

การมีส่วนร่วมของคนในท้องถิ่นต่อการจัดการท่องเที่ยวเพื่อการล่องแพ ในจังหวัดมหาสารคามอย่างยั่งยืน

Participation of Local People in Sustainable Management of Rafting Tourism: A Case of Huai Khakrang Reservoir Maha Sarakham Province Thailand

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาอุปสรรคและปัญหาในการจัดการท่องเที่ยวเพื่อการล่องแพและการมีส่วนร่วมของคนในท้องถิ่นต่อการจัดการท่องเที่ยวเพื่อการล่องแพจังหวัดมหาสารคามอย่างยั่งยืน ประชากรที่ศึกษาได้แก่ กลุ่มประชาชนในชุมชนรอบอ่างเก็บน้ำห้วยคะคาง ผู้ประกอบการธุรกิจที่เกี่ยวข้องในแหล่งท่องเที่ยวเพื่อการล่องแพ สุ่มตัวอย่างตามสะดวก เก็บข้อมูลด้วยแบบสัมภาษณ์ ผลการวิจัยพบว่าการมีส่วนร่วมของคนในท้องถิ่นต่อการจัดการท่องเที่ยวเพื่อการล่องแพในจังหวัดมหาสารคามอย่างยั่งยืนโดยรวม อยู่ในระดับปานกลาง ($\bar{X} = 3.08$) ส่วนรายด้านพบว่า การมีส่วนร่วมแบบปฏิสัมพันธ์ประชาชนมีส่วนร่วมในการวิเคราะห์ คือ การพัฒนาแผนปฏิบัติงาน และก่อตั้ง หรือทำให้เกิดความเข้มแข็งของกลุ่มในท้องถิ่นหรือสถาบันกลุ่มต้องการเรียนรู้และตัดสินใจในการใช้ทรัพยากรที่มีอยู่ มีระดับการมีส่วนร่วมมากที่สุดคือ ($\bar{X} = 3.98$) รองลงมาคือการมีส่วนร่วมตามหน้าที่ คือ ภายนอก เห็นว่าการมีส่วนร่วมของประชาชนจะช่วยทำให้งาน บรรลุเป้าหมาย ประชาชนมีส่วนร่วมโดยการรวมกลุ่มเพื่อให้บรรลุ วัตถุประสงค์ที่กำหนดไว้ล่วงหน้า มีระดับการมีส่วนร่วมอยู่ในระดับมาก ($\bar{X} = 3.64$) และการดำเนินการด้วยตนเองและการบรรลุเป้าหมาย คือ ประชาชนมีส่วนร่วมด้วยการริเริ่มโครงการอย่างอิสระจากสถาบันหรือ องค์กร ภายนอก ประชาชนติดต่อกับผู้เชี่ยวชาญภายนอกเพื่อทรัพยากร และการให้คำปรึกษาเมื่อต้องการความช่วยเหลือ แต่อำนาจและการควบคุม การใช้ทรัพยากรอยู่ที่ชุมชนในท้องถิ่น มีระดับการมีส่วนร่วมอยู่ในระดับน้อยที่สุด ($\bar{X} = 2.92$)

คำสำคัญ : การมีส่วนร่วมของคนในท้องถิ่น การจัดการท่องเที่ยว การท่องเที่ยวเพื่อการล่องแพ

ABSTRACT

This research purposes to study the obstacle and problem of managing tourism for rafting and participation of local people in sustainable management of tourism for rafting in Maha Sarakham. The samples freely randomized are a group of people in the community around Huai Khakrang Reservoir for 400 people from 4 villages and 30 businessmen who concerns the tourist attraction for rafting. The interview is chosen as a method of collecting data. The research findings revealed that the participation of local people in sustainable management of tourism for rafting in Maha Sarakham was totally at a moderate level ($\bar{x} = 3.08$). Individually, it revealed that the interactive participation in analysis was development of objective plans and establishment plans or to make the strength of a local group or institute learn and decide to use existing resources at the greatest level of participation ($\bar{x} = 3.98$). Subordinately, it was the participation depending on responsibilities; that is to say, it appeared that the participation of people would achieve the goal that had been set in advance at a greater level of participation ($\bar{x} = 3.64$), and self-mobilization and connectedness were people participating to freely start a project from an institute or an external organization; people contacting with an external expert for resources and consulting when assistant needed, but the authority and control of resources belongs to the local community at the lowest level of participation ($\bar{x} = 2.92$).

Keyword : Participation of Local People, Tourism Management, Tourism for Rafting

Introduction

Tourism is a big industry that can massively earn money for many countries all over the world. UNWTO predicts that the number of tourists in 2030 will reach 1,800 million and the international tourism will increase up to 4 percent per year in average. The region that tends to be the most popular is Southeast Asia as a new tourist destination where tourists continuously visit (World Tourism Organization, 2014). In this regard, the tourism in the 21st century uses the principle of Agenda 21 as the framework in sustainable tourism management. It focuses on 4 factors as follows: 1) running the tourist business in the limit of natural support, community, tradition, culture, custom and lifestyle of community that is available, 2) being aware of the tourist activity that may impact on the community, tradition, culture, custom and lifestyle of community that is as the identity of local community, 3) host and visitor's participation in tourist activities and 4) necessity connection of community choice development and economic plan determination of community and sustainable conservation environmental and local cultures (Department of Tourism, 2015a). The path to a more sustainable tourism sector is a journey that consists of many small steps, where progress is made incrementally, though not necessarily

slowly, and not necessarily sequentially. Sixteen years ago, McCool, Moisey, and Nickerson (2001) felt that key issues relating to the process (how to progress towards a sustainable path?) and the object (what do we need to sustain?) were unresolved. These issues largely remain unresolved today, in spite of continuous efforts to encourage sustainable tourism (Dodds & Butler, 2010; Williams & Ponsford, 2009). The reasons for lack of resolution are manifest. Time scale is always problematic, for economic sustainability can be measured immediately, while social, cultural and ecological sustainability may only be measured over many years, and in some cases, even generations. Moreover, sustainability is a never ending journey, as technical and managerial innovations along with changes in consumer behavior will always create opportunities to improve performance. (Elizabeth Agyeiwaah et al.,2017)

There are a great number of resources of cultural tourism in Thailand as the 3rd in the Asian Region. Moreover, the governmental policy and strategy of developing tourism in different levels focuses on creative development of economy by promoting creative development so that it will promote creative economy in the regional and local level. However, the aforesaid development is based on the fundamental principle of the concept that is value creation of products and services by applying knowledge and innovation with strength of various natural resources, cultures, lifestyles and heritages of local wisdom and national research of policies and strategies (Ministry of Tourism and Sports, 2015). Maha Sarakham is 1 in 15 provinces and the only province in the Northeast of Thailand is considered the city of creative economy. It is located at the center of the Northeast of Thailand with calm atmospheres and considered the center of education of the Northeast of Thailand. It is also named “the City of Education in the Northeast of Thailand” because there are many educational institutes available here. Maha Sarakham is considered an important archaeological source where lasts for a hundred year. Many archaeological evidences, which religiously influence since the end of Gupta and Phulwa of India through Bagan City in Tawaravadee Arts, are found. Furthermore, it is influenced by Bramanism through Khmers in Lopburi Arts such as Ku Santarat Bureau of Monk, Ku Mahathat (Prang Koo Ban Khwao), Ku Baan Daeng and others (Tourism Authority of Thailand, 2014) including the natural tourist attractions such as Dun Lam Pan Forest, Kosumpee Forest Park and tourist attractions created by humans where are very popular at the present time such as rafting around Huai Khakrang Reservoir, Khok Ko Sub-district, Bora Bue District.

However, rafting around Huai Khakrang Reservoir is still popular and tends to be more popular. The peak period is on weekends. There are 118 rafts, 23 restaurants and 3 toilets supporting tourists. In the past, it was managed by District Administration Organization only. Increasing tourists make local people who mainly worked as agriculturists turn to run the business of tourism much more including Huai Khakrang Reservoir where is the park of 4 villages, where agriculturally make use of it. As a result, according to the much increasing tourist statistics, it

matches the governmental policy that urgently enhances tourism management by developing the capacity of tourist competition in the country and in other countries (Sunee Liewpenwong, 2014). It also includes revealing the unique tourist image that purposes to value creation from lifestyles and local cultures, earn money for the community and local area towards the provincial image enhancement. Now the obstacle, problem, potentiality of tourism for rafting around Huai Khakrang Reservoir is noticed. Therefore, the researcher conducted this research as a guide of solving the problem by the participation of all segments including improvement of tourist potentiality that purposively makes tourism in the local community, and the community participates in managing development, conservation and restoration of tourism with sustainability themselves.

Research Objective

1. To study the obstacle and problem of managing tourism for rafting around Huai Khakrang Reservoir, Maha Sarakham.
2. To study guidelines for make local people participate in sustainable tourism management for rafting in Maha Sarakham.

Research Methodology

This research is qualitatively conducted to describe phenomena. The samples are divided into 3 groups as follows: 1) a group of people who concerns tourism management for rafting in Maha Sarakham consisting of the Provincial Office of Maha Sarakham, the Office of Tourism and Sports of Maha Sarakham, the Office of Irrigation, Khok Ko District Administration Organization and tourist experts and environmental experts, 2) 400 people in Huai Khakrang Reservoir from 4 villages and 3) 30 rafting businessmen. The samples are freely randomized. The researcher selects the non-participatory observation and the in-depth interview. The discriminant analysis and the causal data system arrangement are used in this research including the group conversation with concerned communities.

Summary of Research Findings

According to the study of key factor on tourism management in Maha Sarakham, this time the researcher summarizes the research findings into objectives to check the data that it follows the plan as follows:

1. Obstacle and Problem of Tourism Management for Rafting, Huai Khakrang Reservoir, Maha Sarakham

According to the study, it was revealed that there were many sides of obstacles and problems of tourism management in the businessman, people in the community and the Provincial Irrigation Office. Since tourism came into Huai Khakrang Reservoir, tourism management in the area was authorized by the District Administration Organization and people in the participatory community. One of the limits in this research was to discover the obstacle and problem under political competition in the area for ages until rafting business places were shut down and cancelled all activities. It was caused by the tourist attraction where is as the state property under the care of the Department of Irrigation. It could not run any business. Next, public hearing was held with academicians and the Provincial Office. It could be summarized that rafting business could be run for 6 months from January to June because it was considered the season of tourism, but a raft was not allowed to launch in the water tower. This made tourists continuously decrease. The community lacked of supportive incomes except the farming season. As the problem in the area, the researcher tried to present the data that would be able to be a guide of good management, distribute incomes and be accepted by all segments.

According to the aforesaid problem reflection, the researcher held the small meeting among the community, the academician and the governmental agency in case of starting from the community inside that was the major component of sustainable tourism development. When the local community had the opportunity to participate in development, there were full of supports and a few conflicts. Finally, the local community would participate in controlling tourism management with high quality and sustainability. The reason that gave the opportunity to the local community for participation was that the local community was directly positively and negatively affected by tourism in many sides (Mason P., 2003 and Boonlert Jittungwattana and Pensiri Srikampha, 2014).

Tourism with expansion in the community area around Huai Khakrang Reservoir and without the in-advance arrangement caused many effects such as economic effects, social effects, cultural effects and environmental effects. These factors were external and uncontrollable if there was the change. Even if Maha Sarakham was considered the scenery town smaller than other provinces in the Central Northeast Region, providing that there was the distribution of tourism, it would positively and negatively affect 4 factors with the details in the table 1 below:

Table 1 : Positive Effects of Tourism on Huai Khakrang Reservoir, Maha Sarakham

Economic	Social	Cultural	Environmental
1) Tourism makes the change of economic structure of communities around Huai Khakrang Reservoir	1) Tourism makes the change of family structure of people in the area.	1) Tourism makes tourists understand local cultures better.	1) Tourism is realized the value of community
2) Tourism makes the expansion of related business.	2) Tourists and local people who live in Huai Khakrang Reservoir understand each other better from tourism.	2) Tourism makes conservation, affection and pride in local cultures.	environment and water tower.
3) People can have a better job from tourism except from being an agri-culturist who is the main career of people here.	3) Tourism makes better security.	3) Tourism makes local cultural conservation.	2) Tourism makes the benefit of environmental development and improvement.
			3) Tourism makes the search of a way of environmental conservation.

Table 2 : Negative Effects of Tourism on Huai Khakrang Reservoir, Maha Sarakham

Economic	Social	Social	Social
1) Causes the problem of high living expenses in the area.	1) Tourism causes the change of lifestyle and value of people in the area.	1) Tourism causes the problem of cultural conflict between tourists and people in the area.	1) Tourism may be the cause of destroying natural resources around Huai Khakrang Reservoir.
2) Tourism causes the problem that people will take advantages from others.	2) Tourism causes social differences.	2) Tourism causes the problem of changing the local culture value.	2) Tourism causes pollution to communities around Huai Khakrang Reservoir.
3) Tourism causes the problem of incomes when it is not the season of tourism.	3) Tourism may cause the problem of crime and the problem that tourists are ripped off.	3) Tourism causes the change of local culture rapidly that may cause the decrease of local handicraft value in Maha Sarakham.	3) Tourism may be the cause of destroying surrounding views.
4) Tourism causes the problem that people from other provinces come to invest in tourism in the area.			

According to co-analysis of obstacles and problems happening in the area, after tourism played the role with the community, tourism was dynamic. Acquired effects would always change and be uncontrollable if with the only method. As a result, sustainable tourism management must have relied on various concepts and applied them to the area as proper as possible including participation and harmony of people in the area that was considered the key factor of sustainability. Even though most tourist activities around Huai Khakrang Reservoir must have relied on the supported reservoir, the main participators in management were people in the community from 4 villages if the community organization was strong enough to manage the acquired effects and ready to stop when it was out of management capacity. These things in case of the community readiness and efficiency of tourism management from the community factor must have been considered from the outside factor such as the marketing, the supported governmental policy and tourists' behavior. The point of studying obstacles and problems of tourism management for rafting around Huai Khakrang Reservoir, Maha Sarakham would lead to synthesizing a way or a factor that was proper the management in the future.

2. Participation of Local People in Sustainable Tourism Management for Rafting in Maha Sarakham

According to interviewing 400 local people, even though some agencies would not accept all of the authorities to local people, most people accepted the type of explosion inside. Even though the principle of local people's participation should have been promoted, it was difficult and complicated to run people's participation. People would participate in decision of tourism development in their local areas by various method and different levels of local people's participation that were divided into 5 levels or types from unauthorized participation and control to self-control and authorized decision. Stakeholders in each community together considered determining the level of participation according to readiness or potentiality of community. Thereby, it was used to study the community around Huai Khakrang Reservoir according to the concept by Ranee Isichaiyakul (2014) and revised from Mowforth and Munt (2009) as follows:

Table 3 : Level of Local People's Participation

Level	Characteristics	Average (\bar{X})	Standard Deviation (SD)	Level of Participation
1. Passive Participation	People participate in the decision of agencies or organizations. The data is kept by unauthorized experts, and the control is kept by people outside the area.	3.02	0.52	Moderate
2. Participation by Consultation	People participate in consulting or answering questions but not in making a decision.	3.13	0.62	Moderate
3. Functional Participation	An external agency thinks that people's participation will help achieve the goal. People's participation comes from the assembly to achieve the objectives determined in advance.	3.64	0.76	High
4. Interactive Participation	People participate in analyzing the development plan and establish or strengthen a group in the local area or a group institute needs to learn and decide in using existing resources.	3.98	0.54	High
5. Self- Mobilization and Connectedness	People contact with an external expert for resources and consulting when assistant needed, but the authority and control of resources belongs to the local community.	2.92	0.53	Moderate
	Total	3.08	0.38	Moderate

The research findings revealed that the participation of local people in sustainable management of tourism for rafting in Maha Sarakham was totally at a moderate level ($\bar{x} = 3.08$). Individually, it revealed that the interactive participation in analysis was development of objective plans and establishment plans or to make the strength of a local group or institute learn and decide to use existing resources at the greatest level of participation ($\bar{x} = 3.98$). Subordinately, it was the participation depending on responsibilities; that is to say, it appeared that the participation of people would achieve the goal that had been set in advance at a greater level of participation ($\bar{x} = 3.64$), and self-mobilization and connectedness were people participating to freely start a project from an institute or an external organization; people contacting with an external expert for resources and consulting when assistant needed, but the authority and control of resources belongs to the local community at the lowest level of participation ($\bar{x} = 2.92$).

Therefore, the local people's participation in self-mobilization and achievement was that people participated in starting the project freely from institutes or external organizations; people contacted with external experts for resources and consulting when assistance needed whereas the authority and control and using resources in the community was at the lowest level of participation. As a result, the researcher brought the aforesaid point to the small meeting to analyze it with 37 people who were representatives from communities, tourist academicians, environmental academicians and legal experts. Finally, it came with the summary that was proper to the area management as follows:

1) Local people were determined to participate in determination of how to manage tourist attraction; that is to say, the method of authorizing local people to participate in express opinions perfectly works because the community is considered close to tourist attractions for a long time. It was another endeavor of making a choice of tourism development that let people in the community participate and take advantages from tourism.

2) There were the plan of human resources management for tourist attraction management and the management related to people in the community organization who could effectively work as possible as they could meanwhile knowledge was also added to the community that went along with the educational agency to service all about academics. However, it included the relation among people in the community. There were activities held that were important and necessary to tourism management. It was important to maintain those participators. According to the community principle around Huai Khakrang Reservoir, there were no plans of human resources in tourist attraction management. Local politicians were solely authorized in management. Security and cleanness were not thoroughly complete. Thus, the researcher noticed that if the community made the organization diagram with each person's positions selected from the majority people or used the rule of acceptance whether he/she is

accepted to work or not.

3) Local people were promoted to participate and take advantages from tourist attraction management. However, it was another topic as a conflict of local people's participation level. The participation level may have started from the lowest level that was people were informed what the governmental agency made a decision to the highest level that was people freely started and were authorized to make a decision and control. Hosts or communities who were the host of those tourist attractions were only components of tourism or tourism supervisors. For people living around Huai Khakrang Reservoir, the promotion of local people's participation and taken advantages from tourist attraction management was inevitably running the rafting business to support tourists. It was virtually about profits of these communities. Distributing acquired profits to all people equally in the community must have specified the amount of rafts and controlled raft sizes. The capital and how much all restaurants were expanded must have been equal as well as controlled the investment from people in other regions to prevent income leak. However, economic sustainability was not more important than sustainability of other sides. Related businessmen may have been more important than other sides because of the group that took advantages.

4) There was the acquisition of supporting capital in tourist attraction management that would be collected 200 baht from the rafting businessman every month considered funding to create fundamental facilities except the governmental budget, and this capital also supported personnel who cleaned and patrolled inside out of the season of tourism.

5) Tourist activities would be developed friendly to environments considered the main criteria for tourism because tourism must have made the smallest impact to environments. The techniques used in assessment of the impact and sustainability of ecosystem were as follows: carrying capacity and environment impact assessment including conservation element. The modern tourism or specific tourism should have focused on biological or cultural conservation in tourist areas. Ecological tourism could not be sustainable unless conservation. According to the aforesaid small meeting, 32 people agreed with this method considered 86.4 percent.

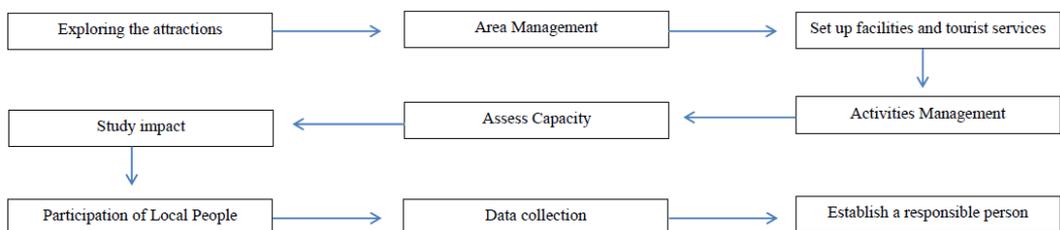
Discussion

The participation of local people in sustainable tourism management for rafting in Maha Sarakham is properly and effectively compatible with the principle of tourism management of the community. The community will take advantages from the operation of the Institute of Community Tourism (2014) as follows: 1) Socio-Culture: the cultural exchange between hosts and visitors including respecting other different cultures and as the learning source and living classroom considered heritage conservation of the community, 2) Management: making people

feel as hosts together in unison that would lead to harmony in the community and realizing the value and importance of participation, 3) Environment: being conscious in natural resources and environment management with sustainability; natural resources would be more carefully used and the effect of using it would be more considered and 4) Economy: the life quality of people in the community that is improved and the community that can earn more money based on using resources in the community properly.

Chaithawat Siribowornpitak (2017) studied the development plan of tourism potentiality of Maha Sarakham. It was revealed that 1) Restoration of Ruined Tourist Attraction and Development of Tourist Attraction Quality Compatible with Marketing Need and 2) Enterprise Network Development of Tourist Business in Potential Area Similar to UNWTO (2008) that specified the target of concept of sustainable tourism development that consisted of a guide of sustain tourism development and a sample of sustain tourism development. The principle of sustainability includes tourism development in environment, economy, society and culture and balance of 3 factors to ensure sustainability in the long-term period as follows: 1) using natural resources and environment for the most out of development and tourism as well as maintaining the ecosystem and its necessary process and 2) giving the true respect of society and culture by the community as hosts; the cultural heritage conservation that is created and still existed and the tradition value similar to Potdar, M.A. (2003). The stability of economic development that grows in the long-term period is considered the social and economic benefit to all stakeholders equally similar to the principle of tourism sustainability by Ranees Esichaiyakul (2014) and Mowforth and Munt (2009). The rapid growth of tourism affects the environment, society and culture of tourist attraction such as the problem of pollution, congestion, overcrowding, noise, leftover waste and destruction of plants and wildlife. Tourism development makes sustainability and benefits to the country and the community similar to Terdchai Chuybamrung (2009) who stated to the role of the Local Administration Organization about the sustainable tourism development. as the figure 2.

Figure 1 : Tourist Attraction Development towards Sustainability



Source : Adapted from Terdchai Chuybamrung (2009)

Suggestion

1. Suggestion on Applying Research Findings

It can be applied to the policy benefit, the key factor of tourism management that can combine micro tourism development, the community-based tourism and sustainable development of tourism management together so that it will be used to develop local areas and distribute income with tourism management. Certainly, the community will participate in it with integration that the acquire effects can be applied to the policy according to the 12th National Economic and Social Development Plan. People are mainly focused to develop and balance development in all sides. The analysis of this research is compatible with the national development strategy in restructuring economy towards complete growth with best high quality and sustainability through life quality improvement of people in the community from tourist incomes. People are more hired whereas their debts become lower. It causes working integration between the community of Local Administration Organization and private sections. Moreover, the acquired knowledge can be applied to the policy of local tourist attraction development and the policy of tourist attraction development in Maha Sarakham.

2. Suggestion on Next Research

2.1 The researcher should deeply and seriously study clear policy formulation in potentiality development of tourism in Maha Sarakham. Now there is only the distribution of developing projects of each year, and no outcome is found. Only its impact is acquired from the project.

2.2 The researcher should deeply study the policy formulation in tourist attraction development with potentiality in order to increase more competitive capacity in regional levels.

2.3 The researcher should deeply study on related report of sustainable tourism in all sides.

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