

ABSTRACT

Title : CAUSES OF MOTIVATION IN HUNTING IN WIANG LAW WILDLIFE
SANCTUARY OF BAN MAETALAI PEOPLE, TUMBON PHRATATKINGKANG,
AMPHUR CHUN, PHAYAO

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The objectives of this research were to study (1) personal, social, and economic characteristics of Ban Maetalai people; (2) causes of motivation in hunting in Wiang Law Wildlife Sanctuary; and (3) new occupational alternatives to replace hunting as viewed by the people. The data were collected from May 1, to June 17, 1997 by means of interview schedule from 152 male family leaders in Ban Maetalai, and analyzed by the SPSS/PC⁺ computer program.

The results revealed that most of the respondents were married and had completed at least primary education. They had an average age of 36 years, and an average of 5 family members. Most of them owned agricultural land, were mainly engaged in farming and occasionally hunting, had an average of one time attendance in a training course in wildlife conservation in the year 1995, and obtained wildlife conservation information through radio.

In terms of intrinsic motivation in hunting in Wiang Law Wildlife Sanctuary, the physical motivation was found to be the needs for meat for household consumption ; family members preferred wildlife meat and could not afford other kinds of meat of high prices. The mental motivation was the desire to test their hunting skills. The special interest motivation was the desire to know the types of wildlife in the sanctuary for further hunting. The attitude motivation was the tastiness and popularity of wildlife meat.

Concerning of extrinsic motivation, most of the respondents were found to expect acceptance by other people. Almost all of them stated that their economic conditions would improve due to high prices and great demand for wildlife meat. All of the respondents reported that hunting wildlife popular for meat would bring them very good returns; they had such experience.

It was agreed by most of the respondents that wildlife should be no longer hunted and ceramics should be an occupational alternative to replace hunting.