

Wittaya Jitmart 2009: Community Participatory Encouraging Supplementary Occupation in Ecotourism. Doctor of Philosophy (Vocational Education), Major Field: Vocational Education, Department of Vocational Education. Thesis Advisor: Associate Professor Peerapong Tipanark, Ph.D. 302 pages.

The objectives of this research were to determine the community potential participating in the encouraging of the supplementary occupation in ecotourism in order to synthesize the participation of the community in ecotourism and output. The study comprised of 3 phases. In the first phase, the study involved the investigation of the community potential in encouraging supplementary occupation in ecotourism. In the second phase, the study involved the synthesis of community participation concerning the supplementary occupation in ecotourism. In the third phase, the study investigated of the results of the community participation in encouraging supplementary occupation. The participatory action research was used in this study. The sample was 144 people who had the supplementary occupation in ecotourism of Ban Kam Douy Community, Chanuman district, Amnatcharoen province. The instrument used for collecting data included the questionnaire, in-depth interview form and the sound recorder. Descriptive statistics and chi-square were used for data analysis.

The major findings were as follows: Ban Kam Douy Community had the potential in encouraging and managing ecotourism because it has the unique ecotourism resources. Furthermore, the leader of the community was strongly keen on the community development which led to a community participatory development. The participation in encouraging the supplementary occupation was divided into three phases. In the first phase, it involved the investigation of the potentiality of the community participation in encouraging the supplementary. The second phase involved the synthesis of the procedure in getting the community to get involved in encouraging of community supplementary occupation in ecotourism. In the third phase, the study involved the syntheses of the results the participation of the community in encouraging supplementary occupation concerning ecotourism. Twenty-one supplementary occupations were developed. The comparison of the success in encouraging the supplementary occupation. Showed that the group with high motivation was much higher than the other groups with moderate and less motivation at the level of .05 significance.

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Thesis Advisor's signature