

Chutima Jangpradit 2007: An Assessment of Ecotourism Potential at Salak Phet Bay of Ko Chang, Trat Province. Master of Science (Sustainable Land Use and Natural Resource Management), Major Field: Sustainable Land Use and Natural Resource Management, Interdisciplinary Graduated Program. Thesis Advisor: Assistant Professor Surachet Chettamart, M.S. 113 pages.

The main objective of this study was to assess the level of ecotourism potential around Salak Phet Bay by using selected factors. These included tourism resources, existing facilities and services, interpretive programs in place, perceived environmental impacts, and degree of local participation. The integration of GIS techniques and stakeholders' opinion analysis was employed to determine the level of ecotourism potential.

The results derived from spatial analysis revealed that tourism resources in the study area had different levels of ecotourism potential. Only the Navy monument possessed high potential while Khlong Nueng Fall had moderate level, and the rest including Kerephet Fall, mangrove boardwalk, scenic points, and homestay service had low potential. Further analysis from the stakeholders' opinion showed that most visitors had high satisfaction for facilities and services provided. Visitors also rated tourism resources as the highest potential while interpretive programs the lowest. Most villagers indicated they had ample opportunity to get involved in the area's ecotourism operation. Interestingly, both visitor and villagers perceived that environmental impacts as a result of the on going tourism were relatively low.

The results implied that in promoting Salak Phet Bay as a better ecotourism destination, interpretation plan consisting of thematic interpretive programs should be designed and implemental rather than focusing on physical development in order to enhancing sustainable land use and ecosystem in this part of Ko Chang.



Student's signature



Thesis Advisor's signature

