

Planning for Participation of Tourism Locations in Salaya Community Municipal Area (Salaya Hundred-Year Floating Market)

Sasitorn Dechprom

Faculty Puey Ungphakorn School of Development Studies, Thammasat University, Thailand
E-mail: junetu08@tu.ac.th

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Abstract

The objectives of this research are to study the planning for participation of tourism locations in Salaya community municipal area and to study the factors related to the planning for participation in the operation of Salaya community municipal area. According to the theorists and the concept of participation of Salaya municipality, the researcher synthesizes the theory of the participation of people. This is divided into 4 levels; 1) assistance in participation, 2) assistance in decision making, 3) assistance in co-operation or operation, 4) assistance in monitoring and evaluation. After having analyzed, the researcher sees that it is appropriate to the context of work in the Salaya community organization in 3 aspects; 1) public behaviors, 2) leadership behaviors, and 3) the behaviors of government officials and government employees. In this research, the questionnaires are used as the research tools and are distributed to 393 Salaya Community people in Nakhon Pathom Province. The Statistics used in the data analysis are percentage, mean, and standard deviation. In the analysis, the one-way analysis of variance is used. According to this study, it is found that the overall is at the moderate level. The research finds that the factors related to the planning of participation in the operation in Salaya community municipal area is found to be at the moderate level.

Keywords: Planning, Participation, Tourism Location, Community

Introduction

Thailand has encouraged people to participate in politics stipulating that, "The government must promote and support public participation in policy formulation, political decision, economic, social and political development planning including monitoring the use of government power at all levels". This is supplementary with the Act on the formulation of plans and procedures for decentralization to local administrative organizations 1999 Chapter 1, Section 12 (12) (Department of Local Administration, 2000: 30-31) determining that the authority of the decentralization committee recommends and organizes the system of participation of local people in democratic governance as a rule that emphasizes the importance of people as much as possible. It is the regime that allows people to participate in self-government. At the same time, it adheres the principles that people are the owners of sovereignty which is the ultimate power of government. The government has adopted the spirit of people by using sovereignty to support for making the effective intention (Charun, 1979: 79).

The municipality is the local administrative organization established in accordance with the Municipal Act 1953. The Municipal Act 2003 has been amended to improve the administration. Later, the Municipal Act 2009 is about the position of the municipal president. The municipality is the local administrative form that empowers the people to

conduct self-government as a juristic person. It is divided into 3 categories using the criteria for dividing the population in the area, namely, sub-district municipality, city council and municipality (King Prajadhipok's Institute, 2002: 529-530). The municipality has a duty to provide services to people in the area responsible for the authority and duties as prescribed by law. This is public service that can respond to local people. However, the operation of local government organization and municipality still encounters human resource management problems because the personnel lack morale and motivation in working. Some personnel are concerned about transferring manpower from central government to local administrative organizations causing some personnel not to go under the administration of the local administrative organizations. From the revision of regulations, it can be considered that people or representatives of people are necessary to have knowledge and understanding on their roles by participating in public affair management together with government agencies or local administrative organizations by providing information on the problem of suffering and community needs. This includes inspecting the operations of the government and local administrative organizations in order to have effective management in accordance with the government's intention and the needs of people. On the other hand, if people lack participation in local development, it may easily lead to the corruption which will adversely affect the local administrative organization. In creating local strength, local administrative organizations must grant the opportunities for people to participate in the process of developing local or community development plan as the process. With the change of lifestyle in the age of globalization, the culture, traditions, rituals, and beliefs are changed with the use of local wisdom to solve problems in the community including the administration of the Salaya Municipality. The area of Salaya Hundred-year Market Community, Phutthamonthon District, Nakhon Pathom Province, is the slum with population density. It is the area adjacent to Mahasawat Canal and is affected by flooding problems every year. In addition, the land in the community is private ownership where most people rent the land to grow their own homes. Thus, the community encounters various problems including problems of professional support (Kositkanin, 2012: 24). The community life of Salaya Hundred-year market creates the ecotourism, agro-tourism, and cultural tourism. The products that are available in the local area will create the careers and generate the incomes for people in the area. This is consistent with the concept of Uthai Dulayakasem and Orasi Ngamphittayapong (10997: 8-10) stating that people in the community have the binding spirit, love, and unity. They can help sharing, control, and manage local problems with their own wisdom in various areas as well as being the strong community ready to receive external effects. However, the operation of the community still encounters the problem of democratic participation in the development of eco-tourism destinations in the community to be known among tourists and due to the lack of understanding in the rights of democratic people with the people truly being the owner of sovereignty (Lapboonruang, 1987: 1). The reason for this is due to practical problems because people still lack knowledge and understanding in the form and content of democratic governance as people who can help the government in making decisions and participating in their local administration. Most people do not pay attention to participate in the process of local government resulting in ignoring such rights and duties. Participation is the principle of decentralization and the established local administration can neither solve the problems nor meet the needs of local people. The lack of participation in the community causes people in the area not to have the strength to live altogether. This is correspondent with Warangkhan Watthayo (1997: 189) saying that the management on the community development plan and the participation of people can make them see the problems directly. As people are directly affected, the solution can be effectively solved. The participation in the implementation of plan altogether is an opportunity for people to get to know and understand the obstacles that arise from the implementation of the plan. The collaboration in the practice leads to success.

In addition, people can participate in the implementation of the plan as an examination and evaluation of the work. This agrees with Rujee Jarupachon (1997: 4), discussing that the participation is the collaboration in which work can be accomplished depending on how much each person in the group has the ability to help one another in working. If everyone accepts various objectives of the group, the work of the group will be successful more easily and more quickly. Different groups will have different cooperation, regardless of whether the group will solve the problem easily or solve complex problems. However, at least, everyone must cooperate and accept the destination of the work. The provisions of Thai Constitution 1997 (Phutong, 2002: 240) define and allow people to participate in public policy decisions and in monitoring the use of government power, etc. Therefore, participation or initiation by people in the community is the method that derives from the democratic political philosophy believing that every human being is capable. They can make the decision on different options correctly if they have enough information and are in the condition with free expression of opinions (Thammakul, 1996: 4). For fully participating in self-development of people in the community, it does not only encouraging people in the community to play the role in their local development but it can also express the implication of self-assistance which will eventually lead to self-reliance. Giving people the opportunity to participate in local development activities can be started from participating in thinking about the cause of the problem, finding solutions to problems, making the decision to choose the solution plan, including participating in local development activities held in the community and performance evaluation on the activities that have been implemented. This kind of participation is the learning process that people are doing by themselves in learning from the real practice and knowing how to properly deal with the problems of oneself and the community as well as allowing people to benefit from participating in local development activities. In addition, it helps people to become thoughtful and feel that those activities are their true ownership of the project. This will make local development be effective and have clear direction.

Thus, from the aforementioned problems and significance, it is known that the current government policy has encouraged people to participate in political decisions and the power of the government at all levels is examined. However, in reality, the public participation is promoted and supported from government agencies, central unit, and not much regional unit. Most people lack the right to claim their rights and duties to receive. They also lack the demand for the rights that they should receive as well as lacking the interest for participating in the administration. This issue is the research problem determined by the researcher to study the Salaya municipal area community as it is the community organization having the mission in linking the small society (Salaya Hundred-Year Floating Market). It can be seen that the development of people to have quality can be integrated into teaching and research of Puey Ungphakorn School of Development Studies. Therefore, it is the motive factor in the study of the planning for participation of tourism locations in Salaya community municipal area (Salaya Hundred-year Floating Market) to lead the way of development to truly achieve the goal of public participation.

Theory of Planning for Participation

The study on "Planning for participation of tourism locations in Salaya community municipal area (Salaya Hundred-year Floating Market)" is from the study of literature reviews and researches related to participation planning. The synthesis of research related to participation planning is as follows. The factors related to the planning of participation in the tourist community of Salaya Municipal area (Salaya Hundred-Year Floating Market) consist of 1) the behaviors of people, 2) the behaviors of leaders, 3) the behaviors of civil servants and employees. The synthesis of theory of public participation planning for the development

according to the strategic plan of Salaya municipality is in; 1) participation in acceptance, 2) participation in decision making, 3) co-operation or operation, 4) monitoring and evaluation. It was developed by Cohen & Uphoff. (1980: 213-218) classifying into 4 types of participation; 1) participation in decision making consisting of 3 steps; initiative, decision-making, and making the operation, 2) participation in implementation consisting of support for resources, administration and coordination of cooperation, 3) participation in benefits (whether it is material benefits, social benefits, or personal benefits, and 4) participation in evaluation. In addition, there are many scholars proposing the concept of environmental management with the same opinion. Timothy (2008: 73) studies the effect of participatory involvement in high level management and on the opinion of personnel perception. This research study focuses on hypothetical management of participatory involvement with school personnel in order to be aware of opinion of personnel about justice. Various groups of personnel have attitude towards management behaviors of high-level executives significantly differently. The results of qualitative analysis give 7 proposals of personnel regarding the increase on the level of awareness in justice and the other 3 aspects of motivating citizenship behaviors in the organization. The results of analysis show that different groups of personnel have different levels of involvement in high-level management. There are some consistent viewpoints and some additionally different perspectives of researches from synthesis of researches related to participation planning. This agrees with the idea of Ali, Khaleque, & Hossain (1992: 11) studying the participatory management in developing countries: attitudes and perceived barriers. This research is to study the attitudes of the administrators, supervisors and practitioners towards participatory management. The study consists of 306 employees from intermediate industrial factories in Bangladesh. The research results reveal that the workers have more positive attitude than supervisors and administrators. The supervisors have more pleasant attitude than the management. The administrators also provide warm support for participation. Both practitioners and supervisors recognize that there are certain situations in the organization that hinder participation. However, the administrators do not recognize that such situation is an obstacle. The above research shows that participatory management contributes to the development of organization and personnel to be more efficient. In addition, there is the consistent view of Christine (2002: 194) studying the communication and participation in work: a study of patterns of participation in communication behaviors, obligations in the organizations and satisfaction. The purpose of this research is to study the opportunities of participation and response to employee participation. The communication participation is studied by classifying the participation based on communication behaviors especially in building the relationship among the motivation, the sense of opportunity to participate and self-efficacy of employees in order to find the pattern of grouping with different approaches in participation. It can be seen that planning the participation of tourist attractions is correspondent with many researches including the research of Pradit Wongsuwan et al. (2007), research on the development and management of self-sufficient agro-tourism in the Southern Isan region. The research from the survey found that that there are 52 sufficiency agro-tourist destinations in the Southern Isan region of Thailand. After the principles of sufficiency economy philosophy have been applied, the tourist attractions have improved in a better way. The way to make business operations better and more common is to try to be self-reliant as much as possible. We should focus on using local resources whether the materials, equipment, and people as well as creating the network of tourist attractions in the same area and jointly organizing tours. All members are involved in the work and receive continuous assistance from local authorities. There should be publicity on all media and for the general public who are interested in joining the event. This is correspondent with the research of Chankoson (2018) on the analysis on various levels of confirming factors for the eco-tourism organization in Thailand

of AEC. The work of Seisawatwanit (2013) on the effective management approach for agro-tourism business in eastern Thailand also agrees with the researches of Suvit Suwanno, Nittiyar Tongsonoer, Nuttida Suwanno and Aurathai Phongchiewboon (2017) stating about the potential of ecological resources and ecotourism management: a case study in Koh Mak community, southern part of Thailand and the researches of Saranya Srithong, Nopparat Suthitakon & Sombat Karnjanakit. (2019) about community participation based on agricultural tourism: a case study of Bang Pla Kot Community, Nakhon Nayok Province, Thailand. With relevant theories, planning, participation of community tourism sites that have adopted the participation of the public sector to work altogether, it can also synthesize the theory of public participation planning for the development according to the strategic plan of Salaya Municipality in; 1) participation of awareness, 2) participation in decision-making, 3) co-operation or operation, 4) monitoring and evaluation of the development of the participation plan of the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market).

Methods

The research on "Planning for participation of tourism locations in Salaya community municipal area (Salaya Hundred-year Floating Market)" has used quantitative research methods. The population used in this study consists of 393 persons. The researcher studies from the entire population. The data collection process is from the study and research of document data to be used as a guideline for creating questionnaires with the data collected by the researcher. The research tool is the questionnaire that the researcher uses the concepts and theories together with relevant researches as the basis for creating a set of research tools for community study on Salaya municipal area (Salaya Hundred-Year Floating Market). The study is divided into 3 sections with the following details. Section 1 is the questionnaire on personal information in 9 questions of selective choices consisting of 1. Gender, 2. Age, 3. Marital status, 4. Education level, 5. Occupation, 6. Income, 7. Roles of duties in the community, 8. Duration of living in the area, 9. Status of residence to be used for data analysis. Section 2 is the questionnaire about factors related to the planning of participation in the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market) consisting of 1) behaviors of people, 2) behaviors of the leaders, 3) behavior of civil servants and employees.

Results

Research results on the planning of participation in the Salaya municipal area community tourist sites regarding the participation of awareness (Salaya Hundred-Year Floating Market)

The research results on the planning of participation in the Salaya municipal area community tourist sites regarding the participation of awareness (Salaya Hundred-Year Floating Market) in the overall picture is at the moderate level ($\bar{x} = 3.03$) with the people participation in the development following the strategic plan of municipality in the participation of awareness. When considering each item, it is found that the 3 top issues with the most people participation are in the awareness of news and information on the disease control and the improvement of food sanitation of the municipality ($\bar{x} = 3.26$) followed by participation in receiving information about activities in order to conserve and preserve local traditions of the municipality ($\bar{x} = 3.22$) and participation in public health information services ($\bar{x} = 3.20$), respectively.

Research results on the planning of participation in the Salaya municipal area community tourist sites regarding the participation in decision-making (Salaya Hundred-Year Floating Market)

The research results on the planning of participation in the Salaya municipal area community tourist sites regarding the participation in decision-making (Salaya Hundred-Year Floating Market) in the overall picture is at the low level ($\bar{x} = 2.37$) with the people participation in the development following the strategic plan of municipality in the participation in decision-making. When considering each item, it is found that the 3 top issues with the most people participation are in the participation in proposing problems and needs in community development ($\bar{x} = 2.50$), followed by participation in opinions on development according to the municipal strategic plan ($\bar{x} = 2.40$) and participation in making the community to decide in solving the problems and the needs in community development ($\bar{x} = 2.39$), respectively.

Research results on the planning of participation in the Salaya municipal area community tourist sites regarding the participation in the cooperation (Salaya Hundred-Year Floating Market)

The research results on the planning of participation in the Salaya municipal area community tourist sites regarding the participation in the cooperation (Salaya Hundred-Year Floating Market) in the overall picture is at the moderate level ($\bar{x} = 2.88$) with the people participation in the development following the strategic plan of municipality in the participation in the cooperation. When considering each item, it is found that the 3 top issues with the most people participation are in the participation in raising the consciousness in drunk driving ($\bar{x} = 3.41$), followed by participation in the activities to preserve local traditions such as Loi Krathong, Songkran ($\bar{x} = 3.36$) and participation in maintaining the cleanliness and beauty in the municipality ($\bar{x} = 3.31$), respectively.

Research results on the planning of participation in the Salaya municipal area community tourist sites regarding the participation in monitoring and evaluation (Salaya Hundred-Year Floating Market)

The research results on the planning of participation in the Salaya municipal area community tourist sites regarding the participation in monitoring and evaluation (Salaya Hundred-Year Floating Market) in the overall picture is at the low level ($\bar{x} = 2.20$) with the people participation in the development following the strategic plan of municipality in the participation in monitoring and evaluation. When considering each item, it is found that the 3 top issues with the most people participation are in the participation in giving the information on the development activities of the municipality and the flaws in the operation of project of the municipality ($\bar{x} = 2.36$), followed by the participation in the operation of project of the municipality from the annual operational performance ($X = 2.18$), and the participation in the inspection of project operation, expense per year in the development activities of the municipality for the fiscal year ($X = 2.16$), respectively.

Conclusion and Recommendation

Study on the planning of participation in the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market)

According to the study and research on the planning of participation in the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market), the research results reveal that in the entire picture analysis, it is at the moderate level. The research results of the planning of participation in the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market) are as follows:

1) For the participation in awareness, the research result of the planning of participation in the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market) is at the moderate level.

2.) For the participation in acknowledging the information on the tourism promotion of the municipality, the research result of the planning of participation in the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market) is at the moderate level.

3) For the participation in operation, the research result of the planning of participation in the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market) is at the moderate level.

4) For the participation in monitoring and evaluation, the research result of the planning of participation in the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market) is at the low level.

According to the research on the planning of participation in the Salaya municipal area community tourist sites (Salaya Hundred-Year Floating Market), the researcher would like to propose the results of data analysis as follows:

The level of public participation in the development according to the strategic plan of Salaya Municipality in various aspects in the overall picture is at the moderate level. This is possibly because the project or activity in the development of the municipality is mostly an activity initiated by government agencies with the decision to have project or activity and the assignment of people to participate in the operation. However, this is considered the top-down approach which is not the participation reflecting the real needs of people. That is why most people do not see the significance and necessity in the participation (Mallikamal, 2002: 56-57). Thus, people do not wish to participate in the projects or activities in the development of strategic plan as much as they should. If considering the level of participation, the development of people is in 4 areas as follows:

1) The participation in public awareness in Salaya municipal area is at the moderate level. It is possibly due to the nature of activities and projects in the development of the strategic plan of the municipality not receiving the public attention. Most people still think that those activities are just the duties of the municipality to be made public. People do not need to participate. This causes the public to lack enthusiasm in receiving information from the municipality. Moreover, the municipality itself still lacks good communication with local people. According to Timothy's view (2008: 73), the effects of participatory involvement in high-level management and the people's perceptions are important in managing involvement with the organization's personnel in order to know the opinions of personnel about justice. Various groups of personnel had attitudes towards the management behavior of the senior management. The good communication will serve as a link between people and the municipality to understand each other and continue to convey to members in the community facilitating the activities and projects (Mallikamal. 2002: 57-62). That the municipality still lacks the readiness to use the media that is on hand for the benefits such as radio broadcasting and local printed media causes people to lack information about government development which is considered the starting point for people to have the opportunity to participate. Therefore, the level of participation of people in Salaya municipality is only at the moderate level.

2) People in the Salaya municipal area share a small level of decision-making. The researcher finds that most of people in the Salaya municipality have the moderate level of education and have trading career. This possibly causes the public to have no interest in following Salaya municipal information. Moreover, most people still lack the understanding and knowledge about the methods of strategic planning of Salaya Municipality. In addition, the municipality itself does not have the opportunity or there is no publicity for people to comment or participate in decision-making for development planning. This causes people to participate in thinking, making decisions on various matters quite insufficiently. Thus, the government must have public relations in order to allow people to participate in expressing opinions, considering and deciding whether to have activities or projects for development. This is in

accordance with the idea of Ali, Khaleque, & Hossain (1992: 11) stating that for the participatory management, attitudes and perceived obstacles, the practitioners having positive attitude will allow the management to provide warm support to participation. Both practitioners and supervisors recognize that there are certain situations in the organization that hinder participation. However, the executives do not recognize that such situation is an obstacle. Such concept will make the management of participation affect the development of organizations and personnel to be more efficient.

3) Participation in the co-operation or operation of people in the municipality is at the moderate level because some activities or projects that the municipality determines in the strategic plan such as drunk driving preventing activities, cleaning activities for rivers and houses are the activities that direct or assign government sector that people cannot avoid in participating. The activities that receive attention from the public are mostly local activities in which local people can participate in without the need for knowledge or specialized expertise. It is not difficult to participate in the work, such as activities in various local festivals and the creation of Salaya Hundred-Year Floating Market. This is in line with the Christine's idea of participation in operations, patterns of participation, communication behaviors (2002: 194) by studying the communication participation in classifying the participation based on communication behaviors especially in the relationship of motivation, feelings of opportunity to participate, and self-efficacy of employees in order to take the form of grouping with different approaches together with the participation truly contributing to the participation in the operation of people.

4) Public participation in monitoring and evaluation is at the low level because participation in this area requires a lot of knowledge, understanding and ability. Monitoring and evaluating the results will be mainly to check the correctness of the operations of government agencies. It also requires a long time because the operation of various activities take time. Therefore, in the examination or evaluation, it must involve from the beginning as well as public participation in monitoring and evaluation. This is consistent with Jennifer's idea (2006: 755), saying that solving problems aims at finding mutual agreement of people with different processes. The democracy is the new option in the process of public participation that supports building long-term relationships. It is monitoring and evaluation which has used some techniques and some guidelines that support meaningful discussion. There are forms that everyone can express opinions and participate in community development equally.

Recommendations

1) The municipality should arrange public relations about participation in projects or activities organized through various media channels such as voice-based radio broadcasts, parade cars, to increase public participation in development according to the municipal strategic plan for increased awareness and co-operation.

2) The municipality should encourage people to receive good education. When people are educated, they will understand and recognize the importance of participation in the development of the municipal strategic plan. It results in greater participation in thinking, decision making and monitoring.

3) Uttaradit Municipality should be more aware of the importance of public factors such as promoting knowledge and understanding in a democratic form of participation for people. It can encourage people in the community to have love and unity without conflict and encourage people to gain knowledge and advice in their occupation. The research results reveal that the public factors are related to people's participation in the development of the municipal strategic plan in all aspects. People should open their minds and pay more attention to participate in various areas because the municipal strategic plan directly benefits them as the recommendations for future researches.

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