

**COMMUNITY AND TOURISM DEVELOPMENT IN DON WAI
MARKET, TAMBON BANGKRATUK, AMPHOE SAMPHRAN,
NAKHONPATHOM PROVINCE,
THAILAND**

SUKONTA SORTHIP

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Any mistake appeared in this thesis is entirely on my responsibility.

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ABSTRACT

This study investigated the local history, economic conditions, and social and cultural aspects of Don Wai community. The researcher also investigated the historical aspect of Don Wai market community to learn more specifics of its background and development. Research involved observation of operations of the market committee and market members. The aim was to gain knowledge on the nature and significance of participation in tourism development. Data and information gathering was from a literature review, field study, and in-depth interviews.

The results showed that Don Wai community learns by its own experience and operates through stages of participation, firstly, the Initiation Stage, involving a design for tourism development by the community itself through organizational structure. Stage 2 is the Joint Act/Operating Stage; designing the role and responsibility of relevant parties. The Benefit Gaining and/or Burden Taking Stage is the evaluating and identifying of any problem/obstacle, and solution seeking. The next stage is a Planning Participation Stage, which includes analysis for future trends in tourism development with a view to coping with any uncertainty/problem; this stage provides early warning and preparation for both short and long term projects. These stages reflect the self-administration processes and elements of participation in tourism development that a community possesses. They reveal that the nature of participation at Don Wai has the following elements: 1. Sense of ownership in Don Wai community; members of Don Wai have a close community relationship where each member feels responsible and wants to develop the community. 2. Self designed community rules based on cooperation; the community has its own rules and norms for cooperation and participation within their community. This prevents serious conflicts that are difficult to reconcile. 3. Leaders encourage change: There are local leaders in the community who possess high morals and integrity, each a keen visionary, who is respected among other community members. They are continually contributing to groundwork for community preparation for tourism development. 4. Social infrastructure that always encourages villagers to become a community volunteer, the infrastructure provides public space in the temple grounds for discussion of activities. This infrastructure enables Don Wai community to become dynamic with members coming together and raising, discussing and embracing tourism in their business. 5. Central community role; despite empowering by law the sub-district administration organization does not fully exercise its power but leaves the community a meaningful role in decision making. The sub-district administration organization only takes a supporting role. 6. Common group awareness; the community is aware of its encounters, and community members collectively take efforts on them, and never wait for any organization to solve it for them. 7. Community realization; through idea sharing and experience, issues of the community are decided upon collectively.

KEY WORDS: ECOTOURISM/ LOCAL COMMUNITY/ LOCAL COMMUNITY'S ROLE/
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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาประวัติศาสตร์ชุมชน สภาพทั่วไปทางเศรษฐกิจ สังคม และวัฒนธรรมของชุมชนตลาดดอนหวาย ศึกษาพัฒนาการการท่องเที่ยวตลาดดอนหวายท่ามกลางการเปลี่ยนแปลงของปัจจัยแวดล้อมหรือเงื่อนไขต่างๆ ตลอดจนการบริหารจัดการท่องเที่ยวที่ชุมชนดำเนินการอยู่ว่าเป็นอย่างไร ชุมชนมีวิธีการจัดการกับสภาพปัญหาและแก้ไขปัญหาได้อย่างไร ซึ่งนำไปสู่การอธิบายถึงพลังความเข้มแข็งและการมีส่วนร่วมของชุมชนในการจัดการการท่องเที่ยวของชุมชนเองได้ โดยเก็บข้อมูลทั้งจากเอกสารงานวิจัยที่เกี่ยวข้อง และจากการเก็บข้อมูลภาคสนาม การสัมภาษณ์เชิงลึก และการมีส่วนร่วมในกิจกรรมของชุมชน

ผลการศึกษาพบว่า กระบวนการที่ชุมชนตลาดดอนหวายได้เข้าไปมีส่วนร่วมในการพัฒนาการท่องเที่ยวของชุมชนตนเองนั้น ชุมชนได้ผ่านพัฒนาการต่างๆ มาเป็นลำดับขั้น ตั้งแต่ - ขั้นการริเริ่มกำหนดทิศทางการจัดการท่องเที่ยวของชุมชนเอง ด้วยการจัดรูปแบบการบริหารจัดการของตลาดของชุมชนเอง - ขั้นการมีส่วนร่วมดำเนินการ คือ การกำหนดบทบาทหน้าที่ความรับผิดชอบของแต่ละฝ่ายที่เกี่ยวข้อง - ขั้นการมีส่วนร่วมรับผิดชอบถึงผลกระทบที่เกิดขึ้น - ขั้นการประเมินผลถึงปัญหาอุปสรรค และแนวทางการแก้ปัญหา - ขั้นการวางแผนเตรียมการวิเคราะห์ทิศทางในอนาคตของการพัฒนาการท่องเที่ยวตลาดเพื่อเตรียมการป้องกันและรับมือกับแนวโน้มของสถานการณ์ปัญหาที่จะเกิดขึ้นทั้งในระยะสั้นหรือระยะยาว ซึ่งกระบวนการและรูปแบบการมีส่วนร่วมของชุมชนในการจัดการการท่องเที่ยวดังกล่าวได้สะท้อนให้เห็นว่าชุมชนมีความสามารถในการจัดการปัญหาความต้องการของชุมชนเองได้ โดยมีปัจจัยหรือองค์ประกอบสำคัญที่ส่งเสริมและเป็นทุนให้เกิดความเข้มแข็งของชุมชนตลาดดอนหวายที่สำคัญๆ มีดังนี้ 1. ชุมชนมีความรู้สึกสำนึกผูกพันในท้องถิ่น และอยากจะทำปัญหาหรือเห็นสภาพของชุมชนที่อยู่ให้มีสภาพที่ดีขึ้น 2. ชุมชนมีกฎเกณฑ์กติกาและบรรทัดฐานความร่วมมือในการจัดการปัญหาต่างๆ ของชุมชนเอง 3. ชุมชนมีผู้นำที่ดี 4. ชุมชนมีวัดดอนหวายเป็นศูนย์รวมของผู้คนที่หลากหลายให้มาพบปะสังสรรค์กัน มีการแลกเปลี่ยนข้อมูล ปรึกษาหารือเรื่องราวต่างๆ ของชุมชน 5. ความสัมพันธ์ระหว่างประชาชนกับหน่วยงานองค์กรต่างๆ ในท้องถิ่นที่มีความเข้าใจบทบาทซึ่งกันและกัน 6. ชุมชนมีการตระหนักถึงสถานการณ์ต่างๆ ร่วมกัน และมีความพยายามที่จะจัดการปัญหาร่วมกันโดยมิได้รอให้หน่วยงานมาแก้ปัญหาให้ตนเอง 7. ชุมชนเกิดการเรียนรู้จากการดำเนินการจัดการท่องเที่ยวทั้งการแลกเปลี่ยนความคิดเห็นและการตัดสินใจร่วมกันของชุมชน

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CHAPTER 1

INTRODUCTION

1.1 Background and rationale of the study

Tourism industry plays important role on national development of Thailand economically and socially. Employing tourism industry as leading sector contributing to development proved very successful. Economic role of tourism is very unique, it help lubricate the economy of the country both at time of highest prosperous and recession (Bussakorn Pojjana, 1998:60). Since 1982 income from tourism ranked first every year comparing to other categories of export items of Thailand (http://www.tat.or.th/tourism_industry.htm). Especially in the year 1995 it gained a total 190 billion Baht from tourism industry where 6.96 million tourists visit our country. As TDRI estimate that it would be 11.2 million tourists enter Thailand in 2003 (Pojjana Suansri, 1998: 12). It helps reduce trade deficit and contribute to income distribution as well as regional economic growth.

Implication for social development of tourism is significant. Among them, there are, reduction of emigration to Bangkok, raising standard of living of people in localities, bringing prosperity to local community, encourage resource utilization within the community as to be raw materials for handicrafts, souvenir, bring/foster better understanding, sympathy among villagers. It contribute to reduce income gap among rich countries and developing countries, urban rich and poor and urban and rural gap also (Chayabhorn Chuensungroj, 1996 : 32-37). As mentioned above it can see tourism as one of instrumental for economic development for individual society/community too. With refer to economic interest as push/factor it resulted in inducing for tourism development in the community.

Notwithstanding well aware of the significance of tourism to national and local community economy, adverse impact also be justified and relieved. Disproportionate attention paid to economic interest while social negative impact burdened the community heavily (Brahmmeth Nathomthong, 1997: 1). From the past

attitude on development it focused the attention mainly to economic aspect with less attention to out calculate social problem impact. Year on year the magnitude of problem revealed much more. For serious degrees of negative impact, it can inevitably obstruct potential for development of the country. It is dismissing even if massive income from tourism development affected nothing to standard of life quality of people at large. Even sometimes huge magnitude of externalities of tourism degrading fundamental element of community to develop e.g. agricultural land, depletion of natural resources, struggle of resource allocation, conflict, affected local culture, unfair income distribution if income obtained by a handful business operators. Picture as shaded is non-sustainable development. The main reason is it does not link up to the community.

New paradigm for tourism development is there fore look at the community too. Community must be base for development. Promotion of community role for planning, strategic conceptualize and formulation of tourism. Facilitate community to take part in management. It help reduce stress / or shortcoming from economic down turn or more. Also match to the need of local community fully, since the fact that community member normally love / with care to tourism resource in their surround community. They even know well what they encountered. So community participation in tourism development via joint effort among public sector and people could contribute to sustaining tourism development and also raising up potential, knowledge and skill so that they become self-confident in their own self reliance and sustainable development at their community.

"Don Wai Market community" is a community situated in jurisdiction of district of Samphran, Nakhonpathom. Don Wai market has long historical background. Hypothetically originate from the settlement of small group of Chinese origin along the bank of Nakhon Chaisri River. During the early period of King Rama III reign sugar cane mills were set up and operate along the riverbank. Product of these mills is plenty enough to export. The place presently is Don Wai monastery was also the site for sugar cane mill while donates to the temple since 1951 during roughly late King Rama III to early King Rama IV.

Well-known of market mainly originated from the fact that it is situated near the temple, the place in that time is a community centre. People of most groups come

to the temple for many reason; religious activities, participating in festivals, events, or community activities for instance. Previously most of people in the community are farmer especially paddy growing. During harvesting season, or paddy sprouts transplanting season, the flux of labor from Suphanburi come to engage in these activities, mainly they are landlessness. When they arrive here they are accommodate at Don Wai market, buildings and pavilion of the temple and of school building since these all welcomed to them. They would stay here until farm owner chooses them to hire for paddy transplant, plowing, or harvesting. Crowds of people brought exchange, selling, and buying in to exist. Buying / selling centre exist, people in surrounding community join finally physical market place happen there beside the temple. Most of merchant is Chinese since Thai are so shyness, not keen in trading thing; they are mainly a gardener farmer. Widely told that during 1963-1964 the market is so one can easily looking for something to eat even 09.00 o'clock nighttime. It is also from the fact that there is only Don Wai market and no where else within 4-5 kilometers from and to.

Though Don Wai market come to quite for very long. It can attract some people to come so frequent since the area nearby the market there are some industrial plant and laborer come here for lunch or dinner since it is near, and good connected by road traffic. Here is comparative advantage for food, there are many delicious item here. It is also better visible perspective since it is on the river bank with beautiful surrounding and not noisy as the place near road traffic. It is with pleasure for one come to eat here especially the one lone naturally and culturally beauty place and peaceful. One another reason to make Don Wai market rebirth is the fact that there is a Public Sector High Ranked Training Institute is set up in Samphran district. It is only 4 kilometers from the market. It located at Wat Rai Khing. There are quite many participants for each training course for year round activities some opportunity banquet team choose to order food here for them instead of busy cook them selves since some item here is recommended highly among one ever taste it. Item such as steamed Chinese style seasoned duck or (pet-pha-lo) dessert the one have eaten and be enamored / fond of and tell to others it's so become better known. Still, it comes so moderate. Later, Abbot of Wat Don Wai and Mr. Samarn Suksamai, janitor of Wat Don Wai school joint hand to persuade operator of shop to open their business here

again with the view to engine economy to growth while more people would visit the temple to joint and conduct their religious activities. At that time there are people near the market bring their product to sell out here some is row product some are processed / cooked. More and more joint hand. This made more items available here such as Kanom Chin Thai desserts of various kinds. That time Don Wai is known to only people in community near the market, not to general public.

1.2 Objectives of the Study

1. To know the background, local history, economic, social condition, and community culture
2. To study on tourism development of Don Wai community
3. To investigate for participation of community in development of Don Wai tourism

1.3 Benefits of the Study

1. Details on all aspects of management of Don Wai is gained.
2. Lesson learned would be input for all stakeholders at Don Wai community to make change for sustainability.
3. Success story would be good input for tourism development in communities around country that wishing for.

1.4 Scope of the Study

Scope of this study considered by lay 2 nature, the first one is geographical aspect of study and the other is content or substantive aspect of study

1. Geographical aspect of the study

The study targeted to 2 major parts. First part is Bangkratuk sub-district community in Samphran district of Nakhonpathom. Second part is Don Wai market community. It covers the area of market operate by Don Wai temple, market operate by Don Wai school, and private market. It also extends to boat trip business based in Don Wai market.

2. Substantial aspect of study

Issues of community participation in tourism development is covers the inquiry into general condition, of the community, economic, social, cultural life of the community, development of tourism, background, present status, administration, organization structure, management, role of the community, result, constraint and obstacle and recommendations on the issue.

1.5 Definitions of Terms

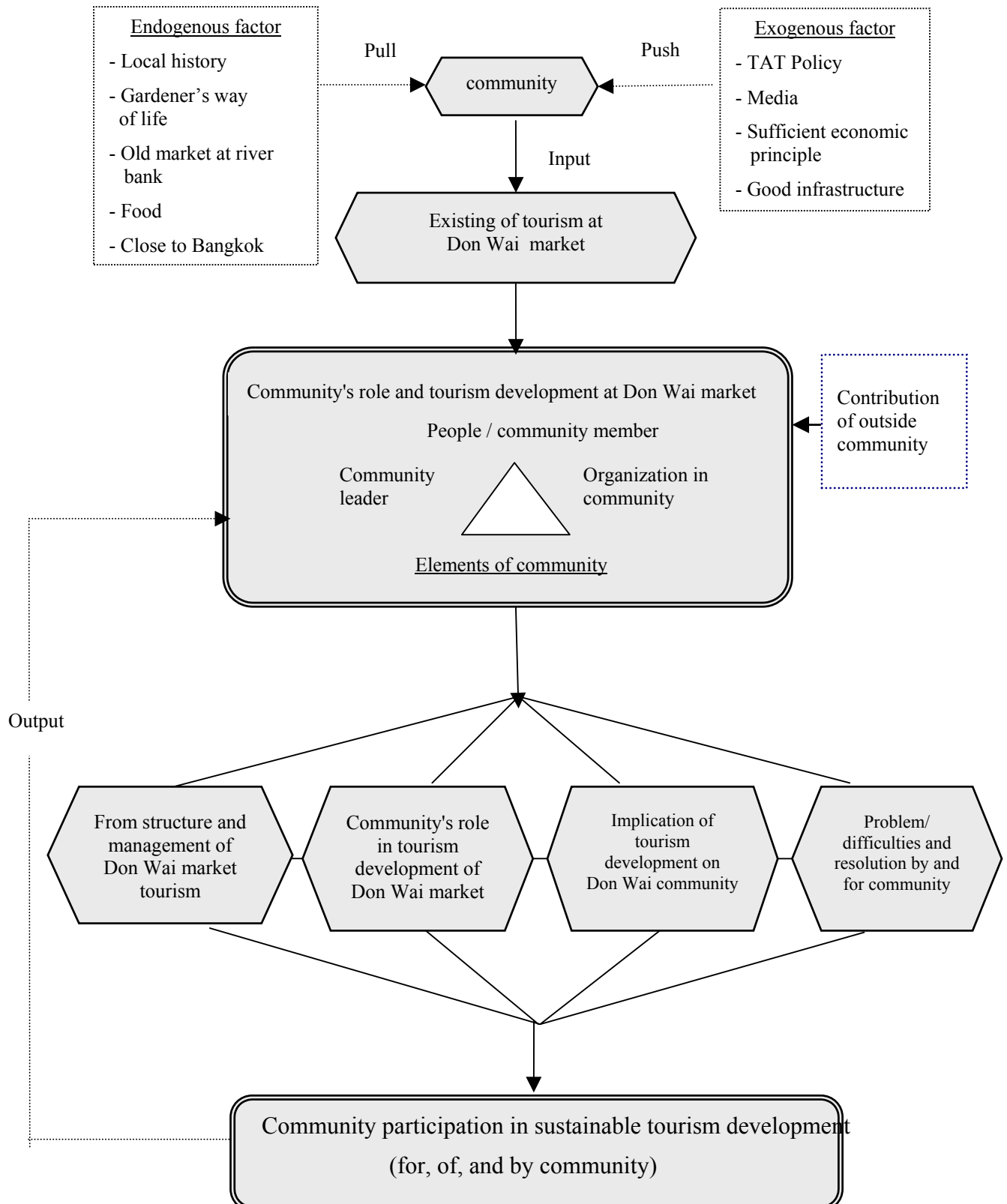
1. Local community means group of people having close relation and familiarity, continue in communication. Living in the same physical social or political unit such as village, sub-district, and district. Having hold the similar career, jointing activities with similar goal, having similar cultural life or common interest

2. Local community's role means the way that people, organization, institutions in the community in all kinds, organize or establish by government, private or local within Don Wai community e.g. sub-district administration organization, temple, school, group, club, association, etc. participate is discussion, comments, planning, implementing, managing, monitoring and evaluating. It includes in maintaining, correcting, and clarifying to difficulties during operating of development project. With aim to enable community to become main actor in community development at community own way.

3. Ecotourism means tourism that investigate into naturalistic background of target community, its history, societal, cultural, traditional and more various aspects including way of life of people in that community with the view to attain maximum yield and meet sustainability

4. Sustainable tourism means development that response the need of tourist and community member. The said development must not degrade local identity, of quality of life of local people while they have adequate potential and skill to manage the project themselves :

1.6 Framework of study



CHAPTER 2

LITERATURE REVIEW

The study on community and tourism development: a case study for Don Wai market community is paved by community cultural approach to development. It looks at strong independent way of community in thinking, managing, solving problem by its own. Successful for tourism development would be more or less or not their community itself would be the best answer. Under the concept of tourism development that pay due attention to local community, concept of popular or community participation is inevitably be a co-generation since it derive to sense of ownership. Community decides what is the need or desire of community in common rule, regulation, agreement all made by the community within. It helps to minimize adverse effect on the community or even no negative implication at all. It is to benefit community member. It must be always aware that tourism development must be consistent to sustainable development. It is when visiting exist it must help raising income, standard of living of people in the community. Development of tourism must not look at only economic dimension while ignore well-being of people way of life, tradition, culture, local wisdom, etc. that not a sustainable one.

2.1 Relevant Principles and Theoretical Approach to the Study

2.1.1 Local Cultural and Local Wisdom Concepts

Kanchana Kaewthep (1995 : 1-75) defined "community" as a group of people reside in the same location, related each other, of same occupational background, way of life, and unified manner. Among community member they feel that they are part of the same community. It is obliged to preserve and maintain of community's identity and cultural heritage, religion as well as teach their younger generation as it is in rural village and community.

By nature, local culture can be seen in various form e.g. vertical network and horizontal network, the former one is a relationship among the patron and follower. Inequality exists for relationship among saying that the State and people and employer

and employee relationship. The later one is a relationship is a status of equality. They come and joint community is a manner like network, having mutually relation and get direct communication. A case for uncomplicated it can run through without intermediaries. The fall of community take place when this way of relation disappeared. Nowadays, this kind of network has threat to their well-being. This coerces people to approach vertical network which naturally non-equal and exploitative more and more.

In conclusion, factors often destroying horizontal relation among community member are some kind of the following.

1. Transportation / communication infrastructure, road system, electricity, vehicle.
2. Existing of newly established; market, hospital, hotel, "Chili is in north house, Salt is in South house lemon grass ask from our neighbor" When market take place this relation change radically. It influence to feelings of commoner from friend as biggest figure to money as most important

Rangsan Thanabhornpant 1995 cited in Chitchayang Yamapai, 1999: 24 summarized framework for development with community culture as supporting factors with 6 elements as follows:

1. Self-reliance with special refer to Buddhist philosophy
2. Self-support production surplus sells out
3. Community culture approach; good culture, hospitality, way of living
4. To realize local wisdom the important in self correcting
5. To strengthen CBOs with the view to become equal partner in negotiation: political institution, business entity
6. Entitle/entrust community in managing/ natural resource in locality, to enable local culture to serve in resource management sustainably.

Yos Santasombat (1995: 77-80) express on role of culture in tourism industry in a good word is "culture that adjusted to harmony to fake way of life of tourist is lock of its own spirit and by no way to vitalize the community at all. It lends an opportunity to a handful greedy to exploit from tourist. Presently, effort is highly push forward with mean to commoditize Thai culture. This includes modify tradition, festival, celebrity, art, or pattern of social relationship in order to attract tourist. The

said modification means to deport culture from daily life of people. Adaptation to survive of local culture in response to tourism culture is mainly aim to popularize tourism culture. That is increasingly far to normal way of life of the people in the community. Because of change that tourist push their culture to and impact adversely to community without any responsibility or respect to local culture.

Local wisdom or popular wisdom: Samart Chandrasura (1990 : 88) gave definition as matters that commoner create by their own, it reflect their thoughts knowledge in-width and in-dept with appropriate potential to think and act in solving their own way of life while having capacity to cope with ever-changing environment.

Wisdom derives from long accumulation of learning, link to many disciples with well harmonious nature. It can be classified into 2 kinds. It is an abstract, close to way of life from birth, decay, sick and die, it include all daily life and more concrete ; earning, agriculture, handicraft, music, art, and more.

2.1.2 Concept of Community Participation for Development

Almost 40 years of experience of planned development, from the promulgation of the First National Development Plan in 1961 up to present time. Thailand Government aware this very well, it therefore set goals for the implementation of this principle into the reality. What well witnessed are among (almost all) five years term of National Economic and Social Development Plan:

Third National Economic and Social Development Plan (1972-76) set objective “to raise income and standard of living of the Thai people”

Fourth National Economic and Social Development Plan (1977-81) stated that “reduce the increasing rate and raise quality of population”

Fifth National Economic and Social Development Plan (1982-86) adjust economic structure and stimulate the Thai economy to world economy with the view to bring back independent, raise income and employment.

Sixth National Economic and Social Development Plan (1987-91) enables more balanced inter-region and rich and poor group income distribution through decentralization.

Seventh National Economic and Social Development Plan (1992-96) going on this trend in making goal of the Sixth Plan become more concrete.

Eighth National Economic and Social Development Plan (1997-2001) go through people centered approach to development.

Ninth National Economic and Social Development Plan (2002-present) compromising to exact potential of the country and introducing the sufficient economy principle.

Under the said framework, it brought adverse effect economically, socially, culturally as well as affected to natural environment depletion and degradation of natural resources and environment. It contribute to widening gap among rich and poor, urban and rural, disproportionate distribution of income, a handful of people benefit of development while many / majority had left behind wash no gain of any fruitful from development.

As from many problems exist from economic growth led approach to development, development that pay less attention to "Human" or "Local community". This therefore forces to go to new paradigm as participative approach to development as an alternative. It focuses on popular participation or community participation and treated it as an essence with the view to achieve happiness to people, healthy community, self-reliance and sufficient.

As from 8th National Economic and Social Development Plan (1997-2001), therefore, expressly indicate / adopt participative approach to development (Amornradna Khantee, 2000 : 9-12)

"Promotion of participation and empowering of community in development and distribution / decentralization to local / provincial to promote opportunity for people in the rural to raise their potential in managing for solution by their own, this weight to community role for development..."

"Holistic and integrative development of economic, Social, natural resources, environment, politic, administration by promote sopul as participation in all process / stage of development as from co-thinking, co-planning, co-implementing, co-evaluating, and improving work"

At present time, the thought on participation is not quite new for Thai society. It is also not on old fashion or out-of-date. There are some studies on "participation" by many scholars. All are not much different among each other in term of content, definition, process, form, or goal of participation. It is as below.

Franklyn Lisk cited in Chinrat Somsuab 1996 : 23 gave definition for participation to actively taking part in decision-making at all levels and forms of economic, social, political activities especially in the context of planning, this concept relate to connecting the mass in selection, administration, operation, and evaluation of programme and project that raise standard of living.

Nakom Theerasuwanchak (1998 : 23) concluded that participation is promotion of people to express their own thought or role on the issue, planning, conduct, monitor, and evaluation as well as in maintenance for development project, management for natural resource use or other which bring impact to their way of living with the view to reach desirable goal.

Pojjana Suansri (1998 : 22) say that creating of process of working that stress importance of community participation (role) this help raising sense of belonging to community, control including fair income distribution, it is also effect in controlling and auditing externally and internally.

Montri Tejakami (1992 : 11-12) quoted / cited in Anothai Piankongchol (1997 : 27) gave the meaning for participation as people or community raise their potential in management / control and distribution of resource for economic and social aspect for living, in participation in this express by decision making for self determination.

Prapond Piyarat (1991 : 9-10) said that participation is important process for all aspect of development. As from this principle he propose that participation is "collective action in development that can be 2 as classified to follows

1. Participation as "means" for development, this means setting of objective of development first and result to promote "participation" in bringing resourced from within the community to serve objective of development.

2. Participation as "End" or "Goal" for development this means as goal for development and promoting unity among member of community with aim to equip the community with potential for development and work out what community need. Participation is not over even while achieved certain goal (objective)

Comparatively, Participation as goal is a one that does not need to push by any other one out side the process. It is a sustainable one which different from others that need someone to monitor / administer.

More over, Chinrat Somsueb (1996 : 57) conclude that type and level of it is popular participation, stage of popular participation can be to 5 stages from lowest to highest or ideal. Ideal participation can be ranged as below :

1. No participation at all
2. Nominal participation
3. Minimal participation
4. Optimal participation
5. Maximal participation
6. Ideal participation

Considering this framework with respect to rural development would gain relationship and level of participation as following outline:

1. No participation coerced participation
2. Nominal participation joint pushing, joint
3. Less participation speak, question, make decision by on party
4. Optimal participation bring peaceful, shake hand
5. Maximal participation voice of people
6. Ideal participation voice of people is the law

Stage for participation must be as follow:

1. Project conceptualize
2. Project development
3. Choosing / defining scope
4. Schedule and plan for project
5. Evaluation
6. Planning for new project

Ideal participation can be reached via predominating popular decision-making from initiating to evaluation. Development operation unit just limit it's role to in short word, ideal situation would take place with participation of people in all step of development or it is participation of lower status that have to appear in all part of development.

Prachya Wesaraj (1985 : 13) categorize participation into 3 kinds. There are,

1. Spontaneous Participation: this take place when party at gross root voluntarily took part with no support or intervention from outside.
2. Induced Participation: there is dominating party give sign and officially conduct
3. Coerced Participation: force to participate

Although any in 3 can take place, experts suggest that for long-run coerced one without support from people would bring to adverse to development and prejudice to people attention to development.

As from literature reviews as mentioned above, researcher insist that help in initiate strategy in development. It is subject to coverage of optimal definition of the issue / term, element of development process. It is the fact that participation the very central for tourism development. This influence research in linking community participation and development especially for tourism development. As title that author choose to study. It brings together concept of community participation and development especially for tourism development. Somchai Sananmuang (1998 : 29) explained that the making of participation from community in tourism must have their elements or actions. There are,

Encouraging organization of people, community for the management of tourist attraction places.

Empowering village level community / Local administrating organization for potential in environment management, infrastructure.

Broader understanding of their role via training in participation in tourism development with focus to learning, planning, implementation and evaluation.

Further, participation of community in tourism development can be stage in to the level as follows:

1. Stage of awareness of significance.
2. Stage of means to make more familiar to relevant concepts and principle
3. Stage of geographical survey for familiarity and details
4. Stage of identifying / grouping / nomenclaturing / of problem / obstacle
5. Stage of chooses way and mean to tackle problem of approach to development

6. Stage of evaluation and appraising to optimal of short listed ways / means with the view to determine project detail.
7. Stage of implementation

2.1.3 Sustainable Tourism Development

Sustainable Development principle / concept popularized via global movement for environment protection while the global encountered such as Global warming, expression of nuclear power plant in Chernobyl, toxic waste dumping via marine transportation. This cause greater impact (adverse) to well-being of human-being grossly.

Amongst this, consensus / accepted widely that impact for development with aim to maximize growth brought significant adverse effect. This mandatorily push to change development framework / paradigm. This is starting point for new development mode. It is "sustainable development" concept that well aware in now a day globally and for Thailand as well.

Chairat Chareonsin-Olarn (1999 : 229) viewed that sustainable development brought two conflicting / mismatch fully in the past : economic growth and natural and environment conservation can be co-habit peace fully without the need to change present regime, especially, world capitalism of market economy.

As for Brundtland Report at Earth Summit 1992, Rio de Janeiro, Brazil defined "sustainable Development" as

"Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Pra Dharmapitaka 1994 : 59)

In Thailand there are various definition, worthy mention to views of following.

Warabhorn Srisupan (1991 : 52) view that the principle of sustainable development is derive from concept on conservation which means to maximize efficiency and utility of resource use with the view to lengthening the time aspect of resource use as well. Science of conservation differentiates to bring suitable way to consume of resource while sustainable development covers economic, social, ecological, management and coordination for development. Adding of ecological

there to is crucial step to include conservation to national development plan. It implicate to new way of development, it is sustainable development. This comes to be main goal of all kind of development in present day.

Saran Lertrakmongol (1997) defines sustainable development as development approach that pay due attention to knowledge and understanding or knowledge-based or intellectually development. When knowledge is truly gained, it is sustainable development, it is wisdom-centre approach to development.

Becky J. Brown et al quoted in Varaphorn Srisuphan (1991 : 54) identified elements of sustainable development as follows :

1. Continuity of species on the globe, new life was born and surviving, grow up and reproduce their own descendant continuously in safe environment.
2. Reserve sustainable yield of biological resources (stock) to serve sustainable agricultural production.
3. Zero growth/non-growth in number of human-being
4. Limit level of economic growth
5. Focus on small-scale and self-reliance approach to development
6. Preserve good quality of ecosystem / environment for long lasting

Kamala Pasona (1992 : 24-33) view that sustainable development would have the following manners.

1. Harmony with natural environment
2. Sustainable development is for the benefit of people
3. Take good care for women and children
4. Respond to basic need of human-being
5. Decentralize decision-making process (management and use of natural resources, community forest, politics, agriculture, and industrial economy)
6. Grass root democratically approach
7. Peaceful and non-violence mean of development

Ruengdet Pankhuenkhat (1999) concludes elements of sustainable development as.

1. Environmental friendly
2. Preservation for next generation
3. Friendly to local wisdom

4. Leave no burden to next generation
5. Must be self reliance
6. Sustainability of Durability
7. Appropriate use of technology

Development of sustainable tourism, as for International Conference on Environment and Sustainable Development which held in Vancouver, Canada in 1990 is defined as "the approach to development that response to the need of tourist and local official while preserve and maintain opportunity for next generation. It includes management of resource in response to economic, social needs and authentically manner with well preserve of cultural identity and ecosystem too"

From definition we can extract to Policy framework and implementation norm for sustainable development. We obtains 10 items, there are:

Table 2.1: Policy framework and implementation norm for sustainable development.

No.	content
1	Aim to develop domestic tourism to more systematic and strong enough before develop international tourism moderately to compromise with shortage of basic infrastructure
2	Aim to broader / foster people participation in development project that affected largely to way of life of people in target area
3	Aim consider with optimal care of appropriate scale of tourism in a whole economy and society with subject to limit and push it as a part of economic development in the community
4	Aim to give full detail in formation to tourist with the view to broader their under standing and respect to naturally environment while raising also the preference of tourist too.
5	Use local materials and product, this help reduce trade balance deficit while increase income among local community members.
6	Aim to income distribution to local community that affected long-term benefit to local community
7	Aim to promote local employment, introduce high return employment to local community
8	Aim to raise potential and skill of community member labor force that help developing tourism management of the community
9	Aim to preserve good environment and cultural identity to survive in long-run since it is essential element for sustainable
10	Aim to create equal and friendly cooperation among parties concerned there are tourism businesses, CBOs, environmental movement and government agencies

Prawes Wasi (cited in Saran Lertrak mongkol 1997 : 12) expressed that sustainable tourism would bring sustainable development. He further express that tourism development in the manner of exchanging / interacting culture life it would

benefit all parties. It would make Thai people know more. It'd better if they earn more from what they know. Tourist themselves would gain good utilities from Buddhism. All as mentioned are contribute to raise quality of development. The word "raising quality of development" is significant to tourism development. Tourism itself is also an agent for spiritual and social development which is essential elements of sustainable development.

Chaiwat Thirapant (cited in Brahmeth Nathomthong 1997 : 25) explained that most important principle in sustainable tourism development that community have to satisfied is maintaining balance of quality of life of community member and tourism revenue. It is if tourism takes place in the community and community member must gain more income and better living standard. To preserve and maintain this balance, the community must,

1. Not over-speeded of tourism development with the only intend for income while ignore or pay less attention to basic element of community life such as people way of life, culture and tradition, local wisdom.

2. Preserve and develop of identity of their community e.g. festival, tradition, culture, way of life, food, career, community museum, significant place in the community. All as mentioned are identical characters of the community. Some of these are physically touched or spiritual touched. All are attracting tourist to come visit the community.

3. Community member must possess with basic knowledge on management, marketing, and advertising and public relations that essential for sustainable tourism development. Still, it need to obtain assistance from outside in a case of intellectual community for instance educational institutions is a way to train and educate member of community in many aspect of knowledge subjects such as geography, history, politics, public relations. It is also take time to let educational institutions accept this role and act in such a way.

As showed above, thought on sustainable development various writers are mainly in similar. It helps author to define the word "sustainable development" with almost no disagreement. It is development that responds to the need of tourist and community member. The said development must not degrade local identity, of quality

of life of local people while they have adequate potential and skill to manage the project by themselves.

A note would be added that the writings on sustainable development have many more. This plentiful made any reference become less significant. The word "sustainable" and "sustainability" is now widely use in the society. It come with all kind of development e.g. sustainable rural development, sustainable tourism development for instance.

As from reviewing the mentioned literature above it make researcher familiar to concept, coverage, meaning, definition, and identification of sustainable development well enough to employ this to pane and this study.

2.1.4 Ecotourism

As generally known that tourism management always suffer / conflict to conservation of natural resource and development. This left crucial tasks for parties concerned to compromise this dilemma. The effort is not much progress. For Thailand, it has confusion that the need in economic income from tourism, the need to preserve the good condition of tourist attraction places, and the lack of modest model to manage / administer tourism in appropriate way which suitable to social condition of Thailand.

In response to the need in balancing development and conservation movements, and global movement on sustainable development, it contributes to 3 dimensions of development in discourse of tourism. (Tourism Authority of Thailand, 1997 : 9-11)

1. Movement on environment and natural resources conservation
2. Movement on learning / inquiring and experiencing natural environment and resources
3. Movement for people empowerment through popular participation

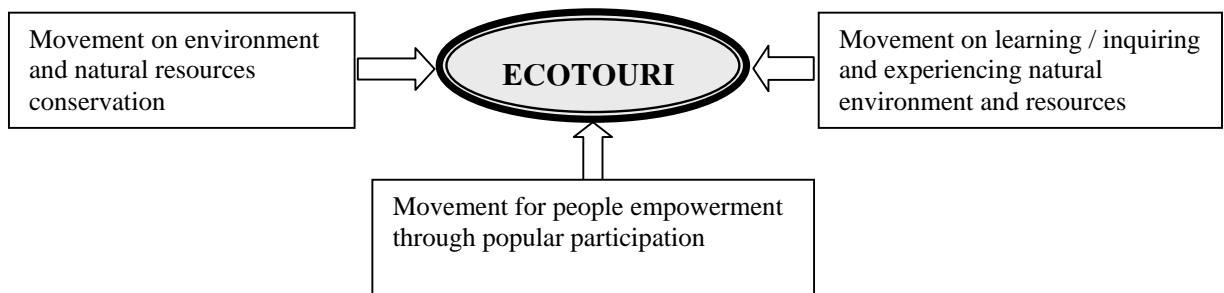


Figure 2.1: Movement for ecotourism

These 3 movements are contributing to alternative for tourism or challenge to traditional mainstream tourism. Effort was push forward in various ways, among those ecotourism is most acceptable at present day.

Definition of ecotourism

Ecotourism is come from Ecology and tourism. In Thailand consensus is not so easy to obtain on definition of ecotourism.

It threats for at least misleading or even some difficulties for tourism management since it all need proper administration.

To this end, Tourism Authority of Thailand defined ecotourism as tourism with natural resources conservation. TAT explains to clearer word that "travel to place with aim to inquire, with perspective, natural condition, social condition, way of life of people in the community surrounded with proper knowledge and responsibility to ecosystem"

Chalermkiat Fuangkeo (1997, 101) pave definition of ecotourism as traveling that understand natural condition, social, tradition of community surrounded, preserving of ecosystem balance that result to various kinds of benefit to tourism industry.

As from ECOTOURISM NETWORK journal (1998 : 8) explained that traveling that focused to conserve, preserve for natural resources for as long as it could be. It covered to all kind of resources / heritage e.g. natural resources, historical heritage, archeological matters, cultural heritage including human being way of life.

All as quoted is a kind of ecotourism which covers natural tourism, cultural tourism, and historical tourism. This also shows in figure 2 below this.

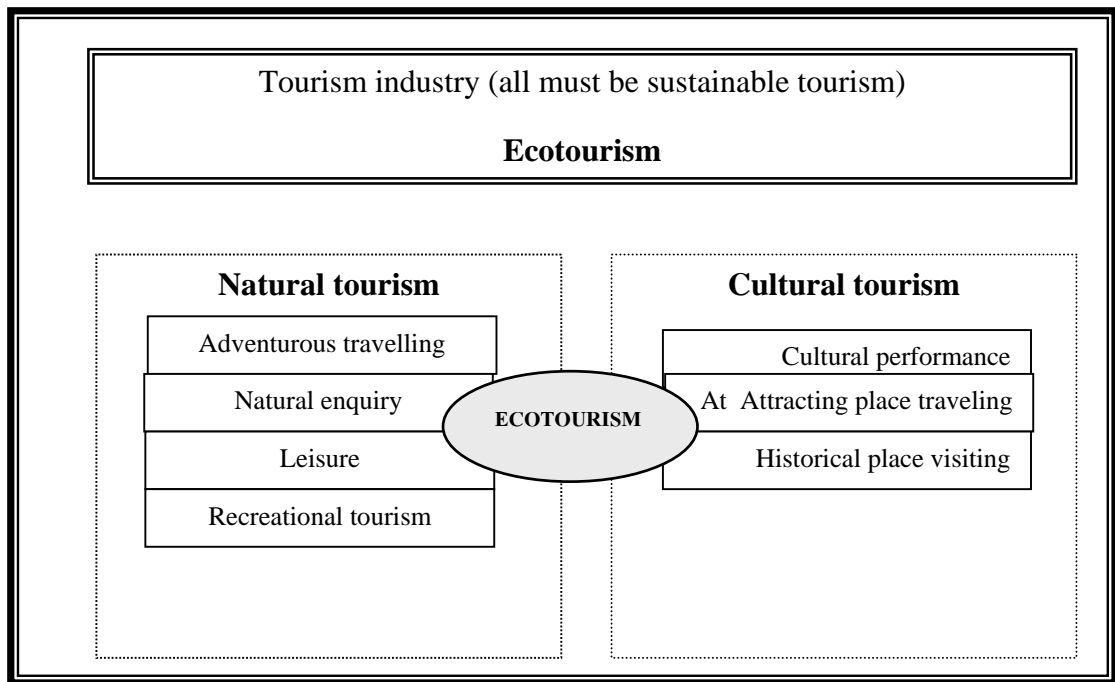


Figure 2.2: Framework for ecotourism industry

Objective and policy for ecotourism movement

Is a way to promote sustainable development Tourism Authority of Thailand is well aware importance for development of tourism with natural conservation,

1. Objective of tourism development

1.1 To promote more sustainable national development

1.2 To grow up consciousness and right us understanding among people and tourist which would drive to responsible behavior.

1.3 To preserve good quality of tourist destination, quality of life of community member surrounded

2. Ecotourism policy

2.1 To preserve historical archeological and cultural with aim to gain proper quality through proper description, and take into account upper limit.

2.2 To coordinate / mobilize cooperation among all relevant partners with aim to raise sense of responsibility to the ecosystem to all parties concerned.

2.3 To raise awareness as to pave conservation way and re-inventing healthy ecosystem.

2.4 To initiate plan, enacting law / regulations, organization of ecotourism management, facilitate and encourage for supportive environment, government, private sector and community member.

2.5 Encourage community to participate and benefit from tourism directly and indirectly.

Participative development in Ecotourism management

In this community, ecotourism is side activity from its main it play as mechanism for development / empowerment for community natural resource management, preservation of art and culture and income creation for community member as well.

Aware of significant of conventional way of life and production, the community therefore keeps all to exist. Among those there are farming, food processing and preservation, weaving, herbal use for medical treatment, local wisdom, way for health care and so on all of these are not depend on factor from outside community. It possesses potential to become tourist goods, it is absolutely attract tourist itself without any other motivation.

Community that see tourism as opportunity to gain for its development must manage to form network among its member with the view to share for experience, seeking cooperation with community based organization and business sector since those parties has keen potential in public relations, and contact with tourist. It is also have to seek for partnership with private sector, governmental organizations, and communities.

Ecotourism and sustainable income generation

National Research Council (1999, 17-19) mentioned that most of people in local community have their daily life engaging in farming, agricultural production, and its continuous activities. They are mainly spend their day for supplement occupation, there are weaving, handicraft, all these contribute to tourism business.

Except from natural beauty, historical and traditional place visit. Visiting place and buy local product, can be "tourist attraction product" if appropriate management.

Local traditional career spectrum that contributing to tourism development is as follow:

1. Ecotourism (natural, historical, cultural heritage, handicraft, organic farming)
2. Local weaving and handicraft
3. Organic farming and toxic-free products
4. Food preservation

"Local product", it is a unique character of certain community. Produced by know-how inherited form generation to generation with local raw materials for any utilities or art and cultural conservation, income earning. It is worthiness raising standard of "traditional Thai product" to meet commercialized standard it would help more competitive advantage in the market. It also contributes to prevent foreign goods to dump into domestic market and raising management skill and potential to business operator with final implication that sustainable economic reliance of the community.

"Locally specific way for preservation of food", it composes of both indigenous and appropriate technology. It is an environmentally friendly production process, saving energy, require local raw material. It also has potential in producing good quality product, toxic-free, and unique packaging.

"Thai local product" means processed local foods and textile or weaving items

"Traditional food processing" is production / processing / treating to raw materials with traditional way of processing. Mainly in small scale, in domestic production, by housewife group or farmer group. Normally with less scientific knowledge on management, product design and differentiation with mean to competitive advantage.

"Local processed food product", normally customer bring back for souvenir. It also available for sale in big city like Bangkok and tourist attraction places. Important issue is quality of product, hygienic and healthy is influencing factor for customer. It is also important for product safety and product design and packaging.

2.2 Relevant document and researches

Reverent Sutip Ob-oon (1998) stated in master thesis on a study of potential of local community in promoting ecotourism: case study community along the bank of Kok River. It showed that community possesses moderate potential in promoting ecotourism. Outcome of specific factors observe through the study is revealed. Factor that gains highest outcome is potential of community member to make customer having pleasure and preference. Management of natural and tourism resources ranked second, and income distribution ranked the third accordingly.

Brahmmeth Nathomthong (1997) on his thesis on Development of tourism with mean to community development. With aim to recommend toward role of tourism to local development. Target communities are communities surrounded Salika waterfall, Nangrong waterfall and Khao Yai National Park area contingent to those two waterfalls. The study showed 4 factors influence the hypothesis, there are, readiness of community, direction for development in respect to main development plan, and partner's role in development.

Recommendation to the study is on the cooperation among member of local community, local administrative organization, relevant GOs, business sector, or entrepreneur, NGOs, and educational institutions. It would make through the establishment of local committee for tourism with simple structure. It is also need to have full details of action and operation plan.

Thanes Srisathit (1999) in his thesis on community's role in sustainable tourism development : case study for Cha-Am beach, Phetchaburi.

Cha-Am beach encountered encroaching by hotel, restaurant, hawking, what occupied traffic space, unfair treatment to consumer, environment problem. These need to correct with active collaboration of GO, private and member of public. The researcher suggests that consciousness raising among people in the community. Promote participation in use, maintain, as well as role in legislature. That takes into account of local tradition, culture and identity of the community.

Chaiwat Thirapant (1998, quoted in Butsakorn Brahmanoj, 1998 : 34-36) New paradigm for tourism says that community's role is at heart of new paradigm. It made up by 3 conditions as follows:

1. The must requirements and give opportunity to the community to act itself.

1.1 First requirement: Political aspect of the issue at heart of the issue. Formerly political structure is a centralized one now become more decentralized. It is improved since community itself knows and so could have the role in undertaking self-administration, taxation, budget, financial, licensing and control of construction.

1.2 Second requirement: Media's role.

1.3 Media must balance its reporting both positive and negative sides of news. This push for local media to come into bigger role since they are better knows of local fact.

2. Community itself should have its own way and mean in promoting sustainable tourism. The most important principle for developing sustainable tourism is to balance quality of life of people in the community and tourism revenue and not to over exploit tourism resources with only view to maximize income in a way that degrading local pride, way of life, culture, and wisdom.

3. Member of community need to possess keen knowledge on management, marketing, and public relations well among to meet to condition for sustaining tourism in the community

Somchai Sananmuang (1998) stated in his article on "Local community's role in tourism development" that community tourist attraction place planning most take in to account of objectives of development that must satisfy interest of all parties concerned. The matter of fact that parties to development is with different perspective and point of view. For tourist he/she expects to see uniqueness, cleanliness, and natural condition of visiting place. Community hopes for change, development and modernization while community members expect benefit from tourism development, and its compliments e.g. better infrastructure, improved transportation and communication. Party in charge with development project expects for minimize budget, cooperation from people and concerned agencies, great positive impact to the community, and to promote preservation and conservation of environment and local art and culture.

Scientific and Technological Research Institute of Thailand report (1990) on "Promotion and Development of River and Canal Tourism" that river and canal tourism is a kind of service. It is viewed as one systematic unit of service. It has

crucial elements input, processes (activities, route, facilities), supporting factor (river, canal, watercourse, historical site, people way of life), and output and beneficiary (tourist).

National tourism development plan initiate by Tourism Authority of Thailand (Project Planning Division of Tourism Authority of Thailand, 1997) that embraced in Eighth National Economic and Social Development Plan are as follow:

1. To promote conservation, restoration, preservation of art and cultural, tourism resource together with environment with carefully attention to quality of sustainable tourism that serve for long-term growth of visitor number and national heritage.
2. To encourage cooperation government private including the public at large to take vital role to rectify prevent problem / obstacle to impede tourism and participate in develop / manage tourism resource with the view to attract more tourist.
3. To support development of tourism facilities / services in line with technological advancement especially for online information system network nationally and globally.
4. To promote cooperation with neighboring countries on tourism market including transportation network and tourism facilities to promote Thailand as regional hub for tourism.
5. To promote among Thai people to be responsible tourist; having good sense of belonging, help preserve national tourism and environmentally natural heritage and sense of hospitality.
6. To promote personnel training, development and capacity building at desirable number and international standard quality and promote Thai national to engage more in tourism business.
7. Supervising implementation of Tourism Business and Tourist Guide Act of 1992 in the view to protect the right of tourist and to gain standard and ensure proper enforcement of this law.
8. To encourage role of tourist in promotion of quality of life of people, social development at family, community, and other levels (national).
9. Invite more foreign tourist of upper quality to travel to Thailand and spends longer visit.

10. Consider to invest, co-invest, or give investment privilege to investor in attractive tourism businesses and project.

CHAPTER 3

RESEARCH METHODOLOGY

The study on "Community's Role in Tourism Development: A case study for Don Wai Market Community" is the qualitative research. It has methodology as would be explain in details below:

3.1 Methodology of the Study

This study employs mixed/complex methodology with the view to obtain maximum outcome.

3.1.1 Documentary research

This study inquires into primary and secondary data as detailed below.

a. Primary Source: This comprises official document of relevant agencies, programme notice, reports. With kind cooperation of Bangkratuk Sub-district Administration Organization, researcher has explored to basic information in the area, its economic life and social and cultural life well enough.

b. Secondary Source: This includes; articles, book, research papers, master, and doctoral thesis, especially in the chapter of review literature: people and community participation, culture, local/folk wisdom, concept on sustainable tourism, ecotourism. Apart from these there are previous researches on participation, tourism development, Thachin River history, all are very useful for researcher in going onto fast-track in some nature.

Source of information: research gained fruitful outcome in inquire into the issue. Places that could be mentioned here are Central Library of Silpakorn University, Sanam Chandra Palace Campus, Princess Mahachakri Sirindhorn Anthropological Centre, Central Library of Mahidol University at Salaya, Library of the Language and Cultural Institute for Rural Development of Mahidol University, Library of National Research Council of Thailand. The researcher is especially

indebted to Archan Suvida Dharmmani Wong of the Department of History, Faculty of Arts of Silpakorn University who provided researcher some insight information.

3.1.2 Field study

The researcher employs following techniques to get reliable solutions.

a. Interview

It starts from self-introduction to interviewee with the view to make familiarity and follow by the explanation of objectives of the study to the interviewee, procedure to obtain list of interviewee with the view to maximize outcome of the interview, following with reporting with interviewee with gradually.

In-depth interview, this method, researcher totally known what kind of information is and therefore go into details, only what is relevant to this study. They are including in questionnaire. This question already approved by thesis advisor and committee. This is help researcher to go to right direction, gain reliable/clear-cut information.

To collect basic information of the community, historical background, and development: researcher employs oral history technique, this is the dialogue on certain matters as set in questionnaire.

Gathering information on format, structure, and mean for administering, and role of the community in tourism development of Don Wai market, as well as its implication, difficulties encountered,

Following list is interviewee of this study:

Reverent Prawat Pawatdito, Abbot of Gangaram Temple in Don Wai: generally known as the one insight for historical background and development and administration of Don Wai market and local history.

Mr.Charnsak Wuttisanga, Chairman of Bangkratuk Sub-district Administrative Organization: He has long been live in Don Wai, completely know background, way of living of people in Don Wai community.

Mr.Samarn Suksamai, Janitor of Wat Don Wai elementary school, This figure is extremely important to make re-birth glorious of Don Wai market as it is in present day.

Mr.Sawat Nim-anong, Former teacher of Wat Don Wai elementary school is known as pioneer for boat trip along Thachin River. As pioneer for boat trip, local

tourist-guide who know well for Don Wai market. Also daily life of people along Thachin river, travel, believe, and economic life.

Don Wai market Overseeing Committee, give more details on background, organisation structure, obstacles and future directions.

Mr.Bancha Wudhisanga, Kamnan (headman of Sub-district) of Sub-district of Bangkratuk told researcher for more details on historical background, economic, social, and cultural life of Don Wai community and market, development, and community participation in management of Don Wai market.

Mr.Nam Lim, Be a senior citizen of the community, most of community member pays respect to. There are only two oldest people of community still alive. Since the other's health condition is not well enough to testify to.

Mr.Sanya Sudlamlert, Specialise in local art and culture and sustainable tourism development for Don Wai market.

Mr.Songsak Kunawiwat, Know especially on Sengneah Goddess Shrine, history and background of the community and Don Wai market, relationship among community member and significant of Don Wai market to their daily life as well as community member and the shrine.

Mrs.Kai Chitsupakya, Specialize in dessert making technique, palm fruit flavour dessert.

Police Sargent Chaiyong Sipung, Member of Sub-district council.

Insight for community background, economic life, social, and cultural life, and well as community based organizations, and especially on difficulties/obstacles of market management.

Except from the list mentioned above, researcher has some active member of Don Wai community as interviewee. There are volunteer citizen for local police of Don Wai, Civil Security and Disaster Prevention Volunteer, and last but not least, the tourist.

b. Observation

There are 2 methods were employed. There are participant observation and Non-participant observation.

For participant observation, researcher took part some certain activities designed, e.g. monthly sub-district council meeting, housewife group, community

forum. More academically is seminar, for instance, Thachin River Conservation (Lover) Club seminar on Sustainability of Thachin River, We Preserves the Thachin River - Nakhonpathom Club (Rao Raksa Maenam Thachin) activity at Don Wai market. In this researcher observe pattern, identification of people participation and their nature, level of participation. Researcher also took part in Makhapuja and Songkran Festival at Don Wai market in these I realize that outstanding figures of the community formal and informal, this make research familiar with and know more and more people in the community. This helps researches in self-introduction too. For some activity researcher decide to participate and tourist in general e.g. sightseeing Thachin River by boat, Don Wai Market visiting. This give-rise to know conduct/behavior of entrepreneur, one responsible for Don Wai market this is so useful to this study. For information that not needs to take this way or come with constraint the researcher decides to use non-participant observation. Two procedures enable researches to observe more realistic information on the community daily life. Especially on participation of community member to sustainable tourism of Don Wai Community

c. Focus Group Conversation/Dialogue

This help researcher gather information from 6-8 persons group, there are two groups.

1. Group of Community member

Expected information and expectation is role of community member in activities, and problems/obstacles thereto, and position community on the issue.

2. Group of shop operator

It is expect that shop operator would tell full detail of background, business operation at Don Wai, cooperation among shop operator, market regulation, sustainability of development, and awareness among them.

3.2 Target population/Target Group

Target populations of the study are among member of the community, leader of the community formal and informal, sub-district headman Buddhist monk, intellectuals, respected one sub-district council member, Don Wai market overseeing Committee. It is also extend to certain group of people in the community, community

based organizations, and individuals e.g. visitor/tourist, We Preserve Thachin River - Nakhonpathom Club, officials of the Tourism Authority of Thailand branch office in Nakhonpathom, and Media.

3.3 Examination of Validity of Obtained Information

Upon the collection of data finish the step to be for validity and analysis of data and information. This step was take place for the first time same as field study starts. One another time would be done after collection of data fully finishes. At first examination the researcher look at sufficient of data collected to support the study. Following step is examination for consistency of data collected since sometimes the reference made to the same fact such as one event with specified on place, time, and person but with different detail or with discrepancy for instance. Also this treatment is made to data or information with of biasness. In this circumstance researcher decide to make the second interview for same person or ask from more persons with the view to investigate for modest information. This stem is extremely important and was made with due care. After researcher gains satisfaction for validity test data and information would be push forward to analysis.

3.4 Data Analysis

1. Bring both primary and secondary information from literature review source to proceed for obtaining background knowledge of the issue.
2. Bring outcome of interview, observation, and focus group to proceed for categorizing into issue, in the way as set in objective of the study.
3. Bring outcome of 1 and 2 into treatment; analyses and summarize. The core issue of this economic condition, social, culture life, background and development of Don Wai market and community, implication of tourism development of Don Wai market, community participation, and problems/obstacles.

CHAPTER 4

GENERAL INFORMATION OF TARGET COMMUNITY

Don Wai Market Community is geographical location of the target community for this study on “Community and Tourism Development: in Don Wai Market”. For the sake of most efficient and optimal outcome of time and resource combination, in this study researcher has decided to define geographical location to Don Wai and the community surrounded.

Geographical location of area targeted for this study with the view to inquire root causes / developmental aspect for tourism development Researcher decided to limit the geographical coverage to community within sub-district of Bangkratuk. Don Wai market community becomes better known among not only tourist from Bangkok and its Vicinity, also foreigner as well. Increasing number of visitors is witness. It is therefore become newly known as tourist attraction place of District of Samphran of Nakhonpathom. Activities there vary from boat trip along the river; buy food, souvenir, leisure and amusement etc.

Physical / Geographical aspect for this study would limit to area under administration of Bangkratuk Sub-district of Samphran District. Basic information of the target area therefore provided here in order to enable reader to picture the target community clearly.

4.1 General Information on Nakhonpathom province

4.1.1 Background of province of Nakhonpathom

Nakhonpathom situated in central plain of Thailand, comparatively small 56 kilometers from Bangkok. Is the place house for the "Great Pagoda" named "Pra Pathomjeti" means first stupa in the Kingdom.

Nakhonpathom has long historical background back from Suvarnabhumi. It was seaside community, in Dhavaravati period reached highest glory since capital of the Dhavaravati Kingdom.

Nakhonpathom as center for civilization. And glory. More people of various group of ethnic background migrate and settle. Drought "Nakhon Chaisri" or "Sirichai" reached the reign of King Rama III.

In King Rama III reign, during his monkhood of King Mongkut; Rama IV by his royal perogation to built new stupa onto the old one.

During King Rama V reign, southern railroad was built. That period of time Nakhonpathom was in dark jungle. King Chulalongkorn by his royal command ordered to move the town centre from sub-district of Thana of Nakhon Chaisri to the area that presently the Great Pagoda as was be town centre in far past. Town centre of Nakhonpathom therefore situated and go glory as it be in present time.

Reached the reign of King Vajiravudh, command to establish summer palace at Sanam Chandra district, more road was built. Presently, Nakhon Chaisri is district under administration of Nakhonpathom Province.

4.1.2 Geographical aspect

Nakhonpathom is 2,168.327 square kilometers in Suphanburi / Ayutthaya to the North, Samutsakhon and Ratchaburi to the South, Nonthaburi and Bangkok to the East and Ratchaburi and Kanchanaburi to the West.

Central area of the province mainly low plain with some high land, scattered watercourse along the whole part of province. Eastern and Southern part of the province is low land plain along Thachin River bank (Nakhon Chaisri River).

There are natural and manmade canals connect / for agricultural and transport use mostly in district area of Nakhon Chaisri Samphran Banglen. This made the said area become riche for plantation of various kind of economic fruits, vegetables. Most of them are main product of Nakhonpathom.

Climate of Nakhonpathom, Nakhonpathom Meteorological Station, Kampaengsaen back for 5 years (1995-1999) showed that average temperature for 1999 is 32.3 degree Celsius, lowest temperature is 22.8 degree Celsius. Magnitude of rainfall, data from district rain monitoring station, Nakhonpathom meteorological station, Kampaengsaen for 5 years (1995-1999) showed that rainfall are 626.8-1,537.2

mm. Highest rainfall is in Samphran 1,537.2 mm. In 1999, Nakhon Chaisri is lowest rainfall in 1998 at 626.6 mm. Accordingly.

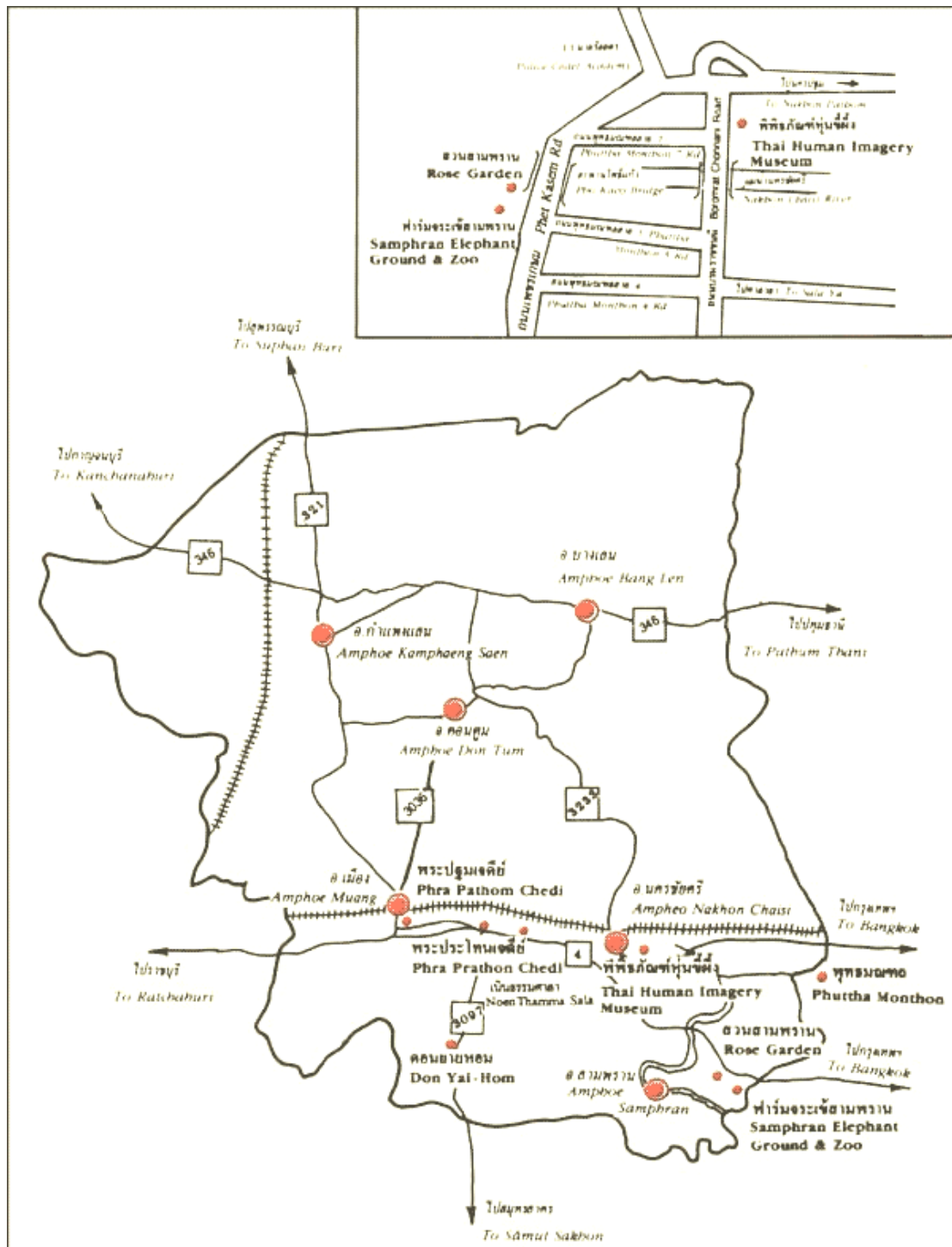


Figure 4.1: Map of Nakhonpathom

4.1.3 Economic fact

As from geographical location, climatic, of Nakhonpathom, most of mostly the people are in agricultural sector, in paddy field, gardening, main products are rice, sugar cane, grape, coconut, guava, orange, rose apple, mango, and orchid. Animal farm mostly operate in the province are pig, duck, poultry, goose, cattle etc. The area becomes more industrialization, industrial plant settled along the river. It is not enable to grow rapidly in the near future.

Food processing plant, textile and garment, vegetable oil, spirit distillation plant, car parts, accessories, more people in these localities tendency to move to engage to industrial sector.

GDP of Nakhonpathom in 1997, per capita income is 82,029 in Baht. Ranked 13 of the Kingdom. Total GDP is 66,033.452 Million Baht. Manufacturing Industrial sector share highest portion at 45.65% or 30,147.472 Million Baht. Wholesale and retail trading share second largest portion for 10.76% at 7,103.103 Million Baht and agricultural share 10.32% at 6,811.233 Million Baht. Yearly growth is 2.29%

4.1.4 Administrative aspect to provincial and local

Nakhonpathom is administered to 7 districts, 106 sub-district, 921 Moobans (villages), 1 Metropolitistic municipality, 14 minor municipality, 102 sub-district administration organizations. Provincial administration, Muang, Kampaengsaen, Dontum, Nakhon Chaisri, Banglen, Samphran, Phutthamonthon.

Demographic at 31 December 1999, Nakhonpathom hosted for 774,267 in habitant. Where 378,018 are male 396,258 are female. Muang is hosted for 261,562 in habitants, follow by District of Samphran 141,640, and Kampaengsaen housed for 119,478. For density of settlement, Muang is 626 in habitants for square kilometers, follow by Samphran 568 in habitants for square kilometers, and Nakhon Chaisri is 342 in habitants per square kilometers. (Source: Registrar's office, Provincial Administration Department)

4.1.5 Communication / Transportation

Nakhonpathom is 56 kilometers from Bangkok along Phetch Kasem, the Fourth highway, 58 kilometers on Railway.

1. Railroad: State Railway of Thailand. There several trains scheduled to travel to Nakhonpathom daily. More detail can be obtained at Hualampong central station or tel. 1690, 0-2223-7010, 0-2223-7020 or Thonburi station at tel. 0-2411-3120

2. Road transportation: Along highway 4 from Bangkok via Omnoi, Omyai, and Samphran to Nakhonpathom. Newer rout is from Bangkok via Phutthamonthon, Nakhon Chaisri to Nakhonpathom.

3. Inter town bus services: From Bangkok Bus terminal-Southern along Borom Ratchachonnani Road. There are 2 Routs to Nakhonpathom through this highway.

3.1. Old route (Bangkok-Omyai-Samphran-Nakhonpathom) Second class air conditioned Bus for Bangkok-Nakhonpathom, Bangkok-Ratchaburi, Bangkok-Bangli, Bangkok-Nakhonpathom-Kanchanaburi, Non air conditioned bus available : Bangkok-Nakhonpathom, Bangkok-Ratchaburi, Bangkok-Suphanburi and Bangkok-Kanchanaburi.

3.2 New route (Bangkok-Phutthamonthon-Nakhon Chaisri-Nakhonpathom) first class air conditioned bus for Bangkok-Nakhonpathom, Bangkok-Dan Chang (Blue Bus) or second class air condition bus for Bangkok-Damneon Saduak, Bangkok-Petchaburi.

For more details: Bangkok bus terminal-southern, Borom Ratchachonnani Road., Non-air conditioned bus 0-2434-5578 and air conditioned bus 0-2435-1199 accordingly.

4. Distant from heart of Nakhonpathom to its districts is 14 kilometers to Nakhon Chaisri, 20 kilometers to Phutthamonthon, 21 kilometers to Samphran, 26 kilometers to Kampaengsaen, 31 kilometers to Dontum and 46 kilometers to Banglen.

5. Distant from Nakhonpathom to neighboring provinces is 65 kilometers to Nonthaburi, 48 kilometers to Samutsakhon, 43 kilometers to Ratchaburi 112 kilometers to Kanchanaburi and 160 kilometers to Suphanburi.

4.1.6 People's way of life, art, culture and tradition

Occupation of Nakhonpathom people varies, mainly related to their ethnic background. Pure Thai mostly in growing paddy, Chinese mostly in gardening, trading and feeding animal e.g. pig farm, poultry, growing business is down town.

People of Nakhonpathom engaged to various career life. It depends on their social background. Original Thai mainly engages to farmland and growing plant. Most of them live their life in the plot of land inherited from their ancestors. Chinese rooted Thai tend to commit to gardening, trading, animal feeding / produce for pig, chicken, establishes grocery in the community and urban area, business operation, and industrial. For Laotian rooted Thai grow paddy field, farm land, growing economic plant around districts of Kampaengsaen and Dontum.

People along Thachin River bank main Chinese rooted. Their ancestor migrated to Thailand since earlier Rattanakosin Period. They took the rout to Gulf of Thailand to the mouth of important rivers and settle along the river. Later generations get wedding to Thai and have children of half blood generation to generation to become Thai as they are. Chinese rooted mostly richer than others because of the fact that their ability on in business operation and importantly more active / industrious habit. So they are with higher influence to national / local economy / economic life.

Most of Thai with different root uphold Buddhism. They also possess some specific belief. Chinese rooted have a tradition to pay homage their late ancestor it start from Chinese New Year (On the 15th day of Wax moon of 3rd Month of Chinese calendar), Chinese festival to Vegetarian festival. Laotian rooted hold a tradition to pay homage to Deva, Spirit propitiation at their home spirit house of their community and tradition to bring back one's spirit for the loosen one. Wedding party and funeral ceremony with different way among groups and community. Lao Khrang hold a tradition to celebrate for their Songkran flag. All groups well understand to each other way. They love, unite, and giving to each other-in-return, so they all with happiness and orderly.

Nakhonpathom province has more significant festival and celebration around years originated since from long time in the history. There are ;

1. Nakhonpathom food and fruit festival which hold around Chinese New Year every year. This also serves to promote consumption for produce of Nakhonpathom and to make better known among people.

2. Great pagoda solemnizing festival: It is an big Buddhist related even organizing on 12th night of waxing moon of the 12th month of lunatic system to 5th night of 12th month totaling 9 days. It is among most significant even of the province around the year. People of every corner of the province come here to take pilgrimage act to Lord Buddha. It houses trade fair at night and day, entertainment offer at night time, this attracting more tourist as well.

3. Pilgrimage festival, "Gold sheet covering on Buddha image" Presiding Buddha at Wat Rai Khing. Celebrate yearly during the 13th night day of waxing moon to the 4th day of waning moon of 5th month of lunatic system.

4. Songkran festival, during 13-17 April every year Songkran would celebrate Nakhonpathom event at temple of Great Pagoda, Buddha Image, water pouring on Sacred Buddha image "Phra Ruang Rojchanarit", playing the "little Sand Jeti" contest and more folk plays.

5. Paddle rowboat contest. Organized yearly in the River of Nakhon Chaisri in front of Bang Phra temple in district of Nakhon Chaisri. It is scheduled to 29 October of every year. Winner would be offered for royal trophy.

4.1.7 Significant tourist attractive places

Nakhonpathom has many significant places to visit. There are Great Pagoda, Sanam Chandra palace, Wax sculpture Museum, Wat Rai Khing, Rose Garden, Crocodile farm, Don Wai Floating Market, Phutthamonthon, Lam Phraya Floating Market, Rat isle Thai Song Village, Kampaengsaen old town, Wat Prag Mai Lai Herb garden etc.

4.2 General Information of District of Samphran

4.2.1 Historical background of Samphran

Samphran is one of the most old district of Nakhonpathom, founded in, called "Talat Mai" or "New Market" now is Moo 8 of Tha Talat District, it is under administered of Nakhon Chaisri province.

Samphran District is among old generation of district in Thailand. It was form as district in 1896. It was called "Talat Mai district" located in Talat Mai Community (now is in Moo 8 of Tha Talat district) it was administered by province of Nakhon Chaisri. In 1915, district office was moved to present and change the name of district to "Samphran" as it presently is. In 1931, Nakhon Chaisri was merged to Ratchaburi province, Samphran district also move to jurisdiction of Ratchaburi province. In 1933 all provinces were move out and establish the changwat system province instead Samphran has moved to Nakhonpathom by the provision of the organization of state Agencies Act of 1933.

Meaning of word "Samphran" has two legendary sources. The first told us that it deviates from story of Phraya Pan and Phraya Kong. At the time Phraya Kong rule the Princedom of Nakhon Srivichai (Nakhon Chaisri district at present time) Wild elephant with good character existing in the presently under jurisdiction of Samphran district (Samphran sub-district of Bang Chang sub-district). It is very much suitable to ride to war. No man ever able to catch it. Phraya Pan willfully acquires to be the beast of war with Phraya Kong. Phraya Pan therefore order "three elephant catcher" to give advice on how to catch it. Three of them confirm that there is no way to catch it except the digging a big hole along way normally this elephant passed in order to make elephant fallen into the hole and it become easier to catch it. Phraya Pan agrees on this proposal and assign to them. They finally success full upon will of Phraya Pan. The elephant was trained to become warfare elephant. Phraya Pan rides this elephant to war with Phraya Kong and kill Phraya Kong down on the elephant. The place that three catcher catch wild elephant is later called "Tambon Samphran"

Another legend told us that in long old day this area is dark forest. It is house to wild life include group of elephant. This elephant normally come here for food. The place is now Ban Hua Aow School. More elephant cause to soil corrosion the area become gulf like people called "Ban Hua Aow". The rout that elephant walk through becomes canal like watercourse, people in the area called Bang Chang canal. The place was name to "Bang Chang sub-district". Herd of elephant is so cruelty and fierce and to be in rut. Head of the herd which be in rut run amok destroy product and cause difficulties to community member. Among them can not stop this misbehave of

elephant to be must. They arrive at Pak Lad temple (now called Tha Kham temple) and cross Tha Na canal to approach herd of elephant. They can successfully catch that elephant. People in that community called the place "Samphran" (presently Samphran sub-district)

4.2.2 Geographical aspect

Samphran district is on Southeast of Nakhonpathom. It is first category district of the classification of Ministry of Interior framework. it is highly developed suburban area. It located roughly 30 kilometers from Bangkok and 21 kilometers from heart of Nakhonpathom Province along Phetch Kasem Highway (Fourth Highway)

Samphran district has total area 238.93 square kilometers or 149,331.25 Rais. Geographical reference for Samphran district :

Muang district, to Nakhon Chaisri district and Phutthamonthon district to the North

Banpaew district of Samutsakhon and Kratumban district of Samutsakhon to the South

Khet Thawivattana and Khet Nongkhaem of Bangkok Metropolitan to the East

Muang district of Nakhonpathom and Bang Pae district of Ratchaburi to the West

Geographical condition of Samphran district is low land in central plain of Thailand. Thachin River is most important watercourse run through the area of the district. It passes through 12 sub-district area of Samphran district. There is one big lagoon called Bung Bang Chang this is registered as public domain under the ministry of interior. It is 173 rais, 3 ngarn and 22 square wah equivalently to 70 acres. There are some 150 canals and small waterways spread out the district and link to main watercourse of Thachin river. It serves as a very useful travel by water and more important for agricultural purposes.

Climatic condition of Nakhonpathom year round average temperature is 30 degree Celsius. It is in monsoon climate with 3 seasons. Dry season from February to May, Rainy season from June to September and Cold season from October to January.

4.2.3 Economic condition

Samphran district has good potential and economic advantage. It has a good rich soil of sediment clay of Thachin River. It has good water resources that suitable for farm business. This is why Samphran is a place for many kind of fruit, food reserves for Nakhonpathom and neighboring provinces. Apart from picture of agricultural sector, Samphran also a house for industrial plants. In 1999 there are 953 industrial plants operates in the district. It is 54% in number of overall Nakhonpathom. It shares 66% of total industrial employment and investment of Nakhonpathom.

Industrial area is situated along main highway in the district such as Phetch Kasem highway, Phutthamonthon 5 road, and Phutthamonthon 7 road. It was the overflow of industrial area of Kratumban district base in Samutsakhon. The most industrialized area is in Rai Khing sub-district, Om Yai district, and Kratumlom sub-district accordingly. In this there is up to 20% for processing industry, follow by textile and apparel, chemical and plastic and metallic and material, etc.

Per capita income is 35,000 Baht per year or 88,154 Baht per household per year. Concerning important careers of people in district, are labor service ranked first at 42.3% follow by gardening 12.8%, merchandise trading business 7.6% and paddy growing 0.4% accordingly.

4.2.4 Social, Political, and Administration

Education: There are 39 public schools under the administration of office of Basic Education Commission. In these there are 3 secondary schools and 36 elementary schools. There are also 11 private elementary schools and 1 private vocational educational institution. The Police Cadet Academy located next to Rose Garden, Institute for Educational Administrators and one non-formal education centre.

Public Health: There are 2 hospitals, Samphran Hospital and Metta Pracharak Hospital, 22 health centers, non-communicable disease control centre, 12 private clinics, and 18 Dispensary stores.

Public Security: Samphran police station and Podh Kaew sub-district police station.

Religion and Culture: 23 Buddhist temples, 1 Catholic Church, 6 Shrines 95% are Buddhism

Provincial Administration: Samphran district is administered to 16 sub-district, 137 villages (Mooban). Sub-district of Samphran 9 Mooban, Aom Yai sub-district 8 Mooban, Klong Chinda sub-district 14 Mooban, Talat Chinda sub-district 11 Mooban, Tha Talat sub-district 10 Mooban, Rai King sub-district 14 Mooban, Kratumlom sub-district 9 Mooban, Bangkratuk sub-district 8 Mooban, Homkred sub-district 6 Mooban, Yai Cha sub-district 6 Mooban, Bang teoy sub-district 7 Mooban, Klong Mai sub-district 6 Mooban, Tha Kham sub-district 6 Mooban, Bang Chang sub-district 11 Mooban, Song Kanong sub-district 6 Mooban and Ban Mai sub-district 5 Mooban.

Local Administration: There are 2 Tambon Municipalities upgraded from Sanitation Organization since 25 May 1999. There are Samphran Municipality and Aom Yai. Except in the area of Aom Yai, there sub-district administration.

Demographic: Samphran district houses for 143,130 inhabitants; 70,270 are Male, 72,860 are Female. (Samphran District Registration office: dated May 2000)

Indefinitely farming activities, consumption, end use and transportation. It run-through sub-districts of Tha Talat, Samphran, Tha Kham and Om Yai.

Sub-district that move to become more urbanization which are house to population around 600-1,000 inhabitants per square kilometers. There are sub-district of Bangkratuk, Yai Cha, Rai Khing, Kratumlom and Ban Mai. All are situated on the East bank of Tachin River, is quite close to Bangkok. Easily access through Phutthamonthon IV and V those links Borom Ratchachonnani and Petch Kasem.

Demographic density is 200-600 inhabitants per square kilometers. The land is riched and be in agricultural activities. In sub-districts on Talat Chinda, Klong Chinda, Klong Mai, Bang Chang, and Hom Kred.

4.2.5 Infrastructure

4.2.5.1 Transportation

Highway system is Highway 4 (Phetch Kasem), Highway 338 (Pinklao-Nakhon Chaisri) from District of Talingchan of Bangkok via Bangtoey subdistrict, Song Kanong, Hom Kred, Highway 3310 (Phutthamonthon IV) Highway 3414 (Phutthamonthon V), Highway 3415 (Phutthamonthon VII), Highway 3416 (Along Thachin River bank through subdistrict Hom Kred, Song Kanong sub-district, Bangtoey, Bang kratuk, Rai Khing, and Talat), Highway 3097 (Talat Chinda, Samphran to district of Banpaew of Samutsakhon)

Transportation facilities link sub-districts and Mooban together, local highway all are all seasons, 70 routs are paved with hard materials, and 26 routs are asphalt coasted.

Water course transportation: Thachin River; Nakhon Chaisri River and canals system of over 150 canals. Due to less convenience mode comparing to road traffic it is become not-to-popular anymore.

4.2.5.2 Electricity coverage, 137 Villages accessed of 45,923 house holds

4.2.5.3 Telephone, There is 7,787 numbers registered to TOT Public Company Ltd. There are also 256 public telephone lines installed in the district area.

4.2.5.4 Communication and Telecommunication, There are 3 post offices.

4.2.5.5 Water resource, Samphran district has Thachin River (Nakhon Chaisri River) as a main watercourse of the district. It runs through North-South. It stream reach high for a whole year. In rainy season it floods area of two sides of the river. People benefit to consumption, general use, growing their farm and animal, transportation. It can also prevent salination encroaching of dry season.

In Samphran there are numbers of canal link to Thachin River. Small waterway is to help irrigate farmland throughout the district. It numbered up to 150 routs. Among canals of Samphran there are Chinda canal, Samphran canal, Hom Kred, and Om Yai canal are crucial to people way of life. There are manmade canals to shorten watercourse transport rout. There are E-than canal link up Song Kanong

community and Talat Mai community in Samphran district, Thaka canal link Thakham community and Om Yai community together.

Apart from natural source of water resource, Samphran has underground source. It is Chaophraya redimentary rock source. 40-50 cubic meters per hours can be obtained if exploring and developing is made. Geological structure of this sedimentary rock is so well.

4.2.6 Significant and Tourist attractive places

Tourist attracts in Nakhonpathom Province classified into two main geographical grouping. The first group is in Muang district, the other are in Samphran district. Most of tourism resources in the provinces are mainly artistry and cultural matters / human activities / ancient matters / archeological objects. Nakhonpathom have also other kind of natural beauty. However, Rose Garden is one of well-know place among Thai tourist.

Apart from Rose Garden, there are several tourist attractive places in Samphran District. Among those there are Samphran Golf Course, Big bell Golf Drive, Samphran Elephant and crocodile Farm, monasteric places are Wat Rai Khing, Wat Thapoad, Wat Thiendad, Wat Song Kanong, Wat Preedaram, Wat Sarnpet, Wat Wang Nam Kao, Wat Bang Chang Nea, Wat Bang Chang Tai. More new tourist destination in Samphran increasingly famous among tourist, it is Don Wai Floating Market at Wat Don Wai, Bang kratuk sub-district, Samphran district, Nakhonpathom.

Samphran district positioned as high potential comparing among district of Nakhonpathom. This witnessed by several surveys on Education, Athletics and Tourism 1999 conducted by Nakhonpathom Statistical Office. 5 out of 10 are from district of Samphran. There are; Rose Garden ranked 3, Wat Rai Khing ranked 4, Crocodile farm ranked 6, Fish Park ranked 8 and Don Wai Market ranked 10 accordingly.

4.3 General Information on Bang kratuk Sub-district

4.3.1 Physical appearance

Sub-district of Bangkratuk of Samphran located near Bangkok and next to Phutthamonthon has long settlement historic up to 100 years. Old market community "Don Wai Market"

Draw back to the past sub-district of Bangkratuk has significant event. It was the construction project of Phutthamonthon, Buddhist Monumental place to commemorate 25 century of Buddhism. The Government planned to build in a 2,500 rais (1,000 acres) in Bangkratuk subdistrict of Samphran district and Salaya sub-district of Nakhon Chaisri district. The land owns by the crown's Property Bureau and private ownership (small landholder). So the expropriation of the land is affected a large group of people. Compensation rate is among 1,500 Baht per rai for the land to establish Phutthamonthon, the memorial place for Buddhist. For road construction area, there are two rates for land compensation, 1,500 Baht per rai for paddy field and 5,000 Baht per rai for land previously use for fruit garden. People who loose their earning land submit a petition to Minister of Interior Affairs where as overseeing Department of Public Welfare. The department therefore allocated a plot of land in Public Assistance Estate in Prachuap Kirikant Province. 43 families voluntarily move there to since April 8, 1965. Others move to community nearby. Land appropriation finished in 1974 it spends almost 20 years.

Sedimentation made area along the bank of river a good for gardening and farm land. Citizen along the river use water from the river and its connecting canal and waterway to grow their tree. As from geographical characteristic of the Bang kratuk sub-district on the East bank of the river, the opposite side is Bangteoy sub-district but with a great different in term of career activities.

Bangkrutuk side the people mainly commit to paddy growing which Bangteoy side growing fruit.

Up on the name of sub-district, legendarily derive from celebrities festivals continuously and frequently for a year round. At the event crowd of people participate and it makes noisy.

Land expropriation under the project to establish Phutthamonthon as mentioned above one part as in Bangkratuk sub-district of Samphran and another part is in Salaya sub-district of Nakhon Chaisri. This affected greatly to the community since the government had transfer its jurisdiction that is area of Phutthamonthon to Salaya sub-district under the provision of Royal Decree 1979. This made Bangkratuk area reduce to 85 square kilometers or 7,051 Rais, To Bangtoey sub-district to the North, Kratumlom to the South, Salaya sub-district to the East and Rai King sub-district to the West.

Most of land in the sub-district is flood plan, which flooded by Thachin River. It brought to high fertility of the area

4.3.2 Economic Condition

Generally people in Bangkratuk sub-district are in agricultural, there are paddy growing, grow guava tree, pomelo garden. For supplementary occupation they engaged to industrial labor since there are 15 industrial plants in the sub-district, merchandise activities also attract the people there.

Economic problem as existing to the economic life is less profitable price of farm product. The people here have moderate economic income and return so they can afford good education for their kid.

4.3.3 Social and cultural Dimension

4.3.3.1. Total population is 6,724, 3,456 is Female, 3,268 is Male.

4.3.3.2. Administration:

Moo 1: Ban Klong Charoenporn, Moo 2: Ban Klong Bangkratuk, Moo 3: Ban Klong Rang Nong Sua, Moo 4: Ban Nai, Moo 5: Ban Kok Wai (Ban Don Wai), Moo 6: Ban Klong Wadhna (Banna), Moo 7: Ban Klong Suan Fai and Moo 8: Ban Nok.

4.3.3.3. People in the community organized to form community organization to run public interest activities in the community or even for career development for member with the support of initiating / guiding by public agencies in the community. The group that outstanding are Folk Scout Group, Development Volunteer Women Group, Civil Disaster Prevention Volunteer Group, Saving Support

for Production Group, Youth Group, Preserved Food Operator Group, Orchid Producer Group, Agrarian Development Group of Bangkratuk, Boiled Puntius fish Cooker Group, Bangkratuk Volunteer Citizen assisting Community Police, Don Wai Market committee, etc. Apart from group as mentioned there certain group bringing up people who share concern to issue in the community to work together such as Thachin River Conservation Group, Management of Don Wai Market tourism, People movement to empower / strengthening their community.

4.3.4 Political, Administration fact

Information on Sub district and Mooban headman (Kamnan, Headman)

1. Mr. Bancha Wudhisanga	Kamnan Ban Kok Wai
2. Mrs. Patama Ree-Eam	Headman Moo 1: Ban Klong Charoenporn
3. Mr. Thawat Sripung	Headman Moo 2: Ban Klong Kratuk
4. Mr. Saneh Naga Raiking	Headman Moo 3: Ban Rang Nong Sua
5. Mr. Suchart Krausuwan	Headman Moo 4: Ban Nai
6. Mr. Thavee Payathomrongrat	Headman Moo 6: Ban Klong Wadhna
7. Mr. Boonna Srisanit	Headman Moo 7: Ban Klong Suan Fai
8. Mr. Satean Meetavee	Headman Moo 8: Ban Nok

Organization Structure of Bangkratuk SAO

1. Office / Secretariat	
2. Mr. Thavorn Pratumngern	Administrative Chairman
3. Mr. Surat Roekthasnachai	Council Member
4. Mr. Sarit Thrakulchaisri	Council Member

- | | |
|----------------------------|-----------------------|
| 5. Mr. Chansak Wudhisanga | Council Chairman |
| 6. Mr. Rayong Rungboonlue | Council Vice-Chairman |
| 7. Ms. Chamsai Rangboonlue | Secretary, Councils |

4.3.5 Infrastructure

In Bangkratuk sub-district is fully equipped / 100% coverage by electricity / water supply.

Phutthamonthon Sai 5: From Pinklao-Nakhon Chaisri intersection through area of Bangkratuk, Rai Khing and Om Yai sub-districts and link to Phetch Kasem Highway.

Phutthamonthon Sai 6: (Rai Khing-Song Kanong Road), start at Pinklao-Nakhon Chaisri intersection through area of Song Kanong, Bangkratuk, Rai Khing, Tha Talat sub-districts and connect Phetch Kasem Highway.

4.3.6 Significant and Tourist Attractive Places

Sub-district Head Quarters Buildings, Wat Kongkaram Don Wai / Wat Don Wai, Sub-district Health Centre of Bangkratuk, Seng neah Chinese Shrine, Don Wai Elementary School: the school under education opportunity promotion and Don Wai Floating Market

CHAPTER 5

COMMUNITY AND TOURISM DEVELOPMENT AT DON WAI MARKET

5.1 Development of tourism at Don Wai market

5.1.1 Background of Don Wai market and daily life of community around: Glorious stage of Don Wai market, 1957-1967

Don Wai market has long historical background. Hypothetically originate from the settlement of small group of Chinese origin along the bank of Nakhon Chaisri River. During the early period of King Rama III reign sugar cane mills were set up and operate along the riverbank. Product of these mills is plenty enough to export. The place presently is Don Wai monastery was also the site for sugar cane mill while donates to the temple since 1951 during roughly late King Rama III to early King Rama IV.

Well-known of market mainly originated from the fact that it is situated near the temple, the place in that time is a community centre. People of most groups come to the temple for many reason; religious activities, participating in festivals, events, or community activities for instance. Previously most of people in the community are farmer especially paddy growing. During harvesting season, or paddy spRoutee transplanting season, the flux of labor from Suphanburi come to engage in these activities, mainly they are landlessness. When they arrive here they are accommodate at Don Wai market, buildings and pavilion of the temple and of school building since these all welcomed to them. They would stay here until farm owner chooses them to hire for paddy transplant, plowing, or harvesting. Crowdy of people brought exchange, selling, and buying in to exist. Buying / Selling centre exist, people in surrounding community join finally physical market place happen there beside the temple. Most of merchant is Chinese since Thai are so shyness, not keen in trading thing; they are mainly a gardener farmer. Widely told that during 1963-1964 the market is so one can easily looking for something to eat even 09.00 o'clock nighttime.

It is also from the fact that there is only Don Wai market and no where else within 4-5 kilometres from and to.

During King Rama V reign it had a new market set up. It situated next to Wat Rai Khing Buddhist temple. It go to glory since it is in community centre as temple and the office of the newly established district, Talat Mai district. This district is under administration of Nakhon Chaisri during King Rama VI reign. Later it become too crowdy so downtown is moves to Samphran since 1915 and rename the district to Samphran as it be a present day. For this reason some people live at New Market move to the South to Samphran market. Some move to the north to Tha Kwian market and Don Wai market but very little. Some people at Don Wai told that there are relative at New Market, beside these there are from other places. Most of them are Taecheu Chinese who migrate from China. There are from Eou, Teo, Tae, and Lim families. This made some fact to the community. Chinese rooted have there inherited family name for original Thai have family name with Kratuk e.g. In Kratuk, Pantu Kratuk, Koom Kratuk, Tai Kratuk, and Desh Kratuk etc. Normally they add their name or their ancestor name to Kratuk which reflex that they are people of Bang Kratuk Chinese rooted tend to settle and establish their trading / merchandising business in Cluster. They usually build up spirit house / shrine near their house or business place. At present we can se old building, it made of wood / timber roofed with earthen slice porcelain. Presumably it was built in reign of King Rama VI or VII and become so crowdy in Reign of King Rama VIII because of the fact that school was established and move teaching / class room to new building, a teakwood two story building. It was the Venerable Abbot Yot Indaros, rector of Don Wai temple for that day, who pioneered and headed an effort that teamed by people around the temple. The school is named Prachabal Tambon Bangkratuk (Nakhon Rath Prasart), was opened on 28 May 1938.

Don Wai Market at that day is a big market place. The market building is a more than 500 meters long. It has three buildings laying in north-south direction. The first building is at the south end of market, is called "Kajornboon market Place". Having told that Kajornboon family member built and named after their family name. The building made of timber the are two block ling with way that enable customer to do for shopping. Building of Kajornboon market is not quite long. At its north end

there is a bridge linking up to Don Wai Market (Central Market). Building of Don Wai market look like as Kajornboon market. At the house of this market there is the Chinese Shrine face the river. In that period communication and transportation mainly by waterway. There are merchandise ship from Bangkok stop here and sell out goods to traders here while traders here are as distributor. People also come here by boat for food, rice, supply, and instrument/supply every day. In front of the market there is long tailed boat park from Don Wai to Bangkok is would pass to the South Wat Thapood, Wat Rai Khing and end at Wat Phod Keo Pier. Passenger would get a bus to Bangkok. At the pier in front of the market there is a big banner made of teak coated with wood color and gold sheet. It is the name of market "Pisessook Market" Don Wai. This market place lay up to the north at its north end there is a bridge fly cross a canal to link to another market place. This has no formal name. People called after name of one was here "Uncle Tan" market. Uncle Tan originally built his house on this land. Building of Uncle Tan market is timber structure with new and more up-to-date style as 2 former market house at the end of market there is a canal next to Wat Don Wai School. There fore it is a very long / large market place, especially when consider by group to include all community place as temple and public school it would be a very large market community when compare to others market place it more larger and special.

In the past there is a story of hiding of at Don Wai market. It also has opium house that is a preferably place for that time. It is at the back end of the market house. It was close later upon the prohibition of under new law. Way of life of people of Don Wai around year 1957 and some years later is consider a very period of happiness and glory. It is a very rare place has electricity. It is by private operator transmitting to private user. First TV receiving set was Black and White attracts more people to shop in the market crowds of people goes shopping. There are so many kind of business operation, midwife, traditional Thai massage, Traditional dispensary shop, barber, dental shop, Coffee house, Gold smith, Photo Lab, Entertainment, musical instrument performance, dress maker shop, clothes, apparel, grocery, for farm supply, hardware house, rope, rattan handicraft hoe, dessert shop, roasted duck, noodle shop. At the pier there are taxi boat and ferry, liner boat, etc. If one imagine, Don Wai at almost 50

years before is a very place for thousands kinds of goods almost all items available in the Kingdom available here.

Glorious period of Don Wai market, Kamnan Samruay Inkratuk is headed Bangkratuk sub-district. His house is in Moo 5 the mooban that Don Wai market located in. He help mobilized to develop the market place with member of market community. Built infrastructure, road behind the market place, digging a well for underground source of water supply. So he is a beloved one among member of community and market community. People's way of life in Don Wai community is simple, has a sense of sharing, friendly to others. Most of them have two kinds, the former is Chinese are engaged to trade, and the latter is Thai rooted (original) are farmer. It can witnessed in the festival such as Chinese New Year, Chinese's ancestor respect event, the event Chinese rooted offering food to propitiation their late ancestor. After the ceremony they offer some to their neighbors especially Thai original mainly settle their house behind the market. There are boiled chicken, duck, and dessert. At late afternoon Thai group offer Thai desert in return. Also Thai New Year, Thai Ancestor propitiating Ceremony in 10th month lunatic calendar offer food to Chinese also the kind of desert, such as Caramel, Chili past etc. Originally Chinese has more than Thai, wedding cross culture make Chinese in later generation way of life become closer to what Thai live their life. So it become so has monious way of life nowadays.

5.1.2 Dark Age: Out of Fashion and become long deserted 1957-1997

Don Wai market face recession change since Kamnan Samruay Inkratuk retered from his headmanship post of Bangkratuk sub-district. New Kamnan is Kamnan Suwan Pathum-Ngern the one locate his house near Phutthamonthon. Urbanization shifted to new place. It so because of large construction project of Phutthamonthon in area of 4 square kilometers (2,500 rais). Some was engage rice field as a main career of family sell out or (sell by expropriation act) caused some cannot continue do rice growing as main career since little / few land remain make unprofitable or in adequate product. Some move to other places, some who are become landless change their career to be labor. So member of community has reduced much to affected Don Wai market. Another reason is industrialization of

nearby area push small unprofitable farmer, free labor to move to industrial plant. Construction of road at Wat Rai Khing since some 40 years make road transport become more popular and affected naval transport and travel by boat become less important this cause trading activities at Don Wai which much to naval transport and travel as every life of people also affected. Member of community buys thing outside community since more convenient. Trading activities happened to exist more near the road instead it is also because near their work / living place. 1991 is a year of economic growth more real estate project established near Phutthamonthon and along new road surrounded that place. It makes change situation and trend of trading at Don Wai market less and less people there just only one original live and work in the community.

Coping with this trend, only lower than 10 units fight to survive there. Don Wai market in morning time is best time for shop owner, more people visit and searching for food to eat. In the afternoon very few people be there. Since it is near Bangkok youth in school year usually move there for further education fewer class operate in the school in the community. Most of ones graduate higher grade in Bangkok and tentatively not to go back to their home land and continue their work life in Big city and Bangkok. This quiet took over the market for some decades. Only few entrepreneur confirm their commitment to continue operate business at Don Wai.

5.1.3 Rebirth of Don Wai: Become good tourism destination (1997-present)

Though Don Wai market come to quite for very long. It can attract some people to come so frequent since the area nearby the market there are some industrial plant and laborer come here for lunch or dinner since it is near, and good connected by road traffic. Here is comparative advantage for food; there are many delicious item here. It is also better visible perspective since it is on the river bank with beautiful surrounding and not noisy as the place near road traffic. It is with pleasure for one come to eat here especially the one lone naturally and culturally beauty place and peaceful. One another reason to make Don Wai market rebirth is the fact that there is a Public Sector High Ranked Training Institute is set up in Samphran district. It is only 4 kilometers from the market. It located at Wat Rai Khing. There are quite many

participants for each training course for year round activities some opportunity banquet team choose to order food here for them instead of busy cook them selves since some item here is recommended highly among one ever taste it. Item such as steamed Chinese style seasoned duck or (Pet-Pha-Lo) dessert the one have eaten and be enamored / fond of and tell to others it's so become better known. Still, it comes so moderate.

Later, Abbot of Wat Don Wai and Mr. Samarn Suksamai, janitor of Wat Don Wai school joint hand to persuade operator of shop to open their business here again with the view to engine economy to growth while more people would visit the temple to joint and conduct their religious activities. At that time there are people near the market bring their product to sell out here some is row product some are processed / cooked. More and more joint hand. This made more items available here such as Kanom Chin Thai desserts of various kinds. That time Don Wai is known to only people in community near the market, not to general public.

Well-known for Don Wai market from among few people in community nearby to generally known to many people in Thailand start from 1995-1996 when Assistant Professor Nukool Chompoonij of Rajbhat Institute Nakhonpathom has survey and wrote up in the Book on Nakhon Chaisri River water shed. It is therefore the Don Wai market become known to more people. It is compliment to situation at the market become more vital and grow up. Big event that considered as turning point to bring Don Wai market becomes very well-known is the introduction to public of Don Wai market through section "Teaw Pai Kin Pai" of Thairath newspaper. The writer of this section, General Opas Bodhibhaet, come to the market and be fond of it taste and wrote this down in Thairath daily narrating steamed Chinese style seasoned duck (Pet-Pha-Lo) and atmosphere at the market to public. No longer after that hundreds of people come here to taste recommended item and others which processed / cooked with their uniquely original methods / one another reason is natural condition of good old day that very rare to be exist. TV Show producer when see the scenery at market and community surrounded reply positively with great pleasure in shooting their programme here. Actors / actress be enamored with when come here and make further visit again and again. Shop operator who has moved to operate some where lese when knowing this good news they persuade to come back. More business

operator from other provinces Ayutthaya, Ratchaburi, Pathumthani, etc. Also joint this.

There are newer operators open their business here. With a unique characteristic of old building market. It attracts many more people to visit and buy thing at the market. Food has very large items Thai, Chinese. Farm product by gardener / producer them selves with good price good quality. Even though the fact that it located quite near Bangkok some day flux of tourist come visit caused heavy traffic jam on the road near the market.

It awakens Don Wai community from long quite condition to become glory inevitably. More Don Wai community members believe that this glory ought to be from having new shrine that face to the East and conduct right ritual. Also, installation of reproduced Luang Po Wat Rai Khing Buddha at this shrine would bring great fortune to all parties concerned. When Don Wai market become crowds with more people visit Wat Don Wai and become better known too. Our new sub-district headman Kamnan Bancha Wudhisanga is member Don Wai community his house is in down town Don Wai community. People here all support this effort, market member, gardener, school teacher, Sanga / Buddhist monk at Wat Don Wai, temple committee all lend their cooperation with strong support to renew / develop / renovating Don Wai market in the way the gain pleasure from visitors. It is also by the good support of sub-district council, district office authorities, provincial authorities and last but not least general public. So that Don Wai Market committee member and surrounded community adhered themselves to legitimacy career life. It brings welfare and happiness to their community that deserved honor and following.

5.2 Structure of Administration / management of tourism development of tourism development of Don Wai market

5.2.1 Overview of management of Don Wai market

5.2.1.1 Physical appearance and trip Routeing

Don Wai market situated next to Wat Don Wai on the Bank of Nakhon Chaisri River, Bangkratuk sub-district, Samphran district, Nakhonpathom. It is 5 kilometers from Wat Rai Khing. Presently there are more than 400 trading unit

operate at the market. It open daily and would be full range since 06.00 a.m. and 18.00 p.m. for week day and 19.00 p.m. for weekend and public holiday.

There are 3 different zones.

1. Wat Don Wai zone

From road at temple front to well of Wat Don Wai School, this zone opens only for weekend. It oversees by abbot of Wat Don Wai and temple committee member. This zone is preserve for people in the community and must bring product of community. Un-cooked item and item that to bring dirty to the market place is prohibited. All product of tree are welcomed, consumer produced also welcomes. Authorities of temple service to pouring lustral to tourist. Rigid structure built to facilitate tourist in offering food to fish in front of temple for leisure, recreation, merit, the revenue would belong to temple.

2. Wat Don Wai School zone

From the field in front the school to boundary of Uncle Boontan market building, it covered 100 square meters. This welcomes all items without any constraint, no restriction on rule of origin, and kind of good to be sold. Service area also available to serve customer.

3. Private zone

From behind Wat Don Wai school to shrine of Kajornboon market. This zone is divide to 3 parts. First part is Nai Boontan market this has security box it estimately 200 meters-long, the second, Mr. Sunthorn Jaradol market it is about 100 meters long, and the last is Mr. Maitri Kajornboon it long approximately 400 meters. This market has very few operator since rental rate is comparatively expensive (high) among all.

Travel to Don Wai market by road on private car can easily access by start at Pra Pinklao Bridge through Pra Pinklao-Nakhon Chaisri road (Param rajjanani Road) to Phutthamonthon 5 road by turn left. From that point drive onward for 1 kilometers turn right to Don Wai market. There would have parking lot 1 kilometer from that point. There is also bus van. Bangkok-Don Wai service from 08.00 to 18.00 hrs. for only Saturday and Sunday. A fare is 25 Baht. Departure time is every 30 minutes. For Bangkok bus stop is at second hand car tent beside Pata Department Store Pinklao. For Don Wai bus stop is beside Pavilion in Don Wai temple.

5.2.1.2 Economic condition

At present Don Wai market has more than 200 shop operate. Having told that cash flow for over all daily is roughly 1 Million Baht. It opens daily while Saturday and Sunday are a good day for business operator since a flux of tourist. Almost visitors are people outside the community. Mostly come from Bangkok. Mainly aim to pay a vacation and buy food especially for recommended item such as Steamed Chinese Style seasoned duck (Pet-Pha-Lo) Thai dessert of various kinds, fruit, souvenir. They also aim to take a rest from busy weekday at work, they can take boat trip. This activity is profitable for operator since so many guests for each trip. It helps much to let economic expansion from long recession. Public agencies also support in many way such as increase and upgrade in infrastructure, public utilities to meet standard and coverage the need of people in community and tourist. This affected in positive way in revitalizing Don Wai market to become well known as good old market place.

Farm product available at Don Wai market are product of Don Wai community and neighboring community as Bangkratuk that is in the opposite side of Don Wai or other district of Nakhonpathom. This is not restricting trader to bring product from other place, it strict to the one wishing to access area that operate by the temple of Don Wai. Market area operate by private has no restriction of origin of product. In fact, most of products available here are from with Nakhonpathom since in comparatively lower in price and with good quality. Only varieties those can not produced in the community.

5.2.1.3 Tourism resource and Community participation

Elderly generation frequently told that visit Don Wai you would have three "full" first is full of merit. Visitor would go to several temples Wat Rai Khing, Wat Don Wai, these place you would make merit, offer food to fish, second full is fill full your stomach. There are many kinds of delicious food here, more recommended item e.g. Pet-Pha-Lo (Steamed seasoned duck), Ho-Mok (steamed spicy fish cake style with chili past) also many variety of Thai indigenous dessert to serve. You can also buy fresh vegetable produce of community member surrounded the market. The last full is "full pleasure", you can taste a good old Thai style environment of riverside

house, good fresh air. Building of market is well preserved an identical architecture and landscape. Among manys, there some significant attractive element to appeal you to come visiting Don Wai market. There are:

1. Various item of cooked food

Originally at Don Wai market, there is only one or two delicious Boiled Chinese style seasoned duck. It is at Mr.Nab and Mr.O shop for "Kanomtal", Ho-Mok (snakehead fish) and not many others. More shop open here when Don Wai market better known to public, now there are many famous restaurant from many so open here. It is good for visitor to exercise choosing right. Some shop offers more space for their customer by build floating unit on the water to add choice or attract their potential customer to visit and taste. Among all there are some popular items visitor tends to bring back home.

1.1. Pet-Pha-Lo: the most recommended menu at Don Wai

Most recommended restaurant is Mr.Nab restaurant the one who pioneer this cooking formula who migrated from China, at present his children took over the business. At first stage of operation total sale is never reach 10 ducks a day, owner had to supplement noodle soup and coffee to earn enough revenue to survive. Only during Chinese festival there are more order but now on a week day total sale reached many hundred ducks, it reached thousand for weekend. One another is Mr.O restaurant, he is relative of Mr.Nab. His cooking skill is also as good as Mr.Nab. Beside these there are many more Pet-Pha-Lo restaurant at Don Wai market. The duck of 4 months of age is a best to cook Pet-Pha-Lo since it cold taste best, not to sticky or sponge. Pet-Pha-Lo syrup must have good scene, good smell of seasoning spices. More important the cooking tip is boiling at moderate high temperature and more hours it would get good smell and taste.

1.2. Snake-head fish Ho-Mok (spice steamed fish cake in banana leaf), Deep Boiled salted Pontius fish and Deep Boiled salted Rastrelliger Mackerel

First Ho-Mok cooker continuing operates is Mother Pratin shop. With unique ingredient and cooking pattern, boiled deeply coconut milk with chili past first before mix fish meat enable to obtain good taste before fill in container made of banana leaf filled with sweet basil leaf at the bottom. There are baked kind of

Ho-Mok here. For deep boiled salted Pontius fish and mackerel fish (with out skeleton) is a very deep boiled cooked enough to let the skeleton become very soft. It is a rare cooking method. It taste is not too salty or sweet (moderate mix salty and sweet). There are quite many shops available at Don Wai market.

1.3. Palmyra fruit cake (dessert)

Most famous shop is Aunt Kai Palmyra fruit dessert. Selected matured palmyra fruit mix to fermented flour and steamed, topped by sliced coconut meat. Very good smell and taste deliciously. Operate for long time since Don Wai market is not publicly known so this day. Presently move to larger place since the business operation is going well. Now located a corner of road junction to Phutthamonthon Sai 5 road at the far front of the market.

1.4 Thai desserts

There are many kinds of Thai dessert at Don Wai market. Among these, Kanom Ja mongkut, Danom Chomuang, Kanom ThongEk, Kanom Sai Sai, Kanom Suemkluen, Kao Mao Klug (Cooked sticky rice mix with coconut meat and sugar), Lod Chong, Caramel, coconut milk topped gellatine, Sankaya, Med Kanoon, Thong Yib, Thong Yod, Foi Thong, Thong Muon, Luk Chub etc. There are some Chinese origin desserts e.g. Kanom Piah, Kanom Ko, Kanom Kau Ped, Soft Kanom Ko, etc.

1.5 Fruit

Some are product of Bang Toey Garden area. Producer takes a boat to Don Wai market from their garden. There are also from other place in the province. Fruit especially Pomelo of Thongdi variety, aroma white variety, gigantic white are produce of Nakhonpathom. Price is roughly 40-60 per fruit. It is available for almost year round. It is most abandon during September to November. Apart from these there are seasonal fruit such as jack fruit of Luang Bang Toey variety, Mangoes of many varieties Kiaw Savoey, Ok rong, Nam Dork Mai, Rose apple, Banana, Papaya etc.

2. Boat trip in Nakhon Chaisri River

At Don Wai market there are tourist guide businesses to four destinations (4 Routes)

Route 1: Don Wai temple - Thapood temple. Rai Khing temple - Fish abound. It takes an hour and 15 minutes long for one trip. Food and drink available on board at normal price, tourist can also bring food themselves. Tourist guide introduces to tourist of detail of place passing by. This Route tourist would make naval sightseeing along the river. Stop at Thapood temple to invite tourist unloaded and visit Thapood temple, make merit Pra Chula Mani Chiti. Second stop is at Fish park (abound) in front of Rai Khing temple and invite tourist feeding fish before going back to starting point.

Tourist boat is fit for 80 persons. Fare adult is 50 Baht each, children is 25 Baht each. Operate once a day for week day, scheduled at 12.30 p.m. weekend and public holiday service hour is from 09.30 hrs to 17.00 hrs. Floating house for night stay is also available, Thai traditional massage service on board available. Chartered boat trip also available of various magnitude. For more detail contact Srisavasti old Age co.,Ltd. at 0-1448-8876, 0-1659-5805 or 0-3432-1038.

Route 2: Don Wai temple - Rai Khing temple - Podhi Keo Bridge - Rose Garden, This Route is longer than first Route is took 2 hours. It go beyond boundary of Samphran district and take a break at Rose Garden and going back to Don Wai temple. Tourist guidance also available for a trip round with the view to familiarize tourist to a place visit.

Tourist boat is fit for 80 tourists. Adult fare is 80 Baht and 40 Baht for younger person. It is available only on weekend and Public holidays. Service time is 11.00 hrs, 12.30 hrs, 14.00 and 15.30 hrs. For detail and reservation contact Sri Svasti Old Day Co., Ltd. at 0-1448-8876, 0-1659-5805 or 0-3432-1038.

Route 3: Don Wai temple - Hom Kred temple. Tourist could enjoy sightseeing for way of life along riverbank and architectural and building attraction. Boat stops at Hom Kred temple visit fish abound and invite tourist to offer food to fish. It takes half an hour.

Tourist boat is fit for 70 persons. Adult fare is 50 Baht, younger person is 25 Baht. Service hour is 11.15, 12.00, 12.45, 14.15, 15.00 and 16.00 hrs. for only weekend and public holidays. For more information contact Metra Sai Chol Co.,Ltd at 0-1482-1107, 0-1625-0672, and 0-1258-4892

Route 4: Don Wai temple - Klang Bang Kaew temple. This Route longest among 4. It go down the river to Klang Bang Kaew temple. Take a break at Wax Museum to make merit to Wax image of Venerable Luang Poo Boon and going back to Don Wai temple. It takes 3 hours and half.

Tourist boat is fit for 70 persons. Adult fare is 80 Baht, younger person fare is 40 Baht. One trip a day only for weekend and public holidays, service time is 13.00 hrs. For more information contact Metra Sai Chol Co.,Ltd at 0-1482-1107, 0-1625-0672, and 0-1258-4892

3. Fruit farm visit

Boat trip for sightseeing along river side and canal. Visit farmer site to learn more about simple Thai's way of life with kind-hearted, generous, informally to visitors. Visit area of largest Pomelo cultivation. Visitor would learn more about history of Nakhon Chaisri of worthy knowing, and to gain more experience with Pomelo of more varieties. There are Honey white Pomelo, Thongdee White Pomelo, Eliptic White Pomelo, and also first Lueng Bang Toey jack fruit tree which grows since 1942, Mameaw rose apple, Big goose-berry, Burmese grape, coconut, areca nut, etc. and privilege for first product at lowest price.

The trip Route Don Wai market - Samphran Pomelo garden, a fare for garden visit boat trip is 100 Baht for adult, younger person above 5 years 50 Baht, under 5 year free of charge. Boat stop is at the entrance of Lady Seng Niah Goddess Shrine, Don Wai market. Ticket reservation opens daily at 8.20 hrs, available at Monthien Fruit (Gardener) shop, Monthien Bakery House, Available only weekend and public holidays. Departure time is 10.00, 12.00 hrs. and 14.00 hrs. A trip takes roughly 2 hours. It is about 1 kilometers is distance to Pomelo Garden. Contact Mr.Monthien 0-1667-4268 or Mr.Charnsak 0-1849-2825 or Mr.Amnuay 0-1829-8035.

4. Don Wai temple

Don Wai temple is Buddhist temple of Mahanikaya. Name of the temple is derives from "Kok Wai" temple since the land that the temple located on is a high land with many rattan trees. Some people called Chueng Wai temple. Later time second Abbot venerable Pra Dharm Raja nuwatra considered that the meaning of name of temple is not a good name therefore giving a new name to "Khongkharam

Don Wai" temple. Adding the word "Khongkha" is the matter of fact that the temple located at the bank of Thachin River. Still, People in that community and in other place normally called for only the short name "Wat Don Wai". The church of Don Wai temple and Pavilion located in parallel direction. It faces East - West as traditionally practice in building religious structure. It is belief that main entrance of the church face the East means progress glory. Venerable Prawat (Pawattiko) is the Abbot at the temple today.

Visitor who come to Don Wai temple would have a good opportunity to make merit, practice religious a activities, offer thing as basic needs to monk, and continue on giving by offering food to fish in the river in front of the temple. The temple steering member build up the floating structure to facilitate visitor in the way to take a rest or walk down to the floating structure to offer food to fish. At that place foot massage also operate to service.

5. Old market at the river bank

It was establish since the reign of King Vajiravudh as almost 100 years ago. The market building located parallel along the river bank. It is in old style of timber structure almost are in the same architectural character. At the front side the door is in a series of hinged partition that can be folded back to make a wide passageway, exhibiting goods in the shop house. It is very rare in nowadays.

5.2.2 Organizational chart and management of Don Wai market with community Participation

Local community itself hosts management of tourism promotion of Don Wai market. It has Steering Committee to take responsibility in day-by-day management of market. The committee is represented by representative of several group / parties concerned e.g. restaurant group, souvenir group, Boat / Floating house Trip operators, Tourist Guides, Community member etc. It has an advisory board which helps provide advisory service, other service as necessities. This comprises member of sub-district administration council, development officer, District secretary, etc. Steering committee that represents by all parties concerned would be bridge to link up and mobilize resource, cooperation among public agencies in the community, community-based organization, and member of community. This aim to achieve common goal

and with the support of Advisory Committee to make management of market more smooth and efficiency. Organizational Chart of Don Wai market Steering Committee is as shows below.

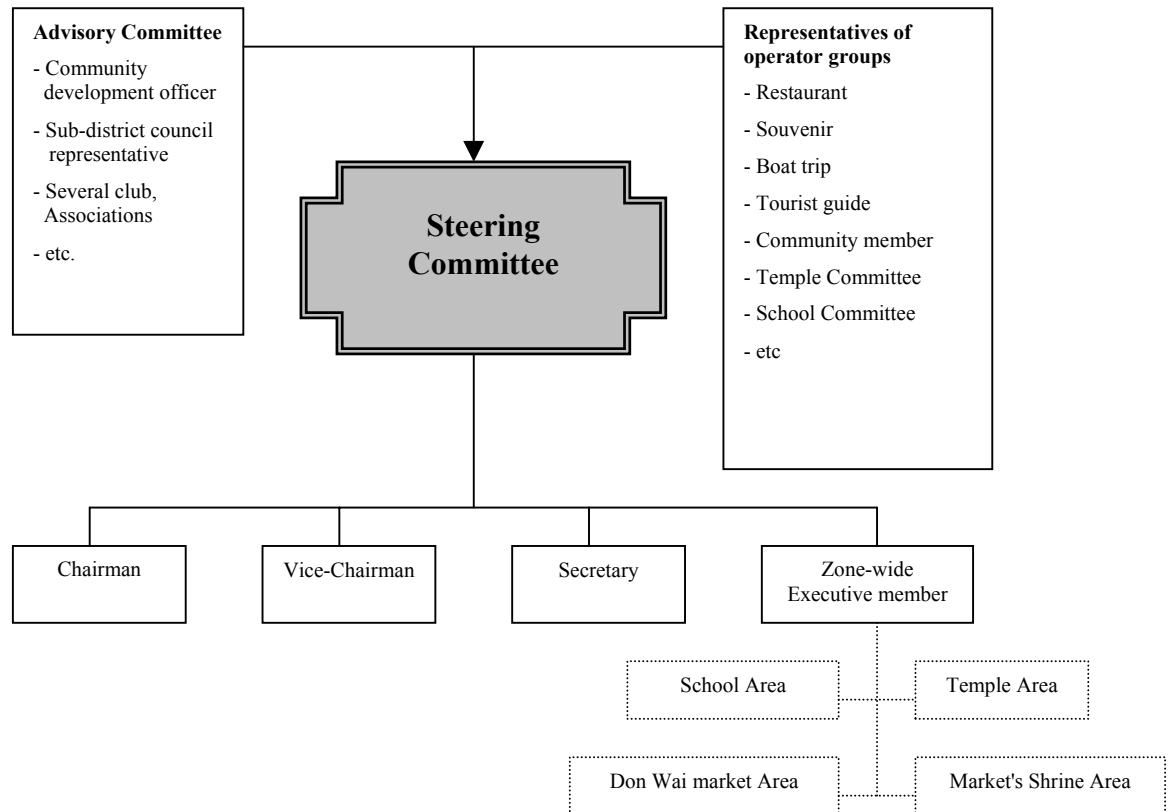


Figure 5.1: Organizational Structure of Steering Committee of Don Wai market

Management of Don Wai market is divide into 3 area zone ; Temple Area, School Area, Private Area. Each area has its own regulations.

1. Temple Area

This administered by Abbot of Don Wai temple and temple Committee. This area would open only on Weekend. It restricts to product of animal. Fee is 30 Baht per day. Rental fee is a fund for basic service temple make available e.g. toilet, Salary of Civil Security Volunteer, maintenance of market infrastructure and to maintain orderly function of service in the temple area. For reservation of space contact Mr. Samarn Suksamai exclusively. No re-rent practice of space, if one breaks a rule it would be both reject from the area. When operator decides to stop operation, the right

over space allocated would return to temple. Temple also makes free parking lot available.

2. School Area

This area is administered by Wat Don Wai School. Animal product also welcomed. Daily fee is 30 Baht, same as the rate administered by the temple. Area at the pier in front of Don Wai school is reserved for catering service. Many merchant bring a goods here for sale. Best known list are Boiled Chinese style Seasoned duck of Mr. Nab, Spicy Chili past, Thai dessert, fruit, etc.

3. Private Area

There are 3 zone; 1. Grand father tan (Mr.Boontan Meepom) 2. Mr.Sunthorn Jaradol this is for parking service. Service fee is 10 Baht per each 3. Kajornboon market owned by Mr.Maitri Kajornboon there are very few merchant operate here since a fee is expensive (high) and few customer visit this zone.

In conclusion, Don Wai market is under the jurisdiction of Bangkratuk sub-district Administration organization. There are Kamnan Bancha Wudhichanta and Mr.Samarn Suksamai as focal point. There are other Committee who represent individual Area compliment tem also. At present there are more than 400 shops operate at the market. Market authorities concerned primarily to convenient and security of visitor, therefore making crucial service available. There are

Boat trip:

Told that pioneering by Uncle Samarn Suksamai. The market is located at the river bank, he therefore initiate for operating boat trip. Borrowing money from various sources to invest in infrastructure with the view to attract tourist. All available boat at that time belongs to the temple and use for public interest of the temple. To rent from the temple is subject to some constraint such as when ever the temple need to use hirer has to make it available far. Rental fee is 5,000 Baht and agreement to donate 1,000 Baht per time when the temple organize any event. The temple authority requires hirer to limit speed to affected well-being of vegetable of farmer in that area. Operating boat trip also needs license under provision of the Ship etc.

Facilitation and Parking facility:

Committee makes available for parking lot. This possible by the permission of the Don Wai School to use it football field, Space in front of office building of Bangkratuk sub-district Administration Organization. This made tourist park their car free of charge for a whole day.

Traffic Management:

With the kind support of Mr.Sathian Meethavi, headman of Moo 8 of Bangkratuk who mobilize community police and civil security volunteer to facilitate for orderly traffic at the market area, making heavy traffic to flow smoothly.

Security Management:

This is overseeing by the committee jointly lead by the two Kamnans of Bangtoey and Bangkratuk districts. Civil Security Volunteer also help monitor security of visitor for a whole day. They communicate via radio communication.

Quality Control of Goods:

This has a Committee to examine quality of goods to be sold both in temple area and market area. This also have complaint receiving unit for under-quality goods sold here by tourist / visitor.

5.3 Role of Community based Organization for development of tourism in Don Wai market

5.3.1 Role of CBO,

Bangkratuk Sub-district Administrative Organization: Role of Bangkratuk sub-district Administrative Organization to tourism development of Don Wai market is supportive and promotive, not is the host for the matter even though the fact that Don Wai market situated in the jurisdiction of Don Wai sub-district Administrative Organization. The fact is that sub-district Administrative Organization involvement in tourism development at local community is very new for all partners at local community, there are community member, committee and so on. So, the need to bring understanding is the important case for Don Wai.

Don Wai Sub-district Administrative Organization (Don Wai SAO) current role in promotion and support to is public relations. It allocated yearly budget thereto. Cutout production is charge for 450,575 Baht. It is also coordination among national

and provincial organization such as Tourism Authority of Thailand to mobilize resource and cooperation. Even that all party relevant suggests that the Don Wai Sub-district have to raise its potential on tourism development to meet some necessary step and achievement. Don Wai SAO's role on facilitating/initiating for consultation with the view to reach consensus to certain questions. It is also need to develop and arrange for new tourist attraction, restoration of culture/festival/celebrity with the view to catch more visitors. Activities were arranged to promote Don Wai market as tourist attractive place, such as Don Wai mini-Marathon in celebration of King Birthday, Consumer Protection Day on 30 April. This aims to promote toxic-free vegetable which is product the community that available at Don Wai market, Security/of visitor, preventing crime, robbery, safety accident.

Civilian Security/Safety Prevention Volunteer, the group voluntarily surveillance, safety promotion for tourist, preventing crime, public relations on property lost.

“We Care for Thachin River of Nakhonpathom”, the group is active for encouraging relevant agencies and community member and also in sensitizing people in the community in keeping cleanliness. Campaign on this is target to keep clean of house's front, temple, school with the goal for neat place for visitor. Public forum also organized as seminar, consultation on Don Wai market development issue, concretization of people in the community to preserve good and healthy environment along 2 sides of Thachin River. Measures to be taken to prevent from littering into the river as well as public relations for better understanding and make more people know Don Wai market.

5.3.2 Role of Community Member

Traders/Entrepreneur at Don Wai market as well as people of Don Wai sub-district is active in participation/initialing, plan conceptualize, decision-making as well as benefit thereto. People commonly know starting from persuasion their close friend to operate their own business at the market, jointly negotiate and drafting regulations, deciding upon questions. This fact reflects/indicates well of the level of community participation. It witnessed by many kinds of activities, there are Ship/boat owners who operate boat trip along the river, Gardener for garden visit campaign,

Commoner as tourist guide, Agrarian; planning for year-round farm product availability especially for tourist, Local product of groups; house wife groups, cooperative shop etc., Selling souvenir or local product to tourist, Community member facilitating tourist.

As mentioned above, it witnessed well the phenomenon that people play role actively in participating in various meaningful activities that consistent to their desire.

Community participation through the formation of “Don Wai Market Committee” this enables all interesting partners especially community of commoner to take active part for Don Wai market community. This not only brings tourism development target to desirable manner for all parties. It also “learning process on and government sector” is the most important that could be underlined and identified as indicator for achievement for community collectively while tourism play as medium role thereto.

It is the matter of fact that tourism development could be beneficial to the community as a whole if people as member of community could be raised their thinking skill, operating, as well as attitude that not treat/see it as the only way to get more money. It is acceptable that present status for development is can only measured through income of the community, the only phenomenon, it will be unsustainable one, so, the one that fit for long-run development is participation at higher live.

5.3.3 Role of community leader

Leaders, those take part in management of Wat Don Wai market development as tourism destination/attraction place is both informal and formal one. As important to mention here is Mr.Samarn Suksamai- janitor of Wat Don Wai public elementary school who also act as

Overseeing Member of Wat Don Wai, Mr.Suwat Nimanong-Pioneer for boat trip operation, Wat Don Wai master, Kamnan Panya Wudhisanga, Headman of Bang kratuk Sub-district, and Mr.ChansakWudhisanga CEO of Bangkratuk Sub-district Administrative Organization.

All as mentioned are eminent/resourceful human resources of the community, they are also social capital that all community should have if need successful

development otherwise it could not be the successful one, or not a case for outstanding one as

Naturally, these people have treated as the respected one for almost all kind of Village member. It is also for outsider who interest of tourism development of the community as it is would not be true without contribution of these.

As be influential to village member, thought fully and generally. Any initiative/ need contribution of these figures as intermediaries of persuaders. It will get extremely positive response from community member

Skill, it is not in all case that the work can be done completely since common people respect and believe these eminent people not authoritative tentatively of SAO decision maker sometimes, position of two pillar come different. It brought difficulty if participation of those intellectuals. This situation SAO looks downgrade in the eye of people for a while.

As their great capability, with keen moral point of view, their visionary, it can mobilise cooperation among partners/concerned. Even though the network fact that transparency in decision making is real the essential element in all aspect.

5.4 Obstacles/Limits/Constraints

Difficulties encountered mainly caused from internal and external of the community. It commonly underestimate/or pay inadequate attention to. Commonly pay attention to external elements. In reality, inside the community potentially become more serious if due attention could not paid to. As review, survey, researcher aware that there are some

1. Inadequate parking lot
2. Disproportionate ratio solid waste and capacity of solid waste cabin. This is even SAO responsible for solid waste management but over damping/littering is still exists.
3. The use of megaphone for public relations activities makes noisy/nuisance to tourist. Very often it be used for discredit of competitor as well as.
4. Walk way in market comparatively narrow and inadequate strengths especially walk way bring people to boat trip.
5. Messy location of shop in the market.

This sometimes obstructs tourist while they visit the site.

Findings of the study, important part revealed that consistent with what showed in Survey on Education, Sports, and tourism 1999 of Provincial Statistic Office of Nakhonpathom. It said that Don Wai market is one of good tourist destination but in adequate/less quality facilities. Respondents suggest on/that upgrading the site for 5 elements ranked as follow 5.

First: Cleanliness/tidy ness

Second: Less Capacity to Service over whelming tourist

Third: Parking lot

Fourth: Public Relations/

Fifth: Access via various transportation

5.5 Implications of tourism development to Don Wai community

There are two main faces of implications to Don Wai from the strikingly growth of visitors to the community, positive and negative. Presenting two sides of development would bring higher long-run appropriate outcome to the community. It can be classified into 4 main types, these are:

5.5.1 Economic implication to the community

Positive Impacts :

1. It is, inevitably encourage economically sound activities at the community; It can serve as effective demand for local product. Villagers in this community have very simple way of life as originally as in old time of Thailand. They mainly engage to farming, gardening so their product is not going further than fruit, vegetable, livestock product, and its preserved products. There are also cooked product from animal, meat, and egg. This is while Don Wai market has much kind of fruits and cooked items. The producer mostly sell-out themselves, no need intermediaries. This is why good for tourist as consumer.
2. It promote, income and occupation creation which response sufficient economy policy and principle. Formerly Villages live their daily life with respect to their fortune. At present, they are activated, concretized so that

they become good citizenship, work hard, hold legalized/moralized character. This can solve involvement in vicious circle such as gambling, betting while their income sufficient to offset burden.

3. Re-distribution to local community income/revenue from product/tourism related services; there are food, dessert, fruit farm tour, farm product, and boat trip. All of these enable the community to benefit directly.
4. Another important implication is the stimulated change of economic structure of local community. The change is originated from flux of farmer to business operation. Food and dessert shows at the market, farm product processing business are replace to subsistent farming. This enables them to earn more money. Now the business like this becomes a compliment to tourism business that is income attraction activity, therefore, Don Wai Market is a central place for community's economic life.

Negative Impacts:

1. Community member among who are poor since their purchasing power is lower. For food price before the market is not well known among tourism is lower. Noodle soup is 10-15 Baht and risen to 25-30 Baht nowadays. It does not affected tourist since most of them are from Bangkok or big city which have better income standard, also for tourist place higher price is not unusual.
2. Overlapped Interest; this is a big problem at Don Wai since total sale is a big money. Economic opportunity at Don Wai market is also very negotiable. So one who strongly intend to gain maximum profit/interest would come here and operate profitable business while avoid to share responsibilities e.g. fee on solid waste disposition, or by the way liquidating away the space.
3. Fair sharing of gained interest; presently there is no regulation on share gained. There would be potential difficulties that threat to smooth operation of market management if someone takes unfair portion of gained interest.

5.5.2 Social implication to the community positive implication

Positive Impact:

1. It implicates to social progress of local community. Community become modern, more business operation, road, telephone line it make more convenient, more income. More people move back from other place since economic opportunities is improved, this contribute to family relation and prevent / potential social problem if.
2. It promotes community / native place's pride. It contributes to bring effort to restore environment and tourism resource to reconcile from over exploited.
3. Promote unity in the community cooperation among community member improved.

Negative impact:

1. Bad behavior developed. Among trading partner who looks at his / her own benefit / interest, more income change him / her to develop atomize way of living. Sometimes competition
2. Conflict among community member and visitor and community. Conflict developed in the community especially among member who has business and the one who has not. Traffic jam heavily on weekend and public holidays, this affected much to the everyday travel in the community, or more serious is on taxation. There is a word "left-hand side tax vs. right-hand side taxes" It means to blame for "right-hand side tax" which is Don Wai side that overwhelmingly avoiding to pay tax. It said that only 20% of estimated tax income of Don Wai SAO would collect from shop operators at Don Wai market. This made dissatisfaction among people outside market. It is of great concern since the community itself has no mechanism and potential to clarify this problem promptly.
3. Traffic and road safety. On the week day traffic is not much serious, the only concern is it affected to school student who go to school on weekday that have to caution their safety. For weekend and public holidays it affected on one who travel within, from and to community. It takes higher risk of road accident also.

5.5.3 Implication for community's cultural life

Positive impact:

1. Pride/love in local wisdom/intellectual/art and culture of community. Primarily people of the community cook food upon their own way/style since aim to serve family while shift to serve tourist, they can do well, it let they gain more and more income. This takes pride for the people there when they thought they could present indigenous local wisdom and hand it out to next generation and visitors to know.
2. Emerging trend to revitalize traditional wisdom in order to preserve and mobilize/awaking. The crowdly visiting to Don Wai market cause people in the community aware/pay more attention to their daily life at least to look closer to ingredient/formula, this is good for preserving traditional culinary art that become rare to descendant. It is an opportunity for prolonging traditional way of life.

5.5.4 Community Environmental Impact

Positive impact:

1. Emerging awared of importance of Thachin River increasingly after they realize its goodness. Community becomes actively refrain from littering into the river, surveillance quality of water. It has also restore and promote the understanding on Also pay keen attention to while know completely
2. Develop and improving and measure to preserve environment : Recently they keep this front door of house clean, temple, school and tidy desirable/ to look.

Negative impact:

1. Quality of water: more shop established and operated. Even more attention taken to, the concern right now is due care not yet met.
2. Over dumping solid waste: Since overwhelmingly tourist visit Don Wai market. It results to increasingly large dumping scale of garbage. Don Wai SAO who responsible for this speeding up this task but it is totally behind the scale that is manageable.

3. Noise pollution: This affected classroom conduct both teacher and student side especially for Don Wai elementary school. Some are from continually flow of traffic.

5.6 Community role to tackle the problem

Estimated that over 10 thousand of visitors come daily so the magnitude of problem is inevitably expanded. Solid waste, both from tourist land operator here. The scale of 8 metric tons daily is remains manageable but relevant parties like Bangkratuk Sub-district Council and Administrative Board (SAB) has to sitting together and arranges measure to solve this. It imposes responsibility on business operator to own solid waste bin individually. Researcher witnessed this myself. For solid waste from operating side sub-district body laid garbage bin nearby its office and impose them to dump there, wet for the green one and yellow for dry solid waste. The carrier would be scheduled to bring away twice a day.

Sub-district administrative body also place lay garbage bin at the point tourist normally convenient or place normally visit by tourist to use, it is in yellow/a yellow one, this excluded for business operator which already design for and if they violate this rule have to pay fine. It is good to know that no one break this law right then.

The remained unmanageable problem for SAB for garbage collecting is in the portion of common garbage bin because the place laying down the garbage bin is near SAB office, bad smell. Previously it situated in market building since some operator complain on smell which claim that disturb their potential customer it was there fore had move to the present point. There is no better point to lay it down SAB therefore sacrifice itself to this. The magnitude of problem become more and more serious and the way to solve this is under the provisional measure also design with the view to relieve the big problem. Long-term solution is being in discussion and making.

The community has it own regulation to preserve orderly manner of shop. Since Don Wai market has three zones under different administrators; temple, school and private operator. Each zone has it own management and regulations. Fee for space rent is in different rate, regulation on other issues also different upon the of zone administrators. For temple zone and school zone it charges a same rate at 30 Baht a day. For private zone the rate is negotiable but higher than the temple and

school zones. However, private zone leaves hirer more freedom than it does in temple and school zones. For instance, in temple zone animal product would not be welcomed and open exclusively to all members of Don Wai community, and in school zone welcome to product of animal, farm product, and vegetable. Regulation on other matter, space would not eligible to re-rent to others; parties who violate this regulation would be discharged from rent space.

One issue is very interesting at Don Wai market. What is the final solution, if there are some operators who temporary altering his/her shop location upon admission of another operator, without any benefits in return, who originally rent the space from the market authority? If under certain situation some shop that not operate on weekday admit other party to benefit his/her location advantage with no intention to gain benefit from this arrangement it is free from any restriction.

CHAPTER 6

ANALYSIS

6.1 Attracting and pushing factors for successful promotion of tourism in Don Wai Community

Progressive and Developmental aspect for successful in promotion of tourism in Don Wai Community can be explain through phenomenological aspect of social/local culture and crucial important factors as follows:

6.1.1 Exogenous factor

1. Policy and overall trend and direction of tourism

Tourism industry growth systematically rapidly since 1957 through meaningful support of government. Among those most important is the establishment of Tourism Promotion Organization (finally/Presently Tourism Authority of Thailand: TAT). Government also pushes tourism development into 4th National Economic and Social development Plan (1977-1981) for the first time. It is also become more important portion in the later National Plan to present that implement the 8th Plan. TAT's Major Policy stress importance of inflow of foreign to Thailand. This enables Thailand to gain more foreign currency as well as decentralized of tourism business/activities to local community, upgrading infrastructure and facilities and services. This result in rapidly local development in area especially natural heritage/natural environment, cultural and other resources preservation and restoration greatly.

It is also because of the formulation of ecotourism policy of TAT. It mobilizes cooperation among State-private agencies in the field as well as people participation in development of tourism as well. Sustainable development/tourism, preservation restoration of art and culture together with environment conservation. Bring tourism to be crucial agency for change for quality of life of people, alleviating social problem, promote family/community economic condition/well-being etc.

All that mentioned are only exogenous factors that surrounded one small community like Don Wai. At the same time, in this community there are more visitors go there for taste good foods. Don Wai Market from the place that known to a few people, at present time there is so many tourists visit a day. One activity here that good to be mentioned is while visitors come here not only for eating but leisure they offer food specifically available for sale here to fish at the area front the temple's official announce as safe place for various fish species. People-to-people telling make this place become attractive to more tourists. This witnessed potential of Don Wai as tourist destination.

Generally known that which activities/festivals could let more people especially tourist to join, the member of community would actively/fully support.

2. National Economic and Social Development Plan (8th National Plan)

The Eighth National Economic and Social Development Plan proclaimed and implemented during the same time as Don Wai market become well-known among guests, the time that national economy crash down. It admits fine tuning adjustment to economic condition. Development of tourism, therefore, adjusts to compromise to situation/environment. It's direction is to earn more income to local community/country, promote local administration organization and community based organization in administering tourism comprehensively. It is also aims to promote good relationship among tourist/visitor and local community, preserve local culture/identity e.g. housing, food, way of life, local wisdom while advancing/upgrading infrastructure for instance.

3. Sufficient Economy Principle

His Majesty the King delivers, on the occasion of his 70th Birthday Anniversary, at the audience of overall nationwide representatives of agencies, professionals, groups of people. The year 1997 is the first year after economic crisis hit Thailand. His Majesty recommends that to cope with crisis and survived Thai people for most response positive with this way of living. This principle comprise 7 elements, there are, sufficient for all member of family, emotional sufficient, sufficient well-being environment, healthy societal dimension, sufficient in knowledge, sufficient culture, sufficient in security. When sufficient take place it

would brought to balance. It is a normal and sustainable one. The influence of this principle is coming in reality in the term that more people in the community make change in their career life they are back to their own strength after economic crisis. Cooperation to develop Don Wai market, the place which gains full potential for tourism. It broader good opportunity for community member in many ways, income generation, work opportunity, and market for products and services of villagers.

4. Good infrastructure & facilities

Don Wai Community and Marketplace can be accessed easily via road conveniently and more alternatives. The are places to stay over night available for visitors mostly in Samphran downtown. This also promoting factor for Don Wai tourism

6.1.2 Endogenous factors

Changing of structure of community while tourism become into main agenda. It is not only influence by exogenous factors. Internal factors also contribute to this change. Among many factors which contribute greatly to this change are as follow:

1. History and background of the community

Don Wai Community is one of interesting community along Thachin River. Interesting historical background on economic, social and cultural elements. It is good to learn more with the view to preserve this good story. Wat Don Wai is as community centre in the old day that organize festivals round year attract more people to come joint. At the event there are entertainment, playing, amusement. Maybe it link to the name of this community "Bangkratuk" the place for year round festival. This event people from different culture come joint, interact, and interchange their cultural activities. For villager after their tired harvesting season, they normally take a rest via going to temple festivals.

2. Gardener and riverside way of life

Most of community member here committed their career life as paddy field grower, fruit grower. That made abandon kind of fruit and farm product. These are grape, rose apple, guava, jack fruit, and mango, etc. It is also be house of good quality product, cheap price well known from the past several years. This is the reason why more products available at Don Wai market. It comes from within Don Wai

community and community nearby such as Bangtoey community. The community has product to supply so when Don Wai market becomes revitalise it is good for villager to bring their product for sale. One another thing that Don Wai market is located at Thachin river bank. It has a good environment, quite, fresh air it good for tourism that attract much for visitor who looking for natural and cultural tourism since the community here is hosted to traditional Thai way of life at 2 sides of the river bank.

3. Riverside old market : Since river is centre for human settlement, trading because of Don Wai market is one of many along Thachin River old and new markets. Among significant one there are, Bangluang market, Bang Sai Pa market, Bang Pai Nat market, Banglane market, Bang Pla market, Bang Pasi market, Lamphya market, Huay Plu market, Ngiw Rai market, Ton Son market, Thana market, Samphran market etc. Identity for this old-market place is preserved all original atmosphere ; physical and non-physical elements. It porsessfull unique character not available at any market place.

4. Well known Quality food and desserts. Knowledge and know-how on cooking food and desserts is originate here from generation to generation inherited to their younger generation. Cooking style is unique that adhered to locally indigenous formula. There are many kinds of Thai desserts at Don Wai, for instance, Palmyra cake (Kanomtan), Kanom jamongkut, Thongmuan, Kanom Cho muang, etc. Some Kanom is very rare for normal people but available for sale here. Among Thai foods there are deeply cooked mackoral fish, Kaeng Born (tarot leaf curry), Ho Mok Pla Chon (snakehead fish with spicy paste). Beside this there are several good Chinese menu e.g. duck noodle soup, Chinese cake, Kanom Chin (rice noodle with curry)

5. Close to Bangkok : As Don Wai market situated in moderate distance from Bangkok and high density populated areas, 30 minutes by bus from inner Bangkok is a very negotiable and take only on day to travel to and back. This is one important element influence decision making of tourist. It is also situated next to many tourist attraction places from place to place is easy to visit. Transportation infrastructure is completely ling them together. The places worthy to mention are Wat Rai Khing Elephant field, Samphran Crocodile farm, wax museum, Phutthamonthon, etc.

6. Well prepared, Community readiness & Development cooperation: Awareness for community development among its members is essential. Its turns crisis to opportunity timely and righteously. 1997 in the year Thailand first experience deeply economic slump. Thousands of workers were lay out and without or very little chance to catch a new job, they are mostly go back to the home town/on small background. In their community, they become actively involved of daily activities of community, do self-improvement, reconditioning place in the community to attract tourist with support of relevant agencies. People involved more in administration and overseeing, all mentioned contribute to the rebirth of community market.

As mentioned above it witnessed as capital rich community. It helps to develop tourism within the community. It is social capital of the Community, quality product, goods, service or even community development principle which marketing to tourism led community. This is unique character for this community that is making point for tourism. More important Don Wai market community has potential and readiness and cooperation to develop their community to be tourist attraction place.

6.2 Root causes and factors push Don Wai to be well known tourist attraction place

Talk of whom that made Don Wai market becomes generally known to public as it be at present time. It must draw back to the origin. Without him probably no one would know the home Don Wai. This one is the principal initiator. He is Samarn Suksamai, the janitor of Don Wai elementary School in Don Wai sub-district. For people outside might think or look down as less-literate, low social status. For Don Wai community member mostly highly respect to. He is probably be as Founder Father for Don Wai market as tourist attractive, place to earn an income for commoner.

Another crucial reason made Don Wai market becomes well-know to people outside is moderate and rapidly is good public relations strategy. The people who first tell story of Don Wai to outsider is colonel Prapas Bodhibhaet. It therefore known to medias, known to broader community finally.

A contribution of these two eminent persons is not a lip service of someone a little in the community. Almost shop-owner at Don Wai reconfirm this and know these two people well, their roles, works, and contribution. As from interview and questionnaire, respondent, interviewee and also the people in the community surrounded the market. All mentioned first for founder is Mr.Samarn and second for make market becomes well known is Colonel Prapas. This confirms the real influence and contribution of these two outstanding figures for Don Wai community.

One another important factor bringing Don Wai market for successful for visiting purpose is its good potential. Don Wai is 200 years old community market, location that easy to access; also take advantage to good natural condition, fresh air of the river. This brought to boat trip along Thachin river, floating structure for tourist to come down to visit the place along the river and offer food for fish that is one activity to relieve the stress / painful emotion. This kind of

Various kinds of media come shooting and report on, television, printed media, and more. Mainly report on recommended item; food, local product,

6.2.1 Notifications/Observations

1. At Don Wai market, all goods, shop show price per unit. Most of items available here are food; meat ; product of animal. Vegetable and fruit are quit cheap here while most dessert, which are higher in price.

2. Most of item offers for customer invite buyer to try before deciding. For advertising purpose seller here often show photo publicized through media, TV, newspaper.

3. People of Don Wai market community are very good in public relations and media relations. They usually make a psychological test to media reporter who come and report on any shop at the market of for the market overall. They would deliver with high pleasure to them. Take them around the market; take them to boat trip with no charge, offering food, and souvenir item. Since they hope would report their shop / market with good image in way to attract more visitor from other place to come to Don Wai market and buy more product at Don Wai

6.3 Prominence of community participation and vigor in tourism development at Don Wai market

6.3.1 Sense of ownership at Don Wai community

Facing recession in economic condition, social changes and culture shock. Don Wai community response to ; some accept, some reject, all are community-level process to adapt itself with the view to survive among ever changing environment, changing community structure, individual-to-individual relation, pride of long history in the past in successful trading society of the community. Since they aware of this fact, it warns them to realize its weakness. So various efforts were initiated to preserve its status and pattern of consumption. This aims to maintain standard of living by employing available social capital to reproduce the new value in order to empower community to cope with change. More specific is "patiently maintain its own way", not too fashionable or resisting movement for change. This reality is experienced by owner of old houses in Thai style, they preserves as original as it at the time of building, it survives among the overwhelmingly westernization trend. Or even farming and gardening that was the main career in community for long time. Villagers that remain in this engagement do maintain to continue in farm sector even with different in minor change e.g. becoming product seller for some opportunities but that is need to do for surviving.

6.3.2 Rule their community by its own designed rules and with cooperation

Administration of community affairs especially for peaceful / orderly keeping activities and community development at Don Wai is operating through the structure of community based organization: "Don Wai Market Committee". This is naturally established via volunteer system among community member, its role and responsibility focused to management for orderly and peaceful public well-being. It is highly recognized by member of community. Several regulations of community had been set via participation of commoner, community and committee member and accepted and enforced / implemented worthy mention are regulations on littering, specific, placing, kind and type of goods admissible to trade at the market. The regulations were formulate, enforce through various measures and attach with

penalties and sanctions all are approved by community. Overtime, changing circumstance, even completely enforce could not be often but is proved strong. It shows as strong commitment in administering public affair of their community.

6.3.3 Leader for change

All as showed above strongly proved that member of Don Wai market community are highly unite, cooperative, and have strong commitment. This is a very first important factor facilitate to glorying / beautiful and orderly and well managed that Don Wai market could reached presently. This also because of they hesitate to violate, fear to / unbrave to break the rule collectively designed. Sanction that by nature that start from blaming for breaking rule and develop to dismiss / discharge from market. The enforcement of community rule also look at seniority, the people pay attention to the suggestion / point of Abbot, Mr.Samarn, since these two persons are the respected one among community.

6.3.4 Social infrastructure of the community

Social infrastructure of Don Wai community that facilitate villager to become community volunteer is the element of public space and activities. Through opportunity, time and space that encourage community members to interact, share experience, public forum on issue that relevant to villager way of life such as "Thachin River in Crisis". This enables Don Wai community become dynamic community that member of community come together and raising, discussing on and embraces it to their business.

Not with standing, carefully look into public affairs of the community we can see the big change over the time and situation. Simple example is previously in doing public affairs of community all members would labor and service with full of pleasure and don't expect for any return or personal interest, but now become something that need economic gain. Only in merit making they still not expect any return.

6.3.5 Relation among community member and CBOs

Look at the role of sub-district administrative body (SAB), it remains unclear. SAB cannot identify its role in this regard. It has some obstacle to protect SAB from joining the management task since the point of view of SAB at the beginning stage obstruct itself to enjoy task in overseeing market. The said position is control body of the market is not community organization since it is not represented by the whole group of the community. Previously the said movement was warmly welcomed by relevant parties. The following stage it is not function. The goal that SAB wish to achieve is strong community; it is not the environment of any level of government. Strong community in this aspect is it need to form people organization expressly and with clear organization structure, put the one on the job, it is also need to formulate its own regulation / rule to identify role and responsibility of member and in conducting its behavior. This is aim to promote tourism and visiting and earning of community member. It should stimulate clearly who responsible for which role / task with the view to be sure that we can go to settle if dispute exist also what the solution and measure is in clarifying / rectifying the matter.

Presently the management of market remains "undemocratic". Decision making done through small group of 2-3 people with unclear decision rule. SAB call for clear-cut policy and decision making progress and also all matter of community life must go to the process. The participation of SAB is not mean to command abbot but to join the pluralistic process for decision making to become orderly. What need to be done through local government manner it needs to follow relevant regulations, benefit sharing equitably / equally, transparency in budget expenditure. In management of work, SAB establish its own process which consistent to national law. Still, in dealing with people highly influenced within the community SAB choose to coordinate normally first approach sub-district headman Kamnan which SAB see that manageable and both look at benefit to both party. This is aim to reduce potential conflict while omit authority of national law that empowered SAB. It look at task done first not authority.

6.3.6 Awareness among community member

The economic crisis in 1997 crashes the well being of the community. In opportunity side Don Wai market and community has a unique manner. It located at Thachin River bank and having long history surrounded by old community that people way of life remains original as simple as old Thai, natural beauty, original farming and gardening for economic fruit. It is a unique social capital of Don Wai community. Since member of community commonly aware this reality they therefore commit to work with each other to relieve a pain of economic recession. They also learn that it is responsibility to all community members to share common destiny.

6.3.7 Realisation of learning process

The reason why Don Wai floating market was set up is proved here. With the emphasis on quality, therefore most of goods available at Don Wai market are produced, processed with great care and highest consideration. These fore sweeties all such as some of these are very rare but available here while cook with inherited knowledge of commoner generation-to-generation.

6.4 Future direction for Don Wai market

Well known of Don Wai market is targeted domestically, it marketable through local identity culturally, economically and socially. It aim to reduce / traveling abroad that caused deficit in international economic and promote Don Wai is easy to go by various mode of transportation, well equipped infrastructure, all season road traffic, parking lot facilities. It well done without initiative of state agencies. It by its own initiative, local leader, a naturalistic one, together with natural beauty of Thachin River. Mr. Samarn Suksamai who pioneered in promoting Don Wai market to become tourism attraction place working so hard to in asking for contribution and cooperation on the project. While consensus could be reached Don Wai market is rebirth it become well known to more visitor. Crowdy visitor might enable the people in Don Wai get more income / money flow-in. How much they earn more money all community member musts realize the limited potential to welcome them all warmly. The witnessed is for public relations and it affect to convenience of tourist especially when the community decide to stop notice through the medias on the availability of

parking lot for certain period of time. The result is the immediately shortage of parking facilities. This probably makes some tourist feel uneasy and uncomfortable and no longer patience to visit the place any more. It also affected the good fame other from losing income opportunity. In conclusion, long term could be prevail when assessment is made to refer short term stormy flow of visitor but damage its potential. Advantage from good quality product such as pomelo, guava, rose apple, roasted duck, etc. all are named items of Nakhonpathom. Producer here instead sell their product to intermediaries adding to the revitalization of Don Wai market this could therefore be a place to sell directly to consumer. This is good for tourist when it pricing policy in sale in just price. It is one advantage for motivating visitor to buy here. It is promote farmer / gardener to supplement their occupation and switching time to income earning activities.

Management of tourism at Don Wai Community is said to be successful especially for environment management. As it situated at Thachin river bank, it is a motivating tourist who travel by boat. The people here are not looking at only benefit. They cooperate to manage for good / environment of Thachin River. No littering into the water and place solid waste cabin at designed position with view to keep the community looks clean.

All as mentioned, expressed been cooperation in management of environment with participation of people in the community. Work together with community based organization government agencies, this aim to pave policy and conduct / practice to sustain tourism development efficiently.

1. Management aspect: Don Wai market is under the administration of community committee while Thaling Chan floating market is administered by Bangkok Metropolitan Administration (BMA). It is very interest issue that since there is different of these two but both markets gain indifferently well known to public.

2. Financial and budgetary aspect: Since administration of Don Wai market is tasks by the committee that represents by all parties concerned. Financial support is rigidly comes from it own by rent out for space for fee. While Thaling Chan floating market is administered by Bangkok Metropolitan Administration (BMA) financial support is come from BMA budget. So it resulted to better infrastructure in the case of Thaling Chan floating market.

3. Public Relations: With the continuous support from Khet Thalingchan authority of BMA, through various channels of public relations so Thaling chan floating market looks more attractive to public. Still, even without systematic support from public agencies since Don Wai market has unique identity, it attract to national media and public in very short time. Sometimes it is better known than Thaling chan floating market to public at present day.

4. Since Thaling chan floating market is small in size and got financial support from BMA it is easier to manage. More important is more serious enforcement of regulation in a case Thaling chan floating market so it looks better in the perspective of well-organized manner. Don Wai market is bigger in size; more people involved, and become crowdy in short time this is complicate to manage for good order. It is a matter of concern that less-organized condition, cleanliness of environment would come to threat it good future. So it could learn good experience of enforcement of regulation at Thaling chan floating market it would contribute for more suitable solution for future of Don Wai market.

CHAPTER 7

CONCLUSION AND RECOMMENDATION

The motivation that attracting research to conduct a research on "Community and Tourism Development in Don Wai Market, Tambon Bangkratuk, Amphoe Samphran, Nakhonpathom Province" is the awareness on the rapid change and development since 2-3 years at Don Wai market. Tourism promotion and development affected much to way of life of people in the community and even to the community life itself. The said change and development take place in the community without preparedness or awareness of how to tackle it effectively. Widely known to public of Don Wai market in very short time cause the community to suffer to the situation taken place that not familiar with. It is a matter of concern that future direction of tourism development of Don Wai market could be in what way and what kind of management potential and qualification of the community? Is it adequate or not? The research aims to inquire what management of tourism development at Don Wai could be and what is position or response or clarification to difficulties encountered. This brought to learn of strength of participatory role of community is solving problem with their own.

The research is framed / styled by concepts of community participation in tourism development, sustainable tourism, and ecotourism. It was done through literature review, field study, in-depth interview, and participant research method. Potential benefit to Don Wai community is adopting recommendation and lesson learned to improve outcome of its operation effort. At the same time for other community could learn from Don Wai experience and improve it own tourism management.

Outcome of the study can be classified into two folds.

1. Development of tourism at Don Wai market.
2. Participation effort and strong civic community in management for tourism at Don Wai market.

7.1 Conclusion

7.1.1 Development dimension of tourism promotion at Don Wai market

Don Wai market is situated in Bangkratuk sub-district in Samphran district of Nakhonpathom. It is one community of good example for pictorial of past development over the time. Don Wai community has proved for survival itself economically, socially, and culturally from dramatic change from time to time for almost one century.

In the period of glory during 1957-1967, people way of life was so simple. Majority of villagers in Don Wai was a farmer they grow paddy. It has Don Wai temple as community centre for religious and non-religious activities. It is also a meeting point for migrated labor and farm owners who wish to hire them for farm work. When more people come enable trading activities take place in the community. It becomes centre for business transaction and exchange of Don Wai community and among communities nearby also. Economic life of Don Wai those days flowed very smooth. It is a stopping point for trader from Bangkok by boat along the river to stop and unloaded goods and product originate there from while loaded Don Wai goods to distribute to other place. There are more kinds of career that made Don Wai community become colorful and vivid. More people travel from and to. It made community become crowded even at nighttime.

During 196-1997 urbanization and industrialization and changing mode of transportation and travel effected overwhelmingly to Don Wai market. It also affected to way of life of people in Don Wai community. They are highly become depend upon outside community both for source of income and source of supply for goods and service in a way to make traffic by boat not be in use as everyday life. This also from the change of community leader, land appropriation for development project of Phutthamonthon affected landlessness of farmer and gardener. The situation pushes community member of Don Wai community to change their way of life and earning.

Lesser number of farmers continues their traditional way of farming and gardening and become in more commercialized manner. Industrialization and changing attitude also contribute to the situation. The change is close to government built more road to connect community to outside community since it is more convenient and faster to go from place to place by road. Less and ever lesser people need to go for their shopping at Don Wai market. It brought to a very long time recession of Don Wai market.

Since 1997 to present time, Don Wai market becomes highly known to public. It bring economic flourish with multi-hundred thousand Baht of cash flow daily or roughly one million Baht a day. It affected to social condition of the community. Presently there are more business contacts and the community is merging to nationwide and globalizes capitalism economy. Don Wai community interacts to outside community through various interesting media who come and shooting and published or on-air. It also affected much by state intervention such as a kind of policy, development plan that target to the community. The relation among member of the community was collectively designed. Management of tourism promotion is one of effort by the community to solve the problem by it own.

It reflects on cooperation effort and participation that bring to stronger civil society.

7.1.2 Participation effort and strong civic community in management for tourism at Don Wai market.

The participation of community to tourism development at Don Wai market is takes place in suitable way. It brings to cooperation and partnership for development in peaceful way. The participation at Don Wai can be identified in following elements.

1. Participation in stage of initiation, design for tourism development by the community itself through organizational structure

More concretely is the formulation of Don Wai community management committee is to take charge for administration of the affairs of the market. It represents by all parties concerned. It is in the middle of government and public agencies, board member, and community member to act collectively on the community behalf.

In operational aspect it has sub-division into 3 zones. The first is the temple zone, it administered by abbot and temple committee member, the second is school zone is administered by school administrators, and the private zone is administered jointly by the landlord (land owner), shop owner, and sub-district administration organization administrator. Each zone has its own regulations jointly agreed upon among parties concerned with the view to keep effective and orderly management.

The community administered the affair of the market to various division of labor/role. There are boat trip service unit, parking lot, traffic control and facilitation, security and product and service quality control. It empowers community to oversee, control, and sanction whole rule is violated.

2. Jointly operate: designing for role and responsibility of relevant parties

Organizations, public agencies, private entities, community member, community leader from inside and outside the community where relevant, come and joint effort in various kind of activities from consultation, act upon the conclusion, supporting, benefiting, and evaluating. Here we have Bangkratuk sub-district administration organization as supporter, promoter, and facilitator with no direct role in market management. Civil Disaster Prevention Volunteer Group took a role for traffic administering and public safety preservation. The "We Preserve Thachin River - Nakhonpathom Group" took encouraging and promoting role for preservation and sensitization for people and visitors to keep cleanliness of the river course and surrounding area along the river and also for public relations. Community member takes the role in joining activities, providing services and/or operate shop such as boat trip, garden visit programme and jointly take part in issuing regulations. Lastly for community leader he/she took formal and informal role in pioneering for planning, sensitizing, decision making, and coordination within and among communities and with outside community.

Participatory phenomenon at Don Wai market community that welcome for all kind of participation to form "Don Wai Floating Market Committee" and give opportunity to act especially for community member for management, and operating their own business. It is to decide upon for future solution especially in a way to promote broader participation of community member that brings to more sustainable

nature of development and not to limit to participation for a sake of personal interest which is not a sustainable one.

3. Stage of benefit gaining and/or burden taking

Since Don Wai market community becomes an attracting tourism place, there are more visitors come and take benefit from community's resource. So community inevitably takes both benefit and burden for negative impact. For positive impact there are promotion of income and earning opportunity for community member, and income re-distribution to the community. It benefits also from upgraded road system, electricity, water supply, and telephone line. Community member aware of significant of Thachin River to their everyday life and join hand to preserve, monitor water quality, pride of local culture, wisdom, and identity and form and group for some effort, coordinating, administration for community affairs that take new step for local administration. Burden that loaded onto community potential/shoulder is traffic jam, road accident, security problem, and especially for price rising for goods and service affected people who does not benefit at all to tourism development.

4. Evaluating for identifying of problem/obstacle and solution seeking

For over dumping of solid waste, solid waste discharged from both from tourist land operator here. The scale of 8 metric tons daily is remains manageable but relevant parties like Bangkratuk Sub-district Council and Administrative Board (SAB) has to sitting together and arranges measure to solve this. It imposes responsibility on business operator to own solid waste bin individually. Researcher witnessed this myself. For solid waste from operating side sub-district body laid garbage bin nearby its office and impose them to dump there, wet for the green one and yellow for dry solid waste. The carrier would be scheduled to bring away twice a day. Sub-district administrative body also place lay garbage bin at the point tourist normally convenient or place normally visit by tourist to use, it is in yellow/a yellow one, this excluded for business operator which already design for and if they violate this rule have to pay fine. It is good to know that no one break this law right then. For traffic and parking facilities, it takes charge by Civic Disaster Prevention Volunteer Group. In the view to relief this problem the committee decides to downsizing for campaign and ads to promote visiting Don Wai market. Also with a kind cooperation of Cho So 100 (FM 100 MHz radio station) an introduction for modest traffic rout to

come to Don Wai market is on air on Saturday, Sunday, and public holidays since that day more people would come to Don Wai. New parking space was added and traffic facilitator is prompt to service all the time. As for noisy problem and pollution from the use of megaphone for advertising their product and service among shop operator the solution is reached when they would be allow to do only in certain period of time around the day.

5. Participation at planning stage, analysis for future trend of tourism development in a view to coping with uncertainty/problem or early warning and preparedness both in short and long term

Community start this by reduce public relations activities since aware the constraint in facilities e.g. parking lot, space, and well-being and security of visitor. In order to maintain high pleasure among visitor, the community therefore paying more attention to prevent potential problem that threat Don Wai as favorite place among tourist.

Among these there are preserving good identity and character and good environment of the market area and community as to it original be. It is also for goods and service quality control and reasonable pricing.

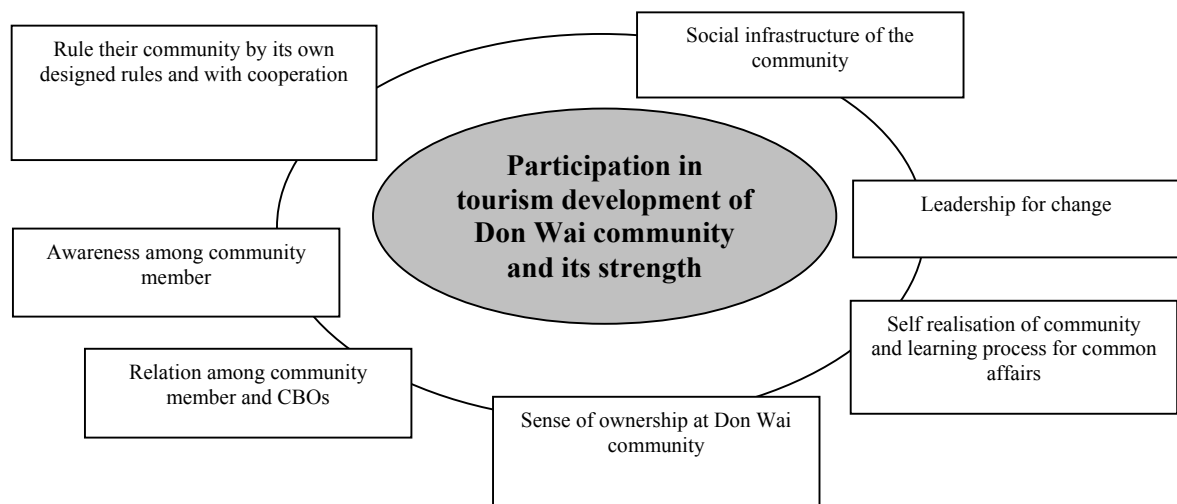


Figure:7.1 Participatory role and community's strength in tourism development

In considering for nature and characteristics of participation and strength of community in management of tourism development. It revealed that the nature of participation at Don Wai has following elements:

1. Sense of ownership at Don Wai community: community member of Don Wai community realizes a good sense of belonging. They enthusiastically join hand and contribute to the effort to clarify problem that their community burdened.

2. Rule their community by its own designed rules and with cooperation: community has its own rule and norm for cooperation and participation within their community. This prevents from serious conflict that difficult for conciliation.

3. Leader for change: There are natural leaders in the community who possesses with high moral and integrity, and with keen visionary who being a respective one among community member. They are continually contributes to do groundwork for community preparedness for tourism development.

4. Social infrastructure of the community: Social infrastructure of Don Wai community that always encourage villager to become community volunteer is the element of public space and activities. Through opportunity, time and space that encourage community members to interact, share experience, public forum on issue that relevant to villager way of life. This enables Don Wai community become dynamic community that member of community come together and raising, discussing on and embraces it to their business.

5. Relation among community member and CBOs: CBOs and local administration organization know it role very well. Even though empowering by law the sub-district administration organization not fully exercise it power but leave the community with meaningful role in decision making only supporting role the sub-district administration organization only takes regularly.

6. Awareness among community member: Commonly aware what the community encountered, community member collectively takes effort on it, and never waits for any organization to solve. Since they are best know their own problem and also know how to solve it.

7. Realization of learning process: sharing idea, experience, decide on the issue

As from experience for tourism promotion management in action, through experience sharing, discussion, and decision are making. It is knowledge, thought, skill possess and persisting in the community and useful for any kind of management for community development.

7.2 Recommendation for further study

It should have a comparative study and a study to other community that have similar or different nature of participation with the view to know information, process, method, procedure, and what is appropriate model.

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APPENDIX

APPENDIX

I. QUESTIONNAIRE: "COMMUNITY AND TOURISM DEVELOPMENT AT DON WAI MARKET "

Part I: Respondent's personal background

1. Sex/gender
2. Age
3. Education background
4. Occupation
5. Monthly income
6. Marital status
7. Physical address

Part II: Question on tourism development

1. Since you are in Don Wai community, are you Don Wai community member by birth, how old are you, how long you been here?
2. Is your farther or mother Don Wai community, if not where you from are, and what is/are the reason or intention in moving to Don Wai?
3. Do you know when was the market exist, how, and how old it does?
4. At the time mentioned in last question how was it be, what product available for sale, where are they from, who operate, total area of market, and deal business with community?
5. What is the status of market operating at the time of formulated? To whom it does belong?
6. What is the role of the market to community life of Don Wai, what of significant it is?
7. Do you remember was the market expand physically, if any, how, when, and why?

8. Significant event for the market that affected its well-being, if any, when and what?

9. What is the most significant change of Don Wai market, when, and why?

10. Could you explain me more in period of time of the business operation, social life, and cultural life as well as status of tourism development at Don Wai market from the past to present?

11. Originally when was tourism at Don Wai market take place since what time? How?

12. Who is/are pioneer for change of Don Wai tourism?

13. Do initiatives / aspiration to make Don Wai known to tourist / visitor come from what (Income generating scheme or responding to National government policy / plan or Initiative of one of group of people?

14. What is enforcing factor / promoting for achievement of tourist destination instead subsistent mean of trading (endogenous/exogenous)?

15. Who, group of whom, which organization was in charge, have authority in managing of Don Wai market at first stage of tourism grow-up?

16. Could you explain me on the changing from the point of time it is known as tourism destination especially for environment, combination of physical appearance, etc?

17. What element/critical/turning point of person made Don Wai known as tourist attraction place to general public/among visitors?

18. Before Don Wai market being tourist attraction place, what is the role of the community, its participation comparing to as it be when visitors known as the place to come to visit, what systematic they are, what kind of service / product available, number of shop operators, group tour?

19. Could you compare the community's role before Don Wai market being tourist attraction place and what going on at present day? What is your position on this?

20. Physical appearance and location of Don Wai market, total area, allocation for space, who own, or take responsibility, and how many are business units operate at Don Wai market?

21. Are there any facilities, infrastructure, services available, and communication and transportation routing from outside community?
22. What is the condition of routing, transportation network connecting Don Wai community to outside community?
23. Number of visitors, their background, their home town?
24. What is the status of cash flow of the market?
25. Present status of visiting boom or bust?
26. Tourism resource available at Don Wai market
27. What is the strength/identity of Don Wai market?
28. Thai food and its implication to tourist promotion at Don Wai market
29. Which element / factors contribute to the famous of Don Wai market in present day (identity and specific characteristic of the market and surrounded environment, the work of media, distance from Bangkok, or the cooperation in community)?

Part III: Information on Structure/Management/ Operations of Don Wai community in developing tourism

1. What is the structure/formulation of management, operation of tourism of Don Wai market?
2. What is the present status of visiting/arrival at Don Wai market?
3. Are there any regulation / rule on the term of service among person concerned?
4. How the Administrative Committee of Don Wai market takes their office, and through what procedure?
5. What structural approach of operation committee, what position are they, who hold it, what responsibility they take?
6. As present day do you think that is it solid or clear enough the way of tourism development administration? How long for the journey to this status?
7. What is your opinion on structure and mean of operation of Don Wai market management? Is it workable or not?
8. If yes, in what way it is suitable, and how?

9. If not, in what way it still not-suitable, and how?
10. Who would be the best person to operate Don Wai market administration (People outside, or community it self or community with support of people outside of organization)
11. In operational matter, how many divisions in committee body and who hold position?
12. What is the responsibility or operation of certain division in committee body?
13. Are there any regulation or agreement to pave the cooperation line, if any, how?
14. Are there any benefit sharing?
15. Are there any supervision or monitoring of operation?
16. In your opinion, who takes leading role of have influence to the way and mean of management and development of Don Wai market from the past to present?
17. In your opinion, do you think what potential Don Wai would have for future?
18. What area of development or change that you think Don Wai need to do?
19. Do you think Don Wai should be developing to become ecotourism attraction place?
20. What is factor to bring Don Wai market as original as it was?
21. In your opinion what is factor bringing Don Wai market to change?
22. Do you think your community has a good potential in management and development of Don Wai market?
23. What is benefit from the community role in tourism development?
24. Is the management of tourism development is form into network or coordination with other community?
25. Are there any experience sharing activities, if any, how and in which way?
26. Are there any cooperation with government and private sector, if any, how and in which way?

27. Are there any support for tourism development management? If any, from which source or in what way such as financial support, technical support, public relation etc.

Part IV: Information on community participation in tourism development

1. Do you have any role in management of tourism development?

2. Follow-up last question, if any, what kind of role and participation do you took part?

Real participation	Nominal participation
Study, investigate in cause	Acknowledge / Learn
Identify and	Learn on impact
Consultation / Planning	Laboring
Implementation / Effort	Give support in cash + kind
Benefit	maintenance

3. Why you decide to participate in management or contribution to tourism development of Don Wai market?

4. What is the expected role of people in the community in planning, policy formulation of community's tourism development?

5. Should villager take responsibility for management, marketing, and public relations?

Part V: Implication of tourism development on the community

1. In your opinion, do you think that development of tourism of Don Wai market make change of overall picture of from what way?

2. What is/are positive/negative impact of development that Don Wai market presently comes upon?

3. Do you think changing of Don Wai market affected your well-being, if any how?

4. Do you think changing of Don Wai market affected your way of life, if any how?

5. Do you happy with the changing way of your life?
6. What kind of career or undertaking e.g. Thai desserts, food preservation, gardening, toxic free vegetation, weaving, handicraft, or etc. that attract tourist to come to Don Wai market?
7. Do you think that tourism operation and promotion at Don Wai market facilitate to sustainable career life and income with mean to become self-reliance?
8. Do you think that tourism operation and promotion could contribute to healthy/strong civil society and sufficient/becomes self-reliance?

Part VI: On Problem and obstacle of tourism development and clarification by community itself

1. Could you tell me why you are not participates for the management of tourism development promotion at Don Wai market?
2. If you are asked for contribution what is your position and response, and why?
3. What is your position if big change would be made to replace the old character of Don Wai market such as the demolition of old building and replace by the modern one, kind of products or foods available for sale at the market such as indigenous kind of Thai desserts and foods that available for sale at Don Wai market, if any, why?
4. In your position what is most significant problem that affect sustainability of tourism development? (It might be financial constraint, conflicting personal interest among parties concerned, skill/knowledge on the issue, administration, management, and coordination, or people participation, etc.)
5. Continue from last question, what is direct contributor to the said problem/constraint? (It might be the community itself, outside community, from personal or common element of administration structure, mean of operation, or tourism policy of the community)
6. What kind of difficulties/problems do you want to make clarification? What kind of programme or action do you think Don Wai market relevant parties need to

fulfill in the view to raise potential or gain better opportunity to be sustainable tourism place?

7. Could you list out for most serious problem our community currently comes upon, and what is action do you think it need to clarify the issue?

8. What is the root cause or origin of problem that you recommend to clarify? Who is mainly contributes to enable it to be in existing? Who would take responsibility on the issue?

II. INTERVIEWEE LIST

Name-family name	Age	Contact Address	Telephone	Interviewing date
Reverent Prawat Pawatdito	77	Gangaram Temple in Don Wai, Bangkratuk, Samphran, Nakhonpathom 73210		May 9, 2001
Police Sargent Chaiyong Sipung		Bangkratuk, Samphran, Nakhonpathom 73210	034-288-420	May 10, 2001
Mr. Samarn Suksamai	47	Janitor of Wat Don Wai elementary school, Bangkratuk, Samphran, Nakhonpathom 73210	0-1572-1544	May 11, 2001
Mrs. Suda Boonchantana		Rai king, Samphran, Nakhonpathom 73210		May 15, 2001
Mr. Sawat Nimanong		Srisvasti Boat Trip operator	0-1448-8876	May 15, 2001
Mrs. Payom Inkratuk	73			May 15, 2001
Mr. Chamras Inkratuk	73			May 16, 2001
Mrs. Penkhae Sukprasert		Don Wai market, Bangkratuk, Samphran, Nakhonpathom		May 16, 2001
Mr. Kai Chitsupakya		Don Wai market, Bangkratuk, Samphran, Nakhonpathom		May 16, 2001
Mr. Suriya Hinmuang kao		Don Wai SAO, Bangkratuk, Samphran, Nakhonpathom	0-3428-8420	May 18, 2001
Mr. Look-in Ruaylarp		18/5 Moo 4, Bangkratuk, Samphran, Nakhonpathom	0-3432-1068	August 9, 2001
Miss Ao		Don Wai market, Bangkratuk, Samphran, Nakhonpathom	0-3428-8463	August 9, 2001
Mr. Songsak		Don Wai market, Bangkratuk, Samphran, Nakhonpathom		August 9, 2001
Mr. Charnsak Wuttisanga		Bangkratuk Sub-district Administrative Organization		November 15, 2001

Name-family name	Age	Contact Address	Telephone	Interviewing date
Mr. Bancha Wudhisanga		Kamnan (headman of Sub-district) of Sub-district of Bangkratuk	0-1304-0339	November 15, 2001

Mr. Yanyong Kamthawee	65			November 15, 2001
Mrs. Chamnong Onlamai	72			December 3, 2001
Mr. Thonglo Khunsong		70/1, Bangkratuk, Samphran, Nakhonpathom	0-3428-8189	December 3, 2001
Mr. Nam Lim		Don Wai market, Bangkratuk, Samphran, Nakhonpathom	0-3431-1383	December 3, 2001
Mr. Sanya Sudlamlert		Wat Don Wai school, Bangkratuk, Samphran, Nakhonpathom		December 18, 2001
Mrs. Wimol Iamvadhanpong		10/5 Moo 5, Bangkratuk, Samphran, Nakhonpathom		January 5, 2002
Mr. Bancherd Meepom		Bangkratuk, Samphran, Nakhonpathom		January 5, 2002
Mr. Thongchua Yamdej		Bangkratuk, Samphran, Nakhonpathom		January 5, 2002
Mr. Sayan Cholpracha		Bangtoey, Samphran, Nakhonpathom	0-1486-6337	April 8, 2002
Mr. Prasit Ritkamron	50	28 Moo 5, Bangkratuk, Samphran, Nakhonpathom	0-3428-8937	April 8, 2002
Mr. Charan Seriwilai	54	Don Wai market, Bangkratuk, Samphran, Nakhonpathom		April 8, 2002
Mr. Ngowmuay Tae	77	Don Wai market, Bangkratuk, Samphran, Nakhonpathom		April 9, 2002
Mr. Bamras Lim	45	Don Wai market, Bangkratuk, Samphran, Nakhonpathom		April 9, 2002
Mr. Prasit Suklamlert	73			April 25, 2002
Mr. Montian Ketipant		Community leader and member of Don Wai market Overseeing Committee	0-1667-4268	April 25, 2002
Mrs. Pensri Wasurom		22 Moo 9, Tha thalard, Samphran, Nakhonpathom		April 25, 2002
Mr. Prasop Chanindra-ngarm		Chairman, We Preserve Thachin River Nakhonpathom Club	034-397-131	May 14, 2002
Mr. Athiwat Pantpracha		Secretary, We Preserve Thachin River Nakhonpathom Club	0-3431-1484	May 14, 2002
Asst. Prof. Densiri Thongnoppakhun		Vice-Chairman, We Preserve Thachin River Nakhonpathom Club	0-3433-1240	May 14, 2002
Mr. Seng		Coffee shop owner, Don Wai market, Bangkratuk, Samphran, Nakhonpathom		May 28, 2002
Mr. Lek Rodsuwan				July 28, 2002
Mr. Mongkol Thawornphol				July 28, 2002

BIOGRAPHY

NAME	Miss Sukonta Sorthip
DATE OF BIRTH	11 January 1977
PLACE OF BIRTH	Ratchaburi, Thailand
INSTITUTIONS ATTENDED	Mahidol University, 1999: Bachelor of Science (Environment Science and Technology) Sukhothaithammarajit University, 2003: Bachelor of Science (Health Science-Hygiene and Safety) Mahidol University, 2004: Master of Arts (Rural Development)
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