="list-style-type: none"> <li>• Bringing special subsidy and environmental fund</li> </ul>
			<ul style="list-style-type: none"> <li>• Managing public health</li> </ul>
			<ul style="list-style-type: none"> <li>• Controlling tourism activities</li> <li>• Developing human resource</li> </ul>
<b>Producer</b>	International	<ul style="list-style-type: none"> <li>• Tourism organizer</li> <li>• Developer</li> <li>• Tourism creator</li> </ul>	<ul style="list-style-type: none"> <li>• Organizing separately existed sectors into the tourism sector</li> </ul>
			<ul style="list-style-type: none"> <li>• Building infrastructure</li> </ul>
			<ul style="list-style-type: none"> <li>• Catering to tourists</li> </ul>
	National	<ul style="list-style-type: none"> <li>• Developer</li> <li>• Tourism creator</li> </ul>	<ul style="list-style-type: none"> <li>• Promoting tourist destinations</li> </ul>
			<ul style="list-style-type: none"> <li>• Voluntarily improving environmental practice</li> </ul>
			<ul style="list-style-type: none"> <li>• Building infrastructure</li> </ul>
	Local	<ul style="list-style-type: none"> <li>• Developer</li> <li>• Operator</li> <li>• Tourism creator</li> </ul>	<ul style="list-style-type: none"> <li>• Establishing entertainment districts</li> </ul>
			<ul style="list-style-type: none"> <li>• Establishing Airline Company</li> </ul>
			<ul style="list-style-type: none"> <li>• Promoting Thai tourism in international and domestic markets</li> <li>• Catering to tourists</li> </ul>
	Local	<ul style="list-style-type: none"> <li>• Developer</li> <li>• Operator</li> <li>• Tourism creator</li> </ul>	<ul style="list-style-type: none"> <li>• Building infrastructure</li> </ul>
			<ul style="list-style-type: none"> <li>• Building tourist-related facilities</li> </ul>
			<ul style="list-style-type: none"> <li>• Upgrading facilities</li> </ul>

**Table 4.6** Derived Role and Responsibility of Stakeholder Groups at International, National, and Local Levels (cont.)

Types	Levels	Roles	Responsibilities
		<ul style="list-style-type: none"> <li>• Educator</li> </ul>	<ul style="list-style-type: none"> <li>• Catering to tourists</li> <li>• Promoting Bang Saen tourism</li> <li>• Teaching visitors about the marine environment and importance of its preservation</li> </ul>
<b>Consumer</b>	International	<ul style="list-style-type: none"> <li>• Pleasure seeker</li> <li>• Business seeker</li> </ul>	<ul style="list-style-type: none"> <li>• Visiting various tourist destinations in the world</li> <li>• Buying tourism products and services</li> </ul>
	National	<ul style="list-style-type: none"> <li>• Pleasure seeker</li> <li>• Business seeker</li> </ul>	<ul style="list-style-type: none"> <li>• Visiting various tourist destinations in Thailand</li> <li>• Buying tourism products and services</li> </ul>
	Local	<ul style="list-style-type: none"> <li>• Pleasure seeker</li> </ul>	<ul style="list-style-type: none"> <li>• Visiting Bang Saen</li> <li>• Buying tourism products and services</li> </ul>
<b>Decomposer</b>	International	<ul style="list-style-type: none"> <li>• Cleaner</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining the environment clean</li> </ul>
	National	<ul style="list-style-type: none"> <li>• Cleaner</li> <li>• Advisor</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining the environment clean</li> <li>• Suggesting environmental improvement plan</li> </ul>
	Local	<ul style="list-style-type: none"> <li>• Cleaner</li> <li>• Recycler</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining the environment clean</li> <li>• Separating recyclable waste</li> </ul>

Due to assistance provided by tourism supporters, tourism producers encouraged tourism consumers to seek for pleasure and business all over the world. Consequently, trips have become a part of modern societies, and tourism consumers travel more distant and more frequent by aircraft (Böhler et al., 2006; Urry, 2007). However, the more consumers desire to or are encouraged to travel for self-amusement and self-interests, the more the growth of the tourism industry is fueled and so does environmental problems at all levels (e.g. climate change, loss of biodiversity, and environmental pollutions) (Gössling and Hall, 2006). The previous chapters showed that the supporters and producers hesitate to intervene with seeking self-amusement and self-interest of tourists as their capital accumulation is dependent on their spending. L35 told its reason:

“We cannot force tourists to behave well and we should not blame tourists for environmental degradation such as littering, because they are customers and come to Bang Saen not for cleaning but for taking rest. If we ask them to help clean the beach, they will not come to Bang Saen” (L35, pers. comm. Sep 1, 2011).

Due to the absence of interventions, the consumers tend to over-consume resources and are not interested in modifying their actions in relation to the environment and host communities (McKercher 1993). The attention to reshaping role and responsibility of the consumers seems to be less paid due to the discourse around eco-efficiency agenda especially at the international and national levels. However, it seems to be impossible to achieve sustainable tourism development without changing the role and responsibility, because it shapes production of tourism products and services (Middleton and Hawkins, 1998). Consequently, the consumers also should play a role as environmentally minded pleasure-seeker and environmentally minded business-seeker and take responsibility of reducing the negative impacts (e.g. green consumerism) and participating in maintenance of natural capital stock during trips. Moreover, the consumers also should play a role as opinion giver and take responsibility of inputting their needs and wants to the supporters, and therefore they can adjust their decision-making. However, the previous chapters showed that the consumers behave audaciously for self-amusement and self-interests during trips and are largely lacking of environmental awareness and environmentally-friendly actions. Viewed in this light, it is critical to raise the consumers’ awareness and change their role and responsibility first; otherwise hearing their opinions will lead tourist destinations to chaotic.

Tourism decomposers have never been fully established in the tourism system at any level and phase. The previous chapters showed that most stakeholders shifted the role and responsibility of the decomposer onto others and they only tried to reap the benefits from the workings of the decomposers. L42 and M15 told:

“It is not responsibility of vendors to maintain the cleanliness of Bang Saen beach. It is the *Thesaban*’s, because we paid waste

management fees to them every year. I do only what the *Thesaban* forced us to do” (L42, pers. comm. Aug 25, 2010).

“Vendors should take responsibility of maintaining the cleanliness of Bang Saen beach, because they make a living with it” (M15, pers. comm. Mar 1, 2011).

The role and responsibility have long been paid scant attention because they do not directly involve in the process of profit making. Consequently, their role and responsibility were limited to cleaner and maintaining the cleanliness of the environment with applying the end-of-pipe technologies (e.g. solid waste management and wastewater treatment) at the best. Collective ignorance of the role and responsibility degraded natural capital stock in the long term. This stemmed from improper capital flow set by the supporters who is ignorant of how to achieve sustainable tourism development. They should not only play a role as cleaner but also as guardian of natural capital stock and take responsibility of maintaining natural capital stock at a steady state that the tourism industry and other economic activities damaged by providing opportunities of a variety of environmental activities that improve ecological health in different levels (Hawken et al., 1999). This is possible only when stakeholders at three levels take the role and responsibility together. Moreover, they should play a role as environmental advisor and take responsibility of providing the supporters with information in order to help them to adjust their decision-making. Roles and responsibilities for sustaining the whole tourism system are summarized in Table 4.7.

### **4.3 Mechanism for Sustaining the Whole Tourism System**

Many stakeholders appeared and disappeared through the history and used a variety of mechanisms to reach their goal. For the most part, their common primary goal was to facilitate tourist flows in order to create greater profits at international, national and local levels. Proper processes must be set in the tourism system in order

to make all stakeholders play proper roles and take proper responsibilities for maintaining the integrity of the ecosystem or natural capital stock through the reduction of the negative impacts on natural capital stock and creation of collaboration to maintain it. However, if the stakeholders do not share this as their primary goal, the workings of tourism system will be confused because the stakeholders set processes erratically. Consequently, the reduction of the negative impacts and creation of collaboration must be set as the central goal of policy making of tourism development at any level and mechanisms must be developed and used to implement policies (Collins, 1999). However, the linkage of system between international, national and local level is missing due to the absence of coordination of the workings of the tourism system between three levels, which stemmed from the lack of shared goal. Therefore, international concern on sustainable tourism development is difficult to reach to local level. The implementation of the concept in international level largely relies on an economic or market process and government at the national level ignores its implementation by setting social and environmental processes for the purpose of sustainable tourism development. Therefore the stakeholders at the local level can develop any machismos as they pleased to earn profits because of the absence of interventions of the national level. As a result, the system in each level is not working coordinately but individually. Derivation of mechanisms is shown in Table 4.8.

**Table 4.7** Suggested Roles and Responsibilities of Stakeholder Groups at International, National, and Local Levels for Sustaining the Whole Tourism System

Stakeholder groups	Roles	Responsibilities
<b>Tourism supporters</b>	<ul style="list-style-type: none"> <li>• Balancer</li> </ul>	<ul style="list-style-type: none"> <li>• Developing mechanisms that all stakeholders reduce the negative impacts and share roles and responsibilities of tourism decomposers</li> <li>• Creating capitals flows that enables the stakeholders to do so</li> </ul>
<b>Tourism producers</b>	<ul style="list-style-type: none"> <li>• Mender</li> <li>• Decision-making participants</li> </ul>	<ul style="list-style-type: none"> <li>• Improving eco-efficiency of tourism products and services</li> <li>• Participating in environmental activities that improve ecological health</li> <li>• Making agreement on how the environment should be managed and used</li> </ul>

**Table 4.7** Suggested Roles and Responsibilities of Stakeholder Groups at International, National, and Local Levels for Sustaining the Whole Tourism System (cont.)

Stakeholder groups	Roles	Responsibilities
<b>Tourism consumers</b>	<ul style="list-style-type: none"> <li>• Environmentally-minded pleasure and business seeker</li> <li>• Opinion giver</li> </ul>	<ul style="list-style-type: none"> <li>• Reducing the negative impacts during trips</li> <li>• Participating in environmental activities that improve ecological health</li> <li>• Inputting their needs and wants to the supporters</li> </ul>
<b>Tourism decomposers</b>	<ul style="list-style-type: none"> <li>• Guardian</li> <li>• Cleaner</li> <li>• Environmental adviser</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining natural capital stock at a steady state that the tourism industry and other economic sectors damaged by providing opportunities of a variety of environmental activities that improve ecological health in different levels</li> <li>• Maintaining the environment clean and attractive</li> <li>• Providing tourism supporters with information in order to help them to adjust decision-making on supporting activities</li> </ul>

**Table 4.8** Derived Mechanisms of Stakeholder Groups at International, National, and Local Levels

Types	Levels	Mechanisms in		
		Economic processes	Social processes	Environmental processes
<b>Supporter</b>	International	<ul style="list-style-type: none"> <li>• Campaign</li> <li>• Award</li> <li>• Financial and technical aid</li> </ul>	<ul style="list-style-type: none"> <li>• International commitment</li> <li>• Policy implementation</li> <li>• Guideline</li> <li>• Educational program</li> </ul>	
	National	<ul style="list-style-type: none"> <li>• Budget allocation</li> <li>• Financial and technical aid</li> <li>• Certification</li> </ul>	<ul style="list-style-type: none"> <li>• Decrees and laws</li> <li>• Policy implementation</li> <li>• Survey</li> <li>• Educational program</li> </ul>	



**Table 4.8** Derived Mechanisms of Stakeholder Groups at International, National, and Local Levels (cont,)

Types	Levels	Mechanisms in		
<b>Producer</b>	Local	• Direct investment	• Decree and laws	
		• Budget allocation	• Policy implementation	
		• Financial and technical aid	• Vote buying	
		• Donation	• Educational program	
	International	• Package tour	• Written opinion	
		• Construction		
		• Establishment of protected areas for eco-tourism		
		• Campaign		
		• Voluntary actions		
	National	• Establishment of branch office of NTO	• Written opinion	
		• Construction		
		• Campaign		
		<b>Economic processes</b>	<b>Social processes</b>	<b>Environmental processes</b>
		• Establishment of protected areas for eco-tourism		
	Local	• Events		
		• Construction		
		• Campaign		
		• Events		

**Table 4.8** Derived Mechanisms of Stakeholder Groups at International, National, and Local Levels (cont,)

Types	Levels	Mechanisms in	
<b>Consumer</b>	International	<ul style="list-style-type: none"> <li>• Purchase of tourism products and services</li> </ul>	
	National	<ul style="list-style-type: none"> <li>• Purchase of tourism products and services</li> </ul>	
	Local	<ul style="list-style-type: none"> <li>• Purchase of tourism products and services</li> </ul>	<ul style="list-style-type: none"> <li>• Self-enjoyment (e.g. picnic, natural walk, sea bathing, gathering crabs and shells)</li> </ul>
<b>Decomposer</b>	International	<ul style="list-style-type: none"> <li>• Request of financial and technical aid</li> </ul>	<ul style="list-style-type: none"> <li>• Hygiene management</li> </ul>
	National	<ul style="list-style-type: none"> <li>• Request of financial aid</li> </ul>	<ul style="list-style-type: none"> <li>• Hygiene management</li> </ul>
	Local	<ul style="list-style-type: none"> <li>• CSR activities</li> <li>• Voluntary recycling activities</li> </ul>	<ul style="list-style-type: none"> <li>• Hygiene management</li> </ul>

Tourism supporters at the international level employed a variety of mechanisms such as campaign, award, financial and technical aid, international commitment, policy implementation, guideline and educational program that invested in social and human capitals, which used economic and social processes. On the other hand, the supporters at the national and local level also used various mechanisms budget, certification, financial and technical aid, direct investment, donation, laws, policy implementation, survey, educational program, and vote buying that invested in social and human capitals, which can be grouped in economic and social processes. The characteristics of process set in each level were different (e.g. effectiveness and compelling power); however the previous chapter showed that these processes were set for the purpose of the facilitating tourist flows at all levels. Sustainable tourism development has become a central concern in tourism; however environmental process

has been not much set in the management of the whole tourism system because of overreliance on the economic process to achieve sustainable tourism development. Although some mechanisms such as a request of environmental fund and regulation under the social process were used for the environmental protection at the local level, these mechanisms were not enough to change actions or role and responsibility of the stakeholders because environmental fund was used for basic infrastructure such as the provision of wastewater treatment facilities and sanitary landfills and regulation was weakly enforced. In order to set processes for sustaining the whole tourism system, the supporters must use and develop various mechanisms suitable to their circumstances in order to implement sustainable development. Namely, they must set processes by creating proper capital flows that enable the stakeholders to work together towards the goal, which tries to reduce the negative impacts on natural capital stock and create collaboration to maintain it. The conditions of appropriateness depend on context. The supporter at local level showed the absence of human and social capital accumulation is critical for development and use of proper mechanisms as a municipal officer told:

“Even if we want to improve the environmental management of Bang Saen, we have no idea how we can improve it... There is no support from any one” (M9, pers. comm. Feb 28, 2011).

If the stakeholders do not have enough capacity building and trust between the municipality and local people, they cannot develop and implement proper mechanisms suitable to each context and set necessary processes to achieve sustainable tourism development.

Tourism producers at international, national and local levels employed mechanisms such as construction, establishment of branch office of national tourist office, advertisement, establishment of protected area for ecotourism, and written opinion that invested in financial and physical capitals, which used economic and social processes to encourage production of tourism products and services. Some producers at the international level tried to promote a mechanism such as voluntary action so as to reduce the negative impacts (e.g. improvement of energy efficiency of services, solid waste management, water conservation, and architecture design, and

food and beverage management). However, this mechanism was not effective enough because numerically dominated small and medium enterprises at national and local level ignore it (Sloan et al., 2009; Lee, 2001). Seen in this light, the supporters at three levels should also use financial and technical aid mechanism that invest in financial capital, which used in economic process to encourage tourism producers to buy cleaner technologies. The supporters at three levels also should develop mechanisms such as environmentally taxation and emission trading in economic process that provides financial incentives for the producers to reduce the negative impacts. Moreover, the supporters also should more develop a voluntary action mechanism (e.g. environmental voluntary agreement) that invest in social capital under the social process to foster collaborative motivations for tourism producers to take the role and responsibility of tourism decomposer together (Carter, 2007). Finally, the supporter should develop a public engagement mechanism (e.g. public participation in local level and public hearing in national level) that invest in social capital, which use social process to allow the producers to join decision-making, planning and implementation of policies on how the environment should be preserved. In practice, the supporters at the local level tried to make the producers take more responsibility to the environment by force or carrot and stick approach as M7 told:

“Beach vendors are selfish and thinking of their interests only. This is the nature of local people of Bang Saen. So, we need to use a force to them. If they do not follow the rule, we have to punish them; otherwise they will never take responsibility for maintaining the environment” (M7, pers. comm. Nov 23, 2010).

However, local people cannot be responsible to the environment, because they cannot feel connection to the environment as L50 showed his opinion:

“Bang Saen belongs to Kamnan Poh family. Nobody dares to object to them. It is an informal law of Bang Saen. ...we should not interfere with their interests... we should leave local development to

them... we have only to do only things ordered by them” (L50, pers. comm. Sep 22, 2010).

The previous chapter showed that the absence of public participation, which stemmed from low political and environmental awareness, obstructs sharing the role and responsibility of tourism decomposer and improving eco-efficiency of the producers’ environmental performance. Therefore, the supporters must share political power rather than abusing it by encouraging them to use the public engagement mechanism. In other words, they must allow the producers to accumulate human and social capital by opening capital flows to the producers. The producers can realize the benefits of the mechanisms through environmental education and environment awareness-raising.

Tourism consumers at international, national and local levels basically used similar mechanisms such as the purchase of tourism products and services, which used economic process to for self-enjoyment and self-interest. The previous chapters showed that tourism supporters and producers spoil the consumers or hesitate to intervene with them at all levels as their profit making is dependent on spending of disposable income through consumption of the products and services. This mechanism is a significant to sustain the tourism system because the system cannot sustain if money does not flow (Harvey, 2010). However, this mechanism can be environmentally destructive if the consumer misused it or overused it. Therefore, the supporters should employ an information-based mechanism (e.g. eco-labeling, certification, and information disclosure) that invests in social capital under the social process that improve access to information of tourism consumers to reduce the negative impacts during trips (Sasidharan et al., 2002). The supporters also should develop a voluntary action mechanism that invests in social capital to foster collaborative motivations for the consumers to share the role and responsibility of tourism decomposer during trips. Moreover, the supporters should develop a hearing mechanism (e.g. opinion box, tourist satisfaction research, call center, and website) that invest in social capital to obtain feedback from the consumers that helps adjust decision-making, such as development of tourism development policies and plans, development and use of mechanisms, and generation of capital flow in the tourism

system. The supporters should create a capital flow, especially to human and social capital, to the consumers in order to improve knowledge about the negative impacts generated by their actions during the trips and raise environmental awareness that fosters collaborative mind and gives opinions back.

Tourism decomposers at international, national and local levels employed similar mechanisms such as hygiene management and request of financial aid that invested in physical capital, which used environmental and social processes to address the negative impacts at the end-of-pipe for example purchase of equipment and construction of facilities related to public health. However, this is not effective enough to maintain natural capital stock at a steady state. Consequently, tourism supporters should develop a preservation mechanism that invests in natural capital, which use environmental process, so that tourism producers and consumers can share the role and responsibility of tourism decomposer in order to preserve the environment. The previous chapters showed that there was no opportunity (e.g. voluntary preservation work) offered by the decomposers. The supporters can encourage voluntary actions through a range of communicative mechanism such as campaigns setting out information about the environmental benefits of voluntary preservation work, extending citizen rights to environmental information, and making easier for the citizen sector (e.g. non-profit organizations) to participate in environmental voluntary activities. They need to create capital flows to tourism producers and consumers and invest in human and social capitals that enable them to do so. Consequently, the producers and consumers can improve knowledge about environmental benefits of voluntary actions, recognize interdependence, and perceive significant benefit that results from sharing the role and responsibility of the decomposer (Carter, 2007). Moreover, the supporters should help develop a monitoring mechanism (e.g. environmental impact assessment and tourism carrying capacity) that invest in human capital under the social process so that the decomposers monitor and analyze the impacts on the environment all the time and provide the supporters with information to adjust decision-making on the development. With this one, the supporters can flexibly adjust their mechanisms and capital flows according to the condition of natural capital stock. The supporters should create capital flows to tourism decomposers and invest in

human capital in order to improve capacity building and knowledge about environmental monitoring.

As mentioned, stakeholders cannot properly develop mechanisms that are suitable to their context in order to maintain natural capital stock through collaboration and reduce the negative impacts on it. This is caused by various limitations such as operational (e.g. lack of coordination in the workings of stakeholders), social structural (e.g. elite domination, lack of trained human resources, and lack of financial resources), and human (e.g. limited capacity of local people, apathy and low political and environmental awareness of local people), which stemmed from the lack of necessary capital accumulation among the stakeholders. The supporters therefore must consider five capitals in sustainable tourism management and create capital flows especially to human and social capitals in order to create such actions by setting proper mechanisms. If the supporters cannot create capital flows by themselves, forming a cross-scale collaborative network will help reduce the limitations and create proper capital flows because the network enables them to access contemporary resources (e.g. knowledge and technologies), improve the coordination of policies and mechanisms, facilitate richer understanding and learning of issues, and foster concerted actions in different levels (Öztürk and Eraydin, 2010; Berkes, 2002). National level can play an important role in forming the networks in three levels, because the stakeholders in this level can mediate between international and local level or they can access the both international and local levels. Moreover, they know the concern on sustainable tourism development in international level and the actual situation of local level. If the stakeholders at national level become serious about sustainable tourism development, they can act upon that of upper and lower levels.

#### **4.4 Conclusion**

Tourism is dependent on natural capital stock and their flows. What tourism does affect natural capital stock and feeds back to natural capital stock. Therefore, sustainable tourism development concept made by the UNWTO is not enough to achieve sustainable development because it treats economic, socio-cultural,

and environmental dimensions equally rather than prioritizes the natural environment as foundation of sustainable tourism development. Seen in this light, maintaining the integrity of natural capital stock is the critical goal of sustainable tourism development at any level and all stakeholders in tourism must help it. Most tourism supporters and producers try to invest profits in financial, physical, human, and social capitals for creating more profits. It is impossible to make growth in tourism sustain unlimitedly. This is because natural capital stock, which provides a fundamental flow of tourism products and services, is finite resource. Therefore, especially tourism supporters and producers must realize the limit of natural capital stock and its tourism dependency and maintaining natural capital stock must be set as the central goal of policy making of tourism development at any level. Without maintaining natural capital stock, tourism will not sustain<sup>4</sup>. Therefore, the stakeholders should try to wish for the positive impacts on the economic and social dimensions in such a way to maximize environmental dimension in tourism development rather than trying to make balance between those dimensions in order to achieve sustainable tourism development. However, it requires shifting the paradigm of investment of tourism supporters and producers in tourism development from quantitative expansions to qualitative improvement. Tourism supporters and producers must consider five types of capital in management of the tourism system in order to maintain the integrity of natural capital stock as the primary goal of their activities.

Tourism supporters, producers, consumers, and decomposers in each level played similar roles and took similar responsibilities, because most roles and responsibilities are basically coordinated towards the pursuit of profits. Tourism supporters played many roles (e.g. facilitator, coordinator, and trainer) and took many responsibilities (e.g. diversifying tourism markets and improving tourism quality) in order to facilitate tourist flows. In response to the roles and responsibilities of the supporters, tourism producers played many roles (e.g. developer and promoter) and took responsibilities (e.g. attracting and catering for tourists and creating tourist destinations) in order to reap benefits from tourists, which bring about benefits (e.g. revenues) to the supporters. Tourism consumers were attracted by the result of roles

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<sup>4</sup> Even cultural tourist destination (e.g. Angkor and Taj Mahal) where cultural capital stock is the crucial, natural capital stock is very significant for sustainable tourism development because the degradation of natural capital stock can harm the destination (e.g. overuse of groundwater and acid rain).



that the supporters and producers played and responsibilities that they took. The consumers played roles such as pleasure-seekers and business-seekers and took responsibilities such as visiting tourist destinations and buying tourism products and services. Tourism decomposers were supposed to address the negative impacts created by the supporters, producers, and consumers. However, they played a role (e.g. cleaner) and took responsibility of maintain the environment clean for the most part, because this decomposer component does not involve in profit-making but secure its foundation. Consequently, roles and responsibilities for maintaining natural capital stock and reducing the negative impacts on the stock are of secondary importance or ignored. Most stakeholders are interested in self-interests only and are indifferent to collective interests. If the stakeholders ignore reducing the negative impacts on the environment and do not share the role and responsibility of tourism decomposer or they only try to reap the benefits from the workings of the decomposers by being a free rider<sup>5</sup>, while shifting the role and responsibility onto others, the whole tourism system will be collapsed sooner or later. Tourism supporter, producer, and consumer must take the role of tourism decomposer together and responsibility of maintaining natural capital stock together. The supporters therefore must play a role as balancer and take responsibility for developing mechanisms that stakeholders reduce the negative impacts on natural capital stock and take the role and responsibility of tourism decomposer together by investing in five capitals in order to create such actions between the stakeholders.

Despite the importance of collaborative actions among the stakeholders to maintain natural capital stock, they are usually not able to take the role and responsibility of tourism decomposers together due to the absence or improper use of mechanisms that sets processes towards sustainable development. This stemmed from cultural, operational, and structural limitations caused by improper capital flows set by tourism supporters. To set process for sustaining the whole tourism system, tourism supporters at all levels must consider five capitals in tourism management and inject five capitals into the entire tourism system in order to create actions that achieve sustainable tourism development and share political powers through allowing the

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<sup>5</sup> It refers to person who reaps benefits from resources, goods, or services without paying for the cost of it.

stakeholders to accumulate necessary capitals. Cross-scale collaborative network helps create proper and better capital flows that reduce the limitations, develop proper mechanisms suitable to local circumstances, and foster a concerted action on the improvement of environmental performance and maintenance of the environments at a steady state. It is dependent on fairness of the supporters whether they determine to share political power and allow the stakeholders to accumulate necessary capitals in order to mitigate the environmental degradation and to maintain natural capital stock at a steady state by developing and employing mechanisms that works for sustainable development.

## **CHAPTER V**

### **CONCLUSION**

The researcher studied the mechanism for sustainable tourism with three key research objectives as follows: (1) to understand how to achieve sustainable tourism development; (2) to investigate the roles and responsibilities of stakeholders for sustaining the whole tourism system; and (3) to analyze the mechanisms for sustaining the whole tourism system. In this final chapter, firstly the researcher makes a summary of the study in response to the objectives, secondly makes some recommendations in order to achieve sustainable tourism development in Bang Saen, and finally shows contribution of the study.

#### **5.1 Summary of the Study**

The concept of sustainable tourism development made by the United Nations World Tourism Organization (UNWTO) is not enough to achieve real sustainable tourism development because it tries to establish a suitable balance between environmental, socio-cultural and economic dimensions of tourism development rather than prioritizes the natural environment as foundation of sustainable tourism development. Maintaining the integrity of the ecosystem or natural capital stock will be a critical goal in order to achieve sustainable tourism development at international, national and local levels. In order to reach this goal in three levels, it is inevitable to realize the dependency on natural capital stock especially among tourism supporters and producers and tourism development must develop economic and social dimensions in such a way as to make significant contribution to the environmental dimension to achieve sustainable development. Profits must be reinvested not only for the purpose of making more profits but also for the purpose of creating actions among stakeholders that maintain the integrity of the ecosystem or natural capital stock in three levels. This requires shifting the paradigm

of investment in tourism development from quantitative expansions (e.g. increase of tourist arrivals and capital investment) to qualitative improvement (e.g. improvement of the natural environment, human resources, social relations, and tourist behaviors). Therefore, the stakeholders should try to maximize the positive impacts not only on the economic dimension (i.e. profit-making and job creation) but also on the social (e.g. improvement of capacity building and social relations) and environmental dimensions (e.g. protection of biodiversity). Tourism supporters and producers must consider five types of capital in optimal management of the tourism system in order to maintain the integrity of natural capital stock as the primary goal of their activities.

This study showed that most stakeholders in international, national, and local levels play similar roles and take similar responsibilities. Their roles and responsibilities are geared towards production of more tourism products and services. Most stakeholders only try to play roles and take responsibilities for the economic and social dimensions of sustainable development. Even though eco-efficiency agenda puts international pressure upon the producers to voluntarily produce their tourism products and services in a more environmentally friendly way, moves towards sustainable tourism development require more collective and active commitment to the maintenance of natural capital stock in all levels. Tourism supporter, producer, and consumer must take the role of tourism decomposer together and responsibility of maintaining natural capital stock together. The supporters therefore must play a role as balancer and take responsibility for developing mechanisms that stakeholders reduce the negative impacts on natural capital stock and take the role and responsibility of tourism decomposer together by investing in five capitals in order to create such actions between the stakeholders.

If mechanisms are developed and employed by the stakeholders without a shared goal that secures natural capital stock at a steady state and improve eco-efficiency of the stakeholders' activity, it is difficult to achieve sustainable tourism development. This study showed that tourism supporters in international, national, and local levels set similar economic and social processes in the tourism system that invested in social, human, and financial capitals in order to create greater profits by the increase of tourist flows. Moreover, they try to achieve sustainable tourism development with using economic process that invested in physical capital to improve

eco-efficiency of the stakeholders' activity only. They tend to ignore setting social and environmental processes that invest in social, human, and financial capitals in order to maintain natural capital stock. The supporters must create capital flows in the tourism system in order to establish economic, social, and environmental processes that achieve sustainable tourism development. Tourism producers in three levels also used similar economic, social, and environmental processes that invested in physical capital in order to attract and cater for the increase of the number of tourist arrivals. Consequently, tourism consumers in three levels were limited to use only a tool such as purchase of tourism products and services for self-enjoyment and self-interest for the most part. Tourism decomposers at all levels also employed similar social and environmental processes that invested in physical capital in order to maintain the cleanliness of the environment. However, setting five capital flows for the purpose of sustainable tourism development has never been considered in the management of tourism system. This was because capital flows were made for the development of mechanisms that create greater profits for the most part. Seen in this light, setting improper processes is caused by improper capital flows made by the supporters. Therefore, the stakeholders cannot develop and use mechanisms for achieving real sustainable tourism development properly due to the absence of capital accumulation. The supporters must consider five capitals in tourism management and inject capitals into the entire tourism system so as to create actions that achieve sustainable tourism development and share political powers through allowing the stakeholders to accumulate necessary capitals. Then the stakeholders can work as a team aiming for the same goal. If the supporters cannot create capital flows by themselves, they need to look for support from outside by forming collaborative networks. Then the stakeholders can work as a team aiming for the same goal. If the supporters cannot create capital flows by themselves, they need to look for support from outside by forming collaborative networks.

## 5.2 Recommendations

Most stakeholders try to pursue self-interests only and ignore collective interests because of greed, which stemmed from the absence of environmental ethics (Holden, 2003). Consequently, many stakeholders played improper roles, took improper responsibilities, and employed improper mechanisms for sustaining the whole tourism system. Environmental education must be provided in order to change a dominant worldview of “Light Green”, which takes the view that tourism is intrinsically good and has an inherent right to expand, into a worldview of “Dark Green”, which recognizes the environmental protection as a matter of the highest priority for tourism in sustainability (Hunter, 2002). The higher educational institutions can commit to play a role of educator levels as university social responsibility (USR) and take a responsibility of teaching environmental ethics to the stakeholders at local level including the *Thesaban* and local people as well as tourists. Environmental non-profit organizations (NPOs) also can help support the institutions.

Many stakeholders in Bang Saen try to compete with each other and take suitable role and responsibility through controlling mechanisms in order to achieve their own goal that is profit-making for the most part. However, while they reap benefits from natural capital stock, they collectively ignored maintaining and reducing the negative impacts on it. Leadership of the *Thesaban* based on the understanding of how to achieve sustainable tourism development is critical in order to correct improper roles and responsibilities of the stakeholders. Good leadership can be exerted by employing a public engagement mechanism (e.g. public participation) that builds consensus among the stakeholders. The consensus can coordinate roles and responsibilities of the stakeholders and create a concerted action on how to reap benefits from natural capital stock and maintain it, and therefore building consensus helps correct improper role and responsibilities (Hall and Jenkins, 1995; Hall, 1994). The *Thesaban* must create proper capital flows for local people to accumulate necessary capitals and generate public participation. They must foster a political will to share power and allow local people to participate in decision making process.

Ineffective mechanisms or improper processes set in the tourism system must be adjusted; otherwise the whole system can be put in danger. Consequently, some tourism decomposer (e.g. the *Thesaban* and Burapha University) need to

monitor and analyze the impacts on the natural environment in Bang Saen. The analysis result or information should be provided to the *Thesaban* in order to adjust the development and use of mechanisms that influence local people and tourists. In this way, ineffective use of mechanisms can be adjusted. Consequently, the *Thesaban* must create capital flows, especially to human and social capital, in order to enable them to monitor and analyze the impacts. If there was no qualified human resource in local level, they may ask cooperation to higher education institutions outside Bang Saen to do this task or ask help to the central government (e.g. financial resource, capacity building programs, and scientific data). The central government can mediate between international organization such as the United Nations Environment Programme (UNEP) and the *Thesaban* in order to provide necessary assistance. The *Thesaban* requires appealing to them for the provision of cooperation as well as assistance.

### **5.3 Contribution of the Study**

Applying ecological or holistic view on tourism development is a new approach to study sustainable tourism development. The conventional approaches try to study sustainable tourism development without holistic view. Consequently, it tends to treat economic, social, and environmental dimensions of tourism development individually and try to make a suitable balance between three dimensions in order to achieve sustainable tourism development. If people treat three dimensions individually and try to make a suitable balance, it will be very difficult to achieve sustainable tourism development or it seems that they try to accomplish an unachievable goal, because the meaning of suitable balance varies from people to people. Moreover, conventional approaches tend to pay scant attention to all stakeholders' action, especially role, responsibility, and mechanism (i.e. process). Ecological system approach provides a holistic framework that regards three dimensions as the integrated wholeness, which helps understand sustainable tourism development holistically and analyze how the stakeholders should behave and what processes should be set in order to sustain the whole tourism system at all levels.

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## **APPENDICES**

## APPENDIX A

### PROFILES OF IN-DEPTH INTERVIEWEE

Stakeholder groups	Name	Gender	Age	Profession
Municipality	M1	M	37	Wastewater plant engineer
	M2	M	39	Municipal police
	M3	M	76	Former vice mayor
	M4	M	34	Personnel in Municipal Clerk
	M5	F	n/a	Personnel in Public Health Department
	M6	M	50	Municipal councilor
	M7	M	37	Mayor
	M8	M	54	Municipal councilor
	M9	M	n/a	Personnel in Sanitary Engineering Department
	M10	M	46	Leader of Municipal solid waste collection
	M11	M	72	Municipal councilor
	M12	M	56	Personnel in Engineering Department
	M13	F	n/a	Municipal councilor
	M14	F	n/a	Personnel in Public Health Department
	M15	F	n/a	Personnel in Academic and Planning
	M16	M	29	Personnel in Public Health Department
	M17	F	n/a/	Information Center
Local	L1	M	40	Rental bicycle
	L2	M	70	Accommodation operator
	L3	F	38	Convenience store
	L4	F	n/a	Food stall
	L5	M	69	Life-time stayed local
	L6	M	76	Life-time stayed local
	L7	M	70	Rental beach chair
	L8	F	72	Rental beach chair
	L9	M	51	Saleng
	L10	F	n/a	Rental swimming ring
	L11	F	55	Rental beach chair

## Profiles of In-Depth Interviewee (cont.)

Stakeholder groups	Name	Gender	Age	Profession
	L12	F	70	Souvenir shop
	L13	F	26	Convenience store
	L14	M	38	Rental bicycle
	L15	F	45	Food stall
	L16	F	n/a	Snack shop
	L17	M	49	Convenience store
	L18	M	50	Rental beach chair
	L19	M	54	Rental swimming ring
	L20	M	35	Scooter boat
	L21	M	64	Food stall and business unit leader
	L22	M	54	Souvenir shop
	L23	M	49	Accommodation operator
	L24	M	n/a	Seafood restaurant
	L25	M	50	Community leader
	L26	F	n/a	Rental bicycle
	L27	M	62	Community leader
	L28	F	n/a	Seafood restaurant and accommodation operator
	L29	F	45	Food stall
	L30	F	50	Grill chicken
	L31	F	38	Souvenir shop
	L32	F	n/a	Rental swimming ring
	L33	M	39	Saleng
	L34	M	55	Seafood restaurant
	L35	F	54	Rental beach chair and business unit leader
	L36	M	46	Scooter boat
	L37	F	54	Grill chicken
	L38	M	57	Accommodation operator
	L39	F	43	Snack shop
	L40	F	n/a	Rental swimming ring and business unit leader

### Profiles of In-Depth Interviewee (cont.)

Stakeholder groups	Name	Gender	Age	Profession
	L41	F	n/a	Accommodation operator
	L42	F	53	Rental beach chair
	L43	M	n/a	Convenience store
	L44	F	n/a	Snack shop
	L45	M	44	Scooter boat
	L46	M	42	Made-to-rice shop and community leader
	L47	F	47	Snack shop
	L48	F	61	Photo studio
	L49	F	n/a	Food stall
	L50	M	49	Food stall and business unit leader
	L51	F	51	Seafood restaurant
	L52	M	60	Anonymous proprietor
	L53	M	49	Scooter boat
Visitors	V1	F	40	Office worker
	V2	M	n/a	Day labor
	V3	F	48	Office worker
	V4	F	64	Civil servant
	V5	M	n/a	Shop owner
	V6	M	37	Office worker

## APPENDIX B

### VISITOR QUESTIONNAIRE (THAI)

#### แบบสอบถาม

กรุณาเลือกข้อที่ตรงกับตัวท่านมากที่สุดเพียงข้อเดียวในแต่ละหัวข้อยกเว้นข้อ 14

1. สัญชาติ ☐ ไทย ☐ อื่นๆ โปรดระบุ.....
2. เพศ ☐ ชาย ☐ หญิง
3. อายุ ☐ ต่ำกว่า 18 ☐ 19 – 29 ☐ 30 – 39 ☐ 40 – 49 ☐ 50 – 59 ☐ มากกว่า 60
4. อาชีพ ☐ นักเรียน ☐ รับจ้าง ☐ กิจการส่วนตัว ☐ พนักงานบริษัท  
☐ ข้าราชการ ☐ รัฐวิสาหกิจ ☐ ไม่ได้ทำงาน ☐ อื่นๆ.....
5. รายได้ต่อเดือน (บาท) ☐ น้อยกว่า 5,000 ☐ 5,001-15,000 ☐ 15,001-30,000  
☐ 30,001-80,000 ☐ มากกว่า 80,001 ☐ ไม่มีรายได้
6. ท่านมาจากที่ไหน ☐ กรุงเทพฯ ☐ ที่อื่นๆ โปรดระบุ.....
7. ท่านมาท่องเที่ยวเกี่ยวกับใคร ☐ มาคนเดียว ☐ เพื่อน ☐ ครอบครัว ☐ แฟน, คู่หมั้น  
☐ บริษัท, เพื่อนที่ทำงาน ☐ อื่นๆ โปรดระบุ.....
8. ท่านคิดว่าจะใช้จ่ายประมาณเท่าไรที่บางแสน ☐ น้อยกว่า 500 บาท ☐ 501 – 1,000 บาท  
☐ 1,001 – 2,000 บาท ☐ 2,001 – 3,000 บาท  
☐ 3,001 – 4,000 บาท ☐ มากกว่า 4,001 บาท
9. ท่านวางแผนจะค้างคืนหรือไม่ ☐ ค้าง ☐ ไม่ค้าง
10. ท่านเดินทางมาบางแสนอย่างไร ☐ รถส่วนตัว ☐ รถยนต์เช่า ☐ รถตู้, รถทัวร์แบบเหมา  
☐ รถโดยสารสาธารณะ ☐ มอเตอร์ไซค์ ☐ อื่นๆ โปรดระบุ.....



11. ท่านมาเที่ยวบางแสนบ่อยแค่ไหนต่อปี โดยเฉลี่ย
- ☐ เพิ่งเคยมาเป็นครั้งแรก ☐ น้อยกว่าปีละ 1 ครั้ง ☐ ประมาณปีละ 1 ครั้ง  
☐ ประมาณปีละ 2 ครั้ง ☐ ประมาณปีละ 3 ครั้ง ☐ มากกว่าปีละ 4 ครั้ง
12. ท่านคิดว่าสิ่งที่น่าประทับใจมากที่สุดของบางแสนคืออะไร กรุณาเลือกเพียงข้อเดียว
- ☐ ธรรมชาติ ☐ วัฒนธรรม ☐ กิจกรรมเพื่อการพักผ่อน เช่น เล่นน้ำทะเล  
☐ อาหาร ☐ ความสะอาด ☐ ราคาสมเหตุผล  
☐ ความสะอาด ☐ ความปลอดภัย ☐ กิจกรรมเพื่อความบันเทิง เช่น ถนนคนเดิน แข่งรถ  
☐ อื่นๆ โปรดระบุ.....
13. ท่านคิดว่าสิ่งที่น่าประทับใจที่สุดของบางแสนคืออะไร กรุณาเลือกเพียงข้อเดียว
- ☐ ขยะ ☐ คนเยอะ ☐ อาหารไม่สะอาด  
☐ เสียงดัง ☐ รถติด ☐ ดึกหรืออากาศที่ไม่สวยงาม  
☐ สิ่งอำนวยความสะดวกเก่า, ขาดการดูแล  
☐ อื่นๆ โปรดระบุ.....
14. ท่านสามารถร่วมมืออย่างไรในการรักษาชายหาดบางแสนให้สะอาด (เลือกข้อก็ได้ที่คิดว่าเราทำได้)
- ☐ ใช้ถุงผ้าที่นำมาเองแทนถุงพลาสติก ☐ นำขยะของเราเองกลับบ้าน  
☐ สั่งอาหารแต่พอดีและไม่ทานเหลือ ☐ แยกขยะเพื่อรีไซเคิล  
☐ ช่วยเก็บขยะตามชายหาด ☐ เข้าร่วมกิจกรรมทำความสะอาดชายหาด  
☐ ทิ้งขยะให้ลงถัง ☐ จ่ายภาษีสิ่งแวดล้อม  
☐ อื่นๆ .....
15. สถานที่ที่ประทับใจที่สุดของบางแสนคืออะไร กรุณาเลือกเพียงข้อเดียว
- ☐ ชายหาดบางแสน ☐ แหลมแท่น ☐ เขาสามมุก  
☐ หาดวอนนภา ☐ พิพิธภัณฑ์สัตว์น้ำ ☐ ตลาดหนองมน  
☐ วัด ☐ อื่นๆ โปรดระบุ.....
16. ท่านอยากให้บางแสนเป็นอย่างไรในอีก 10-20 ปีข้างหน้า กรุณาบอกเหตุผล
- ☐ ธรรมชาติสวยงาม ☐ มีวัฒนธรรมอันดี  
☐ เป็นเมืองทันสมัย  
☐ คงไว้เหมือนปัจจุบัน  
☐ อื่นๆ โปรดระบุ.....  
 เหตุผล.....  
 .....
17. ท่านอยากจะทำกิจกรรมที่บางแสนหรือไม่ กรุณาบอกเหตุผล
- ☐ อยากทำอีก ☐ ไม่อยากทำ ☐ ยังไม่แน่ใจ  
 เหตุผล.....  
 .....

## APPENDIX C

### VISITOR QUESTIONNAIRE (ENGLISH)

## QUESTIONNAIRE

Please tick only one box in each question **except** question no. 14.

1. Nationality      ☐ Thai                                  ☐ Other, please specify.....
2. Gender        ☐ Male                                  ☐ Female
3. Age             ☐ Less than 18   ☐ 19 – 29   ☐ 30 – 39   ☐ 40 – 49   ☐ 50 – 59  
                         ☐ +60
4. Occupation   ☐ Student            ☐ Day labor        ☐ Self-employed    ☐ Company employee  
                         ☐ Civil servant       ☐ State enterprise   ☐ Unemployed      ☐ Other, please specify.....
5. Income        ☐ Less than 5,000    ☐ 5,001 – 15,000    ☐ 15,001 – 30,000  
(Baht)            ☐ 30,000 – 80,000   ☐ +80,000            ☐ No income
6. Where did you come from?      ☐ Bangkok    ☐ Other place, please specify.....
7. Who did you come with?   ☐ Alone   ☐ Friends   ☐ Family   ☐ Couple  
   ☐ Colleagues  
   ☐ Other place, please specify.....

8. How much do you plan to expense in Bang Saen (Baht)?  
☐ Less than 500 ☐ 501 – 1,000  
☐ 1,001 – 2,000 ☐ 2,001 – 3,000  
☐ 3,001 – 4,000 ☐ +4,001
9. Do you stay overnight? ☐ Yes ☐ No
10. How did you come to Bang Saen?  
☐ Private car ☐ Rent-a-car ☐ Chartered bus  
☐ Public bus ☐ Motor bike  
☐ Others, please specify.....
11. How often do you come to Bang Saen in a year?  
☐ First time to come ☐ Less than once a year  
☐ 1 ☐ 2 ☐ 3 ☐ +4
12. What is the most attractive thing in Bang Saen?  
☐ Nature ☐ Culture ☐ Recreation  
☐ Food ☐ Convenient activities  
☐ Cleanliness ☐ Safety ☐ Reasonable  
☐ Entertainment events  
☐ Others, please specify.....
13. What is the least attractive thing in Bang Saen?  
☐ Rubbish ☐ Overcrowd ☐ Food poisoning  
☐ Noise ☐ Traffic jam ☐ Unpleasant buildings  
☐ Old facility ☐ Others, please specify.....
14. How can you cooperate to maintain the cleanliness of the  
☐ Bringing own bag to substitute for plastic bags ☐ Bringing my rubbish home

Bang Saen beach? (**You can tick as many boxes as you can cooperate**)

☐ Eating all food I ordered

and leaving no food

☐ Picking up rubbish on the beach

☐ Throwing away my rubbish into rubbish bins

☐ Separation of my rubbish for recycling

☐ Joining beach

cleaning

activities

☐ Paying eco tax

☐ Others, please specify.....

15. Where is the most attractive place in Bang Saen?

☐ Bang Saen beach

☐ Laem Tan

☐ Khao Sam Muk

☐ Wonnapa beach

☐ Aquarium

☐ Nong Mon

market

☐ Temples

☐ Others, please specify.....

16. What do you want Bang Saen to be in 10 – 20 years later? **Please also tell the reason.**

☐ Nature rich

☐ Culture rich

☐ Urban

☐ Same

☐ Others, please specify

.....

**Reason:**.....

.....

.....

.....

17. Do you want to come back to Bang Saen again for holiday in the near future? **Please also tell the reason.**

☐ Yes ☐ No ☐ Neither

**Reason:**.....

.....

.....

.....

Thank you very much for your participation.

## **APPENDIX D**

### **TRANSCRIPTIONS OF IN-DEPTH INTERVIEWS**

M1

February 29<sup>th</sup> 2011

Q: Where are you from?

A: I came from Bang Saen

Q: How this wastewater plant works?

A: This plant treats wastewater from communities. The city has only fish source industry. There are two plants in south and north in the city. Northern city also has fish source factory. We have stations that all wastewater from communities comes and send it to the plants. The stations work automatically 24 hours. In Thailand, drainage from households, streets, and rain goes into the same pipe. If only wastewater, operation will be more efficient, because when rubbish comes into plant, it is caught in machine, and it can be broken. We need to take rubbish out from wastewater before coming into plants. Pump at the station located at the lowest place in the city needs to send wastewater to plant. Wastewater goes into plant will be pooled for a while until sand and dirt will be precipitated so that the machine can take precipitated sand and dirt away, but this machine is out of order, because sand and dirt stuck inside machine. This wastewater treatment plant is old. After this process, wastewater sends to oxidation ditch, which pump air into wastewater by circulating. This process consumes electricity the most. Laboratory checks water quality in this stage. If air is enough, then we will stop pumping air into wastewater but wastewater circulation is also stopped. If pumping air and water circulation can be separated, we can save more energy. This is bad point of this plant. In this stage black color water become brownish. Wastewater quality depends on how people use, sometime people washed a lot of cloths so that wastewater contains a lot of foam. In the oxidation ditch, some air pumps are fixing so that not all pumps are used. Wastewater sends to the next stage, clarifier stage, which putting wastewater from above so that sludge stays at the bottom. Theoretically, wastewater must be left for a while in this process, but since our wastewater from communities and no space to pool wastewater, it comes to here all the time, in practice, we make sure that water meets standard of the Pollution Control Department and regional environmental office. Under the bridge is sweeper can gather sludge at the center bottom. Activated sludge will be re-input into the system again. In case of too much sludge is produced; we have process to eliminate it by adding polymer to squeeze water out. After this process, chlorine will be added. Wastewater treatment organization comes to check and said no

need to add chlorine, because we release treated wastewater into sea. Saltwater kills bacteria. When saltwater comes into our plant, our system can be in problem, because bacteria use for wastewater treatment will be all died, and hence wastewater can't be treated. After wastewater is treated, it is sent to station to release into sea. Wastewater treatment organization takes care of this plant and Japanese help. When it is raining, it causes problems. Waste can go into the plant, because rubbish filter at station is not high enough. This plant is not designed to maintain easily, when one part is broken, it will affect other part of plant. This plant is next to the sea, release pipe made of rubber doesn't work, because sand accumulates at the mouth. That is why we needed to make new release pipe, which is made of concrete. But bad point is that it uses a lot of electricity because of pump. North plant still use release pipe made of rubber. When this pipe become old, seawater can come into pipes because of some hole and seawater can mix with wastewater at the station and it comes into plant. So when sea level is high, we should stop pump at the station, which prevent wastewater mixed with seawater from coming into the plant, but we can't stop it because local people complain that water can't drain well.

Q: What do you do with waste?

A: We throw into the Thesaban bins. And about sludge can be used for fertilizer for decoration flower. I can suggest that the Thesaban can use this. But it depends on them whether they use it or not. If we want to seriously use for fertilizer, we need to check the amount of heavy metal contains (manganese), if heavy metal contain is high, it can't use. If it is too much we need to bury in the ground or dump at landfill. In sludge in this plant contains a lot of manganese.

Q: How about wastewater treatment plant at north?

A: The same system but larger. The same company manages wastewater treatment plant at both north and south. But wastewater treatment plant at north treats more wastewater. One located at south is 9,000 cubic meter a day, while north is 14,000 cubic meter a day.

Q: How much amount of waste, sludge, and sand are produced?

A: I never measure. Especially in the first and second day of the rainy season, quite a lot of rubbish, because rain washes away rubbish. Winter and summer, when rainwater is little and rubbish stuck somewhere, but when rainy season starts, too much water wash rubbish away, and comes into plants. BOD is also high and water is quite dirty in the first and second day of the rainy season. The first design of wastewater treatment plant, the Thesaban expected that people live more at north so that the Thesaban made north plant larger than south. But now more people live in south, and the plant at south gets burden from tourism. There are more dormitories and condominiums are being built. Now Khaolum road was build, which is responsibility of north plant so that community should be expanded more in north.

Q: Which month is wastewater created the most?

A: When school closed and a lot of tourists come, a lot of wastewater is created. The Thesaban plans to expand wastewater treatment plant. If too much rain, sometime beyond capacity (9,000 cubic meter), plant can't treat all, therefore we need to release rainwater, which contains wastewater

from communities without treatment. If we have a pool to store water, we can treat all.

Q: How many days do you face this kind of situation?

A: We need to release untreated wastewater very day during the rainy season.

Q: Do you think it effect seawater quality during the rainy season?

A: There are so many factors make seawater dirty. But this can affect at the releasing point. Researchers always want to see a lot of bacteria, Pollution Control Department comes every three months to check water quality, and stay less 10 min, and they say that this plant is failed. They didn't come often and didn't explain in the report why this plant is failed, for example some machine is out of order, they could explain why failed so that they can give support to fix it rather than saying failed. Pollution Control Department blamed the company doesn't operate well. The company only operates only. We can't have budget to buy and fix things, which is not normal. The Thesaban decides money use. Civil servant system is difficult to manage things, they don't provide maintenance budgets, need to wait until machine is out of order, then ask budgets to fix, even we ask, still we can't get money. One machine is out of order, then asks to fix, but no reaction from the Thesaban, while we wait for fix another machine needs to work more and become out of order. The Thesaban says what hell did you do? They need to plan to have budgets to fix, but we never know when machine will be out of order. In this case, the Thesaban needs to set budgets to maintain machine, the same as private company does. Twice a year, we have to check machine for maintenance. Any civil servant systems never have budgets to maintain things so that we need to wait until out of order and fix. The same as car, some parts need to change before broken.

Q: What types of rubbish you can find the most in the plant?

A: Plastic bags, dead dog sometimes.

Q: How often do you take sludge out of this first process?

A: Three times a day by machine. If machine is out of order, human has to do it.

Q: How do you separate oil from water in the second process?

A: Oil will be resolved in the treatment process. Coking oil or engine oil can be sold. I wonder why people throw oil away. But I rarely find oil in the process. During the Kamnan Poh period, there was problem of salt water, they checked and found out cause is not seawater but shrimp firm uses saltwater and formalin, when shrimp farmers clean their pond, those water goes into the plants. He said do not drains water into sewage pipe but somewhere else. I think they dump at sea. He also said that if you continue throwing wastewater into drainage, I will stop your license.

Q: What do you do with treated wastewater?

A: We use it to wash Non Mon market and streets, watering plants, and extinguish fire.

Q: How many cars come to plant to get water?

A: 15 vehicles come a day. One car has capacity of 6 cubic meters. In summer, more vehicles come.

Q: What is the main job of this company?

A: The company's job is to plan and manage the wastewater plant, take care of activate sludge,

manage human resources, adjust landscape in the plant, and maintenance planning of machine.

Q: Does company involves in making wastewater policy of the city?

A: Basically, we work with the Thesaban so that everything has to be done the way the Thesaban wants. The Thesaban allows the company to present only one page so that we can't report routine work. We are just operator. The Thesaban is like a client of the company.

Q: Do you propose something to the Thesaban you think good?

A: We need to propose something but no reactions. We have to propose because it's our duty. If we don't propose, nothing will happen anyway. It depends on the Thesaban whether they take seriously or not. But we know how things work in here.

Q: Who is the owner of the company?

A: This plant was built in 1992 – 1993. This company was started in year 2005. Before 2005, the Thesaban was taking care of this plant by themselves. In 1998, wastewater organization came to take care of this wastewater treatment plant including maintenance, electricity, and human resources until 2005. The company manages only two wastewater plants in the city. Owner is friend of me.

Q: How many tons of wastewater is generated in a day in the city?

A: 10,000 cubic meters comes into the treatment plants. Capacity is 23,000 cubic meters. North treatment plant has 4 pumps, which send wastewater into the plants. Now 3 pumps out of 4 pumps at station are out of order. There is another problem, which is sea level. Seawater comes into pump, and I need to check sea level rise, turn off pump when sea level is high. North plant has no budget to install the pump to release treated wastewater into sea that south one has. Plant can't operate 100% because of old machine and lack of budget but we can't blame the Thesaban, because they have to spend more important things first (making road, cleaning beach, etc.). Only 60 per cent of full-capacity of the plants was operated on the average. Here is back of office.

Q: Is the amount of wastewater increasing?

A: Yes, because of expansion of communities. When we first came here, it was nothing, there are many apartments, if people have land, all want to do apartment or sell land to investors. There is market in front of plant that place was jungle.

Q: Did two plants were made at the same time?

A: North one was made 2 – 3 years after south one (1997).

Q: How much did it cost to build both plants?

A: As I remember, 700 – 800 million baht. This one was made by Department of Public Work and Town Planning. They built for the Thesaban and asked them to take care of it. As I heard that many thesabans can't take care of it by them, because no budget. Even this city collect wastewater treatment fee, but still not enough to cover the operation cost.

Q: What is the reason behind of building the plants

A: Because of law. I am not sure how much this law is seriously enforced. I wonder why the Pollution Control Department cares such a rural area like this city but doesn't care horrible canal in Bangkok.



- Q: What will the municipality plan to do when water use of the city reaches the capacity of plants?
- A: Need to expand plant. In these 10 years, amount of wastewater per day has been increasing from 1,000 – 1,500 cubic meters per day. In this next 10 years, we should build new plant. It also depends on how much Burapha University expands. Or maybe in the next 5 years, we should start to expand.
- Q: Is sewage pipe connected to all buildings in the city including buildings (e.g. old bungalows, old shower and toilet buildings along the beach, etc.) built before installing wastewater treatment plants in the city?
- A: They don't sewage water pipes, they must dump into underground. Old house can request to the Thesaban to connect pipes. If they can't connect pipe, the Thesaban charges 20 baht a month. Basically house connects to sewage pipe is charged by the amount of water use. Wastewater collection fee is separated into categories and charged by different rate (e.g. hotels, factories, etc.)
- Q: What system old bungalows use?
- A: Wastewater goes under ground, which is not good, because close to sea. In the past, nature could treat it but now too many people, nature can't.
- Q: Are drainage pipes constructed all the area in the city? Is there any place still no drainage pipes?
- A: 70% of the area has sewage pipes. New place has all pipes. All 19 communities have pipes.
- Q: Can you tell me what the most serious wastewater problem created in the city?
- A: Waste comes into the system. Quality and quantity of wastewater is not problem. Because waste causes serious problem in the plant (e.g. stuck in machine and break machine, etc.).
- Q: What is the cause of the problem?
- A: People don't care about waste and putting rubbish drainage. Inform them of no litter or make campaign. Need to raise awareness of people. The same as waste problem, we should not blame tourists, but local people should clean so that they understand this is result of littering. Barrier is politics. If mayor forces too much things that local people don't like, local people won't choose him anymore so that he can't force. Without their cooperation, we need to spend more money to fix the plants.
- Q: How was seawater quality changed before and after installing the wastewater treatment plants?
- A: I think it affects only the area of releasing point. We check BOD every day 100 meter away from the point. It never is the problem.
- Q: Have you ever informed to local people and tourists about the wastewater problem's situation the city faced?
- A: Yes. The Thesaban didn't promote wastewater treatment for a while, and they couldn't collect fee so that they started promotion. But recently no promotion. They should do constantly otherwise new generation doesn't know and people forget it. Promotion was success, I am from local and member of community member so that I could explain to my family and help to promote to local people in community.
- Q: Do you have save water campaign?

A: Never. Many people including primary students, high school students, and local people and organization staffs visited to see this plant.

Q: How local people should be environmentally educated so that they can cooperate in save water?

A: We should have it. About save water, probably we fail, no one is interested. We should focus on waste issue. Anyway local people pay for water use so that we don't have to tell them to save water. The amount of detergent use doesn't affect plant but effect on pipes because of smell.

Q: Tell me data available in the plant?

A: Since some machine to calculate amount of wastewater comes in are out of order. Data is not accurate. Waste also can be obstacle to measure the amount by leaser. Leaser can measure the depth of wastewater but waste can be obstacle. We can measure in different way but we need to stop plant, which make local people and the Thesaban complain so that we can't. If the Thesaban can fix machine then we don't have to do this. PAO plant has newer technology.

M2

March 24<sup>th</sup> 2011

Q: Where are you from?

A: I am from Chachoengsao.

Q: How long have you been doing this?

A: 8 years.

Q: Who is employer?

A: The Thesaban.

Q: What do you do?

A: I usually take care of vendors at beach and Nong Mon market. I fix fighting and monitor the cleanliness and people who break rules.

Q: What do you do with informal vendors?

A: They are pity because they cannot work formally because they do not have license, which is very expensive. As my job, I have to catch them. Anyway I release them later. I understand their situation because they have to earn money for make a living. Sometimes, I really have to catch some of them otherwise vendors blame me.

Q: How many times a day you patrol?

A: Three times a day on the average.

Q: What can you do to maintain the cleanliness of the beach?

A: I can warn vendors to keep clean or when I see rubbish. I also can tell them to clean up. Basically it is responsibility of vendors to maintain the cleanliness.

M3

August 5<sup>th</sup> 2010

Q: Where are you from?

A: I am from Nong Mon market in Bang Saen.

Q: How old are you?

A: 74 years old.

Q: How tourism development has changed the environment of Bang Saen?

A: Bang Saen Long Had was 2-lane road. Piboonsongkram period, it was expanded. Communication became better and there were many coconut trees growing along the road. Later Sarit built his vacation house at Laem Tan and also started to improve infrastructure and the resort on the beach. But instead, cars have been increasing, which created air pollution. Bang Saen was upgraded into Sukhapiban just before I became Phu Yai Ban in 1968. After that, Bang Saen becomes Sukhapiban. It had limitation in tourism management. We could deal with things related to sanitation only. Bang Saen was under control of Ministry of Interior but they did not have any development plan for Bang Saen. After that it was upgraded into Thesaban in 1988. Bang Saen largely changed after Bang Saen became Thesaban and Kamnan Poh became mayor. Kamnan Poh was a bright man with a lot of friends. He had a lot of government officers' friend, so it was not difficult for him to find budget to develop Bang Saen. This is how things work in Thailand. He also had a lot of respects from locals, not only Bang Saen but also the whole Chonburi. That's why he could do things as he likes. Also later his sons were elected to be a parliament member. The councilors and Kamnan Poh were working together rather than the councilors monitor the mayor and his team. There is no councilor try to go against him. Thesaban's decision making was quite smooth. So the development was very quickly happened.

Q: How Nong Mon market was developed?

A: Non Mong market was situated in a place set back from the provincial road, which later became Sukhumvit road. People caught fish and walked through area currently Burapha University exists to the market, farm products were from another side of the road. The Sukaphiban and Thesaban take care of price and quality of goods, cleanliness and order. Basically it makes sure they don't cheat people. Later fish market was added at the back of older market. Market has been bigger and bigger as time goes by. Some building is two-story. In the past, most things in the market were produced in local area. So Khao Rum was basically made by local materials. Now most of materials came from outside. Some products were from Chonburi as well as Bangkok. Now many shops along Sukhumvit road sell souvenirs to tourists.

Q: Please tell me about Sukhapiban?

A: The head of Sukhapiban was the district mayor. His job was taking care of finance and rules. There was sanitary committee's meeting once a month discussed about the development related to sanitation issues and hearing from local leaders. The committee made decisions on sanitation

plans and budget use to build roads and facilities related to public health. Because of the lack of human, technology, and authority, some sanitary works we could not do sufficiently such as waste management. At best we collected waste and dumped at vacant land. Even the government suggested improvement plan, Sukhapiban could not have enough money, staff, and technology to implement it.

Q: What was the goal of tourism at that time?

A: Nothing particular...

Q: What positive impacts do you perceive?

A: There are more houses developed to accommodate immigrants. A long time ago, Bang Saen was covered by coconut trees and farm land. Now a lot of new property development. Water treatment facility was built. When the city develops this much, we can't stop.

Q: Why the development is positive?

A: It brings economic development and better life.

Q: How about the negative impacts?

A: Traffic jams and air pollution caused by increase of population. Also rubbish drifted on the beach is serious issue. But it is not our fault. We are victim..

Q: Can you estimate how many people lived in Bang Saen before tourism started?

A: Not more than 1,000 people.

Q: Why environmental problems caused the decline in tourism during the 1970s?

A: Locals didn't care much about the environment. Threw rubbish everywhere or flushed wastewater into wrong place.

Q: How can tourism management in Bang Saen be improved?

A: When local politicians know about these problems, as local politicians, we fix them. Like waste problem, we have to advise them what to do and assign the department to deal with it. We can tell locals that if they want to have business, you can't do like this. You should love local area and love your area. Then there will be people come to visit. First of all we have to know the problem. If we want to fix the problem, we have to know the problem and what cause the problem. If the cause is from business then we fix business people. For example, this beach had been expanding but why now it started to disappear. We have to find the way to fix. The tide change because of what reason? Is there any big boats mooring on the way and hindering to the tide? After checking the cause of problem then we can fix it. The more tourism develops the more problem we will have. Pollution problem such as waste problem, some people just drop waste anywhere they want. To success in fixing this kind of problem, we need to check if what we did was the right. Some problems however need support from outside. Thesaban needs budget from central or provincial government to address the issues.

Q: What is the barrier to improve?

A: Lack of budget and cooperation from locals.

M4

March 24<sup>th</sup> 2011

Q: Can you tell me what does this division do?

A: Tourism promotion by managing events to bring more tourists to Bang Saen. We expect tourists to spend more money and make income to local people.

Q: What events do you make?

A: Countdown on December, Make Merit on January, Bang Saen Retrospective on February and tourists like events. Wan Lain on April. There is no event during rainy season, because it was not successful. We tried Laem Tan Sea Food Fair but failed. This year we won't hold it. Bang Saen Speed Festival on November, only one place in the country use normal road for car race. The Thesaban wants Bang Saen to be like Monaco or Singapore. Bike Week after this. October does not need to hold events, because there are many tourists.

Q: Can you tell me detail of public relation activities regarding tourism in Bang Saen?

A: We need P.R. for events. We make a book (magazine) to promote Bang Saen and newspaper but it emphasizes on the Thesaban's works and activities. We plan to make the book once a year. Last year focuses on tourist attractions in Bang Saen. This year, we haven't decided yet. We try to distribute to a wide variety of places for example, universities, hospitals, governmental offices, etc. We are not responsible for environmental events. That is the division of Public Health job to do. There is no tourism promotion concerning environmental preservation.

Q: Does this division draft tourism promotion policy of the city?

A: Yes. Mayor asks me whether I have suggestion or not. He asks basically about medias for tourism promotion. In each event, the Thesaban asks organizers to promote events. Normally organizers promote the events in the morning talk show on TV. I think it is effective, because visitor survey said many people know about events from TV.

Q: Since when the municipality started to focus on tourism promotion by using events?

A: The Thesaban started to seriously think of tourism promotion (events) from 2006 – 2007. The Thesaban sets up budgets and allocates staff to take responsible, etc.

Q: What is the main purpose of holding events almost every month?

A: The main purpose is tourism promotion of Bang Saen and economic development for local people. Events are quite effective.

Q: What is the reason to choose kinds of events? Who decides? How to plan events in general?

A: It depends on the Mayor. They have to discuss with local politicians and community, because events affect them a lot. After this process, they assign this division to work in detail.

Q: How does the Thesaban consult with those people?

A: Municipal councilors directly go to talk to people who directly affected.

Q: What are the common problems created by the events?

A: Basically no problem. Vendors are well cooperated. There are some complaints.

Q: How the municipality deals with the problems created by holding events in the city?

A: Problems are dealt one by one. If somebody complains in internet, the Thesaban needs explain in internet. If somebody complains about food, the public health division has to deal with it, because that is their job to do. This is supposed to reduce problems in the next time.

Q: What aspects of Bang Saen the municipality tries to promote through the events?

A: That is in vision of the Mayor team and development plan. We are operation team so that we try to achieve what is told to do.

Q: What do they want to?

A: I do not know.

Q: Can you tell me what tourists expect from Bang Saen?

A: Affordability and convenient (traffic, toilet, convenience stores, parking, etc.). We still have problem of parking, anyway it cannot be enough. They have different request about singers and artists. Different events invite different types of musicians. This year in World Reggae invite artists from Asian countries.

Q: Have you ever invited local people to plan tourism promotion events together?

A: Yes. People can propose whatever they want; they can do brainstorming within community and present to the Thesaban. About events, people can help suggest ideas to make events better. Local people want to utility if the Thesaban let local people say. They start from themselves. About events, the Thesaban has to show idea first to them, and they can suggest making it better. Local people are not creative.

Q: Any obstacles to invite local people?

A: People don't really come to join the meeting and propose ideas. They are not free. People are vendors and selling things so that they are busy. Business leaders and community leaders anyway have to come.

Q: How to overcome this obstacle?

A: Try to announce in the advance so that they can arrange time to come.

Q: How divisions in municipality can cooperate with each other?

A: The Thesaban acts as main agent in events, and ask others to cooperate. The Thesaban needs to ask and explains to many sectors to hold events, for example University, hospital, police, etc.

Q: Do you try to make events more environmentally friendly?

A: Never think. It is responsibility of public health division. For example fish nursery and artificial coral reef, mangrove planting, making the recycle center. The Thesaban suggests vendors to use biodegradable plastics, but they say expensive. They don't cooperate. Vendors complain they can't make sell. If containers are cheap, I believe that we can get cooperation from vendors. The Thesaban tries to ask to keep clean their area.

Q: Do you ask visitors in events to cooperate in 3Rs?

A: No. Never ask and I do not know about it.

Q: Which event attracts tourists most?

A: Bang Saen Speed Festival and Bang Saen Retrospective.

Q: How many tourists in each event?

A: Estimate is made by amount of sell and number of seat in case of Speed Festival. 20,000 – 30,000 people in each.

M5

March 11<sup>th</sup> 2011

Q: How many vendors are working on the beach area including Wonnapa, Bang Saen beach and Laem Tan?

A: The Thesaban allows selling things in two places. One is along the beach from Wonnapa to Laem Tan. Other one is in Nong Mon market and along the market (500). At the beach, around 2,000 vendors are there, which is divided into 9 groups. Food stores (131), wheel shops (537), grilled chickens (286), hawkers (557), beach chairs (137), scooter boats (150), floating rings (289), Photographers (21) and massages (80). Each group has leader and committee. The Thesaban has meeting with them when we issue rules and inform, and asks opinions about rules so that they can participate in making rules. Photographers are almost not existed. 50 baht is fee for making license card.

Q: How about rental room?

A: They are not included in here, because they don't have business in public space. They also have their group. This business is categorized in harmful to health.

Q: Why is it harmful to health?

A: If owner doesn't maintain condition of place, it may spread disease.

Q: How much is ownership fee in each type of business?

A: The Thesaban only get transferring fee depending on area. Ownership fee is determined by vendors (demand and supply). Transferring fee is divided into three, which are determined by the amount of sales.

Category	Ownership transferring fee for Thesaban		
	Roundabout 1 – 17 Block 1 – 25 Villa 1 – 5	Block 26 – 43 Saen Sabai 1 – 9 Special wide block	Saen Sabai 10 – 12 S & S 1 – 24 Villa 6 – 41
Food stores	30,000	25,000	20,000
Wheel shop	20,000	10,000	5,000
Grilled chickens	20,000	15,000	10,000
Hawkers	20,000	15,000	10,000
Floating rings	20,000	10,000	5,000
Rent-a-bike	30,000	25,000	20,000
Scooter boats	5,000		
Laem Tan	10,000		
Photographers	5,000		

Q: Why is the number fixed?

A: Public area is limited. Since all people have the rights to use the land, the Thesaban can't increase number of vendors on the beach. If we increase numbers, only the Thesaban reaps benefit, while people reap less benefit.

Q: How was this started?

A: It started from the long time ago (Kamnan Poh). It was 2 – 3 years ago, PAO issued this rule that the Thesaban has to limit number of vendors. But this number has been fixed since the Thesaban was set up.

Q: What is good point and bad point?

A: Good point is that we can preserve the area for local people. If there are more vendors, the area became messier. Bad point is that other local people don't have enough space to make a living

Q: What is good and bad point of control of price of things?

A: Good point is that it can protect tourists and reduce a lot of complaints from tourists about overprice and cheat. Last year the Thesaban had a meeting about the control of prices in hawkers, grilled chicken, and food store. This is because of complaint from tourists including too expensive, too little amount of food, and food quality is bad. The Thesaban controls prices, amount and sizes, etc.

Bad point is that when material prices increase, vendors have to tell prices to tourists before sell and make agreement. Everybody uses the same menu.

Q: Do you have any ideas what the municipality can do to make them more cooperative in 3Rs and extended producer responsibility (EPR)?



- A: Thesaban is doing P.R. and established the Recycle Center. Vendors normally keep recyclable materials. We estimate that recyclables annually generated in Bang Saen were equivalent to approximately more than 50 million baht in total.
- Q: Is there any barrier?
- A: Vendors don't really cooperate in cleaning the beach. Especially food waste. The Thesaban tells vendors to separate water out of food waste, but they don't really do it.
- Q: How do make vendors more cooperative?
- A: We have cleanliness competition in each area. The Thesaban has a score paper. Now it is in process and hasn't yet announced. Our staff goes to check and gives score. When check, if vendors are not in order, the Thesaban takes away things and fine them.
- Q: How about reduction and reuse?
- A: The Thesaban is trying to promote but it is difficult. Reduction of foam is difficult, because public space. It's not convenient to use washable plates, because it needs water. Barrier is no water facility on the beach.
- Q: Do you have any ideas what the municipality can do to make them more aware of the environment on which their subsistence largely depends so that they can be more responsible to the environment?
- A: We set up projects to raise awareness for example, "big cleaning week", all staff goes to join and invite all vendors to join. Since we don't have time, we do this in once a month not week. Vendors clean everyday but they don't have really awareness of it. The Thesaban often says to vendors that beach is place you make a living so that you keep clean. I think the situation is supposed to be better.
- Q: What are the barriers?
- A: There are many barriers, especially raising awareness is difficult, because people think that the Thesaban staff will clean anyway
- Q: How about tourist?
- A: Hopeless and helpless
- Q: Why don't you ask tourists to join?
- A: We have never asked tourists. We do it on Friday. Basically companies or school volunteer come to do CSR or volunteer cleaning.
- Q: Normally where do they go?
- A: Change area every time. Basically tourist spots only such as beach area, Laem Tan, and Sam Muk. We focus on the Bang Saen beach.
- Q: Can you explain how the net blocks rubbish?
- A: Net is connected to buoy floating in the sea. Weight is connected to keep net. It is set 500 meters from the beach. We have a boat (with shovel) to collect rubbish stuck in the net. There is 2 staff working on this.
- Q: When it was set?

A: It was set in 2002. We fix the net every year and build more. The total length is around 3 kilometers. We build little by little. First construction was 100 million baht, second construction maybe 20 million baht. We have to fix net once in a while; because shell attaches to the net and became heavy and local fishermen also come to collect and cut it. Local fishermen do not aware of how much damages they are making.

Q: How much is the operation cost of the net in a month?

A: Big thing the Thesaban has to pay is salary, fuel, truck, and maintenance of vehicles.

Q: How much amount of rubbish drifting to this area do you estimate per day in each season?

A: 7 – 9 tons of rubbish a day in the high season.

Q: How much is the maintenance cost?

A: One buoy is 6,000 baht. When storm takes several buoys away, we need to go to find as far as Bang Pakong River. Each time the Thesaban fix net, it costs more than 1 million baht.

Q: How many percent of rubbish do you estimate that the net can block?

A: Around 50 – 60% of rubbish.

Q: What rubbish is the most?

A: Both natural and plastic, almost the same amount of rubbish.

Q: What is the most serious problem in managing the net?

A: Maintenance is problem. It expensive and costly.

Q: Do you have any ideas what the municipality can do to improve this problem apart from setting net and collecting rubbish on the beach?

A: It is difficult to ask the Thesaban at different areas, because we don't know where rubbish from is. Vendors on the beach do not litter. Rubbish dropped into river; accumulate in Bang Saen, because of Bang Saen geographical location. Water is not clean (looks black), because sea bed in Bang Saen is mad. It's geographical problem so that difficult to solve. Chonburi province has Integrated Coastal Management (ICM), which asks cooperation to the Thesaban because we have sea (From Chonburi to Sattahip). The Thesaban is cooperating in coastal environmental management including beach cleanliness and wastewater.

Q: What is job of municipal police?

A: Takes care of peace and order within the area including beach area and Nong Mon market. They basically focus on monitoring vendors about cleanliness at side walk, responsibility for complaints from tourist.

Q: How many staff?

A: 15 staff. One head.

Q: When was it established?

A: Municipal police has existed since the Sukaphiban period. At that time only 1 – 2 staff. The Thesaban hired more staff when it was upgraded due to expansion of territory and population growth. They basically work at beach area and Nong Mon market. Other areas are dependent upon complaints. People call to complain.

Q: What is the most serious problem regarding tourism activities in Bang Saen for municipal police?

A: Complaints. Noise from bar and pub. This is national wide problem. Municipal police can't solve. There are many people needed to involve to solve (e.g. police, administration, etc.).

Q: How many do you think illegal vendors on the beach exist?

A: Hundreds. They have technique to sell. For example adult is caught and fined; he/she uses kids to sell especially during summer school holidays, because we can't fine them. What we can do is that we take away things from kids, and parents come to pick up in the evening. Local people in Bang Saen don't really like to study. They stopped education at prime school and started to sell things, because Bang Saen is easy to make money. There is much different kind of vendors; Some vendors have no education while some have degree from abroad.

Q: Do you have any ideas what municipal police can do to take more responsibility for maintaining the beach clean?

A: Municipal police suggests keeping clean to vendors. We actually don't want to fine vendors. We try to warn vendors or announce by speakers from municipal police car says "we will come back to check again, if you don't clean, we will fine you".

Q: Any barriers?

A: It is human so that we have to say "keep clean" all the time. Some people don't listen so that we have to say many times. People more educated tend to understand what we say, people less educated need to say many times. Sometimes, we need to use strict way namely take away things.

Q: What is the most serious environmental concern in the city that may threaten to sustain Bang Saen tourism in long term?

A: Rubbish drifts to the beach during summer. This is the most serious threat. Other thing is not serious much.

Q: Do you have any ideas what the municipality can do to make all people in the city more responsible to the environment on which their subsistence largely depends?

A: P.R. as I said. For vendors, we can set conditions. Give rewards to motivate them. Barrier is that somebody doesn't cooperate that is why we set reward and punishment

Q: How about tourists?

A: Announce by speaker and making campaign. Municipal police announce to vendors. Barrier is that even we say, they don't cooperate with us. Rule was set up to fine them if we see tourists litter. If we want to overcome this problem, we need to have eyes all over the beach. Since we can't do that so that we have to raise awareness of tourists.

Q: What does the Thesaban have to do to get good sanitation and environmental health?

A: It needs to issue rules and manage them. For example, toilet owner, we need to monitor and suggest how to clean. Rental room we also need to monitor cleanliness. In those cases, no problem, they are cooperative. Room rent has no problem of unhygienic, but problem of old facility and building has no ventilation and lights.

Q: How should the municipality develop the city to sustain the Bang Saen tourism in long term?

- A: Develop human resources. Especially people deal with tourists. Awareness, clean environment and honest (no cheat), awareness of this group needs to be increased.
- Q: What is barrier of environmental management for sustainable tourism development?
- A: Human resource. If everybody has awareness including tourists and vendors and if they help each other to take care of the environment, we don't have to have headache like this.
- Q: How can develop human resource?
- A: Make P.R. and role model, for example demonstrate the result of what they can get from keeping clean and keeping not clean. Those people need to see the result, and then they can understand.
- Q: How should the municipality control the private sector, particularly developers and investors in the way the municipality wants?
- A: We should control business for example hotel, we should have hotel association, and then we can talk to our development plan. We should control construction and we should control amount and height of building or zoning entertainment business.
- Q: When did you start mangrove plantation?
- A: 2 – 3 years ago. This is one of Integrated Coastal Management projects.
- Q: Who participate in this?
- A: Local people, vendors, the Thesaban staff, schools, companies, etc. The Thesaban is host and invite others to join. The site is quite dangerous because of a lot of broken glass.

M6

August 8<sup>th</sup> 2010

- Q: Where are you from?
- A: I am from Bang Saen. I have been in here for about 50 years.
- Q: How was Bang Saen when you were kid?
- A: There was no order and rule. Whatever people wanted to do, they could do. There was no tax, no parking, and road. Not many tourists, also not good infrastructure. Every time heavy rain, flooding happened. There was no electricity. It was very dark in the night. You can't see anything in the night. There were many crimes too. When Bang Saen developed, we needed to develop shopkeepers' standard too. You know when there is left over, where it went to? Of course they kept it to sell again. Sometimes it caused food poisoning. So we had to educate shopkeepers about hygiene.
- Q: How has Bang Saen changed?
- A: Bang Saen changed quickly and changed a lot after the Sukhaphiban period. Municipal councilors are politically same side as mayor. That is why Bang Saen can develop things quickly and continuously. Cleanliness is now much better than before, Bang Saen met standard. This season there is a lot of rubbish that you can't see beach. Only a few days, rubbish drifted away from the Chao Phraya River and Bang Pakong River, mostly water hyacinth. If no one cleans, it will go

rotten and smelly. You can't sit on the beach like this. Especially, this season in the nighttime, tide goes out. Water hyacinth drifted away on the beach. There are many buildings. Bang Saen has not long beach. So we have to add some other things like viewpoint. So we have mountain, sea, land attractions, including aquarium. All things have to be developed together. Lands here became very expensive. All land along the beach belongs to the Crown Property so that nothing can be done. It's difficult to do anything and complicated to make agreement. Need a lot of money to pay them. Actually I think the government wants people to lend land anyway because if the government manages, always went to bankruptcy from the TAT period. It's normal that the Government managed and went to bankruptcy but the private sector manage better. Kamnan Poh was key person to find budget for the development. Locals have to believe leader that after changes, they can make a better living. He even paid his own money first to develop the city while waiting for budget. New mayor is new generation. His way of management is... sometimes can't make change quickly because he does things as paper said. Sometimes locals can't wait. And we need to develop more places to accommodate tourists; otherwise tourist spots are too crowded. Population increase also created traffic jam and therefore, we need to expand and create more roads. Before the Thesaban, there was no rule so people put beach chairs by the sea. Then, there were more tourists come, so existing chairs were not enough, people started to place more chairs into the sea to accommodate all tourists. There was also no space to walk along the beach. When a lot of people come to sell things, they often fought to get clients almost every day. All rules are set up by Thesaban. I think they have no moral, you know, no one will make a fortune by selling things here but we will just have enough for a living, so we should have more moral (courteous, decent, nice to each other, etc.). Some blocks are nice to each other, they inform clients of what is available, and even it is not a product of their shop. But some block hides information of what is available, so there can't be peace.

Q: Are there problems made by such changes?

A: Development increased population in Bang Saen. Now we have problem about unregistered immigrants. You can see there are a lot of people but only maybe 1/3 is registered. We have to take care of all immigrants without getting any budget from the government for them and their family. Things like waste, water, wastewater treatment, all we have to cover locals and immigrants. Budget is provided depending on amount of registered population. We take care of Amata labors, Burapha University students, and immigrants.

Q: What tourism business you are doing?

A: Rental beach chair and room rent.

Q: Do you perceive any positive impacts from tourism development?

A: The improvement of hygiene. Thesaban provided training program to shopkeepers to improve it.

Q: How about negative impacts?

A: Seawater pollution during rainy season.. It frightens tourists.

Q: If tourism development trend continues like today, what would happen to Bang Saen?

A: Bang Saen would be better and better. We cannot stop development because Bang Saen needs to compete with other places so that the Thesaban needs keep on making something attractive for tourists. But preserving the environment is difficult because we don't have serious plan. We also have to raise awareness to collaborate between academics, locals, etc. Now people only think of their own benefits. If everyone can leave their benefit and help each other then everything will be beautiful. We come to walk on the beach not to look at dead animals but alive ones. When people see animals then this will create curiosity why crab can live in water but human cannot and I think it will stimulate people to learn and want to study further.

Q: What should be done to preserve the environment?

A: We have to focus on cleanliness. Rubbish is a big problem here; it's difficult to manage. We have to raise awareness to Thai people. Maybe rubbish problem is the same for all over the world. People don't want rubbish but they want to produce it. While they came to enjoy nature in Bang Saen, they collectively degrade its quality by not cooperating in maintaining the cleanliness. Since we can't have cooperation from locals, they don't clean; they don't separate rubbish, so we have to spend money on buying equipment to help cleaning. What we can do is buying trucks to clean and clean. Actually Burapha University should be more helpful to raising awareness of visitors. Their exhibition at aquarium almost same for many years and nothing to do with Bang Saen.

M7

November 23<sup>rd</sup> 2010

Q: Where are you from?

A: I am from Bang Saen

Q: What are the roles and responsibilities of the mayor in the development of Saensuk?

A: Tourism promotion. Our main policy is tourism, and main development of city is tourism. Major role is to make policy (5-year policy) with the executive board and implement the policy through making plan every year. The implementation of policy depends on budgets. The city gets budgets from the PAO Chonburi. The city should ask budgets from the TAT and public sector. Tourism promotion is done by the Thesaban itself.

Q: How do you make policy?

A: He and his team make policy by concerning existing culture. We concern culture. Things that they have been doing for many years. I mix with modern and give creativity so that people can make not only pagoda shape in Wan Lai for example but also a bridge. We have to do in our way. We concern local culture. Every month, we have meeting with local representative, and propose plan and tell them what we are going to do, ask them what do you think or opinions and ideas, get feedback and put it into detail, and propose again and finally approve, and talk to organizers.

Q: What does sustainable tourism development in Bang Saen means for you?

A: Developing tourism with managing environmental problems. Coastal erosion is the problem. Bang

Saen beach has to be beach. Less and less beach. Local people asked Poh to build road along the Wonnapa beach and he agreed and made road. The road changed the current. Every year waves hit breakwater and getting harder. Ask Chula for research about this issue and research about what we have to and can do. The tube construction was done to suck water because every year the road has flooding. Sustainability needs research. Chinese company wants to business about wastewater treatment in Bang Saen. Wastewater treatment budget is from the central government. New one over 1000 million baht, for fix 200 million baht. Since it is difficult to get budget from the central, I need to ask to others, Chinese company.

Q: Do you have any idea how tourism should be developed to balance economic development and environmental conservation?

A: Do development and preservation at the same time. Education is important. Tourism development needs more space for parking and for events. Since the city has no land anymore, it needs to reclaim land. In the annual meeting, we educate people informally. We need research and reference. If we don't do these would happen, if we do this, what would happen. I have policy but not yet implemented.

Q: What could be a barrier?

A: Lack of academic support and know how.

Q: What should do to overcome the barrier?

A: Hire research team

Q: Do you have any idea how you can make all people cooperate and collaborate?

A: First I need to concern about the economy. In order to get cooperation from people, we need to let locals make money (economy). I promote tourism for that. First economy and later we can talk about conservation. If you as a mayor convince people and get cooperation, you need to think of economy first. No income, no collaboration. Local people said so. Law and regulation. Local people don't concern about environmental impacts so that they request to reclaim land but they don't seen the environmental effects.

Q: What could be a barrier?

A: Low education. Bring people to the royal projects to see. They raise awareness for a short while.

Q: How to overcome barrier.

A: We need to convince them by research results.

Q: Do you have any idea what should be the role of mayor in maintaining the cleanliness of Bang Saen beach?

A: Making local rules to control, and organizing cleaning beach events for making awareness. 18 meter high (6F) building along Bang Saen Lang road. Organize beach cleaning and work with Thesaban staffs and ask cooperation from workers (5 times a year). 10 – 15 companies and organizations come to the city for beach cleaning. Thesaban asks people to sign for agreement about rules, but they don't care about it. We don't have any power to control seven eleven but Tesco Lotus and discounted store. Seven takes customers from beach workers.

Q: What could be a barrier?

A: Shifting the responsibility. Even though beach people love Bang Saen but they try to shift responsibility. Pay tax so it is not responsibility to Thesaban.

Q: What should do to overcome the barrier?

A: Education. Work with Burapha University. Do and don't things people never listen, they just want to get money. Make performance.

Q: Do you have to concern the central government plan and regional plan when you make plan?

A: Making plan some part depends on direction of higher authorities. The PAO put the Saen Suk city in the international tourism promotion. He has no marketing plan to sell the city so that he won't go to the largest travel mart in Germany. But he will present the city in the mart next year. Province has tourism plan and city looks for the same outcome, even though the city goes different way. The central government send budgets to PAO, the PAO authorizes budgets use. Bang Saen countdown event, the PAO gives 2 million baht, while city has to use 2 million baht from their budgets. Decision making on infrastructure development depends on the mayor. He writes letter and the PAO approves and get budgets in the end. The PAO has policy, for example, promoting tourism to Russia, but hot to present the city depends on us.

Q: What could be a barrier?

A: Money is barrier. I cannot do what I learn from outside trip (e.g. trip to Kitakyusyu). Policy direction depends on the higher authority so that the city has to follow.

Q: What do you want to have in Bang Saen 10 – 20 years later?

A: I already plan for infrastructure development and roads for the next 10 and 20 years. We cannot stop the development. There is no law that the Bang Saen city can control, Pattaya and Satahip only can. I have power to change design of building because they have to get signature from mayor for permission. The mayor tries to convince people to have the same kind of design. The Saen Sabai land belongs to Ministry of Interior. But Ministry of Finance has authority to make money from the rent. Old and the city looks bad and lower standard. The city wants to change into park because the city has no park but car park. The tide resort land belongs to the city and the mayor rent from the city. Development focuses on many different aspects so that collaboration will be needed. Bang Saen Art City project. I want Bang Saen to be one of art city!! The city supports budgets and competition, art piece will be shown in public street. Make Sarit house tourist attractions but there is the Prime Minister department doesn't want to open for public. It must be attractive. Zoning control is difficult. Make green space and plant trees, everyone try to gain money from land so that building is packed.

Q: What do you think the most important role that they may has to play in order to sustain tourism in Bang Saen?

A: Exercise the integrated powers but currently no. Tourism, economic, standard of living, environment. I want to go green tourism. I allowed only recyclable no plastic. Pub and discos, I cannot control them. The Mayor can react only complaints so that if noise is problem then I can



warn but cannot stop them. Selling alcohol license should be issued from the city not by the central and provincial office. They don't obey the rule. All problems and complaints come to the city but we don't have power, and integrated power.

M8

August 20<sup>th</sup> 2010

Q: Where are you from?

A: I moved from Sri Ratcha in 1969.

Q: How have you been engaged in tourism?

A: I was doing scooter boat and later I changed to cloth shop.

Q: Why did you change?

A: Scooter boat business was very hard and I was tired so that I changed.

Q: Why cloths shop?

A: Because there was no cloth shop and tourists often needs cloth after swimming in the sea.

Q: How Bang Saen has changed by tourism?

A: Bang Saen has been developed a lot especially after the Thesaban. Bang Saen beach was place for feeding domestic animals. After time elapsed, there was no animal to rise because resort was built. After Sarit came, he started to improve the resort and infrastructure. He renovated the beach scenery and created open space for recreation, improved roads in Bang Saen, cut trees, planted more coconut trees and built sidewalk along the beach. He also built his own vacation house as well as government guesthouse at Laem Tan. I think nothing much was built there because the private sector can't invest. That's why we can preserve it until today. At Wonnapa beach and Laem Tan, there are many hotels and restaurants because land is private land but anyway they are quiet places. Many hotels were built, events hold in multi-purpose open space draw a lot of tourists. After aquarium was built, it quickly became popular place for tourists.

Q: Since when hotels started to be built?

A: After the Thesaban. There were 2-3 main hotels during the Sukhaphiban period. There is TAT hotel which now private company is running, so management became better. And there is the Tide Resort which is fully private own. It's newly built and rent land from the government. At Wonnapa beach, land is private own and they built many buildings, so you can see many constructions. One more thing I think important is Burapha University. Because of Burapha University, there are more buildings and development here. But all those development and construction happened after the Sukhaphiban.

Q: Why do you think so many hotels are built?

A: There are more tourists, so businessmen see opportunity to gain profit. It's more of local investors than outsider because they already own land here but outsider also can do it by buying land from locals. I think it brings more development to Bang Saen, which local people can benefit. It's good.

Q: What positive impacts do you perceived?

- A: Cleanliness of the beach became better because of the Thesaban's management. There was no order and rule so that activities on the beach were messy. Fraud, quarrel, food poisoning, and waste problem were common issues, which degrade quality of tourism. The Sukhaphiban could not manage waste. Collecting and dumping waste was at the best. They dumped waste vacant land.
- Q: Why improved?
- A: Kamnan Poh did. Most policies were made by him. He could make any policies and its implementation plans that bring benefits to everyone including him.
- Q: How about negative one?
- A: There is no negative changes...there is negative about people because of tourist city attracts a lot of people to come, live and work here. Sometimes bad things happen and it's out of our control.
- Q: What are the bad things?
- A: Littering. But we have to bear that because here is tourist spot and they are customers. We cannot force tourists behave well. Otherwise they won't come here.
- Q: How can you preserve the environment?
- A: The Thesaban has to ask for cooperation from locals. We have to help keep clean, grow trees as much as we can. Bang Saen people have to love Bang Saen. Wherever I go in Bang Saen, I always tell locals that they have to love Bang Saen and help keep our nature so this city can sustain being good place to live and good tourist city.
- Q: What would happen to the natural environment, if the current trend of tourism development continues to the future?
- A: In Bang Saen sometimes there is a lot of trash but not from us, from rivers. The Thesaban is trying to keep trash away. They made the trash trap in the sea and it works because trash doesn't come in much like before especially woods from fishery.
- Q: What is the sufficient level of development in Bang Saen?
- A: There is no level of sufficiency. I think we can't stop the development.

M9

February 28<sup>th</sup> 2011

- Q: Can you tell me what does this division do?
- A: There are two types of jobs to do. One is water quality improvement. Another is management of used materials. This division collects wastewater treatment fee from local people.
- Q: Does this division make wastewater policy of the city?
- A: Yes. For example, collection of wastewater treatment fee, we have to make survey and feedback to the administration board to how to collect fee. Since we are in operation, we need to see what is good and bad in terms of operation, and tell to the administration board.
- Q: How much was cost to build wastewater treatment plans?

A: 250 million baht coasted for one located at south. Facility was 241 million baht and runoff pipe at the Wonnapa beach was 7 million baht. 317 million baht coasted for one located at north. Drainage and pump were 250 million baht.

Q: Where was money from?

A: Budget was from the Department of Public Works and Town and Country Planning. The department gave the budget and built for us. The Thesaban pays only operation and maintenance fee.

Q: How much per cent of budget does the municipality spend on wastewater treatment in a year?

A: The Thesaban used 15 million baht a year including asking company to manage. Money is mostly paid to the company, maintenance and electricity. Electricity is almost 7 million baht a year. Three things all together already 11 million baht.

Q: Is budget use increasing?

A: No. At the moment, we have to use this amount of budget of maintain the condition of machine, because we have to invest a lot of money in buying new machine. Investment money needs to get from somewhere else, and new machine save a lot of electricity, but the Thesaban has no money. 100 million baht will be needed to buy new machine. Regional environmental office (IEO) (public sector) in Eastern region comes to see our work but they never help anything. The Thesaban now pays Burapha University to check water quality; this organization actually can check water quality for us and claim this as their achievement. They sometimes come to bring back sample but it takes many month to get results. The machine is broken so that we can only check COD (Chemical oxygen demand) not BOD (Biological oxygen demand). I asked cooperation to this office so that we can save a lot of money but this office ignored. Sometime different group of people come to see and check the same things. Even it works 60% of plant; it is still best plant in this region.

Q: How do you check BOD?

A: The company checks every day, while Burapha University randomly checks it every three month, because they check only when the Thesaban pays and asks. Double-check because of the environmental office come to see. We send to Faculty of Public Health in the University. We pay more than 10,000 baht for one time, one year we pay more than 100,000 baht. We also have to check waste at the landfill. I think the University should help us, because they are both public institution.

Q: Do surrounding districts have the plant?

A: No.

Q: How those districts treat wastewater?

A: Wastewater goes to either sea or grand.

Q: How much per cent of budget does the municipality spend on wastewater treatment in a year?

A: Tax revenue is 100 something million baht from people. Around 10% of budget is used on this wastewater.

Q: What should do to reduce the money use on wastewater treatment?

- A: If we buy new machine, we can save 60% of electricity. At the moment, electricity is the part we use money the most.
- Q: Why you can't collect 100%?
- A: Because some houses do not connect to the Thesaban's drain pipe. They don't think it's not necessary to pay.
- Q: How many % can you collect?
- A: 60 – 70%. Anyway some part of the city hasn't yet connected to the pipe.
- Q: How much is the income from wastewater treatment fee?
- A: 600,000 – 700,000 baht a month.
- Q: How tourists should be environmentally educated so that they can cooperate in save water?
- A: It's difficult. We had better do within our local citizen, because tourists come and take rest and go home. They don't participate in taking care of the environment. For the local people, we provide kids to educate how wastewater is treated. We invite representative kids from different schools and give explanations how and why wastewater needs to be treated. For tourists, it's quite difficult, because they are not local people and don't have responsibility of local area.
- Q: Do you think announcement by speaker is success?
- A: I believe it works. When local people heard the announcement about wastewater, and they understood that the city has wastewater treatment plant and they were convinced to pay wastewater treatment fee, if those are measurement of success, I think it was success
- Q: Have you ever invited local people to participate in making less wastewater drains into sewage pipe (e.g. encourage them to reuse wastewater to watering green plants, saving water use, using less detergent, etc.)?
- A: Never does. Within the Thesaban, we use treated water for cleaning road, watering plants in public area in the city, etc. We only tell this to local people. We don't tell what should do but tell we do.
- Q: How local people should be environmentally educated so that they can cooperate in save water?
- A: Every time we meet with communities, we tell about the negative effects of wastewater, which may impacts on their livelihood, if they don't reduce wastewater. Main income of local people is from tourism. It is very difficult to change daily behavior, if people don't see clear benefit and dis-benefits. We tell local people about what could affect them if they don't cooperate.
- Q: How much amount of wastewater is created?
- A: On the average 4,000 cubic meter of wastewater a day at north. North plant has problem of seawater comes in. If we can solve this capacity of operation will be 80%. North plant measure BOD at canal, while south one measures at the release point at sea.
- Q: What does this division do about rubbish?
- A: Waste management at dumpsite.
- Q: Does this division make waste management policy of the city?
- A: We are basically doing prevention of effects generated by waste. We make sure there is no effect created by rubbish

Q: How much does the city generate rubbish a day?

A: 80 tons a day.

Q: Please tell me proportion of rubbish types?

A: We probably don't have toxic rubbish, basically fresh wet waste 80%. The rest is recyclable waste. Population and tourist are increasing. 60 tons of rubbish came when we first opened the landfill in 1999. Approximately rubbish increase 1 ton a year.

Q: How many people are working at there?

A: They are from Isan, paid by month. They are permanent governmental staff but no civil servant. Some welfare can't get it.

Q: How big landfill is?

A: Whole area is 172 rai. 117 rai for dumping site. It was built in 1999.

Q: Who built it and how much was cost?

A: Ministry of Science and Technology, but I don't remember how much it was. In 1999, we made a request to Ministry of Science and Technology to build landfill, and this ministry designed it for us. At that time Kamnan Poh was mayor

Q: How much is the operation cost of landfill in a month.

A: 7 million baht a month, which account for 5% of budget. Maintenance of vehicles, fuel fee, etc.

Q: How long this landfill can last?

A: 5 years. Actually it was planned to use 40 years if the landfill accepts rubbish 50 – 60 tons a day. But there was period we accept rubbish 200 – 300 tons a day from other places. We have been using this landfill is for 12 years. There is only 20 rai left to dump. This is less than half life expectancy.

Q: What do you do when it becomes full?

A: Recycle rubbish. Because waste dumped within 5 years can be reused again. Zero waste landfill project will be started. A company will separate recyclables at landfill, and organic waste will be dumped and it will make waste reduce and reuse as fertilizer. This is a plan after landfill is become full. Landfill was once closed, because PAO landfill was made next to ours, which accepts rubbish from whole province for a year. PAO can't use and manage it well, and effected to communities. PAO closed it. We have to open out landfill again.

Q: How did you manage rubbish before landfill was made?

A: Piled up. We made hole and dumped in there (open dumping). We had it nearby old Thesaban. It's on the way to the landfill.

Q: What should do to reduce amount of rubbish in order to save budget use?

A: It's quite difficult but recycling. We still have soil to cover rubbish, which save a lot of money.

Q: What is the most serious rubbish problem that the city faced?

A: The problem is the rainy season. When it is rain, we need to get water out as quick as possible otherwise stinky. Dumpsite can't drain quickly so that we need to use water pump. If it is stinky, communities will complain.

Q: Have you ever considered using environmentally friendly fuel?

A: Never. Basically we get support budget from PAO about vehicles.

Q: Why don't you promote reduce and reuse first?

A: Basically, our division has only recycling part in 3Rs. Other 2Rs is responsibility of the Public and Health Division. I am not sure whether the Public and Health Division have any projects about reduction and reuse. But our division has only Zero Landfill project

Q: Have you ever discussed about waste problems with other divisions?

A: Rarely. We do what we are signed to do only. For example, rubbish comes to the landfill late, and then there will be problem of waste management, because rubbish becomes stinky (rubbish expose to air), then we discuss. Environmental work is separated into my division, the public health and engineering division.

Q: Is there any way the divisions can work together well?

A: If we work in the same section, it will be more convenient to work, but in terms of administration, duty will not be clear. Separation of division is good in terms of administration. At the moment, some works, we need to ask to help the engineering division for example, design of drainage. If everyone can talk together would be good, but problem is budget allocation. Separate tasks into different divisions are easier to ask and manage budget, for example budget for waste collection, management and promotion

Q: Is there water in the pond from waste?

A: It's leachate. Waste collection vehicles come and release water into this pond. The vehicles has container that stores water from waste. Each plot in dumpsite has drain pipes connect to ponds.

Q: What do you do with it?

A: Leachate has to be treated, but the amount is not much, but it looks a lot because of raining. Water in the last pond is used for watering plants in the landfill.

Q: How do you prevent water from going to the underground?

A: There are layers to prevent water from waste going to underground. At the most bottom is HDPE sheet, the second layer is drain pipes, third layer is stones, the fourth layer is geotextile, and the fifth layer is soil and finally dumps waste.

Q: Why do you keep water in three different ponds?

A: For treating leachate. Leave leachate for a while, water will be oxidized. Leave leachate in the first pond for a while, and when the pond becomes full, water goes to the second through pipes. When this pond becomes full, water goes to the third pond through pipe. There is fish (cat fish and Pla Nin) in the third pond. Staffs in here eat and sell.

Q: Why don't you collect methane gas to reuse?

A: It's too little amount of rubbish to collect. It's not worth investing. When dumpsite becomes full, then we need to install pipes for methane gas and put HDPE sheet.

Q: How many trucks come to here per day?

A: 13 times from Saensuk city. 3 trucks from Bang Phra district. In holidays, there are many tourists,

waste collection vehicles running twice a day at the Bang Saen beach and Nong Mon market. We accept waste from Bang Phra, because land is in Bang Phra. They can use here for free.

Q: Does the city have waste transfer station?

A: No. Waste collection vehicles come directly here. Waste collection crews separate recyclables when they collect. During the high season, several thousand baht a month, one vehicle can make.

Q: How many staffs work in here?

A: 9 staffs. Every day staffs have to work every day and lived in this place. They are all come from Korat. They have been working here since 1999.

M10

March 27<sup>th</sup> 2011

Q: Where does rubbish come from?

A: Rubbish comes from Bang Pakhon River and Maha Chai in Samut Sakhon Province. Sometimes a lot of water plant and bamboo stick. Oyster farmers cut and throw away bamboo stick into sea. Bamboo stick is difficult to collect all, because one block makes this boat full. There is also not enough staff to collect rubbish. Since it is hard work, people quit. The Thesaban is trying to find more staff but no one applies. A lot of rubbish comes on April and May. The Thesaban wanted to find a company to do this job, but no company wants to do because no place to dump rubbish.

Q: Who is he doing something with net?

A: Collecting shells. Each fisherman has each area to pick up shell from the net. Actually iron pole that net is connected was closer to the beach (see picture). New pole was moved 200 meters to shore.

Q: How do you collect bamboo stick?

A: I can't use the machine to collect. I use a hook to collect. Because it is not suitable to pick up sticks.

Q: How many days a week do you have to come out?

A: Every day, When tide is high. At least 1 something meter deep water is needed to go out. If it is not the high season, I don't have to go every day. Sometimes I have to come out in the low season, because boss asks to monitor the rubbish in the sea.

Q: What kind of rubbish is the most?

A: Plastic bags. But the most difficult to collect is bamboo stick. I leave some bamboo, because the Thesaban can collect rubbish on the beach. If too much rubbish, one boat is not enough to collect all. A limit of time of working is also barrier.

Q: Is waste increasing?

A: More and more. If people don't stop from dropping rubbish, we can't clean up all. Problem needs to fix from the cause. Some net leaves unfixed. We need budget to fix.

Q: How many staff in total?

A: 2 staff. We actually should have 5 staff to work on this. The Thesaban assigns only 2 staff. It doesn't know how this work hard is. Keeping only bamboo is too much other rubbish let it drift to the beach. We can't collect all.

Q: How many boats do you have?

A: One big boat and two small boats. Municipal police uses those two boats. They use to patrol not for collecting rubbish.

Q: Where do you bring rubbish after collected?

A: At the moment, we bring to Kamnan Poh land nearby by Leam Thong shopping mall.

M11

August 23<sup>rd</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: 77 years old.

Q: What do you do?

A: I am municipal councilor in Bang Saen.

Q: What is the duty?

A: There are two sides in the assembly, the council as the legislative assembly and executive board as the administrative committee. The executive board is Mayor and his team and the legislative assembly is 18 members of municipality council. When there is budget, the executive board thinks of how to use and the legislative assembly approves, and then we can use money. After everything agreed, then we have budget plan for the year. Mayor will propose projects in council. Since we are in the same side as mayor so that decision is quick.

Q: What is the main policy or goal of the Thesaban?

A: The development of city to attract more tourists. All development is to meet this purpose. Parking lot is the most important because if there is no space for parking, no tourist will come.

Q: What kind of job have you been doing?

A: When I was 9-10 years old, it was so easy to find fish and vegetables. Now it is difficult to find. People in Khao Sam Muk hill and Laem Tan were catching fish and growing oysters. My parents were doing this business so I helped them after I finished school and keep doing fishery all the time. But fishery once declined in Bang Saen.

Q: Why fishery declined?

A: Fishery was once declined because of overexploitation. Fishing tools became better. Nylon net was imported and boats started to have engine. Before fishermen used sail boats and cotton fishing nets to catch fish. It happened during the 1970s. Moreover, oyster and fish source factories were



expanded so that many fishermen tried to catch fish to earn more money. After decline, many people changed their jobs to tourism related ones. Then I became Phu Yai Ban when I was 30 years old. Tourism after the Sarit period until the establishment of Thesaban was not good because of many problems such as waste, wastewater, food poisoning, etc.

Q: What did you have to do when you became Phu Yai Ban?

A: Nothing much I have to do, I just need to take care of the community issues. Something we cannot deal with, we need to call police.

Q: Do you see any positive environmental change?

A: In the past, wastewater from all communities was not treated before discharge into the sea, therefore seawater was dirty. Now we treat wastewater in the facilities, so seawater became better. Now Seawater problem is because of wastewater and rubbish from rivers. We made a rubbish trap in the sea to improve this problem.

Q: Who made this positive change?

A: Kamnan Poh, definitely him. He made a better change. We are working to continue his ideas even he is not here.

Q: Why does he want to develop Bang Saen?

A: He is a person who is well known to locals and he want to develop his local area. When he talked to people, they believe him. He is a good man with a good will. He sometimes paid his own money to develop things if we don't get budget yet. He likes to work fast. When he earned profit from the projects, he shared.

Q: How about the negative ones?

A: No negative changes because we all planned. For the development, nature needs to be sacrificed somewhat.

Q: Why the development is so important?

A: I think it's related to locals benefit. If the economy is developed, locals will have better life. It's like before when there was no mobile phone, I had to bike to that house to talk. But now it's more convenient, the same way as we have more roads.

Q: If the current trend of the development continues, what would happen to the environment?

A: Better and better!

Q: Why?

A: The development can improve the environment.

Q: It destroyed the natural environment isn't it?

A: No problem, the Thesaban can manage it. Now we also grow 3,000 more mangrove plants.

M12

March 22<sup>nd</sup> 2011

Q: Can you tell me what this division does?

A: Survey, design, control buildings and constructions as laws say including the Thesaban's constructions for example, roads, multi-purpose space, drainage, breakwater, etc. We do everything involved in civil engineering works and take care from the beginning to the end of projects. Design considers needs and wants of local people and policy of the Thesaban, for example community asks road and drainage in new village, the Thesaban considers does it or not depending on budget. If the Thesaban decides to do, this division implements it. We design and decide specifications of construction calculate costs and send to division of finance. This division announces bid to public and find the company to make. Town planning department in PAO decided land use of Bang Saen, which affects the Thesaban's permission of construction and building types. Community area can't build that might be harmful to residents for example factory.

Q: Can you tell me detail about the master plan of the city development?

A: We do not have a master plan. We have to follow provincial plan. If provincial plan focuses on tourism, we need to focus on tourism. About construction, we set priority according to needs and wants of local people plus mayor. We put priority on communities and expand outside communities later. The Thesaban think multi-purpose space at Laem Tan is not enough for events so that we are now expanding the space. It's also policy from provincial that PAO sets up the direction and the Thesaban needs to think what development of the city can align with direction. To request budgets from province, the Thesaban needs to follow the provincial plan otherwise difficult to get budgets. Whatever we do in this city any involved in tourism anyway.

Q: Is expansion of multi-purpose space doing?

A: We are now asking budgets to PAO. This new space will be small pier and people can sell things, which will be around Pakarang restaurant.

Q: Was Nong Mon market there before Sukhumvit road made?

A: Nong Mon market was there before Sukhumvit road was made. But it was moved to northward. Thanon Long Had Bang Saen and Sukhumvit road were dirt roads from long time ago. Nong Mon market community was developed because tourists get off bus at junction and road to the beach were there (Nong Mon market was more south and inland but moved to northward later).

Q: What is the main purpose of development?

A: Tourism

Q: Can you tell me how road was developed?

A: Sukhumvit road is the most important road. Bang Saen Long Had is the second most important road; it was two lane road when Bang Saen College of Education first opened in 1955, Bang Saen Sai 2 and Bang Saen Sai 1 were made almost same period. Important roads are roads that connect

to other districts. Some inner roads are also important because many tourists use. Small Soi is the least important. 20 something years ago, Bang Saen Long Had, Bang Saen Sai 1 and 2 were expanded by the Department Highways and became like current ones. The Department of Highways gave it to the Thesaban. All connecting soi that connects big roads together were built after the city became the Thesaban after year 1989. Thanon Mit Samphan road and Santi Kasaem road behind Nong Mon market were built during the Sukaphiban period. These two roads were first made by the Sukaphiban. Construction technique is still old. Sukaphiban office was around there. Thanon Rob Khao Sam Muk was made during the Sukaphiban, because road there was not really made. Road at Laem Tan was connected and car became able to go through in 1992. Burapha University road was expanded 30 something years ago. Bang Saen Sai 1 had coconut trees in the middle of the road as green belt. Double coconut trees were at side of the road. It's around 30 years ago. When Kamnan Poh became mayor, he expanded roads and took all coconut trees were removed.

Q: Have you ever considered car-free tourist destination in the plan?

A: Never have this policy. Maybe sometimes in event, we don't allow cars going to some roads. Municipal Clerk plans to buy car and take tourists around the city.

Q: Have you ever considered installing wind turbine and solar energy to generate electricity in the city?

A: Wind mill, The Thesaban once asked to survey. Nearby wastewater treatment plant at south is good location for this, because the plant uses a lot of energy, so we are thinking to use alternative energy for wastewater treatment plant. But after the survey, it results that wind is not enough and distance is far from the plant, which is not worth doing. We are trying to find location which is viable. But we have got received result yet.

Q: Do you think those bungalows are obstacles?

A: Yes. Mayor wants Bang Saen image to be newer and trendier. We can't force those bungalows to renovate. Some resort adjusts to be newer. It's very wasteful, if we leave like that. This division had already made draft plan of this park but it depends on the landowner can see benefits or not. Crown Property land is quite difficult to change anything.

Q: How should the municipality develop the city to sustain tourism in Bang Saen in long-term?

A: Structure must be good. Bang Saen has a lot of strong point. Nong Mon market and beach, we have to take care of those places well, especially cleanliness, prices, and quality of products. But beach vendors are old, have been doing for long and if they can adjust themselves to new ideas and things, vendors don't want to change and adjust them. In summary, we have good resources, what we have to do is manage them well. New mayor is thinking to improve things all the time for example making new landmark and making city trendier. Now we are designing bay watch, Wi-Fi spots, this is the way development makes Bang Saen more international. Now we are looking for place to install bay watch.

Q: Any barriers?

A: People, because they are basically selling things looking for profits, so that something they cannot reap benefits, they don't want to cooperate.

Q: Local people participate in making the development plans?

A: We only ask their needs and wants but not many people come to meeting.

M13

August 21<sup>st</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: What do you do?

A: I am municipal councilor in Bang Saen.

Q: What is the duty?

A: I have to take care of locals and to attend the meeting to issue ordinances and decide budget use. Members of municipality council have to see and approve before all things proceed. Some amount of money the Mayor and vice mayor can spend without asking us but some we have to check before spending. Some projects delay until next budget year, we have to clear all budget and approve of what to do. We also monitor the Thesaban to work correctly. Sometimes, things are often decided before the meeting. This is how things work in here.

Q: What do you do to take care of locals?

A: There is a health check and there are community leaders that working closely with the Thesaban. We take information from them and go to check if that is big problem.

Q: How Bang Saen has changed?

A: Bang Saen was very dirty and messy and received a lot of rubbish during the Sukhaphiban period. The Thesaban made a rubbish trap in the sea and pick up rubbish from the beach, so it became much better. Now so many new buildings are being made and actually I do not like it.

Q: Why?

A: Bang Saen loses its attractiveness.

Q: What is the attractiveness?

A: Rural atmosphere. I want the beach to look like past with a lot of nature but I know it's impossible. Actually I want one day in a week without beach chairs and shops so people can freely enjoy the sea but it's impossible because if it is weekend, then locals can't gain any money from tourists. That is for locals not acceptable. Whatever we do we have to concern locals' benefits.

Q: What are the constructions or things that signified the change of Bang Saen?

A: Development at the Laem Tan and Sam Muk. At the beach, even though there are many things done, but we can still see it as the same. There is still beach but the road became bigger. Coconuts are still there...and getting more.

Q: Do you perceive any positive impacts of tourism development?

A: Improvement of cleanliness including waste, wastewater, etc.

Q: How about the negative ones?

A: Breakwater causes erosion in Bang Saen. Tourist litter behaviors. Actually they spoil their holiday quality by themselves. And red tide. It was so stinky I couldn't sleep for 2 nights. It was so stinky from beach up to here. The seawater was thick and green and very stinky.

Q: What can be done to improve tourism development in here?

A: The Thesaban is trying to raise awareness for people for example food shop sometimes throw wastewater and leftover food into drain. If we see we will tell them to make sure no food drop into drain. Only water is ok. Everyone has to help. When there is street seller meeting, the Thesaban also informs of what should or shouldn't do and then everyone make sure that other people follow advice. The Thesaban needs cooperation from locals to help following our policies.

Q: Does it success?

A: Umm... If people take care of their own place, the whole area will be clean.

M14

March 11<sup>th</sup> 2011

Q: When did you start waste separation?

A: It started around 2002. It was ordered from the central government. 1,500 rubbish bins we acquired. There were three kinds of rubbish bins. Wet, dry and plastic wastes. When we installed those, it didn't work. First, we should think to encourage Thai people to drop before separation. People do not know what types of rubbish to what bins and don't know what rubbish they have in hand. For example, plastic container with ice cream, people don't know where to drop. Even we have rubbish separation bins, but one vehicle comes to collect all. No meaning at all. Beach is open space so that wet rubbish is not enough to store in the bins. Three bins (240 litter per bin) at every block are not enough during weekend. Three bins are determined by calculation of average of waste generated during weekday and weekend. We use many waste collection vehicles during holiday more than normal day. At the beach, basically two vehicles are running in the morning and evening. In holiday three cars separate area to run all along the beach in the morning and evening. If we install rubbish bins on the beach, landscape will be not nice. So we need to manage waste collection. When rubbish in bins, it's stinky. Vendors don't like the smells so that we wash bins once a week. We buy new bins every year. We install new bins to the beach, reuse old one to replace broken bins in the communities. We sell broken ones as recyclables. In the front of Burapha University, the road is decided not to install bins to make city look tidy plus no space due to buildings and vendors on the street, and main road to the beach. 90% of tourists use this main road. The Thesaban asks local people to piles up bin liners after 6 o'clock in the evening (tourists don't see rubbish). The Thesaban comes to pick up in the evening either after 6 or 9 not sure. The Thesaban come to collect rubbish in the morning before 8 o'clock. The Thesaban warns if local

people don't follow the rule. Everybody puts rubbish into bins in the front of house. Some soi is difficult for large vehicles to go in, so people put rubbish in footpath on the street. People live nearby footpath are not happy. Management of waste collection needs to adjust all the time, because communities expand. For example, new route to pass new communities. Problems are we try to adjust waste collection plan, but we don't have enough vehicles to collect all. We now ask 6 more vehicles so that we can arrange routes to collect more.

Q: Can you tell me waste collection staff?

A: Waste collection is separated into 2 groups. One is waste collection driver with 2 staffs. We encourage them to separate rubbish at every collection point. They can sell for extra income as motivation. But this job is dirty, tiring, work at abnormal time. There are 39 staffs and the numbers are fixed because of number of trucks. Another group is cleaning group. They clean foot path, gardening, and collecting trimming waste. Local people sometimes ask them to collect in special case. Actually we want to hire more staffs, at the moment, the numbers are quite tight, and so they can't take leave. If they get sick or take leave, we need to ask help from the cleaning group. They have to drag 100 bins a day. Cleaning groups starts to work from 5 o'clock from the most important area, which is Shukhumvit road, Nong Mon market, Burapha University road, Bang Saen Sai 2, beach road up to Sam Muk. They take rest at 8 o'clock and work again from 9:30. We have meeting before they start to work again. If there is no special jobs to do (helping the Thesaban events or tree fall), everybody is assigned to clean each bloc on the beach.

Q: Do you have problem of place has no the Thesaban bins?

A: People don't tie bin liners tightly or put broken glasses in there without thinking of collectors. Some people don't even put in bin liners.

Q: How about proportion of each type of rubbish?

A: Food and foam waste, recyclables are the most on the beach. This is not including rubbish drifts to the beach. Recyclables are more than food waste. In case of community, basically packaging waste. Not much food waste. In case of restaurant, some restaurant put bin liners and dispose, but some Thesaban staff is reluctant to open it and get recyclables. I was trying to keep statistic about ratio of rubbish types from waste collectors, but staff doesn't want to say because they don't want to tell how much they earn from it. Anyway we should try to get it.

Q: How many trucks do you have?

A: 13 rubbish collection vehicles. We have also 3 – 4 small waste collection vehicles. We have 1 of 10 wheel truck and 1 of 6 wheel trucks. Those wheel trucks are used to collect rubbish drifted to the beach and to carry bulky things.

Q: Do you buy more waste collection vehicle?

A: Yes. It is now in the process.

Q: Why do you have to buy more vehicles?

A: Because some vehicles are old. We will modify old vehicle to truck. Waste collection truck is easy to get rust, because they work at sea.

Q: How many kilometers in total one waste-collection truck have to drive a day?

A: One vehicle take own route and goes to and back from landfill once a day. In total minimum 50 kilometers that truck has to drive a day.

Q: How often one waste-collection truck needs to refill the fuel?

A: Every day.

Q: What fuel does the waste-collection truck normally use?

A: Drivers get money for 70 – 120 litter of fuel. We use diesel fuel.

Q: How much do you spend on the fuel?

A: Half million baht a month.

Q: How much is the operation cost in waste management of the city in a month?

A: I don't know, but mostly money is used for fuel and maintenance of vehicle. Fuel is the most.

Q: Is the money use on waste management increasing?

A: I do not know.

Q: What should do to reduce the money use on waste management?

A: Use transfer station so that we can bring rubbish to the landfill with full of rubbish in one time.

Q: What is the purpose of Recycle Center?

A: We want to organize Saleng.

Q: How much is the monthly income the center can earn?

A: No idea.

Q: What do you think of role of informal recycling play by informal sector (e.g. Saleng)?

A: They play important role in recycling. The Thesaban can get indirect profits from managing Saleng. For example, Saleng found illegal things, guns in bins. They are sometimes like another police. I think this job helps society very much and honest. The Thesaban also supports them.

Q: Can you tell me what the most serious waste management problem created in the city?

A: People don't bring rubbish out at the time the Thesaban comes. Some rubbish is left out there. It's not worth collecting those leftover rubbishes. The Thesaban has to warn those local people. They bring out rubbish after we collected. I try to install proper number of rubbish bins to each place by checking amount. Basically this problem happens because people complain. We go to check, there is more rubbish, and we will increase number of trucks to come in a day. We try to adjust management of waste collection.

Q: How to fix this problem?

A: We have meeting with community + young people (students) to show them how we manage waste collection. We also announce how we manage waste collection.

Q: How does the Thesaban manage rubbish drifts to the beach?

A: Basically we have only collected rubbish drifts to the beach. We have to arrange proper number of staffs to pick up so that they can clean not only the beach but the city. Even we pay attention to the beach the most, but our first priority is not only the beach. When many rubbish drifts to the beach, first we clean the road, because every tourist sees the road, and we clean the beach by using

machine. The cleaning group has to clean the beach. We bring to the transfer station but the land is almost full and going to be used for the development. We have plan to get new space for transferring station, because when rubbish comes, 10 wheel vehicles has to run 20 – 30 times a day. People complain that the Thesaban takes sand away when we collect rubbish from the beach by shovel machine. Man power only can't finish. We tried many strategies but anyway people complain that the Thesaban doesn't finish on time. This beach rubbish never stops coming. The most problematic time when tourists at day time during low tide. This year rubbish comes late. Some year, after new year comes. We made a net to protect the beach from rubbish and bough a boat to collect. This boat and net depend on condition of nature.

Q: Since when rubbish comes to Bang Saen?

A: It probably has started since this area made. Climate change will make even worse. News makes this problem well known to everybody.

Q: How affect to tourism?

A: It is not really problem to tourism, because people who come do not really worry about rubbish. It's not dead dog. It's natural rubbish so that tourists step over and play with water anyway. Because media make Bang Saen look bad to tourists.

Q: Have you ever invited tourists to participate in waste management? (e.g. rubbish minimization, cleaning beach, asking to bring rubbish back to home)

A: Yes. We success, because more people come to CSR. Barrier is that the Thesaban is not sure, whether local people participate or not in CSR activities. That is why we have to give incentive, for example give scores to participants those who participate in CSR activities.

Q: Have you ever informed to local people about the rubbish problem's situation of the city faced?

A: There is meeting with community every month. At the beginning, the Thesaban goes to meeting to listen only. But we changed to inform and talk to local people what the Thesaban is doing about for example rule of rubbish bins installation and tell them how to tackle problems in general if they face.

Q: Have you ever considered buying more environmentally friendly vehicle for waste collection in the city? (e.g. vehicle use natural gas, hybrid vehicle, etc.)

A: Latest one we are going to order will be the same diesel one. Budget is limited. The central government limits price of things that the Thesaban can buy. If we want to buy other than specified, we need to explain and complicated. That is why everybody follows the rules. It also price, if you want to buy environmentally friendly, why always it has to be more expensive. It should be cheaper.

Q: Have you ever educated 3Rs to local people?

A: Local people have very little knowledge about rubbish separation, which we can't blame them, because no one gives proper education to them. Even I can't separate rubbish as good as workers, although some of them can't read and write. Experience is important in rubbish separation.



M15

March 1<sup>st</sup> 2011

Q: Can you tell me what does this division do regarding tourism?

A: Basically this Academic Planning Division does planning. This division makes plan or acquire plan from the administration board (Or the Mayor Team) and arrange plan to each division to work or get plan from each division. This division works like middle man between the administration board and operation work in each division.

Q: Who basically makes policy?

A: The Mayor team makes policy. Each division gets policy from the board and work on it. We sometimes get feedback from outside (e.g. tourists, vendors, etc.) and fix problem little by little. We sometimes work with outside organization.

Q: Can you tell me detail of public relation activities regarding tourism in Bang Saen?

A: What we mostly do is basically “inform” by use of different types of media (e.g. announcement via speaker, which can reach to people on the beach quickly, this way is quite effective. This is almost talking to each other but didn’t see. The most environmental problem appears at the beach.) When something happens we can respond immediately. For example, when rubbish drifts to the beach or jerry fish appears, we can warn immediately to tourists about its danger. One of our strong point is we have vendors and they help us. We have meeting with them, we can tell any issues to help.

Q: Do you have this announcement only on the beach area?

A: We actually have speakers cover the entire city, but we have a problem that communities located in the city area do not listen and are not interested in the announcement. Some people say that it’s noisy. Almost announcement doesn’t work in the communities, but it works better in communities located in rural area, which houses are apart each other and have coffee together and talk about things. They like to listen to know the news. Bad point is that we can’t control volume of voice. This division control and make news. The most effective is beach; we focus on announcement regarding tourists’ service (parking, lost child, etc.) during weekend. We announce some news in morning and evening during weekday. We announce information useful to citizen. Information Center at the beach announces. Since Bang Saen beach everywhere looks the same, children are often lost. The Information Center looks big and luxury but nothing to do much. They only serve to tourists and announce child lost, parking, injury, etc.

Q: Do you announce to raise awareness about the environment?

A: Everything is possible, for example invite to events, do not litter, please do not out cigarette on the beach, etc. concerning the environment. We announce this kind of thing during weekend. We announce parking manner, what should be careful when you buy things on the beach for example agreement with prices.

Q: Do you announce to tourists to raise awareness about waste and wastewater?

A: We have P.R. Information is little bit difficult. The division tackles the problem sends us information and announces through local TV, radio and announcement. Video we made about wastewater plant was to broadcast on local cable TV. Local cable TV covers only the Saensuk city, in the future, it will cover the Chonburi. We also have a free magazine, and this magazine is distributed to other provinces. The Thesaban emphasizes on informing problems to local people not to tourists. We started to use internet for tourism promotion

Q: How effective?

A: For local people, I think it is successful, because local people know about what we said. But for tourists, it not really successful. Sometimes TV station come and broadcast rubbish problem in Bang Saen.

Q: Have you evaluated the effects?

A: No.

Q: Any barriers to inform?

A: Complaints about noise and a problem about human. Local people have not developed, while communication tools have developed day by day. When problems happen, we don't know what to do. Announcement from the Information Center actually doesn't work but some people want to have it in their communities. Some local people in the city complain about not being informed news to them, even though the Thesaban is trying to inform news but they are not interested.

Q: Have you ever invited local people to join public forum?

A: Yes. Many times. Even sometimes we go to the communities. Every community has meeting every month. The Thesaban send representative (basically municipal councilors) to listen to problems from local people. In the past, local people didn't talk much but now many people talk.

Q: Many local people come to join?

A: Not at all. Only community leaders.

Q: Have you ever asked local people to reduce amount of water use and hence wastewater?

A: We have never asked. We basically focused on wastewater treatment. We have promotions not to litter and to reduce rubbish. We often have promotions about rubbish more than wastewater. Bang Saen sometimes has a problem of water shortage. But we never think of save water and it can help wastewater treatment plant.

Q: Were the promotions success?

A: Not much successful. Promotions to local people are more successful than to tourists. Tourists come and go. But I think the situation is getting better. Tourists don't litter as before but it is still difficult to separate rubbish.

Q: Why difficult?

A: Thailand doesn't educate people when they are young. Thai people like whatever easy and don't care about things. Thai people didn't raise awareness so that we have to do many things. Difficult point for Thai people is to invite people to participate. We tried but never success. For example rubbish separation was failed even though all types of bin were provided.

Q: Do you have environmental program for tourists so that they can be more cooperative?

A: Impossible for tourists but possible for local people. We have training and meeting about cleaning beach. It's more like meeting rather than training. We discuss cleaning beach in the meeting. Training is done only to some group of people (representative). Local people have business so that they concern only about making money. They can't sit for long in the meeting. When they stay for a few minutes and leave the room. That is why we choose only representative for training. Outside organization train those representatives. Not many training is implemented. We never know that participants practice in reality or not, because when they come back, only a few people practice, after time passes, they again became the same.

Q: Why difficult for tourists?

A: They come for holiday not for listening or learning. We haven't arranged guides to explain environmental things. We can use small kids to inform tourists of environmental things and ask cooperation from tourists, because they are cute. Kids can train kids. But training for tourists is impossible.

Q: Who should be appropriate person who can train local people?

A: Famous person. Good speaker and hence easy to understand. There should have activities that participants can have fun. Basically, environmental problems are boring for local people. No one wants to listen, if there are activities for them, they will follow. Trainer needs to be good speaker. It's difficult for Thai people to listen academic things, because we don't like to read.

Q: What do student volunteers do?

A: Basically, we provide a learning activity about wastewater plan. We invite students. We hope that they tell about this to their parents. You have to go to the Public Health division if you want to know other projects.

Q: Have you ever made promotions about save water?

A: We basically use radio to tell useful information that may benefit to local people.

Q: Is it effective?

A: I don't know. We can't get feedback. There is no staff in the Thesaban to measure this. We should have a team to collect information. We should do this in the form of research. In Thailand, we often ask academic institutions to research.

Q: Do you participate in making plan regarding the environment, public relation, and tourism?

A: We accept policy made by the administration board. We do our job in promotion of information we received.

Q: Have you ever asked local people to cooperate in maintaining public image that the city wants to promote to outside Bang Saen?

A: Announcement to vendors (e.g. keep clean, etc.) can be part of maintaining public image that the city wants to promote to outside Bang Saen. Public Health Division often has meeting about cleanliness with vendors. This can be successful or not depends on how good information is (academic). For example wastewater, we can't just say, but information should be academically

correct. Most of vendors know the environmental problems of this place, because they often hear. Every year the same things happens (e.g. the Red Tide, etc.).

Q: What is the desired public image (or identity) of Bang Saen that all we should maintain in the long-term?

A: In my opinion, I want to keep old things as much as possible. If there are too many buildings and replace old ones with new ones, I can't stop it. Here is tourism city so that city must develop. Don't forget the development comes along with decay. When the city develops, more people come, and decay follows. When more tourists come, more decay so that we need to fix. Nature doesn't fix but we fix. When we fix, for example road needs natural materials from mountain so that more destroyed. I want to reduce man-made constructions. The same as Pattaya, beach erosion made by human can't fix by nature. Wonnapa beach, nature can't be recovered, we built breakwater, then the beach was disappeared. We need to live with nature, and when the development happens, pollution follows, if we can't preserve old things, we should do zoning. Some people don't see the past but the future only, for example stones at Laem Tan.

Q: What can this division do to maintain it?

A: We can't do it; because things are changed time goes by. I am not a person who makes policy. We are in operation level. We can't decide the development direction. This is truth that I don't want to say. We need to follow what the administration board says.

Q: What could (or can) this division do to support the change of direction?

A: What we can do is only support what mayor wants (budget, arrangement of work, etc.).

Q: Why awareness doesn't last long?

A: Now it's getting better, because mayor goes to clean by himself. Local people realize that mayor seriously clean from the beginning to the end of activity. It because people come to training is representative not all people. Representatives maybe don't tell other people. We didn't expect them to spread but better than nothing. At least somebody is trained. What we can do is to invite many different kinds of group so that they can distribute to other people. This is the strategy to reach to more people. We help them to set up group, because local people don't set up group by themselves.

Q: Who train them?

A: The Thesaban. Quite often. Since we have many divisions so that each division takes care of groups related to them. Give knowledge, invite outside speakers, and arrange activities. Basically we select representative people (30 persons). Groups are for example, 19 community group, women group (300 members), volunteer group, old people, vendors, pub and d bar, Saleng, etc. The Thesaban helped to set up groups. It's easier for the Thesaban to distribute news to members.

Q: Have you ever invited local people to participate in making the local development plan?

A: To make plan, Ministry of Interior has procedures how to make plan. In this procedure, local people must be invited to participate. But the number of people participate depends on the Thesaban. At least community committee members must come. There is no rule of what

participants have to do. The Thesaban only wants needs and wants plus opinions. The Thesaban is very open to local people to propose anything, projects or comments.

Q: How do you invite local people?

A: In Thailand, we emphasize on community plan. Community can think of own future and manage themselves. Community (small communities) has to think about needs and analyze problems and what they can do, and analyze whether community can fix the problems. If they can't fix, they have to tell to the Thesaban by making community plan as media. The Thesaban study plan made by communities and discuss with communities in meeting, meeting is supposed to open everybody. But many local people are not free; The Thesaban needs some people to come to the meeting for sure. The Thesaban specifies community committee members to come as representatives. They can give extra opinions and feedback the Thesaban work.

Q: What is the obstacle to invite local people?

A: Local people are not free is not obstacle. Community plan theoretically needs 70% of people needs to participate. Local people are doing business so that they don't want to waste time. We need to invite representative way. It doesn't we close opportunity to everyone, because we announce every time (by website, etc.). But no one comes but representatives only... The Thesaban tried to invite people but failed. In the beginning, other thesabans tried but all failed. They think invite representatives are better. The Thesaban sends letter to community to ask community leaders to select representatives. Leaders can ask anyone to come.

Q: How do you make plan?

A: The Thesaban invites local people to participate and attaches what we are going to discuss in the letter, which contains national plan, provincial plan, mayor policy, SWOT analysis, needs and wants from community plans made by communities. Finally, we say in the letter if any comments, please say in the meeting. Contents of meeting are quite a lot so that asks communities to study about what we talk in the meeting. The Thesaban wants to emphasize points that has mentioned in the letter and people can suggest. This is at the moment the Thesaban can do. The Thesaban opens opportunity to local people to talk about other things. Local people basically concern about basic utility, water and electricity. Some people started to talk about beach erosion, which is good.

Q: Have you ever initiated brainstorming with local people to make the local development plan?

A: In the process of making plan, there are two committees. People draft plan and approval plan. In the draft committee, local people join as representatives, which are selected in meeting. I am wondering it is called brainstorming. This draft committee consists of head of each division and representative selected in the meeting. After the committee made plan, send to approval committee, consists of the administration board. This process is made by the central government. I think it's suitable to Bang Saen, but this is minimum requirement from the central government. In the urban community, it's more difficult because people don't want to participate. In the rural community, more people can participate. In Bang Saen (urban community), many people have house registration in Bang Saen but live in somewhere else.

Q: Has the municipality ever educated local people about the Environmental citizenship, Extended Producer Responsibility (EPR) and Corporate Social Responsibility (CSR)?

A: I don't think the Thesaban ever tells CSR. But EPR, if it includes wastewater producers, then we did for example video, brochure, billboards, and talk to people. Local people should know what companies should be responsible, but we never educate local people about this. I am not sure that those ideas exist in the central government or not. This is probably work of Public Health Division.

Q: Do you have any ideas what the municipality can do to make all people in the city more cooperative in maintaining the beach clean on which their subsistence largely depends?

A: This division is doing promotion (no litter, do not litter cigarettes). There is no obstacle but people don't follow. I am not sure why this happens. We have to clean in big cleaning week.

Q: Is structure of the Thesaban designed by the central government?

A: The main structure is designed by the government. We have to propose to province to approve it if we want to create new division. I am not sure it has to be presented to the central government. Reorganize work rather than division is possible. For example, tourism promotion in municipal clerk was made after Academic Planning division, because too much work in this division. Some work moved to other division.

Q: What is the most difficult to initiate public participation?

A: People don't come. I don't know why. When I moved to here, I was trying to change time and day (changed into evening) but no one came. Thai people are not interested in participation. They think they have leader already so that they want leave everything to leader. They are very passive. If the Thesaban goes to ask them, they can answer but meeting no. I asked community leaders to select best time for everyone so that the Thesaban can go to meet them in community. No one came. Honestly, if needs and wants of people are answered well, they want to participate more. As you know the nature of city, it's difficult; I don't want to say anymore. It's about old structure (Kamnan Poh: nobody opinion much or against him). When people say opinion, they never get anything and then give up saying. But now, people are learning when and how to say needs and wants to the Thesaban. There is some project success. Road front of Burapha University, local people kept saying until they got it.

M16

March 11<sup>th</sup> 2011

Q: Can you tell me what does this division do?

A: Municipal Solid waste collection. We collect solid waste from communities including sea. We have 11 routes to go. For rubbish in the sea, we collect rubbish from the net and beach.

Q: Does this division make rubbish policy of the city?

A: We do not have a specific policy. There is a problem in rubbish collection from the beach. There

is no place to dump. We use private owned land, and now only 5% of land is left, and moreover the owner of land wants to do business. This division proposed to the Thesaban to prepare space in somewhere to keep this rubbish temporarily.

Q: Why don't you go to dump at landfill?

A: When rubbish drifts to the beach, the Thesaban needs to clean the beach more than 10 times a day. We have no time to bring all rubbish to the landfill, which are 20 something kilometers away from the city. It's economically good to go to the landfill at a time. Because we use large vehicles to transport rubbish.

Q: Where is the transfer station?

A: At Soi Leam Thong. It's owned by boss

Q: How long have you been using this land?

A: Around 10 years.

Q: What kinds of rubbish are dumped at there?

A: Rubbish is basically organic waste including, bamboo, sea weed and water hyacinth. But boss has planned to build condominium.

Q: How was the current rubbish management scheme designed? When designed? Who designed?

A: Waste collection starts from 3 o'clock to avoid rush hour. There are 11 routes to go. We finish collection not later than lunch time. In holiday or weekend, we use extra vehicles to collect rubbish from beach. We go to landfill approximately 11 times a day.

One staff in this division adjusted (made 11 routes) the scheme to be effective and reasonable.

Q: How many kinds of rubbish bins do you have?

A: We have only two types. One is green color bin and other one is sea horse rubbish bin. Sea horse one is fixed, because some part is broken. Sea horse one has small container inside, which is quite difficult to collect, but we still use because of its beautiful. In the past, we have many color bins. But waste separation didn't work at all. So we use only one color.

Q: When did you start waste separation?

A: I don't know when it was started in the city. But Saleng separates rubbish and waste collectors also separate rubbish when they collect rubbish. Local people started to know they can sell recyclables so that they don't throw away. At the moment, we have our waste collection system, we go to collect with one vehicle so that no matter how many bins are provided or how well rubbish is separated, anyway the same.

Q: What types of rubbish are generated in touristic areas and local communities?

A: In community, food waste is a lot. In touristic areas, foam waste is a lot. Food waste in touristic areas is shrimp, crab shells. In market food waste is vegetables and fruits. Proportion of rubbish types is similar in each area. On the beach, coconut leaf is a lot; we collect separately and bring to Kamnan Poh land.

Q: How about proportion of each type of rubbish?

A: Actually the Thesaban has no data about proportion of rubbish. What I can say is food waste is the

most.

Q: Can you estimate?

A: 70% is food waste; the rest is other type of rubbish. In touristic areas, there many rubbish of foams, bottles, plastics, food waste.

Q: Is the amount of rubbish increasing?

A: Yes. Because the University is expanding and more students come to study. There are workers live in here who work at Si Racha and Amata Industrial Park. Not only tourists and unregistered population and students cause the increase of rubbish.

Q: How many staff working in wastes collection?

A: Around 39 staffs for waste collection. Another 40 staff for sweeping road. In total 101 staffs working on waste collection and cleaning.

Q: Is number of staff increasing?

A: Now everybody want to quit, work is very hard. We now open application. People applied and work for a month and quit. Now we are thinking to entrust a company to clean the beach. The Thesaban can't do all. A company comes to check but it also escaped, because of hard work.

Q: How much do they get a month?

A: Normally people get 6,500 baht but Driver gets 8,000 baht.

Q: How do you charge waste service fee (e.g. waste collection and disposal) from local people?

A: Fee collectors go to visit each house. But it's responsibility of division of Sanitary Engineering. Waste and waste collection fee are separately collected.

Q: How much wastewater treatment fee can be collected?

A: About 60%.

Q: Can you tell me what the most serious waste management problem created in the city?

A: Complaints about installing rubbish bins nearby my house (NIMBY). The Thesaban fixes problems by taking away rubbish bins from the sites and ask them to use their own bins. Amount of rubbish is not problem. Problem is local people are fighting about not putting rubbish bins in front of my house but want to use the Thesaban bins.

Q: What is the waste problem from tourists?

A: They don't drop rubbish into the bins especially at Wonnapa beach.

Q: Why this problem happens?

A: They don't have awareness. Before, we installed rubbish bins only at opposite side of road, because we were afraid of rubbish bins may disturbs scenery. We noticed that they don't across the road to drop rubbish so that we installed nice bins on the beach side (Wonnapa beach), because it cute. But anyway, it doesn't help at all. Rubbish bins are broken, so we changed into normal bins. We tried a lot of ways, still doesn't work at all. Tourists are so difficult to deal with. Sometimes, staff cleaning road and tourists drop rubbish on the floor in front of us. Before the Thesaban tries to keep clean the beach when tide is down, no matter what time, but rubbish is too much, so now, we clean the beach before tourists come.



Q: Have you ever informed to tourists about the rubbish problem's situation the city faced?

A: Yes, in website and announcement by speaker, billboard on the beach.

Q: Is it success?

A: It's O.K. I cannot tell success or not, because the result can't be clearly seen. That is why we focus on local people. For tourists, we try to emphasize on telling problem, but we never get feedback.

Q: What is barrier to inform to tourists?

A: Barrier is that we tell but they don't listen. CSR activities from companies are increasing. Big cleaning week, first the Thesaban tries to ask local people to clean, but local people said the Thesaban never do anything. So this mayor and the Thesaban staffs started to clean and then local started to follow. Before companies and schools come to Bang Saen, they ask the Thesaban about good time to come, what the Thesaban can provide and what we have to prepare. Some ask, if the Thesaban can provide person who can explain to the participants about rubbish problems about Bang Saen beach. We organize these cleaning events every month and provide cleaning tools to participants. About 5,000 participants join on the average. They sent volunteers without considering circumstances of Bang Saen. Volunteers sometimes came to clean up the beach when not necessary. It's better than nothing. We need helpers especially after the events.

Q: How tourists should be environmentally educated so that they can cooperate in 3Rs.

A: Tourists do not know about 3Rs, because the Thesaban staff even doesn't know. I asked Pollution Control Department in the central government to install rubbish bins to separate in the Thesaban. I try to raise awareness in the Thesaban staffs first but tourists would be much more difficult. We have to do in the whole picture for example, magic eye project, which was quite good. We plan to have projects starts from the next year. One is beautiful front of house clean and no litter projects. If you litter, you will be fined the same as Bangkok.

Q: Is there any obstacle?

A: We can only provide but we can't force tourists to participate. We can provide incentive and punish local people but tourists can't. Tourist only we can fine, but they would say the Thesaban didn't inform. But actually national laws say that litter can be fined and all people should know it.

Q: Is there any obstacle?

A: Not many people come to join the meeting and miscommunication between community leaders and local people. We try to make brochure and website to tell to local people. We also do a mobile Thesaban. We go to the center of community and provide health check, and provide Thesaban's service to local people. We go with the Thesaban and promote the environmental projects. We have recycle bank in each community, and aim students to join and manage the bank. This project emphasizes students, and the Thesaban goes to community to meet students after class, and help set up recycle bank. First the Thesaban supports money to set up bank hoping that bank can run by itself. The Thesaban suggests what to do in the beginning, what time should open, the Thesaban suggests opening in the evening, because kids can spend free time in there and parents have to worry. Students manage bank, get recyclables, local people can have bank book, instead of

money, and they can have deposit. They will record the amount of recyclable that they sell to the bank. Bank will sell to recycle shop later. Bank can get little amount of profits. We made the list of recyclables that can be sold to Bank, which show pictures of each material in case of some people can't read text or to avoid confusion. In the beginning, the list looked more academic, it was difficult for non-educated people to understand so that we improved little by little.

Q: Is recycle bank success?

A: Some communities are interested but a community currently doing is not success, because community leader is inert in cooperating with the Thesaban about this project. It depends on leader that success or not. If leader is active he will work on this, gather people, help set up the bank. The Thesaban can't reach to community without leaders.

Q: Have you tried to reduce and reuse rubbish?

A: We have meeting about how to manage rubbish in household. We should go to producers and designer of packaging. I heard one designer use PET bottle and make bag. The Thesaban doesn't have power; the government needs to do for example force all the Thesaban to use environmentally friendly products or use bio-diesel truck, etc. If the government only ask cooperation, nobody does as you know Thai people like to do easy way. What can the Thesaban do is that going to talk to people and explain about different types of rubbish produced in home, and how to deal with, food waste can make organic fertilizer for plant. But some part, local people have to invest in some chemicals or materials. Thai people basically need to have motivation, the Thesaban use the result of making good environment as motivation, but didn't work. So changed into rubbish = money, and local people do. We have to know this is reality. We have to work according to the reality.

M17

March 29<sup>th</sup> 2011

Q: What is the main purpose of this center?

A: Tourists come when they had a problem, for example lost child, car parking, etc. that is why we need to have this center.

Q: Can you explain in detail what this center does?

A: Announce news from the Thesaban from morning. Staffs stay in the center for whole day to serve tourists. News about ceremony and events that the Thesaban will hold. We also announce information from other organization and divisions in the Thesaban. For example recruitment and applying jobs to both public and private sectors. We announce without charge. Academic Planning division receives news and writes news to announce. We announce the same news in morning, lunch and dinner time.

Q: How about announce to tourists?

A: We warn tourists to be careful about lost child because beach looks alike.

Q: Where do speakers cover?

A: From Wonnapa beach to Laem Tan. Sam Muk has no speaker, because community said no need. We will install speakers in all communities anyway, because we need announce news to them.

Q: Do you have any specific area to install speaker?

A: Some community leaders asked to install. Some community asked to install but local people in the communities complained so that we took away. We need to check people around place speaker is installed are happy or not. Some people have kids and old people.

Q: Is the news announcing the same as newspaper?

A: Newspaper focused on general news but announces remind people and informs local people of what the Thesaban is doing.

Q: Apart from announcement, what media do you use?

A: LED screen at the Information Center. We broadcast headline of news.

Q: What kinds of news do you broadcast?

A: Basically about events. For example It's a blood donation day. Contents are basically the same as announcement.

Q: How many people approximately visit this center during weekday and weekend? Are they basically tourists?

A: 10 – 20 people in normal day.

50 – 60 people in weekend. But some Saturday is the same as normal day.

Long holiday, more than 100.

They are basically tourists from other province.

Q: How often does this center announce not to litter or keep clean during weekday and weekend?

A: Quite often, because the Public Health division sends news often. Normal day is more than holiday. I basically announced 3 times a day as I said. Announce it with news.

Q: Have you ever discussed in the Thesaban what we can do to the environment?

A: We have meeting every month with head of each division. We discuss about the problem in general. The environment never is topic.

Q: What would be (or is) the barriers to realize ideas?

A: Barrier is that people don't listen about announcement. They are not interested in helping us to keep clean the area. The result must be checked with Public Health division. Our job is to announce. What we can do is keep announcing, maybe get better.

Q: How often do you announce keep clean?

A: Weekend, once in a while, basically 4 times a day. More tourists, more we often announce. We announce it when we need to announce something for example, please move car.

Q: How many years the information center has opened?

A: This center has been running for 10 years. 7 -8 years ago, this center was renovated.

Q: What was in here before this center?

A: It was information center made of wood, and announced only beach area. I am not sure this has

existed since the Sukaphiban period. In the past, announcement was made from the Thesaban building. Here was Ocean World before the wood one was made.

L1

November 24<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: 40 years old.

Q: What do you do?

A: Rental bicycle.

Q: Why did you start this business?

A: My aunt started. I have been helping aunt since I was child.

Q: What do you do with old bicycles?

A: People come to buy. They fix and use again. I use money to buy new bicycle.

Q: Do you have any idea what you should do to make Thesaban build more cycling road instead of car road?

A: Sidewalk was bike lane. The Thesaban changed into walkway. People started to bike on motorway (road). There are too many people walking on the sidewalk. Sometimes children hit venders. If there is bike lane, it would be good, but nothing I can do, it depends on the Thesaban.

Q: Why you can't say?

A: We need to request as a group. The Thesaban development is also good, no problem. The most of people satisfy with it. Let them develop the city.

Q: Do you have any idea what you should do to maintain the cleanliness of the beach?

A: Normally tourists litter. The Thesaban also has cleaning vehicle. I can clean my area. Other people can also clean their area. Everywhere becomes clean. There are many rubbish bins. Municipal police monitors cleanliness. Around here there are little people having business. But if people don't clean their area, they can't make business. I pay the Thesaban to do this business in here. The land is the same as my house so that I have to clean.

Q: How about tourists?

A: Problem is tourists. People are different. Even rubbish bins are provided; it's difficult to warn because they may get angry. It depends on tourists' awareness. I want them to throw rubbish into bins. It's enough. But they are uninterested in maintaining the cleanliness. I can't warn them. And sometimes tourists ignore. There should be sign "do not litter". It's better than directly saying to tourists.

Q: Why you cannot warn them?

A: They sometimes get angry and that is actually municipal police responsibility.

Q: What do you think of the development of Bang Saen?

A: Good. I like tourism promotion events. Long time ago, once a few month, now every month. For example, next month will be Bang Saen Speed Festival. It attracts tourists.

Q: Do you perceive any negative change?

A: No. The development is decided and made by the Thesaban. It's good because there are so many different people here, if you ask opinions from everyone, the development cannot happen quickly.

L3

February 15<sup>th</sup> 2011

Q: Where are you from?

A: I am from Chonburi

Q: What do you do?

A: I am an owner of 7-11.

Q: Why did you become owner?

A: I have been working for seven-eleven nearby the Galaxy for more than 10 years, and I opened this shop two years ago. I was manager at there. I asked the company, and it offers list of branch and asks which area you want to. This shop was the company branch but I ask the company this branch to franchise. I selected this place because here has enough customers.

Q: Why did you choose Wonnapa beach?

A: Because here is new development area. Hotels, guesthouses, condominiums, apartments, convenience stores, seafood restaurants, and pubs are building.

Q: What was in here before seven-eleven?

A: Vacant land

Q: How much did you pay for the license?

A: The company supports former employments. Staff has to invest 400,000 baht and bank can loan this money. Outsiders need to invest more than 1 million baht. Gas station type is the most expensive, because many customers and owners are basically owner of gas station.

Q: How many customers during weekend and weekday?

A: 1,000 people a day during weekday. Up to 3,000 people a day during weekend.

Q: What types of rubbish does your business create?

A: Cardboard, we sell to Saleng. Others are plastic bags.

Q: How do you manage each type of rubbish?

A: Rubbish bins are provided in the front of shop to separate. However, nobody separate waste. Not many recyclable materials are not in there because people buy and take away in other place.

Q: What do you do with expired food?

A: I check and remove all expired food. I have to throw away except the Farm House bread. It takes expired bread back.

Q: Do you have program to reduce plastic bags?

A: I ask whether customers need or not. I also put sign that says “do you really need plastic bag, if you don’t need please tell to cashier”. Some area is difficult for example beach area. Some people ask to put swimming suits. This area is not for swimming but eating and drinking.

Q: Is there any program for the environment

A: Twice a year, big cleaning and take care of the environment around shop, and make sure no negative impacts for example, bad smell and wastewater. I have to take picture and report to headquarter and staff from company comes to monitor. I also join the activity in father day.

Q: Do you have any idea what your shop can contribute to maintain the cleanliness of Bang Saen beach?

A: The Thesaban comes every morning to clean. At the beach area, vendors will take care of their area. I take care of shop area. They have to take care of cleanliness otherwise they will be punished because they rent from the Thesaban. What we can do is telling to the Thesaban. For example sometimes tourists come to shop and say to shop when there is so much rubbish. Rental beach chair takes care of rubbish on the beach and make sure people throw rubbish into bins.

L4

September 21<sup>st</sup> 2010

Q: Where are you from?

A: I am from Udon Thani Province.

Q: Why did you move from Udon Thani Province?

A: Bang Saen is well developed and easy to make a living.

Q: When did you move to here?

A: 30 something years ago

Q: What do you do?

A: I have been doing this rice shop in Bang Saen since then. Finally I came to Laem Tan after here was renovated like today.

Q: Can you tell me how Laem Tan has changed?

A: Laem Tan had no road and had only trees. When I first came here, seawater was almost place we sell food. The sea was reclaimed to make a space for business. Laem Tan was craggy. Before Bar Bagaram was here but it was decayed so that new Sala was made in the same place. After parking lot was built, Laem Tan became better. The dolphin monument was made several years ago. Somchai Khunpleum made the development and monument. Food stand, Kiosk, pay toilet, convenience stores, seafood restaurants, and hotels appeared after the development. Laem Tan is alternative to the beach. If the beach is overcrowded, tourists can come here to relax. Many events hold in here for example fishing competition and bike week. Some local people started tourism-related business in here or sold land to investors.

Q: How the development affects your business?

A: The development makes my business better. Many seafood restaurants sometimes take customers.

Q: Why do you use plastic plates?

A: I used ceramic in the past but it often broke so that I changed into plastic. I use foam for takeout. Plates, soup pots, and mattress can be stolen. I use stainless cattery and ceramic cup. The most popular menu has been the same since the past basically sea food, fish shrimp and crabs. Tourist behavior is always problematic but we cannot do anything because they are customers.

Q: How do you manage waste?

A: I separate recyclable waste and other waste; I just disposed in the Thesaban's rubbish bins.

Q: How do you think of the current tourism development trend?

A: It's good. More development is more tourists!

Q: Do you perceive any positive change?

A: Mangrove planting and artificial coral reef. Khunpleum family tries to keep what father did. Kamnan Poh was listening to our needs and wants. (e.g. When venders complained about conflicts among venders, he grouped business on the beach).

Q: Why mangrove planting and artificial coral reef is positive?

A: Because they try to recover the nature. Some part of nature needs to be sacrificed for the development. I don't regret the loss. Kamnan Poh changed Laem Tan to be public area. Development is good. The Thesaban needs to plant trees while developing Bang Saen.

Q: How about the negative ones?

A: Nothing.

Q: If the current trend of tourism development continues, what would happen to Bang Saen tourism?

A: The economy of Bang Saen even becomes better than now. It's welcome.

L5

July 29<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: 69 years old. I have been in Bang Saen since I was born in here.

Q: Can you tell me how Bang Saen has been developed or changed?

A: The development of Bang Saen started with Phiboon. He initiated construction of Resort. It was not successful and later Sarit came here to revive the resort. He also built his own house at Laem Tan. At that time, only VIP could go into the area. If you want to go to sea at Laem Tan, you have to go from the behind. Bang Saen faced many environmental problems during the 1970s because of the absence of infrastructure and many tourists as well as vendors created pollutions. The development of apartments, houses, and shops around the campus started especially after the

collage became Srinakharinwirot University campus in Bang Saen.

Q: What do you think of the development?

A: It is dependent on the influential group of Bang Saen. We cannot stop the development. But I missed old environment or atmosphere of Bang Saen.

Q: What do you want Bang Saen to be in the future?

A: At least I want to keep the current Bang Saen.

Q: What is the attractive thing in Bang Saen?

A: Bang Saen beach.

Q: How about least attractive thing?

A: Litter and red tide.

Q: What did tourists do in the early time?

A: The early Thai elites and their families came to stay guesthouse at Khao Sam Muk and Laem Tan. Unlike today, they had picnic, walking, sea bathing, fishing, and gathering shells and crabs. There was still a lot of nature left in Bang Saen.

L7

September 23<sup>rd</sup> 2010

Q: Where are you from?

A: I was born in Chachoengsao province.

Q: When did you move to Bang Saen?

A: I have been in Bang Saen since 1955.

Q: Why did you move to here?

A: My family was poor so that I needed to quit my education and therefore I finished only first year of Junior High School. First I came to Bang Saen to stay with my uncle. I followed my uncle. At that time, my uncle was the head of road construction. He engaged in the construction of Bang Saen Long Had road. The path was used for buffalo walk. It was very narrow.

Q: What did you do?

A: I worked for the Saensuk Resort for 47 years. When I started to work for the resort around 1958, Sarit was building houses in Laem Tan. Sarit and his wife often came to the restaurant in this resort. I had been promoted time to time and finally became the manager before retired. The resort restaurant also delivered food to Sarit house.

Q: What services did the resort offer?

A: Simple. Accommodation, food and drink. It was not easy to have many goods due to the limitation of distribution.

Q: Where were the former managers from?

A: Managers have been sent by crown property. They were not specialists of resort management.

Q: How much did the resort earn?



A: Net profit was several millions Baht. The restaurant is in deficit operation for many years but the resort gains most profits from shower room / toilet and deck chair. During weekday no one stay but weekend. Group tour come (Student, etc.).

Q: When pay toilet and shower was made?

A: First building was made in 1967, and 3 times renovated. We used the same structure but interior was changed in 1973, 1983 and 2000. In the past, only one toilet and shower room on the beach, this is ours.

Q: What renovation the resort did?

A: Repairing bungalows, building new restaurant; and installing new equipment such as air conditioners and refrigerators.

Q: What did manager have to do?

A: Manager checks daily work and proposes what should be done. People from the Crown Property come to check and approve the proposal. All money is from the Crown Property. Maintaining the condition was the main responsibility.

Q: Can you tell me the history of Bang Saen tourism development?

A: Bang Saen beach was used for feeding domestic animals before tourism development. The Tiparos, fish sauce company, had factory at Khao Sam Muk. The company had hundreds of black pigs and they came to feed the pigs. There were a few coconut trees. Pine trees, rain trees, ebony trees, sugar palms were more growing. Land at the S.S. hotel was owned by Field Marshal Phin Choonhavan (1891 – 1973), later Kamnan Poh bought land and built the S.S. hotel. Bang Saen grew rice, tapioca, and coconuts inland Bang Saen and people ridden buffalos for farming, carrying and moving. Agricultural products were consumed by themselves and sold to either a food-processing factory to produce starch or Nong Mon market to earn cash income. The resort was built during the Piboon period. When I came to Bang Saen in 1955, the Saensuk Resort was already here. The Bang Saen Beach Resort hotel was building. Piboon built bungalows on the beach and later Sarit moved them to the current location from Soi 1 to the Saen Sabai. There were halls on the beach to get fresh water for shower. There was restaurant on the beach. When I came to Bang Saen, all was disappeared. Nature was destroyed because of a lot of tourists. Saen Samran Resort was split into TAT and Saen Sabai. Bang Saen was the nicest and closest beach that is why Sarit came. Bang Pu was a lot of mangrove. There was no the road along the beach when Piboon came here. The entrance of the Saensuk Resort was Sai 2 side. There was only walkway on the beach. Car was not allowed to go into the beach so that it was fenced. People came to Bang Saen by boat from Chonburi and stayed for a week. They bought seafood and enjoyed BBQ on the beach. In the past Soi 2 and Soi 3 made much better profits but Soi1 is better now because of convenience stores. There was a lot of beach morning glory. A lot of mud crabs and ghost crabs were running in the morning. I grew coconut trees from the resort area up to Soi 1. Beach morning glory was gradually disappeared because more tourists came, tramped over, and sit, and local people started to do business on the beach. It is causing beach erosion. I and my

friend planted many pine trees but now only 2 have left. I planted coconut trees without considering. It was Kamnan Poh idea to grow trees. I don't know why Khao Sam Muk and Laem Tan became like that. I don't like them becoming teenagers place. But it cannot help..... Surrounding bungalows were built around 1957. Hotel has Mr. Coffee firstly owned by Tonawanikmontri, powerful politician, secondly owned by Manat Tiyaui, the Dusit Tani Hotel owner, and thirdly owned by Nikom, relative of Kamnan Poh, currently it owns by his wife. Nikom owned the Bang Saen Villa but after he died, it was given to Kamnan Poh.

Morning glory was growing in group rather than scattered. Road was made of asphalt in the beginning, and become concrete and again asphalt. 100 bungalows were located on the beach from Soi 1 – 5. Bang Saen beach before Sarit was not organized. Sarit started to organize the beach from his period. Organize means plants coconuts in order, etc. Road was expanded to the beach side. Elite and rich merchants came with family and stayed for many days (1 week) with servants. They enjoyed walking and nature by themselves. It was not like today; people come and go back in the day. When I came to Bang Saen, there were no cars. Before 1967, tourists came by buses but from 1967, more private cars than buses. Pine trees are easy to be damaged so that many pine trees were cut down by Kamnan Poh. During the Sukhaphiban period, Kamnan Poh cut double coconut trees and planted new tall coconut trees in a row. Double coconut trees were cut down because of road expansion in the end of the Sukhaphiban period. The expansion of road mostly done by the Thesaban, because the Sukhaphiban didn't have money. Beach chair had no parcels; they had to move chairs to find shade under coconut trees. It was 1 baht to rent. No one cared this business but it's now 5 million baht to own this business. Beach is expanded around 5 meters and coconut trees are also planted to sea side. Beach has been expanding because of Wan Lai. Wan Lai is hold around here. Beach erosion is happening in north. Kamnan Poh tried to move to north but no one was interested in going there. I think long time ago, Chinese moved to here and grew domestic animals and grew coconut trees. Kamnan Poh wife family is from China and reserved land at Wonnapa beach, because Bang Saen beach land was used for domestic animals and reserved by the central government. The Sukhaphiban made parking area for buses, because buses were disturbing traffic. The Sukhaphiban was at Nong Mon market so that it's difficult to control business on the beach, because of far. That is why office moved to here. Every time bus stopped, a lot of fruits skins around buses, because tourists dropped from windows, I had to clean. Before the Thesaban, wire fence was there at resort side and some trees still exist, and tourists also parked at that side. Flower bed was made along the road but all died soon because tourists tramped on them when they across the road. Saensuk resort is the first resort. In Sarit period, Bang Saen beach resort was made. Saen Sabai was the same owner of Bang Saen beach resort. Ownership of those two resorts was separated after Sarit period. Sarit moved 100 bungalows to the back side, because it's not good for scenery, because he had power. There was one family came to Bang Saen to make provincial road. Their family also came to here, and finally became slum. Before 1957, this group moved to the beach area, and built workers' house for themselves. People came from

Ayutthaya province lived nearby this family and come to sell things on the beach. Finally, this place became large communities. People in the slum were forced to move to Chokedee village by Kamnan Poh, now the Thesaban is making apartment for them so that Khunpleum family can develop property in the area.

Q: How did you manage waste during the Sukhaphiban period?

A: Before the Thesaban period, we had to clean up to the beach. Collected rubbish was dumped at land owned by local people and burned at there. It means that the local government didn't properly manage rubbish. Before the Thesaban, we managed rubbish and cleaned everything by ourselves. The Sukhaphiban didn't clean all area. I needed to clean my area, the resort and its front beach. After the Thesaban, we manage rubbish as we do today. In the past, I didn't have to ask permission for plan on the beach. But now, I need because the Thesaban has plan. The most important thing is keep clean, grow trees and maintain them. The Thesaban established rules and plans.

Q: How about wastewater?

A: No treatment. Wastewater directly discharged into the sea until the Thesaban make construction of wastewater treatment facility and drain pipes.

Q: Have you ever participate in training program?

A: I went to meeting at the tide resort and they discuss about what to do with rubbish from the sea. The seminar talks about the rubbish problem and what should do to us but not to tourists who cause problems. We discuss basically talks about rubbish. Nobody talks about build condominium and bad scenery... Because building involves personal business... Political itthipon destroys the environment. About others' business effect on the beach environment, we should not talk about it.

Q: How about the past?

A: Management of bungalows is simple. There is not necessary to create so much profit since it is owned by the Royal family.

Q: How people can cooperate with each other to keep clean the beach?

A: Everyone should take responsible for their own area. We have to dispose of rubbish into bins and pay for waste collection fee, 3,000 Baht a year. We clean for the Thesaban and we pay for them, why? Every one cannot do much. It everything depends on the Thesaban. They should be responsible for the entire cleanliness of the beach.

Q: Do you perceive any negative impacts?

A: Sea animals especially crab and shell are all disappeared. Khao Sam Muk landscape is negatively changed. I had better not talk about this otherwise I am afraid I would be in trouble.

Q: What do you think of tourism development?

A: The environment became more improved. In the past, no one took care of the environment. Tourists did not take care. A lot of rubbish was left. Rubbish bins were not enough in the beach. The cleanliness was improved when Saensuk was upgraded into the Thesaban. I had to clean the beach in front of the resort every morning. Since the mayor has many business in Bang Saen so

that he must develop well otherwise his business cannot survive. That is why I like the current development policy I can gain benefits from his job!

Wonnapa beach built more building since private land next 10 years you cannot remember. When road was built people can sell more things, the khaolum road is the same.

Q: How tourism development should be done?

A: The development depends on leader. Since Sonthaya Khunpleum needs to stop political activities so that Bang Saen has fewer budgets from the government. Budget is anyway used for constructing road for the benefits of family and his group. I want Bang Saen to be the same as today. The more development Bang Saen becomes worse. We don't need more hotels, but maintain the existing one.

Q: What tourists should do?

A: Tourist should not litter after eating. Tourists do not clean. They should clean up. It is very difficult to warn tourists because they don't listen to us. They said no signs! Even we talk about the environment it is still difficult in the real life. Tourists cause a lot of problems. I want to warn them sometimes but I don't want to have trouble with them so that I have to shut up and wait for them to leave. What we can do is pick up rubbish. Even they come to enjoy nature here, they degrade the quality by behaving badly.

Q: Can you opinion to the Thesaban?

A: Even people can opinion; nobody dares to do that for sure. I don't want to get trouble. Leaders said street venders have no idea but we have! We just can't say but only Kamnan Poh relatives and powerful people can say something to the Thesaban. I cannot say to community leaders and councilors because they are anyway Kamnan Poh side. They will identify who said what. All over Thailand is like that.

L8

September 6<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen

Q: How old are you?

A: 77 years old.

Q: What have you been doing in Bang Saen?

A: I was doing fishery with my parents and sold dried seafood and food at Bang Saen beach. I have stayed in Bang Saen since I was born in 1933. Tourists have been in here and local people have been selling food on the beach since the Phiboon period.

Q: What do you do?

A: Rental beach chair.

Q: Why did you start this business?

A: I started to do beach chair business since 1963. When I started this business, some people had already had this business on the beach. One business probably had only 20 – 30 chairs. When I started this business, everyone could reserve place to put chairs. These were businesses that resort did not provide. We could invent many businesses at that time. The resort provided relatively simple things such as place to stay, food, and drink. It was because distribution of goods was not as good as today.

Q: Why did you change your job?

A: Tourism. When many tourists started to come, we could get a lot of income. When we were doing fishery, life was difficult.

Q: How Bang Saen has changed?

A: In the past, the beaches were covered by pine trees, rain trees, ebony trees, sugar palms, coconut trees, mangroves, beach morning glories, and puncture vines. This vegetation helped keep sand and some of them were used for medicines. Laem Tan, we could find crabs hiding in stones. Fisherman went to fish with sail boats as you can see in picture. There was no engine and used only wind. In the past, sail boats caught students came by buses, 3 baht per person. Sail boat was the identity of Bang Saen. Now all changed into banana boat. My business aimed at tourists, because tourists started to come by bus at one point. There were many fishermen and some beach chair business. They put chairs more close to the road rather than sea. In the past, restaurants were for tourists. Local people didn't eat out. Life was not convenient. My mother told me that people exchanged rice with fish in Nong Mon market. Beach morning glory was growing on the beach and used for domestic animals (e.g. pigs). There were 100 bungalows on the beach. Before bungalows were built. There were a lot of trees in Bang Saen, snake and monkeys at Khao Sam Muk. Land price was very cheap. Sam Muk goodness has been there from long time ago. Laem Tan also had a lot of trees. Even road condition was bad. Sarit also had vacation house and government guesthouse over there. Local people were poor but they became rich by selling land. Laem Tan and Sam Muk were gradually changed from fisherman villages to tourist attractions by building things little by little. Wonnapa beach was fishermen village, and processed marine products. People do the same until now. But house condition improved from wooden one to luxury one. There were factories producing tapioca around Nong Mon market. But the factory was stopped. I also grow tapioca and sold it to the factory. The factory owner sold land and quitted already. The owner gained 10 – 20 million baht. Tapioca was growing back of Bang Saen. Tapioca was very cheap. Rice field was also there. There were a lot of buffalos. Buffalos were used to carry things and farming rice field. My family didn't have but farmers had. Behind Nong Mon market, farmers used buffalos for farming. Pine trees were mostly cut during the kamnan Poh period. He ordered to cut. In the past local people studies near house until elementary school. But now people can study up to university level.

Q: Did tourism decline once?

A: Yes, during the 1970s, because of Bang Saen was so messy and dirty. Waste was everywhere;

seawater was not good for swimming, etc. Tourists went to somewhere else.

Q: Do you perceive any positive change?

A: The cleanliness was improved by the development made by Kamnan Poh. It's good. More ordered, organized and cleaned comparing to the Sukhaphiban period. Even sometimes, we don't want to follow rules, but things are more organized. During the Sukhaphiban period, here was messier than now. Rubbish bins are now often washed. Fly worms attached to rubbish.

Q: How about the negative ones?

A: Nothing. The more development is better, because we can have more convenient life. Children can have job to do in Bang Saen.

L9

August 2<sup>nd</sup> 2010

Q: Where are you from?

A: I am from Chachoengsao Province. I moved to here when I was 14 years old. Now I'm 52 years old. I stay here from 1972.

Q: Why did you move to Bang Saen?

A: I followed my dad. He was a construction worker. That's why I moved to here.

Q: What kind of jobs have you been engaged?

A: I am usually working at Bang Saen beach.

Q: How did you start to work?

A: I wanted to study more but I am oldest son, and therefore I had to help my family. I was not 17 years old yet when I started working. I worked at ice manufacture at Laem Tan and construction sites in Bang Saen. I crushed ice and carried to fishing boats at Laem Tan pier. I worked there for many years. But my father died and I needed to help my mother. I started with a photographer for tourists on the beach. After that I sold grilled chicken. I helped grill chicken and walked from the roundabout to Laem Tan every day. But the owner moved to other place and I quitted. Since then I have been helping rental beach chair.

Q: Why often do you change job?

A: It is because I want to earn better income.

Q: Why did you start Saleng?

A: There are many recyclable waste is generated. Therefore, I separated and sold it. That was how I started to sell recyclable waste. There was no the recycle center before but since the center was established I started to collect seriously and sell to here because the Thesaban offered social welfare (e.g. member jacket, official right to Saleng. training, health check, etc.) for the member. So I decided to do this as a side job.

Q: What kind of recyclable waste do you collect at the beach?

A: Plastic bottles, glass bottles, and cans.

Q: How do you collect recyclable waste?

A: I collect from rental beach chair business. I also come to the beach very early morning and collect from rubbish bins or the beach.

Q: How much can you earn from selling recyclable waste?

A: 1,000 baht a week.

Q: Where does the center sell recyclable waste to?

A: They sell to big recycle shop. Or we also sell directly to the shop for better price.

Q: What is the problem when you collect recyclable waste?

A: No rubbish separation. In the past there were 3 different colors of rubbish bin but people didn't really separate. Rubbish is mixed in every bin; even food waste from restaurants was also dumped in the bins without any bags. I don't know why people were like that. It's very bad. I can't dig for recyclable waste because the bins are very stinky.

Q: How to improve the situation?

A: Thesaban can do. They can order every shopkeeper to separate rubbish. And also tell restaurants that they should put food waste in black bag and put beside of rubbish bin. I don't know if I'm selfish because I'm Saleng but sometimes I can't dig for recyclable waste because the bins are so stinky and dirty. But I think now Thesaban is managing waste well. In the past they only used human labor, now there are machine to help. Now they can collect more rubbish by garbage truck. Roads also became cleaner.

Q: What is the role and responsibility of Saleng leader?

A: Not much. Only if sometimes I meet other members then I have to spread the news to them about what happened, price of things etc.

Q: How was tourism in Bang Saen since 1972?

A: Coconut trees were growing along Bang Saen Long Had. The road was a 2-lane asphalt road. The beach was... in the past, it was different. The sand was white and clean. From the roundabout to Wonnapa beach, beach morning glory was volunteering and crabs and bean clams also ranged. Now we can't see them anymore because of seawater pollution as well as tourists collected them. Beach morning glory is now replaced by beach vendors. It is because the city developed by Kamnan Poh. I think after more people know about Bang Saen, more tourists came. Locals changed themselves to cater for tourists. There were only a few shower rooms. Locals dug holes for water. After sea bathing, locals took water from holes and kept in container, and tourists took shower there. Now so many shower rooms were built. I think it is locals changed themselves to make tourists convenient. More tourism-related businesses appeared. Originally, locals walked and carried things for selling. Now after Bang Saen was upgraded into Thesaban, locals are prohibited on walking around for selling, they have to stay at assigned lot. Only locals can sell on the beach. Lately outsiders want to come and sell. So Thesaban made new rule that vendors have to have license otherwise they can't sell things on the beach and be arrested by municipal police. This is to keep job opportunity for locals. Otherwise everyone would come to sell.

Q: How tourism activities changed?

A: In the past, there were only rental beach chair and tube and pleasure boat later scooter appeared. After that banana boat, jet ski, windsurf, rental bicycles, photographing, etc. appeared. A lot more sea activities became available in order to cater for tourists.

Q: How tourist spots in Bang Saen changed?

A: More buildings, roads, hotels, and restaurants were built everywhere.

Q: Since when?

A: After Bang Saen was upgraded into the Thesaban.

Q: How Bang Saen changed?

A: The environment of Bang Saen was improved and cleaner.

Q: Why?

A: Thesaban renovated Bang Saen.

Q: What positive impacts do you perceive?

A: I think the beach is getting better. It was not developed and locals had no job. When it is renovated, locals can earn money from tourists in many ways. We can sell local things. We get more chance to earn money from selling local snacks.

Q: How about the negative impacts?

A: In the past, there was coppice. I could get fishes and crabs. There were so many big crabs that I could catch in daytime. Locals could get food all year. Now it's all gone. There are buildings instead. I feel it is not good. There is no nature anymore. I think in the future it will even get worse.

Q: What do you think Bang Saen tourism will be in the future?

A: More buildings, luxury condominiums, and 5 star hotels.

Q: If this trend continues, what would happen?

A: No nature will be. I think Bang Saen is not going to be like Pattaya if Thesaban can preserve this place for Thai people.

Q: Do you think that the Thesaban is doing that?

A: Recently I see more foreigners than before and things are getting more expensive. I don't know.

Q: What can you do maintain tourism in Bang Saen?

A: I am just a Saleng. I don't know.

L10

January 19<sup>th</sup> 2011

Q: Where are you from?

A: I came from Bang Saen

Q: What do you do?

A: I am running rental swimming ring



Q: Why did you start this business?

A: I inherited this business from my mother. My mother started this business when she was very young. My mother became unable to do this job so that I took this. I had one rental swimming ring and later I bought another number. My mother started from the Piboon. There was nothing around here. There were not many coconut trees like now, and I planted because I was hired to plant. There was no toilet and sugar palm tree was very short.

Q: How was Bang Saen when you started this business?

A: At that time, there was no rule so that we could do whatever we want. There was no management of rental beach chair. I also had 3 - 4 units. It was 2 baht for whole day. Fishermen could embark around here. Then around year 2510 - 2512, say before 2520, management of beach chair started. I had one block of beach chair and sold ownership 3,000 baht. Now it's 5 million baht. I didn't expect Bang Saen will be this much developed. There was nothing, only beach morning glory and sand. Before, rental swimming ring was 2 - 3 baht for rent. We can go to do business wherever we want. Now we have to share customers according to where they sit in order to prevent fighting. Before Kamnan Poh was appeared, there are not many tourists, road was still dirt, and no streetlights. Bang Saen was very dangerous especially night. Many crimes such as rape and murder. There were many trees. Kamnan Poh made Bang Saen very improved. He worked hard for local people. He installed streetlight and set up unit for patrols.

Q: Why your mother started business?

A: My grandfather was fisherman. My mother reserved space for rental swimming ring and beach chair; because fishery didn't make much money. Fish was sold only to vendors and salted fish shop.

Q: When did you quit fisherman?

A: Tourism makes better income than fishery.

Q: Why do you do only rental swimming ring business?

A: More tourists came and more money we could earn from tourism so that we quitted fishery. Last 2 - 3 years tourism is very bad. Before this I earned 1,000 - 2,000 baht a day during holiday, 300 - 400 baht a day now. During weekday, it's more difficult to earn money

Q: How many rental swimming business exist on the beach?

A: Roughly 300 something. One block has 4 shops. Some bloc has less, because no tourists.

Q: What do you do with used tube?

A: In the past, all burned. Now people come to buy, 1 kilo 2 baht. Buyers told me tubes will be recycled. Several buyers come and try to buy more expensive. Sometimes they leave me phone number to call.

Q: Do you have any idea what should you do to maintain the cleanliness of Bang Saen beach?

A: I clean my area. Sometime other rental swimming ring shops do not clean.

Q: How can everybody cooperate?

A: We are friend so that it is difficult to ask. The Thesaban has to clean. Leaders and committee

members can warn or tell the Thesaban to check. Normal shop keepers can't warn. Best way is trying to keep own area.

Q: How about tourists?

A: .... It's difficult to get cooperation from tourists... They come to play, enjoy and go home. I want them to keep clean. Little tourists keep clean maybe only 2%... Some tourists see me cleaning in the morning. They feel ashamed and they also clean. Not everybody does. It's difficult to make them follow. The next to my area doesn't care and tourists see it so that tourists also don't care. I want tourists to drop rubbish into bins the same as going to convenience stores. Even more rubbish bins are provided, it doesn't work. Tourists come during the night. Tourists don't dare litter during daytime, while tourists litter during nighttime, because no one see them.

Q: What do you think of the development of Bang Saen?

A: Good. Road is good, utility, electricity, etc. Economic is now very bad, because of the Red Shirt.

Q: Are you O.K. with change of Bang Saen

A: Past and now are different. There was forest in the past. Then development (road, etc.) make forest disappear but we had economic development in return. No one walk along beach, it was dangerous in the night (crime). But after the development occurred, economic improved so that development is worth. The best point of development is safety.

Q: What do you think that Bang Saen beach to be rich in nature and be quieter?

A: You have to look in the whole picture. If the development and economic became better, we can make a living. Local people want development to make a living. If there is no tourism, people would do fishery and agriculture, which are not stable income. Rental swimming ring business can at least get some money. If here is quiet, what am I going to make a living? Now it's not easy to do fishery and agriculture.

Q: Why beach is steep?

A: Because of Wan Lai, sand are taken and used for Wan Lai. The beach is also wider. Wan Lai uses sand at the beach.

L11

November 16<sup>th</sup> 2010

Q: Where are you from?

A: I came from Bang Saen.

Q: How old are you?

A: 55 years old.

Q: What do you do?

A: Rental beach chair. Customers come and take order. Rental beach chair allows offering Somtam and drinks. After customers left, we cleanup the place.

Q: How long have you been this business?

A: Since 1988.

Q: Why this year?

A: Because Bang Saen started to develop again and Kamnan Poh became the Mayor. I was a hawker and I wanted to settle. I changed into rental beach chair. I bought license.

Q: What types of rubbish does your business create?

A: Bottles, plastic bags, and organic waste. It's basically rubbish from customers. I collect rubbish and throw into the Thesaban bins. When the Thesaban bin is full, I use bin liner to store and later throw into the bins. The Thesaban comes to pick up.

Q: How do you manage rubbish?

A: We provide small rubbish bins to customers. They dispose of rubbish into there. I separate sellable rubbish from others. Other rubbish, I throw into the bins.

Q: Why don't you separate rubbish?

A: All waste will be mixed in the bins. Why do I have to separate for nothing? If the Thesaban ask to separate, I will separate, because the Thesaban will punish if I don't do. Wastewater I have to throw into drainage on the road. Basically we do what the Thesaban asks, because the Thesaban is the God.

Q: Do you have any idea how you can reduce amount of foams and plastic use?

A: The Thesaban was trying but it did success. The Thesaban tried to invite venders to use plastic plates instead of foams. No one followed.

Q: Why not?

A: They only promoted to use. There was no support.

Q: What is the problem of use of reusable plates?

A: Everything is stolen. Reusable plates, ice container, black basket for rubbish, etc. are often stolen. Reusable plates never can success. Many customers come; it's very difficult to control. Washing and drying are not problems.

Q: What do you think you should do to maintain the cleanliness of Bang Saen beach?

A: I help clean my own area.

Q: What do you do when a lot of rubbish drifted to the beach?

A: The Thesaban cleans. Each bloc is 23 meters wide. I have to clean around my area on the beach. Scooter boats and floating rings do not help. Beach chair has to clean rubbish customers bring. It's not fair that everybody only sells, and customers eat at beach chair. Nobody helps to cleaning. No venders help to clean.

Q: How can you make other people cooperate?

A: The Thesaban needs to force.

Q: How about visitors?

A: They don't have to do anything. Just come and drop money for me is enough. They are customers.

Q: What do you think of the development of Bang Saen?

A: Good. Many tourists come; we have more income and events. I like it.

Q: Are you O.K. with changes of Bang Saen?

A: No. Nature has been disappeared.

Q: What direction do you want to develop?

A: Whatever the Thesaban does is good. I can't do anything. I do everything I was told to do by the Thesaban.

Q: Did the Thesaban consult vendors or participate in making rule process?

A: Not at all.

L12

November 28<sup>th</sup> 2010

Q: Where are you from?

A: I came from Bang Saen

Q: How old are you?

A: 70 years old.

Q: What do you do?

A: I am selling dried marine products.

Q: Why did you start this business?

A: My parents started 55 years ago. They started because tourists come. They started from the Sarit period. At that time, they needed to make products by themselves at Wonnapa beach, walk, and sell. The Thesaban asked all vendors to stay in assigned lot about 20 something years ago. I chose this place.

Q: Where do you get dried marine product?

A: I get it from whole seller in Bang Saen. They deliver when I call. They gather dried food from different places.

Q: Where these whole sellers get materials from?

A: Some are from Bang Saen, some are from Rayong, etc.

Q: When you were kid, all dried food were made in here?

A: Some we made and some we got it from somewhere else.

Q: What do you think your business should do to maintain the cleanliness of Bang Saen beach?

A: Clean my own area in the morning and evening. I clean in the front of shop and surrounding.

Q: How about tourists?

A: There is announcement to tourists.

Q: Do tourists follow the announcement?

A: If they stay at beach chair, rubbish bins are provided. Tourists have to drop rubbish into that bins. Beach chair put it into big bins and keep clean later. This is all I want to ask to tourists. But actually not.

Q: What do you think of tourists?

A: Tourists are not the same. They can't be all good. If there is announcement but tourists don't care, what else I can do?

Q: What do you think of the development of Bang Saen?

A: Good and clean. The Thesaban cleans every day. I was selling things to 100 bungalows and Bar Glang Nam at Laem Tan. Bang Saen was all forest. Bang Saen has developed little by little. There was one yellow flower (Puncture Vine), which is dangerous, was everywhere. We eliminated them because the beach did not look good and dangerous if tourists stepped on.

Q: How can develop economy while preserve nature?

A: I don't know... The change is good. Bang Saen economic development is good and always tourists come after the Thesaban. Change is necessary.

L13

December 6<sup>th</sup> 2010

Q: Where are you from?

A: I came from Bang Saen

Q: What do you do?

A: I am managing a convenience store.

Q: Why did you start this business?

A: My mom started. She is from Nong Mon market. She had a shop before, and after married, she started convenient store. It was only one block of commercial row house facing to the Soi. This building doesn't belong to the Thesaban but belong to the Crown property, all the same row. This building was also built by Crown property and there is a company takes care of it. When we started this business, the building was already in here. We were the first grocery shop in here.

Q: Why did you choose the convenience store?

A: There was no convenience store around here. We were the first grocery shop in here. We now have convenience store and drug store in the next door (running by sister).

Q: Does the 7-11 in front of your shop affect your business?

A: It more or less affects. The first 7-11 next to my shop is the first one along the beach opened around 5 – 6 years. This shop was renovated about 2 years ago. Tourists from Bangkok and young tourists like to go 7-11. But people from rural like to visit local shop. They are addicted to the 7-11. But 7-11 doesn't have all tourists may want. Then they come to this shop.

Q: How much did you invest in the renovation?

A: Around 2 million Baht. I changed into shelves like the 7-11. We used glass case. The shop looked like a grocery shop in soi 2.

Q: How was effect?

A: Clients are increased. Clients are afraid of going inside of shop like one at Soi 2. Dark and packed.

Q: What kind of rubbish does your business create?

A: Plastic bag and cardboard. I sell everything to recycle shop coming to buy on every Monday with

pick-up truck. Glass bottles cannot be sold because the clients buy and bring away. In Thailand, it is difficult to not give plastic bag to clients. Thai people don't want to carry things by hand. They think that it is duty of shop to give plastic bag to clients no matter how small product is. I tried before not giving plastic bags to clients who buy only small or one thing. But once client shouted in the front of shop and blame about not giving plastic bag to the client.

Q: Do you ask to clients whether plastic bag needs or not?

A: I don't give plastic bag to clients who buy small thing or one thing. I give plastic bags to clients only when they ask.

Q: Why do you do this?

A: I stay in here, and see clients throw plastic bags away immediately after they buy, and it creates rubbish problem and also creates burden on waste collectors if rubbish amount increase. I don't know tourists throw plastic bags into bin or not. It's better not to give plastic bags to them.

Q: Do you sell biodegradable plastic products?

A: No, it's expensive. The municipality doesn't really support the use of biodegradable package. But it promotes in the event by using it. Biodegradable plastic products are supposed to be better but it makes the cost of seller increase. This is a problem.

Q: How your business can help to maintain the cleanliness of the beach?

A: One thing I do is not giving plastic bags to clients. I thoroughly separate plastic bags.

Q: Plastic bags can be sold?

A: Yes some place can buy. I sell to recycle shop comes with pick-up truck on Monday. They come to buy from regular customers. They are not Saleng.

Q: How much can you get from selling recyclables?

A: 100 Baht a week. Plastic bag must be clean in order to sell.

Q: How does everybody can cooperate to maintain the cleanliness of the beach?

A: Do not litter. Do not sweep rubbish into the sea. I give to (reuse) big plastic bags from whole sale to clients sometimes ask to bring wet cloths.

Q: Do you have any idea how to make tourists cooperate in not littering?

A: I cannot help. Tourists do not throw rubbish into bins a few meters away. Even I try to warn them they never listen. They litter and go away. It is Thai habit.

Q: What should do to improve this?

A: Education.

Q: What do you think of the current tourism development?

A: It is getting better. More events, more streetlights, Bang Saen was very dark before. Events make my business better.

Q: What do you think of that the development lose the natural environment?

A: The economic development affects nature, but it depends on the management of the Thesaban. Since they develop the city so that they have to take responsible for the management of nature.

Q: What do you want to see in Bang Saen in the next 10 – 20 years?

A: More cleaned environment.

L14

November 8<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: 38 years old.

Q: Why did you start this business?

A: Rent a bicycle business was created in my father generation. It was created 40 something years ago. Many tourists come and my father had toilet and food stall in Bang Saen beach. But toilet business was banned by the Thesaban and food stall was sold to someone else.

Q: How many years one bicycle last?

A: 5 year is maximum. Expectancy can be longer if the maintenance is good. When bicycle becomes old, I can sell to people come to buy and I buy new one. They use for commuting.

Q: What do you do with old bicycles replaced by new one?

A: I sell normal bicycles. I try to fix special bicycles, because it's expensive. There is some business owner wants to buy special bicycles for his rental bicycle business in some other place.

Q: Do you have any idea what you should do to make the Thesaban build more cycling road instead of car road?

A: I never talk this to the Thesaban. But there is walkway that bicycle can use. It's no problem.

Q: Can you express your idea to the Thesaban?

A: I have never proposed about this bicycle lane to the Thesaban. It's all up to their decision.

Q: What you can cooperate to maintain the cleanliness of the beach?

A: I clean my own lot every day. Everyone should clean their place. It's duty of every one. If you don't, it will be dirty and no customers come.

Q: If your neighbor doesn't, can you warn?

A: I can't warn them. I don't want to have conflict. The Thesaban should do this kind of thing. Or if someone doesn't cooperate, leader should warn but members should not warn and you can also tell municipal police, they will come to check.

Q: Does municipal police come immediately?

A: No. They only come when big problem happens.

Q: What tourists should do to maintain the cleanliness?

A: They should throw rubbish into bins. They sometimes throw rubbish on the street. They are so careless and uninterested in helping us.

Q: When a lot of rubbish is drifted, what would you do?

A: I only can clean my area. The Thesaban staff will come and clean. Not us. Rental; beach chair and swimming ring clean the beach. They have their responsible area. The Thesaban also clean the beach. There is no reason to clean their area. If I go to clean their area, it's wired. If everybody

cleans their own area, everywhere will be clean.

Q: What do you think tourism development?

A: It's better. The beach is more organized and zoned to sell things. It's very good. The Thesaban makes roads. Sea water kills coconut trees. When parking lot is not enough, the Thesaban expanded parking lot. It's good.

Q: What do you want to see in the next 10 – 20 years?

A: More development. More organized. More hotels. More tourists. Because there is more convenient ways to come here is made for example Khaolum road.

L15

November 18<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: 45 years old.

Q: When did you start this business?

A: From 1984.

Q: Why did you start this business

A: People in the village in Ubon Ratchathani moved to Bang Saen and started to make business.

Q: How did you sell?

A: I bought materials from market and walked to sell. When sold all. There was no license and beach vendors were not organized.

Q: How many hawkers have existed in the Bang Saen beach and Wonnapa beach?

A: Around 900 hawkers.

Q: Where do you buy all materials?

A: Seafood materials I buy from Nong Mon Market. I buy foams from whole seller at Soi 2. I buy ice from ice factory owned by Kamnan Poh's relative.

Q: Can you create new menu?

A: Each hawker cannot sell things more than 3 things, because it is the Thesaban's rule.

Q: Can you develop your products?

A: Everybody sells the same things. There is no reason to improve.

Q: How do you manage rubbish?

A: Rental beach chair manages rubbish. They take all rubbish away. This is rental beach chair's responsibility and they do not expect hawkers to clean. When customer comes, they provide container to throw rubbish into there. After customers left, they throw rubbish into the Thesaban bins.

Q: How about recyclable waste?



A: Rental beach chairs take all.

Q: Have you ever talked with the Thesaban about use more environmentally friendly package?

A: Yes. 900 something vendors exist so that it can't be agreed.

Q: What do you think you can do to maintain the cleanliness of Bang Saen beach?

A: I clean my own area and everybody should clean their own area then everywhere should be clean. There is no barrier and problem. Rental chair and swimming ring don't expect help cleaning. Normally they collect rubbish and the Thesaban comes to collect. Everyone has their own responsibility area already. Thesaban anyway comes to help.

Q: What is the role of leader?

A: Leader spreads news about cleaning activities and asks people to cooperate in the activities.

Q: Is there any barrier to ask cooperation from people?

A: Yes. Some people are not cooperative.

Q: Why they are not cooperative?

A: They only think of themselves. They do not care about others.

Q: What do you think visitors can do to maintain the cleanliness of the beach?

A: Tourists are very bad. Tourists come and sit in empty area and make fire and cock. They leave all rubbish there. When the Thesaban comes to check, they think that this vendor did rather than tourists did. Tourists don't throw rubbish into bins. Vendors have to clean up if they litter around my area. I want them to more keep clean the beach. What I can do is warning but they don't really care.

Q: What do you think of development of Bang Saen?

A: Good. It's because many people support the development for example, family of kamnan Poh has positions in different place so that they can foster the development of Bang Saen. The development attracts tourists.

Q: Can you tell me informal vendors?

A: They buy things from me and they resell by adding more prices. Tourists have food poisoning. They blame Bang Saen. Municipal police feels sympathy with informal vendors so that they can't remove them at all.

L16

November 18<sup>th</sup> 2010

Q: Where are you from?

A: I am from Ratchaburi Province.

Q: When did you move to Bang Saen?

A: 1994.

Q: Why?

A: I worked in Bangkok and met my husband is from Bang Saen. I was teacher for 15 years. I was

teaching social studies at primary school in Bangkok. My husband family has owned rental beach chair business. Husband family reserved the beach space for beach chair from the early times. His brothers were not interested in this business. No one realized that this business makes a lot of money. Firstly, his sister was doing, and after she was retired, I started to help this business. My father-in-law started 50 years ago (1960). I heard that rental beach chair faced to the sea and had not yet organized as today. Beach chair was made of really canvas not plastic material. Beach morning glory was disappeared because the development.

Q: What rubbish do you normally create?

A: Every kinds of rubbish. Especially organic waste. There are some food wastes sold by other venders. They don't come to clean up. Made-to-rice shop uses reusable so that we can't throw away and they don't come to clean. Birds come to eat. This is problem among venders. Tourists litter even rubbish bin is provided. This area is less messy because nobody comes to sit during night.

Q: How do you normally manage rubbish?

A: Tourists never separate, and they don't care about separation. We have to do it. It is difficult to tell them to separate. I normally separate rubbish from sellable and non-sellable. I separate recyclable materials and go to sell to recycling shop, because it buys recycle materials higher prices than Saleng. There were rubbish bins provided to separate rubbish. No tourists separated rubbish so that only one type of rubbish bin is provided. The Thesaban now comes to clean every week.

Q: Why tourists don't separate?

A: They come here for having fun; they don't do things as they do in their home. Even rubbish bins are provided at foot, they don't throw rubbish in bins. Very little tourists care about separating rubbish for me. Simply speaking Thai and foreign tourists are different. By behaving bad, they spoil their holiday by themselves and push cleaning duty to us. They do not cooperate with us, because they think they paid money.

Q: How can you cooperate to maintain cleanliness of the beach?

A: Everybody needs to clean their own area. There is cleaning event so that we can cooperate.

Q: Do you have to clean rubbish drifted to the beach?

A: The Thesaban is main actor who has to clean.

Q: What do you think of the development of Bang Saen?

A: Good. I like events. This is one of ways to promote Bang Saen. I also like tourism promotion through internet. Even some people received the negative impacts (no profits) from events, in long-term, he gain the positive impacts (profits) from tourists, because tourism promotion can attracts more tourists.

Q: Which direction do you want to develop?

A: I want Bang Saen to be well known and more tourists come.

L17

January 13<sup>th</sup> 2011

Q: Where are you from?

A: I am from Bangkok

Q: What do you do?

A: I am a manager of 108 shop in the Eastern region.

Q: Why did you open the shop at Laem Tan?

A: The company was choosing good location. This branch was one of the first generation that opened in Bang Saen. The company wants Thai people to own convenience stores and to invite Thai people to invest. After some development was completed at there, we opened a shop in order to cater to tourists.

Q: How many branches in Bang Saen?

A: There are 3 branches. Bang Saen area is not big and a lot of land belongs to the Crown Property. It's difficult to get good locations. Laem Tan branch is the first branch.

Q: How about Wonnapi beach?

A: We are interested in the area. But in my point of view, the area is not good business during weekday but only during weekend. It may be not worth. Operation cost (rent fee and staff fee) in touristic place is more expensive.

Q: How much is the first capital investment?

A: There are many kinds of investment. It costs from 800,000 to 1 million Baht to start. The rest is dependent on the sites, for example if there is no building, investment is needed to build shop.

Q: What types of rubbish does your business create?

A: Plastic bags, PET, a lot of beer bottles from Laem Tan, cardboard.

Q: How do you manage these rubbishes?

A: The company allows staff to sell recyclables and earn money. Customers buy and leave bottles around the shop and Saleng always come to pick up. We put other rubbish into black bin liner and throw into the Thesaban bin.

Q: What do you do with expired food?

A: It separates, keeps in refrigerator and wait for main office to check. If it can go rotten, the company disposes properly; this is different scheme from the Thesaban. If it can't go rotten, the company takes back and checks. There are some products can return to company for example the Farm House bread and milk. These companies come to distribute their products to shop. When they see expire food, they will replace old one with new one.

Q: Why don't you charge on or plastic bags or discount?

A: The company tested at Asian Institute of Technology (AIT). The shop gives discount the customers bring their own bags. The company has a policy to show sign at cashier for reducing plastic bag use, and staff asks customers whether they need plastic bags when they buy few things.

Some customers ask more plastic bags. Barriers are that Thai people are not used to charge money for plastic bags. Thai people also don't bring their own bags especially tourist spots.

Q: What do you do in CSR activity?

A: The company does not have CSR activity. Because office scatter around. In the future the company should have CSR activity. What we are trying to do is keep clean shop area.

Q: How much amount of plastic bag is used in a day in the shop?

A: 1,000 bags

Q: On the average, how many customer a day during weekday and weekend?

A: 300 people during weekday

500 people during weekend

Q: Have you ever had campaigns that raise awareness of customers about the reduction of plastic bag use?

A: The company tried to produce "My bag" and then sell the bag in cheap to regular customers and give discount to customers who bring own bag. No customers bring the bag and anyway they use plastic bag. In the new year gift, the company put "my bag" in the gift hoping that customers use it. This "my bag" campaign did success and only 3% of customers use. Reason is that Thai people get it and forget about it. We need to create incentive to make people use it.

Q: Do you have any idea what your shop can contribute to maintain the cleanliness of Bang Saen beach?

A: Laem Tan has no beach. People think throw rubbish into sea and no one can see. When tide is low you can see much rubbish. That is why it's very difficult to do cleaning activity in there. What we can do is to reduce rubbish from the shop.

Q: Who should take responsibility for the cleanliness?

A: Everyone should take responsibility. If everyone drop rubbish into rubbish bins, it helps a lot. Bang Saen has rental beach chair and wind is strong. When wind blow rubbish away, no one goes to pick up. If people have more awareness, littering, the environment and cleanliness should be improved.

Q: What is your duty in the company?

A: I do check operation, sales, staff, products, sales target, and promotion. I go to check every branch in my area. I have work in team. If there is problem, supervisor in each area come to talk or report to the team.

L19

November 30<sup>th</sup> 2010

Q: Where are you from?

A: I am from Chachoengsao province in 1969.

Q: How old are you?

A: 54 years old.

Q: Why did you move to Bang Saen?

A: I followed my parents. They moved because my parents couldn't make living in Chachoengsao. They were working for the TAT hotel. Mother worked as labor in rental beach chair, she could sell somtam and drinks. Father worked for guard at the TAT hotel.

Q: What do you do?

A: Rental swimming ring.

Q: Why did you start this business?

A: I started to work because my family was poor. My first shop was around Soi 5, because my house was around there. At that time not many people were doing this business. When I started this business, rental fee was 1 or 2 baht, but I could make quite a lot of money.

Q: Where was the most crowded place?

A: Soi 2, because there was bus parking lot. There was no the Thesaban building and vacant land was in there. The land was used as parking lots and 100 buses came during fruit season (summer). In the past, cars could come into sidewalk.

Q: How long one tube lasts?

A: On the average it lasts for 1 year. Many years ago it can use for 10 years. It is because tube became thinner. New tube (200 baht) must be used as tire first otherwise too hard. New one is easy to break and expensive so that I have to use second hand tube. People sometimes come to sell tubes for us.

Q: What do you do with broken tubes?

A: There are people come to buy but I don't know what they do with it. Many years ago, no one bought so that I needed to either burn or give to other people to ignite rubbish.

Q: Do you have any idea what should you do to maintain the cleanliness of Bang Saen beach?

A: I gather rubbish every day because the Thesaban assigns the area to clean to everybody. I don't have to clean the day I don't go out. Rental beach chair alone has to clean. Basically people go out for work has to clean.

Q: Do scooter boats help cleaning?

A: They sometimes help to collect bamboo sticks used for oysters, because it damages their boat. They dump at nearby the Thesaban bins so that later the Thesaban comes to collect. It's little unfair that rental swimming ring business has to clean the beach and vendors can get benefits from cleaning. They don't help cleaning at all. If tourists see the beach is not clean, tourists don't sit in the area and it affects my business. That is why I have to clean. Rubbish on the beach, vendors does not help.

Q: What tourists should do?

A: They don't do anything. If possible, throw rubbish into rubbish bins. They don't have to help clean other rubbish. Since they drop money for us, they don't need to clean for us, but tourists come in the night, they should clean their rubbish.

Q: What do you think of the development of Bang Saen?

A: Good, especially a lot of events. There are some affects for example, no parking lots, sometimes close road so that we can't make business. Tourists go to specific area, other area no tourists come. Before the Thesaban period, Bang Saen tourism declined because of environmental problems.

Q: Are you O.K. with the change of Bang Saen?

A: I can't speak about it because of kamnan Poh work. Whatever the development is done, I can't opinion anything. I don't perceive negative impacts. Good thing about the development is that everybody can make living.

Q: How often do you have meeting with the Thesaban?

A: Once a year. We can comment, but I have never said anything. I don't dare to say. Even I say, I am not sure the Thesaban will consider or not. There are some people speak out.

L20

January 16<sup>th</sup> 2011

Q: Where are you from?

A: I came from Bang Saen

Q: How old are you?

A: 35 years old.

Q: What do you do?

A: I am running scooter boat business

Q: How long have you been doing this business?

A: I have been doing this business for 12 years (1998), when I was 23 years old. I started to work for rental swimming ring since I was child. And I changed into scooter boat business. I will change into other business after I am old. I want to make a living with Bang Saen beach.

Q: Why did you change?

A: My parents have a rental swimming ring business and I worked at factory for a while and found out there was no freedom. I though it's better to have my own business.

Q: Why did you change into scooter boat business?

A: Income is better and life with rental swimming ring for young man is boring. When I started this business, many people were doing this business already. I bought 1 number from someone. The number is restricted by the Thesaban, but you can buy number from people and if you have money you can have as many numbers as you want.

Q: How many numbers exist in Bang Saen?

A: 100 something numbers exist. Some people don't do this business, because they have other business to do, but they haven't sold number to anyone. Some people do it only weekend or some people have shops or work at office, etc.

Q: Do you provide safety guideline to all passengers?

A: I have nothing much to say to customers. I just warn them when banana boat is flipped, let banana boat go, don't try to grab it. Otherwise, head crush each other. I ask how much excitement customers want. But sometimes accident happens. I help hospital fee or I don't charge them. Actually I don't have to take responsibility for the accident. There is rule that all customers have to wear life jacket and not more than 6 persons on the boat. It is the Thesaban's rule. I sometimes break rule because kids don't have money so I let 8 kids ride. If municipal police see more than 6 persons, they will fine 500 baht. Once municipal police charged me but I begged discount and I paid only 200 baht. This happened because kids ask.

Q: Have customers had accidents?

A: Until now, accident has happened only twice. One is head injury and chin injury. Chin injury happened because the customer was drunk and asked the very exciting ride. When customers want to have exciting ride, I want to do it to satisfy their wants, but when banana boat flip, and everybody fall, it's likely they hit head each other.

Q: Is floating rubbish dangerous?

A: Mostly rubbish floating is plastic bag and water hyacinth. There rubbish is not dangerous. Only dangerous thing is bamboo stick. I need to avoid. Bamboo sticks are from Sam Muk and Ang Sila. Boat will get hole, and spend several hundred bath to fix. If banana boat hits it customers will be hurt. Drivers have to be careful.

Q: What do you do with floating bamboo?

A: Nothing I can do. I can't grab, it's too big. I just let bamboo sticks float. The Thesaban comes to pick up when tide is low.

Q: Do you have any environmentally friendly engine?

A: No. But engine we use should not harm the environment. Of course, there will be some effects because it uses oil. If it's too badly effect, the Thesaban would have stopped already. Engine releases exhaust gas and siphon seawater and release it. There is smell of oil comes out. Oil floating in the sea is from big ships from outside. It's waste oil from big ships. They have to release it otherwise they have to treat waste oil in somewhere else. Thesaban tries to fix this problem but the Thesaban can't solve, because if the Thesaban can't solve the cause of problem, then it's very difficult to change the result.

Q: What can you do to maintain cleanliness of the beach?

A: I have no idea. I just can do is to pick up rubbish. I clean my area before I start the day. When I find bottles and plastic bags in the sea, I pick up for safety and for engine. When the Thesaban can't clean all, I help them. Thesaban didn't assign scooter boat business to clean the area. But if everybody (all people) helps, cleaning will be quicker.

Q: How about tourists?

A: It depends on people. In the morning, a lot of rubbish on the beach. I am wondering why people can bring food but can't bring back. I am trying to tell to them throwing away into bins. Otherwise

tourists think people in Bang Saen don't care about the environment. We have problems of broken grass and often we often injure. Tourists drunk and break glass. I just want them to throw rubbish into bins, come to here often.

Q: What do you think of the development of Bang Saen?

A: Good. What I like is the promotion of the city in website. Thesaban tries to keep clean better than before. If the beach is clean, tourists will come. I sometimes see tourists come and immediately leave because of dirty. A lot of people don't want to say opinions to the Thesaban because they don't want to have conflict with other business owners. Everyone is doing their business, which they have to do in every day. The natural environment is disappeared because of the development, which loses attractiveness of Bang Saen. I am afraid the development affects tourism.

L21

October 15<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: I am 64 years old.

Q: What do you do?

A: I am running a food stall.

Q: Since when have you been doing this business?

A: I have been doing this business since 1975.

Q: Why did you start it?

A: The family was selling drink to tourists. I started this business with family. I was good at cooking that is why we started this.

Q: Why 1975?

A: During the 1970s, fishery declined and many fishermen changed into tourism-related business.

Q: How can you help maintain the cleanliness of the beach?

A: I only can clean my own area. It is actually the Thesaban's job to clean the whole beach, because we pay for cleaning fee. Rubbish drifted to the beach is very difficult to clean. Special equipment, for example, vehicle needs to be used. Fishermen are growing oyster farms and cut bamboos and don't care. It also drifts to the beach.

Q: Do you think that development at the moment is heading to the right direction or not?

A: It's good. The development can attract tourists because of the improvement of the cleanliness. But the development depends on the Thesaban and local influential group. Bang Saen is already good. I want jobs to belong the local people not to outside investors. Beach was covered by grass and soil but now pavement. Cleanliness is also improved. The development is very fast. But it worth changing the environment for the economic development. We are going to vote for new parking



lot at Laem Tan (Vote for agreement or disagreement).

Q: How do you manage waste?

A: I separate sellable waste. Other waste, I do not separate waste because it will be all mixed in the rubbish bins.

Q: Can you create new menus?

A: It's possible. We can choose whatever I want to sell. No need to have the Thesaban's permission. But problem is we have to think what menu can be sold or not. Most tourists want to eat basic popular menus. New menu must be quick to cook. I try to sell easy dish, because of limited of cook, stove and time.

Q: Where do you buy materials?

A: I mostly buy materials from local market such as Nong Mon market and convenience stores.

L23

November 16<sup>th</sup> 2010

Q: Where are you from?

A: I came from Bang Saen.

Q: How old are you?

A: 49 years old.

Q: What do you do?

A: I am running hotel. Hotel owner.

Q: Why did you start hotel business?

A: I started room rent business 20 years ago. I started this hotel 4 – 5 years ago. I started with small rent room and then I saved money until I can invest in small hotel. I expanded business because I learned hotel management from my experience in Pattaya when I was 20 years old. The area was small slum and everybody knows each other and the area were not built for room rent in the past. When the area had buildings with still Thai style, the area had business of souvenir, accommodation, groceries, and food shop as we can see them today. Since no tourists came inside of the area and it was difficult to make business. The local government allowed people to change business from shops to room rent business 20 years ago (1988) after renovation.

Q: What types of rubbish does your business normally create?

A: Dry waste, PET and glass bottles. Foam plate and plastic bags. Food waste is very little since the hotel is far from the beach and no guests take food from the beach. Since the hotel has no restaurant there is no food waste.

Q: How do you normally manage rubbish?

A: We separate rubbish into sellable or non-sellable waste. The Thesaban collect non-sellable waste and we pay for waste management to the Thesaban. I was lucky that I don't have to manage food waste. I am doing my best but there is limitation in reusing things since cleanliness is the most

priority.

Q: How about energy?

A: I use saving energy electric appliances certified by EGAT, for example, air condition, refrigerator, and TV. I use window glass that can cut 80% of heat. It was expensive. I am low educated so that I didn't think of use of card key that can be used for lock and use of electric appliances when I built this hotel. Weak point of card key is breakable.

Q: What do you think of development in Bang Saen?

A: The development is very fast and good. Because population is increasing and close to Bangkok. There are a lot of changes. New hotels are appearing and forest was replaced by commercial building. Property is more expensive. I heard that some development along the coast cause beach erosion but even though the development destroys the environment, it is worth doing because of income of local people increase. Since there is no freedom of business so that people can make living but cannot be rich. Lots of restrictions from the Thesaban.

Q: What can you do to maintain the cleanliness of the beach?

A: That is responsibility of people in the beach.

Q: How can people cooperate to maintain the cleanliness?

A: Everyone can clean their own area. They cannot clean outside responsible area. I shouldn't go to help cleaning beyond my area. If everyone stays in their area, there shouldn't have fighting problem. Tourists should drop rubbish in proper rubbish bins.

Q: Have you participated in the development?

A: The Thesaban and companies never ask to join beach cleaning activities so that I don't join. They do it by themselves. I join only when the Thesaban asks to join in special day. I install rubbish bins in the front of hotel so that people can throw rubbish into bins.

L24

October 11<sup>th</sup> 2010

Q: Where are you from?

A: I am from Chonburi.

Q: When did you move to Bang Saen?

A: 2 years ago.

Q: Why did you move to here?

A: I followed my boss and he opened a new seafood restaurant and guesthouse in Wonnapa in 2008.

Q: Why Wonnapa beach?

A: This area is new development area and there are not many restaurants like Laem Tan or Khao Sam Muk. Owner is relative of Kamnan Poh. He bought land here for this business.

Q: When did you come this area, how Wonnapa area looked like?

A: 10 years ago, Wonnapa beach was quiet and sometimes even scary. Only jungle. There was a lot

of rubbish dumped in here because nobody cleaned up. When Sonthaya Khunpluem was ministry, he brought a lot of budget to develop things involved tourism, because he was Ministry of Tourism and Sport before. Investors from Bangkok. They have connection to open the bars and restaurants in here. Large restaurants and hotels basically belong to Kamnan Poh group. One of bar along the beach belongs to chief police who is a relative of Kamnan Poh.

Q: What do you think of tourism development of Bang Saen?

A: Cleanliness is improved. But Wonnapa beach still dirty because the Thesaban only takes care of this area unlike Bang Saen beach. I think the development is enough. Roads and drainage in Wonnapa are sufficient. Wonnapa is not clean enough. Tourists come and do not care of rubbish. We cut trees when we build things, we should replant new ones. Personally the development is enough. The development should focus the cleanliness and make sure safe of tourists.

Q: If tourism development continues, what would happen to natural environment?

A: I think natural resources in Bang Saen will be degraded. No tourists will come. Tourists expect what they see in here today.

Q: How do you manage waste?

A: I separate sellable waste. Food waste, I used for making fertilizer, which can be used for growing some vegetables for the restaurant. Other waste, I throw into rubbish bins on the street.

Q: How about wastewater?

A: I reused wastewater for planting.

Q: How can you do to maintain the cleanliness of the area?

A: I want to get cooperation from businessmen along the beach to take care of their own area. Cleaning up other people's land is difficult due to invasion. The Thesaban has to announce more often to tourists "Keep clean and drop rubbish into bins" particularly during weekends. Tourists do not throw rubbish into rubbish bins even bins are provided. The Thesaban should fine tourists who litter like Singapore. The Thesaban only announces lost child or illegal parking, etc.

L25

August 9<sup>th</sup> 2010

Q: Where are you from?

A: I am local.

Q: How old are you?

A: I am 50 years old.

Q: How has Bang Saen changed?

A: Kamnan Poh started to develop Bang Saen. He started to develop Bang Saen beach first. He changed all landscape made in the past. He built the road from the beach to Sam Muk and around Sam Muk. In the past, before the Thesaban, tourism activities were not organized or managed. Sellers in Nong Mon market as well as Bang Saen beach just walked around and carried baskets.

He made order to all sellers stay in one place. He also brought electricity and convenience for tourists by developing infrastructure. Now everything is convenient. The beach was not nice; there were a lot of beach morning glories it was removed in order to attract tourists. After Kamnan Poh became mayor, everything is developed and became better than the Sukhaphiban period.

Q: What kind of job you have been doing?

A: I was farming shrimp from 1978, because it was boom and many people in here were doing it. There were many shrimp farmers around Mueang community.

Q: Are there still people farming shrimp?

A: Many farms were replaced by houses because of property bubble during the 1990s.

Q: Do you perceive any positive impacts from tourism development?

A: Nong Mon market became popular after the improvement made by Kamnan Poh.

Q: Why do you think that is positive?

A: More locals can sell more things. And I am from Nong Mon so that I am proud of it.

Q: How about negative one?

A: Negative... I don't see any negative impacts or changes. Some people protest about coastal area development because it causes beach erosion.

Q: If the present trend of tourism development continues, what would happen to Bang Saen tourism?

A: The economy, tourism and society are a lot developed, especially the economy is much better. In the meetings we first talked about the environment will be destroyed but later the mayor said 'I think so, but I have priority on economics return over the environment, I think we should develop economy. There are much more tourist and hotel businesses are also good.

Q: What do you think that the environment is losing at the cost of the economy?

A: No problem. We are O.K. because we want to develop this city even we lost the environment. It is really worth losing. Now Saen Suk is fully become the tourist city ☺ The environment, we have departments in the Thesaban that is directly responsible for the environment management so I'm not worried about the environment. For example, the Department of Public Health, Engineering, etc. I worry more about economic development because there will be more crimes if people are poor because of no development...

Q: What do you want the future generation to see in Bang Saen?

A: I want them to see developments that we made. Now there are many locals that come to relax on Wonnapa beach. It was not possible in the past because Wonnapa beach was dangerous. Now the crime rate is very low. The beach is clean, nice trees, beautiful landscape, nothing that people blame, really. Only one problem we have is about breakwater that causes beach erosion. And...the next generation...umm...everything is good, water, and electricity. The next generation of locals here, on weekends, they go to sell things at the beach.

Q: How tourism development can be improved?

A: We have meeting for sellers at the beach once a month if they have any problem. Last time someone said nobody helps clean the beach. The mayor came up with reward system. The

Thesaban will reward for the cleanest block on the beach. If your area is dirty and your points are subtracted. You have to move to area that has fewer tourists. There will be award annually. There will be also prize for people who report other people's bad behavior and he will keep the name anonymous. He called for meeting and assigned people to take care of beach area. As long as we have good leader like Kamnan Poh and his family, everything will be fine.

L26

October 15<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen and I live here for whole my life. I live in Bang Saen Lang (Wonnapa).

Q: What do you do?

A: I am running rental bicycle.

Q: When did you start this business?

A: Since 1971. My father actually started this business.

Q: Why did your father start it?

A: During the Sukhaphiban period, there was meeting, and the TAT wanted to make something to attract tourists to Bang Saen. My father came up with this idea. My father was village head. The beach is a 3 km long and it takes one hour to bicycle from the beach to Khao Sam Muk and Bang Saen beach.

Q: How many rental bicycle shops exist in Bang Saen beach?

A: Around 12 shops. Every kind of business needs to have a leader and vice leaders and 15 committee members. I am leader of this business.

Q: What do you have to do?

A: Nothing much. I have to spread news and information provided by the Thesaban to the members.

Q: Does the Thesaban have regulation about bicycle?

A: No regulation.

Q: How do you dispose of old bicycles?

A: Bicycle for 2 persons needs to be fixed. Normal bicycles I sell to second hand market.

Q: How long normally bicycle can last?

A: About 3 years.

Q: Who do you sell to?

A: There are people come to ask and buy, for example lottery sellers, construction workers, and mothers buy for their kids. Some bicycle that cannot be repaired, I usually sell to Saleng.

Q: How can you cooperate to maintain the cleanliness of the beach?

A: In the morning, I wipe sand away from the walkway in the front of and around the shop. The walkway will be slippery when it is sandy. We cannot cooperate with others because they have to be responsible for their own lot and the Thesaban must take care of cleanliness of the whole beach

because we pay for the fee.

Q: What do you think your business leader should do to maintain the cleanliness of the Bang Saen beach?

A: Once I wrote a letter to the Thesaban. I complained that vendors do not clean their area. I asked the Thesaban to monitor the cleanliness and check all people clean or not. Situation gets better for one month only after I complained. After one month the situation become the same. I come here on 6 o'clock every day and clean. I make merit with monks.

Q: What do you think of the cause?

A: Careless and ignorance.

Q: What do you think of tourism development?

A: Good. Because Bang Saen is close to Bangkok and the development attracts tourists. The development is good for example cleanliness and price control.

Q: Are you happy with changes of Bang Saen?

A: I don't like some places and want to have more nature for example Laem Tan and Wonnapa beach. It's already changed. I am just normal citizen and can't go against local influential group.

L27

August 3<sup>rd</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: 62 years old.

Q: What kind of jobs have you been engaged?

A: I was doing pleasure boat in the past but now I am managing rental beach chair and some rental room at Bang Saen beach.

Q: How did you start these businesses?

A: In the beginning, there were some locals brought beach chairs to Bang Saen beach for tourists. Some activities such as rental swimming ring, beach shower, and beach hawking selling snacks and drinks naturally appeared because the resort did not offer. But this was not an organized business as today. In the past, the pleasure boat business was operated by only locals, because all locals could sail boats. This business was fine for making a living but not enough to save money. So my family started to do rental beach chair and sell things such as food, drink, and souvenirs to tourists on the beach, which was more profitable. That's why I started to change. In the past, my dad reserved a lot of spaces (first come first served) because of vacant; newcomers who want to do this business need to come to rent a space from us. At the time no one was interested in this business so we could reserve a lot spaces. Later I expanded businesses and started rental room business and pay toilet and shower business after Thesaban built a commercial building around the

mid-1980s.

Q: How has Bang Saen changed?

A: Bang Saen beach was a long beach with white sand from the Wonapa beach to Laem Tan ..... Laem Tan's roundabout, it was called the guest house for V.I.P or government guesthouse. A long time ago there were small bungalows for tourists built in group on the beach. It was called "Saen Samran Resort". These were bristled along the beach from the tourist center to the S.S. Bang Saen Beach hotel. The government built them. The Bungalows were small and only 2 people could stay in one bungalow. Every tourist stayed there. On the beach, beach morning glory was growing. A long time ago, when Bang Saen's seawater was still clean, there were a lot of fish, also dolphins! Now you can't see them anymore because of the development. In the past when you walk along the beach you could catch blue crabs. Bang Saen changed after Sarit came. He came to Bang Saen and changed what he thinks not good. He planted coconuts along the beach. All coconuts you saw were planted by him. He planted adult coconut trees. When he came to Bang Saen he changed scenery here. He renovated Bang Saen beach. He reconstructed bungalows, built asphalt road on the beach, and grew coconut trees all along the beach. Nothing much changed until Bang Saen was upgraded into the Thesaban. After Thesaban was established, new hotels, shops and restaurants were built everywhere.

Q: Why?

A: Thesaban's policy to develop Bang Saen. After the upgrade, the Thesaban has more budgets to develop the city. And Thesaban started to manage tourism activities on the beach, and therefore Bang Saen became more organized.

Q: What do you think about it?

A: It's good because Bang Saen was so messy and dirty during the Sukhaphiban period. There was no beach management, which caused many problems such as fraud, food poisoning, and traffic jams. After the Thesaban developed, Bang Saen's economy became much better than before. Streetlights and loudspeakers were installed therefore, safety is also improved.

Q: How about Khao Sam Muk?

Sam Muk goddess was on the hill. Fishermen always prayed for safety and good fortune to catch fish.

There was no road around the hill. The road was built during the Sarit period. Then people started to go to see view. There were also bungalows (i.e. government guesthouse) on there. Now they were all demolished. When you go to the end, there was a bar called 'Top of Mountain bar' there was only one restaurant at that time but now not exist anymore. All people know Khao Sam Muk but there was no tourist spot only goddess for praying. Maybe around 20 years ago seafood restaurants started to be built. It was difficult to go to that area. A long time ago most people at there were fishermen. They cultured oysters, caught crabs and fish. When someone started seafood restaurants, other people followed.

Q: What positive impacts do you perceive?

A: I think nothing is good. There were a lot of coconut trees but in private lands. But people cut and built buildings. In the Wonnapa beach, the Thesaban also built breakwater and beach road, then the old environment changed. A lot of animals disappear. This happened when the Thesaban built beach road and breakwater. This is not right. No need to make breakwater.

Q: Why do you think breakwater is not good?

A: Some tourists asked where beach is. They came to Bang Saen because they want to walk and run on the beach not sitting on breakwater. This also makes people feel hotter because it made by concrete. This breakwater really destroyed the environment. We Bang Saen people have the right to preserve what we have. I can't say anything much. When they built it, they never ask people if we agree or not. Of course there are good things they developed but it is not good. And when there is no beach, locals cannot have a place to make a living or sell things. Also tourists are sitting on breakwater, they always drunk and make loudannoyingnoise. Eat and never keep clean. The Thesaban can't clean all. Sometimes they drink all night and throw bottles to the sea. You know Burapha University students start drinking from morning and don't keep clean; they just leave things there even a rubbish bin is in front of them. They are educated but never have awareness. Locals really annoyed. They have no order; never want to help cleaning the beach. The Thesaban tries to clean and announce but can't help. Breakwater also causes beach erosion.

Q: What kind of things tourists did in Bang Saen?

A: In the past tourists enjoyed staying on the beach, drinking, and singing. Most tourists went back within one day, because here is close to Bangkok.

Q: What do you think Bang Saen tourism will be in the future if the current trend continues?

A: More building condominiums, restaurants or dormitory for students.

Q: If this trend continues, what would happen to tourism?

A: Economic will be better and better!

Q: How tourism development and management can be improved?

A: The Thesaban should listen to local people as well as academics' voice. There is no opportunity for listening voices.

L28

November 30<sup>th</sup> 2010

Q: Where are you from?

A: I came from Bang Saen

Q: What do you do?

A: I am running restaurant and room rent.

Q: Why did you start these businesses?

A: I was working at Bangkok but my aunt died who owned this restaurant so that I came back to Bang Saen in 1996. Actually I sometimes came back to help the restaurant when I was working in



Bangkok. My aunt was working at restaurant since she was child. My family opened the first blanch along the beach, and later opened the second one along Sai 2, because bus parking lot there. This area was core area or the busiest area in bang Saen beach. The restaurant was inside soi. When Kamnan Poh built properties around 1985, we moved to here. People had business or shops in the soi could have priority to rent space in the front. The oldest owner could choose their favorite place and number of block. He wanted to destroy slum and old Thai commercial architecture and build new buildings. The previous restaurant was in the Thai style building.

Q: When did your aunt start restaurant?

A: Around 1970s, after the Thai style building was made.

Q: When did you start room rent business?

A: Business has started to expand a lot since 2004. When more tourists come they need rooms so that I opened rooms for rent. Sometimes tourists get drunk and can't go home. The Thesaban manages the important part of business around here for example determination of prices. If tourists found things are expensive, they can claim to the Thesaban so that it can warn or take license away.

Q: Where do you normally get materials?

A: Open market in Laem Tan, Wonnapa beach, and Makro, whole sale market depend on day. Nong Mon market is expensive because they have to pay fee for opening business.

Q: What washing detergent do you use?

A: The Sun Light. But I actually use many brands. I know environmentally friendly detergent but since the Thesaban treats wastewater so that I don't care much about detergent. I also pay wastewater treatment fee!

Q: Do you use biodegradable plate for takeout customers?

A: I use foam only for people want to take food away. There are many reasons why I have to use foam. First I don't know where client stays so that I can't take reusable plate back. Second, some room rent has own restaurant so that I want to avoid conflict. Anyway I don't use much so that I don't care much.

Q: What could be barrier to use such plate?

A: I think it's not too expensive. If people want to use they can find somewhere. I think people think it is not necessary. I may use if the Thesaban provide financial support for this. The Thesaban only encouraged using this without any support.

Q: What do you think of the development of Bang Saen?

A: The development some part is good but not all. We need to install more rubbish bins, for example at parking lot. Bang Saen's cleanliness is getting better. Monitoring prices by the Thesaban is also good. Although the Thesaban personnel works hard but they can be better.

Q: How can develop the economy while preserve the environment?

A: Ask the Thesaban. It is dependent on them. Nothing we can stop the development. Since I am normal person without power so that I can't say "stop". Because I think the Thesaban will not listen to me. I don't have negotiation power Although the Thesaban ask opinion to local people,

but you know how things work in here..... I have to sign. (Can't say anything) I adapt to the development. Education levels are varied (some people understand and some are not) and nobody dare to organize labor union to go against them. It's pity that we lost nature. You have to only keep doing what you have to do. Do not try to involve other business. Local people have no rights to opinion. Our mouth is shut by terror. Taking local people's opinion or not depends on their benefits. The development direction is determined by the benefits of small group of people rather than by local people's one.

Q: What kinds of rubbish do you normally create?

A: Food waste and wet waste. I throw into the bin liners and thrown into the Thesaban bin. The Thesaban will collect. I keep bottles and PET bottles to sell. Other rubbish I throw away. I keep waste oil and people come to buy but I don't know what they do with it. I separate some food waste for stray dogs. I throw the rest of it into the bins.

L29

November 27<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen

Q: When did you move to Bang Saen?

A: 45 years ago.

Q: Why?

A: Because parents moved to here. They started made-rice-order shop and rental beach chair business. They had have rental beach chair business on the beach from long time ago but they also started made-to-rice shop. I married and my husband sells grilled chicken. He is from Nakhon Pathom Province so that I help him. He came from Bang Len district in the province. All most all grilled chicken sellers on the beach are from Bang Len district, and they share the recipe each other so that grilled chicken on the beach is the same. Basic recipe is the same but recently some people started to modify for example add herbs, etc. to get regular customers. When my husband started this business, someone was already doing this business in Bang Saen. Now I also own rental beach chair.

Q: When did this business start?

A: From around 1960.

Q: How did they start this business on the beach?

A: They moved to Bang Saen and occupied space for selling grilled chicken without paying fee.

Q: Why did they come to sell on the beach?

A: Local people in Bang Saen didn't sell grilled chicken so that they saw opportunity in here. Local people sold only beverage, made-to-order food, sugar palm juice, coconuts, and khaolum.

Q: How many grilled chicken shops exist on the beach?

A: 70-80 shops.

Q: Where do you buy chickens?

A: Shop in Chonburi. The shop prepares chicken for me.

Q: What do you do with charcoal after use?

A: We have been using charcoal for long; we know how to use it efficiently so that we don't have anything left charcoal in the end of the day. In the beginning of the day, grill chicken, which needs strong fire, later of the day, we wait for customers to buy; we use the leftover charcoal to warm up. In the end of the day, almost no charcoal has left.

Q: Do you hire staff?

A: I hire one staff. Basically I asked staff to imitate what I do. I teach how to grill chicken, deal with customers, and clean the shop, because customers nowadays concern about cleanliness.

Q: What do tourists say about Bang Saen?

A: Visitors basically complain about seawater quality, not clean and clear. Some tourists in general say the beach become cleaner and organized. During the monsoon season, a lot of tourists complain about rubbish.

Q: What do you do with complaint you get?

A: If it is about rubbish all we know about complaints, and know we can't solve.

Q: Has ever the Thesaban seriously listened to idea that venders proposed?

A: Yes. But it's all about business.

Q: What types of rubbish does your business create?

A: My business creates paper plate, foams, and plastic bags.

Q: How do you normally manage rubbish?

A: I don't manage rubbish but throw into rubbish bins, because these can't be sold.

Q: What do you think you should do to maintain the cleanliness of Bang Saen beach?

A: We have rubbish bins to store rubbish. We throw rubbish into bins in the end of the day. We clean the area in the morning and evening.

Q: What do you do when a lot of rubbish drifted to the beach?

A: I think we should help but venders won't help. Imagine two people come to rental beach chair, then they get only 60 baht, venders can get a lot of money because they can sell maybe two kinds of things (300 baht). Venders never clean their food rubbish they sold at deck chair. It is impossible for them to help cleaning. Venders can gain more than me.

Q: How about tourists?

A: Put rubbish into bins is good enough. Tourists like to throw small rubbish on the floor for example, egg shell. It's difficult to clean.

Q: How can all workers on the beach cooperate teach other to maintain the cleanliness of the beach in daily basis?

A: Every day basis, only we can do is cleaning our own area. If we have cleaning activities every day, we won't have time to do business. The mayor initiates cleaning activity by himself. We also

join cleaning activities when sometimes company comes to have CSR activity.

Q: What do you think of the development of Bang Saen?

A: Good. Tourists also complement especially cleanliness, management of vendors on the beach, and clear prices. Grilled chicken prices are also determined by the Thesaban. Grilled chicken shop sells sticky rice, dry beef and pork. We need to sell different things from neighbors. The economic development is good. But beach is being eroded, because there are a lot of constructions in Laem Tan, etc. This causes beach erosion. Apart from this, I don't have any problem. It's difficult to change anything since things are already being built.

Q: Does the Thesaban consult about the development?

A: Never. The development is dependent on the Thesaban.

L30

November 19<sup>th</sup> 2010

Q: Where are you from?

A: I am from Nakhon Pathom province

Q: When did you come to Bang Saen?

A: 30 years ago.

Q: Why?

A: My uncle moved here so I followed. I first came to help uncle. Later I started to own my shop.

Q: What types of rubbish does your business create?

A: Little amount of charcoal, plastic bags and foam. Sometimes customers ask bones and leftover for dogs.

Q: How do you manage rubbish?

A: There is the Thesaban rubbish bin. I throw into the bins.

Q: What do you think you should do to maintain the cleanliness of Bang Saen beach?

A: I clean own my assigned lot.

Q: What else can you do?

A: Nothing. I cannot invade other area.

Q: Is there clear boundary to clean?

A: There is red line. That is the boundary of area. Responsibility at sidewalk is divided into two.

Q: What do you think your business leaders should do to maintain the cleanliness of the Bang Saen beach?

A: Leader's duty is to spread news from the Thesaban. Leader informs of events and collects money for Wan Lai. Leader has to go to meeting with the Thesaban to get information. We should tell to leader first when we have problems and suggestions (to pay respect), except some urgent problems.

Q: What could be urgent problems?

- A: Fighting between vendors. When problems occur, we should tell to leaders and they negotiate. If they can't, they should go the Thesaban. Since customers are god, we should avoid problems with customers.
- Q: What do you think all workers on the beach should do to maintain the cleanliness of Bang Saen beach?
- A: Everybody has to clean their area.
- Q: Who should clean when there is much rubbish drifted to beach?
- A: It's responsibility of the Thesaban, rental beach chair and swimming ring.
- Q: Do you have to help?
- A: No.
- Q: What do you think visitors should do to maintain the cleanliness of the beach?
- A: Tourists are not problems. Rental beach chair has staff to clean. What I expect them to do is drop money in here. Around here, I don't see tourists littering. But night time people litter. I want them to gather rubbish together so that I can clean easily in the morning.
- Q: What do you think of development of Bang Saen?
- A: Good. Pavement looks clean and when it's raining sand doesn't go to the sea.
- Q: Are you happy with the development?
- A: More coconut tree and some nature are left. Even beach erosion occurs but we still have nature to see. It is not worth destroying nature for economic development. Nature is not as good as before. Before I swum sometimes but now I even don't want to touch. The development depends on the Thesaban.
- Q: Can you give opinion to the Thesaban?
- A: I have never said. We can write letter to complain. But only one voice cannot help. If we want to change, many people have to do together.

L31

December 4<sup>th</sup> 2010

- Q: Where are you from?
- A: I came from Bang Saen.
- Q: How old are you?
- A: 38 years old.
- Q: What do you do?
- A: I am running souvenir shop.
- Q: Why did you start his business?
- A: 15 years ago. My mother bought license from former owner. Former owner was my aunt and she sold it to my mother. My mother gave me. I started this as extra job. Now I only do this business.
- Q: Why this business started?

- A: Because there are children and want to buy toys.
- Q: How many shops are on the beach?
- A: Around 50 shops in the beach.
- Q: Where do you get products?
- A: There are three whole sellers nearby the beach. All shops normally buy from there.
- Q: What is the best seller?
- A: Plastic sand toy set. Mobile and photo frame made of shell is the best sells for souvenir. I buy it from whole seller.
- Q: Where is shell from?
- A: Rayong or Hua Hin. But I think they also get it from somewhere else. Because Bang Saen has no shell that can be used for mobile. Bang Saen has only small shell.
- Q: Is there the Thesaban rule in your business?
- A: No. There is no rule about how many products I can sell, etc. All shops sell almost same things as you can see. Prices are different in each shop.
- Q: What you can do to maintain the cleanliness of the beach?
- A: Clean my own area.
- Q: When many rubbish drifts to the beach, do you have to help?
- A: No. It's the Thesaban and beach chair's job. I responsible only my area.
- Q: How about tourists?
- A: Throw away into bins. Some tourists are good, while some tourists don't care.
- Q: Does municipal police ever fine tourists?
- A: Never. I never see. They are strict to local while they are not to tourists.
- Q: What do you think of the development of Bang Saen?
- A: Good. There are a lot of events in Laem Tan. More tourists come. But I didn't like any particular because I didn't reap any benefits out of events.
- Q: Are you O.K. with change of Bang Saen?
- A: Some place changed from nature to pubs and bars. I don't like those things. I prefer the previous. Some place builds something but at the same time grow trees.
- Q: Can you express your opinion?
- A: No. The development depends on the Thesaban. No one dares to complain.
- Q: Does the Thesaban consult local people about development?
- A: No. Basically, paper announcement. If the Thesaban cut tree, the Thesaban announces or comes to inform.

L32

December 3<sup>rd</sup> 2010

Q: Where are you from?

A: I came from Chiang Rai province

Q: When did you move to Bang Saen?

A: 1999.

Q: Why did you move to Bang Saen?

A: I was poor. In north, the rich is very rich and the poor is very poor. I came here as a day labor. I worked as housekeeping. After I collected some money and I finally started this rental swimming ring business.

Q: How long a ring can last?

A: Around 1 year. It depends on condition of ring when you bought because of it is second hand.

Q: Do you have any idea what should you do to maintain the cleanliness of Bang Saen beach?

A: I clean after tourists. The Thesaban asked us to keep clean own area. After the Thesaban clean, it is our job to clean own area.

Q: Who is responsible to clean the beach?

A: The Thesaban. Beach chair and floating ring help. But vendors basically clean only their area.

Q: What do you feel that you have to clean a lot comparing to other vendors?

A: It's O.K. Anyway it is my duty to clean... There are some people feel it's not fair, but I think that vendors have duty to clean their area. When tourists come to sit beach chair, rubbish bin is also provided. Only few tourists litter.

Q: How about tourists?

A: After eat, throw into rubbish bin. We have to prepare beach chair and rubbish bins in each bloc before tourists start to come. Rubbish on the beach comes from sea; I don't know where it is from. I told tourists "please keep rubbish away after finish picnic". I have to say nicely, no problem.

Q: What do you think of the development in Bang Saen?

A: It is better, especially cleanliness, management of cleaning by the Thesaban.

Q: Are you O.K. with the changes of Bang Saen?

A: It is worth. Parking lot is good. More parking lots mean more businesses.

Q: What rubbish drifted to the beach?

A: Plastic bags and wood. I don't know where it is from. If rubbish from tourists, I can clean after. Wind brings all rubbish. We clean, the Thesaban cleans. These year winds blew to the beach during Loi Krathong so that rubbish stays on the beach. Floating rattans fell all over the city and sometimes make fire.

Q: Why don't you ask people to cooperate?

A: It's difficult. Getting tourists cooperation is also difficult. Everybody blames the Thesaban why they don't come to clean. Some tourists went out of beach chair and picked up rubbish. But basically there is no volunteer spirit among people.

L33

August 2<sup>nd</sup> 2010

Q: Where are you from?

A: I am from Korat, Nakhon Ratchasima province.

Q: Why did you move to Bang Saen?

A: I was very poor. I came to Bang Saen for finding job.

Q: When did you move to Bang Saen?

A: 22 years ago.

Q: What kind of jobs have you been engaged?

A: Firstly, I was working for Bang Saen Mahanakorn. Later, I became a saleng.

Q: Why are you engaging in Saleng?

A: To earn better income than the previous job. The more tourists visited, the more money I can earn. Bang Saen is a tourist destination, and therefore much sellable waste is generated and I can make a living with Saleng work because recyclable waste is high price.

Q: How was Saleng 22 years ago?

A: Not many Saleng were in here, now a lot of people started Saleng, because recyclable waste can be sold in quite good price.

Q: How do you collect recyclable waste?

A: There are two ways. The first way is collecting recyclable waste from rubbish bins in the street. The second one is buying recyclable waste from people.

Q: What is recyclable waste?

A: Plastic bottles, paper, bottles, cans, and unused electric appliances.

Q: What do you do with recyclable waste?

A: I separated and cleaned it because nobody separates waste. Then I go to sell it to the Recycle Center or middle man.

Q: How people can improve waste separation?

A: The Thesaban should educate people.

Q: What is the recycle center?

A: It is established by the Thesaban in 2010. If you became a member, you can have social welfare such as work clothes, health check, and annual dividend. But the member needs to sell recyclable waste to center even it is cheaper than middle men. Moreover we can be proud of this job because we are member of center under the Thesaban.

Q: What is annual dividend?

A: If the center can make profit from selling recyclable waste, it will be shared among the members.

Q: How was tourism in Bang Saen since 1988?

A: Bang Saen was very dirty and messy. Nobody picked up rubbish. More and more tourists visit because of a variety of events. In the past Bang Saen tourism was not promoted and developed.



Even though many tourists go to Pattaya, Sri Racha, and Koh Loy, some tourists came in big group and spend only few hours in Bang Saen beach. Bang Saen is still the first place to drop by around this region. Even Thesaban made new road, now it already has traffic jam. Building new roads is good because it brings development to Bang Saen.

Q: How tourist spots in Bang Saen changed?

A: More roads, parking lots, hotels, restaurants, and condominiums were built in many parts of Bang Saen.

Q: Who improved Bang Saen?

A: Kamnan Poh, the leader of Bang Saen improved.

Q: How Bang Saen changed?

A: The environment of Bang Saen was improved and cleaner. I like the improvement very much.

Q: Why?

A: He planted coconut trees, made footpath, assigned people to pick up rubbish, and managed solid waste.

Q: What positive impacts do you perceive?

A: More new buildings and new roads to attract tourists, and then there are many cars.

Q: Why do you think that these are the positive impacts?

A: I like the development because more development, more people, more sales, then more rubbish. There will be more recyclable waste.

Q: How about the negative impacts?

A: Many trees are lost. I want to have more trees in Bang Saen.

Q: What do you think Bang Saen tourism will be in the future?

A: More development of buildings.

Q: If this trend continues, what would happen?

A: I think if there are only buildings and no trees, it's not good for Bang Saen tourism. Because tourist comes to enjoy nature.

Q: What can you do?

A: I cannot do anything. I am just a Saleng. But sometimes when the Thesaban organizes special cleaning day and assigned us to participate. In that big cleaning day we cleaned footpath, using brush and detergent to scrub the whole ground.

L34

December 2<sup>nd</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: 55 years old.

Q: What do you do?

A: I am running restaurant.

Q: Why did you start this business?

A: My family has been involved in Bang Saen tourism since the Sarit period. My grandparents and parents had business for tourists because Bang Saen is well known and tourists always come.

Q: Can you tell me how Bang Saen looked like in the past?

A: There were 100 bungalows along the beach and moved to inland. Water was cleaner because of fewer tourists.

Q: What business your parents did in Bang Saen?

A: My parents managed rental bicycle business. The rent house was in the soi in a Thai style building. It was core area of Bang Saen beach and made in order to organize activities on the beach. The family closed those businesses because of inconvenient to continue business. The parents decided to open the restaurant. The business was family size. When we moved and opened the restaurant, we got right to take some space. The first restaurant was Thai style building but later it became the current one. When Kamnan Poh became the mayor, he destroyed Thai style building, built the current one, and removed slum. During Thai style building, there were many types of shops such restaurants, souvenirs, and toilet and shower rooms. But the Thesaban prohibited toilet and shower business after they built current one because the Thesaban said it's not hygienic so that they manage it by themselves. We were doing this toilet and shower business but we needed to quit. Actually toilet and shower business was very good because you don't have to invest much and tourists anyway have to go toilet.

Q: What kinds of people come to the restaurant?

A: Tourists. Many foreigners and Scandinavian (retired). Those foreigners have started to come from 10 years ago. Local people think food in here is expensive. Local people go to eat inland not along the beach. Local people do not sit on the beach and eat. Day time less customers because they go to the beach but more customers during evening. I focus on both Thai and foreigners.

Q: What washing detergent do you use?

A: Teepol. It's not harmful to my hand. I have never heard about environmentally friendly detergent.

Q: Do you use biodegradable plate for takeout?

A: The Thesaban once introduced but it's disappeared. I don't use because of it is not convenient, because of market unavailability and expensive. Foam is more convenient. If bio-degradable containers are as convenient as foam, I think people would use.

Q: What kinds of rubbish do your create?

A: Food wastes, PET bottles and glass bottles.

Q: How do you normally manage rubbish?

A: I put food waste into bin liners and throw into the Thesaban bins. The Thesaban comes to collect. I sell recyclables to buyers. I don't keep food waste to stray dogs. Sometimes people come to buy but I don't have enough waste oil to sell so that I just throw away with food waste. I don't have

enough food waste to make fertilizer so that I don't.

Q: Why do you serve PET bottle water?

A: I don't serve filter water because of not convenient and not hygienic. Foreigners don't like it.

Q: What do you think of the development of Bang Saen?

A: Even we lost nature, the development is worth doing. The development is getting better. Bang Saen is became well known to foreigners. I like the development in Bang Saen because here maintains local Thai. Tourists come to Bang Saen because here is quieter and more local, which is different from Pattaya.

Q: What can you do to preserve the environment on which tourism depends?

A: Tourists are better than before. They throw rubbish after eat. I can participate in cleaning activity in special day. I can clean surrounding as much as I can. Normally I clean the front because the Thesaban asks to take responsible of their shops. Personally I don't litter on the beach. Most of rubbish created by tourists and they litter on the beach. Rubbish problem is getting better but rubbish is still problem. In the past broken glasses were on the beach.

Q: How everyone can cooperate?

A: Take care of each environment. Everybody has to be responsible. If everyone does their part then the environment will be clean. The Thesaban takes care of the road area. Some people don't cooperate and monitoring by municipal police doesn't really work. Thai people are lack of consistency in work. We do only a while and forget about it. We should do it more constant.

L35

September 1<sup>st</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: 54 years old.

Q: What do you do?

A: I am running rental beach chair.

Q: Why did you start this business?

A: I started to do this business from 1987. I bought the rental beach chair license at that time. After we bought the license we can use this to gain money for all life.

Q: Can you tell me about slum on the beach?

A: Many beach vendors lived in there until Kamnan Poh removed in the early 1980s. The slum was built with the influx of people from outside. In the peak period, about 200 households were there. It degraded beach scenery.

Q: What do you think of the current development?

A: I think it is good because it allows local to make more money. When there are events, the Thesaban always give priority to local people.

Q: Do you perceive positive change?

A: The development of hotels. If you go somewhere without any nice hotels or buildings; it looks underdeveloped. The improvement of cleanliness became much better because of the development. During the Sukaphiban period Bang Saen was so messy because people left all waste on the beach. After the Thesaban, rules were established that people have to keep away things from the beach on normal days and can leave things on holidays.

Q: Why do you think that is positive?

A: The development brings more income to locals. We cannot stop the development. It is impossible. We have to preserve the environment while developing.

Q: How?

A: That's the Thesaban needs to think. Not us.

Q: Why the Thesaban needs to think?

A: The development is at their hand.

Q: As local, what can you do?

A: What we can do is to keep clean assigned lot.

Q: How about tourists?

A: Every school should teach students not to throw rubbish into seawater but they still don't care. They wouldn't put rubbish in bags and carry all the way to land and put in rubbish bin.

Q: How about negative one?

A: Pavement covers sandy beach, which was made 12 years ago. Also informal vendors are problematic. This happens because all vendors need to have licensed but for some people it is too expensive and cannot do business. They are problematic because they do not follow the rule and municipal police does not catch them because of sympathy.

Q: Why do you think that is negative change?

A: It is not natural.

Q: Have you ever participated in decision-making process related to tourism development?

A: Not really. The Thesaban also has a meeting but it is not really participating in the process. They tend to explain things and finish the meeting. Also many locals believed the leaders and therefore we rely on them. Plus locals are very busy with everyday work. We do not have time to join such a thing even opportunity is offered.

Q: What do you think of cleaning events?

A: It's good. Almost once a month, companies come to cleanup. But they are often not really serious about cleaning the beach. They took many pictures while cleaning and only stayed for a couple of hours and go to eat seafood. But you know? It is better than nothing.

Q: What do you do when a lot of rubbish drifts on the beach?

A: Nothing. We have to keep clean our own lot. The Thesaban has to clean up the beach.

Q: Why morning glories disappeared?

A: Because of us doing rental beach chair business. We took away.

Q: Why?

A: It did not look nice for tourists.

L36

February 5<sup>th</sup> 2011

Q: Where are you from?

A: I am from Bang Saen.

Q: What do you do?

A: I am running scooter boat business.

Q: Why did you start this?

A: My parents are from Bang Saen. My parents started to do fishery and changed into Swan boat, later changed into scooter boat, and further expanded into speed boat and banana boat. Then I also have sofa boat. When I was 12 years, parents changed into tourism business. I have started to help scooter boat business since I was 12 years old (1982 - 1977).

Q: Why your parents changed?

A: Better income. Long time ago, fish was very cheap. They had to do many things to get a little amount of money.

Q: Is rubbish dangerous?

A: Yes. Especially floating bamboo. If it hit boat, blade can be broken, gear and banana boat can be broken, and also tourists can be injured. Bamboo stick come from oyster business is very bad.

Q: What do you do with rubbish when you see rubbish?

A: I try to avoid, because blade is expensive. The Thesaban has cleaning boat. The Thesaban has everything, but one boat is not enough to clean all. The boat collects rubbish along the rubbish protection net. When wind blow from beach to coast, rubbish will not drift to the beach.

Q: Who is the major customer?

A: Students and teenagers. Especially students in school excursion. Bang Saen is popular place for Thai people, it is close to Bangkok and also poor people can enjoy. Other place, they don't care Thai people. Here cares a Thai person. Venders in here don't like foreigners, because they are poor and can't communicate. Foreigners do not order and spend less.

Q: What engine do you use?

A: I use 2-stroke engine. 4-stroke engine can save more fuel but it's too expensive. It's more environmentally friendly because less exhaust gas than 2-stroke engine. 2-stroke engine consumes more fuel.

Q: Do you have any idea what you should do to maintain the cleanliness of Bang Saen beach?

A: All year, I join cleaning activities on special days. When I see, I pick up rubbish. The Thesaban goes to clean other part of the city if there is no rubbish on the beach. I also go to grow mangrove in Ang Sila. Within the group of boat, certain number of people needs to send for activities.

Q: Does this group have the area to clean?

A: All groups are assigned to clean. The Thesaban has good tools to clean, which can filter sand. But now this vehicle is out of order, it couldn't resist to salt. The Thesaban is now very serious about cleanliness. Any bloc doesn't clean; someone tells to the Thesaban, people in bloc will be in trouble. I help the Thesaban to clean. Scooter boat has no responsible area. When students come to cleaning activities in Bang Saen, I need to leave some rubbish for them. School should make sure with the Thesaban whether rubbish is on the beach or not. If it is winter, there will be less rubbish. They see TV, and Bang Saen is dirty so that they want to come. If they see real situation in summer, they want to go home immediately. People come for CSR wear nice dress, just walk 10 meter, and make bin liner full of rubbish and take picture and go home.

Q: How about tourists?

A: Basically problem is because tourists are drunk and became lazy. If they are not drunk, they don't make problems. Drunken people during night time, they drunk very much. A lot of bottles and some drunk break glass bottle. This is problem for us and other tourists. Many years ago, I often tramped on broken glass but it's getting better, because we try to clean up. Now drunken tourists are getting better, because people know bottles can be sold. If seaweed is sellable, the Thesaban doesn't have to come, because people will collect all and sell.

Q: Are you O.K. with changes of Bang Saen?

A: O.K. with development. When the economy is good, everybody (venders) can make living. Tourists can come from everywhere. Tourists can be distributed to the entire beach. Tourists park their car at place nearby toilets. Bang Saen is source of money people can gain benefits. As long as tourists come, local people can make living by having small business.

L37

November 25<sup>th</sup> 2010

Q: Where are you from?

A: I am from Nakhon Pathom province

Q: Why did you move from Bangkok?

A: My grandfather was selling grilled chicken at a train station at Nakhon Pathom. I moved with father. And my father started to sell grilled chicken by carrying tray along Bang Saen beach from 1960. My family is one first family moved to Bang Saen. Later people followed and come from the same village. 100 people in total.

Q: Why Bang Saen?

A: Here is nice weather and Bang Saen welcomed people from other place. Bang Saen had good leader. Everybody works hard can make living.

Q: Did you call them or they follow?

A: They followed. Whoever wants to come could come. When we moved to here, there already many

tourists and they basically came by bus.

Q: What rubbish do you normally create?

A: Bamboo sticks. We also have to pick up rubbish on the floor by tool. We can't use hand. We need to keep clean the area.

Q: How about other types of rubbish?

A: I throw into bins.

Q: What do you think you should do to maintain the cleanliness of Bang Saen beach?

A: I join activities, I also clean my area and everybody clean their area. Everybody is assigned to clean their area twice a day.

Q: How about visitors

A: When tourists use mat, beat the dust out of mat, don't litter. This is what I want. When people see rubbish, they should pick up and help to clean.

Q: Do you have to help when a lot of rubbish drifted to the beach?

A: I don't have to worry. The Thesaban has very good truck to clean up. I have to clean the beach in the cleaning activities. In daily basis, each person cleans their own area as if the area is their home.

Q: What do you think of the development of Bang Saen?

A: Very good. Events are very good. Tourists like it. Only what I don't like is overcrowd. Infrastructure is also good. I don't have to worry about flood.

Q: Are you happy with change of Bang Saen?

A: Development at Laem Tan is good. Anyway you can't swim at there. The choice of development is good. Development fits to characteristic of geography at Laem Tan.

Q: What is sustainable tourism development for you?

A: It's cleanliness. If it is clean, people will continue to come so that we can sell things forever.

L38

September 21<sup>st</sup> 2010

Q: Where are you from?

A: I am from Bangkok.

Q: Why did you move from Bangkok?

A: I came to Bang Saen to work for the founder's family in 1974.

Q: Who is the founder?

A: Jote Guna-Kasem, the former the Governor of Bank of Thailand.

Q: Can you tell me your company?

A: In the beginning Saen Sabai was owned by Ministry of Interior (the department of public works and town & country planning) and established as vacation house in 1943. The reason why the bungalows were built was that Piboon, the prime minister of Thailand at that time. Former minister of finance, Jote Guna-Kasem, established this Saen Sabai. He was minister in the Sarit

cabinet for three months and later assumed the Governor of Bank of Thailand. (He was very good friend of Sarit). When tourist started to come, ownership was changed to Ministry of Finance, and the Government Lottery Office used money to renovate and manage the bungalows in 1960. The Government Lottery Office divided land into three parts in 1964. The southern part belong to the Crown Property Bureau, the middle part belong to the TOT, and the northern part was rent by Jote Guna-Kasem for private business, Now the middle part is rent by Khunpluem family via the Thesaban.

Q: Can you tell me more about the history of Bang Saen?

A: After Sarit staged coup in 1959, he became the prime minister. He came to Bang Saen and planted coconut trees. Ones he planted were very tall so that people couldn't take down coconuts. When kamnan Poh was inaugurated to the mayor of Bang Saen, he removed old coconut trees and planted new ones, which were shorter and cut down almost all pine trees. Phiboon built road from Sukhumvit Road to the beach. When Sarit came, he brought budget to build road, electricity and water. Local government cut pine trees because storm and strong wind can break pine trees and the trees can be dangerous to tourists. Coconut trees have been replanted many times every time leader changed. Tourists played at craggy beach at Laem Tan and played with monkeys at Khao Sam Muk in the past. Around 1967, beach parcels were made by coconut trees and bamboo. It was difficult to organize local venders during the Sukhaphiban period. The Thesaban has developed the city by abusing power; otherwise local people wouldn't obey. Kamnan Poh removed slums from the beach existed between soi 1 and 2. Nothing much developed during the Sukhaphiban period. After it was upgraded to the Thesaban, it has developed the city much faster and became more organized and beautiful. Local people are happy with the development led by Kamnan Poh. The S.S. hotel was vacation house of politician. Land belonged to the government. Piboon and Sarit period, powerful people claimed land ownership. Father of Sam Muk restaurant went to see Sarit and gave fish and entertained him. The father then asked to issue land ownership. The restaurant was a house of fisherman. They started to cook and sell. Kamnan Poh didn't change but organized the beach. Slum was existed between soi 1 to soi 2. He prepared land for them (Chokedee village) and removed slum. But people still can come to work. The beach had no rule before kamnan Poh. He made rule. After he became the mayor, road at Bang Saen beach was extended to Laem Tan, parking lot was made along the road, multi-purpose spaces, places of relaxation and refreshment, kiosks, dolphin monument, and concrete piers were constructed, and street furniture, loudspeakers, and streetlights were installed. The city became tourist city.

Q: How do you manage rubbish in the resort?

A: We collect rubbish from each bungalow and the Thesaban come to collect. I burn trimmings even it is banned, because I have been doing for many years before rule was set! We don't have food waste. Guests normally eat outside bungalows and they sometimes cook at bungalows. Bungalows have kitchen. During the Sukhaphiban period, waste collection was insufficient so that we needed to manage it.



Q: Do you offer or take human resource development program or have you ever participated in training program?

A: Not at all. This bungalow is simple accommodation and it is not necessary. We are not running hotel.

Q: What do you think of tourism development of Bang Saen?

A: The development depends on the Thesaban whether the economic development or preserving the environment. When the economy is developed more people come to sell. The Thesaban tries to develop in such a way. Tourism development needs artificial things to bring in that destroys nature. For example, building roads, electric poles, fence, etc. directly impacts on nature.

Q: How people can keep clean the beach?

A: Cooperation. Keep clean and everyone should drop rubbish into rubbish bin. No litter. In the past, parking lot was littered because people came to sell and tourists dropped rubbish on street.

Q: What do you cooperate?

A: When cleaning event is organized, I send staff to join.

Q: What do you invest normally?

A: Repair bungalows and install equipment.

Q: For example?

A: Refrigerators, furniture, TV, etc.

L39

February 9<sup>th</sup> 2011

Q: Where are you from?

A: I am from Bang Saen

Q: How old are you?

A: 40 years old.

Q: When did you start this business?

A: I have been doing this for 5 years. I was working for a company before, because I want to take care of my family. My mother was selling food (rice and khaolum) at Bang Saen beach before, and later she acquired a place to sell. She changed to this dried marine products. My mother became old and difficult to sell so that I quitted.

Q: Where did she buy fish from?

A: Wonnapa.

Q: Does the Thesaban restrict number of products?

A: No. But the Thesaban restricts only types of products. No snack but dried seafood only.

Q: Where do you buy materials?

A: I buy from Wonnapa beach. There is whole sale at there. The shop gets materials from not only Bang Saen but also other places. Anchovy is from Bang Saen. It is used for dried food and fish

sauce. Dried shrimp and dried sweet fish are from Chonburi. Dried squid is also from Wonnapa. Dried shell is also from Chonburi.

Q: Is there local people making dried food at Wonnapa?

A: Yes.

Q: What do you think your business should do to maintain the cleanliness of Bang Saen beach?

A: I help to clean my area.

Q: What does your leader do?

A: Leader and committee often come to inform and invite us to join cleaning activities. They also have to join the activities.

Q: What everybody should do to maintain cleanliness of the beach?

A: Clean own area. Tourists sometimes litter, and spread sand on the sidewalk. We have to clean. Biggest problem is tourists litter a lot during long holidays. My shop has only plastic bag waste, and sometimes tourists ask to drop my own bin, but I ask them to drop at the Thesaban bin. I don't want to mix. If I warn tourists, they will not be happy or fight. I clean after them.

Q: What do you think of the development of Bang Saen?

A: Good. Especially events, management of vendors, price controls. Quality of products. We actually don't like that Kamnan Poh followers can get a lot of privileges on beach business, but we can't complain. It may be dangerous. Toilet and showers and ice business belong to Kamnan Poh group. Actually this business can make a lot of money.

Q: Are you O.K. with change of Bang Saen?

A: We lost nature, which is not good. I see nature change and I prefer nature at old time. Economic is better bit by bit, but nature lost is not good, because I like nature. Maybe if Bang Saen is rich in nature, economic can be even better but we can't go back to that stage anymore. The development is good. Some public park for tourists was made. Beach is still the same. But Laem Tan and Wonnapa changed a lot. Laem Tan changed into parking lots. The Tide Resort was parking; we could sell a lot, because parking lot was there. Current problem is not enough parking lots in during holidays. Before parking was made, it was vacant land, and anyway people parked there. Area around Dee Prom was grazing land. There were many coconut trees inland but many trees were cut down to build houses. My house made sugar out of coconut trees. Bang Saen beach had less coconut trees than now.

L40

November 3<sup>rd</sup> 2010

Q: Where are you from?

A: I am from Songkhla Province

Q: Why did you move to Bang Saen?

A: It is because my husband is from Bang Saen.

Q: How long have you been in Bang Saen?

A: For 33 years.

Q: What is your business?

A: Rental swimming ring.

Q: Why did you start this business?

A: It is because tourists coming to Bang Saen and see business chance. I actually started this business because mother in law was running this and I started to help her. Now I run this business by myself. I have been running this business for 33 years (since 1977). This business is one of the oldest businesses on the beach. In the past (before the Thesaban), everyone can start any business at the beach.

Q: How was Bang Saen beach in the past?

A: Bang Saen was not good. We had to clean by ourselves. The Sukhaphiban also cleaned but not as good as today. I had to remove beach morning glory and grass. I had to make the beach look better.

Q: What do you do?

A: I pump air into swimming rings and come to the beach with the rings. I clean my own lot and wait for clients. It's rule. I stay at the beach all day long until 6 p.m.

Q: Does this business change since the beginning?

A: Nothing much changed. Swimming ring business is simple.

Q: How many owners in this business?

A: Around 300 in Bang Saen beach. There are 15 people including the leader and vice leader of the ring business, and they take care of this business. During the Sukhaphiban period, there were so many float ring business existed and people can run business anywhere they want. After the Thesaban, the municipality decided to have 4 stations in every beach chair block. 1 station can get clients from 2 rows in the block.

Q: How many rings do you have?

A: The Thesaban does not allow placing more than 20 rings on the beach during weekday. It doesn't include ones already rent to clients. I bring 40 rings during holiday.

Q: How long does the tube last?

A: It depends on how well you maintain it. After used, the rings must be washed by water, and dry in shade. The rings normally last for 1 year.

Q: What are the positive environmental changes?

A: The beach. There is a lot of rubbish from the sea. The Thesaban comes to clean and pickup in the morning. But tourists sometimes do not understand and think Bang Saen is dirty because of local people in Bang Saen. We try to explain to tourists and try to clean the beach. The development is good. Building hotels is necessary, because tourists need place to stay.

Q: Does rubbish from the sea affect your business?

A: We always try to clean and the Thesaban also clean. Since the beach is long so that it takes time to

clean all. Tourists sometimes come before cleaning and complain. When tourists see rubbish and complain, we, people particularly from swimming ring and rental beach chair, always try to explain that the Thesaban has not yet come, it will be cleaned. That is best we can do to tourists. They are customers so that we cannot force them to behave well. Otherwise they will go somewhere else. I also do not want to spoil their vacation by saying something to them. We have to clean up after tourists.

Q: You have volunteers support from companies right?

A: They are actually not serious for helping us. They pick up rubbish on the beach that we already gathered for them. They stayed a few hours and take pictures and go home. Tourist came and make messy again. So we anyway have to clean up again.

Q: What do you have to do for leader work?

A: This leader system started by the Thesaban. They asked us to choose leader and vice leaders in each business category. The Thesaban asked leaders to spread news or information to the members.

Q: What would happen if the current trend of tourism development continues?

A: Good! Economic will be better and better. The development is at the hand of Thesaban. We cannot say anything about the development.

L41

September 24<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bangkok. I come to work in Bang Saen. I first came to Bang Saen was 1984.

Q: What do you do?

A: I am manager of Saensuk Resort sent by the Crown Property.

Q: What is your duty as the manager?

A: I have been working for this company, which is under the Crown Property, for 27 years (Since 1983). The president of this company is the same as the president of the Crown Property located in Bangkok. I was working as an accountant of this company. I just became the manager of this resort in 2010. I come to Bang Saen for work from many years ago. I normally come to work here on Friday, Saturday and Sunday. We have a renovation project, painting bungalows and arranging landscape. I grow trees; trim trees, make new pavement and fence, etc. Once a month we trim trees and grass. Plant new small decoration flowers around bungalows. I buy flowers from local market. Criteria of choice are durable and beauty. I don't think they are local species. Because Bang Saen has no beautiful local botany.

Q: How much the resort earns a year?

A: 20 million Baht / Net profit is 7 million Baht a year. 13 million Baht, including fix, tax, personnel fee, waste management, etc. Most profit comes from pay toilet and shower and land rent.

Q: How many per cent is room occupancy on the average?

A: Occupancy rate in the low season: 18 – 19%, while high season: 30%.

Q: How can you reduce waste generation of the resort?

A: Rubbish reduction is difficult and rubbish separation can't be controlled. But we can't ask guests to separate waste. Housekeepers collect sellable waste when they clean rooms. Some guests bring sellable waste back to home. Food waste and trimmings can't be burned.

Q: What do you think would happen if current tourism continues?

A: Nature and sand will be disappeared from Bang Saen beach. I am afraid of the construction invades the beach area too much. Tourism will be over.

Q: Does the company have CSR activities?

A: No.

Q: What do you do when a lot of rubbish drifted ashore?

A: Outside is responsibility of the Thesaban as well as vendors but if the Thesaban asks for cooperation, we can. The Thesaban asks every business to cooperate for cleaning the beach on beach cleanup day. Voluntary cleaning cannot be possible before the Thesaban asking, because it's responsibility of the Thesaban. Everything we do needs to ask the Thesaban to get permission. The Thesaban assigns people to clean every day. If suddenly clean without asking, vendors will inform to the Thesaban. If we want clean there and here, we need to get permission. People have their own area to take responsible so that I should not invade other area or I should not breach other people's responsibility. They lose their face. If I clean other area, people would think I claim the area as mine. If there is no barrier, I will help clean because we have many staffs. Everyone should drop rubbish into bins. People throw rubbish into bins. If they don't throw properly, there are people who clean after for you. When people go to sea bathing, they should be more careful of dropping rubbish into sea. In the night time is very bad littering. People play with fireworks in the mid night. There are many 24 hour open convenience stores so that tourists can buy food and drinks.... It is very difficult to take care of this problem. The Thesaban comes to clean the beach early morning.

L42

August 25<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen.

Q: How old are you?

A: 47 years old.

Q: What is your main job?

A: I am doing rental beach chair.

Q: Why did you start this business?

A: My mom was working in rental beach chair business from the past, so I was working with her. I had a license from her. Now you can sell the license to others, which can be a few million baht.

Q: When you mother started?

A: From the 1970s.

Q: What do you do in the business?

A: I clean up the beach before placing chairs on the beach because the rule says that I have to keep clean my assigned lot. At the start, I did everything myself but now I hire other people because I'm getting old and can't carry all chairs from the pick-up truck and set up anymore.

Q: Why your mother started this business?

A: It is because the most profitable business at that time. Also fishery declined so that my father lost job and changed his job to this one. She bought space from other people.

Q: Please tell me the Thesaban's regulations that you have to follow?

A: There are so many rules now. I must clean my assign lot and place chairs in order that the Thesaban decided. If you do not follow, your license will be taken away. Everyone has to compete with each other so we have to make our area clean and welcome our clients. We have to speak nicely to clients. Anyway we do it even rules didn't say so. It's normal to have this kind of rules because anyway we have to do it. If we want to have clients we have to be nice if the clients are not too extreme. If there is problem, The Thesaban will listen to clients more than us. So we have to agree about price to avoid any problem.

Q: Do you have any opportunity that you can involve in rule making?

A: Not really. You can say something in the meeting if you do not really like it. But it rarely happens. We have to just accept what the Thesaban wants.

Q: Do you agree with the current tourism development trend in here?

A: The development is losing Bang Saen's attractiveness. Breakwater.. It took the beach away from Wonnapa beach. Laem Tan multi-purpose space covers all stones at there..

Q: Do you perceive any positive change?

A: The city became cleaner.

Q: How about negative one?

A: But now it starts to be dirty again. This depends on administrative people what they do, not depending on shopkeepers like us. The Thesaban should take care of this more. They don't have enough people to work on this, so tourists sit here and look at rubbish for a long time before they come to clean up. Sometimes they came vary late. I think there should be more people to work on this. You see? Until this late they haven't come yet. We already did our job by sweeping rubbish and pile up for them to take away. And the development destroys the former environment I used to see when I was kid.

Q: Is there any change that you can express your feeling to the Thesaban?

A: No. Even if they listen, anyway they will develop more and more.

Q: What do you do when so much rubbish is drifted on the beach?

A: Nothing I can do. I only responsible my assigned lot. Rental swimming ring and the Thesaban should take care.

Q: Why?

A: Because we pay waste management fee.

Q: How people can cooperate to keep clean the beach?

A: Everybody should cooperate to clean, not only I clean. Some vendors don't really care about cleanliness. They put rubbish nearby Thesaban bins, and people think this is fault of beach chair owner. Hawkers throw charcoal on the beach. I warn them to keep clean. They did only one day but the next day again the same. I am tired and will explain when the Thesaban comes. Everybody needs to cooperate to clean at least their own area and surroundings. Vendors don't care. Everybody should clean in their area. In cleaning events we go to show face and go back. Cleaning is basically done by Thesaban staff not by us. I am only responsible for my own area, because it source of money.

Q: What tourist should do?

A: Throwing rubbish into bins is more than enough. Tourists litter and I have to clean after them. It's impossible to clean after them all the time. At least they should gather rubbish. Especially tourists use mat, they are problematic (messy).

L43

February 15<sup>th</sup> 2011

Q: Where are you from?

A: I am from Bang Saen.

Q: What do you do?

A: I am a manager of 7-11.

Q: When this shop opened?

A: 2004

Q: What waste does the shop create?

A: Plastic bag, food waste but it is little, and cardboard. I separate plastic bag and food waste, and I put into black bin liner and throw into the Thesaban bins. I sell cardboard to people come to buy.

Q: What do you do with expired food?

A: I have to remove and dispose. Some companies take back for example bread. Other food, I throw into the Thesaban bins.

Q: Is it possible to take back recyclable materials from customers?

A: It's probably quite difficult. We cannot do things without parent company permission.

Q: Do you have waste reduction policy for example ask customers whether do you want to plastic bags or not?

A: We ask customers who have plastic bag. Customers are not cooperative to reduce rubbish. They

often ask extra bags.

Q: Does the company have CSR policy?

A: Yes. Every year we clean around shop. Every branch has to do it once a year but doesn't have to be the same time. Every staff joins. I don't have to report to the company. The company orders to do it and regional manager come to see.

Q: Do you have any idea what your shop can contribute to maintain the cleanliness of Bang Saen beach?

A: No idea. Even we put more rubbish bins outside, customers litter for example bills. Some branches are afraid of bomb so that they don't put rubbish bins in front of shop.

Q: How can all people cooperate with each other to maintain the cleanliness of the beach in daily basis?

A: I want customers to cooperate in reducing plastic bag use. Now it's difficult because customers always ask extra bag. I want people to separate rubbish.

L44

October 11<sup>th</sup> 2010

Q: Where are you from?

A: I am from Pan Thong district. When I came here I saw opportunity to make money because of tourism. I was a factory worker and quitted and moved to here.

Q: When did you move to Bang Saen?

A: I have been in Bang Saen for 23 years (1988).

Q: Why did you move to here?

A: For better income.

Q: What do you do?

A: I am a hawker selling snacks to tourists. The number of snack's menus is strictly determined by the Thesaban.

Q: Why only three menus?

A: It is a rule made by the Thesaban.

Q: Can you change menus?

A: Yes, I can. But I have to write a request letter to the Thesaban. They will check whether conflict may make in the same block. If there is no possibility of conflict, the Thesaban will allow. If there is somebody already selling the same thing, you will not be allowed in order to prevent conflict.

Q: Where do you buy all materials?

A: I buy seafood at Nong Mon market. I buy foam and charcoal from whole seller; it's located at the opposite side of the road.

Q: How do you dispose of charcoal?

A: I leave in the stove overnight. I put sand over charcoal in stove. In the next day I take out and use again.



Q: What types of waste you generate?

A: Foam, organic waste and plastic bags.

Q: How do you manage waste?

A: Throw into the Thesaban's bins. I don't separate rubbish.

Q: Why not?

A: Because waste will be mixed in the bin anyway.

Q: Why do you use foam while some shops use reusable one?

A: Lost. Customers come from different block. I used it before but I lost many that is why I use disposable foam.

Q: How do you manage wastewater?

A: I throw wastewater into drainage on the road. I don't know where wastewater goes. I can't throw it on the surface of road, because fry will come and road will be greasy.

Q: How can you cooperate to maintain the cleanliness of the beach?

A: I can clean my own area. I can monitor and warn people who litter. There are a lot of tourists don't care about rubbish. Even rubbish bins are provided; they eat and leave without cleaning. Sometimes I warn them and they say "it's none of your business". I have to speak nicely and warn "if municipal police see you, they will fine you". They are not helpful and not interested in helping us at all.

Q: How about other vendors can cooperate to maintain the cleanliness of beach?

A: Everybody should clean their own area at least. When I was leader before, I needed to bike along the beach and tell them to clean. I worked more than municipal police. No one wants to be leader because you have no time to work. Municipal police actually has to do this. I also do the same job, and I need to speak nicely and try to be friendly in order to get trust from the members so that they follow what I say. If we are friendly, it's easy to ask cooperation, because vendors are not well educated and they only want to sell. In the past, hawkers were dirty, and needed to say "be more clean so that customers come". There was issue of selling not fresh things. Municipal police, the Thesaban and leader check cleanliness and freshness of food all the time so that issues became better.

Q: How about tourists can cooperate to maintain the cleanliness of beach?

A: They should throw rubbish into rubbish bins at least. It is hopeless to expect cooperation from tourists. Bang Saen was very dirty before, but it became cleaner because vendors need to clean their own area.

Q: What do you think of the development of Bang Saen?

A: It's very good. It became convenient, and everything (prices, cleanliness, and vendors) is more organized. That attracts more tourists. I am happy with the development, because the environment changes in better way, which attracts more tourists. Monuments often change and attract tourists. Monuments make Bang Saen look new and higher society.

Q: What can you do to waste problem?

A: I try to reduce foam and use plastic bags. It is cheaper and can reduce volume.

L45

February 7<sup>th</sup> 2011

Q: Where are you from?

A: I am from Ayutthaya province and moved to here in 1991.

Q: Why did you move to Bang Saen?

A: I followed my relative He came to Bang Saen to do rental swimming ring business.

Q: What do you do now?

A: I am running a scooter boat business.

Q: How long have you been doing this business?

A: I started this business around 10 years ago. I had many business for example selling tissue paper, souvenir, etc. on the beach. Then I changed into this scooter boat business.

Q: Why did you start this one?

A: Better income

Q: Is floating rubbish dangerous?

A: Yes. I have to avoid. The most dangerous rubbish is bamboo sticks. I can't do anything with it. I have to avoid. The Thesaban has a boat to pick up rubbish.

Q: Where is your responsible area for cleaning?

A: No, we don't have. When there is much rubbish, I help the Thesaban to gather rubbish.

Q: What engine do you use?

A: 2-stroke engine. New engine is 80,000 baht, while 4-stroke engine is 400,000 baht. It's too expensive for us to buy. It's good for people who have money, which generates less pollution, and more power. I want to but it is too expensive.

Q: Do you have any idea what you should do to maintain the cleanliness of Bang Saen beach?

A: I help to pick up rubbish from sea and join the cleaning activities in special day. Nothing much... I can pick up broken glass when I see it. It's dangerous to tourists and us. There is a policy that everybody has to clean their own area. So we clean every day. Some people don't because we can't expect everybody to behave the same.

Q: What kind of tourists is most problematic?

A: Drunken people are very difficult to deal with. I need to leave them alone. You should go to Wonnapa beach in the night. You will see a lot of drunken students from Burapha University and making messy and littering. They wear uniform improperly. You will understand why education doesn't help. Visitors littered rubbish and degrade quality of holiday.

Q: Who is responsible for cleaning the beach?

A: Thesaban.

Q: What do you think of the development of Bang Saen?

A: Good. There are many activities to attract tourists. People can make living. Bang Saen is also nearby Bangkok. It's O.K. The economic benefits worth. The development is to make the city better. Nature can't be the same as past. The same as I can't go back to the past.

L46

November 24<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bo Thong district in Chonburi province.

Q: How old are you?

A: 42 years old.

Q: When did you move to Bang Saen?

A: 1992.

Q: When did you start this business?

A: I was doing agriculture. Money that I could earn was too little, and only once a year I could get a good round sum of money. I changed my job into security guard in Bang Saen for 3 years. I started my shop in 1995. Since I have been working at here, I could save and buy property more than million baht. When I was doing agriculture, I could not do it. I can have enough money to raise kids and sending to school and I think I am success in this business. Bang Saen beach area is the prime area.

Q: Where do you normally buy materials?

A: When it is long holiday, I go to Chonburi market. When it is normal week, I go either Nong Mon market or an open market.

Q: Where do you get water?

A: I bring it from home.

Q: How much amount of water do you use?

A: I normally use 10 of 20 gallon containers (75.7 liters) per day. I use water for washing a lot because I often change. I change water for washing for 2 – 3 times a day. Other shops do not change water much. I joined a public health volunteer program supported by the central government. The Thesaban can come to check anytime, and if I have dirty plates, I would have problem. First the Thesaban warn, second stop business, and third license is resigned. If shop is clean, then shop can get “clean food and good taste” certificate.

Q: Can you create new menu?

A: I can. I need to ask the Thesaban to approve of price. I need to think of price and if it is too expensive I probably can't sell.

Q: What types of rubbish does your business create?

A: Most people use foam because of it is convenience, but it also creates burden on the Thesaban. Tourists also bring own food and containers and throw away in here. Even we provide rubbish bins, tourists don't really care. I want the Thesaban to fix this problem. My business has not created much rubbish. Hawkers and rental beach chair use a lot of foam. When tourists litter and rubbish blows away. In my business, rubbish is mostly food waste.

Q: How do you manage waste?

A: I separate water from food waste. I separate dry waste and wet waste. Anyway I throw into the

Thesaban bins and waste will be mixed. There is only one type of rubbish bin. I separate recyclable materials for others.

Q: Is there people ask you to keep food waste?

A: These people normally go to large restaurants. Here, nobody asks to keep food waste, because the amount is not constant and little. We have to manage waste by ourselves. But vendors don't really care about waste management, because in the meeting of waste management, little people go. Not many people are cooperative. Once a year, there is meeting and training program about public health. Problem is people do not implement and practice training in reality

Q: Do you have any idea how you can increase recycling in your shop?

A: We can't do more than what the Thesaban says because we are under control of the Thesaban.

Q: Where do you dispose of wastewater?

A: I throw wastewater into drainage because people throw wastewater into sea or at trees or into bins in the past. The Thesaban needs to say to dispose of wastewater into drainage. But there is still people dispose of it into bins. The Thesaban asks all people to separate food waste from water, because wastewater goes to wastewater treatment plant.

Q: Do you have any idea what you can cooperate to maintain cleanliness of Bang Saen beach?

A: As the Thesaban policy, they want all beach vendors to cooperate in cleaning events. It's not point. The point is that everybody should clean their own area, because cleaning activities mostly happen on the beach, and vendors just show up and don't really cooperate. If everybody cleans their own area, there is no need to have such activities. We had better clean our own area.

Q: How everybody can cooperate to maintain cleanliness of the beach?

A: There is a cleaning activity that everybody can join. There are also CSR activities on the beach. There are people clean the sea. When these activities are hold, participants are not serious. They are just walking and taking pictures. After that they go back to home.

Q: How about tourists?

A: The Thesaban is trying to call for cooperation to tourists by announcing. "Gathering rubbish and throwing into the Thesaban bins". The Thesaban also provides a lot of rubbish bins. Some tourists cooperate in this. Problem is that rental beach chair doesn't provide rubbish bins to tourists. If there are enough bins, littering problem will be less and rubbish problem will be better. More rubbish bins should be provided to a large group of tourists.

Q: What do you think of the development of Bang Saen?

A: It's O.K. for now. There are a lot of events, which attract many tourists. What I like in the development is parking lots for tourists and management of security. There is surveillance cameras all along the beach, cars never be stolen. Good management of traffic during holiday.

Q: Are you O.K. with the change of Bang Saen?

A: I am O.K. as long as the development attracts tourists and make them convenient. Landscape is changing little by little. New leader has new vision and tries to develop landscape all the time. I agree with bringing new things to Bang Saen. Nature and development must develop together.

L47

November 4<sup>th</sup> 2010

Q: Where are you from?

A: I originally came from Chonburi in 1988.

Q: Why did you move to Bang Saen?

A: I followed my family.

Q: Why did your family move to Bang Saen?

A: My mother was selling salted fish to tourists in Bang Saen and my grandfather was fishermen in Chonburi. When he stopped fishing due to oil crisis in the 1970s, we changed business from fishery to selling things to tourists. My grandfather caught fish and mother sold fish.

Q: What do you do?

A: I am a hawker selling snacks.

Q: Why did you start this business?

A: It's because I have been helping my mother to sell fish, and one day the Thesaban wanted to arrange vendors on the beach so that I started. Mother was selling marine products caught by my grandfather but after he passed away, we needed to get things to sell from somewhere else. After the Thesaban arranged vendors on the beach, we needed to choose things to sell and I selected shrimp deep frying. Rule was set up that vendors can't sell more than 3 things. You decided to sell frying things you need to sell 3 frying things. You decided to sell steam things you need to sell 3 steam things. I also can make quite a lot of money especially during the high season.

Q: How many hawkers exist in the beach?

A: I think it's around 1,000. You can come to see on Sunday and Saturday. It's full of hawkers.

Q: Where do you normally buy seafood materials?

A: I buy materials from Ang Sila market. I buy materials from regular shop. If you are not regular customers, sellers will cheat you.

Q: What do you think you can sell only three things?

A: I am O.K. with this idea. Because there are many sellers on the beach. We had better sell 3 things for each hawker. Everybody can sell something and have job. It's good policy to prevent conflicts among vendors. One bloc never sells the same thing.

Q: What rubbish does your business create?

A: Seafood shells, I peel every day. I throw into the Thesaban bins. Foams, and rental beach chair throws it away into the bins.

Q: Why don't you use reusable plates, folks, and spoons?

A: I can't use it because it's not convenient for me. Foam goes away with visitors. They can take home. Reusable doesn't look nice when customers want to take home, because I need to put it into plastic bag. Sometime visitors eat at different block so that I can't give reusable plates

Q: What do you do with cooking oil?

- A: I wait it until cold, and I keep it in bottle when oil becomes black color. I sell as used oil. I don't know what buyer does with it. I go to sell. 1 (5L) bottle is 100 baht.
- Q: What do you think you can help to maintain the cleanliness of Bang Saen beach?
- A: I clean my own area. I join cleaning activities. I go to join when I am free.
- Q: How can all people cooperate with each other to maintain the cleanliness of the beach in daily basis?
- A: We should drop rubbish into right place and keep nature as it is. Bang Saen become better, now all vendors clean and as well as the Thesaban.
- Q: What do you think of tourism development in Bang Saen?
- A: Good. The development of beach is especially good. Vendors are more organized. Cleanliness of the beach is better than before.
- Q: Are you happy with the change of Bang Saen?
- A: We didn't lose much nature. But we modify nature. We something lost and gained. If we can make a balance at the same time tourists are happy, that would be the best. If tourists like it, then the change is O.K. I think the development is in the right track. Tourists like the multi-purpose space at Laem Tan.

L48

September 1<sup>st</sup> 2010

- Q: Where are you from?
- A: I am from Chonburi
- Q: How long have you been in Bang Saen?
- A: For 17 years. But I often came to Bang Saen from childhood because Bang Saen is the nearest place for holiday-making.
- Q: How looked like Bang Saen in the past, when you were kid?
- A: When I was kid, my parents often took us to the Bang Saen beach by car. Bang Saen looked rural. There was nothing but many coconut trees and sugar palm trees behind the beach. But now all disappeared. It was fun, and there was no traffic jam, there was small asphalt road, there were only few cars because people who had cars were considered very rich. People often took boat from Chonburi to here. Bang Saen beach had more coconut trees than today. There was no building. The land at the back of the Burapha University was coconut farm (hundreds Rai). Even the school song says cutting coconut trees to build road. Sarit planted coconut trees at Bang Saen beach and made sidewalk. Beach was covered by many pine trees and saman trees, etc. He made these because he built his house at Laem Tan.
- Q: Since when these coconut farms replaced by buildings?
- A: It gradually disappeared and replaced with the development of the university. The expansion of university caused increase of population in Bang Saen so that many people invested in apartments,

shops, etc. They need place to stay and eat. Land price increased so that many locals also sold land to investors. These developments seem to happen without order or plan and spoiled old rural environment of Bang Saen.

Q: What did you play?

A: We enjoyed picnic, sea bathing, walking, and gathering crabs and shells on the beach. It was all free of charge! I remembered some tourists enjoyed pleasure boats, rental bicycle, and beach chair. You needed to pay for these activities. There were only basic services available at that time such as simple food and drink. Laem Tan was not place for playing but some people went to see sunset. Some part of Laem Tan was restricted to enter because of Sarit house. Khao Sam Muk was place for pray not for playing.

Q: What do you think of changes of Bang Saen?

A: The changes are good for business or economy, because more tourists come and more sales. Even though Bang Saen became more convenient, air became worse... The environment is becoming worse. The economy and the environment conflict each other. Wan Lai became an entertainment event for tourists now. It is not event for locals. Tourism should not be developed anymore because there are too many tourists in here, tours and buses. Good culture of Bang Saen is all distorted such as the Songkran and Wan Lai. Tourists play the Wan Lai for 5 days, people stand on pickup trucks, drink alcohols, dance with wearing very thin cloth, and play very loud music. I can't make any business during the Songkran so that I usually escape to somewhere else. It is getting worse! Tourists make noise night and day for 5 days. We should the Songkran as it should be. The Songkran in here was normal since many tourists (particularly young people) with pickup trucks gather in here it is getting worse. Sexual harassment in public is normal during the Songkran. This makes Bang Saen degrade.

Q: Since when these changes started to be eyesore?

A: Especially after 2000.

Q: What do you think events holding almost every month?

A: Most events are nothing to do with local culture. People today easy to get tired so that new events need to be made otherwise tourist will go somewhere else.

Q: Have you ever been there?

A: Exhibition is just showing fish. The importance of the conservation through the exhibition of marine organisms was weak.

Q: When the aquarium opened?

A: University started the aquarium about 30 years ago. The aquarium became a new tourist attraction of Bang Saen shortly after its open.

L49

November 27<sup>th</sup> 2010

Q: Where are you from?

A: I came from Prachuap Khiri Khan Province.

Q: When did you move to here?

A: Early 1990s

Q: Why?

A: I followed my brother. His girlfriend is from Bang Saen.

Q: What do you do?

A: I am running food stall.

Q: Why did you start this business?

A: I was working as a staff in a food stall on the beach. I wanted to have own shop. My brother is working as cook in a hotel in Bang Saen.

Q: Have you changed menu from the beginning?

A: I change it from time to time. In the beginning, menu was simply fried rice and tom yam soup. Tourists started to ask fish so that I added. There is some popular menu, recently many tourists want to eat, but since it is complicated to make, I can't.

Q: What rubbish do you normally create?

A: Food waste and plastic bags, we don't produce recyclable rubbish. It comes from tourists bought at convenience stores and left in the shop.

Q: How do you normally manage rubbish?

A: I help to clean the area nearby my area. I pick up rubbish and throw into the Thesaban bins. I separate water from food waste. I separate clean plastic bag to reuse. And I put into the bins. When I collected sellable waste to some degree, I go to sell to a recycle shop, which is better price than Saleng. 1 kg 5 baht or 8 baht. It depends.

Q: What do you do with food waste?

A: From cooking, separate water from food waste. Leftover separate water from food. I put into the Thesaban bins. In the past, people came to pick up food waste for animal food, but after bird flu happened, no one came to pick up. They came to pick up in the evening before. Local people quitted to feeding domestic animals now. No one keep food waste because nobody comes or no collection by the Thesaban. I gave for free. Since this is rubbish, if someone makes use, I am willing to give.

Q: Where wastewater is disposed?

A: Drainage.

Q: Do you have any idea what you should do to maintain the cleanliness of Bang Saen beach?

A: Clean my own area and help to pick up rubbish. Tell friends to keep clean. Rubbish is basically created by tourists. Some tourists litter and leave rubbish nearby coconut trees. Even I say "please



drop in rubbish bins”, they don’t care. Even the Thesaban put signs on the beach; tourists don’t care signs and announcement. This problem cannot solve. What we can do is just telling to tourist in person. This is what we can help the Theban’s announcement. I can’t prohibit customers from eating outside food at my shop. I just want tourists to throw rubbish into bins. If everybody picks up one piece of rubbish, it will help. Some people are rich and servant so that a maid cleans after you. When I see big rubbish, I try to pick up even it is not my area. It may fly to my area. Since I am committee member, I can say please keep clean to owner of the area. When I see drainage is greasy, I will tell shop owner to clean. If the owner doesn’t clean, I will take picture and send it to the Thesaban. Thesaban will come to check.

Q: What do you think of tourism development?

A: Good. Especially utility and cleanliness.

Q: Are you O.K. with change of Bang Saen?

A: Our business doesn’t affect the environment. But big hotels and condos affect very much. Most people are O.K. with changes. Personally I think there are good and bad changes. Since we can make business, I have to say change is good. We don’t get negative impacts, if we get, I would say change is bad.

Q: Does the Thesaban listen to your opinion?

A: Yes... but they ask only opinions...

L50

September 22<sup>nd</sup> 2010

Q: Where are you from?

A: I am from Bang Saen

Q: How old are you?

A: 49 years old.

Q: What have you been doing?

A: I was fisherman before this hawking business.

Q: Why did you change the job?

A: Fishery declined due to the oil crisis during the 1970s. Many people quitted and sold boats. Behind Sichang Island, we often went to catch fish. My friends changed occupations to retailer, day labor or vendors on the beach.

Q: Why did you change into this business?

A: I was a cook in trolley fishing boat and I had to cook for crews. When I was in military service (navy), I was in a cooking unit. I am good at cooking.

Q: How do you manage waste?

A: I separate recyclable waste and sell. Other types of waste, I gathered all and throw into the Thesaban bins without any separation. If the Thesaban finds rubbish on the floor nearby your

shop, they will fine 500 baht. This agreement I have to sign when I extend license every year. Municipal police monitors normally this. Since I am business leader so that I have to be role model.

Q: Are you a leader of this business unit? What do you have to do?

A: Yes. Nothing much I have to do. I just spread the Thesaban's news and information. I run errand for the Thesaban.

Q: How many hawkers exist on the beach?

A: 557 hawkers.

Q: Since when this business exists?

A: It exists for long. Kamnan Poh even said that we have to keep this hawking business and do not fight each other, this is because one of Bang Saen's identity. Many years ago, hawkers didn't have parcel because they needed to move to escape from Sun and follow the customers before the Thesaban period. Today there are a lot of complaints about illegal vendors and the public health division became less strict so that I have to go to Thesaban to write letter to control them. I tell the Thesaban but municipal police does not do anything. I know it's helpless but I have to go to the Thesaban because I am leader and it is volunteer work.

Q: How is tourist behavior?

A: Tourists don't clean after eat and drink. They just come and go and make messy the beach. Rental beach chair provides rubbish bins to tourists sit in chair. Rental beach chair drops rubbish made by tourists into the Thesaban's bins. Problem is Wonnapa beach. In the night, rubbish on the beach created by tourists and illegal vendors sell fireworks to tourists. The Thesaban actually has to solve it, but the Thesaban has not done anything yet. Rubbish net in the sea costs 20 million baht and water grass is from outside. When a storm comes, net can't protect rubbish from drifting the beach. When rubbish drifts to the beach, I tell the Thesaban otherwise tourists complain. There is also problem of bamboo sticks drift to the beach. The most of tourists come in the night use mat and leave all rubbish, because there large outdoor lights are on the beach until 5 o'clock in the morning. Tourists should throw rubbish into bins provided. If we tell too much, they will be upset.

Q: What do you do when so much rubbish drifted on the beach?

A: Nothing, we have to wait for the Thesaban to clean.

Q: Why do not help each other and clean together?

A: Vendors already have taken care of the cleanliness. Each person has their responsible area to clean. For other people to help to keep clean by throwing rubbish properly. It maybe hopeless to ask cooperation from illegal vendors. No matter how much neighboring spaces became dirty or no matter how much Bang Saen beach became messy because of marine debris, they did not care at all and shifted the responsibility to the Thesaban. That is reality. You should not do things more than assigned. This is common sense of Bang Saen.

Q: What the positive impacts do you see?

A: A lot of things were changed. More coconut trees and footpath. Beach area is more developed. In

the past, there were only morning glory and sand. Only a few number of rental beach chairs, there are now more chairs and organized. More parking areas so that people can see more things. In the past, the area currently I am selling things was called even dog ignore. Soi 3 – 4 area was prime area before. Now the prime area is revered, because tourists can park in Saensuk resort. At Soi 2, there is bus parking lots owned by the Thesaban. At Soi 4, there is parking lot owned by beach resort. At Soi 3 around bloc No. 23 cannot have good business, because there are not enough parking lots, because of new construction

Q: How about the negative ones?

A: Beach is disappearing (i.e. beach erosion) because of breakwater construction. I can't opinion about it. There is construction over craggy area in Laem Tan.

Q: Why not?

A: Here is Bang Saen. The development is led by influential group for their private gain. Nobody can complain if you want to continue making a living in Bang Saen. Otherwise you will be kicked out.

Q: Can you tell me events?

A: Almost all events started from the Sawat period, a relative of kamnan Poh. Before events were organized in the beach but vendors needed to close shop for the events. The Thesaban made multi-purpose space and events were all moved to Lam Tan. The purpose is to bring new generations to Bang Saen by holding events. All events aim for attracting new groups of people. In long holiday, regular customers come, events therefore aim for new group of tourists to come in different time

Q: Can you participate in decision making?

A: I can show some ideas on things already decided in order to improve it or fit to the reality. I can say something only when the Thesaban asks. When we have meeting, the Thesaban allows everybody to propose any ideas (wants and needs). Thesaban will consider ideas later. There is no such coordination about needs and wants of vendors.

L51

September 9<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bang Saen

Q: How old are you?

A: I am 51 years old.

Q: What do you do?

A: I am running seafood restaurant in Khao Sam Muk.

Q: Why did you start this business?

A: The family was actually fisherman and started to sell food in Sam Muk. I opened this restaurant on 11 February 1989 (22 years ago). Fishermen in here was catching fish and farming oysters and mussels and sell the marine products to the food processing factory or Nong Mon market.

Q: Why did you open it at that time?

A: It was because Bang Saen started to be busy again and many tourists started to come back. That is why I opened it. Many restaurants opened around here but quite many went to bankrupt.

Q: Why?

A: They expand business too much without concerning their capacity. Greedy.

Q: What did you do before this restaurant?

A: I have been working since childhood. I sold snacks and food in Bang Saen beach and I was also day labor. I only finished primary school 4<sup>th</sup> year.

Q: Can you tell me Khao Sam Muk in the past, when you were kid?

A: Khao Sam Muk has been a sacred place and monkey habitat. Tourists came here by bicycle and walking. The Thesaban never takes care of monkey even though monkeys are tourist attractions of Bang Saen so that the restaurant as well as tourists has to feed monkeys. There was small cave with water dropping all the time. After kamnan Poh built the road around the hill, he moved the shrine to the current place. It was because old shrine was too small for visitors. Fresh water welled up around place the condominium is located. People in the community used that water for drinking. In the beginning, there was house, later it became the restaurant, hotel, and condominium in the end. Owners have been changed three times. The first road was made when Piboon came to Bang Saen. But houses were already there before the road was made. We lived on the hill but we were asked to move down to the present place. I then got possessive right from Sarit. Kamnan Poh renovated Khao Sam Muk. He destroyed nature in Khao Sam Muk. He made the bank. He knows only construction. He destroyed the habitat of marine creature. He wanted development in order to earn money and forgot about nature. Monkeys started to stay on the road and stone fell from the hill. The development and construction destroyed nature while he expected this brings the better environment. I think it is not good.

Q: Did you see mangrove?

A: Yes. Now mangroves are all disappeared. Gradually disappeared because population increased in this community so that land was needed to build houses. It's almost all disappeared before the 1980s. Now the Thesaban is replanting mangroves.. Turtles were used to lay eggs around here. From 1968, turtles were started to be less. And road was made around Sam Muk so that turtles cannot come to lay eggs anymore.

Q: How tourism development can be improved?

A: Thesaban needs to make local communities participate. When the Thesaban get budgets, they should think of how to distribute income to local communities.

Q: Why?

A: They should reflect local opinion how to distribute economic benefit.

Q: Do you think that the development is enough already?

A: The development is not sufficient from perspective of local people. We want more urban and city. The city should develop a way which everybody can make living. The development brings

benefits only to small group of people in Bang Saen.

Q: How do you manage waste in the restaurant?

A: I just throw rubbish into the bins in the front of restaurant.

Q: Do you separate waste?

A: Staff separate sellable waste.

L52

November 29<sup>th</sup> 2010

Q: Where are you from?

A: I came from Songkhla province.

Q: When did you move to here?

Q: I moved to Bang Saen in 1967.

A: Why did you move to Bang Saen?

Q: Popular song at that time sang by Suraphol Sombatcharoen.

Q: What have you been doing since 1967?

A: Photo shooting on the Bang Saen beach was my first business. After slum was removed by Kamnan Poh, I started souvenir shop in the commercial building made by him. After 1994, I started this rental room business in here.

Q: Why did you change business to this rental room?

A: The development project started and more tourists started to come back to Bang Saen. I needed to initiate some business in order to cater for tourists. Before the Thesaban period, the environmental degradation kept away tourists. They went to other places.

Q: How many rooms do you have?

A: Around 24 rooms now but I had 50 – 60 rooms in the past. I sold to half rooms, and invested in student dormitory. Income from this room rent is to make a living. Income from student dormitory is to keep for investment.

Q: Where do you have student dormitory?

A: Around Burapha University?

Q: When did you build it?

A: Around 1990 when the University became Burapha.

Q: What rubbish does your business normally create?

A: Food waste especially snacks. Young people bring a lot of snack and scatter in the room. Housekeepers separate rubbish into sellable or non-sellable. If housekeepers want to sell sellable wastes, they have to keep and sell (500 Baht a week) to Saleng. The rest of rubbish is thrown into the Thesaban's bins. Rubbish reduction is difficult. More people try to find to sell more. Producers want to sell products and earn more profits. Consumers do not care about waste. Some people eat and litter on the street. Even the Thesaban can't do anything. No one can fix. Something simple I

can do but something that is beyond my ability I can't do.

Q: What can you do to maintain the cleanliness of the beach?

A: I send my staffs only when the Thesaban asks cooperation in events (e.g. cleaning). It's just temporary cleaning. Rubbish never goes away.

Q: How can people cooperate to maintain the cleanliness?

A: Everybody keeps clean their own area. If their area is not clean no tourist comes. The room rent business send staffs to help the Thesaban when they ask for cleaning. Tourists are careless. Even rubbish bins are provided; they still litter on the street.

Q: What do you do to save energy, water, waste reduction, etc.?

A: I installed save energy light bulb. Other things no.

Q: Why not?

A: I cannot do because I do not know how I can save water and reduce waste in my business.

L53

August 25<sup>th</sup> 2010

Q: Where are you from?

A: I am from Chachoengsao Province

Q: Why did you move to Bang Saen?

A: I followed my dad to live here around 30 years ago.

Q: Why he moved to Bang Saen?

A: He came to work in here for seeking better job.

Q: What did he do?

A: He had rental scooter business. License was not needed at that time.

Q: What do you do?

A: I have a license from father and doing the same business. I am a leader of this business unit. My wife is doing rental beach chair at Bang Saen beach. Now I do not lend but use banana boat. We need to pay license fee to Thesaban every year. During the Sukhaphiban period, we did not have to pay..

Q: Since when this business has existed?

A: Around the 1970s. This business appeared after pleasure boat business.

Q: Where are these boats from?

A: Boat body is made in Thailand. Engine is imported from Japan.

Q: How many scooters are now?

A: There are 133 scooters and 28 speedboats.

Q: What is the duty of the leader?

A: Nothing much. Spread news and information. Call for cooperation in Thesaban work.

Q: Does rubbish floating in the sea affects your business?

- A: Yes, it is sometimes very dangerous. Rubbish trap does not really work in practice. Scooters hit bottles and wood that can cause accident.
- Q: How Bang Saen has changed?
- A: In the past, where we sit was only beach morning glory. Beach was very beautiful and natural. The tide never harmed the beach. Wonnapa beach was beach before but now it is breakwater. Laem Tan, now there is Sala which many tourists visit. I think Wonnapa beach and Laem Tan are most interesting spots. Bang Saen beach is still the same but there are some changes, because of wave taking some sand away and cleaning trucks that take sand away. Some part of the beach is facing beach erosion. But the entire environment became better and more beautiful.
- Q: Do you see any positive impacts?
- A: The improvement of cleanliness of the beach and city. The environment of Bang Saen became more beautiful than the Sukhaphiban period.
- Q: How about negative ones?
- A: Beach erosion and losing the former environment. But we cannot stop it because development is happening without stop.
- Q: How tourism development can be improved?
- A: I think we have to adjust the way of development. We have to take locals to participate in this. In the past, locals know nature condition very well. I think locals knowledge that can predict what will happen with nature can be useful. However, there is no participation or place they can use these knowledge or express their ideas.
- Q: Why not?
- A: Everything is decided by local influential group.
- Q: What would happen to the natural environment, if the current trend of tourism development continues to the future?
- A: Environment...I think it will be all gone. Economic development is much more important, because if locals cannot make a living, this will be serious.
- Q: What will be the impact on tourism if there is no nature?
- A: No tourist will come here. I think we need to protect the beach.
- Q: What should be done for that?
- A: Locals should cooperate with each other.
- Q: What would be barrier?
- A: Selfishness. And now there are some teenagers that drank beers and broke bottles on the beach. I want them to behave better.

V1

September 24<sup>th</sup> 2010

Q: Where are you from?

A: I am from Bangkok.

Q: How old are you?

A: 57 years old.

Q: Since when do you visit Bang Saen?

A: Since when I was kid.

Q: How often do you come?

A: Sometimes..

Q: How Bang Saen has changed?

A: Cleanliness is improved but this place looks similarly to other place such as Pattaya.

Q: What is the least attractive thing in Bang Saen?

A: Litter and rubbish. This is really ugly.

Q: How can you help maintain the cleanliness of the beach?

A: Local vendors should maintain the cleanliness.

Q: What is the most attractive thing?

A: Rural atmosphere and nature.

Q: Do you want to come to Bang Saen again?

A: I think I will.

V2

September 24<sup>th</sup> 2010

Q: Where are you from?

A: I am from Chonburi.

Q: How old are you?

A: 39 years old.

Q: Since when do you visit Bang Saen?

A: Since when I was kid.

Q: How often do you come?

A: I often come because here is close to Chonburi.

Q: How Bang Saen has changed?

A: Cleanliness is improved. But Bang Saen in the past is more attractive than today. Old bungalows and facilities look Bang Saen not good. They should renew old facilities.

Q: What is the least attractive thing in Bang Saen?

A: Litter and rubbish.



Q: How can you help maintain the cleanliness of the beach?

A: Local vendors as well as Thesaban should maintain the cleanliness. That is their place of work.

Q: What is the most attractive thing?

A: Rural atmosphere and nature.

Q: Do you want to come to Bang Saen again?

A: I think I will because here is very convenient place for recreation.

V3

October 1<sup>st</sup> 2010

Q: Where are you from?

A: I am from Bangkok.

Q: How old are you?

A: 48 years old.

Q: Since when do you visit Bang Saen?

A: Since when I was kid.

Q: How often do you come?

A: Sometimes. I cannot say how many times but really sometimes.

Q: How Bang Saen has changed?

A: Cleanliness is improved compared with the past. But Bang Saen in the past is more attractive than today because Bang Saen today looks similarly to Bangkok. You see big shopping mall, condominiums, and residences. They are losing attractiveness of place by building things. Old bungalows and facilities look Bang Saen deteriorated. They should maintain nicely rather than merely keep them. I do not want to go toilet in these dirty pay toilet.

Q: What is the least attractive thing in Bang Saen?

A: Litter and rubbish. The beach is the face of Bang Saen but litter and rubbish spoils it. It is not good for entertaining tourists. I do not really want to swim here. Sitting and eating are O.K.

Q: How can you help maintain the cleanliness of the beach?

A: Local vendors should maintain the cleanliness. Tourists come to take a rest at Bang Saen beach not to clean up the beach we holiday at.

Q: What is the most attractive thing?

A: Rural atmosphere and nature. But as I said, the development is spoiling these very much.

Q: Do you want to come to Bang Saen again?

A: I think I will because there is no other place like Bang Saen nearby my house.

V4

October 23<sup>rd</sup> 2010

Q: Where are you from?

A: I am from Bangkok

Q: With whom did you come to Bang Saen today?

A: With my husband.

Q: How old are you?

A: 64 years old.

Q: Why did you come to Bang Saen?

A: I came here to enjoy the beach.

Q: Since when do you come here?

A: Since I was child, my parents sometimes took me here.

Q: How was Bang Saen in the past?

A: Bang Saen was nothing much compared with Pattaya. This place has been reserved for Thai people. This is one of the reasons why I still sometimes come. During the 1970s, the environment of Bang Saen was degraded so that I started to go different places such as Pattaya and Rayong. Pattaya is international tourist spot and relatively expensive for general Thai people.

Q: Do you like the current Bang Saen?

A: Bang Saen changed a lot, especially after the 1980s. It more urbanized and looks similarly to Bangkok. I want Bang Saen to keep rural atmosphere but the development spoil it. It is pity.

Q: What is the most attractive thing in Bang Saen?

A: Bang Saen beach.

Q: Why?

A: Because Bangkok has no beach.

Q: What is the least attractive of Bang Saen?

A: Rubbish and litter.

Q: How can you maintain the cleanliness of the beach?

A: It is not tourist responsibility for sure because we are customers and pay. Of course I can help drop rubbish into rubbish bins. But this is the same as you do not help cleaning and waiters in the restaurant after eat. It's more responsibility of people who reap benefits from Bang Saen beach such as vendors and the Thesaban. Tourists come here to take rest.

Q: If there is a cleaning activity organized in Bang Saen beach, do you join?

A: Umm.. Maybe not.

Q: How much do you plan to spend in Bang Saen?

A: I don't know. But I guess around 1,000 baht for food, drink, and souvenirs.

V5

January 23<sup>rd</sup> 2011

Q: Where are you from?

A: I am from Bangkok

Q: Why did you come to Bang Saen?

A: Bang Saen is close to Bangkok and here is not expensive. Here is good place for weekend holiday-making.

Q: What is the main purpose of visiting?

A: I came to relax, eat seafood, and enjoy nature.

Q: How many times a year do you come to Bang Saen?

A: Around twice a year.

Q: What is the attractiveness of Bang Saen?

A: Every time I come here, this place is occupied by Thai people.

Q: Any particular tourist spot?

A: Bang Saen beach.

Q: What do you think of the environment of Bang Saen?

A: The cleanliness is more improved than before, but the environment is becoming messy, urbanized, and overcrowded. In the past, before the development Bang Saen was dirty and messy but there was still nature remained. The rapid development of this place makes Bang Saen similarly to Bangkok and loses attractiveness of Bang Saen.

Q: What is the least attractive of Bang Saen?

A: Rubbish and informal vendors. But old facilities such as bungalows and pay toilet looks Bang Saen degraded rather than keeping tradition.

Q: How can you maintain the cleanliness of the beach?

A: I paid money for their service and products. Local people are making money from tourists. Why do I have to take responsibility for cleaning their business space? It is their responsibility for maintaining the cleanliness. And I come here for holidays not for cleaning.

Q: What do you want to see in Bang Saen in the future?

A: At least the same as today.

V6

March 5<sup>th</sup> 2011

Q: Where are you from?

A: I am from Bangkok.

Q: How old are you?

A: 37 years old.

Q: With whom did you come to Bang Saen today?

A: Family.

Q: What do you do?

A: I am working for a company. The private sector.

Q: How much do you plan to spend per head for making holiday in here?

A: Not sure.. Let's say around 700 baht.

Q: Why did you visit Bang Saen?

A: Because here is close to Bangkok and easily enjoy nature. Bang Saen is also cheap place.

Q: How often do you come here?

A: Sometimes. Once a year, let's say.

Q: Do you stay overnight?

A: No. I returned to Bangkok this evening.

Q: Why don't you stay overnight?

A: Bang Saen is very close to Bangkok.

Q: What do you think of the current Bang Saen?

A: It became more urbanized and similar to Bangkok. The Bang Saen beach looks old because of old facilities and bungalows. It may be good thing of Bang Saen.

Q: What do you want Bang Saen to be?

A: I want to keep Bang Saen like today. I do not want Bang Saen to be more developed. If here is more developed, I may go somewhere.

Q: For example?

A: Rayong or some island.

Q: What is the least attractive thing?

A: Litter.

Q: What can you do to maintain the cleanliness of Bang Saen?

A: It is not responsibility of tourists at least. It is responsibility of local people. They should keep it for guests.

## APPENDIX E

### NUMBER AND PERCENTAGE OF TOURISTS' INTENTION OF REVISIT AND ITS REASON

Reasons	Yes		No		Neither		No answer		Total	
	N	%	N	%	N	%	N	%	N	%
Affordable place	162	98.8	0	0.0	2	1.2	0	0.0	164	100.0
Nature and nature-based activities	116	99.1	0	0.0	1	0.9	0	0.0	117	100.0
Depends on environmental quality	8	17.8	4	8.9	33	73.3	0	0.0	45	100.0
Depends on time availability	1	3.0	0	0.0	31	93.9	1	3.0	33	100.0
Seafood	8	100.0	0	0.0	0	0.0	0	0.0	8	100.0
I don't know	2	22.2	0	0.0	7	77.8	0	0.0	9	100.0
Other	10	62.5	0	0.0	6	37.5	0	0.0	16	100.0
No answer	6	85.7	0	0.0	0	0.0	1	14.3	7	100.0
<b>Total</b>	313	78.4	4	1.0	80	20.1	2	0.5	399	100.0

**APPENDIX F**

**NUMBER AND PERCENTAGE OF TOURISTS' DESIRES TO  
FUTURE BANG SAEN AND ITS REASON**

	Nature rich		Culture rich		Urban		Same		No answer		Total	
<b>Reasons</b>	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%
I want to maintain this environment	254	76.2	13	3.9	4	1.0	46	13.8	16	4.8	333	100.0
I want Bang Saen to be more convenient	7	22.6	0	0.0	19	61.3	1	3.2	4	12.9	31	100.0
No Idea	6	54.5	2	18.2	1	9.1	1	9.1	1	9.1	11	100.0
Just want to come back	7	100.0	0	0.0	0	0.0	0	0.0	0	0.0	7	100.0
Other	1	16.6	3	50.0	0	0.0	1	16.6	1	16.6	6	100.0
No answer	5	45.4	2	18.1	2	18.1	0	0.0	2	18.1	11	100.0
<b>Total</b>	280	70.1	20	5.0	26	6.5	49	12.2	24	6.0	399	100.0

## **BIOGRAPHY**

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Thammasat University, Faculty of Architecture and  
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## **PUBLICATIONS**

Power Relations in Tourism and Environmental  
Transformation in Bang Saen, Thailand.  
Environment and Resources Journal 10 (2), 1-10.

The Management of Capital Allocation for  
Sustainable Municipal Solid Waste Management  
System: A Case Study of Bang Saen, Thailand.  
EnvironmentalAsia 6 (1), 51-59.



**CONFERENCE  
PRESENTATION / PAPER**

The 6th International Conference on Design History and Design Studies 2008, October 24 – 28, Osaka, Japan. “Anti-separation Performance of Solid Waste at Source: The Top-down Communication Design Approach Problem in a School Community in Thailand”

The 16<sup>th</sup> Annual International Sustainable Development Research Conference 2010, May 30 – June 1, Hong Kong. “The Challenge to Research in an Ecosystem Approach for Reorganizing the Tourism System”

The International Conference on the Environment and Natural Resources 2010, November 10 – 12, Nakhon Pathom, Thailand. “Power Relations in Tourism and Environmental Transformation in Bang Saen, Thailand”

The 6<sup>th</sup> International Conference on Design for Sustainability 2011. December 19, Tokyo, Japan. “The Situations of Thailand Concerning Sustainable Design”

**CONFERENCE  
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The 1<sup>st</sup> International Conference on Sustainable Tourism Management, with the theme Management of Sustainable Tourism in the Next Decade: Prospects and Challenges 2009, March 27 – 29, Chiang Mai, Thailand

The 1<sup>st</sup> International Rangsit University International Design Symposium: Work in Progress 2012, December 11 – 13, Bangkok, Thailand

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