

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

AGRICULTURAL DEVELOPMENT FOR TOURISM IN TAMBON SRIDONMOON, CHIANGSAEN DISTRICT, CHIANGRAI PROVINCE

By

SAENKHOM SANGKHAVADEE

NOVEMBER 1999

Chairman : Associate Professor Dr.Sunila Thanupon

Department/Faculty : Department of Agricultural Extension, Faculty of Agricultural
Business

The objectives of this research were to find out 1) personal and socio-economic characteristics of Sa-ngo residents ; 2) their attitudes towards local activities concerning agricultural custom and culture, arts and ways of life of Akha hilltribe people ; and 3) their recommendations for village development and local activity maintenance to be compatible with proper and sustainable eco-tourism. The respondents were 191 samples of Sa-ngo residents, between 18 and 60 years of age and selected by systematic sampling. The research instrument was questionnaires pretested for content accuracy and reliability, the value being 0.77. The data were collected from September to December 1998 and analyzed by using the SPSS/PC⁺.

The results revealed that 50 percent of the respondents were male, 38 years old on average. Most of them did not have formal education. They had an average income of 19,505 baht per year and average agricultural labor of 2 people per family. Most of them partially owned agricultural land.

As for opinions on local activities, the respondents agreed on the maintenance of almost all local activities concerning agricultural custom and culture, arts and ways of life to support agricultural development for eco-tourism. However, they suggested discontinuation of some activities as they negatively affected the development e.g. prohibition of bathing before and after burning dry wood in the fields and requiring every Akha to possess a pipe of at least one foot in length.

The respondents' recommendations for village development and activity maintenance were : those burning dry wood in the fields should be allowed to take a bath to get rid of unpleasant smell which may irritate tourists and others; Sa-ngo residents should be free to choose their own pipes ; and Sa-ngo families should be free to do their own harvesting, without waiting for other families.