

3836339 ENTM/M: MAJOR: TECHNOLOGY OF ENVIRONMENTAL MANAGEMENT; M.Sc.

(TECHNOLOGY OF ENVIRONMENTAL MANAGEMENT)

KEY WORDS : TOURISM / TOURISM MANAGEMENT/ ETHNIC GROUP / PANGMAPHA

PIKUN SITTIPRASERTKUN: CONSERVATION TOURISM MANAGEMENT OF AMPHOE PANGMAPHA, MAE HONG SON PROVINCE. THESIS ADVISORS: SITTIPONG DILOKWANICH, Ph.D.; KASEM KULPRADIT, M.Sc.; SUVALUCK SATHUMANUSPHAN, Ph.D. 158 p. ISBN 974-663-964-1

The main objective of this study was to find a pattern of conservative tourism management. Political Ecology approach was applied to explain the changing context of tourism, and the interaction among stakeholders in tourism management. Field research was conducted from January to March 1999 by participatory and non-participatory observation, group interview and informal interview.

The study found that tourism development in Pangmapha was influenced by the expansion of trekking in northern Thailand and by the campaign of Visit Thailand Year in 1987. The involving of people sector in tourism in Pangmapha was a result of the adaptation of the use of natural resources from different policies. The national security policy tried to control and stabilize highlanders. Opium eradication and the development of other cash crop substitutes changed Pangmapha from a subsistence economy to an agricultural economy. This change pushed people in Pangmapha to become totally dependent on the market system, while the rising conservation policy as a result of natural resource degradation was widely accepted. Therefore people in Pangmapha were struggling for survival in the agricultural economy and also competing in the social arena to demonstrate conservation of natural resource in order to maintain their rights of access to natural resources.

The government sector employed tourism as a means of community development and of reduction in expanding agricultural activities. The private sector extending from Chiang Mai and Chiang Rai and the people sector who were at the dead-end of agricultural economy gave a good response to tourism. . But lesson learned from tourism development all over the country in relation to the context of natural resource changes, found that conservation tourism management must be based on 3 main thoughts: local benefit, community empowerment, and community's agricultural base. These 3 main thoughts were the basis for finding a conservation tourism pattern, starting with sharing the conservation tourism concept in related stakeholders, forming the conservation tourism pattern under equal participation and finally sharing a role in the conservation tourism management in order to empower each stakeholder.