DEMAND FOR COMMUNITY PARTICIPATION IN SUSTAINABLE TOURISM DEVELOPMENT IN KOH PAYAM, RANONG PROVINCE, THAILAND

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Abstract - This research aims to identify the demand for community participation in sustainable tourism development in Koh Payam, Ranong Province, Thailand. This study employed an accidental sampling which is a form of non-probability sampling. The respondents used in this study were local residents in Koh Phayam island, Ranong Province, Thailand. The primary data collection process took place on April 2017. Data analysis used descriptive statistics such as Frequency, Percentage Mean and Standard Deviation. The hypothesis test used inferential statistics, t-test and F-test. The comparison was made using the Multiple Comparison Scheffe Method, with a statistical significance of 0.05.
The research found that
1. The demand for community participation in sustainable tourism development in Koh Payam, Ranong province, was at a high level: participation in planning; participation in the allocation of benefits; and participation in follow up and evaluation accordingly.
2. Comparison of the demand of the people in the community for sustainable tourism development in Koh Payam, Ranong province, Thailand. Classified by personal factors, people in the community who have different personal factors, all demand to community participate in sustainable tourism development of Koh Phayam, Ranong, Thailand.

Keywords - Sustainable Tourism, Community Participation, Tourism Development.

I. INTRODUCTION

Tourism is an important industry for the development of the country. It plays an important role in national economic development. Over the years, we have been able to increase more income to the country. Every year, hundreds of billions of baht are on the rise and the trend is increasing every year. Travel promotion measures, such as the exclusion of visa fees for foreign tourists, the provision of basic infrastructure services, and the government's support for foreign exchange. Including the government coordinate with the private sector of foreign countries to promote trade, culture and investment to make Thailand an Asian tourism hub (Tourism Capital of Asia). The main goal is to develop infrastructure, accommodation, basic public health facilities, access to attractions, different types of tourism, such as the Community based tourism which is local people in community do performance with solid work to find solution on how to make progress on tourism in the community (Sakarin Sriupayo, 2018)[1], presentation of unique Thai culture, establishing safety standards for tourists and welcome with good courtesy. The goal is to have the cooperation of all parties with stakeholders of all sectors. To promote the tourism of Thailand has developed to its full potential and the goal is to benefit all parties fairly and sustainable.
Preliminary survey found that factors that promote expansion include: the visa for Southern Sea Tourism Project; open the flight path Bangkok - Ranong of Air Asia; and the trend of health of the Thai people and foreigners. Ranong has a good source of mineral water that is used in the health service in hotels and health care. Natural attractions and agricultural complexes. The popular tourism destination among Thai and foreign tourists now is Koh Phayam (Tourism Authority of Thailand, 2011)[2].

Koh Phayam is a popular tourism is attraction in Ranong, Thailand. A large island located in the Andaman Sea, south west of Ranong, there are waterfalls, forests, caves, islands, as well as fine arts and culture. Tourism management focuses on ecotourism, which is a combination of resource integrity. The natural environment is beautiful with tourism activities to create economic value for the province and the local people, the mutual support between people and nature to be able to live together with sustainably. Tourism development that lacks good management and efficiency may lead to deterioration and degradation of natural resources will affect the overall tourism. The help of develop and maintain, pay attention, prevent, and care for the attractions from those who are involved with, whether local government or national parks. It is important to develop and maintain these resources as a sustainable tourist attraction. The strategic position (Positoning) of the Ranong Administrative Organization on "Tourism development and promotion of the province in various areas according to the demand of tourists, including health tourism. Ecotourism Tourism-oriented History and Tourism of the Sea" (Ranong Province Development Plan, 2018-2021,

2018)[3]

Therefore, the researcher is interested to study the Demand for community participation in the development of Koh Phayam for sustainable tourism in Ranong province, Thailand in order to use the results as a guideline for planning and development to promote and preserve the area to develop sustainable tourism and to be consistent with the way people live in the community. Ranong is a tourist attraction that remains unique and sustainable tourism development.

II. OBJECTIVES

To know the people's demand for community participation in sustainable tourism development in Koh Payam, Ranong Province.

III. HYPOTHESIS

People in the community have different personal factors. The demand for community participation in sustainable tourism development of Koh Phayam in different provinces is different.

IV. METHODS

The people used in the research are local people. 643 people in the district of Koh Payam, Ranong province. (Subdistrict Administration Organization of koh payam, 2018)[4].Sampling of Non Probability Sampling by Accidental Sampling. The researcher collected data from the sample of local people. The Weiers (2005)[5] population mean was used at the 95% confidence level. Data analysis was used. In the hypothesis test, Inferential Statistics, ie t-test and F-test, are used for statistically significant results. The comparison was made using multiple comparisons of the Scheffe Method[6]. The statistical significance was calculated at 0.05

V. RESULTS

Research The Demand for community participation in the development of Koh Phayam sustainable tourism in Ranong Province using the Weiers (2005) population mean formula was not less than 247 respondents. There were 263 students.

The results of the research were presented in 3 parts as follows.

Part 1: Analysis of general information about personal factors of people.

Most of the respondents were male. 59.32% were female. Most of them are aged 40 - 59 years old, or 36.88% are under 20 years old, or 12.17%, aged 60 years or over, or 7.98%. Marital status accounted for 72.24%. 27.67% respectively. Most of them completed primary education. 43.35% were secondary to junior high school. The percentage of graduates / vocational schools is 15.67 percent, 9.5 percent of them have Bachelor's degree or Bachelor's degree, 8.74 percent are Bachelor's degree or higher. 0.76% respectively. 25.86% of the respondents were farmers. 25.48% of private business. 19.39% of general employees, but 18.63% of housekeeper / maid 4.94 percent were government employees, 4.18 percent were government employees and the remainder were government employees. 1.52%, respectively. Most of the income was from 5,001-10,000 baht or 37.64%, followed by income lower than 5,000 or 34.98%. Income from 15,001-20,000 People accounted for 13.31 percent. Income 10,001-15,000. 8.75 percent, 20,001-25,000 percent, or 3.80 percent, and more than 25,001 baht or more, accounting for 1.52 percent.

Part 2: Results of community demand analysis for Koh Phayam sustainable tourism development in Ranong province

The results showed that the demand for community participation in sustainable tourism development in Koh Payam , Ranong province was at a high level ($\bar{x}$ = 3.67).

In every level, with the highest average Participation in planning ($\bar{x}$ = 4.00), followed by participation in benefit distribution ($\bar{x}$ = 3.78), and the lowest mean of participation in follow up And evaluation ($\bar{x}$ = 3.53), respectively.

Participation in planning The highest mean is the co-ordinated planning of sustainable use of space for sustainable tourism ($\bar{x}$ =4.32). Secondly, the waste management and community waste management plan is to be a sustainable tourism destination ($\bar{x}$ =4.21). And the lowest average is the plan to limit the number of tourists to suit the potential area of services for sustainable tourism ($\bar{x}$ =3.38), respectively.

Participation in the practice was found to be the highest average of participants in tourism related meetings for planning and staff training courses for sustainable tourism ($\bar{x}$ = 4.18). Secondly, to raise public awareness about tourism as a sustainable tourist destination ($\bar{x}$ = 4.01). And the lowest average is the follow-up and evaluation of tourism change l as a sustainable tourist destination ($\bar{x}$ = 3.27), respectively.

Participation in benefit sharing found that the highest average was the participation in training, treatment and improvement of environmental quality in tourist destinations. For sustainable tourism ($\bar{x}$ = 4.13). Secondly, it contributes to the realization of nature and environment. For sustainable tourism ($\bar{x}$ = 4.07), the lowest mean was participation in environmental sustainability promotion ($\bar{x}$ = 3.38), respectively.

Participation in monitoring and evaluation was The

highest average is the co-monitoring and evaluation of the provision of public utilities to tourists. Satisfied with the service that is worth the visit. For sustainable tourism ($\bar{x}$ = 4.19). Secondly, follow up and evaluate the services provided for each target group. (Disabled persons, elderly and children) for sustainable tourism ($\bar{x}$ = 3.60). And the lowest average is the joint monitoring and evaluation of the provision of public utilities to tourists to tourists. Satisfied with the service that is worth the visit. For sustainable tourism ($\bar{x}$ = 3.19), respectively.

Part 3: Hypothesis Analysis, people in the community with different personal factors would have the different demand for community participating in sustainable tourism development of Koh Phayam, Ranong Province.

Community participation	Single		Married		t	p
	$\bar{x}$	S.D.	$\bar{x}$	S.D.		
Participation in planning	4.00	0.29	4.01	0.31	-0.11	0.91
Participation in practice	3.75	0.28	3.68	0.28	2.09	0.04*
Participation in the allocation of benefits	3.76	0.37	3.79	0.39	-0.71	0.48
Participation in monitoring and evaluation	3.56	0.26	3.51	0.26	1.28	0.20
Total	3.77	0.16	3.75	0.16	0.96	0.34

***p≤ 0.05**

Table1 Shows the mean of the engagement requirements. The overall community (all 4 areas) by gender (male - female)

From Table 1 The results of the analysis of data on the participation of people in the community with different personal factors found that the samples who had different gender were had demand for community participating in sustainable tourism development in Koh Phayam, Ranong Province, Thailand for sustainable tourism is not different. Therefore, it is not consistent with the assumptions. However, when considering each side, found that was involved in the performance. The level of statistical significance is at 0.05.

Community participation	Source of variation	SS	df	MS	F	p
Participation in planning	Between group	0.03	3.00	0.01	0.10	0.96
	Within group	20.19	259.00	0.08		
	Total	20.28	262.00			
Participation in practice	Between group	0.09	3.00	0.03	0.40	0.76
	Within group	20.149	259.00	0.08		
	Total	20.28	262.00			
Participation in the allocation of benefits	Between group	0.25	3.00	0.08	0.57	0.64
	Within group	37.21	259.00	0.14		
	Total	37.46	262.00			
Participation in monitoring and evaluation	Between group	0.10	3.00	0.03	0.50	0.68
	Within group	17.08	259.00	0.07		
	Total	17.18	262.00			
Total	Between group	0.06	3.00	0.02	0.86	0.46
	Within group	6.36	259.00	0.02		
	Total	6.42	262.00			

Table 2 Shows the mean of the total community participation demand (all 4 areas) by age

From Table 2 The results of the data analysis required the participation of people in communities with different personal factors. It was found that there is no difference between age and those who want to be involved in the tourism development in Koh Payam, Ranong province, for sustainable tourism.

Community participation	Single		Married		t	p
	$\bar{x}$	S.D.	$\bar{x}$	S.D.		
Participation in planning	3.72	0.27	3.71	0.28	0.37	0.71
Participation in practice	3.72	0.27	3.71	0.28	0.37	0.71
Participation in the allocation of benefits	3.82	0.34	3.76	0.39	1.13	0.26
Participation in monitoring and evaluation	3.56	0.26	3.52	0.25	1.21	0.23
Total	3.76	0.15	3.75	0.16	0.55	0.58

Table 3. Show the mean of total community involvement demand (all 4 aspects) by status (single-marriage)

From table 3 The results of the data analysis required the participation of people in communities with different personal factors. It was found that there is no difference between those who have different status and those who wanted to participate in tourism development in Ko Phayam, Ranong province, for sustainable tourism.

Community participation	Source of variation	SS	df	MS	F	p
Participation in planning	Between group	0.57	5.00	0.11	1.25	0.29
	Within group	19.78	257.00	0.08		
	Total	20.28	262.00			
Participation in practice	Between group	0.50	5.00	0.10	1.30	0.26
	Within group	19.78	257.00	0.08		
	Total	20.28	262.00			
Participation in the allocation of benefits	Between group	1.11	5.00	0.22	1.56	0.17
	Within group	36.35	257.00	0.14		
	Total	37.46	262.00			
Participation in monitoring and evaluation	Between group	0.15	5.00	0.03	0.45	0.82
	Within group	17.03	257.00	0.07		
	Total	17.18	262.00			
Total	Between group	0.09	5.00	0.02	0.75	0.59
	Within group	6.33	257.00	0.02		
	Total	6.42	262.00			

Table 4 Comparing the average of total community participation demand (all 4 areas) by educational level.

From table 4 The analysis of data on people's demand in community with different personal factors found that the samples with different levels of education wanted to participate in the development of Koh Phayam tourism. Ranong for sustainable tourism. Overall, no difference. It is not consistent with the hypothesis.

Community participation	Source of variation	SS	df	MS	F	p
Participation in planning	Between group	2.09	6.00	0.35	4.08	0.00*

	Within group	19.45	256.00	0.08		
	Total	20.28	262.00			
Participation in practice	Between group	0.84	6.00	0.14	1.84	0.09
	Within group	19.45	256.00	0.08		
	Total	20.28	262.00			
Participation in the allocation of benefits	Between group	0.97	6.00	0.16	1.13	0.34
	Within group	36.49	256.00	0.14		
	Total	37.46	262.00			
Participation in monitoring and evaluation	Between group	0.27	6.00	0.04	0.68	0.67
	Within group	16.91	256.00	0.07		
	Total	17.18	262.00			
Total	Between group	0.02	6.00	0.00	0.13	0.99
	Within group	6.40	256.00	0.02		
	Total	6.42	262.00			

***p≤ 0.05**

Table 5 Show the average comparison of the total involvement demand of the community (all 4 areas) by occupation.

From table 5. The results of the data analysis required the participation of people in communities with different personal factors. It was found that the samples had different occupations, the demand for community participate in sustainable tourism development in Koh Payam, Ranong Province for sustainable tourism. In overall, there is no difference. However, when considering each side, it was found that the involvement in the planning were different at 0.05 statistically significant, the test was performed by Scheffe Method.

Occupation		**Students**	**Government officers**	**State enterprise employees**	**Office employees**	**Business owners**	**Unemployed**
	$\bar{x}$	3.97	3.89	3.98	3.85	3.63	4.03
Students	3.97	-	0.09	0.00	0.13	0.35	-0.06
Government officers	3.89	-	-	-0.09	0.04	0.26	-0.15
Business owners	3.98	-	-	-	0.13	0.35	-0.06
Unemployed	3.85	-	-	-	-	0.22	-0.19
Retirees	3.63	-	-	-	-	-	-0.41
Farmer	4.03	-	-	-	-	-	-

Table 6. The comparison of the mean of the participatory community participation demand in the planning of people in different occupational communities. Classified by Scheffe Method

From table 6 The results of the data analysis required the participation of people in communities with different personal factors. Total of people in the community. Classified by occupation, no difference was found in the pair.

Community participation	Source of variation	SS	df	MS	F	p
Participation in planning	Between group	0.54	5.00	0.11	1.18	0.32
	Within group	20.01	257.00	0.08		
	Total	20.28	262.00			
Participation in practice	Between group	0.27	5.00	0.05	0.69	0.63
	Within group	20.01	257.00	0.08		
	Total	20.28	262.00			
Participation in the allocation of benefits	Between group	1.05	5.00	0.21	1.49	0.19
	Within group	36.40	257.00	0.14		
	Total	37.46	262.00			
Participation in monitoring and evaluation	Between group	0.25	5.00	0.05	0.75	0.59
	Within group	16.93	257.00	0.07	0.59	
	Total	17.18	262.00			
Total	Between group	0.23	5.00	0.05	1.91	0.09
	Within group	6.19	257.00	0.02		
	Total	6.42	262.00			

Table 7 Show the average comparison of the total community involvement demand (all 4 areas) by revenue.

From table 7 The results of the data analysis required the participation of people in communities with different personal factors. It was found that the sample had different income. To participate in tourism development Koh Payam. Ranong Province for sustainable tourism is not different.

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CONCLUSION

The study of demand for community participation in sustainable tourism development in Koh Payam, Ranong Province, Thailand showed that the government should develop public relations in the area to get information faster and encourage all stakeholders have participated and get involved. For example, plans to put a limit on the number of tourists who can visit the specific areas. Tracking and evaluating of changes due to tourism. Participation in the announcement of the environmental protection area for sustainable tourism. Monitoring and evaluating the provision of public utilities to tourists, providing tourists with the satisfaction of providing value-for-money services.

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