ECOTOURISM IN MAE KLONG RIVER ESTUARY:
Impact of Community ecotourism at Nong Yai Community

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INTRODUCTION

• The 21st Century, tourism industry continued to play a major role in the economic and social Development of Thailand.

• Thailand located in the heart of Southeast Asia and connected to the Andaman sea as well as the Gulf of Thailand.
• The scenery is beautiful and varied, raging from misty mountains and lush rain forest in the North, through the flat emerald rice fields of the central plains. To white sandy beaches and magnificent tropical islands along the Eastern sand throughout the South.

• There are the reasons why Thailand was the destination for many tourists from every corner of the world.
INTRODUCTION (conts.)

• At the presents, the direction of tourism development has been revised by integrating economic benefits, natural-culture conservation, and grassroots democracy.

• Community Base Ecotourism required people’s participation.
• This is expected to bring about development in the correct direction and sustainable income distribution which will increasingly meet the demands of people who live in the area.

• The new trend of tourism was change in concept from conventional tourism whereby the community was a receiver of positive and negative effects of tourism to it being a participant in determining the use of and benefits from their natural resources and culture.
INTRODUCTION (conts.)

• A tourism pattern is known as “Community Base Ecotourism\CBE”.

• CBE is a form of ecotourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain with the community.
COMMUNITY BASE TOURISM CONCEPT

RESOURCE POTENTIAL

Conservation

Sustainable tourism

Benefit

Participation
OBJECTIVES OF THE STUDY

• To find out the impacts of CBE at Mae Klong River Estuary.

• To give recommendations to concerned local agencies in reduce the negative impacts.
METHODS

• Rapid Rural Appraisal was apply to study the impact of community base ecotourism at Nong Yai Community.

• Integrated survey were done by research team and local people.
NONG YAI LOCATION

- Nong Yai Community
- Muang District
- Samut Songkram Province
- Nearby Don Hoi Lot
TOURISM ACTIVITIES

BOAT TRIP
TOURISM ACTIVITIES

MANGROVE STUDY
TOURISM ACTIVITIES

PALM SUGAR FACTORY
TOURISM ACTIVITIES

CRAB FRAMMING
TOURISM ACTIVITIES

HOME STAY
Stakeholders

- Home stay
- Boat man
- Fisherman
- Palm sugar industry
- Leader of village
IMPACTS OF CBE IN STUDY AREA

SOCIAL IMPACT

• Way of life
  Local people still do the same social activities as before, such as working at their careers, going to the temple, and helping each other.

*CBE did not bring lots of changes to the local community.*
SOCIAL IMPACT

• Social relationships among people in tourism activities

5 groups of local people were stakeholders. The 4 group were service sectors and the last one was the leader of the village who has power to control and negotiate all of service sectors.

Leader had good relationship to each other.
IMPACTS OF CBE IN STUDY AREA

ECONOMIC IMPACT

• Economic and financial management
  No financial management

*Stakeholder did not have financial management skill.*
IMPACTS OF CBE IN STUDY AREA

ENVIRONMENTAL IMPACT

- Waste water and solid waste management
  No waste management
- Noise pollution from tourist boat
  No limitation
- River bank erosion
  No method to control

The local community try to find the best way to solve that problems.
CONCLUSIONS

COMMUNITY BASE ECOTOURISM IN THAILAND

• A New trend of tourism in Thailand.
• The core principle of Community Base Ecotourism is integration of economic benefit, natural-culture conservation, and grassroots democracy.
• Tourism Authority of Thailand supports and promotes Community Base Ecotourism.
CONCLUSIONS

THE ACTORS IN COMMUNITY BASE ECOTOURISM AT MAE KLONG RIVER ESTUARY

• Main actor (manager of the tourism management center) is the leader of village.
• The people arrange everything related to tourism activities.
CONCLUSIONS

PRACTICES OF COMMUNITY BASE ECOTOURISM AT MAE KLONG RIVER ESTUARY

• Product management was given highest score since the tourist attractions and local performance were impressive.
• Environmental and sanitation management were moderate.
• Worst aspect of management was marketing because they promoted themselves.
CONCLUSIONS

IMPACTS OF TOURISM

• Local way of life had not been change so much.
• The relationship between stakeholder was close.
• Community economy was generally increased.
• Noise pollution was generate from tourist boats but most serious environmental problems was the river bank erosion.
• Tourism management center try to solve environmental problems.
THANK YOU