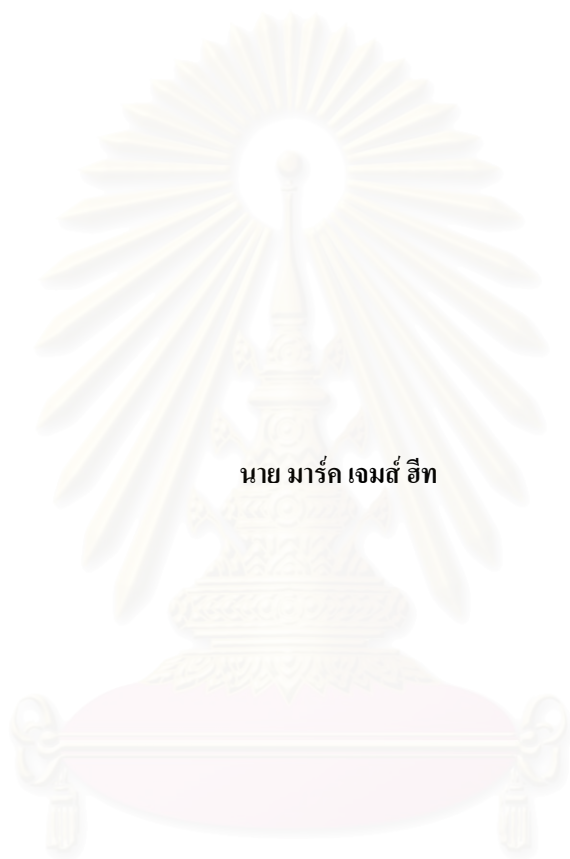


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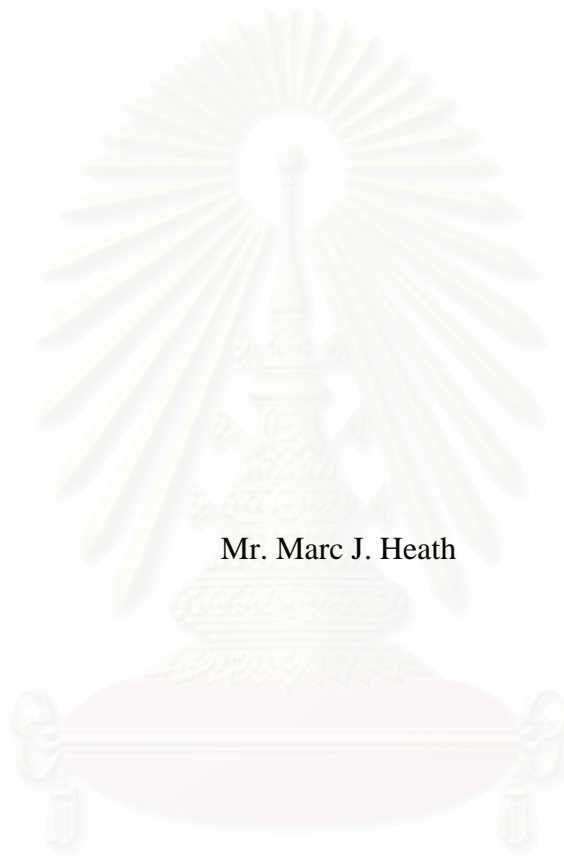
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**TOURISM DEVELOPMENT AND THE EFFECTS ON LOCAL
COMMUNITIES
: A CASE STUDY OF KO CHANG**



Mr. Marc J. Heath

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

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เกาะช้างที่มักกล่าวกันว่ามีความงามดั่งภาพ อาจเป็นเกาะที่เหลืออยู่เพียงไม่กี่แห่งในประเทศไทยที่ยังไม่
เสื่อมถอยลงอันเนื่องมาจากอุตสาหกรรมการท่องเที่ยว อย่างไรก็ตามในช่วงหกปีที่ผ่านมา เกาะช้างได้ประสบปัญหา
เกี่ยวกับชุมชนท้องถิ่นและสิ่งแวดล้อมหลายเรื่อง ดูเหมือนว่าเกาะช้างกำลังพัฒนาในอัตราที่เร็วเกินไปจนทำให้
เกิดผลกระทบทางลบในหลายด้าน

วัตถุประสงค์ของวิทยานิพนธ์นี้ ประการแรกคือการค้นคว้าเกี่ยวกับพัฒนาการของการท่องเที่ยวบนเกาะ
ช้าง ประการที่สองเพื่อประเมินถึงผลกระทบของพัฒนาการดังกล่าว ประการที่สามเพื่อประเมินทัศนคติของ
ชาวบ้านที่มีต่อการพัฒนา และประการที่สี่ เพื่ออภิปรายถึงการที่การท่องเที่ยวบนเกาะช้างก่อให้เกิดผลด้านบวก แต่
ในเวลาเดียวกันก็สร้างปัญหาขึ้นมาประการ

ผู้วิจัยได้รวบรวมข้อมูลทุติยภูมิจาก เอกสารอ้างอิง นิตยสารท่องเที่ยว เอกสารแนะนำสำหรับนักท่องเที่ยว
คำรา เว็บบล็อก หนังสือพิมพ์ แผ่นซีดีรอม แผ่นวีซีดี ผู้วิจัยยังออกแบบสอบถามผู้อยู่อาศัยบนเกาะ และทำการ
สัมภาษณ์บุคลากรการท่องเที่ยวทั้งที่อยู่ในภาครัฐและภาคเอกชน

งานวิจัยพบว่าตั้งแต่ ปี พ.ศ.2544 เป็นต้นมา การพัฒนาการท่องเที่ยวบนเกาะช้างเป็นต้นเหตุของการร้อง
ทุกข์และความขัดแย้งระหว่างชาวบ้านในท้องถิ่น เจ้าหน้าที่วนอุทยานแห่งชาติ และหน่วยงานของรัฐอื่นๆ เป็นที่น่า
เสียดายที่ความเดือดร้อนของชาวบ้านไม่เคยได้รับการดูแลจนทำให้เกิดความไม่สงบในพื้นที่บ่อยครั้ง การพัฒนาทำ
ให้เกิดประเด็นปัญหาซึ่งเป็นที่น่าวิตกว่าจะรุนแรงยิ่งขึ้น งานวิจัยยังพบว่าชาวบ้านส่วนใหญ่เห็นชอบกับการพัฒนา
ต่างๆ ควบคู่ที่มีการควบคุมดูแลให้เป็นการพัฒนาแบบยั่งยืน และมีการดูแลความต้องการของชาวบ้านให้ทัดเทียม
นักท่องเที่ยว ด้วยเหตุนี้การมีส่วนร่วมของชุมชนท้องถิ่นจึงเป็นเรื่องที่จำเป็น โดยต้องถือว่าการเน้นหนักการอนุรักษ์
สิ่งแวดล้อมและทรัพยากรธรรมชาติเป็นสิ่งที่สำคัญสูงสุด งานวิจัยนี้ตั้งความหวังไว้ว่าจะได้เป็นส่วนหนึ่งในการ
ปลูกสำนึกถึงผลกระทบของการพัฒนาการท่องเที่ยวที่มีต่อผู้อยู่อาศัยในท้องถิ่นและสิ่งแวดล้อมบนเกาะช้าง

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KEY WORD: TOURISM / DEVELOPMENT / KO CHANG / LOCALS / COMMUNITY / NATIONAL PARK / ENVIRONMENT

MARC J. HEATH: TOURISM DEVELOPMENT AND THE EFFECTS ON LOCAL COMMUNITIES: A CASE STUDY OF KO CHANG. THESIS ADVISOR: ASSOC. PROF. NAROTE PALAKAWONGSA NA AYUDHYA., pp. 188.


Ko Chang has been recognised as being one of the last and most picturesque islands in Thailand yet to be degraded by the tourism industry. However, over the past six years of development, Ko Chang has suffered a number of problems relating to its local communities and environment. It would seem that Ko Chang is being developed too fast resulting in several negative effects.

The objectives of this thesis are to firstly investigate the development of tourism on Ko Chang, secondly evaluate the impacts of development, thirdly to evaluate the resident's attitudes towards the development and fourthly to discuss the benefits and problems tourism has brought to Ko Chang at the expense of development.

Secondary data was acquired from source documents, travel magazines, official guidebooks, text books, web pages, newspapers CD ROMs and VCDs. Questionnaires were administered to local residents and interviews with tourist personnel in both public and private sectors were carried out.

The findings of this study indicate that since 2001, tourism development on Ko Chang has been the source of many complaints and conflicts between local people, national park officers and other government organisations. Unfortunately a lot of the concerns of the local people have not been addressed which has created a lot of unrest in the community. Many issues have arisen concerning the developments and there is a fear that these issues will only get worse. The research indicates that the majority of local people on Ko Chang are in favour of these developments as long as they are controlled in a sustainable manner and take equal account of the needs of local people rather than just the tourists. Therefore a greater participation with local communities is required, whilst a concentration on environment preservation and the natural resources of Ko Chang becomes of paramount importance. This study hopes to contribute to raising awareness of the effects that these developments have on the lives of the local inhabitants and the environment on Ko Chang.

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Student's Signature: 

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สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

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CHAPTER I

INTRODUCTION

1.1 Introduction to the research problem

Tourism development is essential for the economic development of Thailand. However, as with any island or tourist destination in Thailand, the Government's priority appears to be to develop the resources of a particular destination, to the point of exploitation, in order to create large revenues.

Mu Ko Chang National Marine Park consists of fifty-two islands off of the coast-line of Trat. The entire park officially encompasses a total area of 650 square kilometers (figure 1). These islands which make up the Ko Chang Archipelago were declared a National Marine Park on 31st December 1982.

Approximately 85 per cent of Ko Chang and its surrounding islands are an undisturbed rain forest and form part of Mu Ko Chang National Marine Park which is under national jurisdiction. It is acknowledged that Ko Chang (Elephant Island) is one of the best preserved islands in Thailand and that statement extends, possibly, to all of South-East Asia. For this reason it is important to research the effects of tourism development on Ko Chang to ascertain whether the Government has adequately addressed the issues in its development plan and has taken due consideration of the thoughts of the local inhabitants.

Ko Chang Island covers an area of 429 square kilometers and is the second largest island in Thailand, after Phuket. It escaped heavy development in the 1980's for reasons of inaccessibility and the insufficiency of its infrastructure. At that time access was only available by fishing boat; there was no electricity; roads were just dirt strips; and, housing consisted of basic bungalows put up by local islanders.

However, Ko Chang, which lies off the Trat province, appeared set for some large scale changes after Prime Minister Thaksin Shinwatara visited the island in 2001.

FIGURE 1 KO CHANG MAP A



Impressed by its natural beauty, the Prime Minister suggested that the island, which boasts some of Asia's last remaining pristine rainforest and marine life, be developed into "the Phuket of the East", basically a major earner of hard currency.

This would mean, therefore, that the island would cater to "first-class tourists", resulting in the limitation of the number of visitors, and excluding backpackers and tourists seeking true natural beauty. Thereby the island will be developed in order to serve the needs of the rich.

Since 2001, Ko Chang has developed rapidly and although tourism development can create certain benefits to Ko Chang's community, such as an increase in employment, an increase in education and development of a better schooling system, better infrastructure and services and an increase in foreign revenue, it can also bring negative effects to the island, such as over-development where new resorts and other facilities are constantly being built, an increase in noise, water and air pollution, an increase in crime rates and prostitution, together with problems of garbage and sewage disposal.

These are just some of the issues which will end up degrading the environment, and if they are not dealt with efficiently and effectively will have drastic effects on Ko Chang's social, cultural and environmental resources.

Although a lot of the development projects on Ko Chang seem to be affecting the island negatively such as there being too much construction, other development projects are helpful for Ko Chang and its local communities, such as road construction which makes it easier for locals to travel around the island safely. Without tourism development the people of Ko Chang would not have some opportunities they have now.

However, there is no stopping development and no matter what resources a country has, some of those resources will usually be exploited to some extent.

It can be witnessed in parts of Thailand that over-development has taken place and areas such as Pattaya, Phuket, Ko Samui, Ko Phi Phi and Ko Samet are now over-run by the tourism industry. Tourists have complained about rubbish and water pollution on the once pristine beaches of Ko Samui, and the Authorities have a fear of water shortages due to unplanned growth.

Ko Samet and Ko Phi Phi are both national parks and yet have still sprouted dense construction over each island, with beach fronts being particularly popular, without any orderly or appropriate design. Often tourism development takes place so rapidly with much construction being started without input from or consent being given by the local people that their Island becomes socially, culturally and environmentally degraded.

It is a fear that Ko Chang might make the same mistakes that makes this research necessary. The research will include contact with local communities on Ko Chang and attempts to ascertain their concerns, reactions and attitudes towards the tourism development of their Island.

Some of the major questions that this thesis attempts to answer is whether local communities are ever adequately informed of the consequences of tourism development, and how such development can and possibly will affect their everyday lives. Furthermore, this thesis will attempt to elaborate on whether tourism development on Ko Chang can be controlled and sustained or whether Ko Chang could end up being destroyed by the very industry that is trying to create it.

1.2 Research Objectives

This Research has the following objectives:

- To investigate the development of Tourism on Ko Chang

- To evaluate the impacts of tourism development on Ko Chang
- To evaluate the resident's attitudes towards tourism development on Ko Chang
- To discuss the benefits and problems tourism has brought to Ko Chang at the expense of development.

In pursuing the research objectives of this thesis, the investigations, evaluations and discussions above will be considered against the background of a framework for sustainable tourism, whereby the objectives of development are to maintain and preserve the environmental diversity and quality of a destination while producing an economic advantage, thereby combining conservation with economic development.

This is a particularly important consideration for the development of Ko Chang as the organisation who is responsible for sustainable tourism development on Ko Chang is Dasta (Designated Area for Sustainable Tourism Association), who's vision is to emphasis development on a multi-eco-tourism and eco-village development project. However results do not seem to be promising as it does appear that much development is happening with an eye to profit and little concern for the environment and the local communities.

1.3 Scope and Limitations of Study

This research relates specifically to the island of Ko Chang which is the Mu Ko Chang National Marine Park's main island attraction. Ko Chang is situated off the province of Trat and covers an area of 429 square kilometers, being approximately 30 kilometers long by 14 kilometers wide.

The field work was carried out over a period of four weeks and all interviews took place and questionnaires were completed on Ko Chang Main Island. The whole island was visited from Salak Phet in the South East to Bang Bao in the South West

with questionnaires being distributed to the main communities on the island and where both formal and informal interviews were conducted with the local people.

During this research there were a number of limitations faced in the literature and participant observer components of the study. There are limited official documents on Ko Chang presented in the English language, therefore having information translated was very time consuming and might not have appeared as clear and precise as it could be, therefore the language barrier was a key limitation in both areas.

There is limited information on Ko Chang available, and any information gathered at either the national park or Dasta (Designated Area for Sustainable Tourism Association) was in Thai. Interviews with important influential people on Ko Chang and communication with the National Park officers was hard and challenging and in many cases could not take place because of the researcher's lack of knowledge of the Thai language and their's of the English language.

A number of documents were shown to the researcher written in Thai, but the researcher was not permitted to borrow them to have them copied which therefore resulted in a loss of information.

Field work was conducted in the Thai language; however this might have caused a loss of information because the researchers' command of the language is not sufficiently proficient to fully comprehend all responses.

As with many field studies, a number of questionnaires returned were not fully completed whilst others were completed incorrectly. This in turn caused some difficulties in data analysis and made it difficult to draw precise conclusions. Furthermore some of the responses and opinions expressed by people were written in the Thai language and were illegible to the translator, whilst other comments could not be translated directly into English, which therefore caused problems of comprehension for the researcher.

All data received from Thai habitants on Ko Chang was assumed to be from long standing inhabitants of Ko Chang, however there were a number of cases where such people had only become recent inhabitants having migrated from the mainland and other islands.

1.4 Research methods

1.4.1 Research from Secondary Data

Secondary Data was acquired from source documents, travel magazines, official guidebooks, text books, web pages, newspapers, CD ROMs and VCDs.

Textbooks covered the subject matter of tourism management theories, types of tourism and tourism development plans and strategies. The purpose for researching these textbooks was to enable the researcher to give a substantial academic approach to tourism development facilitating the process of understanding tourism development on Ko Chang. In contrast most information about Ko Chang was obtained from travel magazines, sources documents and official guidebooks. This information is considered reliable and proved to be useful in providing statistical information about Ko Chang and annual tourist headcounts and their per capita spending levels.

Other information contained in source documents was obtained from Government agencies such as DASTA on Ko Chang. This information is particularly informative in relation to future projects, strategic plans and budgets which are planned for Ko Chang in the period 2006 to 2012.

1.4.2 Research from Primary Data

The primary data for this thesis emanates from two formal questionnaires presented to inhabitants of Ko Chang. The first questionnaire focused on the local people living in little developed areas outside the main tourism areas such as in fishing villages. The second questionnaire focused for local people operating businesses in the

tourist areas, such as bungalow owners, shopkeepers, restaurateurs and internet cafe operators. These questionnaires were originally constructed in English, translated into Thai to facilitate completion by the Thai local people and then the completed questionnaires were translated back into English for analysis and review.

The sampling method used for constructing these questionnaires was a non-probabilistic method and an accidental sampling method was used, whereby questionnaires were distributed randomly, to local Thai people on Ko Chang. In each community an average of 15-25 questionnaires were distributed, with a greater number than the average in the fishing village of Salak Phet.

The main fishing village communities visited in the South were Ban Salak Phet, Ao Salak Phet, Ban Salak Kok, Ao Salak Kok, Ruang Tan, Ban Bang Bao and Ao Bang Bao. In the North were Ban Klong Son and Ao Sapparot with Ao Sapparot hosting the main ferry port for the crossing from the Mainland. On the west coast, which is more developed through tourism, the main communities targeted were Hat Sai Khao, Klong Prao, Hat Kai Bae, Chaichet Beach, Bailan Beach and Lonely Beach.

During the fieldwork phase of this research on Ko Chang the researcher was able to stay in Salak Phet which is in the South of the island where most local fishing communities are unaffected by tourism. During this time it was possible to conduct informal interviews with the local people, whilst handing out questionnaires. These questionnaires were given mainly to Thai people on the island although a few non Thai people were included where they had been living on Ko Chang for a number of years. Furthermore, seven formal interviews were completed whilst on the island with people who had a significant knowledge of the English language. Three of these interviews were conducted at the DASTA office on Ko Chang (designated area for sustainable tourism association). One interview was with Miss Elizabeth Marie McAlonie (Lisa) who has lived on Ko Chang since the year 2000 and manages her own veterinary clinic in Ban Klong Son. Lisa has witnessed the developments and changes to the island during this period. A second interview was with a person called Helli, who owns Helli's Kitchen on Hat Sai Khao beach and has been resident on the island for 10 years. A third

interview was with a person who runs the first and only radio station on Ko Chang and the fourth interview was with Dr. Bamroong who owns property on Ko Chang. All these people interviewed gave good feedback to questions and were well informed on matters of tourism development and its effects on the local communities of Ko Chang.

1.5 Expected research benefits

Through field research and conducted interviews with the local people of Ko Chang the researcher will expect to identify the attitudes of those on the islands towards tourism development on the Island. The researcher also expects to clarify whether the Government has given due consideration to the effects of these developments on the lives of the local inhabitants of the Island and whether such developments are being progressed with local community consent. A further important factor of this thesis is to identify environmental problems caused by tourism development and research how the Government plans to mitigate such issues. The researcher expects that this thesis will be informative to others who intend to further research tourism development on Ko Chang and help to raise awareness of the concerns of the local communities.

สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

CHAPTER II

BACKGROUND INFORMATION

2.1 Background

Ko Chang, which lies in the Trat province, is fast becoming a very popular tourist destination after the Thaksin Shinawatra administration launched a plan in 2001 to develop the Island into a world class tourism destination. In 2003 a public organisation called Designated Area for Sustainable Tourism Administration (Dasta) was established to draft and implement the tourism development plan.

Tourism development in Ko Chang needs to be efficiently planned and controlled especially if there is a desire to avoid the area suffering the degrading consequences of tourism development on what is probably the last major island in Thailand to be developed for this purpose. Such development needs to be both sympathetic and appropriate especially if Ko Chang is not to be allowed to rise up beyond its tourism development carrying capacity, as if it were, this could lead in time, to a deterioration in the island's environmental state, which in turn would lead to a decrease in tourist satisfaction. The consequences of such degradation could effect the economic development of the area and if viewed nationally, of Thailand as a whole.

However, before examining the development of tourism in Thailand in general and more specifically the development of Ko Chang, this chapter will focus on the study area for this thesis in the context of its importance to the Trat province.

2.2 Location

Trat province is a small province in Thailand at the eastern most frontier facing the Gulf of Thailand and bordering Cambodia along the Khao Banthat mountain range. The province has over fifty off-shore islands, both large and small, with long white sandy beaches along its 165 kilometers coastline together with untouched coral ranges.

It is also a major area for fruit-growing and fishing and is situated on latitude 12°13'48" North and longitude 102°30'00" East, being approximately 315 kilometers from Bangkok.

On its borders it has: to the north, Chanthaburi and Cambodia; to the south, the Gulf of Thailand; to the east, Cambodia along the Banthat Mountain Range; and, to the west, the Welu River, separating the province from Chantaburi. (TAT (a))

2.3 Geography

The geography of the Trat province is varied. In the East and South the landscape is dominated by high mountains and a virgin forest which encompasses many varieties of trees. In the North the mountains have given way to a plateau with, in its centre, a river valley that slopes down to the sea. The province is also host to 52 islands, located in the Gulf of Thailand which includes the island of Ko Chang. The Trat province therefore has coastline, beaches, woodland, mangrove forests, rivers and waterfalls. It is therefore full of both marine and natural resources and is the original location of the Siamese Ruby, and for the production of shrimp paste and sweet zalacca, known in Thai as Makam Wan. (TAT (a))

Being part of the Trat province, Ko Chang is the largest island and is second only in size to Phuket, which is Thailand's largest island. Ko Chang is approximately 30 kilometers long by 14 kilometers wide and at the heart of the island are high mountains and tropical rain forests which are the source of rivers and waterfalls. In the mountain range the highest elevation is Khao Salakphet, at 743 meters above sea level. (Ko Chang Guidebook, 2006)

2.4 Climate

The climate in and around the Trat province is given to rain and the temperatures is warm. The region is influenced therefore by monsoons and so has three seasons:

- The winter season is a short period which runs from November to February. However, it is not regarded as cold with the lowest temperatures averaging 20 degrees Celsius.
- The summer season, which is also known as the hot season, runs from March to May and has the highest temperatures averaging 34 degrees Celsius.
- The wet season runs from May to October when the southwesterly wind blows passed the Gulf of Thailand and brings with it the rain.

The Trat province is actually the second wettest province in Thailand behind the Rayong province, with an average annual rainfall of 4,000 millimeters. (TAT (a))

2.5 Brief history of Trat and the island of Ko Chang

In the Ayutthaya period during the reign of King Naresuan, the town of Trat located in the province of Trat was called “Ban Bang Phra”, and it was not until in 1927 in the period of Phraya Inthrabodi’s rule that the name “Trat” first appeared. (TAT(a))

In the reign of King Prasart Thong of the Kingdom of Ayutthaya (1635), Trat town or “Muang Tung Yai”, played an important role in the development of the country’s stability and economy due to its good strategic location. Also due to this good location and importance in Thai history, the town became popular amongst Chinese merchants who later formed a large community.

Towards the end of the Ayutthaya period, Trat had become a centre for trade and commerce in South East Asia with natural products being exported from the eastern coastal towns of Rayong, Chantaburi and Trat, utilising Khao Saming canal through to Trat (a section of Trat River).

Trat was responsible for the reprovision of King Taksin’s naval fleet before it set sail from Chantaburi. (Trat, 2005)

In the reign of King Rama I, Trat was an important port for trade and commerce, and in the reign of King Rama V, Siam were forced to enter a treaty with France

granting them occupation of the area of the current Trat Province together with Ko Kong, which were then to form part of Indochina, in exchange for France's withdrawal of its forces from the Chantaburi Province. On March 23, 1906, the King exchanged with French Indochina the areas of Battambang, Siem Reap and Sisophon for the return of the province of Trat, its islands and towns on the right bank of the Mekong River. Thus, the residents of Trat regard March 23rd as the "Independence Day of Trat" and have erected a monument to King Rama V at the City Hall and organise the "Trat Independence day" celebrations to commemorate the King's success in keeping Trat within Thailand.

On January 17, 1941, during the Indochina War, a French naval squadron sailed into Thailand's territorial waters and being confronted by the Royal Thai Navy thus, started a battle which later became known as the "Ko Chang Naval Battle". Ko Ngarm was where the first combat took place with French warships attacking the south east of Ko Chang led by Le Mont Peiger patrol boat. The Thai naval troops were victorious and managed to drive out the French naval squadron. However, in the battle, the Royal Thai Navy lost three warships; namely H.M.S Songkhla, H.M.S Chon Buri and H.M.S. Thon Buri, together with a number of naval officers. Arising from this, as a mark of respect, the Royal Thai Navy holds an annual merit-making ceremony to honor those who sacrificed their lives in their effort to protect the country. This ceremony takes place each year, from the 17th to 21st of November at Laem Ngop and Ko Chang. The naval battle ground is located to the south east of Ko Chang near Ao Salak Phet where buoys mark the sites of the sunken ships of the Royal Thai Navy.

2.6 Transportation

Travel from Bangkok to Ko Chang can be undertaken by three modes of transport as described below, with each mode culminating in a ferry crossing from Trat. Once at Trat it is necessary to head to Laem Ngop in order to make the ferry crossing to Ko Chang and then on arrival at Ko Chang there are a number of transport facilities available to aid travel around the island.

2.6.1 Travel to Trat

- **By car:** there are three routes from Bangkok to Trat (Figure 2).
 - a) Bangna-Trat route (highway 3) passing Chonburi-Rayong-Chantaburi-Trat.
 - b) Bangna-Chonburi-Chantaburi-Trat route (highway 344, and highway 3).
 - c) Motorway (highway 7), Bangkok's expressway system to Ban Bueng, via Klaeng-Chantaburi-Trat.
- **By bus:** there are air-conditioned buses leaving Bangkok daily departing from the eastern bus terminal (Ekamai) and the northern bus terminal (Mo Chit) Kam Peangpetch 2 Road.
- **By Plane:** Bangkok Airways currently has three return flights per day from Bangkok to Trat airport which is located on the mainland near Laem Ngop, with flight times of around 40 minutes.

2.6.2 Travel to Ko Chang

Once at Trat, Ko Chang can be reached by ferry from the nearby port of Laem Ngop which lies 17 kilometers from Trat city centre on highway 3147 (figure 2). There are three piers from which the ferry crossing to Ko Chang can be undertaken and all three are located in the amphur (district) of Laem Ngop which is about a 30 minute drive from Trat.

Two of these piers are located at Ao Thammachat (Thammachat Bay) from which Ko Chang Ferry and Ferry Ko Chang operates their services from 06:30 am to 07:00 pm (figure 3). The Ferries depart every 30 minutes during the high season (November to April) and on long weekends, landing at Ao Sapparot (Pineapple Bay) on

Ko Chang. Both ferry companies charge 100 baht per person and 150 baht per car for a round trip with a travel time of approximately 25 minutes.

From the third pier Centre Point Ferry operates a service starting at 06:00 am until 07:00 pm (figure 3). The fare is 180 baht per person but there is no additional charge for a vehicle and no discount for a roundtrip ticket. Travel time is approximately 40 minutes landing at Dan Kao Cabana on Ko Chang.

2.6.3 Transportation on Ko Chang

The main mode of transport on Ko Chang is by a songtaew (a pick up truck adapted to carry several people in the rear of the truck). These can be flagged down anywhere on the island and are favored by those people who have not brought their own transport to the island. Alternatively cars, motorbikes or bicycles can be hired from the numerous hire firms based in resorts so making travel quite easy. Also tour vans, which are used by the more luxurious resorts and hotels, can also be used as taxis to take people, individually, to the destination of their choice.

2.6.4 Ports on Ko Chang

Ko Chang has a number of ports although some are no longer in operation. Tourists, both foreign and Thai, will generally travel to Ko Chang by way of the car ferries which embark at the main ports of Ao Sapparot (Pineapple Bay) and Ban Dan Kao.

Two further ports at Tha Than Mayon and Tha Dan Mai are no longer in use. At Tha Than Mayon the large pier heads out to sea and was once one of the original piers that serviced landings for the occasional passenger boat. This occurred when Than Mayom was still a tourist attraction before its attraction declined following the mass construction of the west coast (figure 4). Today a few run-down bungalows still exist but these are no longer in use. To the north of Tha Than Mayom lies the port of Tha Dan Mai which is a small fishing village. The pier located here was also once one of the

FIGURE 2 KO CHANG MAP B



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FIGURE 3 KO CHANG MAP C



main piers receiving visitors to Ko Chang until the car ferries were introduced a number of years ago.

Ban Dan Mai is Ko Chang's administrative centre with the island's main police station also located there. The historical reason for the administrative center's location is that in the past the area was inhabited by Thai people, but this was prior to the development of the west coast of the island.

2.7 Mu Ko Chang National Park

Mu Ko Chang National Park occupies an area of 650 square kilometers and includes an archipelago of 52 islands. With the area comprising both land and sea, the combination gives a magnificent picturesque area of natural beauty. Some islands are simply gigantic barren rock formations that stick out of the ocean, while others have a mountainous terrain covered with a rich tropical rainforest. Around 85 per cent of Ko Chang and its surrounding islands make up part of the Mu Ko Chang National Marine Park.

The area of Ko Chang is 429 square kilometers of which approximately 75 per cent is included in the marine park and so is protected by law under the jurisdiction of the Forestry Department of Thailand. It is the second largest island in Thailand after Phuket, and had an indigenous population of around 5,000, now further expanded by 30,000 non-native residents and hosting an estimated 780,000 tourists each year (Samabuddhi, 2005a), with these latter two figures gradually increasing each year.

In 1981, the committee of the National Parks of Thailand agreed to establish Ko Chang and Ko Kood islands as national marine parks. The area offers natural beauty, an abundance of land and marine wildlife, many outstanding waterfalls and an appealing atmosphere. It is also a location of historical importance where the Ko Chang Naval Battle took place on 17th January 1941.

On 31st December 1982, Ko Chang Island, and its group of islands (in the area of Ko Chang and Ko Maak subdistricts, Laem Ngob district, Trat) officially became the 45th national park of Thailand. However since 2001, following Prime Minister Thaksin Shinawatra's visit to the Island, Ko Chang is being developed as a first class tourist destination along its West coast, where moderately priced bungalows to luxury resorts can be found, together with improvements in accessibility by the construction of the new highway around the island and a new airport opening at Trat. There is a fear that if not adequately controlled this growth in tourism development will adversely affect the continued preservation of the national park and for this reason it is felt necessary that this thesis is written.

2.8 Natural Features

2.8.1 Beaches

The main beaches on Ko Chang are situated on the West coast of the island, and comprise beautiful white sand beaches. It is here that the majority of tourist accommodation has been constructed. The beaches from North to South are:

Klong Son Beach, Hat Sai Khao (white Sand beach), Hat Kai Mook (pearl beach), Laem Chaichet, Hat Klong Prao (Klong Prao beach), Hat Kai Bae and Hat Ta Nam (lonely beach). Ao Bai Lan also has beaches but they consist of rocky outcrops intermingled with small sandy areas. In addition there are beaches located past the village of Bang Bao and others situated in the far south east, such as Long Beach and Ban Chek Bae – Karang Bay.

2.8.1.1 Klong Son Beach

After disembarking from the ferry and heading towards the West coast of Ko Chang, the first beach to be seen at the northern end of the island is Klong Son beach (half moon) and its village (figure 3). This beach is set in a small sandy bay edged by an abundance of coconut trees. The tourist resorts constructed in this area are slightly more luxurious but to get out of the bay can be quite challenging without any mode of

transport. Local fishermen use this bay as a port as it offers good protection against strong winds. The village is home to a small fishing community and the villagers themselves are very friendly. The area also plays host to Baan Kwan Chang which is an elephant camp.

2.8.1.2 Hat Sai Khao (White Sand Beach)

The most popular and most developed beach in Ko Chang is White Sand beach which derives its name (Sai Khao) from its long strip of soft white sand (figure 3). The northern end of the beach is sandy while the southern end seems to have more stones and rocks, but is more peaceful. This pleasant scenic view is further complemented by an edging of palm trees along the shoreline set against a backdrop of forested hills. The beach's popularity with tourists is due to the level of development that has been achieved in the area together with the variety of accommodation that is available. In terms of facilities offered it has everything a tourist might need which includes a 7/Eleven, localised mini marts, internet cafes, tailors, dive schools, restaurants, bars, tour agencies, vehicle rentals, a police kiosk, an international clinic, ATMs, Banks and a variety of shops.

2.8.1.3 Hat Kai Mook (Pearl Beach)

Hat Kai Mook beach is situated just south of Hat Sai Khao however this small quiet stretch of coastline contains only a few resorts and consists largely of stones (figure 4). This has resulted in the resort owners having to create private artificial beaches for their guests to enjoy.

2.8.1.4 Laem Chaichet

Laem Chaichet is situated between White Sand beach and Klong Prao beach and has a shoreline which is ideal for offshore fishing (figure 3). The area is a small cape with a slightly rocky curve that rounds into a secluded bay and stretches out into the sea. This scene gives an illusion of peace and tranquility. This area is relatively unspoilt

being covered in coconut groves and natural vegetation. There are only a few tourist bungalows developed here making the beach far less crowded. The fishing pier near Laem (cape) Chaichet offers a great view of the entire Klong Prao Bay and local villagers can be observed collecting the tiny shrimps called “Khei” which form the main ingredient for the famous Ko Chang shrimp paste.

2.8.1.5 Klong Prao Beach

Klong Prao beach begins where the curve of Laem Chaichet beach ends (figure 3). This beach is again lined with coconut trees at its northern end, a beautiful rocky landscape. The beach is split in two sections by the Klong Prao river which creates a bay like area. On one side the bank is lined with fisherman’s houses and on the opposite side there are a few houses with the addition of mangrove trees and coconut palms. However due to its long stretch of beautiful white sandy beach and the availability of land for development, this quiet and peaceful area is set to become a booming beach town that could in time, if not controlled, resemble the developments at Chaweng beach on Ko Samui or Patong beach on Phuket.

2.8.1.6 Kai Bae Beach

Kai Bae Beach largely consists of a flat sandy beach fringed by many palm trees and is separated into three sections (figure 3). From the beach there are good views of several islands which lie off of the coast of Ko Chang, such as the island of Ko Man Nai, which at low tide can also be reached on foot, although the sea is likely to be chest high in places. Once a quiet area, Kai Bae has become rather developed over the past few years with the emergence of new upmarket resorts. The beach area therefore now hosts a mixture of tourists ranging from those of the upmarket resorts to the independent backpacking travelers usually found in the past at lonely beach. Kai Bae also hosts a number of small shops, supermarkets, restaurants, internet cafes and dive shops.

2.8.1.7 Hat Tha Nam (Lonely Beach)

Lonely beach is a one kilometer stretch of beach to the south of Kae Bae beach (figure 4). This once deserted beach, from which it derived its name “Lonely beach” is no longer deserted with visitors now coming to the area to experience the beautiful white sandy beach and to swim in the ocean from the north end of the beach in a spot which is regarded as one of the best places to swim in Ko Chang. The southern end of this small beach has more stones and rocks and so is less hospitable to swimming activities. Over recent years Lonely beach has suffered quite a bit of development with a lot of new bungalows being built and bars catering for the tourists, being opened.

2.8.1.8 Ao Bai Lan (Bai Lan Bay)

Bai Lan Bay remained quiet up until a few years ago due mainly to its location (figure 4). This bay is a one kilometer stretch of beach and has a shallow seabed covered with small stones and rocks making it nearly impossible to swim safely. However with more resorts being developed and especially those by the large Dusit Thani hotel group, the ‘Princess Resort’, this once quiet undeveloped area will gradually be developed to cater the package tour guests.

2.8.1.9 Wai Chek / Hua Chaek Beach

This beach is situated in the south of Ko Chang on the east side of Salak Phet Bay before Long Beach and due to its past inaccessibility is largely deserted (figure 4). It comprises a bay of untouched sand beach and crystal clear water. However through development it is now accessible by road from Salak Phet or by a twenty minute boat trip from Bang Bao.

2.8.1.10 Ban Chek Bae

Ban Chek Bae is a very small beach area in the south east of Ko Chang before Long Beach which has a few small resort developments mainly aimed at the Thai package tourists on weekend breaks (figure 4). This area is very quiet and peaceful.

2.8.1.11 Long Beach

Long Beach is a small stretch of beach situated at the most south easterly point of Ko Chang where the Battle Memorial to the “Ko Chang Naval battle” is erected (figure 4). This beach area is deserted however, although it does have a couple of resort bungalows for the adventurous backpacker. The road to long beach has still to be completed and therefore travel can be a little difficult.

2.9 Waterfalls

As a result of its mountainous landscape of fertile rainforest, steep terrain and an abundance of rivers Ko Chang is blessed with some picturesque waterfalls the most famous five being the Than Mayom waterfall, the Khlong Phlu waterfall, the Khlong Nonsi waterfall, the Khiri Pet waterfall and the Khlong Nueng waterfall.

2.9.1 Than Mayom Waterfall

The Than Mayom waterfall is the most famous on Ko Chang and is located by the Than Mayom pier with its entrance behind the former headquarters of the national marine park (figure 4). Than Mayom has a series of three falls along the river of Khlong Mayom, which with the help of its pristine fertile rainforest flows all year-round and culminates in a large basin of fresh water at its base which serves as a source of water for local consumption. A pathway leads from the base, on a 45 minute walk to the first set of waterfalls. At this point there are two stones with an inscription bearing the initials of King Rama VI and King Rama VII. The second waterfall is about 500 meters

east and the third is three kilometers from the first where a further inscribed stone can be found bearing the initials of King Rama V.

2.9.2 Khlong Phlu Waterfall

Due to its location, being situated close to the beaches at Khlong Prao and Kae Bae one of the better known waterfalls is the Khlong Phlu waterfall which plunges down through a narrow drop into a pool area that has served as an important source of fresh water for the island and where people can swim (figure 4). This waterfall is on three-levels with the first level being easily accessible via a 400 meters walk along a marked footpath passing through many kinds of vegetation and large trees which are also home to a variety of birds. However, to reach the second and third levels of the waterfall the assistance of a park official or guide is required as the path is slippery, dangerous and difficult to reach.

2.9.3 Khlong Nonsi Waterfall

This waterfall is located approximately four kilometers from the headquarters of the island marine park at Than Mayom on the north side of Ko Chang and is a one hour, three kilometer walk from Ban Dan Mai near Ko Chang police station (figure 4). This waterfall is relatively small and has several cascades.

2.9.4 Kiri Phet Waterfall

Kiri Phet waterfall is located two kilometers from the southern fishing village of Salak Phet, is of medium size and flows all year round having seven levels which can all be reached during the dry season with appropriate climbing equipment (figure 4). There is a pool at the first level where it is possible to swim, however caution needs to be exercised during the rainy season as currents can be strong.

2.9.5 Khlong Nueng Waterfall

Khlong Nueng waterfall is in close proximity to Kiri Phet waterfall and is also situated approximately two to three kilometers from the fishing village of Salak Phet (figure 4). This waterfall is the highest waterfall on Ko Chang and its location poses a challenge for anyone wishing to see it. The journey to reach the lower pool involves a one hour hike over rough terrain although once having managed the hike, the pool is suitable for a cool dip having overcome the challenge.

2.10 Wildlife

Most of Ko Chang is covered in mountainous terrain and undeveloped pristine dense rain forest which makes the island a perfect home for a huge diversity of wildlife and great for its ecosystem. The National Marine Park status was awarded to Ko Chang and its 52 surrounding islands in 1982 in an effort to preserve this exceptional land and marine environment. In 1992 a survey carried out for Thailand's National Park Service recorded 29 different species of mammal living on Ko Chang. These species include the Stump-Tailed Macaque, the Barking Deer, the Wild Pig, the Javan Mongoose and the Silver Langur. There were also 74 species of birds identified including the Nightjar, the Pacific Swallow, the Yellow Vented Bulbul and the Oriental Pied Hornbill. Additionally the survey recorded 42 different species of amphibians and reptiles with island snakes including the Python, the Rat Snake and the King Cobra. Malayan Mud Turtles, Monitor Lizards and the Ubiquitous Gecko were also found amongst the wildlife and ecosystem on the island. Finally the survey also identified a variety of vocal frogs and the aptly named Ko Chang Frog is a species unique to the islands.

2.11 Villages

In addition to the more popular village settlements at the beaches mentioned above, Ko Chang has a number of other villages worthy of discussion which also play an important role in this thesis as the local people living in these villages and their communities are the main purpose of this research. These communities are what make

up Ko Chang and it is the needs of the people living in these communities which also have to be addressed in addition to the over populated tourist areas of the west coast of the island. With a great deal of development being carried out on Ko Chang since 2001 the question must be asked as to whether the people of Ko Chang were properly informed and their concerns and needs adequately addressed.

2.11.1 Ao Bang Bao/ Bang Bao Village

Bang Bao is a traditional fishing village located on the southwestern tip of Ko Chang where the inhabitants live in stilt houses connected by wooden bridges over the sea (figure 3). Bang Bao is a well protected bay with a small and quiet beach. However Bang Bao has developed rapidly with a growing number of tourist shops, seafood restaurants, diving schools, a 7-Eleven and other new tourist bungalows developed amidst the coconut groves. The once traditional fishing community is now employed in and makes its money from the tourism industry rather than its former traditional employment of fishing. Bang Bao is therefore no longer the traditional village that it appears to be.

2.11.2 Ao Salak Phet/ Ban Salak Phet / Ruang Tan Village

Salak Phet fishing community is situated on the south eastern tip of Ko Chang (figure 3). Unlike Bang Bao, Salak Phet still remains localised and traditional in its outlook as it has not been over exposed to too much new development and thereby falling victim to tourism destruction to its traditional ways of life and culture. Salak Phet was once a thriving fishing port 20 years ago then being considered Ko Chang's commercial centre. However, today it now resembles a sleeping fishing town.

Salak Phet is close to Bang Bao however the road which is planned to connect the two communities is still to be finished. Therefore in order to travel between these two villages one has first to travel around the whole island.

Salak Phet and Ban Ruang Than are two of the largest fishing communities on Ko Chang and their villages occupying ideal shelters for fishing boats with their harbours and many piers where the boats can moor. Salak Phet has some good seafood restaurants and clean basic homely accommodation. Ruang Than village on the west of the bay is the main residential area for the community. A monastery named Atulaporn Banpot and Salak Phet Temple are among two of the religious sites where local people can attend. It is at Salak Phet in the southerly end of the bay where the Ko Chang Naval Battle memorial can be found on Long Beach.

2.11.3 Ao Salak Kok / Ban Salak Kok

Salak kok is a very small fishing community where tourist development is minimal (figure 3). The only such developments are quiet Spa Ko Chang Resort which recently opened and the recently constructed mangrove walkway bridge made from concrete and built by the local authorities. Unfortunately the overall appearance of this concrete walkway is depressing and looks very unnatural. Furthermore there is evidence that a great deal of the mangrove forest had to be cut away before the concrete bridge could be constructed. This example of planning and construction highlights the problem as to how well Ko Chang will be able to preserve its environment in the face of mass development for the benefit of tourism. In contrast Salak Kok still retains an idyllic sheltered bay inhabited by local fishermen in an area surrounded by mangrove forest where seafood can be purchased locally at economical prices.

2.12 Accommodation

Accommodation on Ko Chang is varied and ranges from small economically priced simple huts, to larger bungalows and to luxury accommodation located in new resorts (Appendix A). Furthermore, many different styles of accommodation now grace the landscape of Ko Chang. In 2001 Ko Chang boasted approximately one thousand rooms, however, as a result of recent development, by 2005, this number had increased to approximately four thousands rooms. (McNamara, 2005a)

2.13 Restaurants

Seafood restaurants on Ko Chang which can be found scattered all over the island are considered to be of a good quality serving the best and freshest sea food caught on the day. In addition to seafood restaurants there are many other types of restaurants serving many different styles of food ranging from the famous Thai dishes, to Italian dishes and other foreign dishes (Appendix B). Furthermore there are also many small street vendors selling the famous papaya salad (som tum) and barbequed pork or chicken which is usually eaten with sticky rice (khao niow).

2.14 Activities

Ko Chang offers a wide range of activities that can be pursued on the island in addition to just lying on the beach or merely visiting different beaches and waterfalls.

Such an activity might include a visit to the Shrine of Chao Po Ko Chang which can be found by taking the steep road on the west coast of the island from Ao Sapparot (pineapple bay) and is located on the right hand side. This shrine is highly respected by both local people and visitors alike. Chao Po Ko Chang is literally translated as the 'Godfather of Ko Chang' and has guarded the Khon Kard, the original name for people of Trat, for generations. Local legend has it that fishermen who have become lost or endangered by the monsoons have sought faith and guidance from Chao Po Ko Chang and had their prayers answered, as well as many local people who have similarly sought help in facing common life hardships ranging from low yield harvests to personal illness.

Other activities that are available on Ko Chang involve hiking, elephant trekking, boating, canoeing, kayaking, Thai cooking, snorkeling and diving, together with the many Spas that offer massages and other body treatments. Furthermore, as with most islands in Thailand, the marine attractions are very popular, such as the coral reefs, which in Ko Chang can vary from fair to good depending on the time of diving, and fishing. Bird watching has also become a popular pastime on the island together with

trips to other islands such as Khao Leam and Khao Yai giving the opportunity to observe species of birds native to the area, such as the Ko Chang hornbills and their relationship to Ko Chang's ecosystem.

During the cooler months there is the opportunity to hire out a boat and glide gently along the waterways at night to observe the thousands of fireflies in their mating ritual. As they settle into the mangrove forest they send out signals, which appear as simultaneous flashing lights so making the trees come alive beside the dark waters of the river.



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CHAPTER III

TOURISM IN THAILAND

3.1 Introduction

This chapter starts with an examination of the historical background of tourism development in Thailand from the nineteenth century during the reign of King Rama IV and then through the period of the Vietnam War, the tourism boom in the 1980s, and the differing trends of the 1990s.

Following from this, the focus is on four main problem areas which are cited as the reasons for the slow progress in the development of tourism in Thailand over the past decade. These four problem areas cover the deterioration in the environment, inadequacy of the infrastructure, safety issues and the negative image of the developments in sex tourism. These problem areas were major issues in the 1990s, and although they have been improved over time, they are still identified as problems adversely affecting the development of the tourism industry in Thailand. Furthermore this chapter addresses the role that the Government plays in order to control these problems through the tourism policies for Thailand.

Finally this chapter describes five different types of tourism, covering; budget tourism, mass tourism, alternative tourism, ecotourism and sustainable tourism and the inter-relationship between these groups which can alter as tourist destinations develop. This has been an important influence on the development of the tourism industry in Thailand, generally and therefore must be given specific consideration for the developments in Ko Chang.

3.2 History of Tourism Development in Thailand

Thailand is the largest country in mainland South-east Asia and was one of the first countries in this region to recognise the great potential of tourism boasting a diversity of resources required for tourism such as tropical rain forests, broad alluvial

plains, picturesque forestation and mountains, historical sites and beautiful white sandy beaches.

Before the 1970s growth in tourism had a more “laissez faire” approach without suitable or appropriate planning. However with the fast economic growth in the late 1970s, the government realised the potential of the Tourism industry for increasing foreign earnings. (Go and Jenkins, 1997). However it was not until the 1980s that tourism really started to expand and by 1982 the industry had become the largest source of foreign exchange earnings for Thailand.

3.2.1 Tourism in the nineteenth century

International tourism started for Thailand in the 1850s when King Rama IV and King Rama V encouraged foreign trading with Thailand. This trade not only brought capital investment but also persuaded traders, investors and tourists to visit the Kingdom. King Rama V, VI and VII also played important roles in promoting tourism within the Kingdom during the nineteenth and twentieth centuries by their own travels throughout the world making royal visits to other countries, taking with them an example of their own culture. These trips raised a curiosity amongst foreign aristocrats who subsequently then travelled to Thailand to take a holiday. This encouraged a vision of Thailand being a desirable tourist destination.

In addition Thailand became a popular destination with colonial travellers who would use Bangkok as a convenient stop-over whilst en-route to other colonised countries in South East Asia such as Burma, Malaysia, Laos and Cambodia. Up until The Second World War, these colonial travellers, especially the French and the British, played an important role in providing foreign exchange earnings for the Thai economy and it is as a consequence of their growing demand for accommodation that guest houses and hotels first appeared in Thailand during the nineteenth century.

3.2.2 Tourism during the Vietnam War

The Vietnam War (1962-75) played a significant role in the growth in popularity and development of the tourism industry in Thailand. The presence of the US forces led to the development of a huge entertainment industry in Thailand. Practically every American military base became surrounded by restaurants, bars, massage parlours, night clubs and brothels, and in addition most servicemen who were based in Vietnam, would use Thailand as a destination for 'rest and recreation' (R&R) leave. This in turn was an important factor that created a growth in the number of tourist arrivals in Thailand with international arrivals increasing by 20 percent annually between 1960 and 1973 and tourist spending accounting for one-third of the total revenue earnings from overseas visitors between 1966 to 1971 (Go and Jenkins, 1997).

3.2.3 The Tourism Boom in the 1980s

The Thai government recognised the economic value of tourism in the late 1970's and as a result tourism was incorporated into the national plan in 1977. A series of tourism promotional campaigns were launched by the Thai government in the 1980's which were very successful. These campaigns ranged from:

- 1) In 1980 the First Kwai Bridge Week was launched which was designed to promote Kanchanaburi and the Visit Thailand Year, together with the Thailand Tourism Festival and Identity Fair which has subsequently been made an annual event.
- 2) In 1981 Thailand hosted the annual meeting of the Society of American Travel Writers (SATW).
- 3) In 1984 Thailand set up the Thai Convention Promotion Association (TCPA) together with a committee for the promotion of restaurants and food shops.
- 4) In 1985 the Thailand Travel Scene promoted a series of sales campaigns and hosted the ASEAN Tourism Fund.
- 5) 1987 saw the launch of the Visit Thailand Year Campaign and the Celebration of His Majesty the King's 60th birthday anniversary.

6) In 1988 the longest reign celebrations for His Majesty the King of Thailand were held together with the Thailand Arts and Crafts Year.

(Go and Jenkins, 1997).

The Thai tourism industry reached a zenith in 1982 when the revenue from tourism became the largest generator of foreign exchange earnings in Thailand.

3.2.4 Tourism Trends in the 1990s

In the early 1990s, there were two factors that adversely affected the constant annual growth previously experienced by the Thai tourism industry. The Persian Gulf War of 1990-91 and Thailand's pro-democracy uprising in 1992. As a result of this the tourism industry in Thailand experienced a four per cent decline in international tourist arrivals and a 10 per cent drop in revenue compared to the previous year. These declines were further compounded by a reduction in travellers from Europe and the Americas declined in the early 1990's mainly due to the world economic recession however there was a slight increase in 1993.

During the 1990's China played an important role in the growth of tourism in Thailand and has represented a new market source of tourists to Thailand following the increasing growth in the Chinese economy. In 1993, 261,739 Chinese travelled to Thailand, which makes China the ninth largest tourist market source to Thailand. (Go and Jenkins, 1997)

3.3 Problems relating to the Thai Tourism Industry

There are four main problem areas that can be cited as the reasons for the slow progress in the development of the Thai tourism industry. These areas have adversely affected growth in the industry and will continue to cause damage if not effectively controlled. An understanding of these problem areas and their causes will help to inform the action that is necessary to safeguard the development of Ko Chang as discussed in Chapter IV below.

3.3.1 Deterioration of the environment

Over the past couple of decades, rapid industrialisation has increased the environmental degradation in and around the cities, resorts and beaches of Thailand. A prime example of this degradation was seen in Pattaya in the 1990's when Pattaya was considered to be one of the main beach resorts in South East Asia. Some twenty to thirty years earlier, Pattaya had been just a small fishing village but by 1991 it had expanded into a fast paced pleasure centre attracting nearly 3 million visitors per annum. However by this time Pattaya had also developed serious environmental problems as a result of its rapid growth. By neglecting the balance between the environment and economic interests, the overdeveloping Pattaya was becoming seriously polluted as the sewage system could only handle a maximum of 30 percent of the raw sewage flowing into the bay, and it was reported at the time that several of the beaches had coli form bacteria counts greater than the safety level, making them unsafe beaches to swim off.

(Go and Jenkins, 1997)

Other tourist destinations which have suffered a fate similar to that of Pattaya are Phuket, Chiang Mai, Ko Samui, Ko Phi Phi and Ko Samet. These destinations have faced and are still facing physical deterioration to the environment caused by the destruction of the natural resources and the lack of regulation in land usage and building construction. Ko Phi Phi is currently in a reconstruction stage in the aftermath of the tsunami which struck Thailand on December 26th 2004. However before this disaster Ko Phi Phi was already suffering from overdevelopment which had noticeable adverse effects on its environment. In 1989 The Environmental Protection Act was passed and the first areas to be protected under this act were Pattaya and Phuket.

Ko Samui and Ko Samet became heavily developed some years later, but despite this Act, are still showing the effects of degradation to their own environment. In the case of Ko Samui, the island has been developing for many years and now caters to the needs of many tourists each year. Unfortunately, an additional problem has arisen with this growth such as the island's crime rates and other safety issues are now becoming a problem. Also with the development of its own Go-Go bar, the potential promotion of

prostitution in Ko Samui could attract the undesirable developments of the sex tourism industry which will in turn degrade the island as a whole. In the case of Ko Samet which is also a national park, with this island being close to Bangkok it is a popular destination for those city people wishing to get away for the weekend. However with a lack of planning and regulation aimed at keeping the island clean and respectable, many of the holiday bungalows now appear run down, giving this island the resemblance of a “slum resort”.

3.3.2 Inadequate infrastructure

The existence of an adequate infrastructure plays an important role in the successful development of the tourism industry in Thailand. Unfortunately, in the past the development of infrastructure services, which include: public utilities, social amenities, transportation, communications and energy services were insufficient to meet the demands of Thailand’s fast growing economy which in turn led to problems in the Thai tourism industry. However where the government has taken positive steps such as the construction of the new Bangkok Expressways, the expansion of the telecommunications network and more recently the opening of a new “state of the art” international airport these problems have clearly been recognised and are being addressed in a positive manner which will only bring benefit to the future development of the tourism industry.

3.3.3 Safety Issues

The safety of tourists visiting Thailand is one of the prime concerns of the government wishing to see a growth in the industry to feed its balance of payments deficit. There are many different types of safety issues which require consideration ranging from building disasters blamed on poor construction methods to natural disasters resulting from such things as a tsunami. Where such disasters occur it often is only the government who can give an adequate response to reassure tourists over their personal safety in order to maintain a growth in the tourism industry.

Such a safety issue arose in 1993 when the Royal Plaza Hotel collapsed in the city of Korat, killing more than 130 guests and staff. The disaster was blamed on poor construction methods and the use of cheap materials in the three story extension. In response to this the Government has introduced building regulations to help mitigate against the risk of such disasters occurring in the future.

Other types of issues concern the safety of lone travellers, both male and female who, although having a personal responsibility for their own safety, nonetheless are charmed by the general friendliness of the Thai people which in turn can create a false sense of wellbeing and security. However Thailand, like any country in the world will have a small minority of inhabitants who are ready to prey on such vulnerable individuals, which can, in the more extreme cases, result in rape or even murder. Such incidents involving the rape or death of a tourist can attract a disproportionate level of publicity and it will be for government to respond suitably with better levels of policing and publicity aimed at making individuals more aware of and responsible for their own personal safety.

Further recent issues concerning safety which have adversely affected the Thai tourism industry by posing a potential health threat to international tourists was the occurrence of SARS and Bird flu in 2003. However with the quick response by the government agencies to contain the outbreaks and assurances given about personal safety, after a brief reduction in tourist numbers, the level of visitors to the country soon recovered. Similarly on December 26th 2004 the natural disaster of the tsunami which hit Phuket and other surrounding islands causing the death of thousands of people was followed by a sharp reduction in the number of tourists visiting Thailand. With a good response of the government agencies together with international organisations to get areas functioning again and positive publicity, after this initial reduction, tourist once again returned to Thailand.

3.3.4 Negative Image of Sex Tourism

Thailand became known as the “Sex Capital of South East Asia” or a “Sexual Parade” (Go and Jenkins, 1997: 288) as far back as the Vietnam War when American servicemen on “rest and recreation” leave came to Thailand’s cities seeking sexual services from local woman. However despite the withdrawal of American servicemen in the 1970’s, with the sex industry firmly established, tourists seeking sex services continue to flock to Thailand until today. In order to halt an unhealthy proliferation of this industry, which could have a detrimental effect on the development of “normal” tourism, it is necessary for the government to regulate and strictly limit the emergence of massage parlours and beer bars promoting sex tourism on new island destinations. Such regulation will not affect the growth in tourism as if tourists do require this type of holiday then there are already areas established that do offer these services in Bangkok, Chiang Mai and Pattaya.

The above paragraphs under 3.3 have highlighted the four main problem areas that can be cited as the reasons for the slow progress in the development of the Thai tourism industry over recent years. These will be revisited later when the issues affecting the development of Ko Chang are further considered as part of this thesis.

The main reason that these problem areas have not been adequately resolved can be related to a lack of enforcement of government policy and industry practice. The government of Thailand has indeed developed many plans and regulations in the past to suggest positive solutions to these problems, however with a lack of enforcement and as stated by the Tourism Authority of Thailand and a lack of public relations activities to promote the plans and regulations, these solutions have not been adequately progressed. (Go and Jenkins, 1997)

A further factor that needs to be taken into account is that there are many public agencies that have an interest in the development of the tourism industry. These agencies, such as the Board of Investment, Thai International Airways, the State Railways, the Ministry of Finance and the Forestry Department do not always actively

cooperate, coordinate or assist each other in the promotion of development projects or work plans that would allow for the effective and timely progression required, as shall be seen in the case of Ko Chang. Additionally the level of corruption that is endemic within this industry cannot be ignored, whereby laws and regulations can be seen to be by-passed in exchange for a well placed sum of money. Unfortunately this is a problem that has been around in Thailand for a long period of time and it can make it hard for a development to progress legitimately.

However due to these past experiences it is clear that the Thai government has seen the urgency that is required to improve the conditions for tourism, as tourism plays an important role in improving the national economy. Therefore government departments need to coordinate their activities in order to achieve the planned objectives and targets and legal actions are required to remove corrupt practises and halt environmental deterioration.

3.4 Role of the Government

Although to date it would seem that the governments primary concern when considering the development of tourism has been the contribution of an economic benefit to the nation, there is now an obvious awareness that these benefits will not continue if the natural resource base of any tourist destination is allowed to deteriorate. It is clear therefore, that the role and responsibility of government is paramount in the regulatory, planning, promotional, and management stages of tourism development if sustainable tourism is to be achieved. Furthermore this governmental role needs to be delivered in a controlled and integrated manner that is firmly based on effective legislation that restricts undesirable and non-environmentally sympathetic development. It firmly rests with the government to set the rules or regulations within which tourism can develop and flourish, as no other body possesses the regulatory powers to make it happen. It is for the government to utilise its powers to determine this future shape of developments if it does not wish to capitulate and be dictated to by overseas capitalistic interests which do not necessarily place as their first priority the achievement of economic gains for the Thai economy, the sustainability of a way of life and the culture

of the local inhabitants of an area, and the preservation of the environmental features of a particular destination which will ensure the continuance of the tourism. Unfortunately the lack of control exercised by government departments and the lack of cooperation between government agencies makes this a difficult goal to achieve.

3.4.1 Tourism Policies

Hall and Jenkins (Howie, 2003: 189) define tourism policies as, “whatever governments choose to do or not to do with respect to tourism”. Meethan stated, when commenting on European tourism development that: “in terms of policy, there are a variety of levels to be considered – European, national, regional, county and district. What they all share in common is a realisation that tourism needs to be incorporated into broader strategies of planning and economic development”. (Howie, 2003: 189) Therefore tourism policies can be regarded as a set of guidelines that need to be applied in order to identify the aims, objectives and actions required to meet the developmental needs of a future potential tourist destination. Tourism policies legislated by government are therefore those policies aimed at the tourism industry which seek to guide, influence, persuade, or even direct the industry into a course of action or a decision pathway which will encourage the positive development of a specific area in a way that is beneficial to all stakeholders, investors and interested parties.

It is usual however, that it is the government, led by its politicians who decide what should be included in the policies, with the many stakeholders trying to influence, advise or even seek to cooperate with those politicians, when policies are being formulated. The importance of government formulating policy and regulating planning of tourism development areas is that it is the only body that has the power to bring an overall harmony and consistency of approach to the developments and also the only body able to enforce standards for tourism in smaller areas where independent regulation would not be capable of sustaining tourism by itself.

Government tourism policies should therefore seek to include necessary environmental protection regulations; to set industry standards and to help minimise the

negative impacts of tourism development, and thereby help to sustain tourism in the future. Furthermore, as the demand for tourism increases, it is only the government, through its role of creating, planning and enforcing effective tourism policies that can balance the economic gains from tourism against the possible disbenefits that can occur through a degradation of social, cultural and environmental values and thereby protect the local communities.

3.4.2 Tourism Policies, Planning and Regulations in Thailand

When addressing the development of tourism and the challenges that are set by such development, it is not uncommon to find that most developing countries do not have the best tourism planning and policies. However, it is also often found that this is not due to a lack of planning, but more as the result of a lack of effective planning and implementation which is often the main impediment to appropriate tourism development. Furthermore to be effective, this planning and implementation needs to be delivered by a variety of bodies. “Regulation of the tourism industry can come from local governments in the form of planning restrictions, national governments in the form of laws relating to business practice, professional associations in the form of articles of affiliation, and international bodies in the form of international agreements and guidelines to governments” (Mowforth and Munt, 2003: 108). In the case of Thailand, like any other developing country, Government support is essential for effective tourism development. The Thai Governments involvement is focused in two areas being “tourism planning” and “the organisation of tourism”.

The Thai tourism industry expanded rapidly in the 1970’s, and it was from this that the government realised the importance of tourism in Thailand. However, it was not until 1977 that tourism was incorporated into the National Economic and Social Development Plan (NESDP). The promotion of tourism was the principle role of the first Five-Year Tourism Development Plan (1977-81) which sought to increase foreign exchange earnings in an effort to help reduce the national deficit in the balance of trade payments. The success of this first Five-Year Development Plan led to an increase in the target for tourism revenues for the Second Five-Year Development Plan (1982-87).

Unfortunately this target was not achieved due to a reduction in the number of tourists entering the country in 1983. The third Five Year Tourism Development Plan (1987-91) was then produced against a background of adverse economic conditions in three major areas, namely: the balance of the trade deficit; high unemployment, and; an uneven income distribution. In order to attempt to rectify these problem areas, the plan focused on tourism promotion and development through two specific plans of action. The first plan focused on market research, advertising and promotion, marketing, and public relations. Through this the plan was to target 'quality tourists' especially European and Japanese tourists who would have a high "net worth" spending value for Thailand. The second plan of action aimed at the development and conservation of tourism resources, including the improvement of facilities. The fourth Five-Year Tourism Development Plan (1992-96) then focused on the renovation, restoration and maintenance of tourism resources with a number of the more popular tourist destinations receiving priority with regard to quality development and environmental improvements.

The Tourism Authority of Thailand (TAT) has played an important role in the development of Thai tourism and has helped implement the national tourism plans. When set up, their role was to establish and implement an overall plan for the conservation and development of tourist destinations by responding to tourist demands and developing public utilities and facilities at selected tourist attractions so raising the quality of service. Another important feature of the role of TAT was its aim to develop tourism personnel whereby TAT would form partnerships with various educational institutions, government agencies and private companies to produce and develop qualified personnel to work in the field and meet the demands of the tourism industry. Of late, TAT's role has been slightly reduced and their main priority is now focused on the promotion of tourism in Thailand, with a consequential reduction in their role in development projects which have now been taken over by other government agencies, such as the Forestry Department and the Designated Area for Sustainable Tourism (DASTA).

The Tourism Authority of Thailand's objectives are well intended but sometimes do not appear to be clearly defined as can be seen from an examination of their stated policies, which are:

- 1) To promote tourism as a major instrument for improving the economy through job creation and generation of revenue for the country as well as promoting the role of tourism in developing a better quality of life for the people in all the regions of Thailand in line with government policies.
- 2) To promote and develop proactive marketing operations, to break into new markets and niche markets, to attract increasing numbers of quality international tourist arrivals, and to stimulate greater movement of domestic tourists including positioning Thailand in a way that enhances its unique competitiveness.
- 3) To promote cooperation with all parties both domestic and international in tourist market promotion and development, in order to join together to overcome obstacles on the course to becoming the tourism hub in Asia.
- 4) To strive for organisation, management, and personnel development that contributes toward true expertise and capacity for tourism marketing excellence such that the organization becomes the true driving force known for its limitless efficiency and competitive potential at international level under the principle of good governance including strengthening the organisation's leadership role in academic and marketing wizardry.
- 5) To accelerate the development of an information technology system that facilitates e-tourism in anticipation of business transactions on the internet and other forms of e-commerce as well as IT-based marketing operation and provision of security and other deterrent systems to guard against potential problems. (TAT, 2003: 29)

From the above it can be seen that TATs' view of sustainable tourism development is one that does seek to utilise resources in a sustainable fashion by reducing over consumption and waste, maintaining the cultural, social and natural diversity, integrating tourism development into the national development policy, involving local communities, training tourism staff to high standards and marketing sites that will educate visitors about local cultural, social and natural environments

However at the same time they also need to focus on maximizing the number of tourists in order to encourage economic development and promote internal tourism to national attractions. It can be seen therefore, why it is so hard to promote this kind of mass tourism and still try to sustain resources when the two aims of TAT appear to be diametrically opposed, as will be discussed next.

3.5 Different Types of Tourism

When discussing tourism development it is important to differentiate between the various types of tourism and the differing affect that this will have on the tourist destination. This is an important factor to consider with the development of Ko Chang as different types of tourism attract different types of tourists with the inevitable consequence of a different type of development being required for a particular destination. Furthermore, as the types of tourism change, develop and progress at any particular destination, that destination can attract a different tourist who will have a different impact on that area due to the increase and quality of services which the new tourists will demand.

Discussed below are five types of tourism which play different and important roles in the development of the Thai tourism industry and therefore have an important influence in the development of tourism on Ko Chang.

1) Budget Tourism

The first type of tourism to be discussed is budget tourism. The main reason for its inclusion is that it was with the appearance of backpacking travellers that the popularity of tourism in Thailand started to flourish. It is important to note that tourist destinations and local communities can actually benefit from an involvement in budget tourism, although this is not always the perception of the Thai government who seems to believe that the backpacking budget tourists only bring a negative effect to an area as they do not spend the larger sums of money that other tourist groups do.

Budget tourists range from the international backpacker to the domestic tourist with limited income who will normally share a common aim of greater budget consciousness than other categories of tourists. They will usually have a more flexible, independent style of travel and will often travel alone or in small groups. However, this tourist group is more likely to wish to learn about the local culture, lifestyle and environmental surroundings whilst becoming involved with meeting local people in their communities. Most beach destinations in Thailand were first “discovered” by backpacking tourist and from these often humble beginnings the beach destinations grew in popularity which in turn prompted the development of tourism in the area as more accommodation and facilities were required to satisfy the tourist need. As these developments progressed the beach destinations attracted another type of tourist who preferred the new development infrastructure which in turn increased demand for more development and higher quality of services. Also budget tourists will further contribute to a growth in local economic development as they tend to purchase more locally produced goods and services than other tourist groups and have an empathy with the sustainable utilisation of resources.

Despite these positive benefits it is not uncommon for some governments to have worries about attracting backpacking tourists to a destination mainly due to the fact that some will fail to understand or simply choose not to respect cultural norms regarding appropriate behaviour. Furthermore, what is often associated with this group of tourists is excessive casual dress in places of worship, drug and alcohol abuse and casual sexual encounters which can cause insult to local people. Additionally, what one needs to avoid is the possibility, over time, of the grouping together of backpackers in one area which can create a “backpacker ghetto”. This has happened, for example at Khao San Road in Bangkok, where western music, food and culture now predominate. Without care, these “backpacker ghettos” can develop into “backpacker slums” which, as a result will have a knock on effect of adversely affecting the social, cultural and environmental nature of an area. However, in the case of Thailand, most backpackers appear to make an effort to embrace Thai customs and respect the Thai culture with only a minority who do not.

Budget tourism therefore, can bring positive benefits to an area if it is examined closely, with an open mind.

2) **Mass Tourism**

The second type of tourism to be discussed is mass tourism. The jump from budget tourism to mass tourism can happen fast when an area possibly made popular by the budget tourist attracts the package tour companies and then suddenly starts to grow and develop to satisfy the need for greater levels of tourist accommodation. Unfortunately without proper planning regulation and an equal development of the infrastructure, an area can quickly become overdeveloped with a potential degrading of facilities through pollution, which is what happened in the case of Pattaya as was briefly discussed in a previous chapter. Mass tourism is a type of tourism that will attract tourists in large numbers and has a tendency to exploit the resources that a destination has to offer in order to satisfy the needs of the tourist. However mass tourism does exist, as it caters for demand and suits the needs of the wealthier tourist. Additionally, as a greater number of tourists have become better educated and so acquired more sophisticated tastes, have higher levels of disposable income and a great deal more leisure time, the demand for higher quality products has become the driver for increases in tourism development. Undoubtedly, mass tourism is profit driven and like with any country, is something that the Thai government will always encourage to attract foreign earnings. But it is important not to overlook the effect that mass tourism can have on local communities, cultures, and the environment. When a destination is not capable of catering for such tourist growth the consequences of the rapid increase of mass tourism can have a detrimental effect so bringing about the degrading and deterioration which can be witnessed in many areas such as Pattaya, Ko Samui, Phuket, Ko Phi Phi and Ko Samet.

Mass tourists can also bring about changes in the wealth distribution within local communities as unlike with budget tourists who are generally more willing to experiment and eat outside of hotel complexes with local people and try new things,

the mass tourist is generally more weary of leaving the hotel premises due to an unfamiliarity with the surrounding area. Therefore the increased revenue spending in an area will tend to take place in the resort complex rather than with the local community. Further disbenefits often associated with mass tourism which are now of global concern, include deforestation, soil erosion, disturbance of wildlife, logging and destruction and degradation of coral reefs. However these matters can only be addressed by the positive actions of Government and therefore are high on their agenda in order to preserve the foreign revenue earnings that come with a successful tourist industry.

From another perspective mass tourism might sometimes be preferred as it can also bring a greater wealth to local communities through organised tours, and less invasive to the lives of local people as these tourists will generally visit for a shorter period of time. However such tourism can only be considered good for an area which has a suitably developed infrastructure and is capable of handling the pressures of the tourist demands.

3) Alternative Tourism

The third type of tourism is what is known as alternative tourism. In response to the negative impacts of mass tourism, tourism providers have created a selection of alternative tourism products, such as responsible tourism, green tourism, cultural tourism, soft tourism and ethnic tourism. The reason for the support for this alternative market stems from an increase in the responsibility of society and a desire to react against the misuse of nature, the costs of materialism and the loss of the cultural heritage suffered by certain communities. In order to achieve this alternative type of tourism the operation is generally on a small scale, which minimises environmental and cultural interference, and prioritises community needs, community involvement and community interests rather than focusing entirely on profit and economic growth. This new type of tourism which is driven by social and environmental values, attempts to minimise harm to local communities

and their environment whilst also attempting to develop more meaningful relationships between 'hosts' and 'guests'.

When considering the development of alternative tourism at a new destination it is important not to lose sight of the initial goals for this type of tourism and keep therefore all development low key and small scale if the overall objectives are to be achieved. This however, will be difficult to guarantee without government regulation and controls, as once the tourism industry sees a rise in the popularity of alternative tourism, more tourism investors will enter the market and the tourist numbers will increase. Alternative tourism could therefore become just a new name for an old product but with a greater appeal for the consumer. Therefore without sufficient Government regulation and controls, this new type of tourism could eventually develop in to mass tourism.

4) Eco-Tourism

The fourth type of tourism, eco-tourism, can be considered as part of alternative tourism and plays an important role in tourism in Thailand. This is especially true as the country offers such a wide variety of cultural, environmental and social resources which are the main attraction for the overseas visitor. Thailand has so many areas of natural beauty which play host to millions of visitors each year, but without sufficient control and regulations these areas can deteriorate through over utilisation. However, eco-tourism can help to prevent such a disaster occurring to an area if managed correctly.

Ceballos-Lascurain (Scheyvens, 2002: 68) claimed that "True eco-tourism can...be one of the most powerful tools for protecting the environment". As a simple definition, ecotourism would be seen as tourism which focuses on natural phenomena and could in fact be called nature based tourism. However, a more complete definition also stated by Ceballos-Lascurain, which includes both the nature of tourism and the impacts on local environments and populations is: "Ecotourism is environmentally responsible, enlightening travel and visitation to

relatively undisturbed natural areas in order to enjoy and appreciate nature (and any accompanying cultural features both past and present) that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations” (Scheyvens, 2002: 71). It can therefore be seen that ecotourism not only supports conservation together with the raising of an individuals’ appreciation of the natural environment but it also provides opportunities for the beneficial involvement of local communities and the enhancement in the livelihoods of those communities.

The Ecotourism Society (TES) has the following definition of ecotourism: “responsible travel to natural areas that conserves the environment and sustains the well being of local people” (Bornemeier, Victor, Durst, 1997: 2). From this the society has developed seven basic principles of ecotourism as follows:

- Avoids negative impacts that can damage or destroy the integrity or character of the natural or cultural environments being visited.
- Educates the traveller on the importance of conservation.
- Directs revenues to the conservation of natural areas and the management of protected areas.
- Brings economic benefits to local communities and directs revenues to local people living adjacent to protected areas.
- Emphasises the need for planning and sustainable growth of the tourism industry, and seeks to ensure that tourism development does not exceed the social and environmental “carrying capacity”.
- Retains a high percentage of revenues in the host country by stressing the use of locally-owned facilities and services.
- Increasingly relies on infrastructure that has been developed sensitively in harmony with the environment – minimizing use of fossil fuels, conserving local plant and wildlife, and blending with the natural environment.

(Bornemeier, Victor, Durst, 1997: 2)

If these principles are followed then a potential tourist destination should be able to be developed efficiently with little problem, due to the fact that ecotourism focuses largely on environmental preservation whilst seeking to accommodate the tourist and still provide for the experience that they are looking for.

5) Sustainable Tourism

The fifth and final type of tourism to be considered is sustainable tourism, which can also be described as part of alternative tourism. It can simplistically be defined as a type of tourism that produces economic advantage, whilst maintaining environmental diversity and quality, thereby combining conservation with economic development. Sustainable tourism development attempts to address the competing factors that exist within any tourist destination, such as the local community, the physical environment, the cultural environment, the tourism industry and the tourists themselves, and considers the interaction between all these competing factors to seek to reduce the tensions and friction between them so creating a synergy to satisfy all requirements. Therefore sustainable tourism development “seeks to optimise the benefits of tourism to tourists (their experiences), the industry (profits) and the local people (their socio-economic development) while minimizing the impacts of tourism development on the environment.” (Pender and Sharpley, 2005: 268). The most widely accepted definition of sustainable tourism is provided by the Brundtland report (The official report of the World commission on Environment and Development - WCED, 1987) which defines it as: “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Go and Jenkins, 1997: 322). However although this definition indicates the correct pathway to achieving sustainable tourism, competing demands will always create conflict and reduce the ability to deliver harmonised development.

For example, the government of Thailand continues to promote ecotourism and sustainable tourism in its national parks and other main tourist destinations. However, many projects which have been promoted as sustainable tourism

developments have failed to address issues appertaining to the sustainability of the livelihoods of the local people. Unfortunately by not adequately addressing one or more of the competing demands in the equation the development cannot be seen as having sustainability and therefore is not succeeding. There are already too many examples in Thailand of inadequately regulated and controlled tourist developments such as has occurred in Pattaya, Ko Samet, Ko Phi Phi, Phuket and Ko Samui. Now the same is starting to happen to Ko Chang and if this is not managed, planned and regulated correctly the consequences could be catastrophic for the social, environmental and cultural development of the island.

3.6 Changes in Tourism Types

The reason for discussing the above types of tourism is to offer an explanation of how tourism has developed in Thailand and to set the scene for what will be discussed later in this thesis in relation to the development of tourism on Ko Chang. The discussion therefore started with a focus on budget tourism whereby backpacker tourists came to Thailand with a flexible approach and time to wander around Thailand experiencing a completely new environment which was initially free from tourism development. However although such tourists brought a certain advantage to the local communities there was the risk that this group could now develop into a different type of backpacking tourist creating “backpacker ghettos” which showed little concern towards the culture of the country they were visiting. Next the progression to mass tourism was examined together with the potential exploitation of natural resources and the degradation of both the fabric of society and the environment that society exists within, which can occur if the focus remains on the need for foreign earnings without the influence of government being applied through regulation and control. Following this the examination of alternative tourism attempts to evaluate the benefits that can be achieved by creating a tourism industry which meets the needs of the tourist and which is also environmentally friendly. Within this category two separate, although similar, types of tourism were described, being “Eco-tourism” and “Sustainable tourism”. These types of tourism are extremely important to the future development of the Thai tourism

industry as they aim to protect local communities and conserve the environment whilst also still creating foreign revenue earnings for the local communities.

It is clear that tourism raises complex ecological, social and cultural issues and once tourism takes off in an area and increasing numbers of tourists visit developing areas such as Ko Chang, the once untouched attractions come under growing pressure that can eventually transform an area by progressive destruction without the Government exercising regulation and control. This massive growth in the number of tourists can create a process called “touristic transition” (Cohen, 2001: 155). In Thailand touristic transition is mostly seen in the mature tourist destinations, especially the major beach resorts which have experienced the most intensive tourism exploitation where it seems that in some examples such as Pattaya, or Patong beach in Phuket, or Chaweng and Lamai beaches on Ko Samui in the past the destinations were just constructed to destruct.

Even though past governments have recognised the importance of protecting the country’s native flora and fauna and set up a network of national parks, marine parks and nature reserves to address these preservation issues, it does seem that the protected areas such as forest sites, wet lands and other naturalistic areas are now developing into tourist sites and are therefore becoming the victims of their own success. This can be seen clearly with the development of Ko Chang in the gulf of Thailand where the island is now being threatened by commercial developments which could lead to more serious issues if allowed to progress, unchecked.

CHAPTER IV

TOURISM DEVELOPMENT IN KO CHANG

4.1 Introduction to Tourism Development on Ko Chang

As outlined in the previous chapters, Ko Chang has suffered major development since 2001 when the previous Prime Minister, Thaksin Shinawatra, decided to encourage the development of Ko Chang into a new, up-and-coming, top tourist destination. This development has focused on attracting the wealthier tourist to the island and in encouraging such development; the island has become less welcoming to the backpacking tourists who are credited with the discovery of the island as a potential tourist destination some 20 years previous.

4.1.1 National Parks in Thailand

In considering the development of tourism on Ko Chang it is necessary to remember that Mu Ko Chang, in which Ko Chang is located, is actually a National Park and has been so since 1982 when the Government proclaimed such for the area due to the richness of its fauna and flora. In fact Mu Ko Chang is said to have one of the best preserved island groups in all of South East Asia. But despite the Governments' proclamation for the area, tourism development has sprouted considerably and it appears unlikely that it will abate any time in the near future. However, before discussing the development of tourism on Ko Chang, it is necessary for the reader to be appreciative of the role of National Parks in Thailand, thereby clearing up any misunderstandings when discussing the situation on Ko Chang.

National Parks serve many functions in Thailand, ranging from the protection of watersheds and soils, providing a protected habitat for local fauna and flora, providing sites for scientific research and education, and helping to maintain the heritage and cultural values. Chettamart (Bornemeier, 1997) proposes that there are in fact, eight categories of protected areas in Thailand comprising: national parks, forest parks, wildlife sanctuaries, non-hunting areas, national forest reserves, botanical gardens,

arboretums, and biosphere reserves. The overall objective of these categories is to preserve and protect the environment and biodiversity of Thailand and in accordance with the National Park Act of 1961 these protected areas fall under the administration and regulation of the Royal Forestry Department.

The National Park Act of 1961 is based on two main thrusts, being:

- “A national park area is public (governmental) land with natural features, that are of national interest, and that shall be maintained in its natural condition for the benefit of research, public education and recreation”; and
- “Activities which endanger any resources within the park boundaries are strictly prohibited. These activities include settlement, land ownership, grazing, and the manipulation of waterways, geological deterioration, logging, hunting, and collecting of forest products. These provisions obviously do not apply to park officials who protect and maintain the park for education, technical research, and facilitate recreational activities”. (Bornemeier, 1997: 74).

The agency who is responsible for the administration of the areas and for ensuring compliance with the National Park Act 1961 is the Natural Resources Conservation Office who oversees the National Park Division and the Marine National Park Division. The National Park Act also requires that national park management is supervised by a committee established at the national level, called the National Parks Committee which is composed of around 20 representatives drawn from several government agencies, NGOs and universities with the Royal Forestry Department acting as the secretary to this committee. Furthermore, it is the Royal Forestry Departments’ responsibility to protect the parks features and to provide facilities for park users, tourists and researchers.

4.1.2 Scale of tourism development

Tourism development can have a major impact on an area and whether or not it can be controlled, it is important to discuss the scale of the impact that such development can wreak on a potential tourist destination. In the case of Ko Chang many policies have been brought forward by Government agencies such as those by Dasta, where the main aim has been to develop Ko Chang through sustainable tourism whilst paying close attention to the needs of the environment, local culture and local communities.

In Chapter III, five types of tourism were discussed, namely, budget tourism, mass tourism, alternative tourism, ecotourism and sustainable tourism, all of which relate to the development situation that has been happening on Ko Chang. When examining the development of these types of tourism on a destination such as Ko Chang, it is necessary to gauge the scale of development over a period of time and judge both the positive and negative impacts that have followed. In the case of Ko Chang, the growth in tourism has been rapid from 2001 to 2006 following the governments' declared intention to develop the island into an upmarket tourist destination. However due to the nature of the developments, this rapid growth has also been accompanied by a change in the type of tourist who now visits Ko Chang. A transition has therefore occurred from the budget tourists with their small needs and limited income, requiring only basic necessities, to the mass tourists who demand a much higher quality of services, who consume and degrade natural resources and in some cases, where the local islander's cannot provide the services demanded, require service skills to be imported to the detriment of the development of local island communities. If the negative effects of mass tourism are to be abated there needs to be a limit placed on the extent to which Ko Chang can be developed and the time in which that development can occur in order to ensure that the development of the infrastructure keeps pace and sustainable tourism is allowed to flourish.

However, it is not just developments on Ko Chang that will cause tourists to increase, but with the opening of the new Suvanabhumi airport, this could also have a

large impact on the development of the eastern and central regions. With easier and increased access to the country, more visitors will probably flow into Pattaya and Ko Chang which in turn, will increase the demand for more accommodation and could lead Ko Chang to becoming over exploited with a possibility of transforming Ko Chang into a second Pattaya. In 2001 there were around 1000 rooms on the island but by 2005 this number had already increased to 4000 rooms with the highest room rate reaching 30,000 baht per night, and these numbers are continuously rising. Therefore to reduce the risk of over exploitation, land and building development regulations, which are sympathetic to environmental preservation, need to be enforced sooner rather than later before irreversible damage has occurred.

4.2 Problems of Government Authorities on Ko Chang

There are a number of common problems that occur with the establishment of a national park and these pose an issue for Ko Chang.

One such problem occurs around boundary disputes whereby unclearly defined boundaries often lead to conflict between the parks and local people. All Park Forest reserve areas (which include national parks) are considered government property and theoretically, all national park land is government property and should not therefore have any community settlements within their boundaries. However, many people still live in these areas, and in the case of Ko Chang most of the communities existed in these areas prior to the government assuming control. As a result of this the governments plan to develop Ko Chang into a world class tourism destination has been hindered by land rights conflicts between local residents, the Designated Area for Sustainable Tourism Administration (Dasta) and forestry authorities. Bamroong Ruamsap, President of Koh Chang Iyara Development Co and a member of Ko Chang's civil group, has stated that "forestry officers who work for Dasta, had destroyed a villager's orchard and filed charges against several land occupiers, irrespective of the fact that in some cases the plots of land had been legally obtained or the owners had lived on the land prior to the land being designated as part of Mu Ko Chang national park" (Samabuddhi, 2005b). He further stated that "most local people refuse to

cooperate with Dasta and forestry officers because they always unfairly seize their land” and he further stated that there is evidence that forestry officers want to seize public land for the own interests, accusing those officers of destroying a villagers orange grove to development lodging houses in the park area. (Samabuddhi, 2005b) This is just one example of such disputes and shows how important it is to manage this conflict if Ko Chang is to be allowed to develop in an acceptable manner.

Other problems which are a cause of major concern for national park management are: inadequate staffing, lack of proper management plans and guidelines, weakness in public relations, lack of partnership programs and intensive needs for recreational use. In the case of inadequate staffing, this statement relates to an insufficiency in numbers and skill mix. The educational background of most park officers is in forestry, while others receive training in forestry related issues and park law enforcement. A survey in 1996 showed that of national park staff, “101 held degrees in forestry science, 125 held forestry school certificates, and 1,583 had completed Royal Forestry Development (RFD) training courses”. In addition 10,000 people are employed as temporary day workers by the Royal Forestry Department. (Bornemeier, 1997: 77).

4.2.1 Infrastructure

Many problems have occurred in relation to the development of the infrastructure on Ko Chang and the adequacy of such development in basic facilities, services, and installations required to keep pace with the development of tourism together with that required for the ongoing functioning of a community or society as discussed below.

4.2.2 Electricity

Ko Chang is dependent for its electricity supply on the Provincial Electricity Authority based on the mainland at the Chon Buri and Trat stations. The electricity is relayed to the island by a 200 million baht submerged cable. However, with the current

levels of growth in tourist developments there is real concern as to whether there will be a sufficiency in the supply of electricity to Ko Chang in coming years. Already most smaller local bungalow developments tend to shut off the supply of electricity from 6am to 6pm, therefore only allowing guests the use of electrical appliances during night hours, whilst other local bungalow developments only have electricity from 6pm until midnight. If there is a need for light outside of these times then torches or lanterns must be used.

According to the Provincial Electricity Authority the daily consumption of electricity over the past few years has exceeded the expected annual peak loads. In 2004 “the peak load of electricity was 4.4 megawatts, exceeding the projected figures of 3.7 megawatts. This year (2005), the peak load was projected at 4.4 megawatts, but the actual figure has already jumped to 8.8 megawatts” (Samabuddhi, 2005a)

Therefore if the Provincial Electricity Authority is unable to accurately predict the requirement or control the consumption of electricity on Ko Chang then it is likely that Ko Chang Residents will suffer a shortage in future electricity supply.

4.2.3 Garbage Disposal

The accumulation of garbage is an increasing problem on the island of Ko Chang and it can be seen on the hillsides and alongside the roads. This is not the type of thing that should dominate the scenic landscape of one of the last pristine and most beautiful islands that still exists in Thailand, especially as the island is supposedly protected from the unseemly side of tourism development. Unfortunately some public areas are littered by the shabby homemade camps of construction workers who have taken up residence in order to continue constructing on this once quiet beautiful island. The lack of a garbage disposal facility is therefore becoming a serious threat to Ko Chang’s ecological existence, especially as Ko Chang is now one of Thailand’s top tourist destinations and has yet to have a garbage disposal plant in operation.

Ko Chang is home to approximately 5,000 village residents, 30,000 non-native residents and annually plays host to around 780,000 tourists which are growing in numbers each year. As a result of this Ko Chang alone generates eight tonnes of garbage per day. With no garbage disposal facility, this rubbish is taken and buried in temporary landfill sites which are located in protected forest areas or in some cases are being dumped on public land which in one instance was in the grounds of a Buddhist temple. This cannot be an acceptable solution to the problem of garbage disposal as Ko Chang is a national park and disposing of rubbish in this manner is bound to have a detrimental affect on the eco-system which in turn could lead to permanent damage to the environment.

The serious nature of this growing problem can be more than demonstrated by the example which occurred during the long weekend break of the 23rd-25th of October 2004 when more than 20,000 people travelled to Ko Chang and left behind 30 tonnes of garbage. To dispose of this phenomenal amount of garbage is beyond the current capability of Ko Chang without a dedicated disposal facility. Dasta, however, has planned a 50 million baht garbage disposal plant which should have been open two years ago, but has been delayed as the agency could not initially afford the land for the construction site. Mr. Suksun Pengdith, coordinator of the Designated Area for Sustainable Tourism Administration (Dasta) said “the plant is being built on a 25 rai area in the park” (Samabuddhi, 2005a). It is planned that, when complete, the plant will be managed by the Pairote Sompong Panich Co and will dispose 80 per cent of the garbage through recycling and fertiliser production with the non-recyclable items being shipped to a garbage landfill site on Trat’s mainland.

4.2.4 Waste Water Drainage

Another important issue is that of waste water disposal. Currently waste water is being discharged from hotels and construction sites into the sea, which is into the same areas that tourists swim. In the past, due to the lack of large scale developments and resorts, waste water disposed of in this way emanated from small scale bungalow developments and was easily washed away and absorbed into the sea in such small

quantities that it did not cause danger or pose a serious threat to the human or marine environment. However, with large scale construction under way and increasing numbers of resorts and tourists, it is essential to be able to control and treat this sewage prior to its discharge into the sea. In order to combat against this growing problem the Coordinator of the Designated Area for Sustainable Tourism Administration (Dasta), Mr. Suksun Pengdith, said that Dasta was “seeking sites for its five wastewater treatment plants to cope with the discharge of sewage from resorts and households into the sea” (Samabuddhi, 2005a). But the situation has deteriorated greatly, and Ko Chang’s marine eco-system is being harmed from unacceptable levels of untreated waste. Kasetsart University’s faculty of fisheries have tested the seawater quality at Hat Sai Khao and Bang Bao, which are two of the more popular areas for tourists on Ko Chang, and have found “excessive levels of sediment and E. coli, a type of bacteria living in human waste, in the seawater” in that area. (Samabuddhi, 2005a)

This is therefore becoming a very serious problem for the future of tourism development together with the sustainability of the marine environment for Ko Chang. This situation can only get worse unless through legislation all hotel and resort operators are required to treat their wastewater before discharging it into the environment. Ruwat Kitiwirat, assistant chairman of Ko Chang Tambon Administration Organisation, said that the “Tambon Administration Organisation would not grant construction permits to hotel developers if there was no sewage treatment plant in the construction plan” however he also mentioned that the “hotels and resorts sometimes switch off the wastewater treatment machine to save costs” (Samabuddhi, 2005a). Such practice therefore needs to be stamped out through legislative procedures.

4.2.5 Limited Fresh Water

Another important issue is the lack of fresh water. Most of the fresh water which is consumed on Ko Chang comes from the mountains and the waterfalls. During the rainy season there is usually a sufficiency of supply, however, during the hot season fresh water supplies become limited, especially with the higher levels of demand arising from the increasing numbers of tourists now visiting Ko Chang. Therefore special care

needs to be taken in order to ensure the adequacy of fresh water supplies for the local people of Ko Chang, whilst still catering for the needs of the tourists.

4.2.6 Air and Noise Pollution

Air pollution is posing an increasing threat to the preservation of the environment on Ko Chang. Following the growth in car ferry crossings from the mainland, independent travellers are now able to bring their private vehicles to Ko Chang. This together with a growth in commercial vehicles, necessitated by the growth in tourist development, has resulted in a massive increase in the number of vehicles now occupying the islands roadways. This, in turn, has resulted in both traffic congestion together with the inevitable pollution of the air caused by an increase in the level of CO₂ emissions found in the exhaust fumes released by the private and commercial vehicles. If the number of vehicles allowed on the island was limited by legislative policy, this would reduce traffic congestion and help to reduce the amount of air pollution. However, it is not just pollution from vehicle exhaust emissions that affects Ko Chang, but also with so much construction taking place the dust created by these sites and the large, often heavily laden construction vehicles will often become windborne and deposited across the island. This second type of air pollution, although probably not destructive to the environment, does mar the beauty of Ko Chang and can be an irritant to local people and tourists alike.

The increase in the number of vehicles on the island has a secondary detrimental effect through increases in the levels of noise generated by these vehicles, which at excessive levels will be classed as noise pollution. However this pollution is not just restricted to vehicles, as noise pollution on Ko Chang is also to be found in the more popular areas of the island such as in Hat Sai Khao, where the popular beach bars generate excessive levels of music to satisfy the needs of their customers. Fortunately this is not an excessive problem throughout the island, as in the majority of places; bars tend to close around midnight. A further area of noise pollution is generated by the continuous construction of new developments. Once all development projects have been completed noise pollution will reduce from this source, however with the increase in the

number of tourists and vehicles on the island, it is doubtful that Ko Chang will ever return to the quiet island it used to be.

The Natural Resources and Environment Ministry stated that by 2007 there would be a ban on vehicles entering the island and although this would be extremely beneficial to tackling the problems of both air and noise pollution, it is very doubtful that this will happen immediately as Ko Chang is still in its developing stage and attracting even more international and domestic tourists.

4.2.7 Over-development

Over-development is a problem which can be seen everywhere on the west coast of the island. More and more large tourist resort complexes are being constructed, whilst other smaller resorts which were established on Ko Chang prior to the introduction of new limiting regulations, continue to develop on beachfront locations (Land Regulations, see Appendix C). However the continuous development of new resorts, shopping areas and bars is only one problem of over-development. Other areas of over-development which give cause for concern are that of road construction. There are currently two road projects in progress which are both damaging to the environment of Ko Chang. The first project sees a new road cutting straight through a pristine forest area and the second damaging a mangrove forest. Both projects will do irreversible damage to the immediate areas where the roads are laid and further damage to the road verges during the construction stage. Secondary damage can also be caused through air and noise pollution, (see 4.2.6) once the roads are brought into use. A further similar environmentally damaging project sees the construction of a pathway and concrete bridge heading into the mangrove forest in Salak Kok area which required the destruction of large tracts of the forest to complete the project. It is questionable how such environmentally damaging development projects are allowed to progress in the protected area of a national park.

Over-development of Ko Chang is a serious matter and if not controlled and replaced by sustainable tourist development projects which are in harmony with the

environment, the perfect, picturesque and unique image the Government is wishing to promote for Ko Chang will be hard to attain.

4.2.8 Increase in Crime Rates

Prior to the start of the development of tourism on Ko Chang the local native inhabitants who number around 5000 lived in small communities that valued a spirit of trust and respect and the crime rate was minimal. However, as with any tourist destination in the world, as tourism has developed and increasing numbers of wealthy tourists now visit the island, currently around 780,000 per year, so criminal elements will follow them and crime rates have increased. Also with the huge increase in the number of migrant workers on construction sites and increases in the number of trades people providing retail outlets and consumer services the island is home to a further 30,000 non-native inhabitants. With such a huge increase in the resident population together with the increases in the temporary tourist population, coupled to the increase in crime rates, it is difficult for the original native population to trust the new settlers when they have seen their own safety and wellbeing threatened by the increases in crime.

Sombat Salakpetch, a 62 year old native of Ko Chang, stated that robbery and theft was no longer uncommon. Ko Chang communities before development were small and the community spirit was strong where everybody knew everybody and everybody helped each other. However with the increase of newcomers to the island it is hard for the locals to trust them. Sombat Salakpetch went on further to say that thieves broke into his house and fled with a cloth which his late grandfather wore on the day he was granted an audience with King Rama V. Now, Sombat Salakpetch's elder sister who takes care of the family assets dares not leave the house. (Hutasingh, 2005)

The researcher conducted an interview on Ko Chang with a foreign resident named Lisa McAlonie who has lived on the island for 6 years. She said that due to the tsunami disaster a lot of trades people from Phuket have now settled on Ko Chang, however with so many outsiders coming to the island it is hard for the local people to

trust them. Sadly she herself had been the victim of a man entering her house through a window and attempting to steal from her.

In order to ensure the continuing safety of the original native population together with all newcomers and tourist alike, it is the responsibility of government to ensure adequate levels of policing to reduce significantly, the levels of criminal activities.

4.2.9 Increase in Prostitution

As previously stated, Thailand became known as the “Sex Capital of South East Asia” or a “Sexual Paradise” as far back as the Vietnam War when American servicemen on “rest and recreation” leave came to Thailand’s cities seeking sexual services from local woman. However despite the withdrawal of American servicemen in the 1970’s, with the sex industry firmly established, tourists seeking sex services continue to flock to Thailand today. With Ko Chang being so close to Pattaya, who already has a firmly established sex industry, there is genuine concern that prostitution on Ko Chang will increase. In fact Ko Chang already has its own small version of Pattaya called “Pattaya Noi” on Hat Sai Khao beach, consisting of 4 or 5 “beer bars” with working girls waiting around for the individual foreigners to come and consume drinks.

In order to halt an unhealthy proliferation of this “sex” industry, which could have a detrimental effect on the development of “normal” tourism on the island, it is necessary for the government to regulate and strictly limit the emergence of massage parlours and beer bars promoting sex tourism on all new island destinations. Such regulation will not affect the growth in tourism as if tourists do require this type of holiday then there are already areas established that do offer these services in Bangkok, Chiang Mai and Pattaya.

4.2.10 Drugs

The increase in drug use is not uncommon in places of development, where both foreigner and locals can be influenced to use drugs; however serious drug use on Ko Chang will not be focused towards foreigners in this case. Although the use of marijuana and other class A drugs such as ecstasy can be found on Ko Chang, the real increase of drug users is focused towards the locals which have turned to alcoholism and drug use after Ko Chang has become more developed.

4.2.11 Illegal Logging

Illegal logging is as much a problem on Ko Chang as it is on any continent where there is a protected area of forestation.

In 2003, more than 600 rai of forest and sea shore on Ko Chang was taken illegally by developers which upset the Thaksin Shinawatra Administration's plan to turn the eastern resort into an upmarket tourist destination. It appears that within this area many protected trees had been cut down. (Wangvipula, 2003a). A further example of illegal logging was discovered on the 8th April 2005 (Bangkok post, 2005a). The Trat forestry officials found three illegal logging sites on Ko Chang totalling an area of approximately 10 rai, situated in Ban Dan Kao village, Ban Klong Phrao village and an area near Hat Tawan Resort in Tambon Ko Chang Tai. Preecha Phujeeb, head of an illegal logging suppression unit in Trat said that the damaged caused by the illegal logging was estimated at 300,000 baht. The suspect was identified and arrested in Ban Klong Phrao where trees had been felled; however the suspect said he had been hired to cut the trees down the year before.

To eradicate illegal logging on Ko Chang, forestry officers will need to be increasingly vigilant and to prosecute offenders by insisting on the maximum sentences allowed under the law, which could also deter future offenders.

4.2.12 Illegal Land Distribution

Ko Chang has been the subject of a number of land encroachment cases, where land was obtained illegally by the presentation of fake land ownership documents.

When Ko Chang was declared a National Park, 75 percent of its land became part of the National Park Zone which is controlled and protected by the National Park Act B.E. 2504 (1961). Therefore only 25 percent of its land can be used for development. This 25 percent outside the national park zone is mostly privately owned, either by business people from the mainland or by local people through family inheritance and generally forms the land plains between the foot of the hills and the beaches. These areas are now becoming heavily populated, with building construction taking place on the main beaches, together with farmland and rubber, coconut and durian plantations in abundance. The advisor to the Tourism Business Association of Trat, Mr. Sakol Sunet who owns land on Ko Chang stated that local operators account for only 30 percent of business on Ko Chang and neighbouring islands, whilst national level investors count for 65 percent and foreign investors nearly 5 percent. (McNamara, 2005a)

The Department of Special Investigation (DSI) launched an investigation into land encroachment cases on Ko Chang after credible evidence was found to indicate illegal land encroachment. Justice Minister Suwat Liptapanlop said that “more than 100 rai of land on Ko Chang island was encroached upon a few years ago by private companies after the government announced it would promote the island as a top tourist destination”, (Tansubhapol, 2005). Many private companies had claimed that they held title deeds to the land, however these title deeds were later found to be counterfeit.

Unfortunately corruption has not always been restricted to people acting outside of Government agencies as two land officials in Trat have faced legal action after they were found to be involved in the unlawful issue of a title deed for an 8 rai plot of land at a naval engagement site on Ko Chang. Following the successful legal action against these corrupt officials the title deed for the land was revoked (Waewklaihong, 2005).

Unfortunately according to Ko Chang National Park Chief Saran Jaisa-ad, this form of corruption is not an isolated case as he was ordered by the National Park, Wildlife and Plant Conservation Department director-general Suwat Singhaphan, to be transferred from his post on 3rd June 2005. Mr. Saran believes that the reason for his transfer could be due to the action he took against four landowners for alleged encroachment of forest and public land on Ko Chang, he said that “unfortunately, the encroachers are influential business figures, who are probably very angry at my actions”.(Samabuddhi, 2005c). Mr. Saran was trying to take legal action against a resort owner who had allegedly encroached on a coastal area of Ban Jek Bae in Tambon Ko Chang Tai, where an underwater pipeline was being built to transport fresh water from Ko Chang to a private resort on a nearby islands. He had also submitted a list of 12 land encroachment cases to the Natural Resources and Environment Minister Yongyuth Tiypairat, who appointed a committee to look into these cases under the chairmanship of the Governor of Trat. Despite Mr. Saran’s beliefs in the reasons for his transfer, Mr. Suwat Singhaphan, chief of the national park department, did say that the transfer had nothing to do with the land encroachment cases. However, as Mr Saran was given only one week to transfer to his new post at a different National Park in Nakhon Ratchasima, it does call into question the credibility of this statement.

What is clear from the above is that if Ko Chang is to be developed in an environmentally conscious manner ensuring the sustainability of its natural resources then corruption in land transactions has to be stamped out particularly where it involves officials in Government agencies. (See Appendix C for land usage regulations and various land documents)

4.3 Government Roles

As mentioned in the previous chapter, the government plays an important role in the development of tourist destinations by implementing certain tourism policies, plans and regulations and by providing funding. In the case of Ko Chang, there are a number of government agencies involved in development of this island, as follows:

- The Department of Provincial Administration (DOPA) is mainly focused on community development and restoration. It plays a role in the construction of bridges to beaches and is also involved in the electricity system installation project and water treatment projects dealing with wastewater and garbage. It also deals with other tour place facilities projects.
- The Tourism Authority of Thailand (TAT) is involved with the promotion of Ko Chang and focuses its concern on historical and cultural projects on Ko Chang such as the improvement of the navy monument and the historical area of Por Heang Bridge.
- The Department of National Park (DONP) or The National Park, Wildlife and Plant Conservation Department (DNP) is involved in the development and construction of information centres, natural sightseeing walkways, viewpoints and public roads to coastal areas. This organization plays and continues to play many roles in the development of Ko Chang. It is responsible for the mangrove forest ecology system improvement and natural research walkway projects on Ko Chang and other projects involving the coral, coastal erosion and other underwater resources.
- The Department of Rural Roads (DORR) is involved in all road construction including main roads, off street parking projects and beach walkways.
- The Department of Highways (DOH) however deals with the road surface improvement projects.
- The Department of Navy Commerce is involved in the construction of small tourist pier projects.
- The Provincial Electricity Authority (PEA) is in control of the main electricity to Ko Chang.
- The Department of Irrigation (DOI) and Provincial Waterworks Authority (PWA) are in control of the water resources and water supply development projects.
- The Office of Natural Resources and Environment Policy and Planning (ONEP) focuses on the construction of sewage, collection and treatment system projects and the operation, maintenance, and collection of garbage, in order to sort out, reduce and eliminate garbage on Ko Chang. ONEP works with the Department of Provincial Administration (DOPA) in doing this.

- The Designated Area for Sustainable Tourism Association (DASTA) which will be discussed later in this chapter is the most recent organisation involved with development projects on Ko Chang, and focuses on promoting and developing Ko Chang as a new sustainable tourist destination.

Further agencies involved in the development of this island are:

- the Ministry of Public Health
- the Ministry of Defence
- the Department of Public Works and Town and Country Planning
- the Department of Lands
- the Treasury Department
- the Royal Forestry Department
- the Department of Marine and Coastal Resource
- the Department of Business Development
- the Department of fisheries
- the Pollution Control Department
- the Department of Underground Resources

4.3.1 Development Guidelines of 1991

Since as early as 1991, development guidelines have been in place in order to control the development processes on Ko Chang, as the Government realised the potential of this unique island in attracting development for tourism. These were contained in the “Revision of Tourism Development Plans for Pattaya City, Rayong, Chanthaburi and Trat Provinces, as proposed to the Tourism Authority of Thailand by Chula Unisearch, Chulalongkorn University on 30th December 1991”. This research proposed a number of development guidelines in order to keep Ko Chang’s future tourism development environmentally friendly and to protect the island from over development and degradation of its natural resources, as in 1991, Ko Chang was still relatively undeveloped. The main points of these guidelines were as follows:

4.3.1.1 Conservation of Natural Resources and Environment

One of the main objectives of these guidelines was to protect and conserve the natural resources of Ko Chang and its environment whilst allowing for the development of tourism as one of the main attractions for tourists visiting the island will be the natural, relatively unspoilt landscape and natural marine environments. Unlike other places of attraction of similar type where development has been so intense that it has destroyed their identities; the conservation of Mu Ko Chang's land and marine resources is said to be the main development guideline which needs to be respected by both the public and private sectors involved. Mu Ko Chang should therefore be developed with low density accommodation which is in harmony with nature, which would then help to maintain the islands identity and keep its natural resources from being destroyed. This guideline has obviously not been kept to, as development on Ko Chang has and is continuing to develop rapidly without any harmony with nature. There appears to be only one concern of developer's at present and that is to develop as much as possible for profit with little concern for the sustainability of the environment.

The development of the infrastructure and public utilities and services is equally as important especially as the number of tourists increase. This not only helps protect the environment but also benefits the local economy and provides employment for local people as can be witnessed currently on Ko Chang. However such development must keep pace with the growth in tourism if it is to continue to help preserve the environment as an inadequately developed infrastructure will soon lead to a degradation of natural resources through various forms of pollution as outlined in earlier chapters.

The 1991 guidelines further state that the success of Mu Ko Chang's natural resources and environmental conservation can only be achieved by the application of strict development controls alongside tourism promotion. Certain existing Laws need to be applied, such as land use controls contained in the Town Planning Act B.E. 2518 (1975); building regulation controls contained in the Building Control Act B.E. 2522 (1979); and, environmental control contained in the National Environmental Quality

Promotion and Protection Act B.E. 2535 (1992). However these need to be supplemented by further laws and regulations specific to the situation of Ko Chang.

The guidelines also encourage the participation of private investors and local people to become more aware of their surroundings and be educated in matters pertaining to the conservation of the environment and the natural resources of Ko Chang. From such a partnership all participants will benefit from the conservation of the island.

4.3.1.2 Land Use Plan

A further objective of the 1991 guidelines was to ensure that Ko Chang's land uses was divided into designated zones in accordance with the guidelines provided in the Royal Forestry Department's Master Plan for National Park Management. These zones are accompanied by land uses and building control measures in order to protect both land and marine resources and to provide services for visitors.

Zoning is a land management strategy that can be used on different spatial scales such as within a protected area or national park. Williams (Holden, 2003: 135-136) states that "Spatial zoning is an established land management strategy that aims to integrate tourism into environments by defining areas of land that have differing suitabilities or capacities for tourism. Hence zoning of land may be used to exclude tourists from primary conservation areas; to focus environmentally abrasive activities into locations that have been specially prepared for such events; or to focus general visitors into a limited number of locations where their needs may be met and their impacts controlled and managed". Zoning can therefore recognise areas where natural resources exist and protect them by identifying where tourism can and can not take place, as follows:

- 1) **Service Zone:** this is where the buildings and tourism facilities provided by the national park are located; these facilities include the national park office, staff housing, tourism service centre, restaurants and other components. The service

zone covers the areas where the existing facilities are located and the areas provided for future development.

- 2) **Tourism and Recreation Zone:** this zone is opened for tourism activities which can be accessible without causing harm to the natural environment. Construction in this zone should be allowed only to the extent that it is necessary for recreation i.e. walk ways, camp sites, signs, lavatories, toilets, public relations unit and guard unit, areas in this zone are various waterfall areas. As for the coastal and off-shore areas in this zone, the permitted activities are recreational activities e.g. swimming, diving, viewing corals.
- 3) **Forest Zone:** this area covers the utilised areas still in their natural condition and the purpose for this zone is to protect nature. Thus, the activities allowed are those related to research and study, and recreational activities which do not disturb the nature. No construction is allowed with the exception of necessary facilities for staff, forest tracks or natural camp site. This zone covers all the hill tops, hill sides, foot of the hills, and the plains in the national park zone which are not defined for other purposes. This will help protect the vegetations and all types of natural resources so that they can maintain their healthy condition.
- 4) **General Uses Zone:** this zone allows for the construction of facilities such as piers, anchorages, and fisheries. Various types of outdoor activities are concentrated in this zone.
- 5) **Special Activities Zone:** this zone is excluded from the national park area for local residences and is categorized into four parts. The first part is low density tourism zone which is defined as residential areas for visitors and local people. Detached houses, one storey bungalows, restaurants, food shops, shops, and tourism services are allowed on a minimum plot size of land of 400 square metres and should be no higher than six metres. The second part is high density commercial and residential zone which composes of detached houses, semi-detached houses, town houses, schools, small local parks, children's playground,

fresh market and shops and its minimum plot size is 50 square metres and should be no higher than six metres. The rural and Agricultural zone is defined for local housing areas such as detached houses and bungalows and the minimum plot size is 400 square metres and building height can be no higher than six metres. The last zone in this category is that of the natural environment conservation zone which consists of beaches, sea coasts, hills, hill sides. Construction is allowed when necessary however must not cause harm to the scenery and environment, and the minimum plot size is 400 square metres and building height must no more than five metres.

Appendix C (Land Use Regulations) shows the comparison between the building laws from 1991 and those put forward in 2003.

4.4 Who is in Control?

There are a number of influential people or groups of people who have held key positions in the development of Ko Chang during the previous Prime Minister, Thaksin Shinawatra's, administration of which six are mentioned here:

Mr. Pansak Winyarat was the Prime Minister's chief policy adviser in the Thaksin Shinawatra administration and was assigned to draft a framework on the development of the Ko Chang archipelago. He is also one of the founders of the Designated Area for Sustainable Tourism Administration (Dasta).

Lt-General Preecha Wanarat was the Prime Minister's adviser in the Thaksin Shinawatra administration and it is he who was credited with the idea of developing the Ko Chang archipelago into a world-class ecotourism destination during the mobile cabinet meeting in Chiang Mai in April 2001. He was also one of the key decision makers in approving development projects on the island, including the construction of a 50 million-baht garbage disposal plant at Ban Chaiyachet, Tambon, Ko Chang. The project is being completed by the Armed Forces Development Command and Pairote Sompong Panich Co.

Mr. Plodprasop Suraswadi was Assistant to the Prime Minister's Office in the Thaksin Shinawatra administration and is the president of the Designated Area for Sustainable Tourism Development Committee. Mr. Plodprasop has initiated a number of theme-park tourism projects, including "Golf Island" and "Safari Island", as well as a hovercraft link to Bangkok. He is said to have played a key role in persuading Mr. Thaksin to allow the island to develop as a world-class tourist destination and has had responsibility for significant areas of infrastructure development, including road construction, eco-lodges and a parking lot in the Mu Ko Chang National Park area. Mr. Plodprasop's role has reduced recently as he has been focusing more on the Chiang Mai Night Safari project, also being run by Dasta.

Mr. Tunya Hanphol is acting Director of Dasta, a native of Trat and is a former chief of the Provincial Waterworks Authority. His role in the development of Ko Chang is not as wide ranging as Mr. Plodprasop's role. He works closely with Dasta's field manager Mr. Nut Hirunrat, former deputy chief of the Treasury Department. Most of Dasta's outreach officers originate from Trat; however there is some concern over the ownership of plots of land on Ko Kradat and Ko Kut which are major satellite islands off Ko Chang, where some large scale projects are expected to be developed in the future.

Mr. Sanya Kerdmanee is Chairman of Ko Chang Tambon Administration Organisation (TAO) in northern Ko Chang and Mr. Pongsathorn Salakpetch is Chairman of Ko Chang Tai, the TAO of southern Ko Chang. Both these TAOs are quite influential in terms of the development of the island as several projects require their approval. Mr. Sanya also owns a beachfront resort at Klong Prao beach, while Mr. Pongsathorn is the brother of a Democrat MP for Trat Teera Salakpetch. Tambon Ko Chang Tai is less developed than Tambon Ko Chang.

Mr. Somkiat Swangsawai, Mr. Phisut Ratanawong and Mr. Olarn Assavarithikul are influential business figures. Mr. Somkiat has close ties with the Charoen Pokphand Group and is a top prawn farming operator in Trat. He also owns a hotel on Ko Chang.

Mr. Phisut is managing director of Ko Chang International, operator of Ko Chang's ferry service, and owner of the island's biggest shrimp farm. The farm is being investigated by the Department of Special Investigation for alleged mangrove encroachment. Mr. Olarn is an owner of Ko Chang Laguna Grand Resort, one of the island's biggest resorts, which has been accused of beach encroachment and unlawfully modifying the coastal area, causing damage to the ecological system.

(Samabuddhi, 2005d)

4.5 Involvement of Dasta (Designated Area for Sustainable Tourism Association)

The former Prime Minister, Thaksin Shinawatra's administration launched a plan to develop Ko Chang into a world class tourism destination in 2001, and thereby established in 2003, a public government organisation called Dasta (Designated Area for Sustainable Tourism Association) led by Mr. Plodprasop Suraswadi, who was Assistant to the Prime Minister's Office. This organisation was set the task of drafting and implementing a tourism development blueprint and to integrate work between the relevant agencies to reclaim forest land and public beaches which had suffered from land encroachment. Although this organisation had many good intentions it appears that a number of the projects planned for Ko Chang have not been delivered.

A number of projects were put forward by Dasta in 2003 for developments on Ko Chang and "the government set aside a total of around 900 million baht for Dasta" (Samabuddhi, 2005e) to complete these projects. By 2005 most of Dasta's projects were still in the study and design stage, which included the development of a sewage management system, laying of an undersea pipeline to take fresh water from the mainland to satellite islands, and the construction of Ko Chang naval battlement memorial. The most advanced project under construction was that of a garbage disposal site, which is located on a 25 rai plot of land in the national park area. However in 2005, it was reported that the only complete project was the construction of "Dasta's outreach office and luxury wooden cottages catering to the agency's executives and visiting government officers" (Samabuddhi, 2005e)

4.5.1 What is Dasta

The Designated Area for Sustainable Tourism Association (Dasta) was founded on 2nd June 2003 with the main purpose of managing the growth of the infrastructures on Ko Chang while maintaining a harmonious balance between nature conservation and tourism development. It was therefore to care for the environment, prevent future damage and renovate and preserve the original natural conditions of the area. Dasta officially commenced its operation on the 1st of October 2003 when the Government approved the policies and strategies to develop Ko Chang for sustainable tourism in a short term plan for the period 2004-2007 and in the medium term plan 2008-2012, according to the administrative committee of Dasta.

4.5.2 Dasta's Vision

Dasta's vision for Ko Chang is to develop the target destination by using existing resources available, thereby developing the quality of tourism services to meet global standards so that the designated area will always be attractive to tourists. To achieve this Dasta has three visions appertaining to the development of Ko Chang and its surrounding area, namely:

Vision 1: to collaborate Natural and Cultural diversity by bringing in ideas, activities and development projects that can represent the unique nature and culture on Ko Chang.

Vision 2: to develop the destination's identity and standardize the local tourist service to be consistent with the global criteria, thereby promoting Ko Chang as an international tourist destination.

Vision 3: to promote green management leading to a world class destination, thereby protecting the environment as much as possible while attracting more tourists.

In keeping with these visions Dasta has designated four zones, each zone with a different idea for the development for Mu Ko Chang National Park. Each idea is named after a jewel so collectively being called the Jewels of the Gulf of Thailand, as follows:

Vermarine is the first Jewel which represents the Ko Chang area and will emphasize development on multi-eco-tourism and eco-village development.

Aquamarine is the second Jewel which focuses development on Ko Maak and surrounding islands and emphasises it as the centre of marine activities such as diving, snorkelling and other water sports together with the possibility of an aquarium.

Emerald is the third Jewel which focuses on Ko Kood and surrounding islands emphasising the building of the tourist destination around an exclusive zone with strict measures in place to revive and conserve its environment.

Ruby is the fourth Jewel which represents Trat's coastal line emphasizing the development on historical tourism, culture, local customs, agro-tourism, fisheries and fishing activities.

Many of these projects proposed by Dasta, which make up these "jewels", will be described in more detail in the following chapter when discussing local communities as it is these projects which will have the greatest affect on local people in the future.

4.5.3 Dasta's Policy

Dasta's policy is to administrate an effective, multiparty joint effort to maintain a balanced correlation, interaction and rapport between nature conservation and tourism development. Whilst doing so Dasta's main policy is aimed at increasing the number of tourists (Thai and foreign), as well as enhancing the quality of the product on offer and therefore improve local income. The work process of Dasta places emphasis on coordinating, supporting and collaborating at all levels, residents and communities together with the private and public sectors, to ensure that the area attains the potential to become an ultimate international tourist destination. To deliver this Dasta focuses its attention on four zones in the Mu Ko Chang National Park, being Ko Chang, Ko Maak, and Ko Kood together with their surrounding islands and Trat's coastline, including the sea area. This total area is approximately 4,280 square kilometres. This thesis however concentrates on the National Park's main island being Ko Chang.

Dasta was given the task of reviewing previous master plans for Ko Chang in order to create its own new development plan to address the needs of all stakeholders in Ko Chang including the resident local communities and business people, while ensuring the preservation of the environment. To achieve this Dasta reviewed several master plans, such as:

- The Department of Public Works and Town & Country plan which laid down basic policies for the development planning of Ko Chang.
- The National Economic and Social Development Board (NESDB) plan of 2002 which aimed to be the basis of private sectors development control on Ko Chang and nearby areas. The focus of this plan was to increase the number of tourist visitors to the island, but the plan lacked geographical research such as the clarification of geographical mapping and the legal distribution of land ownership.
- The Tourism Authority of Thailand (TAT) plan in 1994. However, this Master Plan which was implemented by the Thailand Institute of Scientific and Technological Research (TISTR) assigned by TAT was found to be slightly dated and was therefore taken out of the revision to avoid confusion, as the data included in the plan had changed significantly.
- The Development and the Design of the Construction of Ko Chang Project by the Civil Department and Urban Planning (2003-2004). This Master Plan focused on creating a detailed chart of land usage and conservation requirements to develop infrastructure and transportation for the relevant target areas, being: the national park area; the forest area; the mangrove forest areas and waterfalls, community areas, coastline areas and coral and under water resource areas.

4.5.4 Dasta's Objectives

Dasta's main objective was to design an action plan, which would be a revised version of the previous master plans detailed above, in order to create and launch policies and strategies for the development of the special areas for sustainable tourism on Ko Chang. In seeking to retain all the worthwhile efforts and practical ideas included

in these previous plans Dasta would have had to consider the following principles in their development plan:

- the planning of land usage and community development
- the development of basic infrastructure
- the conservation and revitalization of the environment of Ko Chang
- the conservation and promotion of community development
- the participation of local people in tourism development
- the promotion and marketing of tourism to increase the numbers of tourists without destroying the environment
- the spread of sea activities to all areas not just Ko Chang
- the development of more tourism areas on Ko Chang.

Although Dasta was given the authority to create this new master plan it has suffered a slow start. Mr. Tunya, Dasta's acting director, "admitted slow progress, particularly in drafting the tourism development plan" (Samabuddhi, 2005e) which was apparently two years behind schedule. The three agencies plans that were included in the review carried out by Dasta, detailed in the previous section above, had previously spent more than 70 million baht produce their plans. However, Dasta did not consider these to be good enough and so hired an external consultant at 4.5 million baht to complete this work. In commenting on this, Mr. Tunya said that "agencies must work more closely together in drafting a master plan instead of spending a lot of money doing their own versions"(Samabuddhi, 2005e). Mr. Tunya also blamed the slow progress of implementing the plan on Ko Chang as being due to illegal occupation of several plots of public land where infrastructure construction projects were planned. Furthermore he cited the reason for the delayed construction of the garbage disposal plant and the waste water treatment facilities was the result of the agency not being able to find suitable land for their construction.

4.6 Evaluation of the Impacts of Tourism Development on Ko Chang

This chapter has sought to describe the current situation of tourism development on Ko Chang. It has stated numerous problems which could become serious issues if not addressed effectively and which could lead to the deterioration of Ko Chang. The next part of this thesis will therefore briefly evaluate the impacts of tourism development on Ko Chang by highlighting the positive and negative aspects of tourism development that can be witnessed on the island, and examine the importance of monitoring tourism development to ensure the sustainability of the islands natural resources.

4.6.1 Benefits of Tourism Development

The holiday destination of Ko Chang has gone through and is still going through large scale changes since the start of its development in 2001. With the increase of more international tourists visiting the island, this can cause damage to the environment as has been described above. Also with the increase of foreign and domestic investors, a lot of the earnings from tourism are not being retained in Ko Chang but are flowing elsewhere and therefore are not available to be used to help sustain the natural resources of the island to the level that some people would like to see.

But, not all development is negative and there are areas of development on Ko Chang which are potential investments for the future of the island as long as they are developed with care. Tourism on Ko Chang has raised educational standards and created new schools for children to attend. It has given the opportunity for the island to have a proper road structure although this is still in the course of completion, but construction so far has proven efficient for the local people to travel with greater safety. For example, Wat Salak Phet School was in an extremely poor condition with the roof and walls' being full of holes, but now the school has been selected to become a 'dream school' under the Government's "One district-One Lab School" project (McNamara, 2005b). With the new road students can now wear socks and shoes to school which was impossible under previous conditions.

Tourism also plays a role in the conservation of heritage, culture and historic monuments, together with the wildlife and the environment, therefore with tourism economic benefits; the protection of these areas is possible. Tourism development will always require and so provide a better infrastructure, better services and there will be more foreign income circulating around the island. However, in order to maintain these developments as a positive, services and skill levels must be maintained and all development must be controlled to ensure the sustainability of natural resources. Furthermore in order to ensure that these standards are maintained it is necessary to monitor and evaluate tourism development on a continual basis.

4.6.2 Monitoring Tourism

It is clear that tourism development is an activity of wide dimensions involving many organisations in both the public and private sectors, domestic and abroad, making it a difficult sector to manage and control. However, in order to monitor the sector's growth and development it is necessary to establish a national organisation with the responsibility and authority to undertake this task. In this context "monitoring implies the tracing of developments against objectives and performance indicators" (Lickorish, 1991: 76) Measuring techniques are well established in economic and environmental areas, but to measure the social and cultural impact of tourism can normally only be gauged over longer periods of time. A further problem is the difficulty that can be encountered in measuring the social effects of tourism on local resident populations. Government organisations have to be aware of these problems when devising appropriate monitoring techniques otherwise the resulting outcomes are likely to be skewed.

4.6.3 Evaluating Tourism

The monitoring process leads into the evaluation process, where the evaluation of tourism should include a comprehensive review of the performance of the sector against its targets. This would be seen as an examination of component activity and would inform consideration of future needs and required changes. It is important to

remember that “a strategy for tourism development not only focuses on the needs of the tourist and the tourism sector, but also on the needs of the host community without whose goodwill and receptiveness tourism cannot flourish” (Lickorish, 1991: 77).



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CHAPTER V

LOCAL COMMUNITY REACTIONS TO TOURISM DEVELOPMENT

5.1 What are Local Communities?

This thesis has described the situation of tourism in Thailand including many issues that have affected the country over a number of years. It has also described the situation of tourism development on Ko Chang, focusing on both the positive and negative aspects that tourism development has brought to the island.

Chapter IV examined some initial guidelines that were put into place for Ko Chang as early as 1991 in order to ensure that the development of Ko Chang move forward in a manner that ensured environmental conservation, a sustainability of the natural resources and a controlled but significant growth in tourism. However it can be clearly seen that not all these guidelines have been followed. The governments role together with the role of its various agencies were described to give an indication of each agencies area of responsibility and in particular the role of Dasta (Designated Area for Sustainable Tourism Association) was highlighted as they currently have responsibility to ensure that the development of tourism on Ko Chang is sustainable. The purpose of this chapter is to examine the affect of tourism development on Ko Chang from the perspective of the local people and their communities, whom some may argue are probably the most important and most affected, people of the island. This is of particular importance because, as quoted in chapter IV, “a strategy for tourism development not only focuses on the needs of the tourist and the tourism sector, but also on the needs of the host community without whose goodwill and receptiveness tourism cannot flourish” (Lickorish, 1991: 77).

As this chapter focuses on local communities on Ko Chang and their involvement with tourism development, it is first necessary to understand what is meant by “a local community” when this is being referred to. For instance, would one assume

that a community only represents the local inhabitants of a particular place or could it include migrant workers who are also resident? For the purposes of this thesis a broader definition by Johnston has been used by applying the definition that a community is “a social network of interacting individuals, usually concentrated into a defined territory” (Scheyvens, 1997:16)

Sproule and Suhandi (Singh et.al., 2003: 21) said that “while communities can have many things in common, they are complex entities and should not be thought of as one homogenous group. Communities are comprised of specific groups, such as tenants and landowners, the wealthy and the poor, and old and new residents. Different interest groups within the community are likely to be affected variably by the changes associated with tourism... [and]... depending on the issue, a community may be united or divided in thought and action”.

5.1.1 Endogenous Factors

When considering a community there are a number of factors that will affect its structure. The first group of factors emanate from within the community itself and are called endogenous factors. These factors include the local population mix, length of residency, extent of local ownership, level of local involvement in tourism, and the existing decision-making power structure and processes that are in place. These factors all play an important part in what makes a community function, with the added complication that they relate to two specific and sometimes disparate groups, the public sector and the private sector. The public sector generally includes the policy makers, planners, government agencies and regional and local authorities, whilst the private sector includes entrepreneurs, corporations and the resident population.

In Ko Chang a number of public organisations are involved in developing the island and its communities and these have been highlighted in chapter IV under government roles. This chapter focuses attention on a number of the more powerful and influential of these agencies, which include, Dasta (Designated Area for Sustainable Tourism Association), the National Park and the Ko Chang Sub district.

5.1.2 Exogenous Factors

Factors which emanate from outside the community are called exogenous factors. These are also important to the cohesive functioning of a community and include increases in immigration of people into the community and increases in the external ownership of businesses which are operated within the community. On Ko Chang there has been increased immigration, due to the increasing demands of the construction industry feeding the needs of tourism development. This has also led to the importation of cheap labour from outside Thailand, in order to facilitate this rising demand. Furthermore the increase in the number of outsiders (foreigners and Thais) buying land on Ko Chang also has an effect on the local communities which can in some cases, cause a breakdown in community relations. Some local inhabitants will not like the changes and will not feel confident with the attitude and views of people they see as outsiders, whilst others will welcome such changes.

Sakol Sunet, advisor to the Tourism Business Association of Trat said that “thirty per cent of businesses on Ko Chang and neighbouring islands were local operators, while national-level investors accounted for sixty five per cent and foreign investors nearly five per cent (Bangkok Post, 2005b)

5.2 Community Development

It is important for a community to place the local people at the centre of its development. With tourism becoming the main influencing agent of development in many communities on Ko Chang, it is necessary to understand the nature of community development and who can ultimately benefit from this process of tourism development. A definition of community development was tentatively put forward by the UN as “a process designated to create conditions of economic and social progress for the whole community with its active participation and the fullest possible reliance on the community’s initiative” (Singh et.al., 2003: 163). Unfortunately on Ko Chang, initial development was started with little participation from and little knowledge of, the local people and as this initial development was minimal, the affects on the communities

went unnoticed. However as Ko Chang began to attract more tourists and outside investors, development has increased rapidly with the general exclusion of the local communities, which in turn has caused a number of problems on the island with the environment and those local communities.

However an interesting approach to community development that would overcome such problems on Ko Chang is that of alternative tourism development which includes the concept of sustainable tourism. This type of development tends to be focused on the basic needs, the people and the environment and centres on a grass-root participatory approach that empowers local people. Ko Chang needs to be developed through alternative tourism relying on local participation. Although Dasta claims that local people are involved in tourism development plans it would appear that this is not always the case as there have been several complaints stating that Dasta have ignored local opinion. These complaints will be examined in greater details later in this chapter.

5.3 Community Tourism Factors

It is possible to identify three key supply elements in a community. In the case of urban areas Jansen-Verbeke (Singh et.al., 2003) argues that attractions are the primary elements of supply which comprise of activity places (e.g. cultural, sport and amusement facilities) and their leisure setting (physical characteristics and socio-cultural features). For most resort communities attention is placed on providing entertainment (e.g. casinos, night clubs, bars, amusement parks, cinemas), and quality sporting facilities, particularly water-based, with less attention to cultural facilities (e.g. museums, galleries, theatres). She further states that socio-cultural features in rural areas can offer great interests for tourist by promoting the community's folklore, local customs, language, architecture, ambiance and general friendliness. Ko Chang boasts a wide range of tourist attractions which contribute significantly to the resources available to tourism, as described in chapter II. However, to protect the natural resources of Ko Chang only 25 percent of the island can be utilised for development and with the demand for tourist accommodation this has a limiting effect on the development of vast entertainment complexes. This is an encouraging factor for the people of Ko Chang, as

such complexes, if developed, could take away the natural beauty of Ko Chang and has a detrimental affect on the local businesses on the island.

There has, more recently, been discussion around the provision of entertainment facilities such as a casino being built on one of the surrounding islands off of Ko Chang, in the south, and a giant undersea aquarium being built, also. It is difficult to see how entertainment centres such as these will respect and contribute to the preservation of the environment as part of a policy of creating sustainable tourist development. Although the opening of a casino will create some job opportunities for the local communities much of the skills necessary to manage and operate this type of business will need to be imported. Furthermore, investment is likely to be from private external sources and therefore profits made will flow back out of Ko Chang with little or no investment going back to the island or its communities. The idea of constructing a giant aquarium and so taking fish out of their natural habitat and putting them on display in an area that is already rich in the natural environment that they currently inhabit, also seems to be at total odds with the concept of developing sustainable tourism and so preserving the natural resources and protecting the environment.

The secondary elements of supply focus on the services that these communities offer such as accommodation, retail facilities and markets. In 2001, there were around 1000 rooms available to accommodate tourists on Ko Chang, which by 2005 had risen to over 4000 rooms, with ongoing construction continuing to further increase these numbers in response to the increased demands of tourism. Coupled with the demand for more accommodation is the growth in the provision of shops, internet cafes and markets in order to satisfy the needs of the increasing numbers of tourists visiting the island.

Tertiary elements of supply relate to the infrastructure such as roads, transportation, utility supplies, information offices and parking. In the case of Ko Chang, infrastructure development is relatively good considering that not too long ago it was still a very quiet island with no electricity, poor conditioned roads and the main mode of transportation was by boat or on foot. However as one travels around the island it is possible to observe the emergence of a complex and diverse developing

infrastructure coupled to the growth in the provision of accommodation. This is apparent when travelling from urban areas to rural areas and can be seen clearly when travelling from the west coast of Ko Chang, which is now very developed, to the east and south coasts, which are yet to be affected by serious development and although the roads are in good condition, there are no road lights making it dangerous to travel after dark.

5.4 Local Participation and Empowerment

It is important that communities feel empowered before becoming involved in tourism planning as it gives them a choice to decide whether or not tourism is an appropriate activity for them to pursue, and so that they can have some control over any tourism which develops. Unfortunately, in the case of Ko Chang, development has accelerated so fast, without participation or consent of the local communities that it has resulted in numerous complaints and conflicts. Projects have been put forward, more recently, to involve local communities in development however, it would seem that this is a little too late in the process as the development and construction of new resorts and the destruction of the environment is already happening.

Scheyvens (1999) conceptualises empowerment in tourism as being economic, psychological, social and political. Scheyvens concepts are based in part on the work of Friedmann (1992) and are examined in more detail below:

- Economic empowerment allows local communities to benefit financially from tourism, and signs of this empowerment can be seen when there are, for example, lasting economic gains to a local community and the cash earned is shared amongst many households in the community. It needs to be ensured that most profits do not just end up in the hands of influential businessmen, outside operators and government agencies, which can often be the case.
- Psychological empowerment is important for developing the self-esteem and pride in local cultures and natural resources. Self-esteem is usually raised when there is

some outside recognition of the uniqueness and value of the community's culture, natural resources and their traditional knowledge. Also, the opportunity of employment and ability to earn money can lead to an increase in status for those who may consider themselves to be part of a disadvantaged group within society such as youths and the poor. Signs of disempowerment can arise when tourists leave a community with a feeling that the local culture and way of life is inferior to their own which in turn could leave local communities disinterested with the tourism industry as a whole. Unfortunately, whilst tourism continues to attract foreign earnings, the culture and way of life of some of these local people can be sacrificed as there can be a greater interest in making money. This can be seen in Bang Bao, where fishermen have left the fishing industry and now follow the more lucrative business of transporting tourists to and from Ko Chang and other surrounding islands. The fishing industry is therefore being sacrificed and replaced with tourism activities due to the attraction of money.

- Social empowerment tries to maintain a community's social balance and helps in certain areas such as education and health care. A community's ability to bond with each other works better when individuals and families work together to build a successful tourism venture, and funds raised are put forward for community development purposes such as the building of schools and improvement of infrastructure. However in many cases a lot of local people lose interest in helping their community and seek work elsewhere, especially those in the younger age group who have less ties and a greater flexibility to move on. These youths can seek opportunities elsewhere and often will turn their backs on their traditional culture and lose respect for their elders. Furthermore money can corrupt and it can often be seen in a developing community that rather than a spirit of cooperation being created between families and between different ethnic or socio-economic groups, these groups will often compete with each other for the benefits of tourism and jealousy amongst local people becomes common.
- Political empowerment is best represented where people can voice their opinions and raise concerns about development initiatives. This political involvement

represents the needs and interests of the community groups, where agencies involved in development should ascertain the opinions of the local people and provide opportunities for them to voice their concerns as part of the decision making process. However, in most communities there are one or two of the more influential members of that community who tend to gain most of the benefits and although they can give back just enough to the community to gain trust from the local people, their failure to fully involve their local community in the decision making process can result in many conflicts and complaints.

Community based tourism requires public participation in the decision making process and local involvement in the benefits of tourism. Participation in decision making gives the local people the opportunity to voice their wants, desires and express their fears in relation to the proposed developments, which will positively contribute to the planning process for the growth in tourism. Another important factor that authorities should encourage in community based tourism, is to influence local people to work in the tourism industry and open up businesses by offering training courses and to educate them about the role and effects of tourism in the area without affecting their cultural values. With the increase of small scale locally owned businesses this already acts as a form of empowerment which will benefit the local people and allow little capital to leak out to outside interests.

5.5 Community Relationships

The following part of this thesis will describe four possible relationship scenarios which were stated by Cater and Lowman (Singh et.al., 2003), and that can occur when dealing with tourism development and the effects on local communities. These four scenarios are: a win-win scenario, for which the example of Uluru National Park in Australia was given; a win-lose scenario, for which an example of Bermuda was given; a lose-win scenario, for which an example of Atlantic City in the USA was given; and, a lose-lose scenario for which the example of Benidorm in Spain was given. It is important to examine these four scenarios as it will help identify the category in which Ko Chang might fall.

5.5.1 Present Situation

a) Win-win scenario

The win-win scenario is one where both the community and tourism benefit. A good example of this is community based tourism, where the community is in full support of tourism, and participates and benefits from it and which guarantee's the conservation of the resources of the community itself.

In the case of Uluru (Ayers Rock), which is an internationally recognised tourist attraction in Australia, the aboriginal communities have become involved in the tourism industry and have representation on the management board that administers the park. The Aboriginal communities have control over how tourism is presented, ensuring that the cultural and religious significance of their peoples attachment to the park is given the highest degree of protection and respect. This is an excellent example of a win-win relationship where local communities in the park benefit economically and all businesses in the cultural centre are owned by aboriginal people based in the communities.

In the case of Ko Chang and its local communities, it is clear that it is not a win-win situation as there have been too many complaints and negative aspects of tourism development which have already scarred the environment and the community. Such as the encroachment of land, water shortages, air pollution and noise pollution, to name just a few which have been described in the previous chapter. Due to these problems constantly arising, it is clear that both the local communities and tourism are not jointly benefiting from this development.

b) Win-lose scenario

A win-lose scenario may exist where the community benefits but tourism does not. This can happen where limitations are placed on the number of tourists allowed to visit an area at any one time to ensure that the host-guest ratios are appropriate to cope

with the influx of visitors. The community benefits because the emphasis is put towards promoting quality tourism, stressing meaningful interaction between residents and tourists, encouraging higher levels of spending with minimal leakage and less negative impacts. An example of this can be seen in Bermuda, which is one of the world's premier island destinations and where tourism was initially characterised by rapid growth, followed by a conservative tourism policy which promoted quality tourism for high spenders but concentrating on attracting only low number of tourists through narrow niche markets. This was achieved by placing a suspension on new development, promoting an upgrading policy on hotels and restricting cruise ship arrivals. As a result of this there is now a smaller imbalance between residents and tourists and with a greater focus being placed on high spending tourists, the community continues to benefit.

This is not the case in Ko Chang as the authorities seem to be aiming to develop and increase tourist numbers as much as possible which is resulting in an increase investment of outside capital being introduced to the island which will result in an outflow of profits earned, rather than a benefit to the local communities. As it is not the intention of either the local authorities or government authorities to limit development or construction on the island then the number of tourists visiting each year will continue to increase with an ever increasing outflow of profits earned by external investors with little investment being put back into the communities. Although there has been talk of restricting the number of cars on Ko Chang by 2007, this has yet to be implemented.

Although the development and construction of new resorts is good for the national economy, especially where it increases the number of foreign tourists and thereby foreign earnings for the country, it can also produce negative results such as over-population and the degradation of the environment. Furthermore in some cases one can see the emergence of the less desirable aspects of tourism which can bring with it increases in the levels of prostitution and crime. As a result of all these factors, the community will suffer.

c) Lose-win scenario

Lose-win is the third scenario. According to this situation, the community loses while tourism gains. An example given for this scenario is that of Atlantic City where the negative effects of gambling has had an impact on the community. There has been a loss of agricultural land and urban decay has set in where residential areas are declining as a result of buildings being demolished by the casinos to make way for the increasing need for bigger carparks. Crime figures have risen, prostitution is evident and competition amongst businesses is high.

Although gambling is not an issue on Ko Chang and therefore the analogy is not an exact fit, this scenario of lose-win can still relate to the situation on Ko Chang. Tourism development has increased rapidly over past years and local communities are finding it hard to cope with this new life style. More hotels and resort complexes are being built which utilise vast areas of land and the types of tourist who are visiting the island are changing. These new type of tourist, the mass tourist, come with higher expectations and needs, as described in chapter III, requiring better and higher levels of services which some local people are not capable of providing. Chapter IV also describes the problems that mass tourism presents and suggests that the local communities on Ko Chang are losing out through tourism development. Despite this, tourism continues to flourish with more tourists visiting the island and construction projects continuing in order to satisfy and cater the needs of these different types of tourist. An interview with a foreign local called Helli from Helli's kitchen on Hat Sai Kao, who has been on Ko Chang for over ten years and owns her own hotel and restaurant stated that in the tourism areas "local people are like aliens suddenly on their island...they are strangers on their own island."

d) Lose-lose scenario

The fourth scenario is a lose-lose scenario, where both the community and tourism lose out. The example used for this scenario is that of Benidorm in Spain, where quiet fishing villages along the Mediterranean coast were transformed into tourist

destinations. Over time Benidorms' coastline became the worst excess of mass tourism with unplanned and unsightly resort developments appearing everywhere along the coastal area with the result of polluted beaches and the degradation of natural areas. As a result the tourists stayed away and the tourism market declined. The host population lost out in the sense that their culture and traditions had been changed as a result of tourism.

In the case of Ko Chang, tourism is not losing out as it continues to flourish with greater levels of outside investment producing more tourist accommodation and with a growing popularity attracting more and wealthier tourists to the island, which is contributing to the national economy by raising the level of foreign earnings. The local communities, although partially gaining through increasing job opportunities are also partially losing as they are having to suffer the negative effects of tourism development as described in the chapters above.

5.5.2 Future Possibilities

Ko Chang appears to have the best fit with the third scenario above, the lose-win scenario, where tourism is benefiting from development while local communities are losing out. However if the agencies involved in the development of tourism on Ko Chang, such as Dasta, were to distribute more power to and show greater attention in the local communities, community based tourism could be adopted as the norm. If such a way forward were to be pursued, there could easily be hope for both the local communities and tourism to prosper together.

Attention must be given to controlling and sustaining development on Ko Chang as there is concern that uncontrolled mass coastal resort-based tourism will increase, where the focus is on a short-term economic gain at the expense of the long-term loss to the community and the environment. Chapter III discusses the affect of tourism development in Pattaya, where a once small fishing village became over-developed into a booming resort town where all natural resources were exploited resulting in serious long-term community and environmental damage. Ko Samet and Phuket are other

examples where tourism has developed to such an extent that it is damaging the natural beauty of these islands, not forgetting the socio-cultural effects it has on local communities.

Although Ko Chang and its surrounding islands are said to be developed under the control of Dasta which is in support of sustainable tourism, there is still great concern that this will not be the case. Thailand has witnessed other island destinations being consumed by the tourism industry, and Ko Chang appears it might be heading in that same direction. Once Ko Chang has been exploited of its resources, there will be nothing left, and as a result tourism and the local communities could both lose out, although, unfortunately, in such a scenario, it will be the communities remaining that will lose out the most. However, Ko Chang does have 75 percent of its island protected by law with only 25 percent available for development. For this reason it is a strongly held view by local authorities and other stakeholders involved in the development, that Ko Chang will survive this initial phase of development.

An interviewee named Winai Kawichai, who is a Tourism Business Specialist for Dasta, said that “I absolutely expect that Ko Chang will be a unique place for sustainable tourism like this, for as long as it can be”, but this then just raises the question, “for how long”.

5.6 The Roles of parties involved in Tourism Development

The roles of those involved in development is important as it will give positive or negative feed back towards the way development will occur.

As this chapter is focusing on local communities more attention will be put towards local people and their behaviour towards tourists, their community, the environment and other brokers that are involved in tourism development.

However it is also important to describe the roles of brokers towards themselves, the tourists, the local people and the environment because their involvement in tourism is crucial and plays a massive role in the way development can evolve.

5.6.1 The Roles of Brokers

Tourism brokers include those who are involved in administration, marketing, tour operations, guides and hotel and tourist staff. The tourism broker's number one priority towards tourists is to secure appropriate standards which will enable them to structure the best and safest programmes for tourism, convenient and safe transportation, hygienic conditions, and to protect the rights of their clients. These brokers must be sensitive to the fact that different categories of tourists have different needs and desires. The tourism administration, as well as local, regional and national governments are responsible for tourism policies and for creating the necessary conditions for the development.

The broker's role aimed at the local people is to create within them a confidence that they will benefit both economically and socially by participating in the planning and development of tourism within their communities. In Ko Chang, most local people seem not to be consulted or informed of the development plans for their island and little money is put back into the community as too many outside investors are buying up and developing land with the result that any profits made are taken back out of the island. Even though it was said that there are community meetings on Ko Chang, these meetings rarely involve the local people and tend only to involve those who can benefit from development. Those who can not benefit from such plans will not be informed as they might disagree and raise questions.

Brokers must have respect for local values, ethical norms and religious beliefs and if possible the everyday life of the local people and their customs should not be compromised by the presence of tourists. The rights and interests of the local population should be respected and development should not aggravate their living conditions.

Local values and beliefs are rarely disturbed when dealing with development. Most brokers involved with development will not jeopardise the culture of the country, however the rights and interests of the local people are sometimes not respected. These local people have no power when it comes to influential businessmen buying up land and constructing on Ko Chang, their knowledge on this matter is small, and it is easy for outside investors to get their way where in some cases a large sum of money will be given to satisfy the local people. For this reason a loss of trust can easily develop between local people and new comers to Ko Chang.

The broker's role towards other brokers will always be competitive. Ko Chang used to be a very isolated island where everybody knew everybody, and everybody helped each other, this has changed drastically since the beginning of development. "Money changes people", as Helli from Helli's Kitchen said in her interview. The local people who once helped each other when needed would now be competing with each other in order to make that little baht extra. Therefore it is vital for the broker to provide leadership in the areas of marketing and promotion and distribute information freely, in order to help the development of the industry.

The broker's behaviour towards the environment is also vital. Those who respect the environment will have the greatest chance of success.

5.6.2 Roles of Local Residents

The roles of local people towards tourists should always be amicable, and in the case of Thailand always are. Local communities should protect their cultural identities and values. If the main purpose for local people is to gain money from tourists, then in some cases the original cultural values that at one time were valued, may become over commercialised and replaced by a culture which comes across as being fake. This can be seen in the case of fishermen on Ko Chang. Before development, fishing was their industry; however this has been taken over by the tourism industry, where more money is involved. The local people who once fished, especially in the village of Bang Bao,

have now turned their fishing boats into tour boats taking tourists out to fish or snorkel or transporting tourists too and from Ko Chang to other surrounding islands.

The local roles towards their community should always be respectful. However in the tourism industry there are always changes and a loss of traditional values resulting with negative impacts. Therefore local people need to find places within the community but away from the tourism industry where natural and cultural ways of life are allowed to function without interruption. The local population should always take care and protect the natural and cultural heritage in which they live and work thereby valuing and protecting their local resources.

The local people should also have clear communication between them and the brokers. These may come in the form of public meetings or other forums allowing residents the chance to express their feelings on development projects affecting their lives. Communication amongst brokers and local people is very important. It is vital for the local people to express their feelings towards development plans and other issues on Ko Chang. Unfortunately influential people involved in development are aware of what they are doing and know the consequences, but little concern will be put towards the local people, because their concern will only disrupt development plans, not aid them.

5.7 Local Community Involvement in Tourism

As mentioned above, this chapter will be focusing its attention on local communities and how they are being affected by tourism development on Ko Chang. In the case of the potential benefits of tourism such as the increase in employment it must be taken into account that if job creation turns a community of self sufficient farmers, fishermen and traders into a community of employees reliant on a resort for low paid seasonal jobs such as cleaners and service personnel, it would be hard to say that this is a 'good change' that has occurred. Therefore it is important that tourism development supports the livelihoods of the local people by maximising the positive effects for their community.

Using tourism to promote community development can be seen as a great idea in principle, however in practice can have difficulties. One problem which might come into effect is the heterogeneous nature of communities. In a lot of cases, communities are separated into various categories such as class, gender and ethnicity, and some families or individuals are likely to claim certain privileges because of their apparent status. In such cases it is unlikely that community members will have fair access to involvement in tourism development and the benefits it can bring. Most community areas on Ko Chang are owned by either a family or other influential people who are recognised as the 'Pu Yai' of that area. 'Pu Yai' translates into 'influential elder', therefore any plans to develop, or other issues that local people want to talk about will have to contact the influential person of that area. It is important to explain that 'Pu Yai' in this sense means an 'influential elder' of a particular location. It is popular in local villages and communities in Thailand for an influential person with sufficient knowledge and power to serve as a helper for the rest of the people of that community. Therefore if any local people have problems and need help, the 'Pu Yai' will help. He is seen as a well respected person of that area. An interesting point to make when dealing with communities and the 'Pu Yai' is that there seems to be a different concept of community between Thai people and Westerners as Thai people prefer to be under the control and the security of an influential person who guides their actions and beliefs while in the west everyone is more independent and relies on oneself.

An example of 'Pu Yai' can apparently be found at Hat Sai Khao where research revealed that there is one influential person who is recognised as possessing the power over this beach. The person is nicknamed Mr. Lagoon by local people as he emanates from Ko Chang Lagoon resort, and it is said that he is the person to be contacted on behalf of the community if one requires any advice on construction or development on this beach area.

A second problem with identifying tourism as a strategy for community development is that communities typically lack information, resources and power in relation to other stakeholders in the tourism industry, thus they are vulnerable to exploitation.

In the case of Ko Chang, this is a common problem, the information distributed to local communities is limited, and a lot of these communities are neglected when dealing with development plans on Ko Chang.

It is clear that those involved in development on Ko Chang being Dasta or other influential people give little feed back to the local people as their awareness of these plans are small. Although there is said to be local community meetings, for local people to voice their concerns, it would seem that these meetings are held for those who will benefit from such plans. Helli from Helli's Kitchen on Hat Sai Khao mentioned that community meetings will never work as these meetings can be so professional, "where talk is good, but its just talk in order to comfort the people."

The problem of distributing information is slightly better as there is now a radio station opened on Ko Chang which has been in operation for over two years and is aimed to inform local people of all development plans on Ko Chang and other events that should be told to the local communities.

This is a positive way in which local communities can become aware of certain plans on Ko Chang. After interviewing P Nok the manager of Sea FM Ko Chang radio FM 98.25 MHz, she said that "this is a radio station for the community and we try to help the people a lot" and she welcomed any complaints by local people to be discussed on air. Although P Nok has other employees, she personally manages her program from eight in the morning until eleven in the morning, trying to raise awareness of the development happening in Ko Chang. Issues such as electricity shortages, power cuts and water shortages will be put on air to inform the local people of the situation on Ko Chang.

There have been cases where influential people such as Dr. Bamroong Ruamsap, President of Ko Chang Iyara Development Co and advisor to Trat Environmental Conservation Group have shown concern and disagreement with some government authority projects run by Dasta, however were eventually excluded from such meetings to avoid complaints. It would seem that the government agencies involved in the

development plans do not want the local people to fully know about the development situation on Ko Chang as they are not good for the tourism development business.

Another interviewee who wanted to remain anonymous in relevance to the lack of communication on Ko Chang said that “the agencies involved with tourism development do not want the local people to know about the development plans for Ko Chang and probably want to get rid of the local people because they are not good for business.”

Another factor which poses a great threat to local communities on Ko Chang is the lack of experience local people possess with regards to the business sector which includes a lack of knowledge of legal and financial matters and process compared to other tourism stakeholders. This makes it very easy for the stakeholder to gain maximum benefit over a local community when negotiating business deals with local people with the inevitable result that the local people and the community will often lose out.

The local people of Ko Chang have not been educated or informed sufficiently in matters of land management or the realistic value of their land holdings. In addition, many of the younger generation on Ko Chang tend to leave the island to seek further education on the mainland in Trat, Chantaburi, Rayong or even at Bangkok, which therefore leaves the older members of their families with a lot of land to take care of. Dr. Bamroong said that this migration of the young was one of the main concerns for the local people on Ko Chang, as their elder families could no longer manage their land, therefore forcing them to sell.

Other cases involve local people seeing the opportunity to make money and live an easier life and therefore decide to sell. This is how the local communities on Ko Chang are being divided.

Dr. Bamroong said he made an effort to discuss development issues with the local people informing them and advising them not to sell their land to keep some order

on Ko Chang. But if families were in need of money and could not keep up with farming, then selling was the only option. However with new comers coming into the community, this still raises the issue of trust and the community still becomes divided.

Because of these experiences with outsiders buying land, this can then have an effect on the trust level between the two parties, thereby making some communities wary of dealing directly with outsiders and tourists and the tourism industry as they may undermine their cultural principles and their sense of self-esteem.

Helli from Helli's kitchen on Hat Sai Khao, has personally witnessed all development on Ko Chang as she has been living there for over ten years. Helli opened up a small bakery when she first arrived on Ko Chang which she has now developed into a hotel and restaurant. She has therefore seen many changes both positive and negative. She said that the people of Ko Chang were a lot happier without the concern of money. Money was not an important issue on Ko Chang before development started, and life was very basic. However with the increase of tourists and development which has brought in more outside capital, this has had positive aspects on the island as well such as a better standard of living, better transportation and better roads. Helli went on to say that Ko Chang before was like one big family, everybody knew everybody, but after development a lot of trust was lost amongst the people of Ko Chang as more outsiders were coming in and business competition was rising.

She said that the whole of Hat Sai Khao was owned by one family which is still there today; however after becoming rich, a lot of their land was sold. Although there are still local people running small businesses on the island, instead of helping each other, they are constantly fighting each other due to competition and they can not communicate with each other any more. Helli stated that the "community has changed in the sense that now, the community is all about money, power and who is who" and this is the same for the local people as well "power and money is taking over, money changes people".

Helli went on to say that some local people do not know what to do with tourism on the island, she said that “we live in two different worlds, the local people from the villages have nothing to do in these tourist areas anymore”.

Another member of Ko Chang’s local community who owns small bungalows in the in the south of the island in Salak Phet, called Uncle Manop said that most people, being business men or local villagers on Ko Chang are only interested in money, and he found this to be a very negative aspect of what Ko Chang was developing into. He also said that before development everybody helped each other, shared water and other materials because everyone knew each other, but now with more strangers coming in there is less trust in the community.

5.8 Government Involvement (Dasta’s projects)

In the previous chapter, Dasta’s visions, policies and objectives were described to give a good idea of what this agency plans to attain in the development of Ko Chang. It is important to look at the projects Dasta wants to put forward in order to keep development on Ko Chang in a sustainable manner while also paying attention to the local community’s needs and wants. After conducting interviews at the Dasta office, it is clear what Dasta is trying to achieve. They want to develop Ko Chang into a special unique island where every need of the tourist will be satisfied but paying close attention to the environment and local communities, resulting in a win-win scenario mentioned above.

Although this research focuses mainly on the largest island of the Mu Ko Chang national marine park being Ko Chang, it is necessary to briefly talk about its surrounding islands, because these surrounding islands also play a large role in satisfying the needs of every tourist coming to this destination. Four zones will be established to attain the uniqueness of Ko Chang.

The first zone represents Ko Chang Island which will focus on multi eco-tourism and eco-village development. The second zone represents Ko Maak and

surrounding islands which will emphasise development on marine activities such as diving, snorkelling and other water sports. The third zone represents Ko Kood and its surrounding islands which will focus on developing an exclusive tourist destination where strict measures will be taken to revive and conserve the environment. And the fourth zone is that which represents Trat's coastal line which emphasises development on historical tourism, culture, local customs, agro-tourism, fisheries and fishing activities.

Since 2002, when development was still minimal on Ko Chang there were already cases where local people were finding it hard to "adapt to new ways of life in the aftermath of a surge in tourism" (Hutasingh, 2002). Mrs Kham Sayant, a 54 year old who lives in Bang Bao said that "It's heartbreaking to see outside investors buying plots of land that our ancestors cleared for plantations", she said that a government plan to develop the island further would have few benefits for local residents. This was in 2002, before the now departed Thaksin Shinawatra government had a plan to develop the island into a first class holiday destination. The questionnaires handed out in Bang Bao stated that 65 percent of local people were cautious of outsiders buying land in that area, while only 21 percent were delighted and 14 percent were not bothered, however a massive 93 percent agreed that tourism development would benefit Ko Chang by improving transportation, increasing employment and better quality of life, however there is still great concern about the garbage and waste and conservation of the environment.

Since the Thaksin Shinawatra government's plan to develop Ko Chang into a first class holiday destination there have been a lot of complaints about Dasta, which is in charge of sustainable development on Ko Chang. Such complaints came from Bamroong Ruamsap, president of Ko Chang Iyara Development Co and then advisor to Trat Environmental conservation Group stated that "the organisation (Dasta) is killing our island" (Samabuddhi, 2005f). Mr. Bamroong said that Dasta had ignored people's participation in formulating the master plan since 2003, and he also said that some development projects could harm the ecosystem. For example, the two road projects

which resulted in one road cutting through pristine forest areas and the second road destroying part of a mangrove forest.

Another project that was put forward by Dasta was the Salak Kok mangrove walkway. This concrete walkway was constructed through the mangrove forest in Salak Kok, and it can clearly be seen that during construction little attention was paid towards the environment as again a lot of forest had to be cut back and removed, resulting in “grave ecological damage” (Samabuddhi, 2005e).

Dasta however believes that the mangrove walkway will benefit Ko Chang as it offers tourists and local communities an area where kayaking is possible which will attract tourists and create jobs for local people in the area.

Other projects of Dasta include the conservation of the coral reef and all coastal resources, where control measures have been put forward to prevent damage to the reefs. In Ko Kood the creation of an artificial coral reef was used to try and recover the damage already done.

An important factor relating to the protection of the coral reef was brought up by Lisa McAlonie who has been living on Ko Chang since the year 2000. She originally came as a scuba diving instructor but decided to return to her educational background being trained in veterinary medicine in order to help the animals on Ko Chang. As a scuba instructor taking out tourists for diving sessions, she said that it was common to see workers of the national park being alleged of misconduct. Therefore it is possible to consider that the money from tourists paid to use diving sites might not be put back in the national park but could be leaked out else where. There have been several claims of these allegations of misconduct.

The conservation of the giant clam around Ko Rom and Ko Suh-wan is another project which was put forward by Dasta. Dasta believes that by preserving and giving the possibility to plant and cultivate the giant clam and coral reefs in these areas, this will help sustain natural marine resources while offering opportunities for local people

to make more income. This project does not seem as though it can really help Ko Chang as the money invested in this could be used for better purposes, such as protecting the areas that are already damaged on the island. With the increase of tourists on Ko Chang, local people will be able to make more income transporting tourists than cultivating the giant clam.

Other projects include the accident prevention program focused on basic diving and marine rescue training and the Visitors Assistance Network which will help and assist tourists in any way possible on Ko Chang. There will also be community interactive relationships under Dasta's master plan were the main projects are divided into several activities with the request for mutual cooperation from public and private sectors.

The first of these projects include a local committee in preserving Ko Chang and cooperating with Ko Chang sub-district association for the acknowledgement of the need for water treatment, observing recycling requirements and maintaining roads, beaches and waterfalls.

The second project cooperates with the head of Trat Education Service Area Office whose aim is to educate the youth to build an environmentally conscious attitude and has had activities such as the Ko Chang students essay competition, the English tourism camp which was situated in Klong Prao and took place in October 2005 at the Klong Prao school. Ko Kood and Laem Ngop also opened up youth camps to raise awareness among young people to preserve the environment and other activities involving health and well being programs, fitness, diet and nutrition courses and the prevention of infectious diseases.

Dasta also has activities to inform the local communities about its work, it has invited students from the mainland to participate in recycling activities and is said to work together with the local radio station to create an understanding of Dasta's development plans.

After visiting the Sea FM Ko Chang radio station it was actually a foreigner working for Dasta who was involved in promoting the agency over the radio. This seemed quite strange as the information being broadcasted was in English thereby creating a language barrier for some of the Thai people on the island, and any information used would not be understood by the local communities. The Dasta office was confident in stating that their primary aim was to raise awareness of development towards the local people of Ko Chang, and one way of doing this was by using the radio, however P Nok who manages the station was not very familiar with Dasta.

There are also projects concerning the conservation of mangrove forest in Ko Chang and Ko Kood for eco-tourism development; however it would seem that this project is not entirely trustworthy as there are two projects being built in protected forest, and a concrete walkway in the island's most pristine mangroves. (Samabuddhi, 2005e)

Other master projects that have not been put forward which were headed by Plodprasop Suraswadi, were specific entertainment projects such as a 'golf island', 'safari island' and a 'spa island', however these were only ideas put on paper and have not been approved yet. (Samabuddhi, 2005e)

Although Dasta's main priority is sustainable tourism development it can be seen that attention has been put towards the local communities such as education and to the environment such as the preservation of coral reef. However if these projects have already been implemented on Ko Chang, especially those raising awareness on Ko Chang about development and about Dasta itself, why have there been so many complaints?

Dasta was established in 2003 under the deposed Thaksin Shinawatra's government tourism promotion scheme; however after his departure the National Legislative Assembly late last year cut the 2007 budget of 487 million in half.

The Bangkok Post (Waewklaihong, 2007) stated that the budget cut was being taken as positive news by local people as they were unhappy with the previous government and Dasta. Many local villagers have criticised the agency for ignoring the local people opinions on how to develop the island, which completely contradicts Dasta's aims and policy's for Ko Chang. The reason for the lack of trust amongst local villagers and Dasta is due to Dasta's slow progress, and tourism development has not been benefiting the local communities as much as it could of. Dasta was also responsible for several land disputes and several projects had impacted badly on the environment in many areas.

For an agency being in control of tourism development on Ko Chang for approximately four years, it is bizarre that they are not well recognised on the island especially as part of their aims and projects are to involve local community's in tourism development and try raise awareness of what they are trying to do on the island. Conflicts between the national park and Dasta were said to be limited, and that the two agencies work well with each other, however it would seem that this is not the case.

During the researcher's time spent on Ko Chang conducting field work, it was necessary to get in contact with Dasta's office for an interview to report on their views. However the officer at the National Park was not helpful in saying where the Dasta's office was situated and claimed that they did not know the agency. Dasta's office was in fact a one minute walk up the hill from the national park office. This seemed unusual that Dasta was not recognised even by the national park. In their defence this could have been because the name was not said or written in Thai however there was no mention of another office on this site. Those who worked at the national park had very limited knowledge of the English language, yet those in the Dasta office did, if there is a good connection between the two agencies, contacting the Dasta office for more information would have seemed to be the correct thing to do.

This is an agency that has supposed to have taken care of Ko Chang since 2003, and still people are unfamiliar of it. How can tourism development be sustained and the local communities taken care of when the locals are not aware of the agency in charge

and know not of their projects that are suppose to be helping their community. This is one of the reasons for the lack of trust between local people and Dasta.

From conducting interviews at the Dasta office it was said that Dasta has no power on Ko Chang, Dasta can only be held responsible for raising awareness and trying to continue development sustainably. It was said that they have no control as to who builds where and what they build, however a tour operator, Jaroenchai Jaroensapwichit (Waewklaihong, 2007) stated that “many tourism projects are currently encountering delays as investors are required to submit their projects to Dasta, which has been slow in approving them.” From this statement by Jaroenchai Jaroensapwichit, it would seem that Dasta does have some control and power on Ko Chang as investors have to consult them before being able to construct anything on the island. This could be false information because after conducting another interview with a foreign local on Ko Chang, she said that in order to build on Ko Chang you have to get permission from the influential owner of that area.

Prasat Rimchala, head of Dasta’s outreach office, said Dasta does not have the legal power needed to do its job “we simply lack the teeth and cannot order anyone to do anything” (Samabuddhi, 2005e) and it is said that two tambon administration organisations on Ko Chang had refused to cooperate with Dasta because they saw the agency as a threat to their power.

The Bangkok Post (Waewklaihong, 2007) stated that “the royal decree setting up Dasta which gives the agency the ‘power’ to run public services on the island and oversee the island’s development direction was not helpful”. Mr. Prasat also blamed the hostile relationship between Ko Chang residents and tourism operators on one side and forestry officers on the other as one of the main hindrances on Dasta’s operation. He said that “people misunderstand Dasta’s role...they think we conspire with Mu Ko Chang National Park’s rangers, who tend to use harsh measures to crack down on forest encroachers and seize back land”. There have already been cases mentioned in the previous chapter where a lot of the land was alleged to have been encroached on by

national park officers and it is these officers who are accused of being involved in illegal logging as well.

Winai Kawichai, who has been on Ko Chang for 18 years and is a tourism business specialist for Dasta, and who has managed several resorts and owns a travel agency on Ko Chang stated that although development is constantly increasing, there is no doubt in his mind that “Ko Chang will be a unique place for sustainable tourism like this for as long as it can be”, he said that as long as Dasta controls the policy of development and manages the tourism business in the right manner, Ko Chang will continue to be unique, he said that the “the nature is our product”, and by destroying the islands product would not help Ko Chang in any way.

Petitra Pachupeap (Miss Duang), who is the international co-ordinator of Dasta and secretary to the manager said that Dasta has a lack of power on the island, and that there were a lot of misunderstanding's with the local people as they expect Dasta to solve and take care of the problems appointed to them by the local people, but she said that Dasta did not have the authority to do anything in these areas. The only thing they can do is ask for help and co-operation from other sources.

Also, stated in the Bangkok Post (Samabuddhi, 2005e), was that it is the forestry officers through the Mu Ko Chang National Park that implemented controversial projects that many residents opposed, including the construction of two road projects in protected forest areas, a concrete walkway in the island's most pristine mangroves, lodging houses on Ko Ngam, which is Ko Chang's neighbouring island, and a tourist complex in the dense forest near Klong Plu waterfall.

These projects however were thought to be the work of Dasta, an officer from the national park said that “we disagree with these projects too because they cause grave ecological damage”. A senior officer of the Mu Ko Chang National Park denied the controversial projects were the National Park Department's idea. The forestry official who declined to be named said that these projects were the “initiatives of Mr. Plodprasop, which were approved by the government in 2002”. (Samabuddhi, 2005e)

The officer said that the two road projects, which trespass on the national park area, have hurt an ecosystem of lush tropical forest and could lead to massive forest encroachment. He said that “it is necessary to have roads connecting the whole island, but we wonder if there are alternative routes that cause less damage. It was unwise to build the roads in such pristine forest.”(Samabuddhi, 2005e) And the concrete walking bridge in the southern part of the island also severely destroyed a mangrove forest and a nursing ground of marine animals.

It is strange that although the people in charge of development are aware of the negative impacts in these areas, yet state only after the damage has been done to find an alternative way to develop. Due to development already being fully advanced, it is easy to say that other ways would have been better, but it is too late now. It seems that with development on Ko Chang, all those involved in these development projects are aware of the long term negative effects of tourism development, yet they seem to ignore the consequences and try to deal with them afterwards. This is a perfect example where concern is put towards short-term economic gain leading to the expense of long-term community and environmental loss. But as can be seen from other destinations in Thailand such as Pattaya, Ko Samui and Ko Samet, development increases so much that after so many years it is hard or even impossible to bring back the uniqueness of these places.

A 62 year old local native on Ko Chang called Sombat Salakpetch, blamed the government and Dasta for ignoring the villagers opinion in implementing the scheme. He said “over the past four years, the officers have never asked us how they should develop this island. Things happened very fast. We had no time to prepare and protect our communities from the influx of tourism and investments” (Samabuddhi, 2005e)

It would seem that both Dasta, the National park and other agency’s involved in the development of Ko Chang are all protecting themselves when it comes to who is involved in damaging the island. Dasta will accuse local villagers, Ko Chang sub district administration, influential businesses men and the national park for not cooperating with their master plan for the many problems on Ko Chang, while the

national park will blame Dasta and the sub district administration and others for the problems and slow progress of development in Ko Chang and so on. However no one can blame the local people as it is their island and they have the right to state their opinions on development, whether it is agreeing or disagreeing, their opinion should count.

Murphy (Howie, 2003: 100) makes a very distinctive statement that should be considered wisely that “it is the citizen who must live with the cumulative outcome of such [tourist] developments and needs to have greater input into how his community is packaged and sold as a tourist product”, therefore concern for local communities should be first when dealing with tourism planning and development.

5.9 Field Research

A lot of attention has been put towards local communities, their resources, its structure and its involvement and importance in tourism development. The projects put forward by Dasta were also described showing both positive and negative aspects of this development.

Whilst describing Dasta’s projects and analysing interviews done with Dasta’s members it would seem that, despite criticism of allegations of misconduct, their involvement has had some positive effects in trying to involve the local community’s in development and awareness. However, after conducting interviews with local people it would seem that Dasta have not lived up to the expectation of the local people at all. A lot of disagreements with land projects arose and Dasta’s involvement on Ko Chang has been surprisingly slow. There have been many complaints and conflicts amongst different agencies on the island and with the local people. A lot of local people are still unfamiliar with Dasta and its intentions of what they want to achieve on Ko Chang creating a lot of unrest amongst the two parties.

After constant construction on Ko Chang it is evident that Dasta’s main priority is development, with the intention of paying close attention to the local community’s.

Dasta stated that its main concern is the effects tourism development will have on these local community's, but after so many complaints on the island it would seem that this might not be the case.

Primary research material was obtained through two formal questionnaires. The first focused on the views of the local people of Ko Chang who live in small local village areas such as fishing villages, and the second sought the views of local people operating businesses in the more touristic areas of Ko Chang, such as bungalow owners, shopkeepers, restaurant owners and internet café operators. These questionnaires were originally constructed in English and then translated into the Thai language to facilitate completion by local Thai people.

An accidental sampling method was used for distributing these questionnaires, whereby questionnaires were distributed randomly in communities, to local people on the island.

In each community an average of 15 to 25 questionnaires were distributed, but in some communities not all questionnaires were handed back and in a few cases those returned were not complete. However the numbers that were returned was significant and enabled the research to be based on a solid background of information as to what the local people thought of tourism development, and their attitudes about this matter.

It is obvious that people's opinions will vary and the views of local communities on Ko Chang will not be the same as each other. For this reason a total of 173 returned questionnaires were obtained from 12 different communities on Ko Chang as follows:

- 92 questionnaires were obtained from the west coast. These comprised: 17 questionnaires from the developed area of Hat Sai Khao; 13 questionnaires from Chai Chet Beach; 22 questionnaires from Klong Prao Beach, 23 questionnaires from Hat Kai Bae Beach; and, 17 questionnaires from Lonely beach and Bailan Beach.

- 81 questionnaires were obtained from the north, the east, the south east, the south and the south west of the island where fishing villages dominate rather than resort hot spots. These comprised: 17 questionnaires from Ao Sapparot and Ban Klong Son in the north of Ko Chang; 28 questionnaires from Salak Phet in the south east; 14 questionnaires from Bang Bao in the south west; 11 questionnaires from Salak Kok on the east coast; and, 11 questionnaires from Ruang Tan in the south east of Ko Chang.

Some results were quite fascinating especially when comparing the thoughts of those from the more developed west coast to the thoughts of those who lived down the east and southern coast areas.

It is also important to mention that with each questionnaire some people did leave comments and suggestions towards tourism development on Ko Chang which were also analysed and used in this research below.

One of the most important parts of this research was to find out what the local attitudes were towards tourism development on Ko Chang; therefore questionnaires were handed out in the communities mentioned above. It was found that a total of 85 per cent of the respondents were supportive of tourism development while 10 per cent were cautious and the remaining 5 per cent were either not sure or not supportive (table 5-1). However it should be mentioned that a lot of these results came with comments from the respondents and it was clear that although 85 per cent were supportive of development, they did raise a concern that any future development should be carried out in accordance with the conservation of the environment and that there was worry that Ko Chang could end up like Pattaya.

Table 5-1 Percentage of respondents supportive of tourism development on Ko Chang

	The west coast (Hat Sai Kao, Laem Chaichet, Khlong Prao, Hat Kai Bae, Lonely Beach, Bailan Beach)	The south (Salak Phet, Salak Kok, Ruang Tan, Bang Bao)	All respondents on Ko Chang
Supportive	76	97	85
Cautious	15	3	10
Not Supportive /Not Sure	9	0	5
Total	100	100	100

It was found that a total of 63 per cent of these respondents believed that tourism development would improve their community; seven per cent thought it would not, 24 per cent were not sure and six per cent believed both (table 5-2).

When analysing this data, and separating the local communities from the more developed west coast to the east and south coasts of Ko Chang, there were some interesting results.

Fewer than 50 per cent of those on the west coast believed that tourism would improve their community but there were still 76 per cent who were supportive of tourism development, only 11 per cent thought tourism would not improve their community while 30 per cent were not sure and 12 per cent thought both.

Compared to those in the south, a massive 92 per cent believed that tourism would improve their community and 97 per cent were supportive of development (table 5-2). It is not a surprise that the less developed south, who have not yet suffered the negative consequences of tourism development believe strongly that tourism will benefit Ko Chang, especially as it will bring more foreign capital to the south of the

island which they see, in turn will improve their standard of living, and give them improvements to their infrastructure and transportation.

Table 5-2 Percentage of respondents believing tourism development will improve their community

	The west coast (Hat Sai Kao, Laem Chaichet, Khlong Prao, Hat Kai Bae, Lonely Beach, Bailan Beach)	The south (Salak Phet, Salak Kok, Ruang Tan, Bang Bao)	All respondents on Ko Chang
Improve	47	92	63
Not improve	11	2	7
Not sure	30	6	24
Both	12	0	6
Total	100	100	100

It is important to make the comparison between the two sides of the island because there is a large difference in the scale of development. It should be noted that the main fishing communities are situated on the north, east and south coast of Ko Chang. Ao Sapparot and Ban Klong Son are the first villages that are met when entering Ko Chang, and although have few resorts, these areas are not as developed as the west coast. From the north heading down the east coast to the south of the island there are three small communities called Salak Kok, Salak Phet and Ruang Tan. These local communities are small fishing communities and have had little tourism impacts since the beginning of mass construction on the island mainly due to the insufficient road conditions and distance.

Bang Bao, however which is situated on the south west coast of the island, used to be a small fishing community, similar to Salak Phet but has become more popular due to the improved road conditions. Bang Bao has seen drastic changes over the years,

and has now been taken over by scuba diving companies, restaurants and souvenir shops. The fishermen in this community have traded their fishing duties with tourism related activities. Bang Bao may have lost a lot of its tradition and culture, as it has been taken over by the tourism industry where nothing seems to be in its natural state anymore, everything has been constructed to suit the needs of the tourists.

Through this research it was found out that the majority of the people in Bang Bao are not from Ko Chang, they have just come for work and know little about the situation on Ko Chang. Only 15 per cent of the respondents from Bang Bao were actually born on Ko Chang, a massive 78 per cent from elsewhere in Thailand and the remaining seven per cent are migrants, and from these, 85 per cent of them had been living on Ko Chang from under one to five years (Table 5-3 and Table 5-4). These figures show the reasoning why the majority of these people are not aware of the negative effects of tourism development and are in full support of development. They have not witnessed the changes of Ko Chang, they see Ko Chang as an up and coming resort destination where development is taking place and money can be made.

Table 5-3 Birth places of respondents from Bang Bao

	Per Cent
Born on Ko Chang	15
Elsewhere in Thailand	78
Migrants	7
Total	100

Table 5-4 Percentage of the number of years respondents from Bang Bao having lived on Ko Chang

	Per Cent
Less than 1 year	28
1-5 years	57
6-10	0
11-15	0
16-20	7
Above 20	8
Total	100

Whilst handing out questionnaires in Bang Bao, a few respondents chose not to complete the questionnaire as their knowledge on the matter was limited as they had just come for employment.

In Salak Phet however, where people still rely on fishing and farming to make an income, 75 per cent of respondents were born on Ko Chang while the remaining 25 per cent were from other areas in Thailand (table 5-5). These figures prove that Salak Phet is still very local and has yet to be taken over by the tourism industry and outside investors. One of the main priorities on Ko Chang is to make sure that these local people are informed and educated as to what is expected to happen on Ko Chang in future years. Unfortunately a lot of development on the west coast has now happened without the consent of the local people creating conflict amongst local villagers and government authorities on the island. In many cases a lot of local people have ended up selling their land in order to make money in order to survive. However as mentioned above these local people do not have knowledge as how to manage their money resulting in constant spending leaving them with nothing. This however should not be the case in Salak Phet. This area should be managed carefully and a lot of attention should be put towards these local people. Salak Phet has an advantage as it is not a beach resort, and its attractions are its marinas, fishing villages and bay areas. It is

because of this, development has been slow, which should give a chance for these local people to see the positive and negative impacts of development.

Table 5-5 Birth places of respondents from Salak Phet

	Per Cent
Born on Ko Chang	75
Elsewhere in Thailand	25
Migrants	0
Total	100

Results showed that 39 per cent of the people in Salak Phet would prefer to work locally and not in the tourism industry, while 29 per cent would prefer the tourism industry and the remaining 32 per cent would prefer both (table 5-6).

If these results are compared to the local people in Bang Bao, it was found out that 42 per cent would prefer work in the tourism industry while only 28 per cent would want to work locally. The remaining 30 per cent would prefer both. Those in Ao Sapparot and Ban klong Son had a massive 65 per cent who would prefer work locally while 12 per cent would prefer work in the tourism industry and the other 23 per cent rather do both. It should be noted here that Ao Sapparot and Ban Klong Son are small bay fishing communities.

Table 5-6 Percentage of respondents who would prefer work in the tourism industry or locally in Salak Phet, Bang Bao, Ao Sapparot and Ban Klong Son

	% work Tourism industry	% work locally	% work both	Total
Salak Phet	29	39	32	100
Bang Bao	42	28	30	100
Ao Sapparot / Ban Klong Son	12	65	23	100

It is clear to state that the areas where tourism has had most impact, has also had huge impacts on the local people, by changing their traditional and cultural values and sometimes resulting in a loss of these values as a whole. From the above results as seen in table 5-3, it was shown that the majority of those living and working in Bang Bao were not from Ko Chang, and Bang Bao used to be a traditional fishing village similar to Salak Phet. As tourism increases, local people realise how much money is involved in the industry, and therefore there is little care as to how much development is done, as long as it is bringing in outside capital.

During the initial stages of this research, there was an expectation that the local community's in the south of Ko Chang might support tourism development for economic reasons and therefore were not familiar or had not been fully informed of the negative effects it can bring as well. The less developed communities in the south being Salak Phet, Salak Kok, Ruang Tan and Bang Bao had 97 per cent of respondents who were supportive of tourism development, while the remaining three percent were cautious (table 5-1), and out of these local people, 92 per cent believed that tourism development would improve their community (table 5-2). From these results it is clear that tourism development is seen as a positive aspect on Ko Chang which will bring more foreigners and more foreign capital to their island.

These results were compared to those in the more developed areas on the west coast where there was expectation that these communities would be more aware of the negative effects than the fishing villages. However this was not the case.

Salak Phet and Salak Kok which are less developed fishing communities had 82 per cent of its respondents who were aware of the negative effects of tourism development and the remaining 18 per cent where not sure. Ruang Tan also had 82 per cent of the respondents who were aware of the negative effects while nine percent were not aware and the other nine percent were not sure (table 5-7).

However Bang Bao which has suffered a lot of development had only 50 per cent who were aware of the negative effects of tourism development, while 43 per cent did not know and the remaining seven percent were not sure. These figures seem rather bizarre, but the reason for the high percentage of those not knowing are probably due to the fact that most of those working in Bang Bao are not actually from Ko Chang but are from the mainland and come for work, and therefore have not witnessed any big changes. As mentioned above in table 5-4, 85 per cent of the respondents from Bang Bao had only been on Ko Chang from under one to five years.

Table 5-7 Percentages of respondents being aware of the negative effects of tourism development in the south of Ko Chang

	% aware of negative effects	% not aware of negative effects	% not sure	Total
Salak Phet	82	0	18	100
Salak Kok	82	0	18	100
Ruang Tan	82	9	9	100
Bang Bao	50	43	7	100

It is strange when looking at the data from the more popular destinations of the west coast of the island, being Hat Sai Khao, Leam Chaichet, Khlong Prao and Hat Kai Bae, that only 68 per cent of the local people were aware of the negative effects of

tourism development while 15 per cent did not know and 17 per cent were not sure (table 5-8). This percentage is lower than those in Salak Phet and the southern communities. Hat Sai Khao alone, which is the most popular beach area on Ko Chang only had 59 per cent of the respondents who were aware of the negative effects of tourism development while 18 per cent did not know and 23 per cent were not sure. These results were quite interesting as it is the more developed areas which are suffering from the negative effects of tourism development more than those in the south.

Table 5-8 Percentages of respondents being aware of the negative effects of tourism development on the more developed areas on the west coast of Ko Chang

	% aware of negative effects	% not aware of negative effects	% not sure	Total
Hat Sai Kao	59	18	23	100
Laem Chaichet	62	23	15	100
Khlong Prao	72	14	14	100
Hat Kai Bae	74	9	17	100
All respondents	68	15	17	100

However, a reason for this could be due to the increase of outside employment and outside investors. Therefore those coming from outside do not see Ko Chang as being under risk from tourism development because other island destination might be considered worse off, such as Ko Samui and Ko Samet.

Due to the lack of information about Dasta, it was vital to research whether the local communities on Ko Chang were aware that the deposed Thaksin Government had a vision of making Ko Chang the next 'Phuket of the East' and also find out their feelings on this matter. It was found out that 39 per cent of all respondents on Ko Chang were aware of this plan, while 61 per cent did not know (table 5-9). Once again this is strange as Dasta's objectives on Ko Chang are to involve and inform the local residents of the plans of what is going to happen on Ko Chang.

Table 5-9 Percentage of respondents being aware of making Ko Chang the next ‘Phuket of the East’

	Total % of respondents
Aware of this plan	39
Not aware	61
All respondents	100

Although 59 per cent of all respondents had positive feelings towards the plan, while 20 per cent were negative and the remaining 21 per cent were moderate (table 5-10), the majority of the respondents were unaware that the government wanted to make Ko Chang the ‘next Phuket of the East’.

Table 5-10 Percentage of respondents with different feelings towards making Ko Chang the next ‘Phuket of the East’

	% of total respondents feelings towards the next ‘Phuket of the East’
Good feelings	59
Bad feelings	20
Moderate feelings	21
All respondents	100

It can be seen that the majority of the people on Ko Chang are supportive of development but much concern goes towards how the island will be developed and will the people and the environment benefit from development.

Most comments from respondents were positive however the people were concerned about outsiders buying land on Ko Chang, and a lot of attention was put towards the environment.

Over half the respondents of the whole island were cautious of outsiders buying land, a total of 55 per cent were cautious while 18 per cent were delighted, 24 per cent not bothered and three percent annoyed (table 5-11). These results were really high in the community of Salak Phet where a massive 86 per cent said they were cautious of outsiders buying land, but yet this community is still enthusiastic about more development. As long as development can increase in a controlled manner where local community concerns are taken into account, and local people are informed of the risks of outside investors buying up land, only then will community based tourism be able to flourish in these fishing communities.

The communities on the west coast had 49 per cent of the respondents who were cautious of outsiders buying land, 30 per cent were not bothered; three percent annoyed and 18 per cent delighted. These results were expected because there are already a lot of outside investors investing in this part of Ko Chang.

Table 5-11 Percentage of total respondents feelings towards outsiders buying land on Ko Chang

	Delighted	Cautious	Not bothered	Annoyed	Total
% of respondents in Salak Phet	7	86	7	0	100
% of respondents on West coast (Hat Sai Khao, Laem Chaichet, Kihong Prao, Hat Kai Bae, Lonely Beach, Bailan Beach)	18	49	30	3	100
% of all respondents on Ko Chang	18	55	24	3	100

The local people are worried that with too much development, the island might end up being destroyed. Most of their comments focused on the positive aspects of development such as the economy, where there will be more foreign capital running through the island and more jobs available for local people, better transportation and the completion of a road that circulates around the whole island with sufficient road lamps making it safer to drive. There was also concern for a better education system up to grade 12 and major concern was put towards the fresh water supply, electricity and nature conservation.

Other important comments were the limitation of vehicles on the island, this would therefore give more opportunities for local people to stay employed in the local taxi business on the island.

The most repeated complaint related to the garbage and waste of which 65 per cent of all respondents believed that the problem of garbage and waste is and will continue to be a major problem on Ko Chang, followed by 56 per cent who thought degradation of the environment and 48 per cent who thought that over construction would be a big issue as well.

Only 32 per cent of the total respondents thought water pollution and drugs would be serious issues and about 20 per cent believed that over population, air pollution, noise pollution, prostitution and crime were the island's problems.

It is clear that the majority of the people of Ko Chang are supportive of tourism development however a lot of concern is concentrated on how tourism will develop.

A lot of people are in favour of Ko Chang being developed in to the next "Phuket of the east", mainly for economic purposes. This is understandable, as they probably see Phuket as an amazing island full of tourists and five star hotels, but if this rate of development was to be brought to Ko Chang, Ko Chang would end up being destroyed. Ko Chang can not be another Phuket, because both these islands boast

different attractions. Phuket has a larger area and has the capacity to handle more tourists than Ko Chang.

5.10 Future Perspectives

This research shows that the majority of the respondents on Ko Chang, 85 per cent, are supportive of tourism development and a total of 63 per cent believe that tourism development would bring improvement to their community (table 5-1 and table 5-2). These results were to be expected if considered from just an economic viewpoint, as tourism on Ko Chang has created more jobs, brought in more foreign income and has increased the standard of living for many local people. However positive changes can have negative impacts.

These negative impacts range from land disputes, break down in community, more competition amongst those involved in development, a loss of cultural values, degradation of the environment, increase in crime, pollution, increase in garbage and waste, increase in drugs, over-population and over construction. All of these negative impacts can already be seen on Ko Chang and with the increase of development; these problems will not go away.

Results from this research showed that 46 per cent of all respondents believed that the government could control these issues, while 10 per cent thought it could not, 20 per cent thought maybe and the remaining 24 per cent were not sure (table 5-12).

These results were interesting when comparing the less developed south and east coasts to the more developed west coast, because, although the majority of those in the south of Ko Chang were aware of the negative effects of tourism development, 88 per cent also had a high expectation that the government could control the negativity. Three per cent however, thought that, “maybe” the government would control the negative effects whilst nine percent were not sure. These results however compared to the west coast are somewhat different.

The respondents from the more developed west coast had only 16 per cent who thought that the government could control the negative effects whilst 18 per cent said that it could not and 34 per cent thought “maybe” with the remaining 32 per cent recording “not sure”.

Table 5-12 Percentage of respondents believing the government can control tourism development on Ko Chang

	Control	Can not control	Maybe	Not sure	Total
% of respondents in the south, south east, south west and east coast	88	0	3	9	100
% of respondents on West coast	16	18	34	32	100
Total % of Respondents on Ko Chang	46	10	20	24	100

From these results it is clear that the smaller fishing communities in the south are confident that any problems on Ko Chang will be controlled and therefore development will not destroy the uniqueness of the island. But it would seem that these results are due to the fact that the smaller fishing communities in the south have yet to experience mass development, therefore these issues might seem small scale and controllable. When compared to the west coast where development has sprouted, there is only 16 per cent who believe that the government can control these issues.

Over all a massive 75 per cent of all respondents think that Ko Chang needs to be developed more, and 62 per cent believe that tourism development on Ko Chang will benefit the island, while only 13 per cent thought that it would degrade it, 20 per cent were not sure and five percent thought both (table5-13 and table 5-14).

Table 5-13 Percentage of respondents believing more development is needed on Ko Chang

	Per Cent
More development	75
Enough	20
Others	5
All respondents	100

Table 5-14 Percentage of respondents believing tourism development will benefit Ko Chang

	Total % of Respondents
Benefit Ko Chang	62
Degrade Ko chang	13
Both	5
Others	20
All respondents	100

Therefore it can be concluded that development on Ko Chang will continue to prosper, and the negative issues raised will continue to have effects on Ko Chang if they are not managed and controlled properly.

Dasta (Designated Area for Sustainable Tourism Association) is responsible for the development of Ko Chang while paying close attention to the local community's of the island. Dasta should try and promote community based tourism as a means to develop Ko Chang, that way it will be certain that the local community's will prosper with tourism and all the complaints would finally end. Community based tourism can be seen as a sustainable approach to development than mass tourism and is aimed at freeing the host communities from outside tour operators and other influential people at

the national level. It should be understood that tourism relies on the cooperation of the local people because they are part of the tourism product itself. If development and planning do not fit with local community's ambitions, this will then have a negative effect on the tourism industry's potential altogether.

Therefore it is important to get the local communities involved with such projects making them feel that they are making a difference in the development of their community.

Ko Chang is in need of an agency or influential people that can control Ko Chang for the benefit of the island, its people and its environment.

Unfortunately corruption has featured as a serious problem in Thailand in the past and there have been instances where the finger of suspicion involving allegations of misconduct, have been pointed at some members of some agencies involved with the development in Ko Chang, which if true will make it difficult for Ko Chang to develop sustainably. As mentioned above an alternative for the development of Ko Chang could be to promote community-based tourism rather than sustainable tourism. This would increase the power of influence of the local communities to support environmentally friendly development and reduce the powerbase of the Government agencies so removing any suspicion of future misconduct.

It is necessary to promote empowerment amongst the local communities to encourage those communities to have a greater involvement in tourism developments. It is of great importance that the authorities encourage participation of the local communities so raising awareness of proposed developments whilst sharing the benefits and costs of tourism. Furthermore, a greater concern should be show to monitor the progress of all construction and other developments on Ko Chang with a strict application of the rules and laws appertaining to those developments and suitable levels of punishment metered out to those found guilty of breaking the laws and abusing the island.

CHAPTER VI

CONCLUSION

What this thesis has attempted to do is to examine the general situation of tourism development within Thailand, whilst focusing its research on the more recent development of tourism on the island of Ko Chang and the effect of that development on its local communities.

6.1 Chapter Review

This thesis is divided into six chapters, as follows:

- The first chapter sets the area of study and gives an introduction to the research problem.
- The second chapter seeks to express a fuller understanding of the study area including the location of the study area being the island of Ko Chang, its geography, its climate, a brief history of the island, travel facilities, its relationship to the Mu Ko Chang National Park, and the main natural resources of Ko Chang including details of its beaches, village communities and other facilities this beautiful, pristine island has to offer.
- The third chapter introduces the history of tourism in Thailand describing how the tourism industry developed from the 1850s to the present day and focuses attention on the problems that came about as a direct result of the development of the industry. The governments role is then highlighted in the regulatory, planning, promotional, and management stages of tourism development and the need for tourism policies, effective planning and enforcement of regulation in Thailand, is examined in order that sustainable tourism can be achieved. Different types of tourism are then explained and the concept of how destinations change during the process of tourism development which is evidenced in the case of Ko Chang where

a small, once quiet island is developing rapidly from attracting budget tourists to hosting mass tourism with its high expectations and needs. Finally the chapter introduces other forms of tourism such as alternative tourism, eco-tourism and sustainable tourism. The thesis suggests that these three types of tourism need to be explored for the future development of Ko Chang as they focus on tourist development balanced with an equal concern for the preservation of the environment and of local communities.

- The fourth chapter focuses on tourism development on Ko Chang and describes the situation of national parks in Thailand and the protection offered to Ko Chang being largely established as a national park in 1982. The chapter further examines the problems created for the island by the delays to the development of the infrastructure, pollution and the various negative elements that tend to grow alongside the growth in tourism. The chapter then examines the role of the many government agencies that have influence in the development of Ko Chang and evaluates the effectiveness of the various development guidelines and plans since the initial set of development guidelines recommended in 1991. In particular the role of the latest and most influential agency, Dasta (Designated Area for Sustainable Tourism Association) is scrutinised through its role, vision, objectives and policies and concludes with an evaluation of the impacts of the development of tourism on Ko Chang.
- The fifth chapter concerns itself with the effects of tourism development on the local island communities of Ko Chang. These communities and the local people who are part of the communities are the main feature of this thesis as it is they who are most affected by the development of tourism. The fieldwork carried out in support of this thesis therefore sought the opinions of the local people and the results of their opinions are recorded here.

6.2 Rate of Tourism Development and its Impacts

It is clear that the tourism industry has created great economic benefits for Thailand; however, these benefits have often been achieved at a cost, which has included the deterioration of the environment, safety issues and the negative image of sex. These problems have in some cases, become serious issues in recent years throughout Thailand's tourist industry and could still remain a threat to the sustainability of the Thai tourism industry. It is for this reason that this thesis seeks to identify these problems, the lessons learnt and the relevant solutions and looks to see how these can be applied to the situation on Ko Chang to ensure the true sustainability of tourism development for the island and its communities.

There have been several islands and coastal destinations in Thailand that have become seriously degraded in order to achieve these economic benefits and it is vital that Thailand realises that these benefits will not continue if the natural base line of these resources is to decline. Prime examples of such degradation can be seen in Pattaya, Phuket, Ko Samui and Ko Samet. Of these tourist locations, it was cited that the coastal area of Pattaya suffered the worst, and in the 1990s, was in a critical condition where tourism development had expanded to such a degree without the necessary development of the infrastructure, that it resulted in social, environmental and cultural degradation in the area.

The concern for Ko Chang is therefore real, despite it being part of a national park with 75 per cent of its area protected from the ravages of development and only 25 per cent of its area available for development purposes. However, with the evidence of what has happened in the development of past tourist destinations, as in the examples mentioned above, Ko Chang is not free from falling victim to tourism development and any future degradation that could accompany it.

6.3 Roles of Government Agencies

It is necessary to recognise the importance of government organisations and agencies when promoting, planning, managing and regulating tourism. It can be seen through past history that insufficient concern has been applied when formulating and enforcing the policies for developing sustainable tourism. It is only government that can enforce the necessary environmental regulations, set industry standards and legislate to minimise negative impacts of tourism development, thereby championing the development of sustainable tourism.

6.4 Impacts on the Community and the Environment

Ko Chang's initial tourism development did not cause a disturbance to its society and environment as it was very limited and on small scale. However the current level of development is on a very much larger scale and therefore creates noticeable changes. These effects can either be positive, such as the increased levels of outside capital investment, the development of better transportation and infrastructure, better services, better schooling systems, better medical care and in general a better standard of living or negative, such as, the degradation of the environment, increase in garbage and waste, increase in noise pollution, waste water pollution, air pollution, and levels of crime. It is therefore implicit on all government agencies involved with the development of Ko Chang to find solutions to limit the negative effects in order to fully gain from the positive effects and continue development in a sustainable manner.

The results of the research showed that the local communities on Ko Chang are supportive of tourism development, and believe that the tourism industry will benefit Ko Chang as a whole, especially as it has currently already improved the standard of living of those on the island. However although the majority of the local people are supportive of tourism development, they are also cautious for the future of Ko Chang. Research stated that although local people do support this development, they are unhappy with the way the development has been progressed and are dissatisfied with the way they have been ignored over the consultation of development plans.

The organisation who is responsible for sustainable tourism development on Ko Chang is Dasta (Designated Area for Sustainable Tourism Association), whose vision is to emphasis development on a multi-eco-tourism and eco-village development project; however results do not seem to be promising as it does appear that much development is happening with little concern for the environment and the local communities.

6.5 Recommendations

a) It can clearly be seen that tourism on Ko Chang is in a mode of transition from its past initial development which retained a peaceful island setting supporting budget tourists and which has now developed for the mass tourist market so better catering to the needs of the wealthier tourist. However, this process of transition can be hard for local people who are unable to adapt at the same pace. Therefore regulations and controls are necessary in order to manage this transition effectively.

The researcher recommends that the concept of mass tourism on Ko Chang should be avoided and government policies should encourage other alternatives such as controllable sustainable tourism, eco- tourism or community-based tourism where attention is focused towards minimising environmental and cultural loss and prioritising the needs of the community. If this recommendation is ignored a possible predictable outcome would be that once the influx of mass tourism starts to invade Ko Chang, resources will be exploited, as witnessed in other island destinations in Thailand, and the degradation of the environment could become so severe as to be irreversible.

Therefore the application of a more sensitive type of tourism should be encouraged in future development plans to ensure that local community concerns are dealt with respectfully thereby avoiding future complaints and conflicts between local people and other stakeholders involved in such developments.

b) There needs to be some legal enforcement on Ko Chang where sustainable tourism can be managed in a controlled and integrated manner based on effective legislative restriction. It is therefore up to the government to set the rules and regulations within which tourism development can take place.

Laws relating to land use controls in accordance with the Town Planning Act B.E. 2518 (1975), building control in accordance with the Building Control Act B.E. 2522 (1979), environmental control in accordance with the National Environmental Quality Promotion and Protection Act B.E. (1992) should be enforced and other laws concerning these areas should be drafted to ensure that any loopholes in the current laws are plugged.

These rules and regulations must enforce strict penalties and punishments for those who do not respect or follow them and any person found guilty of breaking these laws should face the maximum penalties set by the law. If strict penalties are not adhered to, then the laws will never be respected.

c) The future construction and development plans for Ko Chang at the present moment should be put on hold giving the island and the local islanders some space to adapt to the changes that have already occurred. Once the local people have been given sufficient time to adapt their lives to these changes, only then should future projects be discussed and consulted upon, as long as they are controlled in a suitable manner. This is one of the main problems that seems to have to be faced with tourism development in Thailand and on Ko Chang as it is usually “all or nothing”.

Training and communication programs should be offered to the people of Ko Chang to inform and educate the young and the old alike, about development projects, management of land, and other business related areas that can be of use to local people who have to adapt with tourism and become increasingly aware of their own surroundings. The local people of Ko Chang need to be informed of the present situation of land prices and property with a greater number of outside

investors wishing to buy land. This service needs to be provided to give the local people a fair opportunity when dealing with the business sector.

A more sophisticated method of monitoring tourism development on Ko Chang should be adopted and applied by trustworthy and influential people native to Ko Chang. This would increase trust amongst villager people as more power will be given to local decision making and not just left in the hands of a government agency such as that of Dasta. Also an in depth evaluation of tourism development is a necessity, where future tourism plans can be attended to properly by including the concerns of all parties involved.

d) The organisations involved with development must stop seeing development in a short term economic manner focused on making profits at the cost of long term environmental, social and cultural damage. Long term plans for sustainable tourism are the only answer, which reduces the negative impact on local communities and their social, environmental and cultural values.

Local participation and the empowerment of local people and other stakeholders should be encouraged by the government to offer a sense of involvement for the local communities. Whether these communities decide to participate or not, is not a concern, as long as they have been given the right to be involved and communicate their thoughts on the matters. The reason for the slow progress of development on Ko Chang is due to several organisations trying to work on the same project with little intercommunication, resulting in a huge loss of capital and insufficient results. Therefore there needs to be strict regulations and co-operation and co-ordination amongst organisations involved in tourism development.

Conflicts on Ko Chang could be limited and reduced if more attention was paid to the local communities. Ko Chang was established as a national park in 1982, and all inhabitants on Ko Chang before that date are entitled to the land they own without necessary land documents, and therefore it is vital that

sufficient research is carried out to establish who owns what property before physical force is used.

e) It has been clearly demonstrated in this thesis, particularly in chapter four that there are a number of government organisations, senior government officials and regional committees involved in the development of tourism on Ko Chang. Dasta (Designated Area for Sustainable Tourism Association) and DONP (Department of National Parks) appear to be dominant parties, but by no means the only agencies involved in the decision making process. In addition there are a number of influential private people and companies involved with development plans whose power base emanates from their investment capabilities and therefore they carry a lot of influence over the development of Ko Chang. This makes it extremely difficult to pinpoint who actually has the control over development.

It has been further demonstrated that a lot of development on Ko Chang has been significantly delayed or hindered by the confusing roles of such organisations involved, making it difficult to progress the development of tourism in a sustainable manner as Dasta is required to do. Such an example of this confusion was discovered in the case of Dasta, where research stated that they play an influential part in the distribution of land and development projects. However, the officials at the Dasta offices stated that they have no power at all.

If it is the intention of government to see the tourism development of Ko Chang progressed in a sustainable manner then it is necessary to identify and empower the correct agencies to carry this forward and to identify the “movers and shakers” in the private sector to harness the power of their investment to help fulfil this goal. To aid this process the researcher recommends that another research project should be completed to identify what the true roles and involvement of government organisations in tourist destinations such as Ko Chang should be and who would actually have the power in these areas to influence such development. Through such research the government could

empower and assign responsibility to the relevant agencies providing a mechanism to harness the power of the private investors to a common aim.

The researcher hopes that this thesis will be informative to others who intend to further research tourism development on Ko Chang and raise awareness of the issues Ko Chang is facing and the concerns of the local community.



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APPENDICES

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APPENDIX A

ACCOMODATION ON KO CHANG

Note: Please be advised that the information and figures below are estimates as prices can increase depending on the season, telephone numbers can change and rooms can be added

Name	No. of Rooms	Prices in baht	Telephone No.
Ko Chang Sub-district			
Klong Son Beach			
Aiyapura Resort & Spa	84	4000-26,000	039-555111-7
Ban Qwan Chang	N/A	N/A	09-9193995
Ko Chang Grand Orchid Resort & Spa	N/A	2000-4000	039-555050-1
Ko Chang River side	40	800-1,500	039-555081-3
Manee Guesthouse	14	80-200	01-9497585
Premvadee Resort	35	500-1500	01-7616537
White Sand Beach (Hat Sai Khao)			
Alina Resort	35	500-2,500	039-551135-6,01-8633398
Apple Bungalow	26	1,500-2,500	01-8633398
Arunee Resort	18	250-300	01-8295308, 01-2193867
Baan Thai	11	1,800-3,000	039-551108-9
Bamboo Bungalows	11	1,200-1,700	09-8347875
Ban Nuna	10	100-300	01-8271326
Ban San Sabai	7	1,000-1,500	039-551063
Banana Beach	22	200-300	01-8637611, 07-0272335
Banpu Koh Chang Hotel	32	2000-7000	039-551234-7
Best Garden Resort	18	500-1,500	01-3740944
Chang Buri Resort & Spa	25	14,000-20,000	039-551242-4
Chang Thong Resort	11	350-1000	01-2503573
Cookie Bungalow	30	600-2,500	01-8614227, 039-551107
Haad Ngern Resort	42	300-1500	039-551024
Hati's Place	N/A	1000-1500+	039-551160
India Inn/Tejika Guesthouse	N/A	300-1000	05-8163033, 09-0951942
Island Lodge	N/A	300-1500	01-8650610
Jinda Bungalow	17	250-1,500	01-8620853, 039-551092
K.C. Grand Resort	61	3,000-6,500	039-551198-200
K.C. Sand Beach	108	200-800	01-8331010, 039-551198
Ko Chang Grandview Resort	56	800-2,500	01-8637802, 039-551140-1
Ko Chang Hillside	52	2,000-3,500	039-551242-4
Ko Chang Hut	7	300-800	01-9836486
Ko Chang Kacha Resort	44	1,600-4,700	039-551421-2
Ko Chang Lagoon Resort	80	1000-3500	039-551201-2, 01-8631530
Logan's Place	13	1,500+	039-551451
Mac Bungalow	20	500-3,500	039-551124-6
Moonlight Resort	40	600-1,500	039-551131
Palm Garden Hotel/ 15 palms	13	500-1500	039-551-095
Para Resort	20	1,200-1,500	09-7480484, 01-2613774
Pha Suk Sun	15	300-800	01-9836486
Plaloma Cliff Resort	70	500-2,500	039-551119
Rock Sand Beach Resort	22	200-1,500	01-8637611, 039-551456
Sabay Bar Bungalow	20	800-1,800	039-551098-9, 01-9493256
Sai Rung	30	300-800	039-524665
Sangtawan Resort	19	400-600	01-8381280
Sirin Guesthouse	7	200-1000	01-8271326
Star Beach Bungalows	8	200-1000	039-551456
Tantawan Bungalow	15	500-1000	01-9965969
The Fisherman Hill Resort	N/A	300-1,500+	039-551090
Tiger Hut Bungalow	10	200-250	01-9839951,
Top Resort	N/A	1000-1500+	039-551363
Villa Ko Chang	3	800-2000	01-8653151
White Sand Beach Resort	105	150-2,800	01-8637737
Ya Ka Bungalow	30	300-800	01-8296721

Hat Kai Mook (Pearl Beach)

Elephant and Castle	10	500-1,000	06-0276344
Nothern Lights	N/A	500-1,000	039-551376
Paradise Palms resort	4	500-1,500	039-551181
Penny's Bungalow Resort	12	500-3,000	039-551122
Saffron On The Sea	7	500-1,500	039-551253-5
Sunrise Resort	N/A	500-1,000	01-8615540

Laem Chai Chet - Klong Prao Beach

Aana Resort & Spa			02-9693001
Amari Emerald Cove Resort	165	4,000-14,000	039-552000
Ban Rim Nam	3	900	09-5003915
Barali Resort	70	4,500-6000	039-551238-9
Blue Lagoon	12	300-500	01-9851132
Boutique Resort & Health Spa	11	1,000-2,000	09-9386403
Chai-Chet Bungalow	50	500-2,000	039-551070-2
Chockdee Bungalow	31	300-3,000	01-9821974
Coconut Beach Resort	67	300-1,800	039-551272-3
Enjoy Resort	26	300-1,500	039-551111
Erawan Bungalow	4	100-200	N/A
Iyara Garden Village	N/A	500-1,500+	039-551205
Jane chare Bungalows	20	1,000-1,500	09-9954092
K.P. Bungalow	40	300-800	01-7820180
Kirita (Keereeta) Resort	18	2,500-3,000	039-551304-5
Klong Phlu Hut	10	200-500	01-8617412
Klong Prao Resort	126	1,000-3,500	039-551115-7
Ko Chang Grand Cabana	46	2,500-3,000	039-551123
Ko Chang Paradise Resort	60	1,500-6000	039-551100-1
Ko Chang Privilege	27	1,800-3,500	039-551188-9
Ko Chang Resort & Spa	145	1,600-3,500	039-551081-2
Ko Chang Resotel	20	800-1,500	01-8784337
Ko Chang Tropicana	77	3,000-6000	039-551185
Laguna Koh Chang	40	800-1,200	01-8485052
Magic Resort	56	300-2,000	01-8019675
P.S.S. Bungalow	24	200-500	N/A
Panviman Resort	50	5,000-10,000	039-551283
Ramayana	64	5,000-12,000	039-551290
Talay Bungalow	19	300	01-9263843
The Royal Coconut Resort	22	800-2,500	01-7817078
V.J. Health & Spa	50	3,500	039-557163

Kai Bae Beach

Chang Park Resort	100	600-6,500	039-557100
Comfort Resort	15	100-300	01-2679460
Coral Resort	15	300-800	01-2922562
Kai Bae Beach Resort	25	700-6,000	039-557133
Kai Bae Garden Resort	20	300-1,500+	05-2753226
Kai Bae Hut	25	300-1,500	01-8628426
Kai Bae K.B. Bungalow	46	500-4,500	01-8628103
Ko Chang Cliff Beach	33	2,500-6,000	02-6920122, 09-2448957
Lek Resort	N/A	500-1,500	07-0654231
Mam Kai Bae Beach Resort	35	500-2,000	01-7618083
Nangnuan Bungalow	15	300-1,500	09-9343483
Porn Bungalow	20	150-300	01-9496052
Saint Tropez	12	500	01-4376350
Sea View Resort & Spa	127	2,000-15,000	01-8307529
Siam Bay Resort	33	500-2,000	01-8595529

Hat Tha Nam (Lonely Beach) / Bai Lan Beach

Ao Bai Lan Beach Resort	10	150-200	01-7614582
Bai Lan Resort	6	150-500	
Bai Lan Hut	15	150-200	07-0280796
Bumiyama	45	2,500-4,500	02-2664388-9
Happy Hut	12	150-250	01-7614582
Jungle Hut Bungalow	15	100-350	01-8655805
Nature Beach Resort	30	250-600	039-558027,039-511331
Siam Beach Bungalow	59	300-1,800	01-7825030,09-8332640
Siam Hut	70	200-500	09-8334747
Sunset Bungalow	15	100-300	
Tree House Lodge	40	100-150	01-8478215

Ban Bao Village

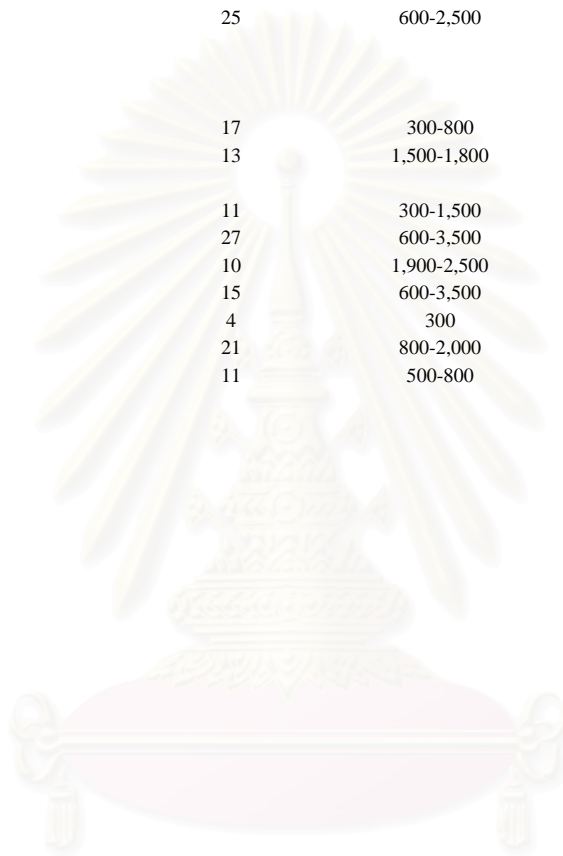
Bang Bao Blue Wave	31	150-500	01-45115512
Bang Bao Guesthouse	5	150-500	01-45115512
Bang Bao Sea Hut	14	1,200-3,000	09-8251663
Best View Hut	50	400-500	06-0458670
Blue Café	3	1,000-1,500	039-558028
Ko Chang Laguna Resort	174	2,500-20,000	039-529200
Nirvana Resort	20	3,600-6,500	039-558061

Ao Sapparot / Ban Dan Kao

Ao Sapparot Camp & Resort	6	400-600	01-9114595
Chonnakarn Resort	10	500-1,500	09-2267372
Funky Hut	12	400-2000	09-9367750
Indiana Camp	10	350-500	01-8629004
Ko Chang Cabana	25	600-2,500	01-2193428

Ao Salak Phet / Ban Jek Bae

Ban Luk Chang Resort	17	300-800	01-8226586
Ban Mae Resort	13	1,500-1,800	01-7826924
Judo Resort	11	300-1,500	09-9254122
Ko Chang Karang Bay View	27	600-3,500	01-7333741
Ko Chang Marina	10	1,900-2,500	01-9400293
Ploytalay Resort	15	600-3,500	02-5392120-1
Rim Klong Resort	4	300	039-553022
Salak Phet Seafood & Resort	21	800-2,000	039-553099-100
Sang Arun Bungalow	11	500-800	01-6502658



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APPENDIX B			
RESTAURANTS/BARS ON KO CHANG			
Name	Location	Food	Brief Description
Oodie's Place	White Sand Beach (Hat Sai Khao)	Thai/French Food includes Mongolian barbecue and steak Lao. New French Menu	Popular hangout with live band.
15 palms	White Sand Beach (Hat Sai Khao)	European/Thai Good food including full English breakfasts	Comfortable beach restaurant/bar. Pool table, live sports and wireless internet access.
Ko Chang Hill side Hotel	White Sand Beach (Hat Sai Khao)	Thai/Western	Balcony restaurant at new hotel
Invito	White Sand Beach (Hat Sai Khao)	Italian Offers authentic Italian food	Attractive traditional Thai teak wood house
Invito Delicatessen	White Sand Beach (Hat Sai Khao)	Italian Offers a huge range of freshly prepared Italian pastas, meats, cheeses, breads, sauces and other quality imported foods	New Restaurant
Star Beach	White Sand Beach (Hat Sai Khao)	Thai/Western Offers simple and economical food	Small Restaurant on the beach
Tantawan	White Sand Beach (Hat Sai Khao)	Thai/European	Beachside bar and Restaurant with live music
Helli's Kitchen	White Sand Beach (Hat Sai Khao)	Thai/European Large range of sandwiches. Speciality breakfasts.	New Restaurant
Hati's Restaurant	White Sand Beach (Hat Sai Khao)	German/Thai Offers large range of German and European foods as well as Thai favourites	
Beach Tango	White Sand Beach (Hat Sai Khao)	Thai/Western Offers burgers, pizzas, falafel sandwiches, Thai curries	Beach restaurant located at Sang Arun resort
Ban Nuna Bar & Restaurant	White Sand Beach (Hat Sai Khao)	German/Thai Offers pizzas, schnitzel, BBQ, kebabs, meatballs, German Potato Salad	Tropical garden restaurant

Rock Sand	White Sand Beach (Hat Sai Khao)	Thai/Western	Beachside restaurant/bar
Taste of India	White sand Beach (Hat Sai Khao)	Indian Offers a full range of freshly made Indian dishes	
Milky Way	White Sand Beach (Hat Sai Khao)	Karaoke & Bar	Has private VIP rooms, large screens, pool table
Hotel Tejika	White Sand Beach (Hat Sai Khao)	Chinese/Indian	Just past post office
PlaLoma	White Sand Beach (Hat Sai Khao)	Western	Attractive sea views
Aoun & Phom	White Sand Beach (Hat Sai Khao)	Thai Offers authentic Thai dishes with reasonable prices	Opposite Top resort on the hill
Norng Bua # 1	White Sand Beach (Hat Sai Khao)	Thai Thai food, snacks and noodle soup	Inexpensive roadside eatery
Norng Bua # 2	White Sand Beach (Hat Sai Khao)	Chinese/Western Offers Western and Chinese specialities in addition to a full Thai menu	
Paddy's Palms	White Sand Beach (Hat Sai Khao)	Bar First Irish pub with Guinness and other imported beers	
U2 Place	White Sand Beach (Hat Sai Khao)	Bar	Beer bar with pool table at the back of Mini-Pattaya
Thor's Palace	White Sand Beach (Hat Sai Khao)	Thai/Western Excellent Thai curries	Comfortable beachside restaurant/bar with good music
Sirin	White Sand Beach (Hat Sai Khao)	European German dishes and spaghetti. Freshly prepared pizzas, schnitzels.	
Jinda resort	White Sand Beach (Hat Sai Khao)	Thai/Western Offers fresh sea food BBQ	
Spices of India	White Sand Beach (Hat Sai Khao)	Indian Offers classic North and South Indian cuisine	

Para Seafood	White Sand Beach (Hat Sai Khao)	Thai Sea food restaurant	Modern décor and a commanding view from the hill over White Sand Beach
Tiger's Den	White Sand Beach (Hat Sai Khao)	Bar	Beach bar
Elephant & Castle	Hat Kai Mook (Pearl Beach)	Western English breakfasts, roast dinners, pies, curry, casseroles	Friendly Cafe
Paradise Palms	Hat Kai Mook (Pearl Beach)	Bar	Sunset beach bar is a lovely setting at the Paradise Palms resort
Saffron on the Sea	Hat Kai Mook (Pearl Beach)	Thai/Western Offers breakfasts, lunches and dinners	Restaurant/bar by the sea in a shady and secluded garden setting
Northern Lights	Hat Kai Mook (Pearl Beach)	Western/Thai Offers Swedish meatballs with Lingberries	Includes UBC TV, pool table and dart boards
Sunrise	Hat Kai Mook (Pearl Beach)	Thai/German Offers a range of Thai and German dishes and fresh home made bread	
The flying Wedge	Hat Kai Mook (Pearl Beach)	Bar	Bar with large tv screens, pool table
Sanae's	Hat Kai Mook (Pearl Beach)	Thai/Western Offers home cooked breakfasts with home-made sausages	Large classic DVD selection
Pennys	Hat Kai Mook (Pearl Beach)	Thai/Western	Restaurant with sea views
Chai Chet Resort	Klong Prao Beach	Thai/Western Seafood is a speciality	Views over the beach are excellent
Blue Lagoon	Klong Prao Beach	Thai/Western	Lagoon side bar and restaurant
KP Huts Restaurant	Klong Prao Beach	Thai/Western	Beach side restaurant
Just Thai	Klong Prao Beach	Thai Quality Thai cuisine	Restaurant is in the Amari Emerald Cove hotel
Sassi	Klong Prao Beach	Italian Serves classic Italian cuisine	Second floor of the Amari Emerald Cove Hotel
The Taj	Klong Prao Beach	Indian Offers authentic Indian dishes	
Abella Italian	Klong Prao Beach	Italian/Thai Offers pizzas, pasta and lasagne as well as Thai dishes	Restaurant is at the end of Koh Chang Plaza

Sea Breeze	Klong Prao Beach	Thai/Western	Beach side restaurant/bar at the Tropicana hotel
V.J. Hotel & Spa	Klong Prao Beach	Thai/Western	Restaurant/bar beside the sea
Zigamar	Klong Prao Beach	Bar	Bar and art gallery/studio in V.J. Plaza
Iyara Seafood	Klong Prao Beach	Thai/Western Seafood Restaurant	Picturesque setting on the lagoon with good views of the beach and mountains
Ka-Ti Culinary	Klong Prao Beach	Thai Authentic Thai dishes	
Coconut Beach & Spa	Klong Prao Beach	Thai/Western Offers seafood and a selection of Western and Thai dishes	
Traveller lounge	Klong Prao Beach	Thai/Western	New spacious bar in V.J. Plaza with pool table
Brick Bar	Klong Prao Beach	Bar English style Indian curries	New bar in V.J. Plaza
Moos Place	Klong Prao Beach	Thai/Western Swedish specialities include fresh shrimp sandwiches	Pool bar in a large garden in centre of klong Prao
Kai Bae Fredo	Kai Bae Beach	French Quality Mediterranean Cuisine	
Lanna Cafe	Kai Bae Beach	Coffee shop Outlet for ethical and delicious Fair Trade coffees	Relaxed friendly coffee shop
Kai Bae Marina	Kai Bae Beach	Thai/Western Offers large steaks, Italian pizzas and Thai specialities	
Coral resort	Kai Bae Beach	Thai/Western Offers pizzas, pastas, Thai food, steaks	
Kai Bae Garden Resort	Kai Bae Beach	Thai/Western	
Wine Gallery	Kai Bae Beach	Bar	Offers large range of beers & spirits and plays Latino Cuban style music
Lek Bar & Diner	Kai Bae Beach	Western/Thai Offers fresh seafood	Large space with pool table, live sports, bar, comfortable seating
Saint Tropez	Kai Bae Beach	Bar Offers breakfast	Garden bar reverts to a relaxed place to enjoy a comfortable drink
A'Lee Bar Bar	Kai Bae Beach	Bar	Recently opened bar by riverside

Kai Bae Paradise	Kai Bae Beach	Music Bar	New wooden bar at the front of Kai Bae Plaza with live band
PaPa Deli	Kai Bae Beach	Western/Bakery Offers fresh bread & cakes, imported cheese and salami, freshly ground coffee and good wine selection	
Kharma	Kai Bae Beach	Mexican Offers Thai menu and range of Mexican dishes	Restaurant and bar next to Seven-11
European Bar	Kai Bae Beach	Bar/Western	New bar set in a Thai-style plaza
Casamarina	Kai Bae Beach	Bar	
Kai Bae Beach Resort	Kai Bae Beach	Thai/Seafood Thai and seafood BBQ	Restaurant by the beach with good views over the islands
Tree House	Hat Ta Nam (Lonely Beach)	Thai/Western	Picturesque bar with food on wooden platform over the shore
Back Sound	Hat Ta Nam (Lonely Beach)	Bar	Attractive stilt bar built on a hill top near the beach with good music
Lemon Bar	Hat Ta Nam (Lonely Beach)	Thai/Western	Bar/Restaurant with relaxing atmosphere
Bhumiyama	Hat Ta Nam (Lonely Beach)	Thai/Western	Attractive bar and restaurant in this beach side resort
Bailan Family Bungalow	Bailan Beach	Thai/Western Offers BBQ in the evening	
Bailan Herbal Sauna	Bailan Beach	Healthy Offers freshly squeezed fresh fruit shakes and juices and other healthy meals	
Bailan Hut/Miss Naughty's	Bailan Beach	Thai/European	Bar and Restaurant on stilts over the sea
The Blue Cafe	Bang Bao Beach	Western/Thai Offers sandwiches & snacks, full breakfast, burgers, pies	At the end of the pier
Sea Bird	Bang Bao Beach	Thai/Western Seafood restaurant	Live seafood with views from the pier
Nirvana	Bang Bao Beach	Thai/Western	Quality dining at this resort with great views over Bang Bao bay

House of Joy	Bang Bao Beach	Euro/Thai Offers healthy meals	Nestled on the shore side and surrounded by jungle
J.P.D.	Bang Bao Beach	Thai Live seafood	At the end of the pier with great views
The Bay	Bang Bao Beach	Thai Fresh seafood	Has a relaxed bar over the water
Elephant Garden	Bang Bao Beach	Fusion Offers a range of original dishes served by a trained chef using home-grown produce, also has roast dinners	
Jungle Way	Ban Klong Son	Thai/Western	
Orchid Gardens	Ban Klong Son	Thai/Western Offers cheap Thai food, seafood and western dishes such as jacket potatoes with a range of fillings	
The Spa Ko Chang Resort	Salak Kok	Vegetarian Offers vegetarian menu	
Ko Chang Marina	Salak Phet	Thai/Seafood	
Salak Phet Seafood & Resort	Salak Phet	Thai/Seafood	
Island View Resort	Salak Phet	Thai/Seafood Offers fresh seafood over the water	

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APPENDIX C

Land Measurements

All land in Thailand is measured in tarang wah, ngarn and rai.

1 tarang wah = 4 square meters

100 tarang wah = 1 ngarn or 400 square meters

1 rai = 4 ngarn or 1,600 square meters

Another way to look at it is that:

1 acre = 2.5 rai

1 hectare = 6.25 rai

Land Documents

Chanote (Title Deed) is a free hold title registered with the land department in the province in which the land is located. Chanote titles are accurately surveyed, plotted in relation to a national survey grid and also marked by unique numbered marker posts set in the ground.

Nor Sor Sam Kor certifies that the person named on the certificate has the confirmed right to use the land, implying all requirements for the issuance of title deed have been met, and issuance of the title deed is pending.

The Chanote and the Nor.Sor.Sam.Kor. are the only titles over which registerable right of ownership or lease can exist.

Nor Sor Sam is similar to the above except that not all of the formalities to certify the right to use have been performed.

On Ko Chang, land claim documents for agricultural land are Sor. Kor. Nung (S.K.1) or Por. Bor. Tor. Ha (P.B.T.5.), you can not register the sale or lease of these land right and you can farm this land but cannot build anything other than a house on it. (www.iamkohchang.com/Real_Estate/index.htm)

Land Usage regulations

Building regulations for Trat Province , including Ko Chang, Ko Kood and neighboring islands have been effective since 30th October 2003 and the main reason for such laws is to be able to try and protect the environment on Ko Chang and avoid buildings being built too close together thereby reducing the amount of development on Ko Chang.

A) Under these regulations land is divided into four zones:

Zone 1) the first zone includes all land within 50 metres of the shoreline.

Zone 2) land lying between 50 and 200 metres from the shoreline.

Zone 3) Land lying between 200 and 500 metres from the shoreline

Zone 4) Area in Ko Rang, Ko Kra

B) Zone 1. You can not build anything except:

1) A single building for living or government building but it must be:

- Under 8 metres in height
- Cover an area less than 150sqm for each building
- Over 4 metres apart from any other building
- At least 2 metres from boundary of the land

In addition, a maximum of 70% of the land area can be built on.

2) A dam, pier (commercial use for loading / unloading), drainage pipes, a bridge, a wall not more than 2 metres high.

Zone 2. You can not build:

- 1) Any building higher than 12 metres
- 2) Most factories
- 3) A theatre
- 4) A transportation centre - bus station, train station etc
- 5) Barns etc for housing animals unless they're smaller than 10sqm
- 6) Any building over 5000sqm

- 7) A market over 300sqm, which must be over 50 metres from any other market in the area
- 8) Engine repair or maintenance shops unless related to boat engines
- 9) Propane gas shop or storage facility
- 10) A gas (petrol) station or storage depot
- 11) A clinic with more than five beds for inpatients
- 12) Advertising hoardings except road signs and place e.g. hotel signs, but these must be less than 12 metres high.
- 13) Any flammable buildings. I.e. those made out of wood, with the exception of single buildings less than 6 metres in height, each of which must be 4 metres from all other buildings.
- 14) Shop houses or shop units
- 15) On more than 70% of the land area
- 16) A crematorium
- 17) A warehouse or storage facility over 100sqm in size
- 18) A garbage incinerator for garbage

Zone 3. You can not build:

- 1) Numbers: 2, 5, 8,9,15, as in Zone 2 above.
- 2) A warehouse over 200sqm in size

Zone 4. You can not build anything EXCEPT:

- 1) A dam, drainage pipes or a bridge
- 2) A pier for loading and unloading vessels.

C) You can not change or adapt a legally built building into one which would be illegal in a certain Zone.

D) Any buildings built prior to 2003 are exempt from the zoning rules. However, they can not be adapted for use as a structure that would be illegal under the new regulations.

E) Buildings that have been granted permission to be adapted in the past (prior to 2003), but are not yet completed are allowed to be completed.

Signed by Pramuan Rujanaseri (www.iamkohchang.com/Real_Estate/index.htm)



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APPENDIX D

Questionnaire 1

Project: Tourism Development and the effects on local communities

By: Marc Heath, Master in Thai Studies, Faculty of Arts, Chulalongkorn University

Subject: Observation and reaction of local population towards Tourism Development on Ko Chang

Date: / / 2006

[Tick the box as precise as possible]

1) Sex:

Male Female

2) Age:

>20 20-40 41-60 60 and over

3) Marital status:

Single Married Widowed

4) Place of Birth?

Ko Chang The rest of Thailand Migrated

Others.....

5) Residence on Ko Chang, where do you live (*tick the box closest to your residence, nearest community*)?

Ban Khlong Son Ao Khlong Son Hat Sai Khao

Laem Chaichet Ao Khlong Phrao Ban Khlong Phrao

Hat Khlong Makok Hat Kaibae Ban Bairan

Ban Bang Bao Ao Bang Bao Hat Wai Chek

- Ruang Tan Ban Salak Phet Ao Salak Phet
 Ban Salak Kok Ao Salak Kok Ao Nam Khun
 Tha Than Mayom Ban Dan Mai Tha Dan Kao
 Suan Luang (Thai Navy) Ao Sapparot
 Others.....

6) Where do you work on Ko Chang? (*tick below to closest to community*):

- Ban Khlong Son Ao Khlong Son Hat Sai Khao
 Laem Chaichet Ao Khlong Phrao Ban Khlong Phrao
 Hat Khlong Makok Hat Kaibae Ban Bairan
 Ban Bang Bao Ao Bang Bao Hat Wai Chek
 Ruang Tan Ban Salak Phet Ao Salak Phet
 Ban Salak Kok Ao Salak Kok Ao Nam Khun
 Tha Than Mayom Ban Dan Mai Tha Dan Kao
 Suan Luang (Thai Navy) Ao Sapparot
 Others.....

7) What industry do you work in:

- Fishing Transport Retail Service Food
 Agriculture Accommodation Unemployed
 Others.....

8) Occupational Status:

- Owner Manager Employee Labourer
 Others.....

9) How long have you lived on Ko Chang (*Number of Years*)? :

- >1 1-5 6-10 11-15 16-20 <20

10) Would you prefer work in the tourism industry or work locally in a non touristic industry?

- Tourism Industry Work locally Both

Question 11 and 12 applies for those who have lived in Ko Chang for more than 2 years

11) Has your standard of living changed since tourism development on Ko Chang? :

- Yes No A little Others.....

12) Has your community changed due to tourism development on Ko Chang? :

- Yes No A little Others.....

13) Do you feel tourism development will improve your community? :

- Yes No Not sure Others.....

14) What nationality of tourist visits your community the most? :

- Farang Asian and others Thai

15) How do you think the community will react to extra influx of income? :

- Good reactions Bad reactions Not sure

16) Are you aware of the negative effects of tourism development on Ko Chang?

- Yes No Not sure

17) Do you think the issues mentioned below could become a serious problem on

Ko Chang (*tick those which you think will become a serious issue*):

- Over-population Over-construction Degradation of environment
 Air pollution Noise pollution Water pollution

- Prostitution Drugs Increase in garbage and waste
- Crime (theft)

18) Do you think the Government will be able to control these mentioned above? :

- Yes No Maybe Not sure

19) Are you aware the Government wants to make Ko Chang the next “Phuket of the East”? :

- Yes No Not sure

20) What are your personal reactions towards tourism development on Ko Chang?

- Good Bad Don't know Others.....

21) What are your feelings towards tourists visiting your community (village)? :

- Delighted Cautious Not Bothered Annoyed

- Others.....

22) What would your feelings be towards mass tourist influx visiting your community (village)?

- Delighted Cautious Not Bothered Annoyed

- Others.....

23) What are your attitudes towards Tourism Development on Ko Chang? :

- Supportive Not supportive Cautious Others.....

Question 24 and 25 applies for those who have lived on Ko Chang for more than 2 years

24) How has your standard of living changed since tourism development on Ko Chang?

- Good way Bad way Has not changed

25) How has your community changed since tourism development on Ko Chang?

- Good way Bad way Has not changed

26) What are your feelings towards Ko Chang being developed into the next

“Phuket of the East”? :

- Good Bad Moderate Not so good

Others.....Why?.....

27) What are your feelings towards outsiders buying land on Ko Chang?

- Delighted Cautious Not Bothered Annoyed

28) Are you looking forward to more development on Ko Chang? :

- Yes No Don't Know

29) Do you think Ko Chang is developed enough or more should be done?

- Enough More Don't Know

30) Do you prefer Ko Chang the way it was or the way it's developing? :

- The way it was The way it's developing A bit of both

None others.....

31) Overall, do you think that tourism development on Ko Chang will benefit the island, or end up degrading it?

- Benefit Degrade Don't know

Others.....

Any further comments or suggestion towards tourism development on Ko

Chang?.....

.....

.....

Questionnaire 2

Project: Tourism Development and the effects on local communities

By: Marc Heath, Master in Thai Studies, Faculty of Arts, Chulalongkorn University

Subject: Observation and reaction of local bungalows, tour operators and local businesses towards Tourism Development on Ko Chang

Date: / / 2006

[Tick the box as precise as possible]

1) Sex:

Male Female

2) Age:

>20 20-40 41-60 60 and over

3) Marital Status:

Single Married Widowed

4) Occupation:

Local Bungalow Tour operator Shop owner

Bar/Restaurant Other (please specify).....

5) If you own a local business, what type of business?

6) What's your position at the business?

Owner Manager Employee Labourer

Others (*please describe*).....

7) Name of Business (bungalow, shop, tour operator, bar/restaurant, business if any)?

8) Location (destination) of business on Ko Chang (*Tick the box closest to your business*)?

- Ban Khlong Son Ao Khlong Son Hat Sai Khao
 Laem Chaichet Ao Khlong Phrao Ban Khlong Phrao
 Hat Khlong Makok Hat Kaibae Ban Bairan
 Ban Bang Bao Ao Bang Bao Hat Wai Chek
 Ruang Tan Ban Salak Phet Ao Salak Phet
 Ban Salak Kok Ao Salak Kok Ao Nam Khun
 Tha Than Mayom Ban Dan Mai Tha Dan Kao
 Suan Luang (Thai Navy) Ao Sapparot
 Others.....

9) How long has your business been in operation (*number of years*)?

- >1 1-5 6-10 11-20 <20

If your business is local bungalows answer part A

If your business is Tour Operator answer part B

If your business is a local shop answer part C

If your business is a bar/restaurant answer part D

Part A

10) Number of employees?

- >5 5-10 11-20 21-40 41-60 <60

11) How many rooms does it have?

- >5 5-10 11-20 21-40 41-60 <60

12) What are your average room rates?

- >200 200-499 500-999 1000-1999 <2000

13) Have your room rates increased due to tourism development?

- Yes No

14) Has this business expanded due to tourism development?

- Yes No A little

Continue at Question 26

Part B

15) Number of employees?

- >5 5-10 11-15 16-20 <20

16) On Average how many clients do you deal with per day?

- >5 5-10 11-20 21-40 <40

17) Have price rates increased due to tourism development?

- Yes No

18) Has this business expanded due to tourism development?

- Yes No A little

Continue at Question 26

Part C

19) Number of employees?

- >4 5-10 11-15 16-20 <20

20) What items are sold?

- Souvenirs Clothes Food and drinks Others.....

21) Have your price rates increased due to tourism development?

- Yes No

22) Has this business expanded due to tourism development?

- Yes No

Continue at Question 26

Part D

23) Number of employees?

- >5 5-10 11-15 16-20 <20

24) Have your price rates increased due to tourism development on Koh Chang?

- Yes No

25) Has this business expanded due to tourism development?

- Yes No A little

Continue at Question 26

26) Have you noticed any changes in Ko Chang over the past five years?

- Yes No (*if your answer is No go to question 30*)

27) Have these changes been positive or negative?

- Positive Changes Negative changes Both

28) What types of changes have you noticed (*tick those that you have noticed*)?

- Increase in construction Increase in population Air pollution
 Noise pollution Water pollution
 Increase in garbage Price increases Crime (theft)
 Degradation of environment None of the above
 Others (*please specify*).....

29) Do you think these changes will benefit Ko Chang in the future?

- Yes No Maybe Not sure

30) Are you aware of the negative effects of tourism development on Ko Chang?

- Yes No Not sure

31) Do you think the issues mentioned below could become a serious problem on

Ko Chang (*tick those which you think will become a serious issue*):

- Over-population Over-construction Degradation of environment
 Air Pollution Noise pollution Water pollution
 Prostitution Drugs Increase in Garbage and Waste
 Crime (theft) Not an issue (*If not an issue go to Question 33*)

32) Do you think the government will be able to control these issues mentioned above?

- Yes No Maybe Not sure

33) Are you aware the Government wants to make Ko Chang the next “Phuket of the East”?

- Yes No Don't know

34) Has your community changed due to tourism development on Ko Chang?

- Yes No A little

35) Do you feel tourism development will improve your community on Ko Chang?

- Yes, in what way?
 No, in what way?.....
 Not sure

36) How do you think the community will react to extra influx of income?

- Good Reactions Bad reactions Not sure

37) What are your attitudes towards tourism development on Ko Chang?

- Supportive Not supportive Cautious Others

38) What are your personal reactions towards tourism development on Ko Chang?

- Good Bad Moderate Don't know

Others.....

39) What are your feelings towards Ko Chang being developed into the next

“Phuket of the East”?

Good Bad Moderate Others.....

40) What are your feelings towards outsiders buying land on Ko Chang?

Delighted Cautious Not bothered Annoyed

41) How has your community changed since tourism development on Ko Chang ?

Good way Bad way Has not changed

42) Are you looking forward to seeing Ko Chang being developed into a first class holiday destination?

Yes No Not sure

43) Do you think Ko Chang is developed enough or more development is needed?

Enough More Others.....

44) Do you prefer Ko Chang the way it was or the way it is developing?

The way it was The way it is developing A little bit of both

None

45) Overall, do you think that tourism development on Ko Chang will benefit the island or end up degrading it?

Benefit Degrade Do not know

Any further comments or suggestions towards tourism development on Ko

Chang?.....

.....

.....

APPENDIX E

Questionnaire 1 Thai Version

แบบสอบถาม

โครงการ : - การพัฒนาด้านการท่องเที่ยวและผลกระทบที่มีต่อชุมชนในพื้นที่

โดย : Marc Heath (มาร์ค ฮีธ), นักศึกษาปริญญาโท สาขาวิชา ไทยศึกษา, คณะอักษรศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย

เรื่อง : การสำรวจปฏิบัติการตอบสนองของผู้ประกอบการและผู้ทำงานด้านการท่องเที่ยว ในพื้นที่ที่มีต่อการพัฒนาด้านการท่องเที่ยว บนเกาะช้าง

วันที่ : / / 2006

[โปรดใส่เครื่องหมาย / ในช่องสี่เหลี่ยมที่กำหนดให้ตามความเป็นจริง]

1) เพศ:

ชาย หญิง

2) อายุ:

20 หรือ น้อยกว่า 21-40 41-60 60 หรือ มากกว่า

3) สถานภาพการสมรส:

โสด สมรส หม้าย

4) สถานที่เกิด?

เกาะช้าง จังหวัดอื่นในประเทศไทย ย้ายมาจากประเทศอื่น

อื่นๆ.....

5) ที่พักอาศัยบนเกาะช้าง, (ทำเครื่องหมายในช่องสี่เหลี่ยมบริเวณที่พักอาศัย หรือสถานที่พักที่ใกล้เคียงที่สุด)?

บ้านคลองสน อ่าวคลองสน หาดทรายขาว แหลมไชยเชษฐ

อ่าวคลองพร้าว บ้านคลองพร้าว หาดคลองมะกอก หาดไก่อ๊ะ

บ้านโบลาน บ้านบางเบ้า อ่าวบางเบ้า หาดห้วยแจก

บ้านโรงถ่าน บ้านสลักเพชร อ่าวสลักเพชร บ้านสลักคอก

อ่าวสลักคอก อ่าวน้ำจุ่น ท่าธารมขม ท่าด่านใหม่

บ้านด่าน สวนหลวง (กองทัพเรือ) อ่าวสับประด

อื่นๆ.....

6) สถานที่ทำงานบนเกาะช้าง? (ทำเครื่องหมายในช่องสี่เหลี่ยมสถานที่ทำงานหรือบริเวณใกล้เคียงที่สุด):

บ้านคลองสน อ่าวคลองสน หาดทรายขาว แหลมไชยเชษฐ

อ่าวคลองพร้าว บ้านคลองพร้าว หาดคลองมะกอก หาดไก่อ๊ะ

บ้านโบลาน บ้านบางเบ้า อ่าวบางเบ้า หาดห้วยแจก

บ้านโรงถ่าน บ้านสลักเพชร อ่าวสลักเพชร บ้านสลักคอก

อ่าวสลักคอก อ่าวน้ำจุ่น ท่าธารมขม ท่าด่านใหม่

บ้านด่าน สวนหลวง (กองทัพเรือ) อ่าวสับประด

อื่นๆ.....

7) ลักษณะของงานที่คุณทำ:

- กิจการด้านการประมง กิจการการขนส่ง, สองแถว ค้าขาย บริการ
- ร้านอาหาร เกษตรกรรม ที่พักอาศัย ไม่มีงานทำ
- อื่นๆ.....

8) สถานภาพด้านอาชีพ :

- เจ้าของกิจการ ผู้จัดการ พนักงานประจำ กรรมกร
- อื่นๆ.....

9) คุณอาศัยอยู่บนเกาะช้างมานานเท่าไร (ระบุจำนวนปี)? :

- 1 หรือน้อยกว่า 1-5 6-10 11-15 16-20
- 20 หรือมากกว่า

10) คุณอยากทำงานในด้านอุตสาหกรรมการท่องเที่ยว หรือต้องการทำงานทั่วไปในพื้นที่ที่ไม่เกี่ยวข้องกับอุตสาหกรรมการท่องเที่ยว?

- ด้านอุตสาหกรรมการท่องเที่ยว ทำงานทั่วไปในพื้นที่ ทั้งสองอย่าง

สำหรับผู้ที่อยู่บนเกาะช้างมานานกว่า 2 ปี โปรดตอบคำถามข้อ 11 และ 12

11) มาตรฐานความเป็นอยู่ของคุณมีการเปลี่ยนแปลงไปตั้งแต่มีการพัฒนาด้านการท่องเที่ยวบนเกาะช้างหรือไม่? :

- เปลี่ยนแปลง ไม่เปลี่ยนแปลง เปลี่ยนแปลงเล็กน้อย
- อื่นๆ.....

12) ชุมชนที่คุณอาศัยอยู่มีการเปลี่ยนแปลงเนื่องมาจากการพัฒนาด้านการท่องเที่ยวบนเกาะช้างหรือไม่? :

เปลี่ยนแปลง ไม่เปลี่ยนแปลง เปลี่ยนแปลงเล็กน้อย

อื่นๆ.....

13) คุณคิดว่าการพัฒนาด้านการท่องเที่ยวจะทำให้ชุมชนที่คุณอยู่ดีขึ้นหรือไม่? :

ดีขึ้น ไม่ดีขึ้น ไม่แน่ใจ อื่นๆ.....

14) นักท่องเที่ยวในชุมชนของคุณส่วนใหญ่เป็นลักษณะสัญชาติใด? :

ฝรั่ง คนเอเชียและอื่นๆ คนไทย

15) คุณคิดว่าชุมชนของคุณจะมีการตอบรับกับการไหลทะลักเข้ามาของรายได้ที่เพิ่มขึ้นจากนักท่องเที่ยวอย่างไร?

ตอบรับดี ตอบรับไม่ดี ไม่แน่ใจ

16) คุณมีความรู้สึกอย่างไรถึงผลเสียต่อการพัฒนาการท่องเที่ยวบนเกาะช้าง?

รู้ ไม่รู้ ไม่แน่ใจ

17) คุณคิดว่าสิ่งต่อไปนี้จะกลายเป็นปัญหาที่รุนแรงสำหรับเกาะช้างหรือไม่? (โปรดใส่เครื่องหมาย / ลงใน

ช่องที่คิดว่าเป็นปัญหาที่รุนแรง):

ปัญหาประชากรหนาแน่น มีสิ่งก่อสร้างมากเกินไป สิ่งแวดล้อมเสื่อมโทรม

มลพิษทางอากาศ มลภาวะทางเสียง มลพิษทางน้ำ

ปัญหาโสเภณี ปัญหาเสพติด ปัญหาการเพิ่มของขยะและของเสีย

อาชญากรรม (การลักขโมย)

18) ท่านคิดว่ารัฐบาลควรจะเข้ามาควบคุมปัญหาที่กล่าวมาแล้วหรือไม่?:

- ควร ไม่ควร อาจจะ ไม่แน่ใจ

19) คุณรู้เรื่องที่รัฐบาลต้องการจะทำให้เกาะช้างเป็น “ภูเก็ตแห่งภาคตะวันออก” หรือไม่? :

- รู้ ไม่รู้ ไม่แน่ใจ

20) คุณมีความรู้สึกอย่างไรต่อการพัฒนาด้านการท่องเที่ยวบนเกาะช้างอย่างไร?

- ดี ไม่ดี ไม่ทราบ อื่นๆ.....

21) คุณรู้สึกอย่างไรกับการที่นักท่องเที่ยวที่เข้ามาในชุมชน (หมู่บ้าน) ของคุณ? :

- ยินดี ไม่สบายใจ ไม่สนใจ น่ารำคาญ

- อื่นๆ

22) คุณรู้สึกอย่างไรต่อการหลั่งไหลเข้ามาเป็นจำนวนมากของนักท่องเที่ยวเข้ามาที่ชุมชนของคุณ (หมู่บ้าน)?

- ยินดี ไม่สบายใจ ไม่สนใจ น่าหงุดหงิด

- อื่นๆ.....

23) คุณมีทัศนคติอย่างไรเกี่ยวกับการพัฒนาในด้านการท่องเที่ยวบนเกาะช้าง? :

- น่าสนับสนุน ไม่น่าสนับสนุน ไม่สบายใจ อื่นๆ.....

สำหรับผู้ที่อาศัยอยู่บนเกาะช้างมากกว่า 2 ปี โปรดตอบคำถามข้อ 24 และ 25

24) มาตรฐานความเป็นอยู่ของคุณเปลี่ยนแปลงไปอย่างไร ตั้งแต่มีการพัฒนาด้านการท่องเที่ยวบนเกาะช้าง?

- ในทางที่ดี ในทางที่ไม่ดี ไม่เปลี่ยนแปลง

25) ชุมชนของคุณมีความเปลี่ยนแปลงไปอย่างไรตั้งแต่มีการพัฒนาด้านการท่องเที่ยวบนเกาะช้าง?

- ในทางที่ดี ในทางที่ไม่ดี ไม่เปลี่ยนแปลง

26) คุณมีความรู้สึกอย่างไรในเรื่องการพัฒนาเกาะช้างให้เป็น “ภูเก็ตแห่งภาคตะวันออก” :

- รู้สึกดี รู้สึกไม่ดี เฉยๆ
- อื่นๆ.....เหตุผล?.....

27) คุณมีความรู้สึกอย่างไรในเรื่องการซื้อที่ดินบนเกาะช้างโดยคนภายนอก?

- ยินดี ไม่สบายใจ ไม่สนใจ
- อื่นๆ.....

28) คุณเฝ้ารอที่จะเห็นเกาะช้างพัฒนาขึ้นเป็นแหล่งท่องเที่ยวชั้นนำหรือไม่? :

- ใช่ ไม่ ไม่ทราบ

29) คุณคิดว่าเกาะช้างมีการพัฒนาเพียงพอแล้ว หรือยังต้องพัฒนาต่อไปอีก?

- เพียงพอแล้ว ยังต้องพัฒนาอีก ไม่ทราบ

30) คุณชอบเกาะช้างอย่างที่เคยเป็นในอดีต หรืออย่างที่กำลังพัฒนาอย่างปัจจุบัน? :

- อย่างที่เคยเป็นในอดีต อย่างที่กำลังพัฒนาในปัจจุบัน ชอบบางส่วนของทั้งสองอย่าง
- ไม่ชอบเลย อื่นๆ.....

31) โดยรวมแล้ว คุณคิดว่าการพัฒนาด้านการท่องเที่ยวบนเกาะช้างจะมีผลดีต่อเกาะช้าง หรือทำให้เกาะช้างแย่ลง?

- เป็นผลดี ทำให้แย่ลง ไม่ทราบ
- อื่นๆ

ความคิดเห็น หรือข้อเสนอแนะเกี่ยวกับการพัฒนาในด้านการท่องเที่ยวบนเกาะช้าง?

.....

.....

.....

.....



สถาบันวิทยบริการ
จุฬาลงกรณ์มหาวิทยาลัย

Questionnaire 2 Thai Version

แบบสอบถาม

โครงการ : - การพัฒนาด้านการท่องเที่ยวและผลกระทบที่มีต่อชุมชนในพื้นที่

โดย : Marc Heath (มาร์ค ฮีธ), นักศึกษาปริญญาโท สาขาวิชา ไทยศึกษา, คณะอักษรศาสตร์
จุฬาลงกรณ์มหาวิทยาลัย

เรื่อง : การสำรวจปฏิบัติการตอบสนองของผู้ประกอบการและผู้ทำงานด้านการท่องเที่ยว ในพื้นที่ที่มีต่อการ
พัฒนาด้านการท่องเที่ยว บนเกาะช้าง

วันที่ : / / 2006

[โปรดใส่เครื่องหมาย / ในช่องสี่เหลี่ยมที่กำหนดให้ตามความเป็นจริง]

1) เพศ:

ชาย หญิง

2) อายุ:

20 หรือน้อยกว่า 21-40 41-60 60 หรือ มากกว่า

3) สถานภาพการสมรส:

โสด สมรส หม้าย

4) อาชีพ:

เปิดบังกะโล จัดทัวร์ เจ้าของร้านทั่วไป เปิดบาร์ หรือร้านอาหาร

อื่นๆ (โปรดระบุ).....

5) ถ้าคุณมีธุรกิจเป็นของตัวเอง คุณทำธุรกิจด้านใด?

6) คุณมีตำแหน่งอะไรในธุรกิจที่คุณทำอยู่?

- เจ้าของธุรกิจ ผู้จัดการ พนักงาน คนงาน

อื่นๆ (โปรดระบุ).....

7) ชื่อของธุรกิจของคุณ (ชื่อบังกะโล, ร้านค้า, ร้านจัดทัวร์, บาร์หรือร้านอาหาร, หรือธุรกิจอื่น ถ้ามี)

.....

8) สถานที่บนเกาะช้างที่ธุรกิจของคุณตั้งอยู่ (โปรดใส่เครื่องหมาย / ลงในช่องสี่เหลี่ยม)?

- บ้านคลองสน อ่าวคลองสน หาดทรายขาว แหลมไชยเชษฐ

- อ่าวคลองพร้าว บ้านคลองพร้าว หาดคลองมะกอก หาดไก่อ๊ะ

- บ้านโปลาน บ้านบางเบ้า อ่าวบางเบ้า หาดห้วยแจก

- บ้านโรงถ่าน บ้านสลักเพชร อ่าวสลักเพชร บ้านสลักคอก

- อ่าวสลักคอก อ่าวน้ำขุ่น ท่าธารมะยม ท่าด่านใหม่

- บ้านด่าน สวนหลวง (กองทัพเรือ) อ่าวสับประด

อื่นๆ.....

9) คุณเปิดกิจการนี้มานานเท่าใดแล้ว (โปรดระบุจำนวนปี)?

- น้อยกว่า 1 1-5 6-10 11-20 มากกว่า 20

ถ้าธุรกิจของคุณคือเปิดบังกะโล โปรดตอบคำถามในชุด ก

ถ้าธุรกิจของคุณคือร้านจัดทัวร์ โปรดตอบคำถามในชุด ข

ถ้าธุรกิจของคุณคือเปิดร้านขายของทั่วไป โปรดตอบคำถามในชุด ค

ถ้าธุรกิจของคุณคือเปิดบาร์ หรือร้านอาหาร โปรดตอบคำถามในชุด ง

ชุด ก

10) จำนวนลูกจ้างหรือพนักงาน?

น้อยกว่า 4 5-10 11-20 21-40 41-60

มากกว่า 60

11) มีห้องพักเป็นจำนวนกี่ห้อง?

น้อยกว่า 4 5-10 11-20 21-40 41-60

มากกว่า 60

12) ราคาห้องพักโดยเฉลี่ยคืนละเท่าไร?

ต่ำกว่า 200 บาท 200-499 บาท 500-999 บาท 1,000-1999 บาท

2,000 บาท ขึ้นไป

13) ราคาห้องพักของคุณราคาสูงขึ้นเนื่องมาจากการพัฒนาการท่องเที่ยวบนเกาะช้างหรือไม่?

สูงขึ้น ไม่เปลี่ยนแปลง

14) ธุรกิจของคุณมีการขยายตัวขึ้นเนื่องมาจากการพัฒนาการท่องเที่ยวบนเกาะช้างหรือไม่?

ใช่ ไม่ใช่ เล็กน้อย

โปรดตอบคำถามต่อในข้อ 26

ชุด ข

15) จำนวนลูกจ้างหรือพนักงาน?

- น้อยกว่า 5 5-10 11-15 16-20 มากกว่า 20

16) คุณมีลูกค้าเข้ามาใช้บริการกิจการของคุณประมาณกี่รายต่อวัน?

- น้อยกว่า 5 5-10 11-20 21-40 มากกว่า 40

17) การจัดทัวร์ของร้านคุณปรับราคาสูงขึ้นเนื่องมาจากการพัฒนาการท่องเที่ยวบนเกาะช้างหรือไม่?

- สูงขึ้น ไม่เปลี่ยนแปลง

18) ธุรกิจของคุณมีการขยายตัวขึ้นเนื่องมาจากการพัฒนาการท่องเที่ยวบนเกาะช้างหรือไม่?

- ใช่ ไม่ใช่ เล็กน้อย

โปรดตอบคำถามต่อไปนี้ข้อ 26

ชุด ค

19) จำนวนลูกจ้างหรือพนักงาน?

- น้อยกว่า 5 5-10 11-15 16-20 มากกว่า 20

20) ประเภทของสินค้าที่จำหน่าย?

- ของที่ระลึก เสื้อผ้า อาหาร และเครื่องดื่ม อื่นๆ.....

21) ราคาสินค้าที่ขายคุณราคาสูงขึ้นเนื่องมาจากการพัฒนาการท่องเที่ยวบนเกาะช้างหรือไม่?

- สูงขึ้น ไม่เปลี่ยนแปลง

22) ธุรกิจของคุณมีการขยายตัวขึ้นเนื่องมาจากการพัฒนาการท่องเที่ยวบนเกาะช้างหรือไม่?

- ใช่ ไม่ใช่ เล็กน้อย

โปรดตอบคำถามต่อไปนี้ข้อ 26

ชุด ง

23) จำนวนลูกจ้างหรือพนักงาน?

- น้อยกว่า 5 5-10 11-15 16-20 มากกว่า 20

24) ราคาสินค้าของร้านคุณราคาสูงขึ้นเนื่องมาจากการพัฒนาการท่องเที่ยวบนเกาะช้างหรือไม่?

- สูงขึ้น ไม่เปลี่ยนแปลง

25) ธุรกิจของคุณมีการขยายตัวขึ้นเนื่องมาจากการพัฒนาการท่องเที่ยวบนเกาะช้างหรือไม่?

- ใช่ ไม่ใช่ เล็กน้อย

โปรดตอบคำถามต่อไปนี้ข้อ 26

26) ใน 5 ปีที่ผ่านมา คุณสังเกตเห็นความเปลี่ยนแปลงใดๆบนเกาะช้างบ้างหรือไม่?

- เห็น ไม่เห็น (ถ้าคุณตอบว่า ไม่ โปรดข้ามไปที่คำถามข้อ 30)

27) คุณคิดว่าการเปลี่ยนแปลงนี้เป็นไปในทางบวกหรือทางลบ?

- ทางบวก ทางลบ ทั้งสองอย่าง

28) มีความเปลี่ยนแปลงอะไรที่คุณสังเกตเห็นได้บ้าง (โปรดใส่เครื่องหมาย / ในช่องที่กำหนด)?

- การเพิ่มขึ้นของสิ่งก่อสร้าง การเพิ่มขึ้นของประชากร มลพิษทางอากาศ
- มลภาวะทางเสียง มลพิษทางน้ำ ขยะมูลฝอยมากขึ้น
- ราคาสินค้าและบริการสูงขึ้น อาชญากรรม (การลักขโมย)
- ความเสื่อมโทรมของสภาพแวดล้อม ไม่มีในสิ่งที่กล่าวมา

อื่นๆ (โปรดระบุ).....

29) คุณคิดว่าความเปลี่ยนแปลงนี้จะเป็นประโยชน์ต่อเกาะช้างในอนาคตหรือไม่?

เป็น ไม่เป็น อาจจะ ไม่แน่ใจ

30) คุณมีความตระหนักถึงผลเสียต่อการพัฒนาด้านการท่องเที่ยวบนเกาะช้างหรือไม่?

รู้ ไม่รู้ ไม่แน่ใจ

31) คุณคิดว่าสิ่งต่อไปนี้จะกลายเป็นปัญหาที่รุนแรงสำหรับเกาะช้างหรือไม่? (โปรดใส่เครื่องหมาย / ลงใน

ช่องที่คิดว่าเป็นปัญหาที่รุนแรง):

ปัญหาประชากรหนาแน่น มีสิ่งก่อสร้างมากเกินไป สิ่งแวดล้อมเสื่อมโทรม

มลพิษทางอากาศ มลภาวะทางเสียง มลพิษทางน้ำ

ปัญหาโสเภณี ปัญหายาเสพติด ปัญหาการเพิ่มของขยะและของเสีย

อาชญากรรม (การลักขโมย)

ไม่มีสิ่งใดที่เป็นปัญหารุนแรง (ถ้าตอบข้อนี้ โปรดไปที่ข้อ33)

32) คุณคิดว่ารัฐบาลจะควบคุมปัญหาที่กล่าวด้านบนได้หรือไม่?

ได้ ไม่ได้ อาจได้ ไม่แน่ใจ

33) คุณรู้เรื่องที่ว่ารัฐบาลต้องการจะทำให้เกาะช้างเป็น “ภูเก็ตแห่งภาคตะวันออก” หรือไม่? :

รู้ ไม่รู้ ไม่แน่ใจ

34) ชุมชนที่คุณอาศัยอยู่มีการเปลี่ยนแปลงเนื่องมาจากการพัฒนาด้านการท่องเที่ยวบนเกาะช้างหรือไม่? :

เปลี่ยนแปลง ไม่เปลี่ยนแปลง เปลี่ยนแปลงเล็กน้อย

35) คุณรู้สึกว่าการพัฒนาด้านการท่องเที่ยวบนเกาะช้างจะทำให้ชุมชนของคุณดีขึ้นหรือไม่?

ดีขึ้น, ในด้านใด?

ไม่ดีขึ้น, ในด้านใด?

ไม่แน่ใจ

36) คุณคิดว่าชุมชนของคุณจะมีการตอบรับกับการไหลทะลักเข้ามาของรายได้ที่เพิ่มขึ้นจากนักท่องเที่ยว

อย่างไร?

ตอบรับดี

ตอบรับไม่ดี

ไม่แน่ใจ

37) คุณมีทัศนคติอย่างไรเกี่ยวกับการพัฒนาในด้านการท่องเที่ยวบนเกาะช้าง? :

น่าสนับสนุน

ไม่น่าสนับสนุน

ไม่สบายใจ

อื่นๆ.....

38) คุณมีความรู้สึกอย่างไรต่อการพัฒนาด้านการท่องเที่ยวบนเกาะช้างอย่างไร?

ดี

ไม่ดี

ปานกลาง

ไม่ทราบ

อื่นๆ.....

39) คุณมีความรู้สึกอย่างไรในเรื่องการพัฒนาเกาะช้างให้เป็น “ภูเก็ตแห่งภาคตะวันออก”? :

รู้สึกดี

รู้สึกไม่ดี

เฉยๆ

อื่นๆเหตุผล?.....

40) คุณมีความรู้สึกอย่างไรในเกี่ยวกับการที่บุคคลภายนอกเข้ามาซื้อขายที่ดินบนเกาะช้าง?

ยินดี

ไม่สบายใจ

ไม่สนใจ

หงุดหงิด

41) ชุมชนของคุณมีความเปลี่ยนแปลงไปอย่างไรตั้งแต่มีการพัฒนาด้านการท่องเที่ยวบนเกาะช้าง?

- ในทางที่ดี ในทางที่ไม่ดี ไม่เปลี่ยนแปลง

42) คุณเฝ้ารอที่จะเห็นเกาะช้างพัฒนาขึ้นเป็นแหล่งท่องเที่ยวชั้นนำหรือไม่?

- ใช่ ไม่ใช่ ไม่แน่ใจ

43) คุณคิดว่าเกาะช้างมีการพัฒนาเพียงพอแล้ว หรือยังต้องพัฒนาต่อไปอีก?

- เพียงพอแล้ว ยังต้องพัฒนาอีก อื่นๆ.....

44) คุณชอบเกาะช้างอย่างที่เคยเป็นในอดีต หรืออย่างที่กำลังพัฒนาอย่างปัจจุบัน? :

- อย่างที่เคยเป็นในอดีต อย่างที่กำลังพัฒนาในปัจจุบัน ชอบบางส่วนของทั้งสองอย่าง
- ไม่ชอบเลย อื่นๆ.....

45) โดยรวมแล้ว คุณคิดว่าการพัฒนาด้านการท่องเที่ยวบนเกาะช้างจะมีผลดีต่อเกาะช้าง หรือทำให้เกาะช้างแย่ลง?

- เป็นผลดี ทำให้แย่ลง ไม่ทราบ อื่นๆ

ความคิดเห็น หรือข้อเสนอแนะเกี่ยวกับการพัฒนาในด้านการท่องเที่ยวบนเกาะช้าง?

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Biography

Marc James Heath was born on 10th July, 1982 in Great Yarmouth, England, but moved and grew up in Luxembourg after being born. Marc gained his European Baccalaureate in the year 2000 and furthered his education in Birmingham, England, where he gained a Higher National Diploma (HND) in Business Management and Tourism in 2002 and won Student of the Year Award. He followed an Erasmus Exchange Student Program which led him to coming to Thailand. After completing his HND he decided to once again further his studies in Thailand at Rangsit University, International College, where he gained a Bachelor Degree in Tourism and Hospitality Management in April, 2004.

His interests and love for Thai culture grew which led him to enrol in the Thai Studies Program at Chulalongkorn University in November of 2004.



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