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ENVIRONMENT DEVELOPMENT FOR TOURISM AND LOCAL ECONOMY  
EXTENSION.

PRADUB RIANPRAYOON : A STUDY ON ENVIRONMENTAL DEVELOPMENT  
GUIDELINES FOR TOURISM AND LOCAL ECONOMY EXTENSION FOR TALINGCHUN  
FLOATING MARKET IN BANGKOK. THESIS ADVISOR : SOMPONG THONGCHAI, M.Sc.,  
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The research is a study of both the development of tourism guidelines and the extension of a local community's economic base to increase income. The acceptable agreement of government agencies in the study area was necessary for the investigation. Integrated Survey Techniques were used for the thesis research. The standardized Thai Tourism guidelines checklist was used to gather information about present problems and potential at Talingchun Floating Market. The preliminary feasibility evaluation of tourism potential was made using the environmental Quality Examination Guideline. Questionnaires were used to collect data from four target groups; 1<sup>st</sup> tourist or guests, 2<sup>nd</sup> general people, 3<sup>rd</sup> small scale private enterprise and 4<sup>th</sup> relevant government agency officers. Statistical analysis by One way analysis of variance was used to examine statements about problems and potential and the acceptable 18 action plan for guideline development. factors acceptable to the four target groups were examined using Stepwise Multiple Regression analysis. Feasibility and sequence of importance of items in the action plans were determined by Delphi Technique.

The research shows that Floating Market activities introduce pollutants into the river such as Suspended Solids, Coliform bacteria and Phosphate. These are sources of environmental impact. The Floating Market shows a high potential to be part of the culture and lifestyle of the community in Bangkok. The acceptance of the action plans differed in each group. All four groups accepted 18 action plans and 5 factors, Budget, Policy, Cultural and Tourism, Environmental and Public of Participation. were found to be feasible and important at the significance level  $p < 0.05$ .