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A DISSERTATION FOR THE DEGREE OF MASTER OF SCIENCE

Local Community Participation in Ecotourism Development

in Khmmouane province, Lao PDR

A case study in Konglor village

라오스 캄무안주(Khammouane province)의 생태관광개발과

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**LOCAL COMMUNITY PARTICIPATION IN ECOTOURISM
DEVELOPMENT IN KHAMMOUANE PROVINCE, LAO PDR
A CASE STUDY IN KONGLOR VILLAGE**

UNDER THE SUPERVISION OF
PROFESSOR SEONG IL KIM

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ABSTRACT

One of the main goals of the Government of the Lao PDR is to bring the country out of the least developed nation status by the year 2020. The government's policy is aimed at reducing poverty using tourism as the main strategy to achieve sustainable development through ecotourism, pro-poor tourism and community-based tourism.

In this study determine the impacts of ecotourism that local community receives from ecotourism development and identified the level of local community participation in ecotourism development in Konglor village, Khammouane province, Laos using a well-designed and structured Questionnaire with 224 households living in Konglor village and an in-depth interview. The quantitative and qualitative data were analyzed by using Statistical Programme for Social Sciences (SPSS).

The results confirms ecotourism development in Konglor village has benefits to the community in term of socio-cultural, economic and environment, the ecotourism project is able to improve the quality of infrastructure, water supply, increase household incomes and improve employment opportunity especially for women. The findings of this study indicates that ecotourism development in Konglor village has positive impacts more than negative; ecotourism development provides economic revenue and distribution

benefits to the local community which are fair, at the same time protection and conservation of local tradition, cultural and environment.

According to the results, Local community participation in decision making, implementation, benefits sharing stages are high because they may have a better understanding, ecotourism can improve household income and they also have opportunities to participate in ecotourism activities within the community. Local people participation can grant more power in managing and protecting the environment and conservation forest and including the management of ecotourism activities but for the evaluation stage local community ecotourism development provided very low. Local community participation in evaluation still needs to improve to support the growth of ecotourism development. The results from this study will provide information that may be useful to improve ecotourism project in current and future in the rural area.

Keywords: Ecotourism development, impacts of ecotourism, local community participation, Khammouane province, Laos.

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Table of Contents

Chapter 1: Introduction	1
1.1. Background	1
1.2. Problem statement	7
1.3. Research questions, objectives and hypothesis	8
1.4. Conceptual framework and thesis outline	9
4.4.1 Conceptual framework.....	9
4.4.2 Thesis outline	1
Chapter 02: Thoerecal Framework	2
2.1 Ecotourism Development in Laos	2
2.2 Impacts of Ecotourism on the local community.....	5
2.2.1 Economic impacts.....	5
2.2.2 Social-cultural impacts.....	7
2.2.3 Environment impacts	8
2.3 Local community participation in Ecotourism Development	9
Chapter 03: Research Methodology.....	12
3.1 Description of a case study (Konglor Village)	12
3.2 Qualitative and Quantitative approaches.....	19
3.3 Types of study data collected	20
3.3.1 Secondary data	20
3.3.2 Primary data	20
3.4 Questionnaire.....	21
3.5 Respondents.....	21
3.6 Data analysis.....	22

Chapter 04: Results.....	25
4.1 Personal information of respondents	25
4.1.1 Gender of respondents in Konglor village	26
4.1.2 Age of respondents in Konglor village	27
4.1.3 Household income per month from ecotourism activities	28
4.1.4 Level of education.....	29
4.1.5 Type of ecotourism activities that local people participation.	30
4.2 Analysis on ecotourism impacts on the community	31
4.2.1 Analysis on Socio-cultural impacts	31
4.2.2 Analysis on Economic impacts	40
4.2.3 Analysis on environment impacts	46
4.3 Analysis on the level of local community participation in ecotourism development	51
4.3.1 Analysis on local community participation in decision making	51
4.3.2 Analysis on local community participation in implementation ..	54
4.3.3 Analysis on local community participation in evaluation	56
4.3.4 Analysis on local community participation in benefits sharing..	58
Chapter 5: Discussion	61
5.1 Ecotourism impacts on the local community	61
5.1.1 Social-cultural impacts.....	61
5.1.2 Economic impacts.....	63
5.1.3 Environment impacts	65
5.2 Local community participation in ecotourism development.....	67
Chapter 6: Conclusion.....	69
References	74

List of Figures

Figure 1: Total number of tourist arrivals from 2000-2013.....	3
Figure 2: Map showing the location of Lao PDR.....	3
Figure 3: Conceptual framework	1
Figure 4: Geographical map showing of Konglor village in Khammouane province.....	15
Figure 5: Monetary contribution from boat service, home stay and trekking service fee	18
Figure 6: Model for the analysis on the ecotourism impacts	24
Figure 7: Gender of respondents in Konglor village	26
Figure 8: Age of respondents in Konglor village.....	27
Figure 9: Household income per month from ecotourism activities.....	28
Figure 10: Level of education of respondents in Konglor village	29
Figure 11: Number of respondent's participation in ecotourism activities ...	30
Figure 12: Level of local community participation in ecotourism development in Konglor village.....	60

List of Tables

Table 1: Tourism activities and fees in Konglor village.....	18
Table 2: The result anaylis on social-cultural impacts of ecotourism	39
Table 3: The result analysis on economic impacts of ecotourism	45
Table 4: The result analysis on environment impacts of ecotourism.....	50
Table 5: The result analysis on local community participation in decision- making	53
Table 6: The result analysis on local community participation in implementation.....	55
Table 7: The result analysis on local community participation in evaluation	57
Table 8: The result analysis on local community participation in benefits sharing.....	59

List of Photos

Photo 1: Konglor cave	16
Photo 2: Boat service in the cave Photo 3: Nature trail in Konglor village	17
Photo 4: Sandy beach located about half way through the cave.....	17
Photo 5: Home stay in Konglor village.....	17
Photo 6: File survey in Konglor village, 2-28 February, 2014	22
Photo 7: Improving of roads and electricity in Konglor village	32
Photo 8: Water supply in konglor village	33
Photo 9: Baci or Soukhouan that provided by local people at the Konglor village.....	34
Photo 10: The old health center Photo 11: Started building a new health	35
Photo 11: A house of local people before and after participation in ecotourism activities at Konglor village.	41
Photo 12: Traditional cotton weaving Photo 15: Traditional cotton textile	42
Photo 13: Organic frame at Konglor village.....	43
Photo 14: Bin for collecting rubbish Photo 18: Group cleaning.....	47
Photo 15: The River at the Konglor village	48

Acronyms

ADB	Asian Development Bank
AFAS	ASEAN Framework Agreement on Service
ASEAN	Association of South-East Asian Nations
EU	European Union
GDP	Gross Domestic Product
GMS	The Greater Mekong Sub-region
ILO	International Labour Office Geneva
JOICFP	Japanese Organization for International Cooperation in Family Planning
Lao PDR	Lao People's Democratic Republic
LNTA	Lao National Tourism Administration
NGOs	Non-Government Organization
NPAs	National Protected Areas
SFNSDS	Strategic Framework for National Sustainable Development Strategy for Lao PDR
SNV	Netherlands Development Organisation
SPSS	Statistical Programme for Social Science
TCBTI	Thailand Community Based Tourism Institute
TEATA	Thai Ecotourism and Adventure Travel Association
UNDP	United National Development Programme
UNESCO	United National Educational, Scientific and Cultural Organization
UNWTO	United Nationals World Tourism Organization
US\$	United States Dollar
WWF	World Wildlife Fun

Chapter 1: Introduction

1.1. Background

Lao PDR is situated in the heart of the Greater Mekong Sub-region (GMS), as it borders all five of the other GMS countries (Cambodia, China, Myanmar, Thailand and Viet Nam). Active participation in regional cooperation is crucial for Lao PDR, especially as it is the only landlocked country of the six GMS countries, and thus should take advantage of its geographic location as a 'land-linked' country in achieving its sustainable development objectives (*SFNSDS, 2008*). The country extends over a total land area of 236,000 Km² of which rivers and mountains cover roughly 70 percent. The Mekong river is a dominant geographical feature and flows for a distance of nearly 1,800 km from the north to the south of the country (Yamauchi & Lee, 2009). Today Laos is comprised of 17 provinces. It is the least populated country in Southeast Asia, with nearly 6.3 million inhabitants in 2010 or about 26 people per Kilometers, roughly 85% of the population lives in rural areas. Although few in absolute numbers, within the population of Laos there is tremendous ethnic diversity with 49 officially recognized groups (LNTA, 2014).

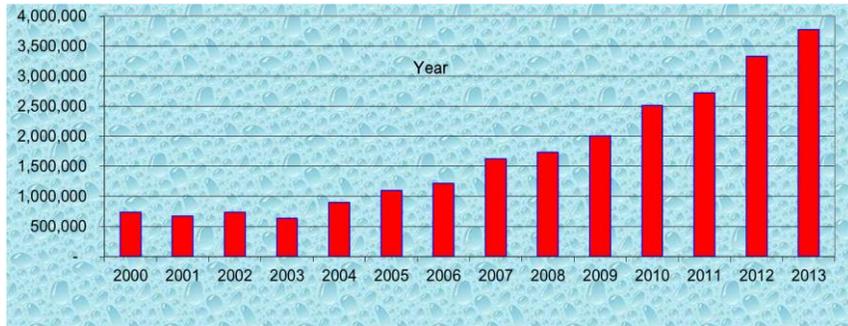
When the Laos first opened the borders for tourism in 1990, the industry has grown to become the national's number one source of foreign exchange

earnings. Ecotourism in Laos offers huge potential to create employment and help achieve the national development objectives for poverty alleviation, economic growth and conservation of the nation's unique wealth of natural and cultural resources (LNTA, 2010)

In 1990, 14,400 overseas tourists visited Lao PDR. By 2008, the number of overseas visitors had climbed to 1.7 million. In 2012, Laos registered 3,330,072 foreign tourists generating total revenues as high as US\$ 513,576,748. According to the LNTA's latest figures this is expected to reach 3.4 million in 2015 and as much as 4 million by 2020 (LNTA, 2009).

One of the main goals of the Government of the Lao PDR is to bring the country out of least developed nation status by the year 2020. Because there are few viable opportunities for economic development in the country's most remote villages (such villages are often located inside NPA's and have the greatest potential for ecotourism development) integrating ecotourism into existing rural development, livelihood security and ecotourism project offers a tremendous economic opportunity for the rural poor (Marris & Schipani, 2002). Ecotourism has been a source of much needed foreign currency and has created a trade surplus in services and thus balances the country's trade deficit in goods (Erbrick, al et., 2010).

Figure 1: Total number of tourist arrivals from 2000-2013



Source: Statistical Report on Tourism in Laos from Laos National Tourism Administration, 2013.



Figure 2: Map showing the location of Lao PDR

According to Haddle (2005) ecotourism is a type of small scale tourism development centered on natural areas, promote conservation of the area and provide financial benefits and empowerment to local communities. Ecotourism is a way to share revenues and income to supports rural communities in prospering and presenting their foodstuff and handicrafts to the world and to make the base for an economic local development, Laos economic situation as a country in full and ample development, with a rate of annual economic growth of 4 to 7 % and expansion rate of incoming tourists of more than 20% annually and being counted amongst economic tigers of the area¹ (Schipani, et al., 2002). The best development option for Laos is through its embryonic tourism sector and it will be able to achieve rapid growths which will benefits all citizens (Erbrick, al et., 2010).

Tourism plays a significant role in the overall expansion of the tourism industry in the GMS countries, sustaining its current level of growth and Gearing the growth towards benefiting the poor and the socially and economically marginalised groups become a top priority policy for the governments (Tiranutti, 2009). Ecotourism has become an important product on the tourism industry; ecotourism can be a great option for sustainable economic development and offers opportunities for optimizing economic benefits for local communities (Kim, et al., 2013).

¹ <http://www.tourismlaos.org>

Laos is known as an ecotourism destination more than half of its tourism earnings are derived from ecotourism and the government has made tourism development initiatives with the focus on ecotourism, one of 11 priority sectors to help improve standards of living. The country has two cultural world heritage sites endorsed by the UNESO and a network of 20 national protected areas (Raj Chanel, et al., 2007 & Kim, et al., 2013).

Since 1990, the Laos first opened borders for tourism and after that time the industry has grown to become the nation's number one source of foreign exchange earnings (LNTA, 2004). In 2007, tourism is making up 8 % percent of the GDP of the country and it is play the most second important contributor to foreign exchange earnings with a value of US\$ 233.3 million (Gujadur, et al., 2008). The success of the Nam Ha ecotourism projects initiative and the wider foundations of an expending tourism industry. This successful introduced the concept of ecotourism to the Lao PDR and in so doing receive significant international acclaim and a UNDP award in recognition of its contribution towards poverty alleviation (LNTA, 2004)

Tourism has the potential to generate significant foreign exchange earnings. If harnessed effectively, it can be a driving force for poverty reduction and environmental protection by creating jobs, generating foreign exchange earnings, and enhancing economic values of natural and cultural heritage sites (ADB, 2008). Ecotourism is an up and coming opportunity in the

world's tourism industry and significantly interest in the face of economic crisis as it may contribute to national revenue, it may benefit the environment and local communities especially important for developing countries (Kim, et al., 2013). As the same time ecotourism protects nature richness and controls the negative impacts of development. In addition many experts agree that ecotourism it can generate income for most of the households and provides greater incentives for natural resource, enhances environmental education (Kim, et al., 2013).

There are Four significant reasons why countries pursue tourism: generation of foreign exchange, employment, economic diversification and regional growth. Ecotourism is often viewed and promoted as being consistent with conservation objectives because it is small scale with limited ecological and social impacts (Brandon, 1996). Ecotourism is one of the answers because it is tourism development that protects area richness, invites community participation, stimulates economic greater appreciation of the nature and culture of the destination and controls the negative impacts of development (Kim, et al., 2013).

To studies on the tourism development strategic plan for 2011-2020, the ministry of information, culture and tourism in collaboration with provincial authorities have carried out nature based tourism activities with the participation of local people by making use of the local potential and

condition of each province². Laos is a one of the countries that has chosen to priorities ecotourism as an appropriate tool for poverty reduction in the nation (Phanthavong, 2009).

1.2. Problem statement

Ecotourism is the largest employer and provides opportunities in terms of community development for the rural areas and improved livelihoods.

To provide the information that will help improve ecotourism project in current and future, it is necessary to determine benefits of ecotourism in terms of the social-cultural, economical and environmental that local community receives from ecotourism development, including local community participation.

In line with this, an empirical study on the analysis of local community participation is needed in order to provide more scientific knowledge for either local people and decision maker as basis for ecotourism development plan in the future.

² <http://www.tourismlaos.org>

1.3. Research questions, objectives and hypothesis

This study was conducted to answer the following questions:

Q1: What are the economics, environmental and social-cultural impacts that local community receives from ecotourism development?

Q2: What is the level of local community participation in ecotourism development in Konglor village?

The Two objectives above are set for this study in other to achieve the main goals of the study:

To determine the impacts of ecotourism that local community receives from ecotourism development and to identify the level of local community participation in ecotourism projects.

According to Victor (2013), a hypothesis is an explanation of the phenomenon or as a possible answer of the research question. In this research following hypothesis below:

H1: If ecotourism creates negative impact on socio-cultural sphere of community, then local people will not support ecotourism development.

H2: Community in Konglor village actively participates in ecotourism development and then they will support ecotourism development.

1.4. Conceptual framework and thesis outline

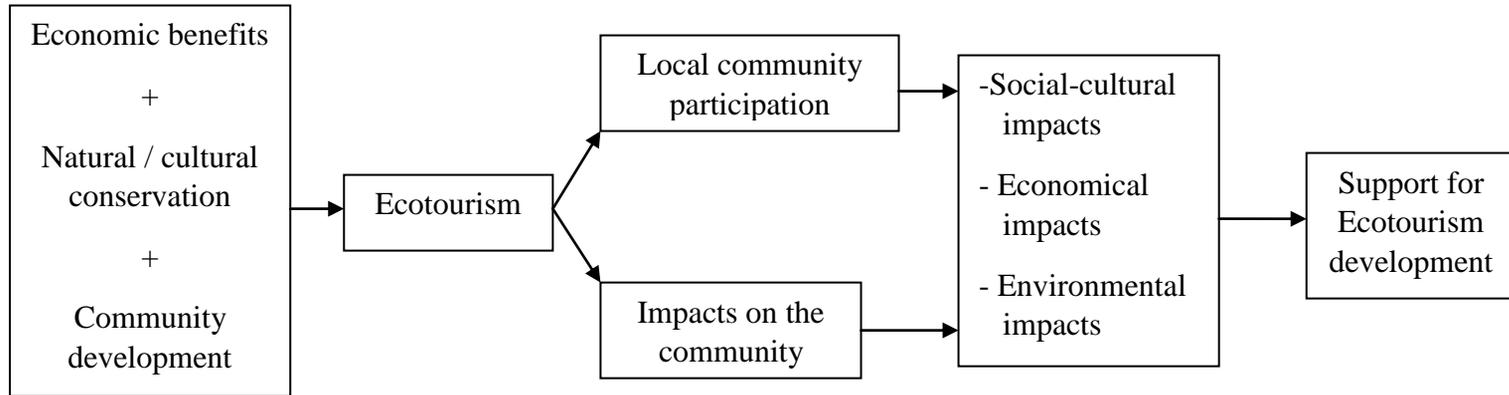
1.4.1. Conceptual framework

This study conducted under attitudes and perception of the local community on the impacts of ecotourism development on the community. Local people are part of the tourism industry so encouraging local community participation regarded as a contributing factor in the success of development.

According to Leksakundilok (2004) Ecotourism development aims not only for an economic goal but also for social and environment goals. The idea of ecotourism development within a community has combined with the community development paradigm that places the people as the center of development. According to Sararat (2010) the impacts of ecotourism on the local community can divide into three categories: Social-cultural, economic and environment and this study investigates all these three types of ecotourism impacts in Konglor village.

The local community should participate in ecotourism development and in gaining economic interest from tourism at the same time. Ecotourism creates economic revenue, a fair distribution of income to the rural community, at the same time conservation and protection of the environment, culture and tradition local community (TEATA, 2003).

Figure 3: Conceptual framework



Sources: Derive from a combination of Kantamturapoj (2013), Untong (2013) & Satarat (2010)

1.4.2. Thesis outline

Chapter 1: Introduction: This chapter was presented the background of the study including statement of the problem, research questions, objectives, research frame work.

Chapter 2: Literature Review: This chapter was presented a brief literature review in relation to ecotourism development, type of impacts of ecotourism and local people participation in the ecotourism project and an introduction about study area.

Chapter 3: Research Methodology: The research methodology that was used in this study was presented in this chapter, how to collection of the data was carried out, the processes of data analysis and the research design.

Chapter 4 & 5: Results and discussion: The result from analysis impacts of ecotourism on the community was shown in this chapter; including results of the level of local participation with the discussions that are related to the issues.

Chapter 6: Conclusion: This chapter presented the summary and conclusion of this study and made some recommendations that will be beneficial to the study area and significantly relevant for future studies.

Chapter 02: Thoerecal Framework

This part is going to present the literature review that relating to ecotourism development, impacts of ecotourism and local community participation in the ecotourism project. In this chapter is provided in to three sections. For the first one is going to reviews about overview of ecotorusim in Laos. For the second section is going to present literature review on impacts of ecotoruism on the local community level, social-culature, economic and environment impacts. For the third section contains the literature review on the local community pariticipation in ecotoruism development.

2.1. Ecotourism Development in Laos

Ecotourism development is important for many countries because ecotoruism supporting sustainable tourism and economics for both local and national (Kim, et al., 2013). At the same time ecotourism generates income for conservation and economic benefitis for communities live in rural areas (Drumm & Moore, 2002). According to the Michael (2009) ecotourism development is contributing positively towards poverty alleviation and has made improvement on accessibility, prices of goods and services, employment, entrepreneurial training, income-generating projects, household

incomes and general quality of life though the extent of contribution vary from one aspect to another.

Ecotourism has been adopted in the region by governments, international agencies, NGOs and private operators and these may have different concepts of and purposes for such development. (Leksakundilok, 2004)

According to LNTA (2004), Ecotourism is tourism activity in rural and protected areas that minimizes negative impacts and is directed towards the conservation of natural and cultural resources, rural socioeconomic development and visitor understanding of, and appreciation for, the places they are visiting.

In 1999, the National Tourism Administration (LNTA) with assistance from UNESCO and the New Zealand government, launched a tourism project in the Nam Ha NPA in Luang Namtha Province. This highly successful initiative introduced the concept of ecotourism to the Lao PDR and in so doing received significant international acclaim and a UNDP award in recognition of its contribution towards poverty alleviation (LNTA, 2010).

Since becoming an ASEAN member in 1997, Lao has gradually expanded its coverage of services liberalisation including tourism. The country added other services sectors such as financial services into its schedule of commitment, and modified its commitment in the tourism sector to better

manage and attract good foreign investment aimed to improve the country's position in the global tourism industry (Tiranutti, 2009).

Laos also has rich and beautiful natural sites suitable for development as ecotourism attraction and industry without smog or hazardous pollution which will become new relaxing sites to impress visitors from the region and the world. To promote international tourism, the government launched the 'Visit Laos Years 1999-2000', at that time infrastructure and services improvement has been added to the program (Leksakundilok, 2004).

To develop of ecotourism the government has adopted National Tourism Development Strategy to 2020 and also established broad guidelines for the development of ecotourism which emphasize careful capacity management, sustainable use of resources, respect for cultural and natural diversity and the involvement of local communities participation in decision making processes (Kim, et al.,2013). The government and its main development partners (ADB, UNESCO, SNV, WWF, EU) work closely with the private sector in designing tour programs, negotiating contractual agreements between communities and tour companies, marketing, promotion and continuing education for tour guides (Kim, et al., 2013)

According to Manivong & Sipaaseuth (2007), The LNTA has established eight ecotourism projects in cooperation with international partners such as the UNESCO-LNTA Nam Ha Ecotourism projects in Luang Namtha

province, the Phou Xang Hae Ecotourism project in Savannaket province, the Phou Hin Boun ecotourism project in Khammouan province, the sustainable tourism programme in Luang Prabang province, the Phou Khao Khouay tourism development project in Bolikhamxay province and the Xe Pian NPA ecotourism project in Champasack province. All of the projects work to conserve biodiversity and cultural by creating various types of ecotourism activities, not only for tourists but also local people, capturing the tourist revenue while contributing to natural and cultural preservation.

2.2. Impacts of Ecotourism on the local community

2.2.1. Economic impacts

As Phimmakong (2011) she reported that ecotourism project played a significant role in helping to improve living conditions by providing a clean water source, increase in household incomes and the enhancement of public infrastructure and the creation of a local market in the community. Ecotourism may have positive impacts if can be contributing to increasing household incomes, revenues of government and provides employment opportunities including regional development (Mason, 2003). Ecotourism can generate benefits to local communities such as employment, although these are frequently seasonal or low paying jobs, at the community level ecotourism may generate increased revenues, provide for more

infrastructures such as roads and electricity or provide proceeds from ecotourism for community projects such as school, construction and health clinics (Brandon, 1996). Ecotourism creates jobs and new tasks for local people who are willing to be involved with tourism mostly in terms of providing accommodation and guide services (Leksakundilok, 2004). On the other hand, ecotourism limited incomes especially during the rainy season or low season, increases food prices sold in the community (Jing, 2008). TCBTI (2011) reported that, the cost of living has become more expensive. Socio-cultural deterioration has occurred, as a result of tourism which has developed too quickly, without direction and this has impacted agricultural communities who were already in a difficult situation.

The similar as ILO (2011) reported that, the significant of tourism for created new job and poverty reduction in rural areas, especially in poor countries. According to Phimmakong (2011), Ecotourism provided an opportunity for community members with different circumstance to participate in the project due to the range and nature of ecotourism activities such as guiding, hosting tourists and producing handicrafts, example the case for home stay: Women have opportunity to be actively involved and gain direct benefits without leaving their children and household responsibilities.

2.2.2. Social-cultural impacts

ILO (2011) reported that social-cultural impacts refer to impact on life in an organized community such as crime, employment, prostitution, religion, gambling, demonstration effect, disruption of community bonds, migration, changes in clothing and language, overcrowding of infrastructure, accommodation, services and standards of health, including social relations and artifacts, food, music and leisure activities. There have some positive changes regarding the improvement of social behavior, infrastructure and construction of community facilities (Phanthavong, 2009). Hussin (2006) the relationship between ecotourism and cultural conservation is important. It seems that the preservation and conservation of these forms of cultures can contribute to the strengthening of the social and cultural identities of the host communities but at the same time, it is also to the stimulation of economic activities. According to Satarat (2010) ecotourism is a significance mechanism for publishing local culture and traditions to the outside world. The socio-cultural benefits of a community-based ecotourism project can be enhanced by the establishment of rules that detail the culturally acceptable behavior of tourism and they are aware of their traditional cultures as a result of an increased awareness of their culture's value (Phimmakong, 2011). As the ILO (2011) reported, tourism brings benefits to the community such as increased pride in culture and increase in pride and self confidence,

improved conservation and restoration of cultural heritage sites, increased sales of local handicraft, strengthening of community institutions, gender equity.

2.2.3. Environment impacts

Ecotourism helps increase the awareness of the values of the environment and can be an effective means of youth education. Ecotourism's contribution to nature and the environment is much harder to observe. In terms of sustainable tourism income, a city and the tourism industry may heighten their interest for the conservation of natural resources. Income from tourism can be used to finance protection and conservation (Kaosa-ard, 2007). Environmental concerns usually arise too late and only after the costs measured in terms of lost revenue and tourists are apparent (Kaosa-ard, 2007). The ecotourism revenue that is generated from the reserve provides a strong incentive for the community to protect and maintain the reserve. By directly linking economic benefits in the form of guiding fees with nature interpretation to tourists, the village can quickly see the value of conserving the flora and fauna in the reserve for the purpose of maintaining a successful ecotourism business (Schipani & Marris, 2002). Phimmakong (2011) community-based ecotourism can lead to the management of natural resources and reduce the adverse effects of human interaction with environment and she also reported

that the project improvement of rubbish management in the village and increased household environmental awareness, protecting the forest and wildlife in their area. Tosun & Timothy (2003), local people will support tourism activities by protecting the environment if they have benefits from tourism. Negative environment impacts were resulting from an increase in private car and van service coming to the area included the production of more dust, air pollution and noise which disturbed the wildlife (Phanthavong, 2009).

2.3. Local community participation in Ecotourism Development

According to Ponna (2009), Community participation is defined as the local people's involvement and cooperation in participation of activities for sustainable tourism development. Participation activities include planning, decision-making, implementation, benefits sharing and evaluation of tourism activities by the local people.

As Wei, et al., (2012) mentioned, local community participation is an important method to promote healthy and sustainable development of tourism in tourist destinations. Community participation in ecotourism has been promoted as an essential element of development in rural areas

(Mulindwa, 2007). Involving the local community in all phases of planning and implementation is an important factor in minimizing any negative impact from ecotourism on the local community such as participation has the potential to create a positive cultural and environmental influence (Phanthavong, 2009). As described by Himoonde (2007) local people participation in protected areas management is able to function as an early warning system which could help managers to avoid or plan for decisions that might otherwise cause conflict with the local population. Local people also need to participate in the benefits sharing of ecotourism, sharing benefits with local people to reduce their dependence on the protected area for subsistence has been shown to enhance protection of the site (Phanthavong, 2009).

According to JOICEP (2000) local community participation in the project can be seen as the mechanism for successful develop of community, the important thing local community have empowers to solve their won problem and stimulates self reliance among the community and local community participation in the project. As Mensah & Ernest (2013) mentioned, local Community participation is a bottom-up approach by which communities are actively involved in projects to solve their own problems. On the other hand they found benefits from local community participation in ecotourism project such as: conservation of natural rescores, promote cultural, selling

handicrafts and providing accommodation and make tourist understanding local culture (Mensah & Ernest, 2013). Community participation tourism through employment can help them get more economic benefits especially it brings directly impacts on the poor family, helps to curb poverty at the household level (Tosun, 2000 & Muganda, 2009). The level of local people participation in planning and decision-making were poor because they lack of information and understanding about the development of ecotourism (Baksh, et al., 2012).

Local community participation in ecotourism development is the heart and become a central component of community development, participation has become an umbrella term, and it regarded as a tool to assist in local economic development in rural area, participation through employment in the project helps people not only to support development of the project but also helps local people to get more economic benefits from the project (Tosun, 2000; Theron; 2005; Sebola & Fourie, 2006; Moscardo, 2008).

Local community can be involved in the planning process from the beginning of ecotourism project; this can reduce the future socio-cultural conflicts and misinterpretation between tourists and host communities (Hussin, 2006). Community participation in decision making process is the way to maximize the social economic benefits for the community (Muganda, 2009)

Chapter 3: Research Methodology

This chapter will present the methodology that used for data collection for this study. Semi-structured interview, a questionnaire survey, private observation was applied in this study. The chapter begins with a description of the case study. The detail will present below:

3.1. Description of a case study (Konglor Village)

Khammouane, meaning “happy gold”, Khammouane province is located in central of Laos bordering Bolikhamxay and Savannaket province. Across the Mekong River is Thailand’s Nakhon Phanom province. The Mekong river valley in the West is framed by the Anna mite Mountain range which separates Khammouna from Vietnam to the east. The province covers about 16,000 square kilometers and has a population of approximately 375,504 (2010) mostly engaged in agriculture (LATA, 2006).

The province has three national protected areas (NPA) that cover an enormous area about 6,295 km² in total. Phou Hin Poun NPA encompasses much of the limestone Forest and has 43 recorded species of bats. The Hin Namno NPA is located in the area where the Central Indochina Limestone meets the Annamite Chain, and as a result, has prominent limestone escarpments and caves. The most important area in terms of biodiversity.

However is the Nakai-Nam Theun NPA with its complex range of habitats and newly discovered species of mammals such as the saola, giant muntjac, and Indochinese warty pig³

Today, Khammouane has 146 official tourists site comprising 119 sites of natural interest, 26 sites of cultural interest and 2 sites of historical (LNTA, 2012). The province built up the community-based tourism project, the goal is *“To contribute to poverty alleviation, nature conservation and the promotion and protection of province’s rich cultural heritage”*. The community-based tourism project is designed to:

- Provide an additional source of income and employment to local communities in order to help reduce unsustainable harvest of natural resources.
- Give visitor’s the opportunity to visit the province’s excellent natural protected areas and cultural heritage sites.
- Operate on a scale that can be sustainably managed by local villagers.
- Generate a modest income for protected area management through permit and entrance fees with will be used for conservation and development activities.

³ <http://www.khammouanetourism.com>

- Provide local communities with an economic stake in protected area management and cultural heritage protection.

The ecotourism project in Konglor village was initiated in 2002 under the Lao National Tourism Administration and the Khammouane Provincial Tourism Department. Konglor village is a one among the thirteen villages that are located in Phou Hinboun National Protected Area in Khounkham District, Khamounae Province. The village is easily accessed; 310 kilometers southeast of Vientiane, from Vientiane along Route 13 South to Ban Lao village, turn left to Route 8 (Lak Sao intersection), at Km 37 KhounKham village after Theun Hinboun Reservoir turn right along the earth road about 40 Kilometers to Konglor village⁴ . Konglor village can be reached by bus from Vientiane in 5 or 6 hours from the Southern Bus Terminal in Vientiane.

⁴ www.laotourism.org/khammouane.htm

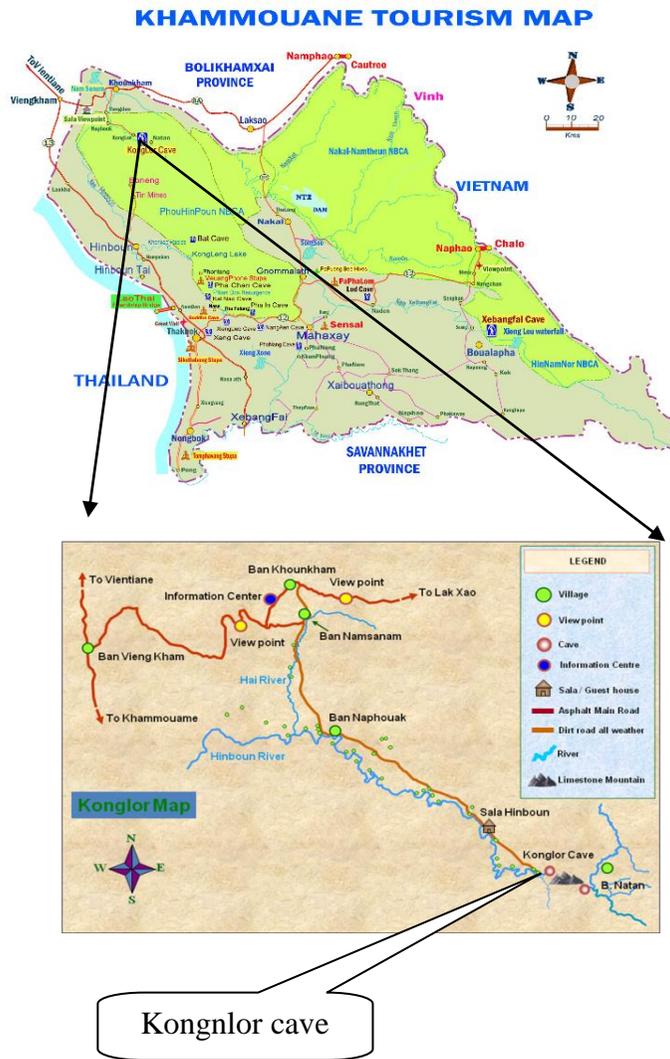


Figure 4: Geographical map showing of Konglor village in Khammouane province

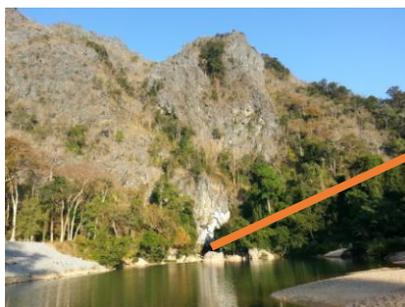
Source:http://www.tourismlaos.info/khammouane/maps/khammouane_province_map.html

Konglor cave is the largest cave in the country; it is located between Natan village in Nakai district and Konglor village in Khounkham district. Hinboun river flows through a 7.5 km long tunnel that is about 30 m wide and from 20

m to 100 m high (LNTA, 2006). For most of its length the river fills the entire width of the passageway expect for a large white sandy beach located about halfway through the cave. Local people have names for features along the way such as the “frog”, “soft-shelled turtle”, “owl”, “Buddha” and the “fish trap” rocks. Inside the cave there are stalactites, cool breezes, some rapids and sandbars, the dry season is the best time to see the cave.

Nowadays, the population in Konglor village totals 1,235 residents, comprising 635 females and 600 males from 224 households. The inhabitants are Bor ethnic group. The total area of Konglor is 326 hectares. The main activities of the local people are rice farming, tobacco plantation, and livestock (The head of konglor village, 2014)

Konglor has many activities that attract tourists coming to visit the village such as catch a boat for the 7.5 Km ride through the cave, trekking, biking, swimming, waterfalls, picnic, traditional weaving by local people, spend overnight in local village (The head of Konglor village, 2014)



Cave
entrance

Photo 1: Konglor cave



Photo 2: Boat service in the cave



Photo 3: Nature trail in Konglor village



Photo 4: Sandy beach located about half way through the cave



Photo 5: Home stay in Konglor village

From 2002 to 2013, the numbers of tourist arrivals Konglor village have risen by an average of 20 percent annually. The gross revenue generated by the activities services are clearly set for the tourists.

Table 1: Tourism activities and fees in Konglor village

Activities	Fees
Boat services	100,000 kip/ 1 time / 3 visitors
Trekking	1 guide 140,000 kip / day / visitors group
Home stay	50,000 kip /person / night
Tourist site entrance fee	2,000 kip / person / 1 time
Parking fee	5,000 kip / car or bus / 1 time 3,000 kip / motorbike / 1 time

Remark: 1 US\$ = 8,000 kip (March, 2014)

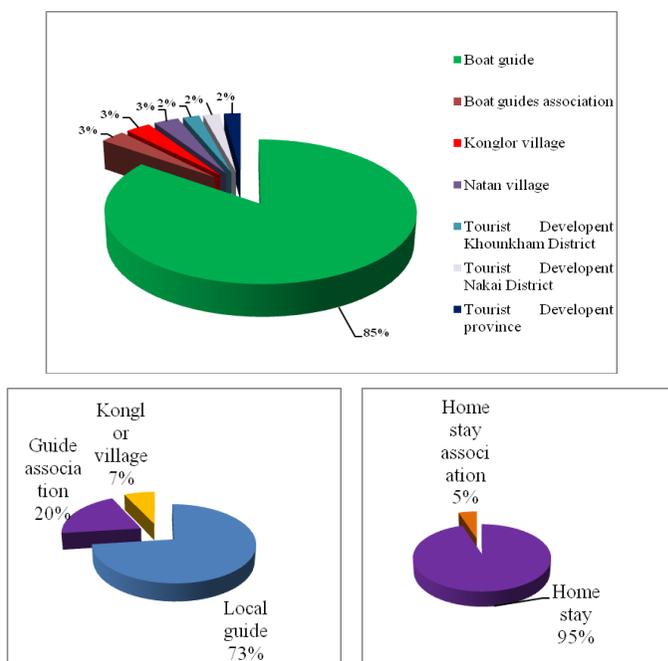


Figure 5: Monetary contribution from boat service, home stay and trekking service fee

3.2. Qualitative and Quantitative approaches

Data collections used both qualitative and quantitative methods; questionnaire survey by face-to-face and in-depth interview. Combining both qualitative and quantitative methods in a single study is widely practiced and accepted in many researches (Joanna, et al., 2002). Mixed quantitative and qualitative approaches will help ensure that the data collected will represent a complete picture of what is possible representation of the site. Qualitative methods can produce quantifiable results, and well-designed quantitative studies can provide insight into typically qualitative topics such as attitudes and opinions (Drumm & Moore, 2002). *Qualitative analysis is the non numerical examination and interpretation of observations, for the purpose of discovering underlying meanings and patterns of relationships* (Babbie, 2010). *Quantitative analysis is the numerical representation and manipulation of observations for the purpose of describing and explaining the phenomena* (Babbie, 2010). The main reason why they mixed the methods between qualitative and quantitative techniques is that the quantitative approach is considered to be a powerful aid to development studies research (Phanthavong, 2009). According to Brockington, et al (2003) emphasized that a mixed method of qualitative and quantitative can bring a positive outcome to research.

3.3. Types of study data collected

3.3.1. Secondary data

Secondary data are sources of data collected by other people or the data that already exists. As Michael (2009) mentioned that the purpose of secondary data was to better understand the background of key issues the research is trying to examine. As Bagul (2009) said secondary sources is the first step and is necessary in any research design and that secondary data should come before primary data. There are many types of secondary data such as books, information search on the internet, government reports, magazine, newspaper, NGO reports, organizational reports, local official document, local maps, and university research.

In this study, secondary data that was used to support the study include: government reports, statistics report by the Lao National Tourism Administration, local document reports, map, national tourism plans and strategies, management, university research and journal that are related to the study. The main sources came from the Lao National Tourism Administration, the provincial tourism and local community.

3.3.2. Primary data

Primary data are the new data that the researcher collected from the in-depth interview and questionnaires. According to Michael (2009) primary data was

collected by using these major techniques of data collection such as in-depth semi-structured interview, household surveys and field observation.

In this study, the primary sources came from questionnaires that were provided by researcher and an in-depth interview of local community.

3.4. Questionnaire

Semi-structured, close-ended question and an in-depth interview were used for this research. The questionnaire was designed relative to the objectives and to collect the information from the local community in order to understand ecotourism development in the community. The questionnaire covered three parts: First, personal information of respondents such as, gender, age, education, income and activities. For the second part, impacts of ecotourism towards local community and the last part is local community participation in ecotourism development (see the appendix).

3.5. Respondents

In this study, the respondents who answered the questionnaires were considered 224 households out of 1,235 residents from the Konglor village. The field survey began in 3-28 February, 2014.



Photo 6: File survey in Konglor village, 2-28 February, 2014

3.6. Data analysis

The data collection from the questionnaire were coded and processed by using the Statistical Programme for Social Science (SPSS 21.0), including the result from the quantitative and qualitative observations. Descriptive analysis was applied to analyze the relevant data. *Descriptive statistics* is a statistical computation describing either the characteristics of a sample or the relationship among variables in a sample (Babbie, 2010). The main descriptive statistics were presented by a simple frequency and percentage

(%) values, mean, standard deviations and etc. *Frequency distribution* is a description of the number of times the various attributes of a variable are observed in a sample (Babbie, 2010). *Mean* is an average computed by summing the values of several observations and dividing by the number of observations (Babbie, 2010).

Standard deviation is a statistic that describes the amount of variation in a measured process characteristic, if the larger the standard deviation, the more dispersion there is in the process data⁵.

The analysis of personal information were base on gender, age of responded, household income per month from ecotourism activities, level of education and type of ecotourism activities that Respondents participation.

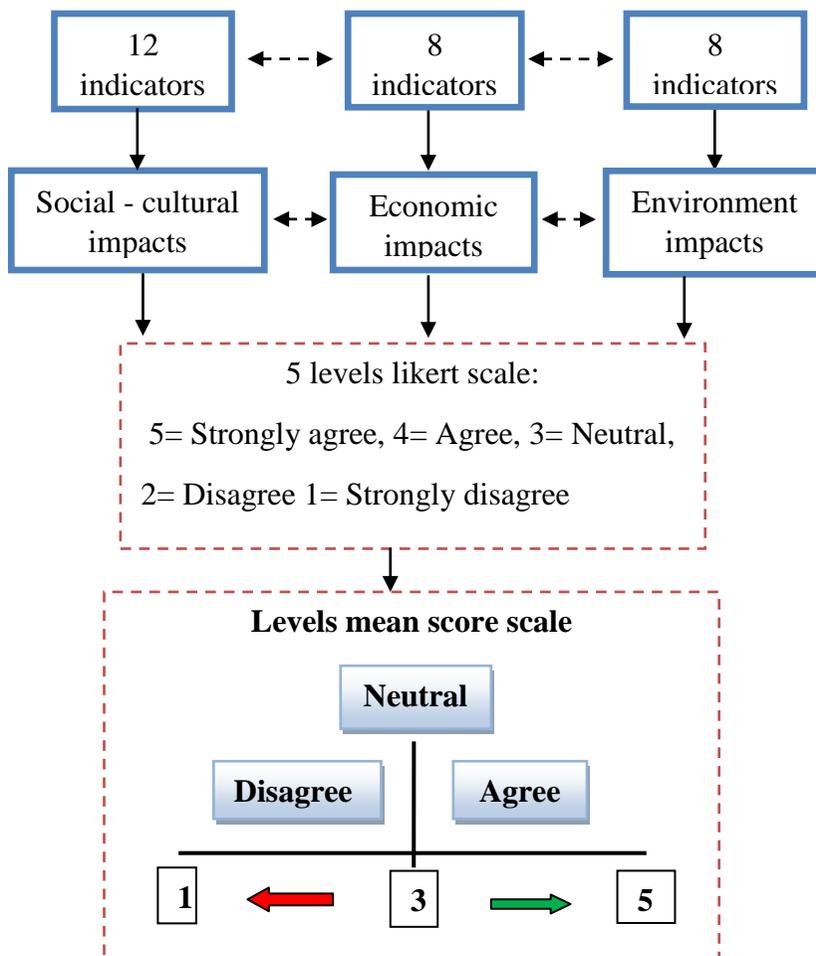
According to Satarat (2010) impacts of ecotourism development are divided into three categories; social-cultural, economic and environment impacts. In this study, the analysis was based on the three categories.

According to Satarat (2010), Mensah & Drnest (2013) local community participation in ecotourism development including decision-making, evaluation, implementation and benefits sharing and the analysis was based on the four (4) categories.

⁵ <http://www.winspc.com/what-is-spc/ask-the-expert/305-what-is-a-standard-deviation-and-how-do-i-compute-it>

The results from analysis will be not mentioned in the detail, just as an element of a three levels mean score scale. For an easier to understand if mean score higher than 3, it is showing the local people *agree* about the statement, if mean score lower than 3, it is showing the local people *disagree* about the statement. For the detail was explanation below

Figure 6: Model for the analysis on the ecotourism impacts



Chapter 4: Results

This chapter is going to present the results from analysis; this part is divided into three parts. The first one is going to present the personal information of respondents in Konglor village. The second part is going to present the impacts of ecotourism development on the local community and the last one will present the level of local community participation in ecotourism development. All these findings are based on data collected from 224 households in konglor village. The results of this study were analyzed by using Statistical Package for the Social Sciences (SPSS) version 21 windows.

4.1. Personal information of respondents

Outcome of personal information of respondents are important for the study, because it will help the researcher to gather more information from the study area. The personal information of respondents includes gender, age, household income per month from ecotourism activities, level of education and activities that household participates, and all of outcomes were useful in creating frequency tables, simple percentages and charts.

4.1.1. Gender of respondents in Konglor village

The analysis of the gender from households' survey shows that most of respondents from the 224 households, 33 % or total 73 were female respondents, while around 67% or total 151 were male respondents. The results which explain the local community participation in this survey mostly were males because they also believe that; man had knowledge about ecotourism and they can give more information about ecotourism development in this area.

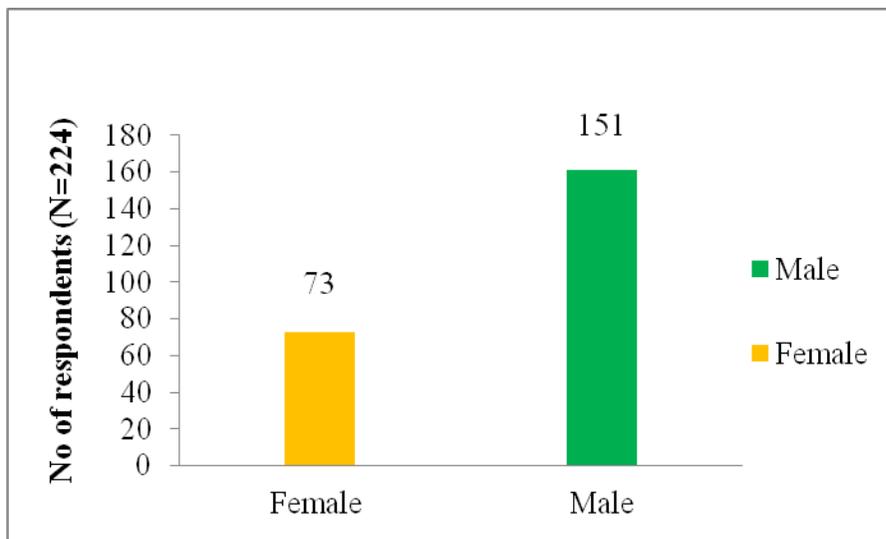


Figure 7: Gender of respondents in Konglor village

4.1.2. Age of respondents in Konglor village

From the result of age's respondents it was found that most of the respondents' age are between 26-35 years old, 37% or total 83 persons, followed by the respondents' age between 36-45 years old which is 32% or total 71 persons. Then next were respondents whose ages are between 18-25 years old, they were 26% or total 59 persons. The last age group was over 45 years old, they was 5% or total 11 persons. The result of age would be used to explain, the respondents in three ages group (18-25, 26-35&36-45 years old) who were willing to participate in answering all parts of the questionnaires because they were interested to participate in ecotourism development in konglor village.

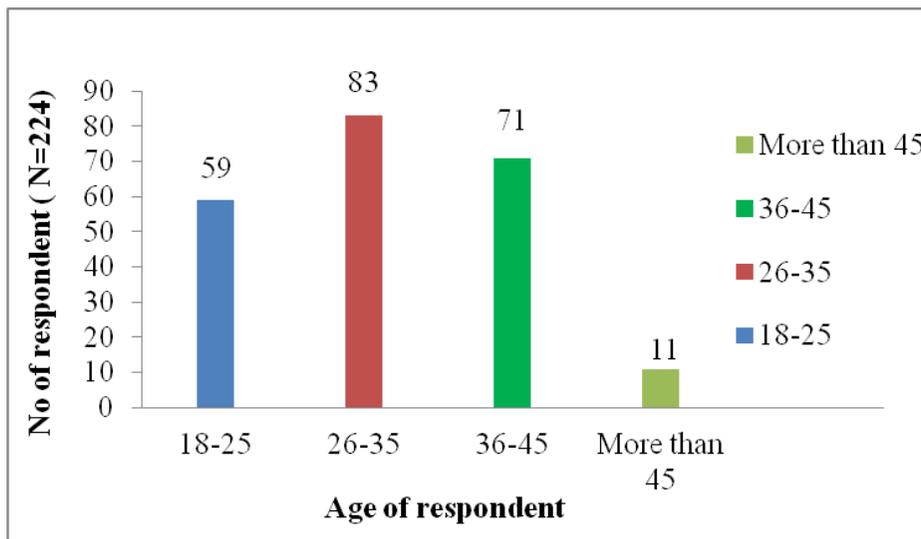
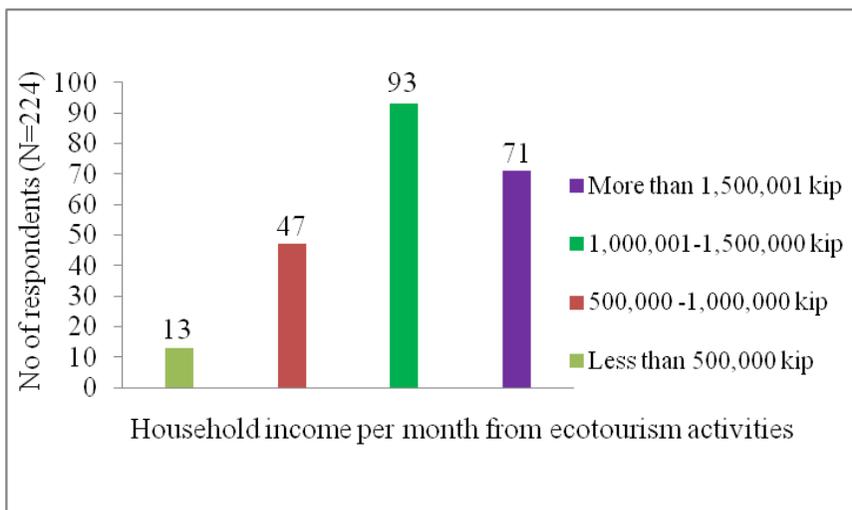


Figure 6: Age of respondents in Konglor village

4.1.3. Household income per month from ecotourism activities

The result shows the majority household income per month from participation in ecotourism project, the respondents who have low income less than 500,000 kip (less than 60 US\$ per month) per month were approximately 6% or total 13 respondents. While nearly 42% or total 93 respondents received income from participation between 1,000,000 kip - 1,500,000 kip per month (125 US\$ - 188 US\$ per month). More so, 32% or total 71 respondents received income more than 1,500,001 kip per month (more than 189 US\$ per month). Also were 21% or total 47 respondents which earned money around 500,001 kip - 1,000,000 kip per month (60 US\$-124US\$ per month)



Remark: 1US\$= 8,000 Kip (February, 2014)

Figure 7: Household income per month from ecotourism activities

4.1.4. Level of education

Half of respondents had reached elementary school or nearly 98% of respondents have formal education. Follow by the result of only 0.45% or 1 respondent who have reached at the university. Over half 65% or total 146 respondents have education at the elementary school. Approximately 32% or total 72 respondents have attained secondary education. Around 2% or total 5 respondents were rate as no education.

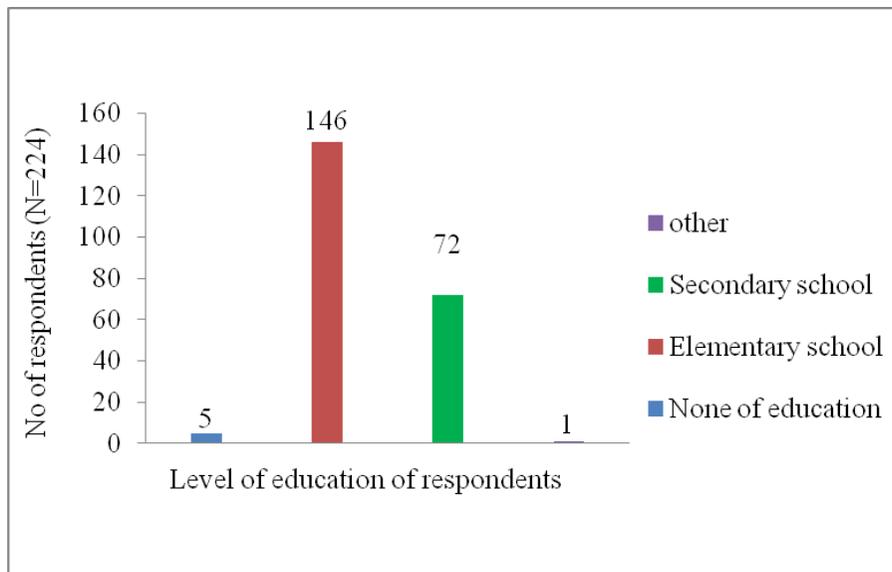


Figure 8: Level of education of respondents in Konglor village

4.1.5. Type of ecotourism activities that local people participation.

From the total of 224 respondents in konglor village, the majorities of respondents were working in canoe service, mostly 37% or total 82 respondents. Follow by 27% or total 61 respondents were working as organic farm, livestock farming, restaurant, employees. While around 16% or total 35 respondents who participate in the survey were food sellers near tourist site, and around 14% or total 32 respondents, run their own home stay and only 6% or 14 of respondents were working as local guide.

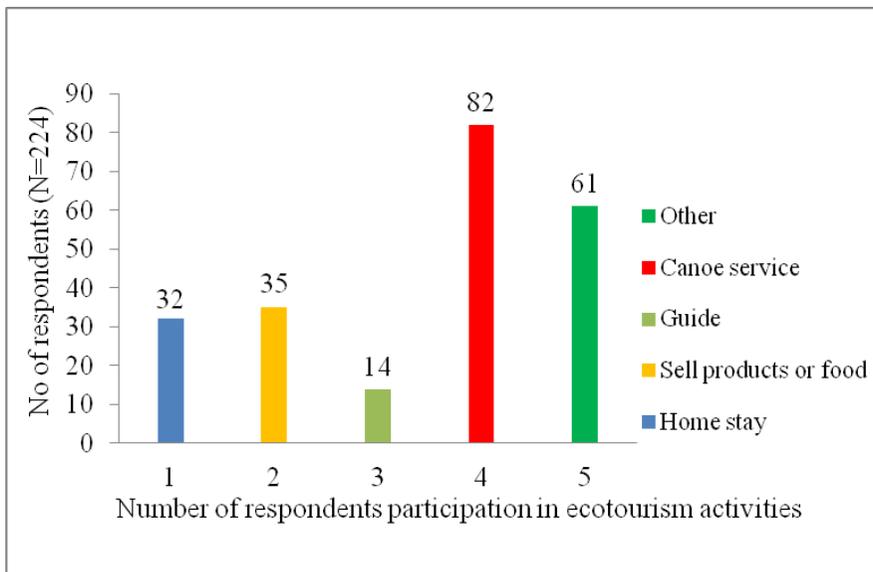


Figure 9: Number of respondent's participation in ecotourism activities

4.2. Analysis on ecotourism impacts on the community

From the findings, the study focus on both positive and negative impacts and divided into three categories of ecotourism impacts on the local community, these are socio-cultural, economic and environment impacts, for each of these aspects the details will be present as follows:

4.2.1. Analysis on Socio-cultural impacts

The finding from the result of ecotourism impacts has focus on both positive and negative impacts on the local community.

In terms of positive impacts, the table shows that 48% or total 107 respondents strongly agree and 50% or total 112 respondents agree that the ecotourism has improved the local roads on the community (mean= 4.45)

Because of ecotourism development now we have road for communication, in the past, I had to take two days and one night if I went to the Khounkham district to buy or sale some stuffs at that market, when the ecotourism project started they help to build up the road, nowadays just only 45 minutes or maybe 1 hour I can reach the market. I really thanks to the ecotourism project. (Mr. saly vice head of Konglor village, 2014)



Photo 7: Improving of roads and electricity in Konglor village

In term of ecotourism development improve the electricity on the community, 25% or total 55 respondents strongly agree, approximately 75% or total 168 respondents agree (mean= 4.24) . One of respondents said:

Now my children can study during the night time, when I am tired from my work I spent my time with listening to music or watching TV and sometime I saw my children learning English language from Lao TV program, I am very happy that we have light in our village after ecotourism project started (Interview local people in Konglor village, 2014)

Ecotourism improve water supply system which also can reduce the problem of drought in dry season, 23% or total 51 respondents strongly agree, 71% or total 160 respondents support the agree (mean= 4.16).

In the past, I had to get up early every morning to get water from the Hinboun River; I had no time to take care my children because after getting water I usually feel tired. Now I don't worry about it, my house have enough water for the whole year even though during the dry season my house still have water to use and I can say that ecotourism make my life easier. (Interview local people in Konglor village, 2014)



Photo 8: Water supply in konglor village

Ecotourism helps preserve local culture, traditions, customs and wisdom, 49% or total 110 respondents strongly agree, around 50 % or total 113 respondents agree with (mean = 4.49). While 54% or total 120 respondents strongly agree and 44% or 103 total respondents agree with the statement because of ecotourism local community in all ages are proud of our unique culture (mean= 1.47).

My wife goes to temple every morning to give alms to the monks and after she comes back she is usually feeling happy, I think not only my wife went there, all the local people go to temple because they have more income and I would like to say that ecotourism helped us to preserve our traditional (Interview local people in Konglor village, 2014).

Sometime we had Baci for the tourists who came to visits our village (Baci or we call “ Soulkhouan” it means celebration is always full of fervor where all are warmly welcome) during that even we usually provided Lao traditional dance from children in our village. I am very proud to say that ecotourism is a way of helping us to present local traditional (Mr. Saly, vice head of Konglor village, 2014)



Photo 9: Baci or Soulkhouan that provided by local people at the Konglor village

The majority of respondents 44% or total 99 persons strongly agree and around 51% or total 115 persons agree with health center improved because of ecotourism, while only 4.5 % or total 10 persons rate at the medium (mean = 4.26).

Mr. Saly, vice head of Konglor village told the researcher that Now they have started building a new health center that is closer to Konglor cave as the main attraction on the site so that either local people or tourists can get advantage of it whenever they need it.



Photo 10: The old health center

Photo 11: Started building a new health

Ecotourism help to improve education, 44% or total 99 respondents support to strongly agree, around 44% or total 98 respondents rate at the agree, while 10% or total 23 respondents support at medium and only 2% or 4 respondents rate at the disagree (mean=4.30).

Even though our village had only elementary school but I never ask my son and my daughter to drop their study. In the past I thought I had to drop my son's studies when he finished elementary school because I had no money to support his education, and he had to help me work on the farm but now my mind has changed after ecotourism project started in my village and I am able to pay for my son's education fees (Interview local people in Konglor village, 2014)

The result of the statement analysis of crime rate increase increases because of ecotourism development, 04% or total 1 respondent rate at the strongly agree, 1.8% or 4 respondents rate at agree, 0.9% or 2 respondents rate at the medium, while 41% or 92 total respondents belong to disagree and more than 55% or total 125 total respondents belong to strongly disagree (mean= 1.50).

I always left my stuff out site or sometime I forgot take my bike in to my house when I got up in the morning my bike was still there (Interview local people in Konglor village, 2014).

Prostitution increases because of ecotourism development, 0.4 % or 1 respondents belong to strongly disagree, 1 % or 2 respondents supported by agree, around 1.3% or 3 respondents rate at the medium, 53% or 118 respondents supported disagree and nearly 44 % or 100 belong to strongly disagree (mean=1.60).

Drug problem increase, 1% or 2 respondents rate at the strongly agree, 0.4 % or 1 respondent rate at the agree, 1.3% or 3 respondents support the medium, while 41% or 93 respondents belong to disagree and follow by 59% or 125 respondents belong to strongly disagree (mean=1.49). Conflicts between the tourists and community member increase because of ecotourism, 2% or 4 respondents support by strongly agree, 1% or 1 respondent support by disagree, 1.3% or 3 respondents rate at the medium, 70% or 157 respondents rate at the disagree and 20% or 45 respondents rate at the strongly disagree (mean=1.94). Teenagers are exposed to modern fashion because increasing number of tourists, 3% or 6 respondents rate at the strongly disagree, 3% or 6 respondents rate at agree, around 10% or total 22 respondents support by medium, 48% or 107 respondents belong to disagree and around 37% or 83 respondents belong to strongly disagree (mean=1.86)

Statements (Positive Impacts)	5		4		3		2		1		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Ecotourism helps preserve local culture, traditions, customs and wisdom	110	49.1	113	50.4	1	0.4	-	-	-	-	4.49	0.510
Because of Ecotourism development, local people in all ages are proud of their unique culture	120	53.6	103	46.0	1	0.4	-	-	-	-	4.53	0.509
Ecotourism development improved the electricity in the community	55	24.6	168	75.0	1	0.4	-	-	-	-	4.24	0.439
Local roads are development to facilitate ecotourism	107	47.8	112	50.0	4	1.8	1	0.4	-	-	4.45	0.558
Water supply system is improved to facilitate ecotourism, which also can reduce the problem of drought in day season	51	22.8	160	71.4	10	4.5	3	1.3	-	-	4.16	0.550
Public health improved because of ecotourism development	89	44.2	115	51.3	10	4.5	10	4.5	-	-	4.26	0.744
Education improved	99	44.2	98	43.8	23	10.3	4	1.8	-	-	4.30	0.725
Negative impacts												
Crime rate increases because	1	0.4	4	1.8	2	0.9	92	41.1	125	55.8	1.50	0.656

of ecotourism development												
Prostitution increases because of ecotourism development	1	0.4	2	0.9	3	1.3	118	52.7	100	44.	1.60	0.613
Drug problem increases because of ecotourism development	2	0.9	1	0.4	3	1.3	93	41.5	125	55.8	1.49	0.642
Conflicts between the tourists and community member increase	4	1.8	2	0.9	16	7.1	157	70.1	45	20.1	1.94	0.684
Teenagers are exposed to modern fashion because increasing number of tourists	6	2.7	6	2.7	22	9.8	107	47.8	83	37.1	1.86	0.895

Table 2: The result analysis on social-cultural impacts of ecotourism

Notes: F = Frequency, %= Percentage, Mean = mean values, SD= Standard deviation,

5= Strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree.

4.2.2. Analysis on Economic impacts

From the result analysis economic impacts of ecotourism in Konglor village brings positive of economy to the community, the result shows the way in which the local community evaluate impacts of economic that are related to the statements positively. On the other hand it still has negative impacts on the community, as indicated by the details presented blow.

Household income increases because of ecotourism, roughly 46% or 102 respondents belong to strongly agree, 49% or 110 respondents rate at the agree, while 4% or 9 respondents rate at the medium, 0.4% or 1 respondent was disagree and around 2% or 2 respondents were strongly disagree (mean=4.38). The result shows that ecotourism contributes to the economic benefits (improve incomes, employment opportunities) and wellbeing of the local community.

Mr. Saly, vice head of Konglor village said: More than eighty-five households received direct benefits from the canoe service in Konglor cave, roughly thirty-two households have income form their own home stay, and more than fifteen persons have increased their income by working as local guides and many households have directly improved their income from their work such as: selling food or handicrafts, organic farm. Including women groups they also have increased benefits through ecotourism.

Ecotourism brings many changes of my life, after my family participates in the ecotourism project, we can save money to build a new house (Interview local people in Konglor village, 2014).



Before



After

Photo 12: A house of local people before and after participation in ecotourism activities at Konglor village.

Ecotourism development creates many new jobs in the community, 30% or 74 respondents support by strongly agree, more 49 % or 110 respondents support by agree, around 1.3% or 3 respondents belong to medium and only 0.4% or 1 respondent support by strongly disagree (mean=4.30). Ecotourism development Promote handicrafts production, 38 % or 85 respondents were strongly agree, over 51 % or 114 respondents belong to agree, 8% or 18 respondents rate at the medium, nearly 3% or 6 respondents rate at disagree and only 0.4 % or 1 respondent support by strongly disagree (mean= 4.23).

During the dry season I will go to tourist site to do traditional cotton weaving and sell cotton textile products. Sometimes I don't have enough ready products to sell so that some tourists are waiting in line. I am with the view that selling cotton textile products is better rather than working in farm because I could earn money right away. And I also training my daughter generation to make traditional cotton weaving. (Interview local people in Konglor village, 2014).



Photo 13: Traditional cotton weaving Photo 14: Traditional cotton textile

Ecotourism helps to promote crop and livestock, almost of respondents agree with this statement, we can see from the result, 37% or 84 respondents were strongly agree, more 60% or 135 respondents were agree, while 2% or 4 respondents support by medium and only 0.4 % or 1 respondent support by disagree (mean= 4.35). Ecotourism project created employment

opportunities, increasing income in term of vegetable gardens, especially for the women and youths benefited from this activity.

Because of I run my own restaurant and home stay, so I ask my son do organic frame, my restaurant rather don't buy vegetables from the market. I think it is a way to save money. Some time tourists came to visit my organic farm and they bought vegetables from my farm. (Interview local people in Konglor village, 2014).



Photo 15: Organic frame at Konglor village

For the statement, the overall cost of living is higher because of Ecotourism development, nearly 16% or 35 respondents belong to strongly agree, over 62% or 139 respondents belong to agree, about 13 % or 28 respondents support by medium, while 7% or 15 respondents belong to disagree and only 3% or 7 respondents were at strongly disagree (mean= 3.80). Ecotourism not

only increases income for family and improving living standard but it also brings the negative impacts on the household expenses in term of price of food or land price because outsiders or tourists are willing to pay for goods or services more than dictates of the market. No fixed price for foods. Sometimes, the prices of food are very expensive, especially during the important events or festival. The food prices depend on the sellers.

The level of respondents for the statement ecotourism development creates the problem of land sales, 17% or total 38 respondents belong to strongly agree, 69% or total 115 respondents belong to agree, while 11% or total 25 respondents rate at medium and around 3% or total 7 respondents belong to disagree (mean= 3.99). The majority of respondents disagree about the statement, operation of tourism business by the outsiders create conflicts with community members, nearly 70% or 156 respondents belong to disagree, around 20% or 44 respondents support by strongly disagree while 8% or 17 respondents belong to medium, about 1% or 2 respondents rate at the agree and nearly 2 % or 4 respondents rate at the strongly agree (mean=1.95)

Table 3: The result analysis on economic impacts of ecotourism

Statements (Positive impacts)	5		4		3		2		1		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Household income increases because of Ecotourism development	102	45.5	110	49.1	9	4.0	1	0.4	2	0.9	4.38	0.672
Ecotourism development creates many new jobs in the community	74	33.0	146	65.2	3	1.3	-	-	1	0.4	4.30	0.541
There are additional commercial opportunities and services related to tourism available for local people	62	27.7	142	63.4	17	7.6	2	0.9	1	0.4	4.17	0.634
Ecotourism development Promote handicrafts production	85	37.9	114	50.9	18	8.0	6	2.7	1	0.4	4.23	0,754
Ecotourism development Promote crop and livestock	84	37.5	135	60.3	4	1.8	1	0.4	-	-	4.35	0.539
Negative impacts												
The overall cost of living is higher because of Ecotourism development	35	15.6	139	62.1	28	12.5	15	6.7	7	3.1	3.80	0.892
The operation of tourism business by the outsiders create conflicts with community members	4	1.8	2	0.9	17	7.6	156	69.6	45	20.1	1.95	0.687
Ecotourism development creates the problem of land sale	37	16.9	155	68.9	25	11.1	7	3.1	-	-	3.99	0.635

Notes: F = Frequency, %= Percentage, Mean = mean values, SD= Standard deviation.

5= Strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree

4.2.3. Analysis on environment impacts

The environment impacts that ecotourism can bring can be in term of positive and negative. The potential positives impacts of ecotourism in Konglor village were improved preserve environment in term of protection of wildlife and a clean village, make natural environment more beautiful when the project started, the result from case study in Konglor village were presented below:

Ecotourism development creates sense of love and care for natural resource and environment among community members, about 33% or 74 respondents belong to strongly agree, over 63% or 141 belong to agree and only 4% or 9 respondents rate at the medium (mean= 4.29). The community is clean and beautiful since ecotourism project started, about 63 % or 142 respondents were agree, nearly 27% or 60 respondents support at strongly agree, .8 % or 18 respondents were medium and nearly 1% or 2 respondents were disagree, and 1% or 2 respondents were strongly disagree (mean=4.14)

The result was showed the ecotourism played an important role in term of rubbish management. Tourist site have bins for collection of rubbish, Household also have their own bins. The majority of the local community confirms since ecotourism project started in this area, made the surroundings

village became beautiful, clean and local hygienic became better, now all of household have own toilet.

After ecotourism project started community began to be clean and more beautiful when compare with the past. Nowadays, every day local people will join group cleaning to collect rubbish on the ground around the tourist (Interview local people in Konglor village, 2014).



Photo 16: Bin for collecting rubbish

Photo 17: Group cleaning

Ecotourism creates waste problem, 50.9% or 114 respondents was agree, nearly 23% or 51 belong to medium, about 11 % or 26 were disagree, 9% or 21 respondents support strongly disagree and 5% or 12 respondents were strongly agree (mean= 3.31). Ecotourism creates water shortage, more than half, 78% or 175 respondents belong to disagree, and more than 12 % or 27 respondents belong to strongly disagree, nearly 5% or 10 respondents

support at medium, around 3% or 7 respondents support at agree and more than 2 % or 5 respondents rate at the strongly disagree (mean= 2.05).

Ecotourism creates wastewater problem, a little over half 56% or 126 of respondents were disagree, about 34% or 76 respondents were strongly disagree, more than 5% or 12 respondents support at the medium, about 3% or 7 respondents support at the agree and more than 1% or 3 respondents rate at the strongly agree (mean=1.81).

One of respondents talked to researcher, I didn't throw household rubbish in or near rivers, including on the ground when ecotourism started in my community. From my site the rivers have become clean as when compared with the past.



Photo 18: The River at the Konglor village

Deforestation is increasing because of Ecotourism development, more 63% or 142 respondents belong to disagree, nearly 18 % or 48 respondents belong to medium, nearly 10% or 22 respondents rate at the strongly disagree, and

around 7% or 15 respondents support at the agree and around 2.2% or 5 respondent support at the strongly agree (mean=2.28). Natural scenery is damaged by many construction related to Ecotourism development construction, around 45 % or 100 respondents support at the disagree, nearly 14% or 31 respondents support at the strongly disagree, around 15% or 33 respondents support at medium, more than 25% or 57 respondents rate at the agree while 1.3% or 3 respondents rate at the strongly disagree (mean=2.56).

Wildlife animals decreases because of ecotourism, more than 60% or 136 respondents were disagree, nearly 34% or 76 respondents were strongly disagree, while nearly 4% or 8 respondents belong to medium, only 0.4 % or 1 respondent belong to disagree and around 1.3 % or 3 respondents support at the strongly disagree (mean=1.74). Ecotourism is a way to conserving wildlife population and biodiversity conservation and increase community promotes awareness in term of protection of environment. Ecotourism help to improving understanding about the values of wildlife in the protected area.

Table 4: The result analysis on environment impacts of ecotourism

Statements (Positive impacts)	5		4		3		2		1		Me an	SD
	F	%	F	%	F	%	F	%	F	%		
Ecotourism development creates sense of love and care for natural resource and environment among community members	74	33.0	141	62.9	9	4.0	-	-	-	-	4.29	0.536
The community is clean and beautiful since ecotourism project started	60	26.8	142	63.4	18	8	2	0.9	2	.9	4.14	0.668
Negative Impacts												
Ecotourism development creates waste problem	12	5.4	114	50.9	51	22.8	26	11.6	21	9.4	3.31	1.059
Ecotourism development creates water shortage	5	2.2	7	3.1	10	4.5	175	78.1	27	12.1	2.05	0.700
Ecotourism development creates wastewater problem	3	1.3	7	3.1	12	5.4	126	56.3	76	33.9	1.81	0.779
Deforestation is increasing because of Ecotourism development	5	2.2	15	6.7	40	17.9	142	63.4	22	9.8	2.28	0.818
Natural scenery is damaged by many construction related to Ecotourism development construction	3	1.3	57	25.4	33	14.7	100	44.6	31	13.8	2.56	1.057
Wildlife animals decreases because of ecotourism development	3	1.3	1	0.4	8	3.6	136	60.7	76	3.39	1.74	0.671

Notes: F = Frequency, %= Percentage, Mean = mean values, SD= Standard deviation,

5= Strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree.

4.3. Analysis on the level of local community participation in ecotourism development

One of objectives of this study was identify level of local community participation in ecotourism development. Local community participation in ecotourism development was analysis based on four categories, participation in decision-making, implementation, evaluation and benefits sharing. Local community participation in ecotourism development at decision-making, implementation, evaluation and benefits sharing were very important. Opinion from local people is important to successfully sustainable tourism development. As Aref. F & Redzuan. M (2008) mentioned that lack of community participation has been identified as important barrier to effective tourism development. The detail from analysis level of local community participation in ecotourism development was showed on the table below:

4.3.1. Analysis on local community participation in decision making

The analysis of the level of community participation in decision-making with consideration to management of the ecotourism project is presented. Table shows the results of respondents who gave the answer for each of the statements.

There were three indicators to measure the level of local community participation in decision-making. Based on the result all of local community

participation in decision-making was strong. More than 76% or 170 respondents belong to agree with statement members are free to make their decision independent on the issues that related to the management ecotourism project, nearly 20% or 44 respondents support at the strongly agree, around 3% or 8 respondents rate at the medium and just only 1% or 2 respondents were strongly disagree (mean=4.133). Local community participation in team of help assign the solution to the problems, more than 40% or 90 respondents were agree, nearly 34% or 76 respondents were medium, around 15% or 34 respondents were strongly agree, while 8% or 18 respondents were disagree and only 3% or 6 respondents were strongly disagree (mean=3.57). Local community help deciding ecotourism activities for tourists, more than half 67% or 150 respondents belong to agree while more than 32% or 71 respondents were strongly agree and just only 1% or 3 respondents were medium (mean=4.165)

Table 5: The result analysis on local community participation in decision-making

Statements	5		4		3		2		1		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Members are free to make their decision independent on the issues that related to the management ecotourism project	44	19.6	170	75.9	8	3.6	-	-	2	0.9	4.133	0.544
Local community help assign the solution to the problems	34	15.2	90	40.2	76	33.9	18	8.0	6	2.7	3.57	0.935
Local community help deciding ecotourism activities for tourists	64	28.6	142	63.4	10	4.5	7	3.1	1	.0	4.165	.685
Average	47	21.1	134	59.8	31	14.0	9	3.7	3	1.2	3.95	0.721

Notes: F = Frequency, %= Percentage, Mean = mean values, SD= Standard deviation,

5= Strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree.

4.3.2. Analysis on local community participation in implementation

Local community participation in implementation, the results shows that all of respondents' participation was strong. Because participation by local people will help to improved develop the economic in the rural area, not only for economic development but local participation in implementation is a way to promote the local cultural and increase local household income. The table shows the respondents willing to participation in term of implementation. There were three indicators to measure the level of local community participation in implementation. Based on the data, more than 76% or 171 respondents belong to agree in the statement of local people are willing to participate in assigned ecotourism activities and responsibilities, nearly 22% or 49 respondents belong to strongly agree (mean=4.19). Local people disseminate information about natural resource conservation in the community to their relatives, friends and neighbors, a little over half 54% or 120 of respondents rate at the agree, more than 44% or 99 respondents support at the strongly agree and only just 2% or 4 respondents rate at the medium (mean=4.41). Local community can give accurate information about tourist attractions to the tourists, around 50% or 112 respondents were agree, more than 45% or 101 respondents were at strongly agree while nearly 5% or 11 respondents belong to medium (mean=4.40)

Table 6: The result analysis on local community participation in implementation

Statements	5		4		3		2		1		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Local people are willing to participate in assigned ecotourism activities and responsibilities	50	22.3	171	76.3	1	0.4	1	0.4	1	0.4	4.19	0.496
Local people disseminate information about natural resource conservation in the community to their relatives, friends and neighbors	99	44.2	120	53.6	4	1.8	1	0.4	-	-	4.41	0.554
Local community can give accurate information about tourist attractions to the tourists	101	45.1	112	50.0	11	4.9	-	-	-	-	4.40	0.583
Average	83	37.2	134	59.9	5	2.3	1	0.26	1	0.13	4.33	0.544

Notes: F = Frequency, %= Percentage, Mean = mean values, SD= Standard deviation,

5= Strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree.

4.3.3. Analysis on local community participation in evaluation

Based on the three indicators to measure Local community participation in evaluation, from the result it showed that local community participation was low. The detail from the three indicators was presented below:

For the statement, Local community involved in ecotourism evaluation process, nearly 32% or 71 respondents belong to medium, about 30% or 67 respondents were disagree, while 23% or 52 respondents were agree and nearly 11% or 24 respondents belong to strongly agree and only 4% or 10 respondents were strongly disagree (mean=3.05). Local community involved in committee's performance evaluation process, more than 38% or 86 respondents rate at the medium, around 30% or 68 belong to disagree, while more than 20% or 45 respondents belong to agree, nearly 5% or 10 respondents rate at the strongly agree and over 6% or 14 respondents were strongly disagree (mean=2.86). Local community involved in evaluate the problem in development, more 45 % or 101 respondents were disagree, around 24% or 54 respondents belong to medium, 17% or 38 respondents rate at the agree and nearly 8% or 18 respondents support at strongly agree, while nearly 6% or 13 respondents were strongly disagree (mean=2.76).

Table 7: The result analysis on local community participation in evaluation

Statements	5		4		3		2		1		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Local community involved in ecotourism evaluation process	24	10.7	52	23.2	71	31.7	67	29.9	10	4.5	3.05	1.068
Local community involved in committee's performance evaluation process	10	4.5	46	20.5	86	38.4	68	30.4	14	6.3	2.86	0.961
Local community involved in evaluate the problem in development	18	8.0	38	17.0	54	24.1	101	45.1	13	5.8	2.76	1.059
Average	17	7.7	45	20.2	70	31.4	79	35.1	13	5.5	2.89	1.029

Notes: F = Frequency, %= Percentage, Mean = mean values, SD= Standard deviation,

5= Strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree.

4.3.4. Analysis on local community participation in benefits sharing.

Raising household incomes was significant to bring local community participation in benefits sharing level, based on the result of three indicators local people participation was rather high, they also believed participation in ecotourism project in terms of sharing benefits is a way increase household income such as: benefits from selling food, handicrafts products, run own home stay, benefits from employment.

Ecotourism can contributed develop of community, more than 49% or 110 respondents support at agree and nearly 49% or 109 respondent belong to strongly agree while only 2% or 5 respondents were medium (mean=4.46). Ecotourism bring benefits to community, nearly 63% or 141 respondents were agree, rough 30% or 67 respondents support at strongly agree and only just 6% or 14 respondents belong to medium (mean=4.21). Ecotourism has provided alternative livelihood activities, 53% or 119 respondents belong to strongly agree and more than 46 % or 104 rate at the strongly agree (mean= 4.52). Personally benefited from ecotourism development, about 50% or 112 respondents were agree, more than 27% or 61 respondents were medium , around 10% or 23 respondents belong to strongly agree while more 7% or 16 respondents were disagree and more than 5% or 12 respondents were strongly disagree (mean=3.52).

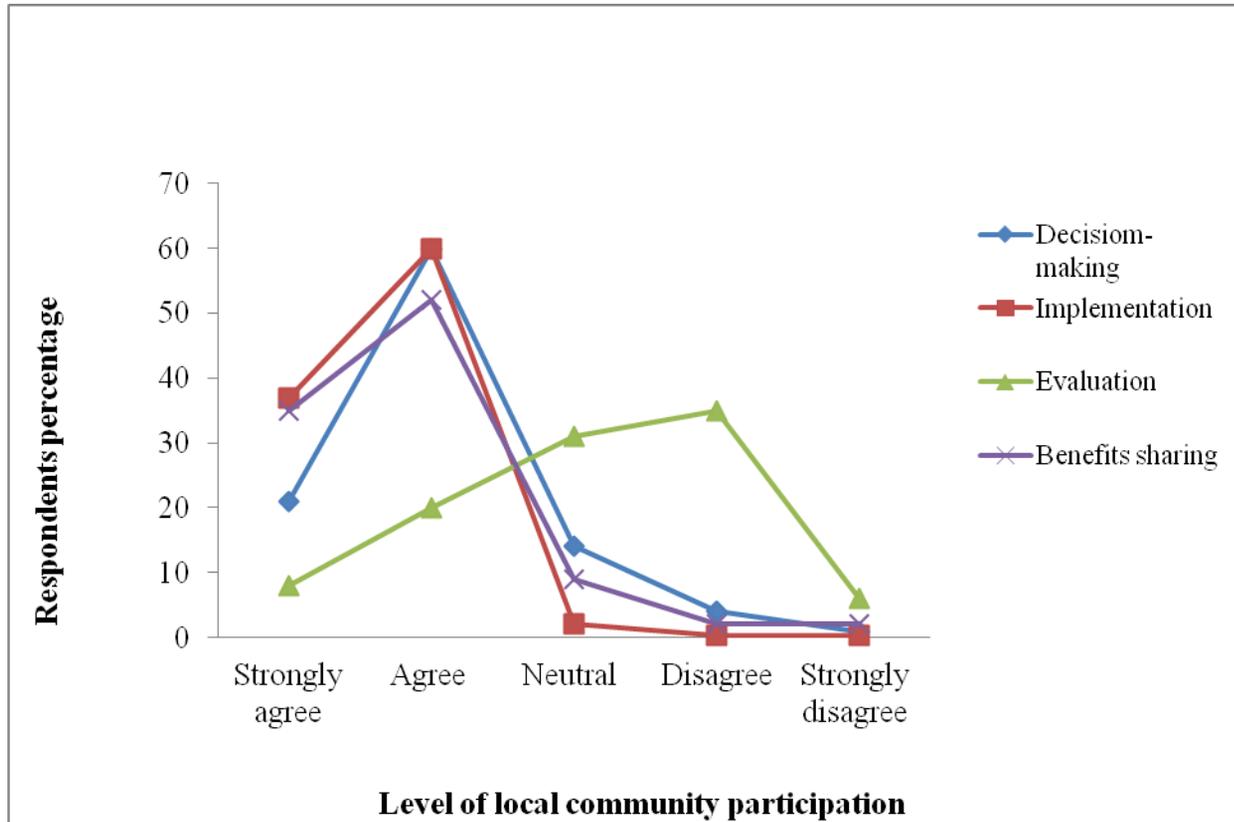
Table 8: The result analysis on local community participation in benefits sharing

Statements	5		4		3		2		1		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Ecotourism can contribute develop of community	109	48.7	110	49.1	5	2.2	-	-	-	-	4.46	0.543
Ecotourism project bring benefits to community	67	29.9	141	62.9	14	6.3	1	0.4	1	0.4	4.21	0.613
Ecotourism has provided alternative livelihood activities	119	53.1	104	46.4	1	0.4	-	-	-	-	4.52	0.509
Personally benefited from ecotourism development	23	10.3	112	50.0	61	27.2	16	7.1	12	5.4	3.52	0.961
Average	80	35.5	117	52.1	20	9.0	4	1.8	3	1.4	4.177	0.656

Notes: F = Frequency, %= Percentage, Mean = mean values, SD= Standard deviation,

5= Strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly disagree.

Figure 10: Level of local community participation in ecotourism development in Konglor village



Chapter 5: Discussion

In this chapter will discuss the impacts of ecotourism on the local community and the second section will discuss the local community participation in ecotourism development.

5.1. Ecotourism impacts on the local community

5.1.1. Social-cultural impacts

On the research finding the significant positive impacts of ecotourism on the local community, ecotourism improved infrastructures: road, electricity, water supply and health clinic. This research finding is consistent with the work of Brandon (1996) he highlighted that ecotourism provided for more infrastructures such as road, electricity or provides proceeds from ecotourism for community projects such as school, construction and health clinics. And also the similar work of Phanthavong (2009) he claimed that an ecotourism project has positive impacts: road improvements provide better local access; electricity installation brings brightness to community. This finding is similar to the work of Phimmakong (2011) community-based ecotourism can improvement infrastructure in the form of water supply upgrading. The finding found ecotourism helps to preserve and proud of their local traditional and cultural. This research finding is similar to the work of Satrat

(2010) & ILO (2011) they highlighted ecotourism is a significance mechanism for publishing local culture and traditions to outside world and they are aware of their traditional cultures as a result of an increased awareness of their culture's value. This is quite similar to the work of Kantamaturapoj (2007) he found on his study community-based ecotourism did not bring much change to the local community; they still perform the same social activities such as working in their careers, going to the temple, and helping each other. Local people feel proud of their way of life and try to conserve it.

Base on the result of statement, the study found crime rate, prostitution, drug problem and conflicts between the tourists and people did not increase since the ecotourism start in the village. The study finding are differs from the work of ILO (2011) who reported that, ecotourism also brings negative impacts to the community such as crime, prostitution, exploitation of children and loss of cultural. As Liu & Var (1986); Husbands (1989); Milman & Pizam (1988) they highlighted that ecotourism may lead to negative impacts if not well controlled, the prices of goods and services are higher with the increased demand from visitors, increases crime rates, alcohol, drugs and tension in the community.

One of the main goals of this study was working on hypothesis: If ecotourism creates negative impact on socio-cultural sphere of community,

then local people will not support ecotourism development. Base on the finding this hypothesis was rejected because ecotourism did not creates negative impact on socio-cultural sphere of community and during the interview: local people actively support ecotourism development on the community.

5.1.2. Economic impacts

The ecotourism project in Konglor village has both positive and negative impacts. As Ellis (2000) mentioned, in developing countries, the people who live in rural areas are very poor, from this point, the incomes from ecotourism plays an important to improving the living standards.

Based on the finding, the significant positive impacts of ecotourism development, household income increase from their participation in ecotourism activities and local people agree ecotourism provides many new jobs especially for the women and youth when ecotourism project start. Local people agree ecotourism helps to promote handicrafts products, crop and livestock on the community. This finding is similar to the case study in Younan province of Juan & Piboonrunroj (2007) Local people satisfied with the employment increase which helps solve the local surplus labor problem. Local people can gain more income directly from Nongjiale service and gain indirect benefits including more ready markets for agricultural

products and fundamental facilities improvement. The similar with a case study in Ban Na, Laos of Phimmakhong (2011) ecotourism provided an opportunity for community members who involve in ecotourism activities they had direct income from participate such as guiding, hosting tourists, producing handicrafts and home stay. And also similar to the case study in Nepal, tourism employ 100 women as local guides, tourism can improve empowerment and economic status of Nepali women (ILO, 2011). The finding is also similar to the research of Phanthavong (2009) he found that, ecotourism in Kiet Ngon village in Xe Pian NPAs created new jobs for local people such as trekking guides, elephant riders and increased job opportunities for example: running private shops and handicraft shores. As Jiang (2008) found on his study, ecotourism provides more job opportunities for local residents, some villager were working as tour guides at the travel company, some were running own businesses such as restaurants or shops or some signed contracts with travel company plant vegetables, fruits or flowers within the ecotourism zone.

The potential negative impacts that was identified in research by Liu & Var, (1986); Var et al (1985); Milamn & Pizam (1988) they highlighted that, ecotourism may lead to negative impacts if not well controlled, the prices of goods and services are higher with the increased demand from visitors, increases crime rates, alcohol, drugs and tension in the community. At this

point, it is similar to the finding of this study, cost of living is higher and the price of land sale gone up when the ecotourism project starts. As Michael (2009) he found on his research, many respondents felt there was some increase in the prices of goods and services because their responses were based on real life experience in the marketplace where food prices had dramatically climbed due to supply shortages and a growing tendency by suppliers to target the tourist market.

5.1.3. Environment impacts

The significant positive environment impact that was found in the study, ecotourism helps to improve waste management, since the ecotourism project start the village became to cleaner and beautiful. As found by Phimmakong (2011) ecotourism can lead to the management of natural resources and improvement of rubbish management within the community and also increased household environmental awareness, protecting the forest and wildlife in the area. The similar in the case of ecotourism in Kiet Ngong village, the local people have chosen to encourage protection of forests and wildlife by raising awareness about protecting nature, reducing air pollution and promoting household rubbish disposal (Phanthavong, 2009). As found by Kaosa-ard (2007) he highlighted, tourism helps increases the awareness of the values of the environment and can be an effective means of youth

education and income from tourism can be used to finance protection and conservation of natural resources. At this point, it is similar to the finding of this study, ecotourism in Konglor village has increased environmental awareness, and wildlife animals had increased because of ecotourism project. Ecotourism helps to protection the forest and wildlife in the NPA and conservation of the environment within the community. This finding is similar to the work of Mensah (2012) he found that, local people identified tourism's support for the conservation of forest, wildlife and environmental in Nepal.

Based on the finding, waste increased within the village since ecotourism start. This impact is consistent by Phimmakong (2011) she conducted community-based ecotourism increases waste in the village such as plastic bags, cans and drinking bottles when the number of visitors higher. The similar to the finding of Phanthavong (2009) claimed that, the quantity of rubbish in the ecotourism site make up the plastic bags and plastic water bottles that tourists bring with them has also increased.

5.2. Local community participation in ecotourism development

As Baksh, et al., (2012) mentioned, local community participation from decision making, implementation, planning, evaluating sharing of tourism benefits are every important point to consider in ecotourism development especially in developing countries, the social, environmental and economic stability will be achieved much easier when have good cooperation and participation from the local community. As described by Cernea (1991) many levels local community participation in ecotourism project: planning, implementing, sharing of benefits, operating, decision-making, evaluating, managing and monitoring process. He also added giving more opportunities for the local community to participate is a way to successfully in developing activities.

Based on the finding, local community participation in decision-making, implementation and benefit sharing are considered high because they understand ecotourism helps to improve household incomes and it is a way to develop of community. This study finding has been described by Baksh, et al., (2012) they found that, local people participation in the management and implementation can help increase the household income. As Li (2005) mentioned, local community participation in decision making is a

precondition for benefits reaching communities, if local community wants to benefit from tourism they must be integrated in to decision making process.

This study finding differs from the research of Baksh, et al., (2012), they found that, local people participation in planning and decision-making were poor because lack of information and understanding from the local community about ecotourism development.

As Baksh (2012) mentioned, local people community participation in evaluation was rather low, may be lack of financial resources or because of the government policy. Based on the finding, local people participation in evaluation were poor. This study finding has been described by Timothy (1999) mentioned that, it is difficult to involve local people participation in planning and evaluation because they lacked experience and knowledge in the tourism industry.

Based on the finding the second hypothesis was accepted because local community actively participates in ecotourism development.

Chapter 6: Conclusion

The goals of this study were to answer the research questions, what are the social-cultural, economic and environment impacts that the local community receives from ecotourism development? How has the local community participated in ecotourism development in Konglor village? To the answer these questions, specific objectives were set to determine the impacts of ecotourism that local community receives from ecotourism development and to identify the level of local community participation in ecotourism development in Konglor village.

What are the social-cultural, economic and environment impacts that the local community receives from ecotourism development?

Based on these result, in the short run, the negative impacts on the community are quite low when compared to the positive impacts. Local people ensure that benefits from ecotourism have been contributed equally and fairly within the community. Ecotourism development in the Konglor village can has an effect on a local community and ecotourism play a significant role in poverty reduction, community development, and provide employment opportunity. The ecotourism project has created economic benefits to the community and powerful incentive for the protection and conservation of natural resources. More than 85 households that are involved

in boat service in Konglor cave have a direct income from providing services to visitors. 32 households have a direct income from running their home stay, 15 people involved in guiding and other households still receives income from the selling of food, selling of traditional handicrafts, parking services.

What is the level of local community participated in ecotourism development in Konglor village?

The majority of community participated in the project because the household received benefits from the ecotourism projects and they can grant more power to manage the ecotourism activities, to protect the environment and to conserve the forest. The local community has been willing to participate in ecotourism project. They are certain that, the voices from them are important and mostly affect the ecotourism development projects and their votes are not lost.

Local participation in decision-making, implementation because they may have a better understanding, ecotourism can improve household income and they also have opportunities to participate in ecotourism activities within the community. Local people participation can grant more power in managing and protecting the environment and conservation forest and including the management of ecotourism activities. They active in participation are because they thought ecotourism can generate support for conservation within the community, improving their welfare and they can receive some

benefits from their activity. The results concerning, the local community are having benefits from ecotourism project. Local community participation in evaluation still needs to improve to support the growth of ecotourism development.

Recommendation

- Ecotourism in Konglor village has benefits on the community and it has high potential for ecotourism sustainability. There is need to increases ecotourism marketing and ecotourism activities to extend the tourist's stay during the visit. During the rainy season, tourists or visitors cannot enter the cave. Hence, the village should provide more activities to promote tourism in the village such as wildlife watching, rafting canoeing, biking, agro tour, rural tour, waterfalls, and wild orchids. Improvement ecotourism activities should contain the education.
- Ecotourism development in Konglor village should manner corresponding with environmental practice, protection of cultural and economic benefits.
- It is significant that local community participation in ecotourism development can make achieve the sustainable development. Government should provide more training and then, encourage the women and youth to participate more in ecotourism training.

- Because of low education and lack of experience, local people do not have the ability to evaluate. There is need to provide further education and training for sustainable ecotourism.
- The community should have a plan or research for development of ecotourism in this area. Konglor village is ready for ecotourism but still lacks marketing to support ecotourism in the area.
- There is need to improved information on ecotourism; nowadays statistical data on ecotourism activities are acceptable on international. If data on ecotourism are high quality it will facilitate marketing and achieve sustainable ecotourism development.
- There is need to provided guidelines or brochures for visitors, distribution of guidelines will increase the awareness of tourists to the possible negative impact of their behavior on the host community environment and will help in raising understanding between tourists and host community. At the same time, it will be helpful in reducing conflicts between different cultural.
- Local guides should need more training to improve communication skills, increase English training. One of many tourists has complained that sometimes local guides just only lead them and do not explanation anything to them during the trekking.

- There is need to encouraging private sector participation in ecotourism development especially in Konglor village and the government should improve human resources in the tourism sector. As Yamauchi & Lee (1999), they mentioned that human resource development has been identified as one of the priorities for tourism development.

- There is need to improve the traditional performance, Lao traditional dance is usually performed on important ceremonies. The community should use the traditional dance for the welcoming of visitors. It is a way to promote Lao traditional dance and also provide benefits for the women and youth.

- There is need to control the price of food. Yes, this is not a big problem, but if it often happens, it might make the visitors feel dissatisfied, have a bad feeling about the community and result in falling tourists.

- There is need to improve service standard for the home stay and clear concept to promote local products.

➤ **Finally, further study is recommended for the future:** should focus on the detail of ecotourism impacts and compare before and after the start of ecotourism projects. Focus on comparing the factors that influence local people participation between two ecotourism sites. The finding will help find answer the current of ecotourism development and also help to management of ecotourism in communities for sustainable ecotourism development.

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Appendix

Questionnaires

Local community participation in ecotourism development in
Khamouane province, Lao PDR. A case study: Konglor village.

The questionnaires were divided into three parts:

- Personal information
- Impacts of ecotourism on the local community
- Local community participation in ecotourism development

I. Personal information

- 1) Gender : Male Female
- 2) Age: 18-25 years 26-35 years
 36- 45 years more than 46 years
- 3) Education: Non-education Primary school
 Secondary school Others (.....)
- 4) Household income per month from ecotourism activities (kip)
 Less than 500.000 kip 500.001- 1.000.000 kip
 1.000.001 –1,500,000 kip Over 1,500,001 kip
- 5) Type of ecotourism activities
 Home stay Local guide Sell product or food
 Boat service Other (.....)

II. Impacts of ecotourism on the local community

Please place a tick (✓) in the box based on your opinion

5= Strongly agree, 4=Agree, 3=Neutral, 2= Disagree, 1=Strongly disagree

No	Statements	Level of opinion				
		5	4	3	2	1
Social-cultural impacts						
1	Ecotourism helps preserve local culture, traditions, customs and wisdom. Why?					
2	Because of Ecotourism development, local people in all ages are proud of their unique culture. Why?					
3	Ecotourism development improved the electricity in the community. Why?					
4	Local roads are developed to facilitate ecotourism Why?					
5	Water supply system is improved to facilitate ecotourism, which also reduces the problem of drought in dry season. Why?					
6	Public health improved because of ecotourism development. Why?					
7	Education improved. Why?					
8	Crime rate increases because of ecotourism development Why?					
9	Prostitution increases because of ecotourism development. Why?					
10	Drug problem increases because of ecotourism development. Why?					
11	Conflicts between the tourists and community member increase. Why?					
12	Teenagers are exposed to modern fashion because increasing number of tourists. Why?					
Economic impacts						
1	Household income increases because of Ecotourism development. Why?					
2	Ecotourism development creates many new jobs in the community. Why?					

3	There are additional commercial opportunities and services related to tourism available for local people Why?					
4	Ecotourism development Promote handicrafts production. Why?					
5	Ecotourism development Promote crop and livestock Why?					
6	The overall cost of living is higher because of Ecotourism development. Why?					
7	Ecotourism development creates the problem of land sale (the price of land sale gone up). Why?					
8	The operation of tourism business by the outsiders create conflicts with community members. Why? ...					
Economic impacts						
1	Ecotourism development creates sense of love and care for natural resource and environment among community members Why?					
2	The community is clean and beautiful since ecotourism project started Why?					
3	Ecotourism development creates waste problem Why?					
4	Ecotourism development creates water shortage Why?					
5	Ecotourism development creates wastewater problem Why?					
6	Deforestation is increasing because of Ecotourism development Why?					
7	Natural scenery is damaged by many construction related to Ecotourism development construction Why?					
8	Wildlife animals decreases because of ecotourism development Why?					

III. Local community participation in ecotourism development

Please place a tick (✓) in the box based on your opinion

5= Strongly agree, 4=Agree, 3=Neutral, 2= Disagree, 1=Strongly disagree

No	Statements	Level of opinion				
		5	4	3	2	1
	Decision-making					
1	Members are free to make their decision independent on the issues that related to the management ecotourism project					
2	Local community help assign the solution to the problems					
3	Local community help deciding ecotourism activities for tourists					
	Implementation					
1	Local people are willing to participate in assigned ecotourism activities and responsibilities					
2	Local people disseminate information about natural resource conservation in the community to their relatives, friends and neighbors					
3	Local community can give accurate information about tourist attractions to the tourists					
	Evaluation					
1	Local community involved in ecotourism evaluation process					
2	Local community involved in committee's performance evaluation process					
3	Local community involved in evaluate the problem in development					
	Benefit sharing					
1	Ecotourism can contribute develop of community					
2	Ecotourism project bring benefits to community					
3	Ecotourism has provided alternative livelihood activities					
4	Personally benefited from ecotourism development					

Abstract in Korean

라오 인민민주주의 공화국 (Lao People's Democratic Republic) 정부의 주요 목표 중 하나는 2020년까지 국가를 개도국 지위에서 벗어나게 하는 것이다. 정부는 관광을 이용하여 가난을 줄이는 것을 정책목표로 삼고 있으며 생태관광, pro-poor관광, 그리고 지역사회기반 관광을 통해 지속 가능한 개발을 이루는 것을 주요 전략으로 하고 있다.

본 연구에서는 라오스의 캄무안주 (Khammouane province) 에 있는 Konglor마을의 생태관광개발로부터 지역사회가 받은 영향과 해당 지역의 생태관광개발에의 참여 수준을 알아보았다. 이를 위하여 Konglor마을의 224 가구를 대상으로 설문조사와 심층인터뷰를 진행하였다. 수집된 정량 및 정성적 자료의 분석에는 Statistical Programme for Social Sciences (SPSS)를 사용하였다.

연구결과에 따르면 Konglor 마을의 생태관광개발이 사회, 문화적, 경제적, 그리고 환경적 측면에서 지역사회에 이익을 주는 것으로 나타났다. 생태관광 프로젝트가 사회공공기반시설 및 수도 공급의 질을 개선할 수 있으며 가구 소득을 증가시키고 여성들의 구직 기회를 향상시킬 수 있는 것으로 나타났다. 본 연구의 결과는 Konglor 마을의 생태관광 개발이 지역사회에 경제적인 수입과 공평한 이익의 분배를

제공하며 지역의 전통과 문화, 그리고 환경의 보존 및 보호를 제공하는 긍정적인 영향을 끼치고 있음을 시사한다.

또한, 지역사회는 생태관광개발과 관련하여 의사결정, 시행, 그리고 이익의 분배 단계에서 높은 참여수준을 보이고 있다. 이는 생태관광이 가구 소득을 증가시킬 수 있다는 것을 지역주민들이 잘 알고 있으며 이러한 프로젝트 활동에 그들이 참여할 수 있기 때문이다. 지역주민들의 참여는 생태관광에서 이루어지는 활동을 관리할 뿐만 아니라, 산림 및 환경을 보존하고 관리의 개선을 가져올 수 있다. 반면, 지역사회는 평가부문에서 낮은 참여수준을 보이고 있다. 생태관광개발의 성장을 지속하기 위하여 평가부문으로의 지역사회 참여가 필요하다. 본 연구의 결과들은 현재 그리고 미래에 시골 지역의 생태관광 프로젝트를 개선하는데 유용하게 쓰일 수 있는 정보를 제공할 것이다.

키워드: 생태관광 개발, 생태관광의 영향, 지역사회 참여, 캄무안주 (Khammouane province), 라오스