

THE FACTORS OF EFFICIENCY ADMINISTRATION ECOTOURISM: A CASE STUDY AT KOH SAMET, RAYONG PROVINCE, THAILAND

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Tóm tắt

Bài viết phân tích phương pháp hữu hiệu và hiệu quả của quản lý du lịch sinh thái dựa trên cộng đồng nhằm tăng cường tiềm năng du lịch sinh thái tại các khu vực bảo tồn. Kết quả cho thấy có sự hợp tác giữa cộng đồng, khách du lịch và sự tham gia của chính quyền. Hơn nữa, cơ quan quản lý các khu bảo tồn cần nhấn mạnh tầm quan trọng của người địa phương để họ trợ giúp phát triển các khu bảo tồn. Quản lý khu bảo tồn và tăng thu nhập cho người địa phương là cách thức ủng hộ lẫn nhau giữa người địa phương và cơ quan quản lý các khu bảo tồn.

Dựa trên khái niệm cộng đồng, các nhà nghiên cứu xác định mẫu hình của quản lý du lịch sinh thái với 4 nhóm sau:

- 1) Sự sẵn sàng học tập của các cộng đồng*
- 2) Học tập cách bảo vệ các nguồn tài nguyên văn hóa và tự nhiên*
- 3) Học cách tăng cường các yếu tố văn hóa, xã hội*
- 4) Học kỹ năng tham gia và mở rộng mạng lưới.*

Bài viết trợ giúp phát triển bền vững đối với du lịch sinh thái.

Abstract

The objective of this study was to determine the efficient method, effectiveness of community-based Ecotourism management, which to enhance ecotourism potential in natural protected areas. The result revealed that there is collaboration among community, tourists and authority participation. Moreover, the natural protected area agencies had to place more importance on local citizens so that they will support in developing the natural protected areas. Areas preservation managing the areas and increasing income of local citizen were the way of supporting each other between local resident and the natural protected areas agencies.

The researchers determine conceptual framework from the community-based on concept. The indicator management separated into 4 groups as follows:

- 1) The study readiness of community organization*
- 2) The study of natural and cultural resources conservation*
- 3) The study of social and cultural enhancement*
- 4) The study of participatory learning and network expanding*

This research should support on ecotourism management in the community for sustainable development.

Keyword: Efficiency/ Ecotourism/ Management/ Administration

Introduction

From the flow of tourism has spread to all regions of the country. Together with train of thought of people in the society have been awoken on conservation of natural resources and environment. At the same time the participation of the community became more acceptable. Therefore, Thai word for the meaning of Ecotourism means to travel responsibly in culture with respect to environmental and ecological tourism, with the process of collaborative learning of those involved people under the management of local participant in order to develop awareness to maintain a sustainable ecosystem. (Tourism Authority of Thailand, 2546:21) To visit natural sites with main objective to learn about culture and history with care not to change or destroy the value of the ecosystem. At the same time, it helps create economic opportunities that result in conservation of natural resources and benefit to local people (The Ecotourism society, 1991). Tourism is managed and organized by local people for participation in management level, and participation in activities for those all communities that do not have standard in appropriate management system.

Management of tourism planning in general should cover four main elements that are:

1. Elements of tourism resources, tourism should be related to nature. A unique place (Identity or authentic or endemic unique), including culture and history about the ecology (Eco-system) in the area. So, an element of tourism resources is based on the nature (Nature-based tourism).
2. Element of arrangement, tourism should be the responsibility (Responsible travel) without any impact on the environment and society. Be extended to include sustainable management and conservation, environmental management to prevent and eliminate pollution. Control of tourism development in scope to reach the sustainable management (Sustainable managed tourism) and to ensure that tourism is responsible to no impact on the environment and social.
3. Element of activities and processes, in Thailand contains 3 systems together which are study in school system, study out of school system, and leisure study. Ecotourism Marine Park is a tourism with a learning process by providing education

about the environment and ecology of tourist attractions. To enhance knowledge, experience and impressive to raise awareness and grow the right conscious mind to tourists, local people and related earning traders. So, tourism is an environmental education (Environmental-based tourism).

4. Elements of management, tourism is a consideration for participation of community and local people (Involvement of local community or people participation) are involved in the compliance thought out, plan, follow plan, gainful and checking (Daschane Aimphan, 2547: 2-3), as well as maintenance of tourism resources. This will benefit to local for income distribution, raise the quality of life and return to resume maintenance and management with tourism. In the end, local participation in tourism development control with quality. Local in this matter is, starting from the grassroots level to the local government level and may include related participation. So, tourism is a participant of the community. (Community participation-based tourism) (Tourism Authority of Thailand, 2546:22).

Eco-tourism has been considered to be an industry that has the potential to promote the conservation of natural ecosystems. At the same time it was also promoting sustainable development area of the local. The eco-tourism has been defined in many ways with each other, whether related to tourism and the environment, has been suggested about the state of management practices, which indicates the potential to manage a portion of the failures in the management of eco-tourism. In other words, theories of eco-tourism is often unsuccessful, although in practice the rules of good suggestions (Lindberg and Hawkins, 1993). But a standard or widely use with standard or be used to build capacity and evaluate the status of eco-tourism in areas that may help to understanding the various gaps between setting regulation ideas and failures in area, also pushing goal to achieve in practical level (Bottrill and Peares, 1995).

From the study of eco-tourism development plan, found that:

1. Guidelines for the promotion of knowledge in planning development of eco-tourism must have a clear idea about the definitions, guidelines for eco-tourism procedure to related people.
2. Data sources such as research reports should provide knowledge about eco-tourism. In addition, the relevant authorities should have a role in the

dissemination of knowledge, such as higher education institutions, Tourism Authority of Thailand, Department of Forestry and the Business Travel Agencies.

3. Eco-tourism will continue be popular to resolve any issues if it can reduce prior to such deterioration of tourism infrastructure, services, inadequacy of public utilities, including management of the agencies involved.
4. Visitors agree with the eco-tourism based on natural resources, which requires cooperation from related agencies in the planning to demarcation areas clearly.
5. To participate in conservation will help awareness to the environmental protection to go on.
6. Eco-tourism can raise and improve quality of life of local people by causing additional revenue more than the main occupation (Apirom Promchanya, 2543).

A study by the Pollution Control Department, by study about the environmental quality of the attractive island in the East, such as Koh Chang in Trat, Koh Samet, in Rayong and Koh Si-Chang in Chonburi, found that Koh Samet which is a National Park gets problem of environmental issues, garbage issues, waste water treatment issues and capacity to support the use of recreational parks in the area (Pollution Control Department, 2552). The growth of tourism in Koh Samet without planning in resources use and prevention to environmental impacts each year, as well as tourists travel to visit not less than 300,000 people and so many consecutive years long cumulative lead to environmental problems, whether in the form of various pollutions, degeneration, extinction of resources (Banmuang News, 2551:3). Study results from the National Park Office, The National Park Study and Research, Ministry of Natural Resources and Environment, found that the attractions on Koh Samet are in the state exceeded the ability support both in recreation tourism and ecology. Report also noted that Khao Laem Ya - Koh Samet. In fact, excess capacity in the state support as well (Thai Post News, 2551:3). Nowadays, the current growths of tourism in National Parks are very important because they are source of income to the country and creating jobs and income for

the local. It is a tremendous boon to the economy as a whole. But the negative impacts that occur by turning to tourism, the day will cause degradation of natural resources and destroy the scenery and the beautiful environment more and more. So, National Park is required to study and monitor the impact occurred to be used as a database to manage national park in the right direction for sustainable development (Sittichai Songsaeng, 2551). From study, the researcher found that the factors and the status of ecotourism in the area of Koh Samet, which studies the statistics tourists visiting the park dates back 10 years, the attention of tourists and leisure travelers increasing in every year, might affect the ecosystem as a tourist and a lot of people lack of knowledge and lack of management system standards that are essential. Therefore, the study of the impact of eco-tourism and issues relating to eco-tourism will be cognition to help management and the people to participate in taking care tourism continuously and also with the community development as a source of sustainable tourism.

Objective

1. To investigate the management status of eco-tourism on Koh Samet in any condition.
2. To determine the factors that influences the management of eco-tourism on Koh Samet.

Research question

What should be the status and determinants matter of eco-tourism management on Koh Samet?

Equipment and procedures

The research was conducted in the form of quantitative survey research to study conditions on Koh Samet, Rayong Province, an area of eco-tourism. The researchers studied data from public documents, electronic information or web site ideas, theories and research related to such concepts of eco- tourism, management concepts, the concept of community development, etc., in order to understand more about the development of eco-tourism and form of suitable management of eco-tourism, including the right opinions, satisfaction and participation in tourism

management. Queries pass the quality examination of tools for content validity and reliability coefficient to determine the reliability of Conbach with equal 0.9504. For agents who provide information take random sample of 400 people.

Results and discussion

Research results

1. The study of organizational management system in characteristics of the community committee, process management factors that lead to the actual practical. Performance of management success is to plan for resource management, consistent control and clearness.

2. The management of community, characteristics of its members have a good understanding about the rules of the community. Factors affecting the management to the most powerful are behavior of participation in resource management and clear development plans.

3. The operator, performance management in business, factors affecting the effectiveness of management was the most respected and involved in areas management and satisfaction with the members of the community to meet and make tribune of local people which influence transferring process of the Community Management Board to share learning, spread community activities, strengthen problem-solving and community development.

4. The tourists, performance management related to tourist, factors affecting the management of most are factors in conservation of natural resources and culture, then in supporting learning process and networking.

Discussion.

The study about factors influencing performance of eco-tourism management on Koh Samet, Rayong, consistent with the research of Nikom Wongnanta (2548), whom study on the potential of tourism in Ban Mae Sa Mai, Tambon Pong Yang, Ampur Mae Rim, Chiang Mai, found that the evaluation of the potentiality of tourism management requires knowledge and understanding of community. Also consistent with research of Amnaj Raksaphol, Daschanee Aimphan, Suraphan Petcharapa, (2550) whom study of the performance indicators and effective

management of eco- tourism by the community finds a measure for the efficiency and management of eco-tourism through the evaluation of experts concluded by the impact factors as follows:

- 1) The readiness of the community
- 2) Conservation of natural and cultural resources
- 3) Social and culture development
- 4) Economic development
- 5) Acceptance and participation of local people

6) Process learning to share and network expansion, consistent with (Army Office of Tourism Development, 2545) that they must allow local people to participate in the development process and management support. (University, 2545), management and participation of the community must coupled together to boost the tourism potentiality properly as job creation and income distribution to the community directly with leading to the suitably communities development.

Conclusions and recommendations

Conclusion

The results of evaluation of these factors demonstrate the importance of all factors, the factors affecting the performance of tourism management the most are planning, resource management, consistently controlled and clearness. Behavior to participation in resource management and development plans clearly, transferring process of community management committee to share learning, published in community activities, problem solving and community development, conservation of natural and cultural resources, process of learning and networking among communities and tourists.

Recommendation

1. To deal with the efficiency and effectiveness, local people should benefit from economic opportunities and a good result arising from promotion and tourism development in the areas. Also benefits of economic structural change, growth in the tourism sector, creating career and job creation to local people fairly. As a result, stimulates production of the community to be increased.
2. Forum for exchange of learning should be a tourism management continuously and consistently. It should be a measure of communities' learning together

sustainably. This type of forum will create a source of ideas, understanding and more cooperation.

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