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**KEY WORDS : ISLAND / ECOTOURISM / POTENTIAL /  
PEOPLE PARTICIPATION**

**RACHADA KOTCHASAENGSAK : THE STUDY OF ECOTOURISM  
DEVELOPMENT GUIDELINE FOR SPECIFIC ISLANDS TOURISM AREA : A CASE  
STUDY OF LIPE ISLAND, SATUN PROVINCE. THESIS ADVISORS : SUCHART  
NAWAGAWONG, M.Sc., PRAPEUT KERDSUEB, M.Sc., PIYAKARN TEARTISUP,  
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The objectives of this study are to investigate the level of potential to ecotourism area of Lipe Island and propose on ecotourism development guideline of Lipe Island. The samples of the study are 96 local people in the study area and 320 tourists (256 Thai tourists and 64 foreigner tourists) were selected. Tool used for this study was questionnaires which conducted in April 1999 and analysed by statistic t-test with SPSS for window version 7.5.

The result of the study showed that the overall potential to ecotourism area of Lipe Island is medium level which can be categorized as follows : 1) physical feature is high potential level , 2) ecological feature is medium level , 3) basic comfortable need in ecotourism area feature is medium level , 4) readiness of local community to ecotourism area feature is medium level and 5) environmental management in ecotourism area feature is medium level. The comparison of readiness estimation to be ecotourism area and attitude level of suggestion in ecotourism development guideline of Lipe Island are no statistic significances at 0.05 level for between the local people and tourists and Thai tourists and foreigner tourists.

Finally, the study found a high level attitude toward the ecotourism development guideline of Lipe Island. The guideline are 1) ecotourism activities , 2) basic comfortable services in ecotourism area , 3) local community participation in ecotourism management , and 4) environmental management in tourism area.