

STRATEGIC PLANNING FOR SUSTAINABLE ECOTOURISM DEVELOPMENT OF  
TRANG PROVINCE

AN ABSTRACT  
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Presented in Partial Fulfillment of the Requirements for the  
Master of Science Degree in Ecotourism Planning and Management  
at Srinakharinwirot University  
Mrach 2006

Jutamas Chaopipattana. (2006). *Strategic planning on sustainable eco-tourism development of Trang province*. Master's project : M.Sc. (Master of Science Degree in Ecotourism Planning and Management). Bangkok. School of Graduate. Srinakharinwirot University. Advisor: Dr. Somsak Ketukaenchana

The objective of the study on development strategy planning on sustainable ecotourism of Trang province is to develop integrated strategic plans for sustainable ecotourism development of Trang province.

Research formation based on Research and Development. The research instrument includes questionnaire with 5 levels of reply. Statistical design and information analysis are percentage, means, standard deviation and finding value of significance of the questionnaire using Cronbach's Alpha coefficient.

Summary Research Results :

Strategic plan on sustainable ecotourism development of Trang province comprises of :

1. Vision of Trang province is that the province will be model for ecotourism to be lovely livable city, strong community, increasing income from OTOP products and develop to be education centre on Andaman Sea.

2. The major objectives of strategy on tourism development of Trang province are to increase income from tourism, from OTOP products and to develop the city to be lovely livable city, strong communities and to be tourism education centre for Andaman Sea.

3. Sustainable integrated tourism development strategies include

3.1 ecotourism and cultural tourism development strategy in combination with sustainable natural resources management,

3.2 human resource and social development strategy,

3.3 development strategy to develop Trang province to be ecotourism education centre for Andaman Sea, and

3.4 productive development strategy to develop the agricultural products for tourism and for OTOP products.