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NIPON CHUAMUANGPHAN : GUIDELINES FOR TOURISM SITE
MANAGEMENT IN ACCORDANCE WITH PRINCIPLES OF ECOTOURISM : A CASE
STUDY OF PHU CHEE FAH FOREST PARK IN CHIANGRAI PROVINCE. THESIS
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The objective of this research, the case study of the Phu Chee Fah Forest Park, was to identify guidelines in tourism site management in accordance with principles of ecotourism. Quantitative survey method utilizing structured questionnaires was employed to interview tourists and local people. Qualitative study using in-depth interviews technique was conducted with officials of Northern Region Tourism Authority of Thailand zone 2, officials of Phu Chee Fah Forest Park, officials from Thoeng District and Wiang Kaen District, village headmen and with their assistants from Rom Fah Thai Village and Rom Fah Thong Village including volunteer patrols. Participatory observation of tourists' behaviour and the survey of the existing area conditions were conducted as well. The analysis of quantitative data was done by using SPSS/PC. The qualitative data was presented by descriptive analysis and synthesis.

The findings of the study revealed that : i) according to the first principle of ecotourism which is based on nature, community, and culture, Phu Chee Fah is a natural tourism site outstanding in terms of landform, greenery, especially *Bauhinia variegata* Linn, and Mhong hilltribe ; ii) the second principle which is based on sustainable management, the area still lacks management due to its new set-up; iii) the third principle which is based on knowledge provision and communication for tourists and local people, it was found that training on ecotourism, exhibitions on way of life of local people, signs, media, and information center are not available; iv) the fourth principle which is based on participation of local people, indicated that local people earn some benefit from tourism whereas decision making, implementation and assessment participation do not exist; and v) the fifth principle which is based on tourist satisfaction, showed that tourists are satisfied with the natural condition and scenery of the area.

The conclusions of the study resulted in formulation of guidelines for tourism site management of Phu Chee Fah forest park. In terms of policy, management should be decentralized so that local communities have participation in accordance with principles of ecotourism. The guidelines for each specific group suggested that ; i) tourists should have the opportunity to gain ecotourism knowledge before entering the forest park and in the forest park ; ii) local people, the emphasis should be trained in service provision and ecotourism knowledge, and should participate in tourism site management. Local people should benefit from tourism while relevant authorities should take roles as helpers and advisors. In terms of tourism entrepreneurs, ecotourism-minded service should be emphasized. Furthermore, tourist guides should be knowledgeable and be examples to tourists concerning ecotourism. For implementation, all groups should coordinate to implement guidelines and achieve the integration of ecotourism site management with a view to attaining the goal of sustainable development.