

Abstract

The Thesis entitled “Tourism Management by Community Base : Case of Baan Phangtha Wangpong Sub-District Pranburi District Prachuabkhirikan Province” aims to study how community managed tourism on communities basis ,including effects and impacts from tourism and participation of community.

This Thesis is based on Quality Research. Data collected by observation, indept-interview and focus group in study field. The data was descriptively analyzed to explain how community managed the tourism on community basis, what impacts and effects from tourism management are, and what model of community participation in tourism management is.

The community has developed tourism management from environment al conservation by people in community. They have developed model of conservation to promote tourism for making community’s environment sustainable. Peoples in community can gain benefit from tourism in community. So they have cooperated in conservation activities because tourism has encouraged the enrichment of environments.

The structure of management was simple and differentiated depending on initiated activities. For the boat trip on Pran River, boat owner gained the benefit from tourists and allocated some benefits for community’s fund. For home stay and fish sanctuary, members own shares have gained the benefit by the annual return.

The tourism had effects and impacts to community in economic, social and environmental terms. For economic impacts, the tourism had made the additional income to people who joined in Tourism Activities. In social terms, the tourism has encouraged local people to work together, and has led to unity and social harmony as well.

Peoples in community have participated in tourism management process in various forms both in problem identification, in brainstorming to solve the problem, in joining activities and in gaining the benefit.

Based on the research findings, recommendations for the community can be made. Baan Phangtha community should improve the management system to be more systematic and arrange the Bus service and food store to serve the tourist.

Recommendation for the future study is that what factors contributing to the success of tourism management by community and its efficiency including the supportive role of government should be comprehensively investigated.

