

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Agricultural Extension

BANPONG COMMUNITY DEVELOPMENT BY MEANS OF
AGRO-ECOTOURISM, AS VIEWED BY VILLAGERS,
AMPHUR SANSAI, CHANGWAT CHIANGMAI

By

KRITTIKA PIGWONG

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Chairman : Associate Professor Dr. Sunila Thanupon

Department/Faculty : Department of Agricultural Extension.

Faculty of Agricultural Business

This study aimed at : 1) examining personal, economic and social traits of the people at Banpong Community, Amphur Sansai Changwat Chiangmai; 2) investigating their knowledge and ideas regarding agro-ecotourism activities; 3) investigating their needs to participate in agro-ecotourism activities; and 4) testing differences between their knowledge and understanding of agro-ecotourism activities and their needs to participate in those activities. The data was collected by means of pretested interview schedules from all 169 family leaders of Banpong Community, Tambon Papai, Amphur Sansai, Changwat Chiangmai during April-July, 1999 and then analyzed through the SPSS for Windows.

The results showed that the average age of the respondents was 47 years. Most of them finished a primary level of education and chiefly earned their living as employees; agriculture was their supportive career. Their annual average income was 59,902 baht in 1997. The average number of people in each family, who jointly conducted activities, was 4. Most of them possessed a plot of land. Almost all respondents were members of the Village's Crematory Group. Most of them did not either attend any training or contact development agents in 1997.

The results also showed that most of the respondents had a high level of 3 items of knowledge and understanding of agro-ecotourism :

1. Agro-ecotourism activities must aim at the importance of environments, not people visiting the community. Agro-ecotourists must not try to change environments to suit their needs.
2. Agro-ecotourism activities need a great deal of preparation on part of both leaders and those participating in the activities.
3. Agro-ecotourism activities do not lead to natural resources damage and exploitation.

As for their needs to participate in agro-ecotourism activities, the results showed that they mostly did not want to participate in 4 of the 6 agro-ecotourism activities : transportation services, accommodation services, nature tour guide services, and product and souvenir distribution services. However, they wanted to participate in food and beverages services as well as local cultural performances.

The test for differences between the respondents' knowledge and understanding of agro-ecotourism and their needs to participate in agro-ecotourism activities revealed that they were different in knowledge and understanding of agro-ecotourism due to their different needs to participate in all aspects : nature tour guide services, transportation services, accommodation services , local cultural performances, product and souvenir distribution services, and food and beverages services.