

Thesis Title	Ecotourism Management by Local People Case Study : Kiriwong Village, Lansaka District, Nakornsithamarat
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ABSTRACT

This thesis is the study of ecotourism management by local people, case study of Kiriwong village, Lansaka district, NaKornsithamarat. Because of the abundance of tourism resources of this area, both natural and cultural resources, it is suited to develop for ecotourism area under sustainable development concept. The objectives of this thesis are to study the ecotourism concept and it's applications. The data for the study for ecotourism management by Kiriwong people include the existing conditions of the area obtained through field survey and interview, supplemented with secondary data such as governmental documents, maps, reports from previous research etc.

It has been found from the study that after the ecotourism concept as proposed by Tourism Authority of Thailand has been applied and implemented in Kiriwong village and some parts of Khaoluang National Park areas, ecotourism can decrease some problems of conventional tourism such as crime, decline in quality of artifacts and handicrafts, etc. But some problems are still exist such as the deterioration of tourist destinations, pollution, encroachment on public land, manipulation of culture, etc. It can't however, be clearly concluded that at this point in time, ecotourism can save the nature as the concept has promised, which is still debatable. Besides, ecotourism is difficult to implement. The findings on the causes and effects of the problems were then used in formulating ecotourism management policies and measures. These should lead to positive behavioral changes among both the local people and the tourists. That is,

they would be concerned of and able to better conserve their natural and cultural resources. It is hope that through the changes, ecotourism in the area can succeed as the sustainable development.