

## CHAPTER IV

### RESULTS

The research entitled “Community Tourism Development: A Case Study in Pai, Mae Hong Son” generated the result from 400 respondents who complete the questionnaire and the perception of local people and key informants who were interviewed. The results are presented in two parts, quantitative and qualitative data.

#### **Part 1 Quantitative data** (information from 400 questionnaires).

The questionnaire consists of 2 sections, Section 1 is general profile of respondents and section 2 is information of making decision by respondents.

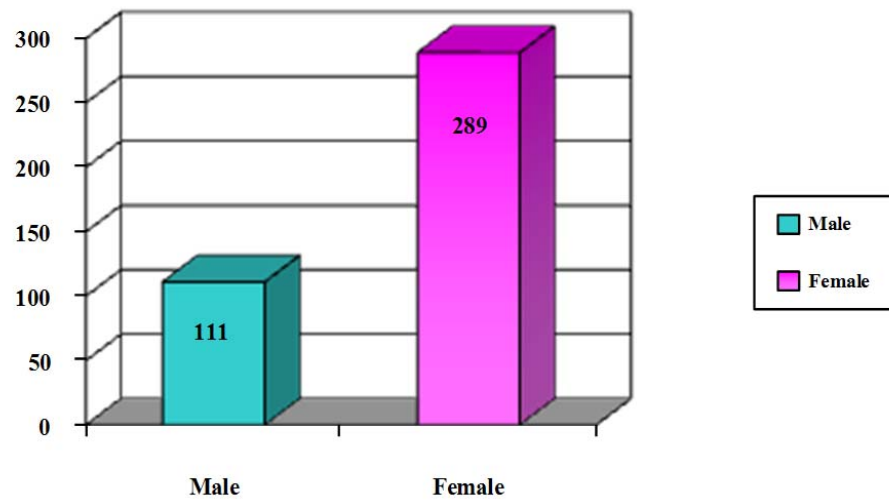
The outcome of the results will be shown by each item of both sections as follows:

#### **Section 1 General information of respondents**

##### **1. Gender of respondents**

**Table 9 Gender of respondent (%)**

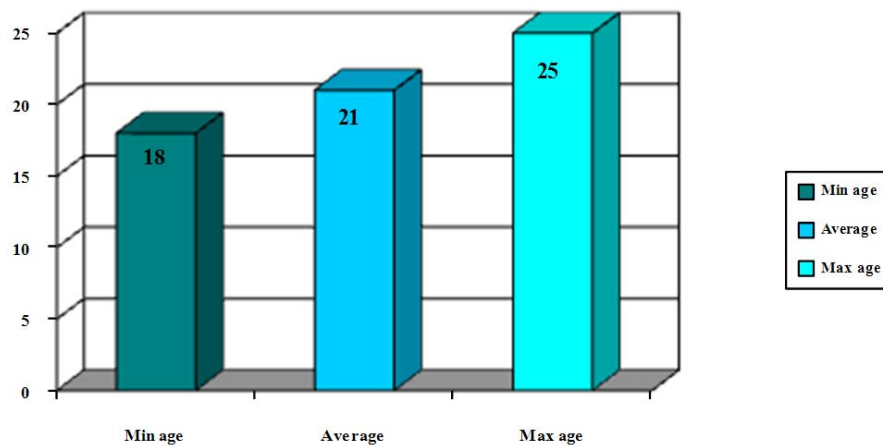
| Gender       | Frequency | Percent |
|--------------|-----------|---------|
| Male         | 111       | 27.8    |
| Female       | 289       | 72.2    |
| <b>Total</b> | 400       | 100.0   |



**Figure 7 Gender of respondents**

There are 400 questionnaires in total, 111 of the respondents are male while 289 of the respondents are female. These numbers can be divided to 27.8% male and 72.2% respondents is female.

## 2. Ages of respondents



**Figure 8 Age of respondent**

The maximum age of the respondents is 25 years old, while the minimum age of respondents is 18 years old, so the average age of respondent is 21 years old. The majority of the respondents are 19, 21 and 22 years old people.

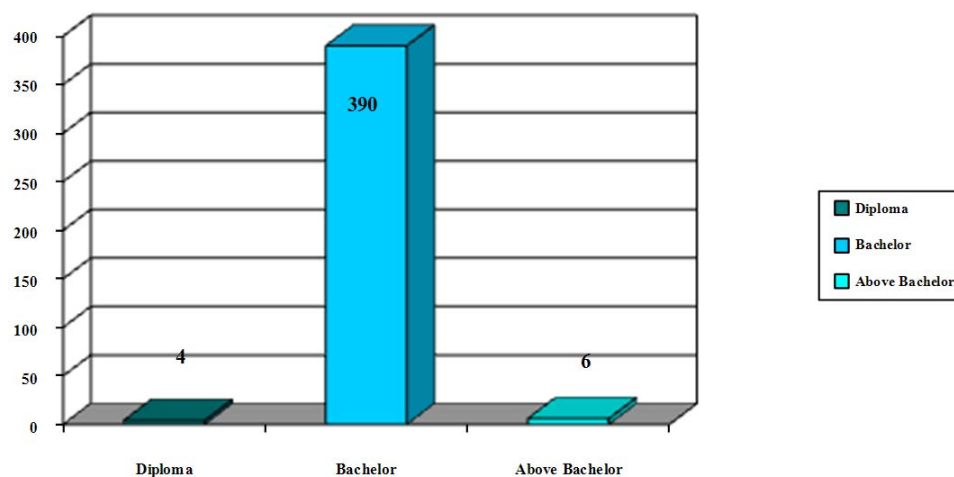
### 3. Status of respondents

100 percent of 400 respondents are single

### 4. Education of respondents

**Table 10 Education of respondent**

| Education Level       | Frequency  | Percent      |
|-----------------------|------------|--------------|
| Diploma               | 4          | 1.0          |
| Bachelor degree       | 390        | 97.5         |
| Above bachelor degree | 6          | 1.5          |
| <b>Total</b>          | <b>400</b> | <b>100.0</b> |



**Figure 9 Education of respondents**

From 400 respondents, people who graduated Bachelor degree are the main group of 97.5% or 390 from 400 respondents. There are only 6 people who are above Bachelor degree and only 4 people who are under Bachelor degree.

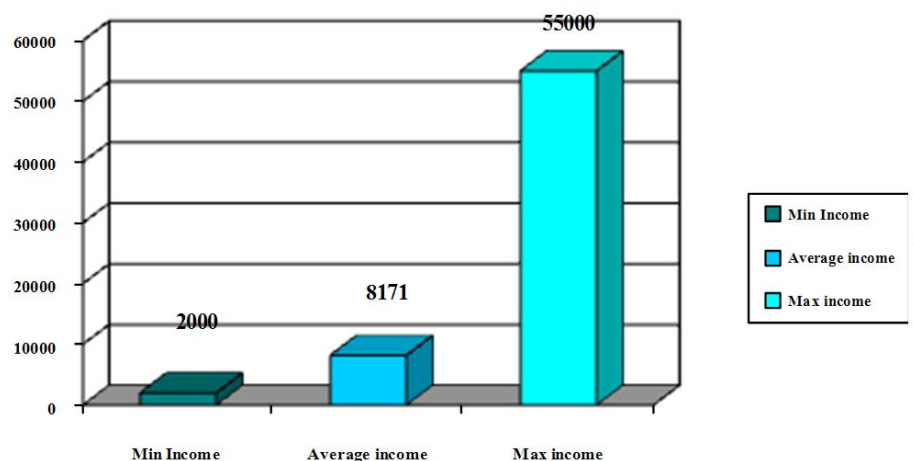
## 5. Occupation of respondents

**Table 11 Occupation of respondents**

| <b>Occupation</b>                          | <b>Frequency</b> | <b>Percent</b> |
|--|------------------|----------------|
| Civil servants/State enterprises personnel | 10               | 2.5            |
| Private organization                       | 22               | 5.5            |
| Business owner                             | 3                | 0.8            |
| Student                                    | 329              | 82.2           |
| Other                                      | 36               | 9.0            |
| <b>Total</b>                               | <b>400</b>       | <b>100.0</b>   |

The main occupation of the respondents was Student, at 82.2% or 329 from 400 respondents. The rest were Private organization, Civil servants/state enterprise personnel and Business owner at 5.5, 2.5 and 0.8 percent respectively.

## 6. Monthly income



**Figure 10 Monthly income of respondent**

The maximum monthly income of respondents is 55,000 Baht. Only one person among the respondents receives this amount of salary. The average monthly income is 8,171 Baht while the minimum monthly income is 2,000 Baht.

## Section 2 Information of respondent

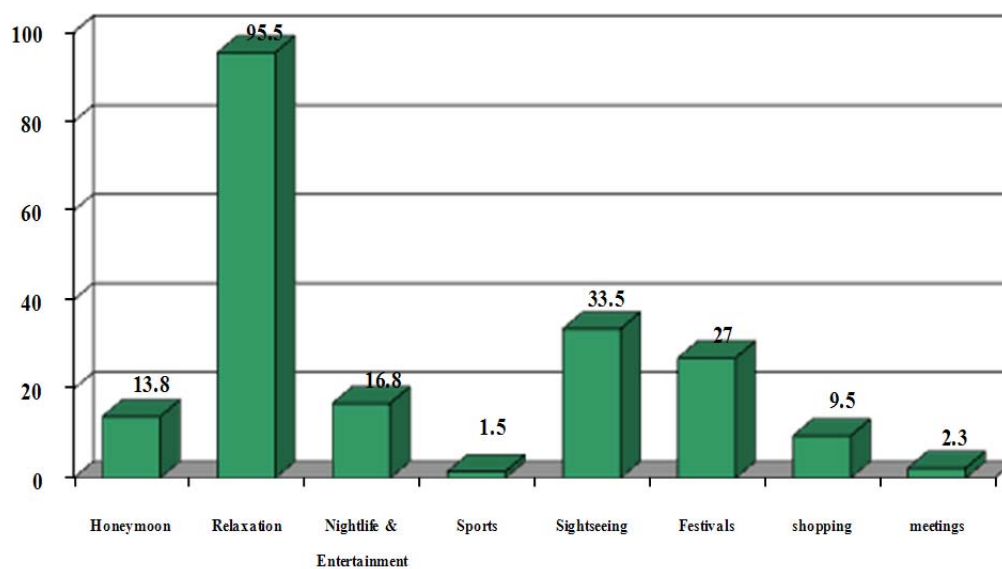
### 1. Objective of traveling to Pai

**Table 12 Objective of traveling to Pai**

| Objective of traveling to Pai | Frequency | Percent |
|-------------------------------|-----------|---------|
| Honeymoon                     | 55        | 13.8    |
| Relaxation                    | 382       | 95.5    |
| Nightlife and entertain       | 67        | 16.8    |
| Sports                        | 6         | 1.5     |

**Table 12 (cont.)**

| Objective of traveling to Pai | Frequency | Percent |
|-------------------------------|-----------|---------|
| Sightseeing                   | 134       | 33.5    |
| Experiencing festival         | 108       | 27.0    |
| Shopping                      | 38        | 9.5     |
| Meeting                       | 9         | 2.3     |

**Figure 11 Objective of traveling to Pai**

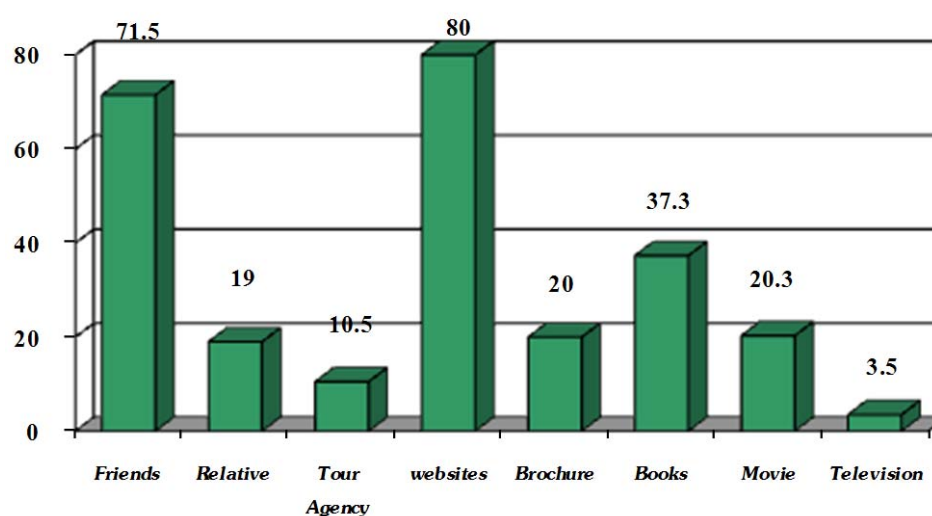
The objectives of traveling to Pai consist of 8 items. These questions are multiple choice, as it allows the respondents to choose more than one answer. The first priority or main group of objectives of traveling to Pai are “Relaxation” at 95.5 percent, “Sightseeing” at 33.5 percent and “experiencing festivals” at 27.0 percent. The second priority of traveling to Pai are “nightlife and entertaining” at 16.8 percent, “honeymoon”

at 13.8 percent. Other objectives of traveling to Pai are “shopping” at 9.5 percent, “meeting” at 2.3 percent and “sport” at 1.5 percent respectively.

## 2. Source of information used in planning the trip to Pai

**Table 13 Source of information used in planning the trip to Pai**

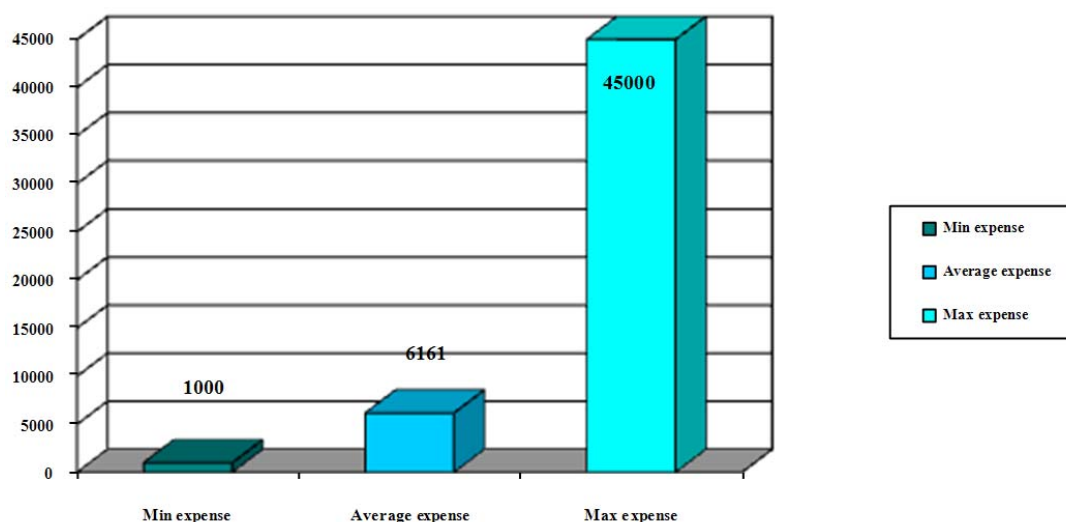
| Source of information   | Frequency | Percent |
|-------------------------|-----------|---------|
| Friend(s)               | 286       | 71.5    |
| Relative                | 76        | 19.0    |
| Tour agency             | 42        | 10.5    |
| Internet/website        | 320       | 80.0    |
| Leaflets or brochure    | 80        | 20.0    |
| Books                   | 149       | 37.3    |
| Movie                   | 81        | 20.3    |
| Other (television, etc) | 14        | 3.5     |



**Figure 12 Source of information used in planning the trip to Pai**

The source of information used in planning the trip to Pai is divided to 8 items. These questions are multiple choices as it allows the respondents to choose more than one answer. Information from website or internet has the highest effect on tourists' decision at 80.0 percent, while word-of-mouth or information from friend(s) and relative(s) are very important for tourists in making decision at 71.5 and 19.0 respectively. Books, movies and leaflets/brochures are the kinds of important sources in making decision to traveling. The percentage of these is 37.3, 20.3 and 20.0 respectively. Tour agency is another choice of information at 10.5 percent while other source such as television is at 3.5 percent.

### 3. The estimated expenses of the whole trip



**Figure 13 The estimated expenses of the whole trip**

The estimated expenses of the whole trip is quite different from the minimum expense of 1,000 Baht and maximum expense at 45,000 Baht. The average expense is 6,161 Baht per trip.

#### 4. Motivation factors that affect decision-making on traveling to Pai

There are 46 items of the motivation factor affecting decision making on traveling to Pai which can be divided to 6 groups. The number of respondents with percentage showed in each column and the number 1-5 in each column stand for level of importance:

1 = not important

2 = less important

3 = neutral

4 = important

5 = very important

**Table 14 Motivation group 1 – Attraction**

| Motivation factors that affect decision-making on traveling to Pai. | 5   |      | 4   |      | 3   |      | 2  |      | 1  |     | Mean |
|---|-----|------|-----|------|-----|------|----|------|----|-----|------|
|   | N   | %    | N   | %    | N   | %    | N  | %    | N  | %   |      |
| 1. tourist attraction   | 193 | 48.2 | 167 | 41.8 | 40  | 10.0 | -  | -    | -  | -   | 4.4  |
| 2. the variety of tourist attractions                               | 90  | 22.5 | 204 | 51.0 | 99  | 24.7 | 7  | 1.8  | -  | -   | 3.9  |
| 3. climate in the tourist spots                                     | 227 | 56.8 | 125 | 31.2 | 44  | 11.0 | 4  | 1.0  | -  | -   | 4.4  |
| 4. security and safety in the tourist spots                         | 110 | 27.5 | 159 | 39.8 | 122 | 30.5 | 6  | 1.5  | 3  | 0.7 | 3.9  |
| 5. exotic place   | 81  | 20.3 | 144 | 36.0 | 133 | 33.2 | 22 | 5.05 | 20 | 5.0 | 3.6  |
| 6. the natural resources of the place                               | 208 | 52.0 | 157 | 39.2 | 35  | 8.8  | -  | -    | -  | -   | 4.4  |
| 7. famous tourist spots   | 87  | 21.7 | 181 | 45.2 | 117 | 29.3 | 15 | 3.8  | -  | -   | 3.9  |
| 8. friendliness of the local people                                 | 101 | 25.2 | 232 | 58.0 | 67  | 16.8 | -  | -    | -  | -   | 4.1  |

According to table 14 – **Motivation group 1 - Attraction**, this group consists of 8 factors. Among 227 respondents (56.8%) they think that climate is the most important factor while 208 respondents (52.0%) have the same opinion that the natural resources of the destination should be an important factor as well. Only 81 respondents (20.3%) feel that exotic place of the destination is the most important factor for them. The mean of all factors in this group is 3.6 – 4.4 which is the highest one compared with other groups

**Table 15 Motivation group 2 - Activity and Facility**

| Motivation factors that affect decision-making on traveling to Pai. | 5   |      | 4   |      | 3   |      | 2  |      | 1  |     | Mean |
|---|-----|------|-----|------|-----|------|----|------|----|-----|------|
|   | N   | %    | N   | %    | N   | %    | N  | %    | N  | %   |      |
| 1. place for playing sport (biking, fishing, etc)                   | 58  | 14.5 | 182 | 45.5 | 126 | 31.5 | 30 | 7.5  | 4  | 1.0 | 3.6  |
| 2. place of relaxation therapy (massage, spa, etc)                  | 60  | 15.0 | 115 | 28.8 | 152 | 38.0 | 63 | 15.7 | 10 | 2.5 | 3.4  |
| 3. delicious food   | 98  | 24.4 | 183 | 45.8 | 109 | 27.3 | 10 | 2.5  | -  | -   | 3.9  |
| 4. clean and healthy food   | 125 | 31.3 | 150 | 37.5 | 113 | 28.2 | 12 | 3.0  | -  | -   | 4.0  |
| 5. nice decoration and nice atmosphere in the restaurant            | 95  | 23.8 | 214 | 53.4 | 84  | 21.0 | 1  | 1.0  | 3  | 0.8 | 4.0  |
| 6. Wide variety of food for selection                               | 51  | 12.8 | 209 | 52.0 | 137 | 34.2 | 3  | 0.8  | -  | -   | 3.8  |
| 7. uniqueness of souvenirs & gifts                                  | 100 | 25.0 | 200 | 50.0 | 93  | 23.2 | 4  | 1.0  | 3  | 0.8 | 4.0  |
| 8. variety of souvenirs & gifts                                     | 78  | 19.5 | 194 | 48.4 | 115 | 28.8 | 10 | 2.5  | 3  | 0.8 | 3.8  |
| 9. evening entertainment and nightlife                              | 83  | 20.7 | 127 | 31.7 | 138 | 34.5 | 39 | 9.8  | 13 | 3.3 | 3.6  |
| 10. safety at nightlife   | 119 | 29.8 | 113 | 28.3 | 148 | 37.0 | 17 | 4.3  | 3  | 0.8 | 3.8  |

According to table 15 Motivation group 2 - **Activity and Facility**, this group consists of 10 factors including Spa, sport, food, souvenir, and nightlife. Among 125 respondents (31.3%) agreed that clean and healthy food is the most important factor for them while 119 respondents (29.8%) felt that safety in nightlife is the most important factor for them. Only 51 respondents (12.8%) thought that wide variety of food for selection is the most important factor. The mean of all factors in this group is only 3.4 – 4.0.

**Table 16 Motivation group 3 – Transportation**

| Motivation factors that affect decision-making on traveling to Pai. | 5  |      | 4   |      | 3   |      | 2  |      | 1 |     | Mean |
|---|----|------|-----|------|-----|------|----|------|---|-----|------|
|   | N  | %    | N   | %    | N   | %    | N  | %    | N | %   |      |
| 1. the convenience in traveling                                     | 39 | 9.8  | 148 | 37.0 | 164 | 41.0 | 49 | 12.2 | - | -   | 3.4  |
| 2.convenient transportation to the place                            | 66 | 16.5 | 140 | 35.0 | 168 | 42.0 | 26 | 6.5  | - | -   | 3.6  |
| 3.safety of transportation to the place                             | 95 | 23.7 | 128 | 32.0 | 152 | 38.0 | 18 | 4.5  | 7 | 1.8 | 3.7  |
| 4.convenience of transportation within the place                    | 71 | 17.7 | 167 | 41.7 | 143 | 35.8 | 16 | 4.0  | 3 | 0.8 | 3.7  |
| 5.safety of transportation within the place                         | 92 | 23.0 | 126 | 31.5 | 161 | 40.2 | 21 | 5.3  | - | -   | 3.7  |

According to table 16 **Motivation group 3 - Transportation**, this group consists of 5 factors. Among 95 respondents (23.7%) agreed that safety of transportation to the place is the most important factor for them while 92 respondents (23.0%) felt that safety transportation within the place is the most important factor of them. Only 39 respondents (9.8%) feel the convenience in traveling is the most important for them. The mean of all factors in this group is only 3.4 – 3.7 which is the lowest one compare with other groups.

**Table 17 Motivation group 4 – Accommodation**

| Motivation factors that affect decision-making on traveling to Pai | 5   |      | 4   |      | 3   |      | 2 |     | 1 |     | Mean |
|--|-----|------|-----|------|-----|------|---|-----|---|-----|------|
|  | N   | %    | N   | %    | N   | %    | N | %   | N | %   |      |
| 1. clean accommodation   | 135 | 33.8 | 180 | 45.0 | 82  | 20.5 | 3 | 0.7 | - | -   | 4.1  |
| 2. facilities in the accommodation                                 | 67  | 16.7 | 194 | 48.5 | 139 | 34.8 | - | -   | - | -   | 3.8  |
| 3. safe accommodation  | 132 | 33.0 | 141 | 35.2 | 120 | 30.0 | 7 | 1.8 | - | -   | 4.0  |
| 4. decoration in the accommodation                                 | 49  | 12.3 | 214 | 53.5 | 128 | 32.0 | 6 | 1.5 | 3 | 0.7 | 3.7  |

Accordingly table 17 **Motivation group 4 - Accommodation**, this group consists of 4 factors. Among 135 respondents (33.8%) agreed that clean accommodation is the most important factor for them while 132 respondents (33.0%) agreed that safe accommodation is the most important factor for them. Only 67 and 49 respondents or 16.7% and 12.3% felt that facilities and decoration in the accommodation is the most important factors for them. The mean of all factors in this group is 3.7 – 4.1.

**Table 18 Motivation group 5 - Cost and promotion**

| Motivation factors that affect decision-making on traveling to Pai | 5   |      | 4   |      | 3   |      | 2  |     | 1 |     | Mean |
|--|-----|------|-----|------|-----|------|----|-----|---|-----|------|
|  | N   | %    | N   | %    | N   | %    | N  | %   | N | %   |      |
| 1. inexpensive cost of traveling                                   | 111 | 27.7 | 159 | 39.7 | 117 | 29.3 | 6  | 1.5 | 7 | 1.8 | 3.9  |
| 2. inexpensive accommodation                                       | 119 | 29.7 | 164 | 41.0 | 111 | 27.7 | 3  | 0.8 | 3 | 0.8 | 4.0  |
| 3. inexpensive food and beverage                                   | 108 | 27.0 | 145 | 36.2 | 141 | 35.2 | 3  | 0.8 | 3 | 0.8 | 3.9  |
| 4. inexpensive gifts and souvenirs                                 | 100 | 25.0 | 109 | 27.2 | 170 | 42.5 | 18 | 4.5 | 3 | 0.8 | 3.7  |

**Table 18 (cont.)**

| Motivation factors that affect decision-making on traveling to Pai | 5   |      | 4   |      | 3   |      | 2  |      | 1  |     | Mean |
|--|-----|------|-----|------|-----|------|----|------|----|-----|------|
|  | N   | %    | N   | %    | N   | %    | N  | %    | N  | %   |      |
| 5. inexpensive evening entertainment                               | 78  | 19.5 | 109 | 27.3 | 179 | 44.7 | 25 | 6.3  | 9  | 2.2 | 3.3  |
| 6. various choices of payment                                      | 34  | 8.5  | 137 | 34.3 | 183 | 45.8 | 42 | 10.5 | 4  | 1.0 | 3.4  |
| 7. a discount from tour promotions                                 | 74  | 18.5 | 144 | 36.0 | 140 | 35.0 | 33 | 8.2  | 9  | 2.3 | 3.6  |
| 8. additional free stays   | 92  | 23.0 | 132 | 33.0 | 118 | 29.5 | 26 | 6.5  | 32 | 8.0 | 3.6  |
| 9. a discount for families or accompany                            | 101 | 25.3 | 455 | 38.7 | 103 | 25.7 | 38 | 9.5  | 3  | 0.8 | 3.8  |

Accordingly to table 18 **Motivation group 5 - Cost and Promotion**, this group consists of 9 factors. Among 119 respondents (29.7%) felt that inexpensive accommodation is the most important factor for them while 111 respondents (27.7%) felt that inexpensive cost of traveling is the most important factor for them. Only 34 respondents (8.5%) felt that various choices of payment are the most important factor for them. The mean of all factors in this group is 3.3 – 4.0.

**Table 19 Motivation group 6 – Information**

| Motivation factors that affect decision-making on traveling to Pai              | 5   |      | 4   |      | 3   |      | 2  |      | 1  |     | Mean |
|---|-----|------|-----|------|-----|------|----|------|----|-----|------|
|   | N   | %    | N   | %    | N   | %    | N  | %    | N  | %   |      |
| 1. famous tour agents   | 46  | 11.5 | 133 | 33.3 | 167 | 41.7 | 44 | 11.0 | 10 | 2.5 | 3.4  |
| 2. convenient contact with the tour agents                                      | 75  | 18.8 | 159 | 39.7 | 115 | 28.7 | 37 | 9.5  | 13 | 3.3 | 3.6  |
| 3. information provided by the agents   | 64  | 16.0 | 157 | 39.3 | 131 | 32.7 | 35 | 8.7  | 13 | 3.3 | 3.6  |
| 4. the convenience in searching for information by oneself                      | 138 | 34.5 | 170 | 42.5 | 92  | 23.0 | -  | -    | -  | -   | 4.1  |
| 5. the convenience in booking accommodation by oneself                          | 104 | 26.0 | 186 | 46.5 | 95  | 23.7 | 15 | 3.8  | -  | -   | 3.9  |
| 6. the persuasion in traveling from mass media, newspaper, radio and television | 84  | 21.0 | 171 | 42.8 | 116 | 29.0 | 19 | 4.7  | 10 | 2.5 | 3.7  |
| 7. the persuasion in traveling from printed media                               | 69  | 17.2 | 190 | 47.5 | 127 | 31.7 | 7  | 1.8  | 7  | 1.8 | 3.8  |
| 8. the persuasion in traveling from internet/websites                           | 121 | 30.3 | 183 | 45.7 | 81  | 20.2 | 12 | 3.0  | 3  | 0.8 | 4.0  |
| 9. publicity from governmental organization (TAT)                               | 68  | 16.5 | 160 | 40.0 | 140 | 35.0 | 22 | 5.5  | 10 | 2.5 | 3.6  |
| 10. publicity from private organizations  | 57  | 14.3 | 144 | 36.0 | 170 | 42.4 | 16 | 4.0  | 13 | 3.3 | 3.5  |

Accordingly to table 19 **Motivation group 6 - Information**, this group consists of 10 factors. Among 138 respondents (34.5%) agreed that the convenience in searching for information by oneself is the most important factor while 121 respondents (30.3%) felt

that the persuasion in traveling from internet/websites is the most important for them. Only 46 respondents (11.5%) thought that famous tour agent is the most important factor for them. The mean of all factors in this group is 3.4 – 4.1.

In conclusion, all factors will influence tourists' decision-making in different levels. In this case, the factors in the group of attraction have the most effect to making-decision of the tourists while factors in the group of transportation are less important compared with other groups.

## **Part 2 Qualitative data**

The objective of this part is to identify both positive and negative impact of tourism to community and to assess perception of local people. Interviewing the key informants to collect the information/raw data and observation are the method used for this part. The key informant and local people in Pai were divided in six groups as follows:

1. Community leaders including NGO, religious leaders, village council members, the elderly knowledgeable individuals, village headperson etc.
2. Business operators and stakeholders in tourism in the community such as owners of hotels, resorts, guest houses, restaurants etc.
3. Local residents
4. Tourists visiting the destination
5. Local state officers including tourists police, head of Pai district, vice mayor of Pai district, etc.
6. Others such as owner of tour operators in Bangkok, Head of tourism association, head of the foundation, head of a club of tourism in Pai etc.

There are 30 key informants that were interviewed for this research. Some of them allowed the researcher to publish his/her names in the report, while the other wants to remain anonymous. The names of key informants were included in the appendix.

Information from interviews can be summarized as follows:

**1. Factors that motivate tourists to visit Pai** Most of the key informants have the same idea that tourists visit Pai because of the nice weather and natural resource of the

destination. Others said because of the pleasant atmosphere, local culture and its people and their way of life which is very interesting. However, according to Mr. Niwes Poonsawad's conclusion, the reason that make tourist visit Pai is because of its huge potential in tourism. He added "when tourists visit Pai, they will find natural resources, culture, history, safe place to visit, relaxation, and the interesting local way of life. Everything they want, they can find in Pai".

**2. Tourism impact to community** All of the key informants agreed that tourism has a massive impact to community in both positive and negative ways which were separated into 3 aspects as follows:

**2.1 Environmental aspect** All of the key informants agreed that tourism generates a huge impact to environment in the community. Most of them feel that the community will face the negative impact more than positive impact while some feel that tourism does not bring any positive impact to their community at all. However, the information gathered from observing and interviewing the key informants was separated in positive and negative impact as follows:

**Positive impact** The infrastructure in Pai municipality area is better than before, the main roads and all soi (small road) were improved to be either concreted or paved, and all road signs are changed with both Thai and English names. There are new drainage systems installed for all main roads and water supply in community was improved as well. Communication systems are updated as well, there are public phone booths for both domestic and international calls in many areas in community. Access to hi-speed internet connection is easy for people who live in town. There are available signals for all system of mobile phone such as AIS, DTAC, Hutch etc. The expansion of tourism in community brings more and more investors to the community. To serve the tourists' needs, the number of hotels, guests-houses, restaurants, internet cafés are continuously increase. The local people also get benefit from selling their land at higher price. The community has rapidly expanded with new technology and variety of architecture. There are many modern buildings and constructions in the community including restaurants, pubs and bars to serve the tourists. People can take benefits and advantages from their unused land.

Another thing is the temples and ancient sites in the community become the tourist sites as well. Mr. Praphan, Vice Mayor of Pai claimed that “if the municipality will get more budget from government because of the expansion of tourism in the community, it will help a lot to improve and maintain the environment for local people”. Mr. Soonthorn, the station master of Pai airport also shared the same opinion with Mr. Praphan. He added the information that “community still need to increase its budget to develop and maintain the system for waste management, pollution management and therefore expansion of tourism will help bring more money to community.”

**Negative impact** The obvious negative impacts to the community is the increasing waste water, garbage, deterioration of natural resource, noise, pollution and etc. These are the topic of discussion when people were asked about the impact of tourism to the community. All of them feel that tourism brings huge negative impacts to community which are described and divided in 3 groups as follows:

1. **Waste and pollution impact:** this group is the most serious impact to the community. Huge amount of garbage and increasing waste water are on top of the list that all key informants were concerned about. Mr. Niwas Poonsawas, Head of Pai district office and Mr. Praphan, Vice Mayor of Pai municipality shared the same information that Pai has limited resources in proper disposal of garbage in the community. There is no proper system to dispose garbage and will be left unattended everywhere. Ms. Ladda Nurin, one of the local people in community that was interviewed said that “there is a mountain of garbage out of the Pai town/municipality area and no one knows how to deal with it”. This problem will contribute to hygiene and health problems to all the people in the community. The mountain of garbage creates foul smell and also will spread diseases to the community. People are very worried that if the local government/municipality could not find the solution, they may have to move out of Pai to escape this problem. The information gathered from interviewing the local government showed that there still no plans to support or resolve this potential serious problem and this problem is the most serious issue for at the moment. The other problem is pollution. Most key informants said it is unbelievable what tourism can bring all kind of pollution to community.

**2. Public utility impact:** water supply, electricity consumption, congestion to roads, traffic jam. The ability and capacity of the current infrastructures and public utility in the community could not support the rapid growth of tourism, not only for tourists but for local people. Pai has to face the problem about shortage of water supply because of there are a lot of limitation in filtration process. Mr.Niwes Poonsawas – Head of Pai district office gave more information about this point that there is not enough water resources and facility to support the increase in consumption. Also, the water supply producing process is not up-to-date. Most of the time that the water supply in Pai is not meets the standard and not enough to serve people in community. Moreover, the electricity supply becomes a big problem as well. Pai itself could not produce the electricity but need help from Mae Tang district, Chiang Mai. Currently the power supply is insufficient, so many times per day there is power outage. Public roads were upgraded from non-asphalt road to concreted road. This change motivated people to use their own vehicle more and more which lead to rapid road surface damage and there are more accidents from the tourists who have no experience in driving.

**3. Surrounding/environment and scenery impact:** Preserved areas are invaded because of the growing number of hotels/resorts, restaurants that could casue deterioration of the natural resource. The new constructions have direct effect to the scenery of community because the modern design wil not match the surrounding landscapes. The new construction of premises such as guest houses, resorts, pubs, bars and internet cafés were built along with the local people’s residence so creates inconsistency in terms of style of architecture, activity and usability as well. Also, these construction could cause obstruction to the beautiful natural view. If the expansion of the new construction will not be properly controlled this will create a very unorganized and crowded community. Furthermore, the rapid and scattered expansion of community makes it difficult for government in providing the public utility to community and lead to environmental problems in community eventually. From observation, the researcher found that tourism activities also have an effect to temples and the ancient remains of the community. There are already some restaurants, bars and beer houses close to Pa Kham

temple and Klang temple, the vacant area of the temple ground were used as parking space for tourist and trader. This has become a problem now to people in community who go to temple for meditation and who need the peaceful place. Also, it will contribute to the temple's surroundings rapid deterioration.

## 2.2 Economic aspect

This aspect is the second priority that most people think about when they were asked about tourism in Pai. Most of them feel that economy in Pai is better because of tourism. People get more income and more choice of job. However, the information gathered from the interviews was divided to 2 parts, positive and negative aspects, which can be explained as follows:

**Positive impact** Tourism brings a lot of investors/traders to community so the investment has increased rapidly, especially for businesses that were relate to tourism such as accommodations, restaurants, entertainments etc. Therefore, the local people who live nearby these business areas have good opportunity and more choices of job. In the past local people have to go out of their area to find alternative jobs for economic support when farming is out of season, but the increasing number of tourists and businesses has given them a chance to stay within their area and have options to variety of jobs during that period. The increase in investment also brings in more tax that local government can collect from the investors. Government can use this money for improvement and maintenance of all infrastructures for local people and tourists. Local people will aslso benefit by learning how to run a business from the investor and this will enable them to plan in running their own business in the future. It will also create other career options relating to tourism such as souvenir shop, small guest house, local restaurant etc. It is expected that local people will have an average economic status or income for mostlocal people is better than before. Also, the tourism expansion will have a great effect in increasing the value of the land so local people can make more money from sales. Ms. Suvimol Ngamsriviroj, General Manager of Pai Hot Spring resort have a very good comment, she said “tourism in Pai does not only contribute to the local income and investment but also to other nearby district from Pai. One good example is Muang

District, Mae Hong Son and Mae Tang district in Chiang Mai. These 2 districts have very good chance to sell their products to support tourism in Pai.”

**Negative impact** Tourism not only generates positive impact to the community, it could also contribute to variety of negative impact to community at the same time. The negative impacts could directly affect the local people in the community in many ways. Ms. Juraluck Lunanta, owner of Nong Beer restaurant, the oldest restaurant in Pai told the researcher her idea about business in Pai that a lot of tourism businesses have a direct effect to local people's business. For example, the morning food market which is called 'Sai Yud market' (means they sell only in the morning time) had to be closed in 2004 when an investor bought the land where they had the market and built a night market for the tourists. Furthermore, the Chinese and Muslim people in Rangsiyanon road area, a shopping area for local people, had to close down their business because they could not compete with the outsiders businesses. Also, there are three of the 24 hours grocery shops, 7/11 shop, were opened in the nearby area of Rangsiyanon road which made a huge effect to their business so they had to close down their business finally. Some of them sold their own businesses to the outsider investors. Then the outsider investors renovated and changed the old business to be minimart, pub, bar, restaurant, guest-hours and massage shop for example. It is widely known that the outside investors have more funds and better management process so their business generate more profit compared to the local people business. Because of these reasons, the local people had to improve their business to survive. In case they could not survive, they had to sell their land or allow the investors to rent their land and run other business instead. This eventually caused more problems that most of the local people have to move outside. Nowadays, there are only few local people that still live in Pai town or municipality area. Most of them decided to move and stay in rural area instead. The information gathered from interviewing local people both in town and in the rural area shows that tourism is an important source of income and good for the economic development in Pai. Since tourists spend money more on travel, food, accommodation, recreation and entertainment but the local people does not have much chance to directly earn the benefit and get more money from tourism. Most of them work

in the lower categories of jobs such as gardener, housekeeper, cleaner, waiter/waitress etc. and get a small salary while most of the income/profit belongs to the investors.

Ms. Kanlaya Chanauay, owner of Pichai guesthouse gave the researcher a good point of view, insufficient budget and cash flow is one of the reasons why local people could not compete with the outsider investors and also lead to failure in selling the local product. The local government tried to help them by setting up activities to promote tourism in Pai and provide the place for selling local product but it is not the right solution. Local people do not get much benefit from these events but group of investors do. Most of local people feel that it is not fair for them in term of income's contribution to community but they cannot do anything. Another big problem is increasing cost of living, particularly for the people who live in/near the tourist area. The prices of all goods have increased continuously so people who live in tourist area have to pay for more than people who live in other areas which away from the tourist sites. A good example is the price of food provided by Mr. Teerasak Sukprasert, a local resident in Pai's municipality. The restaurants in tourist area mostly sell their food to tourists so the price is more expensive. People who live in that area have to pay more than usual and sometime they have to borrow money from the bank and other sources and become heavily indebted.

Moreover, Mr. Somjit Chuanjit, the village headman of Tung Yao sub district claimed that the convenient services such as 24 hours grocery shop, massage shop, European food restaurant and etc that come to community has changed the local life style or local behavior. Some local people want to get more convenience, good services so they have to spend more money and this lead them to heavy burden of debts. More and more debt forces local people to find more money so some decided to sell their land to pay the money they borrowed. Once they have no more land to make a living, they have to invade to preserve area and this cause other environmental impact.

The information received from Mr. Boonkuea Kunatharakul, Pai's Deputy District officer shows that government could not get full tax from guest houses and hotels because the construction is not under the government law and government has not enough officers to deal with this kind of problem. Lack of local labor or man power for local job

market is another problem, most of local people decided to work for easy and more comfortable jobs in hotels and resorts instead of working in farms. The growing demand for man power in the tourism-related sectors created labor shortage for local jobs. Owners of farms have to pay more money for outside labor and sometime they have to hire an immigrant labor from Myanmar which causes other problems in community.

### **2.3 Socio-Culture aspect**

This part is the last thing people think about when they were asked about the impact from tourism. People who live in rural areas do not feel that their way of life, tradition and culture has changed because of tourism. Most of them still follow their way of life as usual. However, people who live in Pai town or municipality area feel that a lot of local cultures and traditions have changed because of tourists and expansion of tourism in community. Below are the positive and negative impacts of socio-culture aspect in community.

**Positive impact** In the late 1980 when the first batch of tourists arrived, Pai was still a self-sufficient agricultural district and the biggest ethnic group in Pai town is the Thai Yai. They largely engaged in agriculture so most of them lack the opportunities to study in school and university, they also lack the financial know-how and did not have any experience in interaction with foreigners. Also, they have no idea how to start their own tourism related business. When tourism came to Pai, not only the tourist came but tourism brings a huge amount of outsider investors and labor to Pai as well. Even the structure of population has changed because of this move but these groups of people are the important part in the community. Not only the economic aspect but the outsider investors moved to Pai and bring their knowledge and know-how to local people while the immigrant labor can solve the shortage of man power in local job market. Local people need to adapt themselves, their way of working to compete with the outsider investors. This will lead them to better understanding to how important achieving a proper education. They accept more choice of clothing, variety of food which are very easy to find in the local market nowadays.

Community also gets a chance to develop the public utility and social services. More opportunity in education, health, water and electricity supply, more school and health station, are the examples. Local people start to adapt themselves to the change by having more interaction with foreigners/outside, having more community activities, eagerness to protect and maintain their houses, their community, their tradition, their culture and their activities. They can speak more than one language to communicate with foreigner. Moreover, tourism brings a lot of news and information to community and lead to development in communication and education system. Communication system development influences with realization the actual situation of local people. They know the problem that has occurred in other tourist area therefore local people must know how to protect and solve that problem in order to avoid future disruption to their own place.

Local government of Pai gets more budgets to promote and preserve the local culture and tradition. There are a lot of activities that could restore the traditional activities such as Kad Lu tradition, Pai walking street.

**Negative impact** The population in Pai rapidly increased because of migration. The huge amount of people in Pai influence community in many aspects, especially the public utility system. Public utility in Pai town could not serve the huge number of people, particularly in tourist season when outsider/tourists come to Pai. Mr. Nives Ponsawas, Head of Pai's District told the researcher that the big number of the immigrants is the labor imported from Myanmar whose border is very close to Pai. It is often that these immigrants will have misunderstanding with the local people and sometime they are accused of being thieves. The public health officer also shared the information that due to inadequate health system in Myanmar some immigrants come already ill with infection such as the tuberculosis and malaria. This situation is a great risk to the health problem of local people in community. The relationship of people in the community has been affected and become another negative impact of tourism in Pai. Only young and middle age people mostly work in hotels or resorts or to other tourism businesses so the relationship in community has changed to be more independent and less sympathy. They lost their sense of goodwill to the community and expected to be paid for

any work they are asked to do, information from Ms. Lamai Sopapud, – The village headwoman of Tung Yao sub district. This became a problem as it influenced the number of people who participate in the community activity which is fewer than the past. The development in communication system make life easier to local people but it also brings in and contributes to the new culture from outside being introduced to Pai as well. The new culture or tradition spread very fast to the people in community and seems they easily accept it. This problem is contributing to the decline of local culture, changing the local belief, dressing, language and values. For example, fewer people go to morning market for their breakfast because they prefer to have European and American breakfast such as bread, egg, coffee instead. Another example is fewer people use local attire and speak local language. If these practices continue it will lead to decline or even the disappearance of local culture in the future.

The high cost of living also created problems that seem to be linked with robbery, use of dangerous and addicted drugs and increase in prostitution. The use of prohibited drugs is considered as the first priority of social problem in Pai. These kinds of problems make local people feel unsafe for their life and their personal belongings.

Tourism also caused a lot of misunderstanding and frequent arguments between local people and investors, tourists and the government. The restaurants, pubs and bars which are open until late night are some of the examples. Also, there are many concerts which were held in Pai every year. People who live near that area where the concerts are held agreed that they were inconvenienced and annoyed to the disturbance and somewhat threatened to the large number of people who attends the concerts. The investors contacted the government for permission late performance but never consider the local living close to the venue for any permission. Local people feel that because the government gets money from the investors therefore they can ignore the local people. In return when government asked cooperation from local people, only few of them agreed to help. This is an obstacle in the development in the community.

Below is researcher's summary of all the interviews and observations on the impact of tourism in Pai:

**Table 20 Conclusion of the impacts from tourism to community – Environmental aspect**

| Environmental aspect                             | The impact of tourism to the community  |   |
|--|---|---|
|  | Positive impact   | Negative impact   |
| 1. Infrastructure                                | <ul style="list-style-type: none"> <li>- Community get more convenience from better infrastructure</li> <li>- All communities in municipality area have sufficient tap water</li> <li>- All communities in municipality area have sufficient electricity supply</li> </ul>                      | <ul style="list-style-type: none"> <li>- The existing infrastructure is not enough to serve the huge amount of people/tourists</li> <li>- Lack of tap water because of more tourists, more hotel/resort</li> <li>- The electricity in the community always short during tourist season</li> </ul>   |
| 2. Construction and Historical sites             | <ul style="list-style-type: none"> <li>- Use the new innovation and get more variety of construction and architecture</li> <li>- Temple and the historical sites get more income from the entrance fees</li> </ul>  | <ul style="list-style-type: none"> <li>- The new architecture style is inconsistent with the old buildings</li> <li>- The huge number of tourists and shops will disturb the temple and its surroundings</li> </ul>   |
| 3. Land use and expansion of people in community | <ul style="list-style-type: none"> <li>- A lot of development in community and more opportunities for land lord in term of expansion in accommodation and business</li> </ul>   | <ul style="list-style-type: none"> <li>- The development is only for some area, lead to problems of crowding and congestion which make it hard to provide suitable public utility system</li> </ul>   |
| 4. Pollution, garbage                            | <ul style="list-style-type: none"> <li>- Many roads were improved to be concreted</li> <li>- There are proper drains in all communities in Pai town</li> <li>- Installation of proper garbage disposal system</li> <li>- There are many restaurants, entertainments to serve tourist</li> </ul> | <ul style="list-style-type: none"> <li>- More vehicles on the road and generate more air pollution, more accident</li> <li>- Waste water is released direct from drains to Pai river</li> <li>- There are a lot of garbage per day, beyond the control and lead to environment problem and health problem</li> <li>- Increased noise pollution</li> </ul> |

**Table 21 Conclusion of the impacts from tourism to community – economic aspect**

| <b>Economic aspect</b>              | <b>The impact from tourism to community</b>  |   |
|-------------------------------------|--|---|
|                                     | <b>Positive impact</b>   | <b>Negative impact</b>  |
| 1.Business and invest               | <ul style="list-style-type: none"> <li>- More investment from the outsiders, local people can learn how to run business</li> <li>- Government can collect more tax from the investors</li> </ul>   | <ul style="list-style-type: none"> <li>- Outsider investors have more capital and knowledge in running business so local people cannot compete them.</li> <li>- Government cannot collect the full tax from many guesthouses</li> </ul>   |
| 2.Job opportunity and choice of job | <ul style="list-style-type: none"> <li>- Local people have more choices of jobs</li> <li>- More opportunity in working in tourism business</li> </ul>  | <ul style="list-style-type: none"> <li>- Local people do not have suitable job experience so they can only do lower categories of jobs</li> <li>- Shortage of man power in local job market</li> </ul>  |
| 3.Income and expense                | <ul style="list-style-type: none"> <li>- More income from working in hotels or resorts and related tourism businesses</li> <li>- More convenience in shopping because there are a lot of shops with wide variety of products</li> <li>- Local can sell their land at higher price than normal</li> </ul> | <ul style="list-style-type: none"> <li>- The income distribution is not fair, only some group of people get this chance and most of them are outsider investors.</li> <li>- High prices of all goods, especially in the tourist area</li> <li>- Preserved area is invaded after people sold their own land</li> </ul> |

**Table 22 Conclusion of the impacts from tourism to community – Socio-Culture aspect**

| Socio-Culture aspect           | The impact from tourism to community  |   |
|--------------------------------|---|---|
|                                | Positive impact   | Negative impact   |
| 1. Structure of population     | <ul style="list-style-type: none"> <li>- A lot of immigrant who came to Pai and can solve the shortage problem of man power in farms</li> <li>- Locals have more discipline to run their way of life and business</li> </ul>                            | <ul style="list-style-type: none"> <li>- More immigrants and outsiders causing public utility, social and health problems</li> <li>- Local people lost their original way of life. More competitive and less sympathetic approach to life</li> </ul>                              |
| 2. Relationship                | <ul style="list-style-type: none"> <li>- More relationship with outsiders, especially tourists</li> <li>- More investors, more entertainment, shops</li> </ul>  | <ul style="list-style-type: none"> <li>- Decline in sense of community among the local people</li> <li>- Frequent misunderstanding and disputes between local people and outsider investors and immigrants</li> </ul>   |
| 3. Value and belief            | <ul style="list-style-type: none"> <li>- People put more focus to the convenience in life and their own personal interest</li> </ul>  | <ul style="list-style-type: none"> <li>- Belief in the local culture and tradition are being replaced by outside influences</li> </ul>  |
| 4. Local culture and tradition | <ul style="list-style-type: none"> <li>- Government and private section support community activities to restore the old culture and tradition</li> </ul>  | <ul style="list-style-type: none"> <li>- All cultures and traditions that were restored are not the traditional version</li> </ul>  |
| 5. Cultural exchange           | <ul style="list-style-type: none"> <li>- Local people can enjoy more choices of food</li> <li>- Up to date design in fashion and availability in market</li> <li>- More opportunity in education so people can speak more than one languages</li> </ul> | <ul style="list-style-type: none"> <li>- Fewer people go to morning market for traditional Thai meal</li> <li>- More people wearing unsuitable dress in community such as short skirts and very few local attire</li> <li>- Very few young people speak local language</li> </ul> |

**3. Perception of local people:** The information from interviewing the local people shows that most of them feel very good with tourists and tourism in the area. They realized that tourism brings a lot of good change to their community such as improving infrastructure, public utility, more choice of transportations, opportunity in education, job/business and more income. However, they found many problems also occurred in the community because of tourism. The most serious issue in community is garbage's problem. There is too much garbage and there is no government or private sectors that take care about this problem. People feel that if government cannot solve this kind of problem, it will lead to many more problems in the future. They feel that the community still needs to have good management in many aspects. They also want to see their community to be developed to be sustainable tourism place in the future.

Below are the researcher's summary of the perception of local people to tourism in their community and divided into 3 parts as follows:

**3.1 The benefit that local people get from tourism:** Most of them agreed that tourism bring many changes to community and most of changes are good things. The opportunity of good education and availability of work, more choices of job and increase in income compared from the past. Their daily life is more convenience because of development in public utility and all infrastructures. Also, they can easily access to update news and situation because of improved communication system. The majority of local people are willing to welcome tourists because tourists bring money and advantages to community and these things would improve their life in many aspects.

**3.2 Problems in community that occurred because of tourism:** As mentioned above that the major issue people think about is garbage's problem. Increasing number of tourists, immigrant, investors contributes to accumulation of garbage. Pai municipality does not have proper system to dispose garbage so it becomes a big problem and lead to many more problems such as defacing the scenery, diseases and infestation. From the interviews, the researcher did summary the problem occurred in community because of coming of tourism as below:

- Garbage's problem – increasing number of tourists, hotels, guest-houses result to increasing amount of garbage in community. People are concern about this problem as it can lead to many more problems in the future. They want to have a sector or organization whether the government or private sector to take care of this problem but no one is taking responsibility to solve this problem until now.

- Waste water problem – from hotels, resorts and restaurants. As there is no suitable waste water system, so all their waste water were released directly to Pai river and cause the foul smell, polluted water, other types of pollution and deface the scenery as well.

- Deterioration on the natural resources, the environment and trespassing the preserved areas - tourism in Pai has rapidly expanded so more investors come to Pai to run their businesses, mostly for accommodation so demand for land increases. As most of local people already sold their land to investors thus they have to invade the preserved areas to find more land for their farm. Also, there are some group of investors that asked local people to deforest these areas for them.

- Electricity shortage – this problem happen everyday and many times per day. Local people think that the cause of this problem is too competition from hotels, resorts, restaurants, pubs and etc in community. This problem disrupts their daily life and also causes problem for restaurant and deep-freeze business.

- Problem about tap water – Unclean and short supply of tap water is the problem that local people face during tourist season. Government sector try to solve this problem but a huge budget is needed in solving this ongoing problem.

- Problem about late parties in restaurants and pubs – Some entertainment spots set up the late parties which cause a lot of noise and disturbance to local people, causing argument between investors and local people.

- Problem about frequent dispute in the community – often times local people and investors fight because of their differences in ideas. Sometimes, the arguments also occur between local people and government sector.

- The problem about culture and tradition conservation – the original and interesting local culture and tradition are the most interesting attractions in Pai but the new generation of local Pai people is not interested in keeping it. They focus on their businesses and their jobs only. The local culture and tradition are gradually declining and will need help from government sector to prevent it from disappearing completely.

Above is the summary of problems occurred in the community because of the introduction of tourism in Pai. People feel that if there is no any solution to limit, control and solve these problems, Pai will be lose its' appeal from tourists eventually. People in Pai are all concern about tourism management and tourism development in community. They have many ideas to contribute in order to resolve these problems.

**3.3 The recommendation plan about tourism management and tourism development in community :** The researcher divided all key informants in 6 groups but most of them have the same idea that Pai needs the good tourism management in order to develop the destination to be a sustainable tourism place. But each group has the different method or way to run the tourism management in destination. All the methods can be explained as follows:

- **An explicit policy/plan is needed:** All stakeholders both business and local government sections need to know the explicit policy from the government. Government wants to promote Pai to be an attractive destination for tourists but government did not give the clear policy. Therefore most of the time the local government, private sector and local people promote and maintain Pai in different ways. The private sector wants tourists to visit Pai to generate higher income for them while local people feel that tourism will create overcrowding in Pai and would cause many problems to community. Both groups agree that government should be the key person to set up the policy which needs to be effective and practical for everyone involved.

- **Government need to publicize all the plans to community:** Many times the government set up the plan but the local people or private sectors are not aware any movement so they still have to ask the government's action. Community meetings and seminars can help at this point.

- **Co-operation from people in community:** this is very important in order to implement the policy or plan successfully. Nowadays, local people do not want to assist government for community activities because they feel that government does not care much about local people. They think that government only wants to get more tax from private sectors the reason why the government mostly set up the plan to serve this group of people only. However, government would really need the co-operation from local people for understanding to achieve the best result.

- **The tourism development plan should be for the whole destination** : Government, especially TAT that promoted Pai to be tourist place and allowed the investor to build the facilities to support tourists. However, the infrastructure and public utilities in the community were not developed in the proper way. Community still experience short supply of water supply, frequent electricity cut off, inadequate disposal garbage system etc. So, the tourism/development plan should be cover the whole destination. Also, government should allow local people or association to participate in all parts of the plan to make sure that the plans are not only going to promote Pai but will have proper maintenance and implementation of development plans in the appropriately.

Because of the tourism promotion from the government, tourism in Pai had become an important factor that made a lot of changes in the daily life of local people. In fact, Pai is only a small community with many limits in natural resources and management. Having a large number of tourists in a small place will bring a lot of problems into community. Pai has limited natural resources therefore the need of good and practical plan is necessary to be able to control these problems. However, tourism in Pai is in hands of a few large corporations and most of them are outsider who are looking for business opportunities and want to take advantage of the local resources. It is accepted that local resident have greater understanding in all impacts than non local residents but their action seldom get the support from others. If all problems in Pai are left unresolved - Pai definitely changed from a beautiful natural based tourism destination to an ordinary less interesting tourism site and will lose its charm completely.

Only one organization is not enough to make the change in this situation therefore coordination and cooperation from every stakeholder are needed. But most of them are not prepared to give their cooperation because they are more concern about the effect on the return of their investment. The government intervention is really needed and it is what the local people want to see. Government can easily get the full support from everyone to implement plans or policy successfully. However, a leader that possesses full potential, a clear vision and would be able to generate good support from all sections is needed and Pai still do not have this kind of person.

