

Thesis Title Local People's Behaviors on Sanitation for
 Tourism Promotion at Damnoen Saduak Floating
 Market, Ratchaburi Province

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Date of Graduation 2 September B.E. 2535 (1992)

ABSTRACT

Solid wastes management problem is one of the important environmental problems in tourism promotion. Only a few of dispersed waste may reduce much value of the areas. This research therefore attempted to investigate the local inhabitants' behaviors in collection and disposal of this domestic wastes in relation to tourism, taking klong Damnoen Saduak, Ratchaburi province, as a case for study.

In conducting this survey research, an interview questionnaire was developed and pretested. Collected data included behaviors in solid wastes collection and disposal (as dependent variables), background of the respondents namely education attainment, household size, household income, characteristics of occupation and perception of environmental problems and its impact on tourism (as independent variables).

The target population involved were all the local people who earned their living in Damnoen Saduak Sanitary District, both

tourism promotion area and non-tourism promotion area. Systematic random sampling technique was employed to obtain the samples. The total number of respondents interviewed was 333 . All data were analyzed by computer and the statistical analysis used was Chi-square test.

Analysis of data indicated that majority of the local people, both in tourism rea and non-tourism areas were still collecting and habitually disposing off their kitchen wastes unhygienically. This also confirmed by the field observation. Chi-square tests revealed that the independent variables : occupation, education, family size, household income, the aquisition of environmental information, perception of environmental problems, were all statistically non-related to their behaviors of waste disposal (dependent variable).

The above findings indicated the need to provide sanitary waste-collection service to the community and the tourist sites, by the local agency. In order to create public awareness in keeping the floating-market environment clean, it is recommended that more frequent and continuing public campaigns be carried out. This should emphasized on the community participation in tourism development and environmental conservation.