

Khwanruethai Krongyut 2012: Use of Local Wisdom in Ecotourism Management of Pang Dang Nai Village, Chiang Mai Province. Master of Science (Park, Recreation, and Tourism), Major Field: Park, Recreation, and Tourism, Department of Conservation. Thesis Advisor: Assistant Professor Dachanee Emphandhu, Ph.D. 167 pages.

The research objectives were to study ecotourism management, local wisdom applicable to ecotourism management, and to propose a proper knowledge management process of Pang Dang Nai village for ecotourism management. This study is participatory research. Data was qualitatively collected by in-depth interview, participatory observation, and focus group. Snow ball sampling was employed. The analysis and conclusion was drawn by triangulation checking and respondents checking. Additionally, quantitative data collection was employed by visitor opinion questionnaires of 100 samples. Descriptive analysis was used in data analysis. The data collection period was last 6 months of which researcher continuously stayed with the community.

The result showed that the community was outstanding in both natural and cultural tourism resources. They used local raw material in food and accommodation services harmoniously. The community was lacking impact control and prevention, continuous operational plans, and foreign language skill for communication. The tourism committee also lacked of clear function and activities regarding tourism management. Thus they tended to be taken advantage by the outsiders. The local wisdom was discovered 24 items; 8 items used in tourism; and 7 items were written recorded. Tourists received local wisdom slightly through local practices and story told from tourist guides and local people. However, after the community participation in the analysis of knowledge management process in ecotourism management, the community selected 6 items of local wisdom be managed first. The community also collectively screened and compiled accurate local wisdom concretely for convenience of sharing and applying in ecotourism management. It was done by providing exhibits in community learning center and documented the compilation of local wisdom in written record.

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Student's signature

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Thesis Advisor's signature