

**LOCAL PERCEPTION TOWARDS TOURISM IN
THAILAND : A CASE STUDY OF CHIANG MAI**

By

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ABSTRACT

This dissertation is aimed at analyzing and discussing the perception of the local people of Chiang Mai towards tourism. Tourism in Thailand and its importance to the country is illustrated in the first chapter. The current position of Tourism in Thailand is indicated in the second chapter with tourism statistics and major trends shown between 1985-1995. This chapter also reviewed the importance of tourism within the Thai economy. The third chapter elaborated some of the major issues in Thai tourism with special attention to economic, environmental and sociocultural issues, as well as the related problems. In chapter 5 anticipated advantages and observed disadvantages in local community involvement in tourism in Chiang Mai are elaborated. Chapter 5 explains the research methodology followed by study results in chapter 6. Chapter 7 concluded the study's hypothesis as well as the objectives of this research. The implications from field - work and the policy issues are also noted.

The conclusions from the study investigating the inner city of Chiang Mai residents' perceptions toward tourism development in the areas of arts and culture ; environmental circumstances ; employment ; infrastructure development and social problems revealed that on one side, there was a high degree of agreement among the respondents with regards to economic gain and employment created by tourism. Infrastructure development was also viewed positively by the respondents. On the other side, tourism was perceived as the cause of the environmental degradation and social problems.

It is hoped that this study will serve as a source of reference and a guideline to be used by both private and public sectors in considering perception of local Chiang Mai people to tourism. The author has drawn articles from a variety of sources, including tourism journals, local newspapers and magazines. Field-work in the form of the samples were systematically chosen from the inner city of Chiang Mai to guarantee the outcome from the specified area of study.

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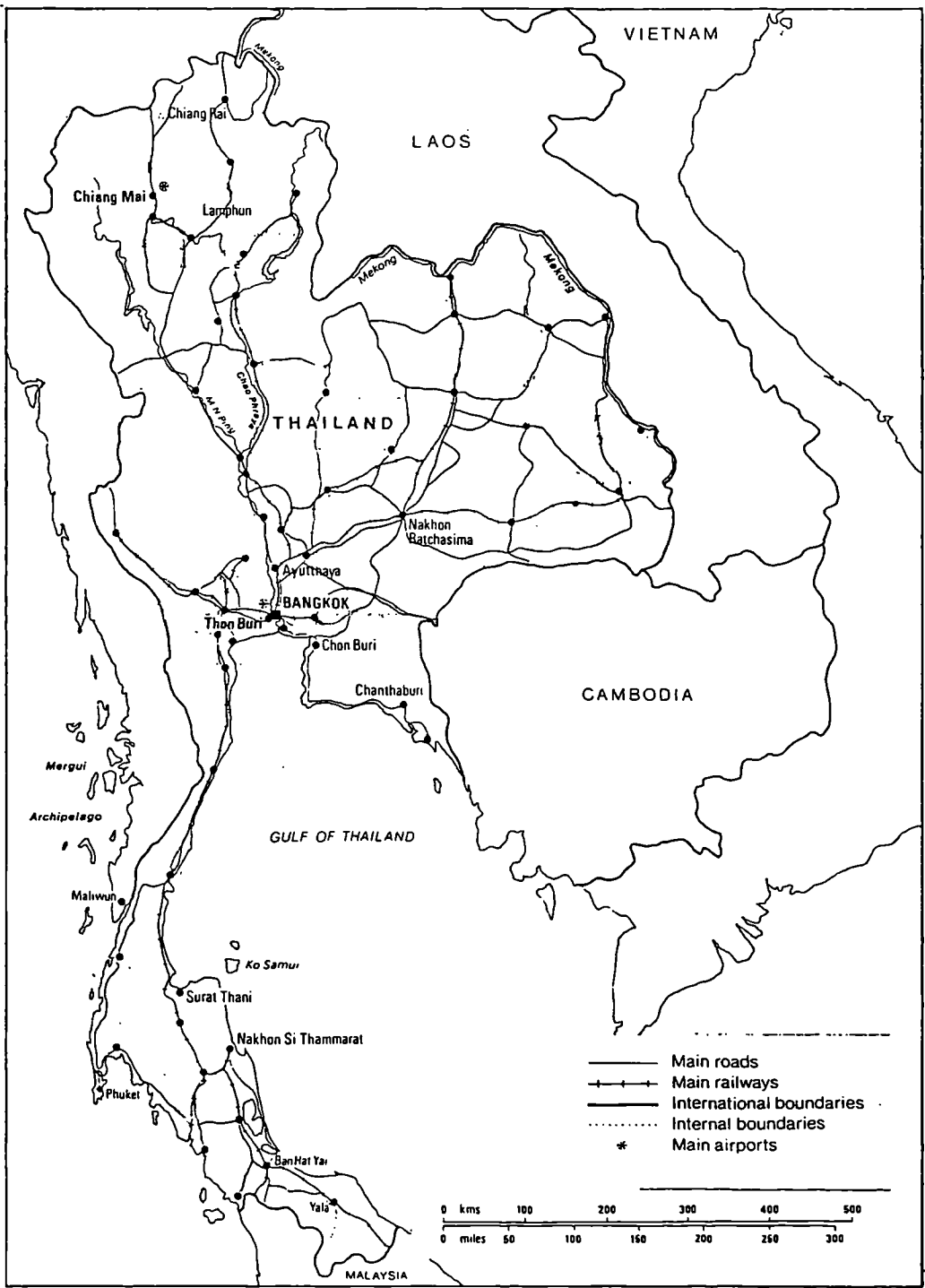
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ACRONYMS

AIDS	Acquired Immune Deficiency Syndrome
EATA	East Asia Travel Association
ECPAT	End Child Prostitution in Asian Tourism
ECTWT	Ecumenical Coalition on Third World Tourism
EIA	Environmental Impact Assessment
EIU	Economic Intelligence Unit
ESCAP	Economic and Social Commission for Asia and the Pacific
GDP	Gross Domestic Product
GNP	Gross National Product
IATA	International Air Transport Association
NESDB	National Economic and Social Development Board
NESDP	National Economic and Social Development Plan
NGO	Non Governmental Organization
NPESD	National Plan for Environment and Sustainable Development
NTO	National Tourist Organization
OECF	Overseas Economic Cooperation Fund
P.E.T.	The Protection of Environment and Tourism
PATA	Pacific Area Travel Association
T.A.T.	The Tourism Authority of Thailand
T.O.T.	Tourism Organization of Thailand
TDRI	Thailand Development Research Institute
TFRC	Thai Farmers Research Centre
THA	Thai International Airways
UFTAA	Universal Federation of Travel Agents Associations
UNICEF	United Nations Children's Fund
USAID	United States Aid for International Development
WTO	World Tourism Organization

MAP OF THAILAND

MAP OF THAILAND



CHAPTER 1

INTRODUCTION

The tourism industry has a great deal of appeal for many countries including Thailand. The reason is because of anticipated economic benefits such as income and employment. With these benefits, tourism is considered to be the country's top major foreign exchange earner and has contributed to the development of infrastructure. Jenkins (1997, 48-64) stated that tourism is a service industry and relatively a labour - intensive, which is very important in the developing world where employment needs are substantial. It is also noted that major consumers of international tourism are from the developed countries which have hard currencies. Hard currencies are very beneficial to the developing countries as they help balance a trade deficit and contribute to overall development objectives. At the same time tourism can contribute a positive improvement to the infrastructure which will benefit residents. For example the newly built airport in Sukothai by Bangkok Airways which caters for tourists visiting the old city and at the same time it has improved commercial links and communication for the residents.

However, the negative impacts of tourism are also observed. These impacts included both social, environmental and cultural changes such as drug trading, crimes and changes in traditional arts and culture, high rise buildings and pollutions, etc. Social impacts involve with the immediate changes in the social structure of the destination and the destination's economy. But the cultural changes need more time for the community to absorb the changes (Murphy 1985, 117). Sometimes the amount of environmental change or damage may be not totally caused by tourism. For example, deforestation, natural resource - related problems, water and air pollution from both domestic and industrial sources (ESCAP 1994, 87-8).

1.1 The Importance of Tourism in Development

Some scholars i.e. Inskip (1991, 411), Mill and Morrison (1992, 308), Jenkins and Henry (1982) agreed that in many developing countries there are the political, environmental and especially the economic factors which the governments consider when incorporating tourism in the plans and strategies for national growth. Development planning at the national level has become a recognized obligation on the part of all governments. Governments use policy instruments through which they attempt to steer the economy towards certain economic and social objectives. Because of the need to establish priorities, most national plans concentrate on targets and measures for industry and agriculture, and on the provision of general infrastructure, including training and education.

As a service activity, tourism has generally taken second place in economic planning to direct productive sectors such as agriculture and manufacturing. In 1982 Thailand had experienced for the first time that tourism emerged as the top foreign currency earner and the statistics have shown the surplus and increase of foreign earnings in the economy ever since. But many leading Thai banks which have observed the movement of the product have noted that there will be some time before tourism can replace the prime leading activities of agriculture and industry. Tourism was but one of various economic sectors that has performed well. The Bank of Thailand made a clear conclusion in 1987 that sectors which showed steep rises were manufacturing, construction, trade, services (which includes tourism) and banking (The Bank of Thailand 1987). Economic growth for 1995 was 8.6 per cent according to The National Economic and Social Development Board (NESDB). Inflation rose to at least 5.7 per cent, compared with 5 per cent in 1994. The main reasons were :

- domestic agriculture prices increased in line with trends worldwide and because of nationwide floods ;
- the world price of oil increased ;

- the prices of non - oil imports also increased in line with global trends and the appreciation of the yen ;

- some industries had limited capacity to meet increasing domestic demand.

The Thailand Development Research Institute (TDRI) estimated the deficit would be 7.7 per cent of gross domestic product (GDP), or 312.9 billion baht. The deficit reflects the shortage of domestic savings which constitute about 35 per cent of GDP, while investment was about 41 per cent.

In terms of export product, which covered almost every category of exports, it was the largest increase for three years dated back from 1995. Tourism also expanded rapidly. The number of tourists rose by 13 per cent in the first nine months of 1995, compared with the same period in 1994 (See Table 1.1 and 1.2). Tourists from East Asia formed the largest group and showed the highest growth rate (Terdudomtham 1995, 11-2).

Table 1.1 : Number of Tourist Arrivals and Revenue from Tourism 1985 - 1993

Year	No. of Tourists Arrivals	% Change	Revenue from tourism (Million Baht)
1985	2,43,8270	+ 3.90	31,768
1986	2,818,092	+15.58	37,321
1987	3,482,958	+23.59	50,024
1988	4,230,737	+21.47	78,859
1989	4,809,508	+13.68	96,386
1990	5,298,860	+10.17	110,004
1992	5,136,443	+ 0.97	123,135
1993	5,760,533	+12.15	127,802
1994	6,166,496	+ 7.05	

Source : The Tourism Authority of Thailand 1995

Table 1.2 Region of Nationality and Number of the International Tourist Arrivals to Thailand in 1993

Region	Number of Tourists	% change from 1992
East Asia	3,273,377	+17.33
Europe	1,480,965	+ 9.68
The Americas	382,089	+ 3.66
South Asia	261,434	-12.37
The Oceania	233,443	+ 4.14
Middle East	78,002	+16.20
Africa	51,223	+34.97
Total	5,760,533	+12.15

Source : The Tourism Authority of Thailand 1993

The deficit reflected in Table 1.3 was caused by the shortage of domestic savings and investments. Many bankers now cannot deny that tourism plays a leading role in contributing income to Thailand's economy. It's importance is shown by figures under the heading of income from tourists and percentage of change in the same table.

Table 1.3 Thailand's Key Economic Indicators

		TDRI		TFRC	
		1995	1996	1995	1996
GDP at constant 1988 prices	(% change)	+8.9	+8.6	+8.5	+8.3
Agriculture	(% change)	+1.9	+9.9	+11.8	+3.0
Manufacturing	(% change)	+10.7	+8.7	+7.8	+7.5
Services	(% change)	+8.9	+8.7	+7.8	+7.5
Inflation	(%)	5.5	4.8	5.6	5.2
External accounts					
Exports	(billion bath)	1,364.8	1,615.8	1,361.0	1,605.0
Change	(%)	+22.1	+18.4	+19.6	+18.3
Imports	(billion bath)	1,689.2	1,984.7	1,642.8	1,954.9
Change	(%)	+25.6	+17.5	+20.0	+19.0
Trade balance	(billion bath)	-324.3	-368.9	-261.8	-349.9
Income from tourists	(billion bath)	170.8	190.0	166.0	191.0
Change	(%)	+17.7	+11.2	+14.3	+15.1
Current account balance	(billion bath)	-312.9	-357.3	-262.5	-310.0
As % of GDP	(%)	-7.7	-7.6	-6.5	-6.7

Remarks : TDRI = Thailand Development Research Institute

TFRC = Thai Farmers Research Centre

Source : Thailand Development Research Institute and Thai Farmers Research Centre 1996

While the world recession in the early 1980s slowed down the rate of growth in tourism, when the developed world recovered from the recession, further expansion in growth was expected. The shrinking government budgets has created strong pressures for privatization of tourism facilities and services. Unlike the decade of the 1970s, government involvement in many areas of social and economic development was very intensive, including tourism and especially the government of developing countries which tourism was put in the forefront of the economy, i.e. Thailand, Indonesia.

The following ten reasons stated by Middleton (1974, 11-4) appear to be the important ones for government involvement in tourism and which may require an explicit policy for tourism. They are :

1. because tourism can make an important contribution to economic growth and is adaptable to more rapid expansion than most other sectors of economic activity ;
2. in terms of the balance of payments, government needs to provide funds for encouraging tourism which would not otherwise be forthcoming from within the industry itself ;
3. because there is a need to safeguard the employment of a very large number of workers not only in hotels and catering, but in airlines, railways, etc. ;
4. because tourism is needed as an important way to distribute economic activity to underdeveloped areas ;
5. because the government finances, controls, and is the final arbiter in the development of essential tourism infrastructure and is responsible for environmental problems which can only be resolved at government level by political decision ;
6. because government is the beneficiary from collecting taxes directly and indirectly from tourist enterprises and employees, and directly or indirectly from tourists ;
7. because through its regulatory mechanisms government effectively controls and shapes transport operations by air, sea and land which will have an effect on tourism patterns and can only be carried out by government order ;
8. because only government can decide the priorities for the use of public money and other resources such as land and water for which tourism is only one of the competing sectors ;
9. because government represents and safeguards consumers in terms of all goods and services, and the consumer is perhaps especially in need of protection in the tourism area ;
10. because governments are committed to international co-operation in tourism as in other spheres through, for example, World Bank, East Asia Travel Association (EATA), Pacific Area Travel Association (PATA), etc.

Jenkins and Henry (1982) stated that there are two kinds of government involvement in tourism, namely, active involvement and passive involvement. Active involvement by government in tourism can be categorized in two terms : management and development. Government not only set tourism objectives at the managerial stage, but also introduces necessary actions which discriminate in favour of the tourism sector such as government can select foreign nationals seeking employment in tourism and provide specific tourism investment incentives legislation in order to stimulate the investment climate. Government also acts as the negotiator in bilateral air transport agreements. In terms of development involvement especially in developing countries, government usually undertakes an operational role because the inability or unwillingness of the private sector to become involved in tourism, although this situation will change over time.

Passive involvement can be categorized into mandatory and supportive actions. Government uses mandatory authority to introduce legislation which relates to the country as a whole and at the same time does not intend to obstruct the tourist industry. Supportive action arises where government does not deliberately inhibit the development of tourism, but neither does it actively encourage it.

From Middleton, Jenkins and Henry, it can be concluded that with the support from government, tourism can help create development in a country. Foreign exchange earnings inject revenues to the government and in turn creates employment and may improve social services for the local people. It is generally believed that tourism will develop backward linkages in an economy resulting in the creation of cost savings through external economies. When an improvement to local services like transport is due to tourism, it additionally provides a benefit to people in the area. Furthermore, tourism can develop the awareness among local people to conserve their historical sites eventhough they are for the visits by tourists (Jenkins 1991, de Kadt

1979). Notable progress has been made in many areas of Thailand. Well known in this respect are Sukothai and Ayudhaya - a ruined former capital of Thailand.

However, the realities of the 1990s are forcing governments to change their roles by cutting back on levels of regulation and emphasis is put more on the involvement of the private sector. The trend of government decentralization is going to push tourism planning and development to the regional and local levels in accordance with the cooperation of the private sector. (Jenkins 1994 ; Brent Richie, 1991).

1.2 Tourism in Thailand

The statistics of the Tourism Authority of Thailand (T.A.T.) indicated that in 1991 tourism revenue accounted for 100,004 million baht or equivalent to 43.98 per cent of income from the service sector. The statistics has also shown the persistent increase in revenue accrued from tourism and has built a hope that this industry will be able to alleviate unemployment throughout the country. To maintain and increase the level of the revenue is essential for improvement. The T.A.T. as well as related organizations, together analyze the situation in the market before policies and promotional schemes are decided. The Gulf war and the economic recession in key markets had an influence on Thai tourism in 1991. Unlucky events persisted as in the crash of a Lauda Air Boeing 767 in late May, which attracted widespread media attention in both Asia and Europe, together with an ongoing image problems of AIDS and the sex industry and environmental neglect at some destinations, all contributed to decrease the number of tourists visiting Thailand (EIU 1992). Thailand took longer to emerge from the Gulf war crisis than any of its major competitors. Unlucky enough, in May 1992 there was an unexpected internal political factor which deprived of tourism in Thailand once again - Thai's pro-democracy uprising. That event created the widespread cancellations of hotels and tour bookings throughout the country. The

loss in foreign currency revenue triggered the new government to realize the importance of tourism. Tourism policies were clearly announced to the Parliament on the 21st October 1992 as follows :

- the government will put more effort to support the private sector to have a role in tourism development as well as to upgrade and supervise tourist guides to an acceptable standard ;

- the government will act as the coordinator between the organizations concerned both inside and outside the country to promote Thai tourism as well as the image of the country ;

- the government will develop more infrastructure to meet the requirements of the tourism investors and thus will make Thailand as a tourism centre in this region ;

- the government will encourage Thai people to travel more in the country to limit Thai currency leakages out of the economy ;

- the government will set a policy to conserve and preserve the natural environment and to correct any damage caused by tourism.

From October 1992 - October 1993, the government enacted a number of provisions concerning the tourism industry such as the Tourist Guide Decree 1992 and the readjustment of the formalities of entry. After a vigorous debate in the parliament, the details of these two main issues have been approved. The aims of the immigration formality readjustment consist of three main categories namely, longer tourist visa from 15 to 30 days ; the abolishment of a policy requiring money or asset worth 20,000 baht as a guarantee for incoming tourist from the People's Republic of China ; the allowance of entry for the Indochinese people who are staying in a third country but with no passports, to be able to visit Thailand.

The concern of the government with tourism has not stopped at the above measures. There were many areas that the government has tried to solve problems, or to put more emphasis on policy in order to develop the industry to maintain high standards like many of the neighbouring competitors. The outstanding and considerable efforts which the government has done so far is to eradicate or to lessen crimes such as cheating tourist, robbery, fake jewellery, etc. In doing so, the tight

cooperation between the Tourist Police Department and the T.A.T. has been initiated by the Minister of the Prime Minister's Office, who is in charge of the T.A.T.

Another example has been to set up the revitalized plan for Pattaya and the nearby areas. The objectives are to help solve the problems related to the physical environments, the safety of tourists and thus to return a life and image to Pattaya again as the destination which was once the best-known seaside resort of Thailand. This plan needed almost 23 organizations to cooperate under a 7 million baht budget.

Thai government and the T.A.T. have also realized the fierce competition from the neighbouring countries, therefore the then Minister of the Prime Minister's office, Mr.Savit Pothivihok tried to make a joint cooperation between countries in the Asean region, for example Malaysia, the Philippines, Myanmar, Laos People's Democratic Republic and the People's Republic of China. It is believed that these tourism countries, can possibly share some of their international tourist market or vice versa. The majority of tourists will be from countries within Asia and Pacific rim principally Japan, Australia and the newly industrialized economies of East and Southeast Asia, rather than from countries outside this area (WTO 1995, 41).

However, the statistics of the first seven months of 1994 collected by the T.A.T. showed a slight decrease in the number of the international tourists from 6,300,000 to 6,228,000 or was equivalent to 1.25 per cent due to the decline in the main tourist markets from China and Taiwan. Eventhough the decrease put a pressure on the government, the statistics showed that this number was higher than the target number made by the government in the 7th National Economic and Social Development Plan (1992-1996). The target number was set at 6,000,000 tourists by 1996, while the actual number in the first seven months climbed up to 6,228,000 (see Table 1.4). There was also a report of Thai tourists travelling more within the country. A modest increasing percentage was 3.9 each year since 1994 with a hope that by 1996

the number of Thais travelling in the country should reach 40.5 million compared to 39.2 million of the previous year.

Table 1.4 Targets of International Tourist Arrivals 1995 - 1996

Country of Residence	Actual		Trend		Target			
	1993	(+/-)(%)	1994	(+/-)(%)	1995	(+/-)(%)	1996	(+/-)(%)
Grand Total	5760533	+12.15	6228000	+8.11	6700000	+7.58	7200000	+7.46
A. Primary Markets	4586647	+12.84	4869500	+6.17	5218700	+7.17	5598100	+7.27
Malaysia	829661	+13.74	872000	+5.10	916000	+5.05	962000	+5.02
Japan	581809	+2.12	670000	+15.16	700000	+4.48	730000	+4.29
Singapore	364387	+12.36	379000	+4.01	394000	+3.96	414000	+5.08
Hong Kong	265483	-8.82	295000	+11.12	298000	+1.02	316000	+6.04
China	261739	+102.98	195000	-25.50	225000	+15.38	243000	+8.00
Taiwan	524694	+28.82	477000	-9.09	545700	+14.40	583900	+7.00
Korea	271256	+33.05	355000	+30.87	413000	+16.34	488000	+18.16
India	105352	+0.14	107500	+2.04	110700	+2.98	114000	+2.98
Germany	320186	+16.22	362000	+13.06	385000	+6.35	415000	+7.79
United Kingdom	249980	+5.71	272000	+8.81	294300	+8.20	319600	+8.60
France	202170	+4.70	228000	+12.78	240000	+5.26	259000	+7.92
Italy	126428	+7.28	142000	+12.32	151000	+6.34	162000	+7.28
Australia	205187	+1.13	210000	+2.35	216000	+2.86	222000	+2.78
U.S.A.	278315	+1.43	305000	+9.59	330000	+8.20	369600	+12.00
B. Secondary Markets	464458	+0.92	439300	+6.21	536400	+8.74	528700	+8.63
Philippines	53378	+8.22	55300	+3.60	57500	+3.98	60000	+4.35
Indonesia	63325	+28.40	72800	+14.96	85900	+17.99	100000	+16.41
Pakistan	50653	-17.10	48000	-5.24	51000	+6.25	55000	+7.84
Switzerland	92072	+9.71	99500	+8.07	110000	+10.55	115000	+4.55
Sweden	69411	-3.32	76800	+10.65	81700	+6.38	91500	+12.00
Netherlands	76356	-4.44	79500	+4.12	85800	+7.92	92600	+7.93
Canada	59263	-8.65	61400	+3.61	64500	+5.05	68600	+6.36
C. Potential Markets	393573	+24.79	459700	+16.80	509700	+10.88	571000	+12.03
Austria	35717	+2.15	38000	+6.39	40000	+5.26	42000	+5.00
Belgium	41816	+17.21	45000	+7.61	49500	+10.00	55500	+12.12
Denmark	31975	+6.17	36000	+12.59	38000	+5.56	42500	+11.84
Norway	21022	+27.14	24200	+15.12	27100	+11.98	29900	+10.33
Finland	18700	-3.16	20000	+6.95	22000	+10.00	25000	+13.64
Spain	48371	+33.87	52000	+7.50	55000	+5.77	58000	+5.45
USSR	24830	+122.77	33600	+35.32	37300	+11.01	47800	+28.15
Hungary	4163	+8.87	5000	+20.11	6000	+20.00	8000	+33.33
Poland	4919	-21.96	5900	+19.94	7200	+22.03	8500	+18.06
Czechoslovakia	4076	+42.22	5500	+34.94	6700	+21.82	7900	+17.91
Romania	2154	+11.15	2600	+20.71	2900	+11.54	3500	+20.69
Brazil	8380	+96.53	14300	+70.64	21400	+49.65	25500	+19.16
Mexico	3990	+3.02	4200	+5.26	4400	+4.79	4600	+4.55
Argentina	2418	+31.70	3400	+40.61	4800	+41.18	6800	+41.67
Turkey	8074	+57.23	9000	+11.47	11000	+22.22	13000	+18.18
Israel	25483	+16.63	40000	+56.97	45000	+12.50	50000	+11.11
Saudi Arabia	11302	+4.15	11500	+1.75	13000	+13.04	15000	+15.38
United Arab Emirates	12615	+34.83	15000	+18.91	16000	+6.67	18000	+12.50
New Zealand	29454	+31.49	31000	+5.25	32400	+4.52	34000	+4.94
South Africa	24405	+103.3	32000	+31.12	36000	+12.50	39000	+8.33
Egypt	4144	+13.94	4500	+8.59	5000	+11.11	5500	+10.00
D. Others	315855	+6.72	405500	+28.38	435200	+7.32	448200	+2.99

Remarks : A. Primary Markets : 100,000 tourists and over

B. Secondary Markets : 50,000 - 99,999 tourists

C. Potential Markets : Less than 50,000 tourists

Source : The Tourism Authority of Thailand 1996

The 7th National Economic and Social Development Plan (1992-1996) has stated clearly that Thailand will be the centre of tourism in South East Asia and to support this idea the government will try to develop the human resources in this industry both in quality and quantity. Conservation and preservation of tourism assets is another policy which plays a key role in this plan. Self-awareness between Thais at all levels to love and protect their tourism heritage is advertised widely throughout the country. Last but not least, is to promote more international tourists to visit Thailand with longer stays, but for Thais to promote domestic tourism.

In 1996 the T.A.T. received a budget of 1,556,093,000 baht. In this, 18.71 per cent or was equivalent to 291,177,330 baht was allocated to the Tourism Development Plan. Subsidiary components are :

1. Tourist Service Plan accounted for 15,298,400 baht to cover the areas of increasing service standards in all sectors in the tourist businesses ; upgrading the knowledge of people in the fields of tourist guides and hotel employees as well as the taxi drivers ; emphasising the safety of tourists and to set the regulations for travel agents to provide high standards of service for tourists ;

2. Information Gathering and Distribution Plan. This plan deals directly with statistics collecting and analyzing tourism data to be used by the policy makers and some related organizations. This section received a budget for 14,808,200 baht ;

3. Development Survey Plan. Related to (2) above, this plan has more detail in the form of feasibility studies, a preliminary study and an investment portfolio for potential investors. It accounted for 6,840,000 baht ;

4. Conservation and Tourist Site Development Plan. This plan consists of many small units to work under the same objectives which are to survey the tourist sites throughout the country, followed by the development of conservation schemes. This plan also covers the survey of new tourist sites and for action by other related units. This plan is worth 195,620,000 baht ;

5. Provincial Custom Support Plan. This plan deals mostly with promotion of events, arts and crafts in every province throughout Thailand with the main aim to advertise for Thais travelling more within the country as well as the international ones. This plan receives 57,600,000 baht ;

6. Promotion and Development Plan. This plan is to promote the development of tourist sites which have already been approved by the government and stated clearly in the Master Plan. This plan also works in collaboration with the OECF - Overseas Economic Cooperation Fund project. The reduced budget for this plan was 1,010,700 baht (Rittiruk 1995, 19-31).

1.3 Problems of the Tourism in Thailand

Problems associated with the tourism in Thailand were analyzed by Li and Zhang (1997) including a deteriorated environment, inadequate infrastructure, safety issue and negative image of sex tourism.

Deteriorated environment

Pattaya is a classic example of a malfunction of city planning. The over development at Pattaya beach has caused environmental degradation in and around the city. It reflects a negligence of government's policy of balancing between the environment and the economy. Tourist destinations like Phuket, Chiang Mai and Samui also face physical deterioration caused by the destruction of the natural environment and a lack of a long - term plan and intervention by the local government. The Environmental Protection Act was passed in 1989 and is being used by the National Environment Board. The significant parts of the Act are to protect the environmental areas, control pollution and facilitate conservation. The first areas to

be protected include Pattaya and Phuket. In addition, Overseas Economic Cooperation Fund (OECF) Loan from Japan was being allocated for conservation and preservation between 1987 - 1995.

Inadequate infrastructure

The development of infrastructure services cover public utilities, amenities, transport, communications and services, which cannot meet the demand of Thailand's fast growing economy. Due to insufficient infrastructure, many tourists bypass Bangkok and travel to other destinations in Thailand such as Samui, Phuket and Chiang Mai. However, the government has tried very hard to cope with these problems by for example, a US\$141 million plan drafted to restore Pattaya by building more roads, sewage systems, pavements along the beach and a waste - water treatment system.

Safety issue

In 1993 the collapse of the Royal Plaza Hotel in Korat, in the north - east of Thailand, killing more than 130 guests and staff was a tragedy for the tourism industry because it reflected the improper inspection of hotel construction by the authorities concern, which impacted directly on safety measures.

Negative image of sex tourism

The image of 'sexual paradise' has been notorious to Thailand since the Vietnam War. During that time US servicemen were based in Thailand and was a major factor for the boom of prostitution. Tourism in Thailand tremendously declined in the late 1980s by the spread of the AIDS epidemic, which was blamed on the

international tourists and the demand for prostitution. The T.A.T. has actively campaigned against this negative image and promoted 1992 to be a 'Women's Visit Thailand Year'. The main objectives were to delete the negative sex tourism image among the foreigners and to promote female tourists to come to Thailand.

1.4 Objectives of the Study

There are four objectives of this study ; the objectives can be summarized as follows :

1. to assess the perception of residents of the inner city of Chiang Mai towards tourism ;
2. to introduce a 'Local Identity Enhancement' model ;
3. to present the study outcomes from (1) and a model from (2) to relevant organizations such as the T.A.T. Chiang Mai branch, the Municipality and the Provincial government to be used as guidelines for tourism policy development at the local level ;
4. to let the readers of this study know the findings based on the field study of the designated area of study in the inner city of Chiang Mai.

The case study results cannot necessarily be used for wider application because the study samples and the place and size of tourism development of the study area were unique by their nature. Each destination should adopt it's own solution to tackle the problems. Findings from various studies may be used as guidelines, while appropriate adjustments should be made by the policy makers at specific destinations.

1.5 Hypotheses

At the outset of the study there are 6 hypotheses as follows :

1. the changes in arts and culture would be noticed mostly by the older people ;
2. social problems would be viewed negatively mostly by young people ;
3. sex and education categories of the residents would not be significant factors in testing perceptions ;
4. length of domicile would be an important factor in residents' perceptions ;
5. residents with tourist businesses would have more positive perceptions towards employment created by tourism ;
6. environmental problems would be viewed negatively by the majority of the respondents.

1.6 Methodology

The interview questionnaire was used to investigate residents' perceptions of tourism in the inner city of Chiang Mai. The questions were divided into two parts. The first part compiled a personal data of respondents, which mostly were open - ended questions grouped into eight independent variables. The second part consisted of eight dependent variables under the questions of arts and culture; infrastructure development; building situation; employment in accommodation; restaurant and entertainment complex; employment in souvenir shops; employment in travelling business; environmental circumstances and social problems. All the questions were of the closed - ended type.

The sample size was 500. Interviews were conducted by five Chiang Mai University students who had passed a course in Social Science Research and are now

in junior and senior years. The questionnaire was pretested and readjusted to lessen ambiguity. The interviewed process were conducted during the last week of January 1997 where tourism at peak. All of the questions were in Thai and the interviewers were trained. Details of interview zones are elaborated in Chapter 5 of this study.

1.7 Limitations of Study

Several limitations in the study should, however, be noted. The practice of interviewing only willing respondents may have created problems of representation. The time of conducting the interview was during the high season of tourism in the inner city of Chiang Mai. Many tourists were parents and relatives of Chiang Mai University graduates attending the graduation ceremony.

Furthermore, this study was self - supported and the budget constraint allowed only a limited size of sample population. Results of the study may not represent the whole respondents' opinions, but at least it revealed expressions of the local people towards tourism development.

Another major obstacle of this study was the limited availability of literature to support the findings. The study of residents' perceptions towards tourism in Thailand has so far been a new area. Since the government has put more emphasis on economic aspects rather than the perception of the local people, the availability of related research is very limited. Wherever relevant, reference has been made to the international literature in the study area.

As well, the researcher found it a gruelling experience to undertake this research while carrying out the responsibilities of a full-time lecturer at Chiang Mai University.

1.8 Conclusions

Tourism in Thailand has played a significant role in the economy and has convinced the government to put more emphasis on the expansion of this industry. Since the year 1970s when the government first involved itself directly in tourism and the trend has been changing and more privatization has occurred to help the government in the development of tourism. The recognition of the importance of economic aspects such as employment and foreign currency revenue from the international tourists has continued. Consequently, some problems are associated along with the growth of this industry including the deterioration of the environment, safety of tourists, limited infrastructure services and the sex industry's image of the country. These problems are well recognized by the government but they may take years to solve. However, the government has overlooked the perception of residents towards tourism. It was this circumstance which influenced the researcher to explore in the field work of the perceptions of residents in the inner city of Chiang Mai towards tourism and hoped that the results may be used as guidelines for tourism development by other concerned organizations.

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CHAPTER 2

TOURISM IN THAILAND : THE CURRENT POSITION

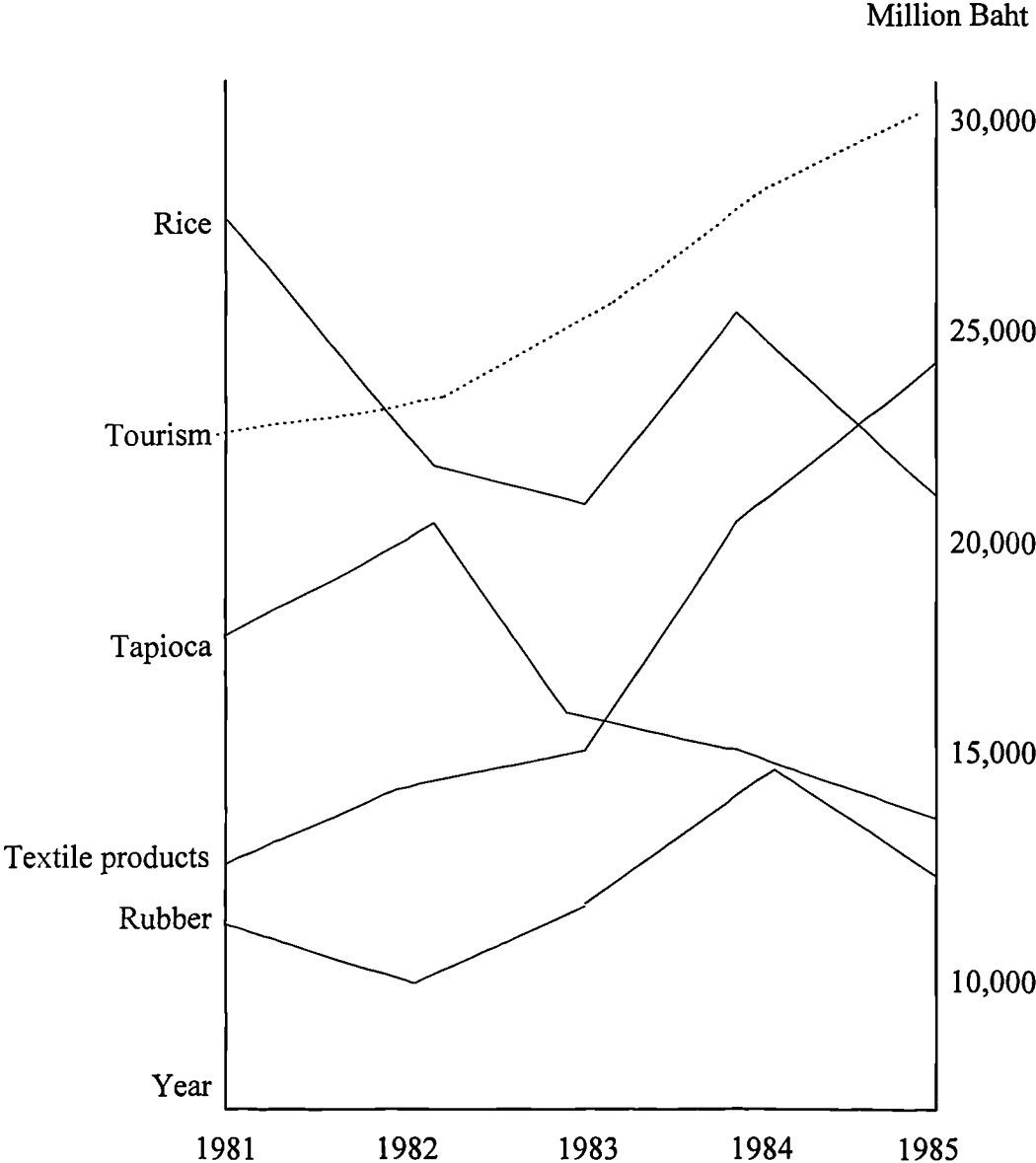
2.1 Thai Tourism During 1985 - 1995

During the last decade (1985-1995) tourism played a vital role to the economy of Thailand as an income generator. Tourism in Thailand was first recognized by the establishment of the Tourist Organization of Thailand (T.O.T.) in 1959 (Elliot 1987, 224). The country became well-known and acknowledged world wide in 1962, when the U.S. soldiers took 'recreation and rest' leave in Thailand during the Vietnam war. In 1982 tourism generated a revenue of 23,879 million baht, surpassing Thailand's traditional foreign exchange earner, rice. This was the first time that tourism played a leading role in the economy and it has maintained this role ever since (see Figure 2.1).

In two successive five year development plans (the Fifth National Economic and Social Development Plan - NESDP covering 1982-1986 and the Sixth NESDP covering 1987-1991), the top priority has been to balance the Thai economy through open economic policies. Tourism has been seen as a sector to be promoted in order to restore the balance of payments because it was a source of immediate foreign exchange earnings. In 1977, tourism was for the first time incorporated into the NESDP (Meyer 1988 as cited by Li and Zhang 1997, 293). Tourism trends in Thailand generally followed regional trends which marked a region-wide slowdown in 1983. The government had realized the instability of foreign tourism which depended heavily on the world economy. Resulting from these situations, the Tourism Development Plan in accordance with the Sixth NESDP focused on domestic tourism as well as the encouragement of international tourism ; the provision of incentives to the private sector for the establishment of tourism facilities ; the encouragement of public investment in infrastructure and the preservation of tourism environment (ESCAP 1988, 187). To implement this plan, the T.A.T. (formed in 1977) had a budget increased to 150 million baht from the amount of 20 million baht annually.

Additional loan projects of 1,544.9 million baht, under the Overseas Economic Cooperation's Fund of Japan (OECF), were approved by the Thai government in 1988 to improve tourist facilities, preserve the environment and develop convenient transportation routes (Li and Zhang 1997, 294).

Figure 2.1 : Tourism and Other Major Exports of Thailand 1981 - 1985



Source : The Tourism Authority of Thailand 1986

The situation of Tourism in Thailand during the Sixth NESDP (1987 - 1991) can be said to be good and bad. The good part was the promotion scheme made by the T.A.T. to promote Thailand under the theme 'Visit Thailand Year'. The promotion spread widely among the foreign countries and the outcome was excellent. The statistics showed a 23.59 per cent increase in visitor arrivals higher than the previous year 1986. The momentum of the promotion of Visit Thailand Year theme had also affected 1988 by bringing more tourist arrivals 4,230,137 or a 21.47 per cent increase from 1987. The tourism industry in Thailand performed well until 1990 before the Gulf war broke out and caused a slow-down of international tourist flows around the world, including Thailand. Late 1990 and the whole of 1991 was considered to be the lowest in terms of tourist arrivals and revenue compared with the previous five years. The situation had forced the government to call for the cooperation from various both private and public sectors to promote heavily in the international markets by introducing more themes like Arts and Crafts year, but it was not quite successful (T.A.T. 1992).

In 1992, Thailand was once again confronted with an unexpected event, which inevitably forced a tourism decline. The May event or the political uprising had direct effect on the tourist businesses in the country and because of wide spread news around the world, it convinced potential tourists to select Thailand's neighbouring countries as the holiday destinations instead. Statistics in 1992 showed that there were only 5,136,443 international arrivals or 0.97 per cent increase from 1991 (T.A.T. 1993a).

The overall aspect of tourism in Thailand in 1993 was revitalized to revert to the normal situation. The record showed an increase of 12.15 per cent over 1992 in the number of international arrivals (See Table 2.1). The majority of them came from East Asia with Malaysian tourists in the top rank, followed by Japanese and Taiwanese in the second and third place, respectively. Tourists from China were

moving up with an impressive rate from 128,948 tourists in 1982 to 261,739 tourists in 1993 or was 102.98 per cent increase.

Table 2.1 Number of Tourist Arrivals 1985-1994

Year	Number of Tourist Arrivals	% Change
1985	2,438,270	+ 3.90
1986	2,818,092	+ 15.58
1987	3,482,958	+ 23.59
1988	4,230,737	+ 21.47
1989	4,809,508	+ 13.68
1990	5,298,860	+ 10.17
1991	5,086,899	- 4.00
1992	5,136,443	+ 0.97
1993	5,760,533	+ 12.15
1994	6,166,496	+ 7.05

Source : The Tourism Authority of Thailand, 1994.

In 1994 the number of international tourists to Thailand was 6,166,496 up 7.05 per cent over 1993. Visitors from Europe, East Asia and the Americas were up to 8.12, 7.99 and 7.16 per cent, respectively. South Korea was the strongest growing market in Asia followed by Japan and Malaysia.

In the first nine months of 1995, there was a progressive rate of growth of the international tourist arrivals compared with the same period of 1994 by 13.53 per cent. The majority of the tourists came from the Middle East region, especially in the first four months of the year. The total picture of the first nine months of 1995 reflected that the East Asian region had the largest share of the market comprising 80.43 per cent, followed by the European region, the U.S.A. and South Asia. The increasing rate of the East Asian market alone was up 18.68 per cent, or equivalent to 3,047,461 tourists. The growth was because of the strong economy in this part of the

world, allowing people to travel more. However, Hong Kong was exceptional due to the uncertainty of the situation when China will take over in July 1997. Among the East Asian tourists, Malaysia still played a vital part in terms of number of arrivals. The reasons which supported the regular flow of tourists from Malaysia were the flourishing economy of the country, the North-South Express which links Kuala Lumpur and the South of Thailand and which could save a lot of travelling time, and the longer opening times of the Thai - Malaysian border crossing.

2.2 Trends in Thai Tourism

From 1985 - 1995 tourism trends in Thailand indicated that the average rate of international tourism revenues was increasing but at a modest rate. Only 1987 and 1988 were considered to be very good years. However, the economic situation was compensated by the expansion of domestic tourism and this helped disperse some prosperity to the remote areas. The reasons that helped increase domestic tourism included the government assisted expansion to the infrastructure at tourist sites accompanied by more safety measures as stated in the Sixth NESDP (1987-1991). Another reason was because the government promoted domestic tourism to reduce the leakage of currency out of the economy.

In terms of international tourists visiting Thailand, it can be said that East Asia and Oceania have been the main generating market since 1985. The average number of tourist arrivals from these areas were twice those from European countries and five times greater than from the U.S.A. Among of the tourists from East Asia and Pacific, Malaysia has been the most important. This may have resulted from its proximity to the Southern part of Thailand. Tourist profile in 1991 stated that the average age of international tourists were between 25 - 44 and 65.47 per cent were

male. The major purpose of visiting Thailand was mainly for holiday (88.61%), and surprisingly, about 55.53 per cent of the tourists came independently and nearly 98.10 per cent preferred to stay in a hotel. When studying the profile of the tourists to Thailand, the study revealed that around 27.30 per cent were clerical salesmen and commercial personnel, while 16.13 per cent in average were professionals and approximately 10.98 per cent were labourers production and service workers (see Table 2.2). Most top level management visitors were from Europe, U.S.A, Australia and New Zealand, while in Asia, Japanese visitors had a balanced ratio between high - level and middle level management with the number of top management people tended to increase. Those from Malaysia, Singapore, Taiwan, Hong Kong and China were mainly in middle level management position (T.A.T. 1986).

Table 2.2 Profile of International Tourist Arrivals 1991

Travel Arrangement	
- Group Tour	44.47%
- Non Group Tour	55.53%
Sex	
- Male	65.57%
- Female	34.53%
Purpose of Visit	
- Business	88.61%
- Others	11.39%
Age	
- 25 - 44	53.68%
- 45 and over	46.32%
Occupation	
- Clerical Salesman and Commercial Personnel	27.30%
- Professionals	16.13%
- Labourers Production and Service Workers	10.98%
Types of Accommodation	
- Hotel	98.10%
- Guesthouse and others	0.37%

Source : The Tourism Authority of Thailand 1991

Among the major tourist consumption expenditures, shopping was the main activity. It comprised approximately 30 - 35 per cent, followed by accommodation which was around 25 - 27 per cent. The average tourist consumption expenditure per person per day was around US\$100. The average length of stay was 7.5 days.

However, when looking at the trends of the international tourist arrivals to Thailand in 1993 the first three regions corresponded to the primary target markets. There was a noticeable mistake made by the T.A.T. on the prospective number of the international tourist arrivals in 'the other market' which came in the fifth and the sixth place (Table 2.3), while the tourists from 'the secondary market', namely, the United Arab Emirates and South Africa, were ranked in the last two arrays of the column. These errors may be because of the 'Saudi jewellery case' which has been prolonged since 1989 and deterred the Middle East tourists to visit Thailand. The case was entangled with the high ranking tourist police, who replaced stolen with fake jewellery and returned them to a Prince of Saudi Arabia. The story was later found out and became an international scandal, thus reflected on the image of Thailand as a whole, especially in the perception of the Middle East people.

For Africa, the main problem of the African tourists was the formality at Thai Custom Department which slowed entry to this country. There has been an observation made by the Thai officials that the record of African people coming to Thailand and smuggling out heroin is very high, therefore, the strict control by Custom officials on embarkation and disembarkation of African tourists may discourage them to come. In South Asia, the only target country which has been included in the T.A.T.'s promotional scheme so far is India. The statistics of the tourist arrivals from South Asia in Table 2.3 showed 12.37 per cent decrease compared to 1992. This was because air transportation from India to Thailand is so limited. There were only two major airlines - Air India and Cathay Pacific which operate on direct route between these two destinations. Another

problem which the Indians were facing was a strict prohibition of the amount of currency allowed out of the country, not more than US \$ 500.

Table 2.3 Region and Number of the International Tourist Arrivals to Thailand in 1993

Region	No. of Tourists	% change from 1992
East Asia	3,273,377	+17.33
Europe	1,480,965	+9.68
The Americas	382,089	+3.66
South Asia	261,434	-12.37
The Oceania	233,443	+4.14
Middle East	78,002	+16.20
Africa	51,223	+34.97
Total	5,760,533	+12.15

Source : The Tourism Authority of Thailand 1993

The World Tourism Organization (WTO) has predicted that between 1990 - 2010, Asia and Pacific region will have the fastest growing rate in the number of the tourists travelling within this part of the world. The average percentage is predicted at 6.7% per annum and there will be 101 million and 190 million tourists in 2000 and 2010, respectively. From a narrower perspective, the International Air Transport Association (IATA) has made a projection on the number of tourists travelling by air to Thailand in 1996 to 7.25 million and by the end of 2010 to 22.3 million. Japanese and Europeans will dominate the market in terms of tourist arrivals.

To prepare Thailand as the host country for tourists in the year 2000 and beyond, the Cabinet decided to appoint a new Governor of the T.A.T. in July 1994. His first priority as the Governor was to control the quality of the tourist related business with emphasis on the protection and conservation of nature. He also supported the task of the Foundation for the Protection of Environment and Tourism (P.E.T.), which

is one of the new units the T.A.T. set up in 1992. The main objectives of the P.E.T. are to create self awareness among Thai people for love and protection of the tourist resources and to disseminate the knowledge of how to protect the environment while travelling. The target group which the P.E.T. is aiming at is the young people all over Thailand, via youth seminars, brochures, articles, etc.

In 1995, Mr. Seree, the new Governor had put strong emphasis on the type of tourists who can stay longer and spend more, rather than the mass market. He noted that Thailand is now facing fierce competition from rival countries such as Malaysia and Indonesia, where the governments of both countries have continuously supported tourism promotion and development projects, which in the medium term will be a threat to Thailand. In the longer term, the Indochinese countries, China and Myanmar will be the inevitable competitors. To cope with this trend, the government saw the importance of these emerging tourist destinations, so a cooperative tourism programme was launched since 1994, aiming at exchanging tourists among these countries. Thailand's geographical situation, which allows the country to be the tourist centre in Southeast Asia, would then receives spill over benefit from those countries.

While Thailand earns an impressive tourism revenue, there is an alarming increase in Thai tourists travelling overseas and spending heavily on shopping at the destinations. Prime Minister's Office Minister Savit Bhotivihok, who was in charge of the T.A.T. noticed that revenue from international tourists in 1994 was 150 billion bath, a 17.6 per cent increase over 1993. But the expenditures by out-going Thai travellers has risen by 31 per cent per annum over the past two years. The T.A.T. indicated that Thais spend approximately 5,000 bath (US\$ 200) per head, per day abroad on the average stay of 8 days. Foreign tourists coming to Thailand spend an average of 3,400 bath (US\$136) per head, per day over a seven-day stay. There were 3 reasons that support Thais going abroad. The first and most important was the

economic growth in 1994, which was 8 per cent, exceeding all expectations. The second reason which was cited by Thai outbound tour operators was that nowadays Thai people were seeking for an atmosphere close to nature with clean air and less pollution, of which they can hardly find in Thailand at present. The third reason was that Thai people with more purchasing power tend to buy more luxury goods abroad. The government now is trying to slow down this leakage by putting an effort to make Thailand a shoppers' paradise to compete with Hong Kong and Singapore which are chosen by Thais as the main shopping destinations. However, this is only an idea from the government, which will take a long time for the Cabinet to approve (Jariyasombat 1995, 15). Table 2.4 shows number of Thai nationals going abroad during 1985-1994.

Table 2.4 Out - going Thai Nationals 1985 - 1994

Year	No. of Thai nationals	% Change
1985	5,231,222	- 10.42
1986	5,220,571	- 0.49
1987	630,686	+ 21.15
1988	714,164	+ 13.24
1989	783,628	+ 9.73
1990	863,416	+ 10.18
1991	995,415	+ 15.29
1992	1,261,845	+ 26.77
1993	1,516,864	+ 20.21
1994	1,657,373	+ 9.23

Source : The Tourism Authority of Thailand 1995

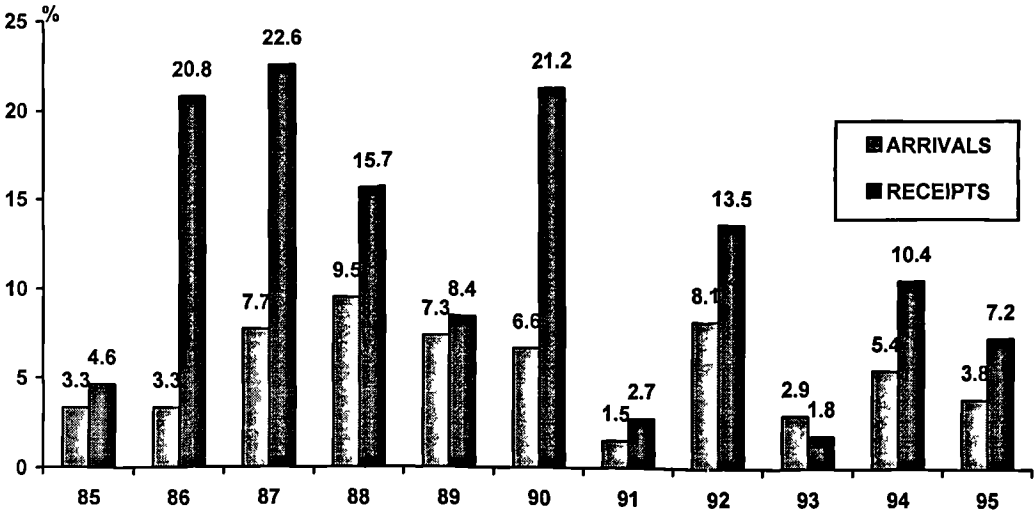
To assist with the promotion of domestic tourism there was evidence showing that in 1993 the T.A.T. divided the Thai tourism market into segments with specific characteristics in each group, which helped the T.A.T. to undertake the promotional task. There were the upper 20 per cent of higher income group from Bangkok, and 5 per cent from the major cities apart from Bangkok; the government

officials; the retirees; the university and school students; the labourers; the housewives and the foreigners residing in Thailand. Eventhough there are no statistics showing the revenue received from domestic tourism, the domestic tourism promotional plan has proved itself to be beneficial to the Thai economy by slowing down the out-going Thai travellers. Thus the leakage out of the economy is reduced by this programme.

2.3 Tourism Distribution Pattern within Thailand

Before the tourism distribution pattern within Thailand is analyzed, it is useful to look at the World’s pattern of international tourist flows. The World Tourism Organization reveals that international tourism growth continues to be positive eventhough the statistics showed a slight decrease of arrivals from 5.4 per cent in 1994 to 3.8 per cent in 1995 due to the persistence of unemployment in major industrialized countries. However, in 1995, international tourism receipts rose by 7.2 per cent to almost US \$ 372 billion (See Figure 2.2).

Figure 2.2 : Per Cent Change In Global Tourist Arrivals And Receipts, 1985-1995



Source : World Tourism Organization 1995

Between 1990 - 1995 there was a gradual diversification of tourist markets with the emergence of new destinations, especially in the East Asia and the Pacific region. Thailand has moved from number 21 in the world's top tourism destinations to number 20 in the ranking. But the percentage of world market share is still the same as in 1990, which accounted for 1.15 per cent (see Table 2.5). However, when world's top tourism earners were analyzed, Thailand was in number 13 in 1990 but was inevitably pushed down to number 15 by the new emerged tourist destination countries like Poland. (WTO, 1995)

Table 2.5 : World's Top 20 Tourism Destinations

Rank		Country	International Tourist Arrivals (Thousands)		% Change	Preliminary results Market Share % of World Total	
1990	1995		1990	1995		1990	1995
1	1	France	52,497	60,584	-1.19	11.43	10.68
3	2	Spain	37,441	45,125	4.38	8.15	7.96
2	3	United States	39,539	44,730	-1.70	8.61	7.89
4	4	Italy	26,679	29,184	6.20	5.81	5.15
12	5	China	10,484	23,368	10.91	2.28	4.12
7	6	United Kingdom	18,013	22,700	7.92	3.92	4.00
5	7	Hungary	20,510	222,087	3.09	4.47	3.90
8	8	Mexico	17,176	19,870	16.11	3.74	3.50
27	9	Poland	3,400	19,225	2.26	0.74	3.39
6	10	Austria	19,011	17,750	-0.80	4.14	3.13
10	11	Canada	15,209	16,854	5.53	3.31	2.97
16	12	Czech Republic	7,278	16,600	-2.35	1.58	2.93
9	13	Germany	17,045	14,535	0.28	3.71	2.56
11	14	Switzerland	13,200	11,835	-2.99	2.87	2.09
13	15	Greece	8,873	11,095	3.57	1.93	1.96
19	16	Hong Kong	6,581	9,598	2.86	1.43	1.69
14	17	Portugal	8,020	9,513	4.17	1.75	1.68
15	18	Malaysia	7,446	7,936	10.27	1.62	1.40
22	19	Singapore	4,842	6,595	5.22	1.05	1.16
21	20	Thailand	5,299	6,532	5.94	1.15	1.15
		Total 1-20	338,543	415,716	3.07	73.72	73.31
		World Total	459,233	567,033	3.80	100.0	100.0

Source : World Tourism Organization 1995

When looking at the Thai tourism situation, there are many reasons supporting the overall growth of Thailand's tourism. Firstly, popularity of travelling to Asia and Pacific region. Secondly, positive changes in internal political environments in some countries including a relaxation in South Korea and Taiwan enabling their citizen to travel more freely, and a policy of the Japanese government to promote Japanese to travel more abroad. Thirdly, the Westernisation of lifestyle of developed and developing countries in the Asia and Pacific region induces more travel to Thailand. The last reason to support the growth of tourism in Thailand is the expansion of air traffic to and from Thailand, both scheduled and chartered flight operations which established a heavy tourist flow to this country.

Europe has been considered one of Thailand's most important long - haul markets. Although tourists from this region comprised no more than 25 per cent of total arrivals, their combined night-stay was as high as 35 - 37 per cent of total night stays. This is due to the longest average length of stay of European tourists which was over 10 days. European tourists grew 22 per cent during 1989, the highest growth among tourist from all regions. It was due to good economic conditions in the European countries which enable people to take a long distance holiday. The cost of package tours to Thailand was also very competitive compared to those in the neighbouring countries.

Tourists from the U.K. and the Netherlands have been increasing especially in the first nine months of 1995 due to the stability in their economies. But German tourists have declined because of the new tax structure and the insurance which is 5 per cent higher. The result is nowadays Germans are travelling less especially to the long haul destinations. However, there is a noticeable trend that Europeans tend to avoid Bangkok, but go direct to the definite places like Phuket.

Countries in East Asia and the Pacific have long been contributing to Thailand's tourism industry growth. Tourists from these countries accounted for 61.64 per cent of total tourist arrivals to Thailand in 1989. During the past few years, countries in this region have experienced the highest economic growth rate in the world and this has been a major factor encouraging the people to travel abroad. Among them, tourists from Australia, Korea and Taiwan showed the highest growth of arrival rates.

China is another market which has performed well. Since the late 1980s, the Chinese government approved its citizens' VFR travel to Hong Kong, Macau, Singapore and Thailand. In 1993 there was a report of 140,000 Chinese travelling for business and holiday to Thailand (Jenkins and Hua Liu 1997, 119).

Tourists from the US showed a down trend due to the slow economic growth of the US which was merely 2 per cent, while the US dollar depreciated. The economic condition has not recovered much so far thus causing the country to suffer a continue trade deficit. As a result, the importance of the US market in the world tourism declined.

The tourist flow from Canada to Thailand has been small due to the length of journey and the limited marketing promotion budget for Canada which made Thailand less popular compared with Hong Kong, Taiwan and Australia. However, an increasing trend is seen after Thailand launched a marketing promotion campaigns to introduce the country, while negative political condition in some neighbouring countries and the natural disaster in the Philippines improved the position of Thailand in this region.

The number of tourists from South Asia declined by 8.6 per cent in 1989 due to a depreciation of the Indian rupee and the Indian government's decision to

collect 15 per cent tax on each foreign currency exchange transaction and the control on foreign currency amount to be brought out of that country. It is a normal practice that tourists from this region visit more than one destinations, e.g. Thailand - Malaysia - Singapore, and Thailand - Singapore - Hong Kong for their shopping. But since the Singaporean government refused to grant visa on arrival for Indian tourists in 1988, the number of Indian tourists kept declining and has affected other destination along the route as well.

However, PATA research shows that not only do increasingly affluent Indians tend to first visit countries where they have friends and relatives, but the money they save on accommodation and food is almost invariably spent on shopping. In Thailand the number of Indian residents is increasing thus raising the possibility of attracting more friends and relatives visiting from India, a highly lucrative group in terms of shopping potential. According to the T.A.T., 123,650 residents of India visited Thailand in 1995, up 14.67 per cent over the previous year, the resumption of visas on arrival is a helping factor to encourage them to travel to Thailand and the foreign travel allowance has been increased from US \$ 500 every two years since 1995 to not more than US \$ 2,000 per year. (Muqbil 1996, 5).

The number of tourists from the Middle East showed a sharp drop in 1989 by 9.2 per cent due to unfavourable oil price and tourists from this region were much concerned over safety and the AIDS problem in Thailand, which was publicized widely in various media in Saudi Arabia.

When considering the provinces which the international tourists like to visit, the conclusion from the T.A.T. study revealed that the most favoured tourist area in Thailand was in the Central part, which received over 5 million foreign visitors. Bangkok claimed to be the most popular location in this area. When moving down to the South, Hat Yai (Songkla) was the most visited province with an average of over 2

million visitors. The Eastern part of Thailand was the third. The most favoured of all is still Pattaya with approximate of 1.3 million. Going up to the North, Chiang Mai was well-known, but the number of visitors was slightly less than Pattaya. The number was around 1 million. (T.A.T. 1994).

2.4 Importance of Tourism within the Thai Economy

The contribution tourism makes to the balance of payments is the most apparent and frequently discussed economic benefit in any developing country including Thailand. The country has seen the impact of tourism on the Thai economy over the past 10 years. Jobs and the revenues accrued from tourism can help Thailand's trade deficit. From Table 2.6, it shows the benefit from this industry from 1985 - 1994. The statistics reveals the surplus gained, which has been used to reduce the trade deficits of the economy.

Table 2.6 Balance of International Tourist Trade 1985 - 1994

Year	Balance of Tourism (Unit : US million)		
	Revenue	Expenditure	Difference
1985	1,171	280	891
1986	1,421	216	1,125
1987	1,946	385	1,561
1988	3,121	602	2,519
1989	3,753	751	3,002
1990	4,326	854	3,472
1991	3,923	1,266	2,657
1992	4,829	1,590	3,237
1993	5,013	2,090	2,923
1994	5,762	2,906	2,856

Source : The Tourism Authority of Thailand 1995

When looking at macro level Thailand's Gross National Product (GNP), measured in 1993 was 3,151.6 billion baht. Agricultural exports (excluding fisheries and livestock products) in 1993 was 94.180 billion baht or equivalent to 12 per cent of Gross Domestic Product. The 1994 value of agricultural exports had risen 2.05 per cent from 1993 to 96.115 billion baht. Manufacturing industries contributed 28.5 per cent of the GDP, while service sector (including banking and finance, transport and communication, hotel and catering, travelling service) accounted for 50.8 per cent of the GDP. The expansion of the service sector has shown an increase of the GDP. Table 2.7 indicates GDP of service sector from 1991 to 1995 (cited by Esichaikul 1995, 111).

Table 2.7 Gross Domestic Product of Service Sector (based on 1988 prices)

	1991	1992	1993	1994*	1995*	%
Education	54,029	55,774	59,766	63,651	68,100	22.8
Medical and Health	23,540	25,689	28,738	31,411	33,107	11.1
Recreation and Entertainment	12,617	14,002	16,945	20,490	24,385	8.2
Hotels	18,767	18,967	20,152	21,460	22,878	7.6
Restaurants	82,652	81,866	78,222	79,000	80,580	27.0
Personal Services	17,291	17,380	17,637	17,954	18,402	6.2
Domestics	3,506	3,370	3,473	3,473	3,292	1.1
Business Services	11,743	12,486	14,247	16,099	18,192	6.1
Non-Profit	910	974	1,045	902	967	0.3
Repairs	18,245	20,334	22,772	28,732	28,562	9.6
Total Value Added	242,700	250,842	260,761	280,172	298,465	100.0

Source : National Economic and Social Development Board and Bank of Thailand (cited in Esichaikul, R. (1995) Human Resource Development in Tourism Sector in Thailand. D.B.A. Dissertation. Glasgow : University of Strathclyde).

* estimates

Tourism income has risen sharply from US\$ 1.2 billion in 1985 to US\$ 4.3 billion in 1990, improving by an average of over 70 per cent annually which resulted from a successful 'Visit Thailand Year' Promotion in 1987-88 (EIU 1992, 70). Tourism also contributed for approximately 5 per cent of GDP of Thai economy (TDRI 1993). Table 2.8 shows revenue from tourism during 1985 to 1994.

Table 2.8 Revenue from Tourism 1985-1994

Year	Revenue : Billion Baht	Revenue : Billion US\$
1985	3.2	1.2
1986	3.7	1.4
1987	5.0	1.9
1988	7.9	3.1
1989	9.6	3.8
1990	11.1	4.3
1991	10.0	3.9
1992	12.3	4.8
1993	12.8	5.0
1994	14.5	5.8

Source : The Tourism Authority of Thailand 1994

Tourism generates a range of lower middle occupations such as taxi drivers, cooks, hotel workers, skilled craftsmen and artisans. This widening range of jobs provide greater opportunities for training and promotion, which in turn leads to the creation of less polarized societies with increased chances for people to find their niche and gain access to the tourist wealth entering the country (Turner and Ash 1975).

However, to analyze accurately the extent of employment resulting from tourism is not an easy task. Foster (1985, 22) stated the reasons that, first, the people primarily involved in providing services and goods for the tourists may also be doing the same for non-tourists. For example hotel restaurants will be serving some local

nationals as well as the tourists staying at their establishment. Second, those employed in enterprises not specifically intended for tourists will number some of the latter amongst their customers. Third, most official statistics on employment cover employees only and not the self-employed nor employers. The tourism industry being comprised of a large number of small units does tend to understate the total employment in tourism. Fourth, numbers employed vary considerably from one period of the year to another. Finally, those employed in tourism are seldom distinguished in official statistics from others employed in similar activities, e.g. transport and entertainment activities.

The National Institute of Development Administration conducted a survey of employment generated from tourism in 1983 and revealed that 309,303 Thai people or equivalent to 1.19 per cent of the overall employment, were employed both directly and indirectly in the tourist business. The calculation stated that every 82,144 baht from domestic tourist expenditures and 73,144 baht from international, created one job in the market.

The latest survey from National Institute of Development Administration (1993) indicated that there were 933,911 people employed in the direct tourist business in 1992 with a projection to increase by 11.8 and 9.4 per cent in 1993 and 1994 (See Table 2.9).

Table 2.9 Additional Direct Tourism Work Force Between 1992-1994

Types of Tourist Business	No. of Employees 1992	Additional No. of Employees		
		1992	1993	1994
Accommodation	354,834	44,858 (12.6)	27,703 (7.8)	30,127 (8.5)
Travelling Business	29,116	7,467 (25.6)	5,035 (17.3)	3,002 (10.3)
Souvenir Shops	84,545	17,755 (21.0)	26,815 (31.7)	17,305 (20.5)
Restaurants	367,321	66,218 (18.0)	42,217 (11.5)	32,370 (8.8)
Private Transport	52,797	4,142 (7.8)	6,375 (12.1)	3,081 (5.8)
Public Transport	45,298	2,015 (4.4)	1,711 (3.8)	1,520 (3.4)
Total	933,911	142,455 (15.3)	109,856 (11.8)	87,405 (9.4)

Remark : () % of the existing labour force in 1992

Source : National Institute of Development Administration 1993

2.5 The Tourism Authority of Thailand

The role and functions of national tourism organization (NTO) are reflected in the economic and political environments within the country. The Tourism Authority of Thailand (T.A.T.) is the most comprehensive NTO among the top five Asia - Pacific government tourism organizations, namely Hawaii, Hong Kong, Singapore, Japan and Thailand (Choy 1993, 359). The centralization of authority under a single entity indicates that the commitment to tourism may need government to take the lead in planning and development (Elliot 1987, 233-32).

The T.A.T. was formerly the Tourism Organization of Thailand (T.O.T.), established in 1959. In 1976, T.O.T. was upgraded and renamed as the Tourism Authority of Thailand (T.A.T.), under the supervision of the Prime Minister. There are three main divisions responsible for tourism, namely an administrative division, a

marketing division and a planning and development division. There are 22 domestic and 17 overseas market promotion offices (T.A.T. 1993b).

The T.A.T. has operated as a pressure group on government and industry, seeking improvements and balanced development such as giving advise and support to government and private bodies, including training, and the establishment of a tourist police force (Elliot 1987, 226). Today, the T.A.T. is able to 'push' for solutions through mechanisms such as the Joint Government and Private Sectors Subcommittee to solve tourism problems (Li and Zhang 1997, 295).

The main tasks of the T.A.T. were stated clearly in the Second Five - Year Tourism Plan (1982-1986), which emphasized on tourism development, tourism promotion and tourism research. Tourism development consisted of how to establish and implement an overall plan for the conservation and development of tourist destinations, to upgrade the quality of services and facilities and to develop tourism personnel. Tourism promotion as the name implies - this action was to promote leisure tourism overseas. Leisure tourism in Thailand had been the biggest market among the visitors, for example the 'Visit Thailand Year' in 1987 which constituted a 23.59 per cent increase of visitors over the previous year, and showed that 71.21 per cent of all the visitors travelled for leisure (Phayakvichien 1990, 293). To create and correct an image of Thailand among the foreign markets was also included in the tourism promotion task. As noted by Hall (1994, 103) the sustainability of Thai tourism growth depends on the government and the T.A.T. to establish a positive image of the country in the international marketplace. Tourism research is another area which the T.A.T. put emphasis on. Research projects were used as guidelines for tourism development (T.A.T. 1989).

2.6 Conclusions

Tourism in Thailand has proved to be the major income earner to the country since 1982 when tourism revenue for the first time surpassed the main export products such as rice, rubber, tapioca and textiles. In 1977 tourism was incorporated in the NESDP for the first time. The government has emphasized tourism as a sector to help reduce the trade deficit and it can be said that economic gains from this industry has come as the top priority of government policy. In terms of international tourist arrivals to Thailand, East Asia and Oceania have been the main generating market since 1985. While Thailand earns an impressive tourism revenue from international tourists, there is also an increase in Thai tourists travelling abroad and spending heavily on shopping. Between 1990-1995 Thailand has moved from number 21 in the world's top tourism destinations to number 20 in rank, but the world market share is still the same at 1.15 per cent. When looking at the macro level of the economy, service sector (including hotel and catering, travelling service, banking, transport and communication) accounted for 50.8 per cent of the GDP in 1991 - 1995. Apart from the economic gains, tourism has been recognized as a main source of employment at the destination. For example, in 1983 there were 1.19 per cent of the overall employment engaged in both direct and indirect tourist business. In 1993 and 1994 the percentage increased to 11.8 and 9.4 per cent of 933,911 people employed in 1992.

In Thailand, it is the T.A.T. which acts as a pressure group on government and industry to seek improvements to tourism. To cope with the trend of tourism world wide, a new unit was created in 1992. It was called the Foundation for the Protection of Environment and Tourism (P.E.T.). Its aimed to create self awareness among Thai people to appreciate and protect the tourism resource. This unit works in accordance with the policy of the government set out in the Sixth NESDP, 'to preserve the tourism environment'.

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CHAPTER 3

TOURISM IN THAILAND : SOME CURRENT ISSUES

This chapter elaborates on some of the current and major issues, which influence both directly and indirectly the tourist industry. Environmental and sociocultural issues are categorized in the top three of issues debated by scholars as well as tourism planners. Thailand is also included in this debate. Although research on these issues in Thailand is limited compared to the developed countries, but it can be said that more attention is being given to these issues. (Harrison 1992 ; Lea 1988).

3.1 Major Issues in Thai Tourism

The new direction of Thai tourism under the newly appointed T.A.T. Governor began on July 5, 1994 when he stated clearly in his first interview that quality control over the services offered to tourists and good cooperation between public and private sectors concerned with tourism is also necessary (Muqbil 1994, 45-7). It is the T.A.T.'s duty and responsibility to be aware of the need to preserve and conserve the environment. Although the T.A.T. has no power to make direct controls or to penalize misconducted business, the T.A.T. believes that the community pressure can expose bad environmental practices and put their names on a black list. A panel of discussion among academics, NGOs, social and cultural experts and other tourism watchers were invited to express their opinions on what should be done to strengthen the industry and preserve the environment. For the T.A.T., this was the first time the organization had hosted representatives from various organizations sharing the same intention to push forward the industry in accordance with sustainable social, cultural and environmental policies. Looking at the competing destinations in the region like Malaysia and Indonesia, where their tourism development and

promotion efforts are very effective, if Thailand still neglects environment and social problems, the country will lose its market share to its competitors.

In 1994 there were both advantages and disadvantages for tourism in Thailand. The positive advantages were mostly the spin - off benefit from tourism promotions by regional countries, and because of its geographical location in Southeast Asia, enabled Thailand to receive these benefits. For example, Singapore's multi - million dollar promotions in Britain which provides the opportunity for international tourists to make a second stop after Singapore, where Thailand, especially Phuket, was being chosen. Secondly, airlines such as Thai International Airways (THAI) and Qantas are promoting Bali by establishing their traffic routes from their countries and again, tourists from Australia visiting Bali can make a second stop in Thailand. Thirdly, Vietnam continues to boom with tourists invariably stopping over in Thailand before going to Vietnam, or vice versa. The last important factor which made tourism in Thailand flourish in 1994 was the holiday price. In winter 1994-95, THAI increased its overall capacity from Europe to Bangkok from 34 to 43 flights a week. To compete with charter flights in Britain, THAI had decreased its air fares to attract British tour operators (Ibid.).

While promoting foreign tourism, the T.A.T. also received a budget allocation increase of 38.1 per cent for promoting domestic tourism. There were various forms of promotions, but mostly were on advertising through a series of television and print ads. Chiang Mai was among the local offices which received more promotional budget.

Domestic tourism also attracted some leading business organizations such as Bangkok Airways, THAI and some credit card companies to help promote tourist destinations around the country.

Disadvantages on Thai tourism in 1994 were mainly focused on political situation in the T.A.T. and the illegal taxies at Bangkok airport. The T.A.T. had just been reformed under a new Governor in July and some of the T.A.T. staff was dissatisfied with the then Minister who was in charge of the T.A.T. Frustrations were rising in the tourism industry, and especially when issues proposed by the then Minister were ignored and neglected by the staff, which caused a delay and inevitably reflecting an unstable condition (Ibid.).

In 1995, the T.A.T. saw new destinations emerge in Pagan, Luang Prabang, Siem Reap and Dalat, located in Indochinese countries which will pose a long term threat to Thailand as the competitors. When looking at what Thailand has offered to international tourists compared to competitors, it shows that Thailand has to reconsider its major destinations in the country, especially regarding environmental deterioration. Thailand is now competing with the magnificence of Angor Wat, the grandeur or Borobodur, the forests of Malaysia, and the culture of Indonesia. The strengths of Thailand which the T.A.T. identified in 1995 were as a geographical gateway to the region, good accessibility by air from major tourist generating markets, tourist activities all year round and a consistent support of tourism from government, and the economic boom in Asia - Pacific region (Muqbil 1995, 41-3 ; Go 1997, 3 ; Qu and Zhang 1997, 36).

An explicit tourism plan was made by focusing on the Big Cs : conservation, communication and coordination. These policies enabled the T.A.T. to uplift the image of tourism and establish a long standing focus on economic and social importance among the Thai government and public. The T.A.T. segmented tourist market separately between international and domestic. For the international market, focus has been on women with discretionary income, honeymooners from Japan and South Korea, senior citizens and expatriates. While in the domestic market, emphasis was on incentive travel and convention groups, civil servants, state enterprise employees, retirees and the youth. For the latter group, cultural and historical tours was the main theme of activity with education on the value of tourism heritage and

how to minimize the environmental impact. This theme was supported by Leo Burnett, the advertising agency appointed by the T.A.T. to promote tourism in and outside the country. The agency introduced a campaign for domestic tourism as keeping Thailand clean. With an increased awareness and concern about the cultural and environmental impacts caused by tourism, the T.A.T. expressed its hope that many colleges and universities throughout the country are the organizations where cultural and environmental concerns could be included in tourism courses (Muqbil 1995, 43).

In 1996 there were considerable parallels between the Thai economy and the Thai tourism industry. The slow growth of tourism as shown by only a 3.59 per cent increase of international arrivals compared to 3.61 per cent over the same period in 1995 (Immigration Bureau Police Department 1996), can be related to some factors such as the then government was tarnished with corruption and causing a slow growth of the economy in general. Foreign investors were reluctant to invest or expand their business in Thailand. The strongest criticism has been on moral grounds such as the effects of bars, night clubs, prostitution and crime.

With the new millennium in approaching, the T.A.T. realizes consideration of global tourism trends is needed. Environment is the main issue the tourist industry should be aware of. The physical environment is taking centre stage in tourism development. Public and private partnerships in tourism should put efforts on developing tourism in an environmentally sustainable manner (Brent Richie 1991, 150). The T.A.T. realizes that cultural virtues alone are not going to be enough of a unique selling proposition (Muqbil 1996a, 41). The following paragraphs will elaborate on the existing problems which exist in the tourism industry in Thailand.

3.2 The Existing Problems Related to Tourism in Thailand

There are several factors which are threatening Thai tourism as noted by Muqbil (1996a, 39-41). As the problems of tourism in Thailand are not the main focus of this research therefore, some of the existing problems are pointed out as a perspective view as follows :

1. Environmental issues. Pattaya is a classic case of a bad environmental impact caused by tourism such as water pollution. Samui is another seaside resort which is now being criticized by NGOs.

2. Bangkok traffic is a threat to tourism because of air pollution in the resulting from the cars, and travelling in Bangkok consumes a lot of time and for tourists this situation is unfavourable.

3. Involvement of organized crime. The extortion rackets in Chiang Mai's Night Bazaar, and the relationship between tourism and prostitution rackets are well recognized. Recently, there has been considerable public uproar over the links of various tour operators and jewelry shop rackets.

4. AIDS virus is another problem for the tourism industry. This problem is well documented in many developing countries such as in the Philippines, and Thailand. It can stop or deter the international tourists visiting the country because of the fear of the disease. A clear example is the decline of Malaysian tourists to Thailand in 1994.

5. Delay in the development of the second Bangkok International Airport and the delay in establishing a second airline. Competitors like Kuala Lumpur, Hong Kong and Singapore have expanded airports to absorb additional tourists. For example, Kuala Lumpur is preparing for its second airport opening for the Commonwealth Games in 1998 ; Chep Lap Kok will be another Hong Kong airport in the post - UK era. Changi airport in Singapore has started its third terminal even before the first two have reached their capacities. While the delay of the second designated Thai airline is noted, the only national flag carrier, THAI has some problems associated with its management. THAI as the national airline responsible for bringing

more than 40 per cent of tourists to Thailand. It is inevitable that Thai tourism is interwoven with the management of THAI. Today there are only two major airlines in Southeast Asia with both the military and bureaucrats on their boards. Garuda has declared its plan to privatize by 1999. So far, privatization of THAI remains unlikely.

6. Human resource development is another problem which Thai tourism is facing. The T.A.T. has encouraged many colleges and universities to expand courses in tourism, but it may take years before this problem is solved.

As mentioned earlier, tourism is seen as a generator of foreign currency and employment. The economic impacts of tourism are used to support the government plan to mitigate the country's trade deficit.

3.3 Economic Impact

Mathieson and Wall (1982, 35-6) stated that many countries have put more emphasis on the economic issues because firstly, it is difficult to measure physical and social impacts in numerical terms, for they are often composed of intangibles which are difficult to quantify. Secondly, data required to measure the economic costs and benefits of tourism, such as tourist expenditures and tax revenues, have been collected routinely by government agencies. Thirdly, the emphasis on the economics of tourism, especially its benefits, reflects the widespread belief among the tourist receiving countries that tourism can create employment and related benefit.

The pace of increase in employment depends not only on the rate of growth of visitor expenditure but also on labour intensity and labour productivity in the tourist sector. Measurement of the total employment impact faces the same difficulties as does that of product generation, i.e. in particular hotel and other accommodation, in the tourist supplying sector, compounded by the particular

problems attaching to statistics of employment in service trades, especially in developing countries like Thailand, Indonesia, Africa, etc.

Not surprisingly, employment directly due to tourism, as far as can be judged by available data, which are generally limited to the tourist sector or to accommodation only, has grown as a share of total employment in the country. Tourism's contribution to domestic product has grown, and the degree of dependence on tourism for income generation on the one hand and employment creation on the other, has increased. For example the service sector in Thailand (including transport and communications, banking and finance, hotel, tourism) accounted for 50.8 per cent of the GDP in 1993 and was equivalent to 25.7 per cent of the employed workforce of the country (Esichaikul 1995, 96).

The World Travel and Tourism Council (1993, 4) revealed that in 1994 travel and tourism will generate US\$ 2.4 trillion in gross output and create employment for 204 million people or 1 in every 9 workers. In Thailand, every 9 international tourists and every 73 domestic tourists can generate 1 job for both direct and indirect tourism employment (ESCAP 1989, 250). Although tourism is a main source of income for the Thai economy and generates employment to various sector of the country, it is arguably that small locally - owned business makes more profit for the owner and creates revenue to the government than the internationally - owned hotel (Meyer 1988, 478).

Like many developing countries such as Jamaica, Morocco, Costa Rica, Mexico, Barbados, Kenya, Egypt, India and Thailand, the important source of foreign exchange comes from international tourism. Table 3.1 shows a comparison between tourism income, GDP and export value. When tourism contributes high on both exports and GDP, dependence on tourism as an income generator is considerable. This is a phenomenon of many developing countries, which is in contrast to the developed

ones, for example in Table 3.1 U.K was placed in the table for a comparison. It was found that tourism accounted for 5.7 per cent of an export value or 1.3 per cent of GDP. While in developing countries, for example in Thailand tourism in export value and GDP was very high. Tourism accounted for 15.6 per cent of export value and 5.4 per cent of GDP (Harrison 1992, 13-4).

Table 3.1 Tourism Balance in Selected Countries 1988

Country	(US \$ million)		Balance	Tourism as % of		Receipts per capital (\$ US)
	Tourism receipts	Tourism expenditure		Exports	GDP	
Bahamas	1,136	150	986	NA	53.0	4,544
Barbados	459	29	430	60.1	29.8	1,836
Singapore	2,399	930	1,469	NA	9.7	905
UK*	11,023	14,650	-3,627	5.7	1.3	193
Swaziland	18	14	4	4.1	2.9	24
Jamaica	525	45	480	33.5	16.5	214
Israel	1,343	1,130	213	8.9	3.2	305
Costa Rica	165	72	93	10.3	3.5	57
Morocco	1,102	132	970	26.3	5.0	46
Thailand	3,120	602	2,318	15.6	5.4	57
Argentina	634	978	-341	NA	0.8	20
Egypt	1,784	75	1,709	36.6	4.9	34
Kenya	410	25	385	21.9	4.8	17
Sri Lanka	79	60	19	4.3	1.1	5

* UK was placed for a comparative purpose

Source : Harrison, D. (1992) *Tourism and the Less Developed Countries*. Chichester : John Wiley and Sons, 14.

In terms of economic development, most strategies now stress tourism's potential as a supplement to the existing economic base. In order to achieve this success, entrepreneurs should realize the dispersed nature of the tourism industry and its relationships with other industries and domestic demand. For example, a visitor

purchasing at the local restaurant is injecting new money into the community, making that restaurant part of the tourism industry at that moment in time; but the restaurant is there primarily to serve local needs and the restaurant owner is probably unaware of the tourism proportion of his trade. Under these circumstances it become difficult to calculate tourism's exact financial returns to the local economy, and to assess the costs of establishing such an industry.

Archer (1972, 42) stated that the tourist industry consists of an heterogeneous group of establishments which provide a wide range of goods and services for tourist consumption. It would be helpful if consistent categories were adopted. He proposed a four-category classification : food, lodgings, transport and other purchases. The T.A.T. has classified type of international tourist expenditures into 7 groups : accommodation, food and beverage, sightseeing, local transport, shopping, entertainment and miscellaneous. International tourism payments are often an important component of invisible balances of the economy. There are three basic sources of tourism payments statistics stated by Bull (1995, 181-2) as

- direct spending totals provided by tourists themselves
- indirect data gained from multiplying tourist numbers by average length of stay and by average daily spending
- exchange figures from banks and other financial institutions.

United Nations (1978) as cited by White and Walker (1982), defined expenditures of visitors as outlays on purchases of all goods and services including food, lodging, entertainment, and domestic transport. If transportation payments cannot be separated from a total package fee, they are included in the travel account. The United Kingdom accepts the standard UN/WTO definition and rail fares to and from the U.K are included in the travel account.

These guidelines of tourist expenditure pattern has been adopted by the T.A.T. to measure the revenues generated by tourist expenditures in Thailand. Table 3.2 shows the international tourist consumption expenditures in 1994.

Table 3.2 International Tourist Consumption Expenditures 1994

Consumption Pattern	Expenditures %
Shopping	42.76
Accommodation	22.95
Food & Beverage	15.05
Local Transport & Tour	10.66
Entertainment	5.08
Miscellaneous	3.50

Source : The Tourism Authority of Thailand 1994

However, Lundberg (1972, 139) suggested that comparison of tourist consumption figures are very difficult because the categories of expenditure used in one country is not the same as another country and time span of the study is another obstacle. His study in Florida in 1968 divided tourist expenditures as lodging, food and drink in restaurants ; food and drink in stores ; amusements ; auto expenses ; utilities ; services ; drugs, cosmetics, tobacco, photos ; jewelry ; souvenirs and gifts ; clothing and footwear ; gasoline. These examples elaborated in previous paragraphs indicated that there is no consistency of applying tourist consumption pattern in a particular country. It depends on policy adopted by each country to be most applicable to it's situation.

Tourists' expenditures are part of a host country's invisible exports being an additional income of foreign currency. This direct revenue leads to increased turnover in all related businesses. When money enters an economy, it affects the economy in various ways. Measurement on the economic impact of tourism should

be made on the total of both direct and indirect beneficiaries such as farmers, the suppliers of hotel equipment, the wholesalers who supply food and drink to the restaurants and hotels where tourists eat, etc. Since money spent by tourists was paid as the workers' salaries; these workers in turn were buying goods and services in the country. Thus, money accrued from the tourists is re-circulated and also expanded economic activities in the region. This phenomenon is known as a Tourist Income Multiplier effect (Holloway 1989, 20). In Thailand the income multiplier is 2.061 for domestic tourists and 2.060 for international tourists (NIDA 1985, 50).

The size of the multiplier is an important component of the economic benefit of tourism to the community because this reflects how many times the impact of each tourist dollar goes around the local system before disappearing entirely through the various leakage channels. Its size will depend on the size and complexity of the local economy, the tourist industry's and residents' needs to import, and the residents' propensity to save rather than spend these earnings. Most developing countries are considered to be less self-sufficient therefore the need to import is high. The less developed a national economy the greater the leakage and lower the multiplier effect. The income multipliers are useful for assessing the short - term economic impacts of tourist expenditures because they can help to identify weak linkages in the economy. But the multipliers are difficult to calculate at regional and local level because data are not available (Mathieson and Wall 1982). Table 3.3 shows the linkages of tourism income distribution within Thai economy.

Table 3.3 Tourism Income Linkages

Income Distribution Sector	Direct (Million baht)	Indirect (Million baht)	Income Multiplier (Million baht)
Domestic Tourists			
- agriculture	0.058	0.055	0.113
- Mining	0.003	0.121	0.124
- Manufacturing	0.332	0.395	0.727
- Service	0.136	0.961	1.097
Total	0.529	1.532	2.061
International Tourists			
- Agriculture	0.056	0.067	0.123
- Mining	0.004	0.085	0.089
- Manufacturing	0.320	0.604	0.924
- Service	0.144	0.780	0.924
Total	0.524	1.536	2.060

Source : National Institute of Development Administration 1985

To correspond with Archer (1976 as cited by Mathieson and Wall 1982) tourist spending can be grouped into three types as direct, indirect and induced spending. The previous table showed only direct and indirect spending of tourists in various sectors of the economy. The study of NIDA (1993) was based on 833 international tourists in Bangkok which identified five categories of tourist expenditures as food, accommodation, entertainment, transportation and souvenirs. Within the total amount of 7,112,782.77 baht, there were income distributions to five sectors involved as owners, labour, semi - finished and finished products, services, farmers and public utilities. Once tourists made consumption in the five categories of tourist expenditures, chains of economic activities were created to direct, indirect and induced spending, which this study called first, second and third round. Table 3.4 shows rounds of tourist expenditure distributions and Table 3.5 indicates income as per cent of expenditure for each sectors.

Table 3.4 Rounds of Tourist Expenditures in Bangkok

						(Baht)
Rounds	Owners	Labour	Semi and Finished Products	Farmers	Utilities	Total
1	2,657,075.06	956,757.12	2,852,329.28	223,062.95	423,557.76	7,112,782.77
2	1,892,903.92	698,234.55	-	-	317,014.40	2,908,152.87
3	764,171.14	258,523.17	2,852,329.28	223,032.95	106,543.36	4,204,627.90

Source : National Institute of Development Administration 1993

Table 3.5 Income as Per cent of Expenditure

Sectors	%
Owners	37.36
Labours	13.45
Semi and Finished Products	40.10
Farmers	3.14
Utilities	5.95

Source : National Institute of Development Administration 1993

Questions may arise as to how much income Thailand can gain from tourism? According to the Thailand Tourism Statistical Report (1994) a major benefit accrued from tourism shown in Table 3.6. Although the statistics of differences between tourism revenues and expenditures in 1994 was 2,528 million baht less than what was shown in 1993, the favourable part was the leakages out of the economy in 1994 was 7.90 per cent less than the earlier year. It can be said that the smaller leakages, the bigger the amount of money which can be circulated within the country. It also means that the country needs less imports to supply for tourists.

Table 3.6 Tourism Revenues and Tourism Expenditures 1993 - 1994.

Unit : million baht

	1993	1994
Tourism revenues ^(a)	127,820	145,211
Tourism expenditures ^(b)	53,315	73,234
Differences ^(c)	+74,505	+71,977
% Leakages ^(d)	41.71	33.81

Remarks : (a), (b) from the Tourism Authority of Thailand

(c), (d) calculated by the author

Source : The Tourism Authority of Thailand 1994

Thailand may enjoy the progressive rate of income distributed to the economy by international tourists, but there is also an alarming rate of leakage from local Thais travelling and spending outside the country. New measures were announced by the government and have been imposed on every Thai coming back from abroad since April 1996. Thai people including expatriates, have to declare goods which were purchased abroad to the custom officer at the first port of entry. Those who have items worth more than 10,000 baht will have to pay import tax.

Table 3.7 shows the per cent change in outbound tourists. A noticeable drop in 1994 in the total number of outbound Thai nationals and Thai residents may have resulted partly from Thai nationals having more disposable income to buy cars and use them as the medium of travelling within the country. In fact, the T.A.T. has made a good attempt to promote Thais travelling in Thailand especially in the long weekend. Hotels and resorts have sprung up throughout the country for Thai tourists to choose from. Roads and communication systems are convenient enough for Thais to travel around. Tour operators also create tour packages with competitive prices for young people. These factors were considered to play a significant role in reducing the number of Thais going abroad.

Table 3.7 Out-going Thai Nationals and Thailand Residents 1990-1994

Year	Total	Thai nationals	Thai residents
1990	883,328	863,416	19,912
No % Change	+10.33	+10.18	+16.92
1991	1,013,836	995,415	18,421
No % Change	+14.77	+15.29	7.49
1992	1,281,600	1,261,845	19,815
No % Change	+26.42	+26.77	+7.57
1993	1,539,609	1,516,864	22,745
No % Change	+20.13	+20.21	+14.79
1994	1,680,772	1,657,373	23,399
No % Change	+9.17	+9.23	+2.88

Source : The Tourism Authority of Thailand 1994

However, Thai tourists outbound has caused concern among Thai authorities. Since 1991, there has been recorded a 70 per cent increase in the number of outbound Thais. Their expenses accounted for 10 million baht or more annually. Revenue from foreign tourists in 1994 was a 17.36 per cent increase over 1993, comparing to a 31 per cent increase expenditure by Thais going outbound (Jariyasombat 1995, 15).

Another leakage in the economy which should be put in this study is the impact of final demand components on imports. According to Table 3.8, the overall impact of final demand on total imports for the four industries and the five sub sectors yielded a multiplier of 0.2468. This means that for every unit increase in total final demand there was a corresponding leakage for imports of 0.2468. The private consumption expenditure and export components of final demand shown in the Table 3.8 had multipliers that were less than the total multiplier. Within the tourism sector, non - tourists' expenditures in the restaurant sub - sector required a much greater amount of imports when compared to the expenditures in other sub - sectors. The international tourists' spending generates a significant amount of imports. However, in Table 3.8 the impact of the hotel industry was 0.3463 compared to a magnitude of

1.10 for heavy industry and 0.599 for the agriculture. Thus, the promotion of hotels especially the international ones implied a higher import demand for the industry (ESCAP 1991).

Table 3.8 Import Multipliers of Final Demand in 1985

	Multiplier	Ranking
Agriculture	0.599146	2
Light Industry	0.132657	4
Heavy Industry	1.101474	1
Service/Tertiary Industry	0.032739	6
Travel Agencies	0.004390	9
Restaurants	0.017865	7
Hotels	0.346334	3
Amusement and Recreation Services	0.014538	8
Personal Services	0.045265	5
Total	0.2468	

Source : Economic and Social Commission for Asia and the Pacific 1991

3.4 Sociocultural Impact

Social and cultural impact is sometimes hard to differentiate because their manifestation tended to overlap. Like many developing countries, prostitution and crime of various kinds have resulted from tourism development. The relationship between tourism and prostitution in developing countries has often been discussed (de Kadt 1979, O' Grady 1981). In some developing countries, prostitution is covertly supported government as a source of income to the country. For example, in the Philippines, government issued a health certificate to the women serving the US military based at Subic Naval Base and Clark Air Force Base in Olongapo City. Prostitution became legitimized and in addition, the city enforced that customers

could buy the service only inside the clubs, thereby fees can be remitted to the government (Hall 1992, 70).

In Thailand, the disgraced Patpong area is notorious and seems to be a place in Bangkok where every foreigner has to pay a visit. Although the sexual trade is illegal, but for the pleasure of the tourists who spend a lot of money in the countries, the host government sometimes seems to ignore this issue. Although a Buddhist's precept does not allow people to conduct a mischievous sexual activity, in order to survive in the present economic situation compels many women in Thailand to sell both their labour and sex to the tourism industry. Meyer (1988, 256) stated that it was significant that in 1985, when sex tourism was still very attractive, up to 57 per cent of the total foreign tourists were on a repeat visit to Thailand. According to Meyer, there was the evidence that during 1980 when the Thai government declared the 'Year of Tourism' the then government encouraged provincial governors of Thailand to improve sex spots in their provinces to serve more tourists and at the same time creating jobs for young girls (Matichon Newspaper, 18 October 1980).

It was in the past that the Thai government encouraged the sex business. During 1962 - 1976 up to 50,000 American military personnel were stationed at seven air bases in different parts of Thailand as part of the supportive structures of the Indochina war. In addition, an average of 700,000 GIs flew each year into Thailand for the so-called Rest and Recreation. In response to the needs of these men, sex entertainment of various types were built up. Apart from prostitutes, many other forms of sex service sprang up, such as massage parlour, go-go dancers, strip-tease dancers, hired wives, etc., becoming new job opportunities for Thai women. But once the military personnel withdrawn, these women were unemployed. Since they were used to relatively easy money, they preferred being prostitutes, especially for foreign clients. Since the era of the American air bases, the fame of Thai women's gentleness and of Bangkok as a sex capital has spread widely around the world. Tour operators

in Germany, Switzerland and Holland took the initiatives to organize exclusive 'sex tours' to Bangkok. With high demand in the sex business, many poor women are persuaded into this circle. The policy and practice of Thailand has far from solved the problem of rural poverty. Poverty forces the rural people to migrate to the urban centres looking for jobs. In this process many women ended up as prostitutes. The modern economic, social and political situation in Thailand has caused a big change in the cultural and social values of Thai people. At present, money has taken the place of such virtues as goodness. Consumer goods from foreign countries are more attractive and valued. Many men and women take up work in the sex business for the sake of money to buy luxury goods. People from the middle class are also found working as prostitutes for the same reason. They do not care about their dignity (Sereewat n.d., 19-21).

Within the parameters of prostitution generally, child prostitution has become an increasingly big business. In the survey done by Srisang (1991, 41-2) in nine villages in three provinces namely Chiang Rai, (Amphur Mae Chan), Chiang Mai (Amphur Fang), and Payao (Amphur Chiangkum) with 57 cases, the researcher found only five girls aged around 13 - 14 years old staying in the nine villages. The others had gone 'South'. For the sake of money to provide luxury goods, parents sell their children into prostitution. Such behaviour becomes a common choice in the rural community and it becomes a pattern considered right and acceptable. The estimation of child prostitutes in Thailand is made by different organizations such as 300,000 from Women's Information Center / Foundation for Women, or 200,000 from Friends of Women, or 800,000 from Center for the Protection of Children's Rights/ Foundation for Children. But there is no confirmation of the figures from the government.

Male prostitution appears to be a new phenomena in Thailand, encouraged by sex tourism and the establishment of special bars, clubs and massage parlours

advertising gay sex. What is new is the emphasis on young boys. They do not necessarily live a gay lifestyle, but rather perform homosexual acts for a fee. (Esterik 1992, 13-7). It has been known that prostitutes of both sexes are the prime source of spreading the HIV virus and now this disease is on the verge of a rapid epidemic into the general Thai population. Although the spread of AIDS in Thailand has been essentially drug - related, the sex tourism industry has been recognized as a significant cause of the deadly disease (Cohen 1988a).

The World Tourism Organization (WTO) has formed a task force of tourism groups to tackle organized sex tourism and child prostitution. It is called the Tourism and Child Prostitution Watch. Several associations and governments have expressed interest in taking part, including Thailand, Brazil, France, Kenya, the Universal Federation of Travel Agents Associations (UFTAA), the International Air Transport Association, the Swedish Association of Travel Agencies, and UNICEF. The task force aims to encourage self-regulation of the tourism industry by increasing awareness of the problems of sexual exploitation in tourism. The move is in line with the resolution passed after the organization's general assembly in Cairo last year that condemned sex tourism as "subversive to the fundamental objectives of tourism in promoting peace, human rights, mutual understanding, respect for all peoples and cultures, and sustainable development" (Muqbil 1996b).

Another important move concerning child prostitution is the activity of End Child Prostitution in Asian Tourism (ECPAT). It issued the warning in a report to the World Congress against Commercial Sexual Exploitation of Children in Stockholm at the end of October 1996. ECPAT reported that travelling businessmen are among the frequent users of prostitutes' services, while many other people travel with sole intention of experiencing sex. Foreign travel for business purposes can also provide paedophiles and preferential child abusers with opportunities to pursue their sexual

interests at low cost and in comparative safety. Many male clients now are seeking out children to safeguard themselves against the threat of AIDS (Muqbil 1996c).

Many studies revealed that tourism development is perceived to associate with drug, crime, prostitution and cultural change (Belisle and Hoy 1980 ; Haralampopoulos and Pizam 1996 ; King, Pizam and Milman 1993 ; Pizam 1978). In Asian countries these negative effects of tourism are widely observed in mostly young people as in Katmandhu, Calcutta, Kuta Phuket in Thailand (O' Grady 1981, 13).

The main purpose of mass tourism is the visiting of attractions, which the host country has transformed to make them most suitable for tourists' consumption. Since the tourist also expects some local flavour in his environment, there are local decorations in his hotel room, local food in the restaurant. These are often standardized : the decorations are made to resemble the cultural's art, local food is prepared to be more palatable to tourist's taste. By doing so the host country can lose its identity of arts and culture (Cohen 1972, 170-2).

3.5 Environmental Impact

O' Grady (1990, 12-5) expressed his opinion that tourism today is an accurate reflection of the state of world activities. Modern mass tourism becomes more and more an environmental enemy whose effects often approximate those of extractive industries. The unspoiled landscapes in the developing countries have become part of the tourist circuit for those who can afford a more enriching experience than the already overused summer resorts of the industrialized countries can offer. With cheap air travel, masses of people from developed countries are coming to enjoy the coasts of the southern seas and the wilderness in remote areas to

experience nature of the developing countries. Tourists are considerable sources of pollution, particularly when they outnumber local residents during the peak season, overusing water resources, local sewers and communications. Waste material is environmentally damaging to the beaches and sea.

The difference between rich western nations and poor developing countries viewing environment is the rich recognizes the environmental problems as a serious subject concerning the world, while the poor sees the raising of living standards to acceptable level as being more important. The old traditional buildings which contains history and culture of the country is very attractive to the rich tourists from the western world, but to the poor country, it is often a sign of under development. These buildings are mostly replaced by the modern business centre ; the old Chinese shophouses and markets in Singapore were demolished in 1970 and have been replaced by modernized accommodation and duty - free shopping (Lea 1988, 53). The same situation also occurs in Bangkok where the old Ming Mueang shophouses were pulled down and have been replaced by Old Siam Plaza, which the owner claims resembles and blends with older structures (Sukphisit 1997, 1).

Unplanned tourist development can destroy the environment. The influx of tourists to the Mediterranean shore is in the long run destroying the sea. The coastlines of Spain provide the deterioration and destruction of natural ecosystem (Mathieson and Wall 1982, 114). The same effects also occur in Pattaya.

However, the impact of tourism can also revitalize the idea of environmental conservation. During the seminar of 'Why Thailand', attending by 170 representatives of convention and incentive travel organizers worldwide, being held in Bangkok in June 11, 1997, the conclusion of the seminar was Thailand needs to do more to attract incentive tours and conventions by improving its environment (Jariyasombat 1997, 12). To improve the environment, the T.A.T. had introduced the

programme of ecotourism at Umphang Wildlife Sanctuary a few years ago despite the fact that the sanctuary by law, does not allow human intrusion. The project encouraged a large influx of trekkers and tourists far beyond the area's capacity. The sanctuary is now facing severe degradation. With poor planning and no benefits for the locals, ecotourism often ends up providing social tension and environmental degradation. While the T.A.T. still has no concrete measures to support community-run ecotourism, it acknowledges the role of NGOs in strengthening local community groups. Kiriwong, a strong and tightly-knit community at the foot of Khao Luang Mountain in Nakorn Sithammarat, the southern part of Thailand has a project for community based tourism. Kiriwong Ecotourism Club was set up to draw up rules and regulations for tourists to prevent environmental degradation. They permit only 30 trekkers a month. Each trekker pays 3,000 baht for a four-day trek. Kiriwong's income from ecotourism is secondary to the forest orchards. Some tourists say that the trekking price is too high because the mountain in Kiriwong belongs to everybody and that the Kiriwong villagers have no right to claim and charge for a fee. Tourists think only of costs in terms of food and accommodation. Nature is free for them. (Sirorattanakul 1997, 1).

Alternative tourism in developing countries is frequently handicapped by the costs of international travel and poor local connections within the destinations countries. Differences in culture and standard of livings between hosts and guests also cause a problem (Pearce 1995, 28). However, the village tourism programme in Senegal is a good example of a national policy applied to regional tourism development. Management and operation of the camps are under the authority of the village chief. Young people are assigned to serve the tourists. Tourist prices are set by agreement as are the wages of the workers. The profits are distributed by boards of village members, who are the community leaders. The money and environmental problems, certain size controls have been established (WTO 1994, 151-5).

Chiang Mai is the second largest city to Bangkok and tourism has been developed for many years. The city itself offers a variety of tourist activities ranging from sightseeing to shopping, from temple visit to trekking. The city is proximate to Inthanon mountain, the highest in Thailand. Because environmental awareness has increased recently among the local people, an ecotourism project has been developed on Inthanon mountain. Here, the ecotourism project is under the Forestry Department with main objectives to reduce ecological destruction and create environmental awareness among the tourists. Although there are ten waterfalls in the area, only three are allowed for tourists as to limit and preserve the nature not to be destroyed. However, vice president of Thailand Development Research Institute Foundation (TDRI) stated that the way to curb destructive tourism is to limit the number of tourists (Noikorn 1997, 3).

As tourism has been developed in Chiang Mai for decades, not only local people have received the tourism impacts, but also the hilltribes people. Cohen (1983, 1988b) studied hilltribe tourism in the northern Thailand and found that tourism had created some social problems such as drugs use, adoption of new cultural patterns and loss of dignity. The following chapter will elaborate on tourism in Chiang Mai as a community approach.

3.6 Conclusions

The current position is that Thai tourism is facing many problems such as the environmental deterioration, the spread of AIDS, the delay in introduce a second airline and international airport, and the management of THAI which does not favour privatization. Malaysia, Singapore, Indonesia and the Philippines are existing

competitors, while the Indochinese Countries will be long - term tourism competitors to the country.

To support the government policy to use tourism as a major income generator and to create employment, the service sector accounted for 50.8 per cent of the GDP in 1993. Every nine international tourists and every 73 domestic tourists can create 1 job. Although the negative impacts of tourism have not been documented, but sociocultural factors such as drug abuse, prostitution, and cultural changes have been associated with the boom of tourism. Ecotourism is a result of growing environmental awareness as demonstrated by the Inthanon mountain project.

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CHAPTER 4

IMPACTS OF TOURISM ON LOCAL COMMUNITIES

4.1 The Concept of the Community

The term community as defined by the Oxford dictionary as a 'body of people living in the same locality'. Blank (1989 as cited by Hall 1994, 168) recognized that,

'Communities are the destination of most travellers, Therefore it is in communities that tourism happens. Because of this, tourism industry development and management must be brought effectively to be in communities'.

Under this approach, residents are the centre focus of tourism planning and the community is regarded as equated with a region of local government.

Research on resident attitudes indicates that residents' opinions on tourism development in a community can vary significantly. For example, several studies indicate that people who have an economic gain from tourism perceive more positive impact from tourism, but people who do not have direct benefit from tourism view the social and environmental issues more seriously than the former group (Pizam 1978, Milman and Pizam 1988). A study of 28 rural Colorado communities reveals that over development of tourism can be less favourable to the residents (Long et al 1990). In rural communities, where tourism is a source of income, it is perceived positively by their residents (Allen et al 1993). Social exchange theory can help explain the attitudes of residents toward tourism development (Ap 1992). One longitudinal study shows that tourism benefits outweigh the costs of its development (Getz 1994). In conjunction with tourism planning, the community approach should be considered and integrated into the plan. The economic, social and environmental perceptions should be aimed to meet the requirements of the residents. (Murphy 1985). Additionally, some researchers point out that representatives from the various related sectors in a community should be involved at an early stage of planning (Inskeep 1991, Murphy

1983). Furthermore, despite the controversial history of planning and development of tourism in the community, there is tourism cooperation which pointed out the type and scale of tourism a community wishes to have (Jamal and Getz 1995). Resident perceptions of the environmental impacts of tourism are pointed out by Liu and Var (1987) in the study of Hawaii, North Wales and Istanbul. Sociodemographic factors are used to study the resident's perceptions toward tourism (Brougham and Butler 1981, Pizam 1978, Haralambopoulos and Pizam 1996). Resident perceptions on the impact of tourism and community life also suggested that judgement about personal impacts should be considered with perceptions of community enjoyment of tourism (Ross 1992, Allen et al 1988). Husbands (1989) investigated the perception of tourism by residents near the Victoria Falls in Zimbabwe and revealed that respondents do not have an enthusiastic view towards tourism ; positive and negative impacts of tourism were also noted by residents in Nadi, Fiji (King et al 1992). As well, a study of tourism in Scandinavia stated that there was a conflict between people in the community as new sector of society (i.e. young people) viewed tourism development different from the traditional value oriented people (Haukeland 1984). Finally, Belisle and Hoy (1980) undertook a study in Santa Marta, Colombia and concluded that positive resident attitudes are a function of tourist development. The role of government and the perceptions of residents was studied by Madrigal (1995) and community planning of tourism was done by Prentice (1993).

In most developing countries the study of the residents' perceptions towards tourism development is very limited. In Thailand for example, the promotion of tourism to bring more tourists to the country is always the main aim of every government. Research studies are mostly devoted to the economic gain from tourism such as the growth of labour work force generated by tourism (NIDA 1980, 1987, 1991 and 1992). Again, when economic factor prevails, a study of attitudes of the international tourists towards Thailand was made (NIDA 1983). The aim was to know what was liked and disliked by tourists and to inform the preparation of appropriate services. This reflected the aim of the T.A.T. and the Government of Thailand to put more emphasis on tourists' needs. Today, the T.A.T. claims to put

more concentration on ecotourism to cope with trends in the Western countries. The Umphang Wildlife Sanctuary in Tak province was a pilot ecotourism project of the T.A.T. a few years ago. But without proper planning and limitation of tourist numbers, the programme ended up causing social tension and environmental degradation (Sitorattanakul 1997, 1).

4.2 Community Involvement in Tourism

In the post war period, most emphasis was placed on the economic benefits of tourism rather than on the social and environmental concerns. The World Tourism Organization at its Manila conference emphasized that tourism is an activity which effects directly on the social, cultural, educational and economic sectors. Planning for the tourism industry should not consider only the economic factor (United Nations General Assembly 1981, 1-5). To reflect the Manila Conference, the idea of community involvement in tourism or community based tourism has been introduced (Murphy 1985).

The concept of community - based tourism is viewed as the interaction between local people to share the infrastructure and other tourism product such as landscape, scenery, etc. with tourists (Murphy 1985). Community - based tourism was defined by Jamal and Getz (1995, 188) as

‘Collaboration for community based tourism planning is a process of joint decision making among autonomous, key stakeholders of an inter - organizational, community tourism domain to resolve planning problems of the domain and/or to manage issues related to the planning and development of the domain’.

Tourism would be better served if it is viewed as a ‘community industry’ (Murphy 1983, 181). He suggested that to attract more visitors and to remain competitive in the market, the long term interests of the host community on which that industry is dependent must be considered. The host community is the destination

where tourist products and images are served. These products are an amalgam of individual, business and government goals. In most developed countries such as Britain and Canada, the government goals of tourism are set to emphasis a concern of wide public interest rather than projecting on economic gains.

McIntosh and Goeldner (1984) stated that tourism goals should aim to provide a good living standard for local people through the revenue from tourism. At the same time the balance of economic gain should be in parallel with the social and cultural identity in the host country. A similar philosophy had been introduced in British Columbia by D' Amore and Associates (cited by Murphy 1983, 183) to include the following :

- At the local level, tourism planning should be based upon overall development goals and priorities identified by residents.
- Promotion of local attractions should be subject to resident endorsement.
- Coordinated public and private efforts should be made to maintain the integrity and quality of local opportunities for fishing, hunting and outdoor recreation.

The idea of community involvement in tourism is a new phenomenon in Thailand. Firstly, because decisions or the direction of decisions are usually from the top down. Secondly, in most developing countries large projects always have an influence on the government's decisions to protect owners' profits without thinking of local people's preferences (de Kadt 1979a). Thirdly, because local participation in planning decisions is a time consuming process rather than an approach which relies on the exercise of national power. For example, land use policy along the Ping river in Chiang Mai was introduced by the Interior Ministry in 1988 and has been abolished by the same organization. The local government has no authority to change it or to revise it to cope with the situation of the city. The last obstacle to more community involvement in tourism in Thailand is the lack of research on tourist - residents impact of tourism. But Pearce (1994, 104) indicated the importance of tourist - resident studies not only because of an ethical point but also the international evidence indicates that when negative impacts are ignored there can be some major economic and political repercussions.

4.2.1 Participation and Planning

Lickorish (1991, 121-2) pointed out that the public authority has a dual role in tourism whether at the national or local level. At the national level it is the regulator and implementer of registration affecting the essential matters such as public health and safety as well as the environment. At the local level it must act as the representative of the destination and may become an operator as well as a regulator. It must be the guardian of the image and assume the service of information distributor. As a task of an operator, providing of parks and gardens or car parking sites, etc. are a major duty of the local authority to add a fulfillment to the tourist industry.

In Thailand the local authority which fits best on the national level of administration is the municipality. The municipality or Tesabarn was introduced in 1933, working under the same form throughout the country to allow people's participation in the administration of their own communities, having an independent organization to exercise its own judgement with its own staff and budget. However, it is under the central government. There are 145 municipalities in Thailand. They are divided into 3 classes of municipal governments :

- the city municipals or Tesabarn Nakorn
- the town municipals or Tesabarn Muang
- the commune municipals or Tesabarn Tambol.

Chiang Mai municipality has been classified as a city municipal with an average income of 231.9 million baht per year through taxes and duties, fees and license fees, income from municipal property, etc. After the deduction of an average expenses of 209.9 million baht, there is still an average surplus of 22.04 million baht per annum (Public Relations Division, Chiang Mai Municipality, n.d.p.). According to Chiang Mai's Development Plan, the Chiang Mai municipality sets it's area of concentration into 7 aspects, i.e. public peace and security, financial and commercial

development, public health development, utilities development, land utilization and environmental development, administration development and educational and cultural development and tourism promotion. The Office of Cultural Development and Tourism Promotion is located on the high street of the city and its prime task is to produce brochures introducing the interesting places in Chiang Mai. The budget for printed materials are roughly about 70,000 baht. It therefore acts as the information bureau for tourists. Normally there are 60-70 tourists per day, but sometimes the number can increase to 150 during the peak season.

The collaboration of the T.A.T. Chiang Mai branch and Chiang Mai municipality in tourism can be in a form of an advisory committee for a special events held in the city rather than a formal working unit to set a policy concerning the industry. While the event's theme is created by the T.A.T. Chiang Mai branch, the decorations of streets are the task of the municipality. For example the procession of Lanna lantern during Loy Kratong festival is the newest ceremony created by the T.A.T. Chiang Mai branch to bring back the Lanna tradition of making lanterns during Loy Kratong. The main streets in Chiang Mai are decorated with flags and lights to make the procession more colourful. If the event is large for example the 1995 SEA Games hosted by Chiang Mai, the tasks range from finding sponsors, budget allocation and decoration of the sports complex, were under the Provincial Office and the municipality and the T.A.T. acted as a sub - committee.

As mentioned in the earlier chapter, the T.A.T. is a centralized semi - governmental office and tourism planning and policy are formulated by the Head Office in Bangkok. As well, the T.A.T. Chiang Mai branch has to adopt the policy given by the Head Office and its plan for 1997 indicates sales promotion with international airlines flying to Chiang Mai International Airport, and to explore new tourist attractions within a radius of the city, apart from the routine work of participation in the traditional ceremonies and rituals of the city. The T.A.T. has

extended its cooperation with Chiang Mai University to produce tourist guides via a short training course using the university's facilities as well as the lecturers. However, the plan shows no proposal for wider manpower development schemes.

The Department of Statistics, Chiang Mai University is another unit which assists the T.A.T. Chiang Mai branch in collecting tourist statistics and also predicts future arrivals. These numbers are used for planning and marketing development. The plan is based on a yearly basis and used as a budget plan proposal submitted to the Bangkok Office. The plan includes the following topics :

- Tourism policy in the 8th National Economic and Social Development Plan (1997-2001)

- Tourism policy of the government
- Tourism policy of the T.A.T.
- Tourism situation in Chiang Mai
- Factors supporting tourism in Chiang Mai
- Transportation
- Tourism potential of Chiang Mai
- Problems and obstacles of tourism development in Chiang Mai

The plan is evaluated by the T.A.T. staff at the end of the year to formulate problems arising from the whole years' operation. A report is prepared and submitted to the Bangkok Office to use as guidelines for next year's budget allocation. The following paragraphs will elaborate on the main focus of concentration areas in the 1996 tourism plan of Chiang Mai (T.A.T. Chiang Mai Branch 1996, 1-25).

- **Tourism policy in the 8th National Economic Social and Development Plan (1997 - 2001)**

- To conserve and revitalize the tourism resources and environment to sustain a long term growth of the industry
- To encourage Thai nationals to work in the tourism industry

- To encourage the cooperation between public and private sector to develop the tourism industry

- To push Thailand as the tourism centre in Asean and Indochina
- To use tourism as a tool to upgrade the living standard of the people
- To promote Thais travelling in Thailand
- To promote the selective groups of foreign tourists to come to Thailand
- To ensure the safety of the tourists.

- **Tourism Policy of the government (announced at December 1996)**

Government will support the tourist industry to ensure the increase of foreign currency as well as the conservation of culture and environment by :

- encouraging Thais travelling within Thailand all year round;
- sustaining growth in tourism via the conservation of culture and environment;
- developing the tourist sites to be easily access and
- developing Thailand as the gateway to neighbouring countries by expanding the infrastructure to those destinations.

- **Tourism Policy of the T.A.T. 1996**

- To increase hard currency to the country by encourage more foreign tourists to come to Thailand

- To expand and promote touristic areas in every part of the country in order to distribute income from tourism more evenly

- To conserve and revitalize the culture and environment as well as to select and sustain the Thai symbols and characteristics as well as to correct a good image of the country

- To help develop the infrastructure to be more standardized
- To help develop safety measures
- To promote Thais travelling within Thailand
- To encourage Thai nationals to work in the tourist industry
- To encourage people to participate in tourism development.

It should be noted that both policies of Government and the T.A.T. emphasize culture and environment, areas which are examined in Chapter 6.

- **Tourism situation in Chiang Mai**

Because Chiang Mai consists of mountains and forests as well as the waterfalls in many parts of the city, it's location provides a cool and dry atmosphere during November - March, which is a main feature to attract many tourists to visit

including Bangkokians. Apart from its fair climate, Chiang Mai has a long history mixing with the Burmese whose culture and traditions as well as the art decorations are distinctive from other parts of Thailand. Temples and some historical ruins are the main attractions in the city where tourists always spend their time walking around. The advantageous location of Chiang Mai also provides a connection to nearby provinces i.e. Chiang Rai and southern China. In fact, accessibility to and from Chiang Mai is convenient at a certain level. It is the terminal of the northern route of the railway system and it also has an international airport with a road web to the nearby areas.

- **Factors supporting tourism in Chiang Mai**

From the statistics in 1995 there were 2,670,357 tourists visiting Chiang Mai. It was a 12.39 per cent increase over 1994 and the revenue accruing from this industry was 16,040 million baht. See Table 4.1.

Table 4.1 Number of Tourists Visiting Chiang Mai and Revenue 1992-1995

	No. of foreign Tourists	No. of Thai Tourists	Revenue (million baht)
1992	789,453	1,083,844	13,752
1993	820,526	1,380,595	17,380
1994	886,000	1,489,974	16,400
1995	915,828	1,754,529	16,040

Source : Department of Statistics, Chiang Mai University 1995

To support the tourist industry in Chiang Mai, the following services are available :

- 292 licensed tour operators
- 1,803 licensed tourist guides

- Thai International Airways
- Bangkok Airways operates on Bangkok - Sukothai - Chiang Mai service
- Orient Express Air operates on northeastern and southern parts of Chiang Mai
- Silk Air operates from Chiang Mai - Singapore
- Laos Aviation operates from Vientiane - Chiang Mai
- Malaysia Airline operates from Kuala Lumpur - Chiang Mai
- Air Mandalay operates from Rangoon - Chiang Mai
- Railway route from Bangkok - Chiang Mai
- Coaches operate from Chiang Mai - central part - northeastern part and northeast.
- 3 First class hotels comprise 989 rooms
- 18 Second class hotels comprise 4,444 rooms
- 9 Third class hotels comprise 804 rooms
- 20 Fourth class hotels comprise 2,080 rooms
- 33 Resorts comprise 1,300 rooms
- 123 Guesthouses comprise 2,539 rooms
- Total 14,210 rooms

- **Tourism potential**

1995 statistics showed that people from Bangkok were the dominant Thais travelling to Chiang Mai, which was approximately 44.04 per cent compared to visitors from other provinces. For the foreign market, tourists from Germany was the top rank, followed by France and Belgium, which produced a total percentage of 59.60. However, the T.A.T. Chiang Mai branch predicts that the potential tourists will reach 4 million people with contribution of 34,182 million baht by the end of 2001 (Chiang Mai University 1995).

- **Problems and obstacles**

- During the peak season, demand for air transportation as well as the railway service is always over available supply.

- There are limited numbers of international airlines coming to Chiang Mai International Airport.

- Number of hotel rooms are in excess supply especially in the trough period.

- Cheating on tour prices and jewelry are still noticeable.

- No big convention centre and exhibition hall.

- Value added tax imposed on souvenirs has raised prices.

- No proper maintenance to prevent degradation at tourist sites.

4.2.2 Perception

From the aforementioned paragraphs elaborating on plans and policies of the government and the T.A.T. (NESDB 1997 and T.A.T. 1996), it should be noted that the public sector tries to use tourism as the main way to earn foreign currency. It is also a good sign that the public sector is becoming more aware of the longer term effect of tourism, especially on environment and culture as stated in the tourism policy in the 8th NESDP, the government's tourism policy and that of T.A.T. While the policy from the T.A.T. Head Office emphasizes selected group of foreign tourists coming to Thailand, but the plan of the Chiang Mai office seems to put more concentration on the number of tourists and income distribution in the region. It is the economic situation which seems to outweigh other considerations in most assessments of tourism in Chiang Mai. However, as stated by Lickorish (1991, 139-40) that there are three stages of tourism growth or referred to as the Destination Life Cycle. The second stage refers to where the private sector have more investment in the industry, but the government remains in charge of longer term planning. It is when tourism is seen as an important social as well as economic force to ensure the quality of life of the residents via the modernization of transport and infrastructure. This stage is referred to as the development stage (Butler 1980). Chiang Mai tourism is perceived

to be categorized in this stage of growth, even though sometimes the planning policy at the national level seems to slow the growth of the industry. For example, it seems a paradox that the T.A.T. Chiang Mai branch tries to boost the number of tourists to the destination, yet the flights of international airlines operating to Chiang Mai International Airport are limited. It needs government negotiations to persuade more airlines to come to Chiang Mai, rather than leaving this task to the promotion of the T.A.T. alone. This may be regarded as a government's passive involvement of tourism (Jenkins 1991, 65).

As tourism expands, the breadth of representation in the form of community based non governmental organizations increases. These groups are Rug Mae Ping group (Love Mae Ping river), Wiengping group (Wiengping was used to refer to Chiang Mai), Tourist Guide Association, Trekking Tour group, etc. They have their aims to promote, oppose or modify tourism when it is in the perceived interest of the group to do so. Harrison (1992, 28) pointed out that at the national level, one result of tourism is the development of pressure groups specifically to oppose tourism, or aspects of it. For example the Thai Development Support Committee and the Ecumenical Coalition on Third World Tourism (ECTWT), based in Bangkok are national and international organizations.

The existing groups expressing their interest in the development of tourism paved the ways for the Louis Berger Co.,Ltd. to initiate a first step in a conservation of historical site and environment in Chiang Mai, through a series of seminars with people from various groups to compile information concerning the public interest. This project is a joint cooperation between USAID and Chiang Mai Provincial Office. Louis Berger Co.,Ltd. and Chiang Mai University were assigned to make guidelines and planning during September 1990 - October 1991. The conclusion of the study revealed opinions from the participants related to areas of economic, social and

environmental fields. It was guidelines which were mostly based on the opinions of the people in Chiang Mai.

Another example surveying the opinions of local people through a series of seminars was the development project and tourism promotion sponsored by The Overseas Economic Cooperation Fund of Japan (OECF). The plan started from 1987-1996. It included the development of the landscape of Suthep mountain and the banks of the Ping river as well as many roads in the city area. The plan also included the construction of the convention hall and cultural exhibition centre. However, although it was in the plan, the two latter constructions have not been initiated yet.

So far, tourism in Chiang Mai has moved to let people have more participation in the planning process through their expressions and opinions on what they think will be most suitable for them and the city. To show the participation of local people in tourism and the awareness of environmental conservation, a seminar on trekking tourism was set up on 19 September 1996 in Chiang Mai, where the trekking tour is most popular. The seminar was hosted by the T.A.T. Chiang Mai branch. The participants consisted of trekking tour operators, guides, tourist police and academics. They suggested that the T.A.T., tourist police and the Forestry Organization should set definitive trekking routes to be obligatory for trekkers and guides. Penalties should be imposed on those not following the routes. The trekking tour companies have tried to explore new trekking routes to gain more income from tourists. By doing so, they always destroy the nature of the surroundings as well as threaten wild animals. Especially, the rafters, mahouts or the long-tail boaters lack responsibility for environmental conservation and are a major cause of natural destruction. For example, the use of bamboo for a raft with no intention to grow replacement trees. The other problem is with no tourism zoning, especially in the remote areas where hilltribe people live, the wave of tourists can create a change in their culture, especially in dressing styles. Drugs buying and consumption is another problem

which drew a lot of concern among the participants. They urged the tourist police to extend the exercise of law to curb this activity. If strict control is imposed on drug users and buyers, the image of trekking will be better.

The concerned organizations noted the opinions of the participants and promised to formulate them in a concrete form. It is the first step for policy makers to listen to the opinions of the people and use them as the guidelines to draw a tourism plan which concentrates on the actual needs of the trekking tour operators. However, what is still lacking at this stage is that there is no proper evaluation of the tourism plan distributed or published for public information be used as the yard stick for development in the previous year. Although there is no report of conflict between people in Chiang Mai and tourists, the evidence that tourists are being cheated is widely noticed. This seems to indirectly encourage the crime rate to be higher and spoil the image of the destination as a whole. In the cultural aspect, so far as the researcher is concerned, tourism is the main influence to revive ceremonies and rituals in the city and to create awareness of the cultural heritage among the younger generation. Although the T.A.T. Chiang Mai branch has extended the involvement in policy formulation, it seems to confine the involvement only with concerned groups namely, the tour operators or academics. The overall image of the T.A.T. Chiang Mai branch so far is the place where tourists go to collect brochures. People do not realize what has been done and what is going to be done by the T.A.T. in the wider aspect of tourism.

4.3 Anticipated Advantage

Anticipated advantage of tourism in Chiang Mai can be elaborated in three main areas of economic, social - cultural and environmental impacts.

4.3.1 Economic Effects

The study of Photiwaswarin (1992) stated that in 1992 tourism in Chiang Mai both from international and Thai tourists created income of approximately 4,162 million baht and 8,525 million baht, respectively. Every one million baht of foreign tourists expenditure distributed 0.293 million baht of direct effect, 1,331 million baht of indirect effect and made a total effect of 1.624 million baht, thus created an income multiplier of 1.33. This income multiplier showed the largest effect in the crops sector (2.06), followed by food manufacturing sector (1.77) and textile industry (1.54).

When looking at the calculation of Thai tourists expenditure spending in Chiang Mai, the study found that in 1992 every one million baht of Thai tourists created 0.263 million baht of direct effect and 1.294 million baht of indirect effect. These numbers showed 1.557 million baht to the total effect and indicated an income multiplier of 1.29. However, the largest income multiplier was in non-metal products (2.29), followed by textile industry (1.91) and crops sector (1.88), respectively. Table 4.2 shows the economic effects of income from tourism in Chiang Mai in 1992.

Table 4.2 Economic Effects of Income from Tourism in Chiang Mai in 1992
(million baht)

	Foreign Tourists	Thai Tourists
Direct Effect*	0.293	0.263
Indirect Effect*	1.331	1.294
Total Effect*	1.624	1.557
Income Multiplier*	1.33	1.29
Classification of Income Multiplier	Crops (2.06) Food manufacturing (1.77) Textile (1.54)	Non-metal product (2.29) Textile (1.91) Crops (1.88)

Remark : * calculation was made on 1,000,000 baht

Source : Photiwaswarin, S. (1993) *Economic Effects of Tourism Industry in Chiang Mai vis-a-vis the Whole Kingdom*. M. Econ. Thesis. Chiang Mai : Chiang Mai University.

The same study also indicated that during 1992 foreign tourists visiting Chiang Mai spent 3,375.94 million baht mostly on souvenirs and other products, followed by accommodation, entertainment, food and beverages, transportation in town and sightseeing (See Table 4.3). These expenditures generated employment in Chiang Mai for 2,033 people. This number was then distributed in various business sectors both related directly or indirectly to tourism in Chiang Mai. Agricultural sector claimed to create most employment from foreign tourists. It was 56.665 per cent, followed by non-metal production sector 19.282 per cent, hotel and restaurant 7.673 per cent, respectively.

In terms of Thai tourists visiting Chiang Mai, collecting statistics in 1992 showed the total expenditure of 7,209.35 million bath, which distributed mostly in entertainment, souvenirs, accommodation, food and beverages, transportation and sightseeing. However, there were 4,643 people employed both directly and indirectly in tourism. Here again, the agricultural sector showed the highest percentage of employment (70.752), followed by service sector (9.692), hotel and restaurant (6.871), respectively. See Table 4.3.

Table 4.3 Percentage of Employment Created by tourism in Chiang Mai in 1992

	Foreign Tourists	Thai Tourists
Tourist Expenditure (Million baht)	3,375.94	7,209.35
Expenditure sectors (Million baht)		
Accommodation	826.44	1,634.36
Food and Beverages	518.20	1,157.11
Souvenirs	990.50	1,691.31
Entertainments	771.40	2,369.71
Transportation and Sightseeing	269.40	225.66
Others	0.00	131.19
No. of people employed	2,033	4,643
Sectors of employment (%)		
Agriculture	56.655	70.752
Non-metal production	19.282	-
Service	-	9.692
Hotel and Restaurant	7.673	6.871

Source : Ibid.

The conclusion of this study stated that every 1,260,870.60 baht of foreign tourist expenditure in Chiang Mai generated 1 employed person, or every 205 international tourists were able to generate 1 job. For Thai tourists, spending of 1,178,994.10 baht or every 312 Thai tourists could possibly generate 1 job. The economic factors such as revenue and employment accruing to the community are perceived as the positive attitudes of the residents toward tourism in that community. Many studies revealed the same positive results, i.e. the tourism impacts in Hawaii (Liu and Var 1986), a case study in Santa Marta, Colombia (Belisle and Hoy 1980).

It can be said that the main income of people in Chiang Mai comes from tourism which accounted for 22.27 per cent, while the second income distributor is agriculture or equivalent to 21.29 per cent. Gross Domestic Product (GDP) of the city shows a steady growth at an impressive rate. A major factor enabling the GDP to increase is the low birth rate which allows income per head of Chiang Mai people to rise from 16,200 baht in 1984 to 20,742 baht in 1988 and 24,727 baht in 1989 (Chiang Mai Provincial Office 1992, 2-3). To cope with the increasing number of tourists visiting Chiang Mai, many investments related to tourism have also increased. For example, the constructions of service and transportation sectors showed a double increase to 500,908 square metres compared to 1991. These constructions ranged from housing to condominium and big hotels. It has been noticed that many guesthouses have been allowed by the municipal office to convert to hotels (Ibid., 3-4). Many entertainment complexes as well as the food and beverage businesses, home industry and transportation have also expanded.

It is clearly stated in the Sixth National Economic and Social Development Plan (1987-1991) that the government must develop Chiang Mai as the centre of businesses, services and tourism in the upper northern part of the country. The main aim was to reduce the congestion of Bangkok and Chiang Mai had been chosen to be the nucleus of development in the northern region. Infrastructure and amenities

included the construction and expansion of bridges, sewage system, traffic light installations as well as the water supply, electric system and telephone lines were accomplished. Many ruins in the confine of the old city wall of Chiang Mai were refurbished by the Department of Fine Arts. The Buaghad area where local people always go shopping for pot plants and gardening materials was also moved to another area to avoid road congestion and shophouses were demolished and that particular land was converted for community rest areas. The provision of infrastructure also provides the opportunity for the local people of Chiang Mai to share its development. The study of the impact of tourism development on residents' perception of community life stated that lower to moderate levels of tourism development are quite beneficial to the community but if the development continues, residents' perceptions tend to be more negative (Allen et al 1988, 1993, Long et al 1990).

4.3.2 Environmental Effects

One positive environmental effect which can be observed at this point is to persuade local people in the inner city of Chiang Mai to use the bicycle every Sunday morning. The group was initiated by the Head of Traffic Police one year ago. The aims are to reduce the pollution caused by the vehicles such as noise and carbonmonoxide as well as to get a better health condition through bicycle exercise. It is called 'Sunday Bicycle Group'. Members of the group have gradually increased including children. In fact, tourists especially the foreigners, used to cycle around Chiang Mai long ago when traffic congestion was not so heavy. Their activities helped small renting bicycle shops to flourish. To date, the foreign tourists choose to hire motorbikes instead, because the pollution in the streets destroys the environment around the city and motorbikes can help them to the destination faster. Again, the condition of the Ping river has been a concern of interest groups such as the NGOs, the school children, the public sector i.e. the military and the Provincial office by

introducing a campaign in the form of stickers, billboard, etc. to create awareness among people to protect the cleanliness of the water. Each year the military spares a budget to help remove plastic bags, weeds, etc. which are the main factors which pollute the river. This project does not only build the image of the city, but also create a new tourist activity of cruising along the river. Some studies on residents' perceptions toward tourism in Hawaii (Liu and Var 1986) indicated that residents put high priority on the environment rather than tourism development. The study of rural communities in Colorado (Allen et al 1988) also stated similar resident opinions.

Another example illustrates a great awareness of land use on the banks of the Ping river, which is the main river in Chiang Mai. The growth of Chiang Mai's population together with the businesses and tourism have caused investors to buy the most beautiful area of the city which lies along the banks of the rivers to construct hotels and condominiums. Now there are 5 tall buildings of 12-20 stories along the river in the centre area of the city. These buildings are designed to be five stars hotel and high class condominiums, which cater for foreigners and Bangkokians. After the Interior Ministry has realized the deterioration of the river quality and the city image caused by these tall buildings, a law was enacted in 1991. Now the new buildings which are built along the banks of the Ping river must not be higher than 12 metres. This law tends not only to prevent the city becoming sky scrapers like Bangkok, but with the limited height it can also limit the number of people living in the building as well. Thus, garbage, sewage and traffic situation can also be controlled. In 1993 The Ministry of Transport and Communications set up the ad hoc committee called, 'The committee for the coordination of the conservation of the Ping river and it's environs'. The aim was to control the encroachment of the banks of the river as well as planning of conversion of land on both sides to be the rest area for the community. However, some part of the land has been landscaped, but many parts are still suspended due to the permanent construction of houses and buildings, where the owners claim to have the title deed to the land (Khamhirund 1994, 287-8).

Land use policy is an important factor to indicate the rate of tourism development (Jenkins 1994, 75). Cohen (1988, 230) stated that a good example of tourism development restriction is Bali where the height of the building must not be higher than a palm tree. The general protective measures like land use policy, the conservation of amenities of historical buildings, etc. can be extended and exercised to protect and control the environment and rate of tourism development in the community.

4.3.3 The Awareness of Local People towards Culture

A positive impact of tourism to be addressed and clearly seen at this stage is the revitalization of northern Thai culture (details are in Chapter 6) ranging from the architectural design of housing and decorations, the Lanna dressing style of women wearing typical cotton weaving sarong with short sleeves cotton blouse every Friday at the government offices, as well as the encouragement of some private sectors throughout Chiang Mai to use the Lanna style embroidery to decorate the employee's uniform. Some major hotels on the high street of Chiang Mai introduced the Lanna style of uniform to the employees to create a unique character. Tourists are impressed by the uniqueness of the atmosphere which creates a distinctive feeling among visitors. Local Chiang Mai people are realizing that the retention of the traditional culture from dressing style to the decorative art objects, for example wood carving and umbrella making, are part of a principal interest of tourists which is main impetus of tourism promotion undertaken by the T.A.T. The craftsmanship in the local's culture have been passed down from their ancestors over 700 years ago. It is part of the influence of tourism that local arts are revitalized again.

Some might argue that changes in manufacturing technique or in the material used to produce the art objects can shift or distort the old traditional style to the way tourists prefer (Chambers 1991, 99). The most ardent debate so far has been the use of hilltribe embroidery patterns decorating the western style of women's jackets sold at a relatively high prices, just because they are partly handmade with a unique style from each tribe. This has been popular among Thais especially when Her Majesty the Queen has shared her interest in promoting the hilltribe's needlework at the mobile work station in the villages of the hilltribe people around the suburb of Chiang Mai. The finished needlework has been used to decorate not only a dress. But also these hand made embroideries are seen patching on a small objects like a coin purse, eye glasses case, facial tissue cover, etc. to enable tourists as well as the local Thais to use them as an every day life object. Income accrued to Her Majesty the Queen's project is partly shifted back to the hilltribe village to help them upgrading living standard as well as creating a job with a guaranteed revenue. This project is widely known under the name SUPPORT. It is patronized by the Queen and dedicated to providing a livelihood for village artisans specializing in jewelry, Thai silk, handicrafts and paintings (ESCAP 1994, 100).

When considering the cultural impact of tourism in Chiang Mai, it is observed that tourists have become patrons of particular cultural rituals and ceremonies or as it is called, the Lanna tradition. These activities become more widespread and school children are taught Lanna dance and music as well as the traditional Lanna style of dressing in the elementary school. Sometimes the Lanna dancers perform their folk dance in front of the Royal guests, which they feel proud of their identity as local Chiang Mai. Smith (1978, 105) indicated that the same feeling occurred through many young people in the destination where ethnic tourism prevails and has led many of them to celebrate their own traditions with continued vitality.

The revitalizing effect of tourism on traditional cultures has been noted in many countries. For example the government of Cyprus has supported the interest in folklore and festivals ; tourism has increased the traditional music and dance in Seychelles and tourism has contributed to the developments of the pottery making, basketry, jewelry and leather goods in Cyprus (de Kadt 1979b, 69-70).

4.4 Observed Disadvantages

Observed disadvantages concerning tourism in Chiang Mai is divided into three areas, economic, environmental and cultural impacts.

4.4.1 Economic Impact

It is widely accepted that when tourists come to Chiang Mai the circulation of money has flourished. Both Thai and foreign tourists generate income to Chiang Mai ranging from vendors selling food in the market to the expensive hotels. Local Thai tourists especially from Bangkok are big spenders in Chiang Mai on produce such as temperate vegetables, fruits and flowers. These agricultural products are grown in the cool climate up the hill under the supervision of the Royal Project. Since these delicate products can be grown only in the specific areas of Chiang Mai, they are well accepted by Thais, especially the Bangkokians. Although prices of these products are quite high compared to the ordinary farm vegetables, the tourists from Bangkok do agree to pay as an edible souvenir from Chiang Mai. The Royal Project realizes this need of the Thai customers and also provides some tourists with last minute shopping. An outlet offering these products has been established at Chiang

Mai International Airport. So the scene of Thai people carrying a bunch of fresh long stem flowers on board aircraft is quite normal.

The Night Bazaar is another spot where tourists both Thais and foreigners visit. It is the place where sellers offer from a wide range of local products to the imitated brand name goods. The art of bargaining is normally used here and some foreigners are advised by their guides to exercise this practice. The vendors and sellers at this night market unanimously agree that the major part of their income accrues from the tourists. The most noticeable case of Thai tourists generating a five fold increase in food sellers' income is in the Varorote market. The market is the biggest and most well known place in Chiang Mai, where instant typical northern Thai style food is offered apart from fresh products from the farms nearby. The example which is chosen as an illustration here is the northern Thai chilli paste. After an informal interview with the seller named Jae Hong, the researcher found out that during long weekends when Thais are encouraged to travel around the Kingdom, this particular chilli paste which goes well with hot sticky rice under the name of Jae Hong can generate income from 10,000 - 15,000 baht during weekdays to 50,000 - 80,000 baht during long weekends. She said orders must be put in advance to avoid the product being sold out. The chilli paste is then ready to be picked up on the day of the tourist's departure. When asked why she does not open a modernized shop where parking space is available and personnel in a uniform are employed, she replied without hesitation that this idea never comes to her because chili paste is a complementary food to the others which are sold in the market. This place is a one stop shop for tourists and the most important of all is it produces an atmosphere of a unique northern Thai location with a variety of Lanna food and ranges of semi cooked and cooked products as the background. Her product is very well known because with the limited volume of production, she can control the process of preparing and mixing to guarantee the same taste and appearance. She never wastes money in advertising, it is the product by itself which creates a brand loyalty from her customers.

These two examples imply that the Bangkokians have more purchasing power than the local people of Chiang Mai and during long weekends when they come to visit Chiang Mai the food price in the market is automatically increased. Another implication is the study of Sermisri (1986) showed the difference in an average monthly income of people in tourist related and non tourist related business in and outside the inner city of Chiang Mai. The statistics showed that it is 50 per cent different in income accruing from tourism between inside and outside the inner city of Chiang Mai. It confirms that local people in the inner city have to cope with the increase of food price and the higher living cost than the people living outside (See Table 4.4).

Table 4.4 Average Monthly Income in Families with Related Business to Tourism : In and Outside the City of Chiang Mai

	Tourist Areas		Control Area
	In city	Outside city	
1. Total average income	7,801.64 (183)	5,154.93 (375)	3,537.93 (58)
2. Average income from tourism	7,959.38 (32)	2,841.67 (96)	800.00 (1)
3. Percentage of 2 : 1	102.0	55.1	22.6

Remark : () Indicates number of people interviewed

Source : Sermisri, S. (1986) *Impact of Tourism on Social and Culture : A Case Study of Chiang Mai*. Bangkok : University of Mahidol.

The case of Santa Marta, Colombia (Belisle and Hoy 1980) and the case of Samos, Greek island (Haralamboupoulos and Pizam 1996) also confirmed that tourism is a factor of food price increases.

4.4.2 Environmental Impact

The Sixth National Economic and Social Development Plan (1987-1991) stated clearly that Chiang Mai had to be the centre for businesses, tourism and services in the northern part of Thailand. To correspond with the government's policy, Chiang Mai had been provided with a special budget from the central government to be used for the development of the city. Inappropriate city planning due to the lack of qualified personnel caused the city to grow without proper direction. An example which is clearly observed is the abandonment of the old Lanna style of building in the city of Chiang Mai. This old building aged from 80-100 years old, situated on Tapae Road and used as a modern department store in the past. After the owner passed away, the eldest son of the family inherited this building. But whereas his family has occupied a business in Bangkok, he found it difficult to pay a regular visit to his building in Chiang Mai. Now, this building has passed down to his sons and daughters, who are willing to sell it to investors if they can bargain for a good price. Although, the building itself represents history and legend of Chiang Mai in the past, it is doubtful if it will survive in its present form as maintenance cost is so high. The city of Chiang Mai has tried its best to encourage the owners of the old style of Lanna house to preserve them as landmarks for tourists. But the city has no special budget to compensate for the maintenance costs. So their survival depends heavily on the financial situation of the owners alone. This example reflects the problem of cooperation between private and government sectors. There is no explicit plan from the local authority to request a budget from central government to support of the maintenance costs of the owners.

Another example which is always noticeable in the city is the installment of big cutouts and billboards, or even small posters on the lamp posts along the main roads in Chiang Mai. These advertising activities create an unwanted image for the passerby. Most of these billboards are from the two major beer companies in Thailand

and the rest of them are from housing properties which are now booming on the outskirts of Chiang Mai. When looking closely at these advertising tools on display around the city, the conclusion can be made that tourism has had no influence on billboards. Chiang Mai is unlike some touristic areas at the seaside resorts where many advertisements are intended to capture only the tourist market. Whereas in Chiang Mai many billboards especially the big ones on the main roads, are mostly written in Thai and segmented for Thais alone. However, it also cannot be denied at this stage that in the small alleys, where cheap guesthouses are converted from the old shophouses and advertisements of meals and rooms are written in English and Japanese to attract the foreigners who are the main clients. An example here is in Moonmuang Soi 1, where foreign tourists are walking around to collect their laundry or to spend their time sipping a cold beer. This alley is also where tourists can find the authentic Italian cuisine with home made Italian bread from an Italian man who married a Chiang Mai girl. Once, this alley used to be a quiet corner with a lot of lower middle class houses of local Chiang Mai. But after the boom in tourism, many of them have been converted to the cheap guesthouses together with some related businesses such as restaurants and laundries. The major clients here are mostly the limited budget foreigners and young Japanese travellers. This alley produces a contrasting atmosphere where the beginning part of the alley is popular with lower middle income Thais gathering at the typical northern food stalls ; the middle part of the alley onward shows a picture of converted houses to guesthouses or small hotels with a western look of restaurants underneath. Since the most clients here are foreigners, the signs and advertisements are written in English and Japanese. During day time this part is quiet because some of the tourists go for sightseeing or trekking, but the alley comes alive at dusk. For Thais, this alley gives a feeling of being somewhere else, not in Thailand at all. However, because it is in a small alley, the authority seems not to notice, so far as there is no report of crime or drug consumption.

The deterioration of the environment caused by tourism is observed in many countries such as in the study of tourism and the perceptions of residents in Scandinavia which revealed the new shape of architectural buildings influenced by tourism (Haukeland 1984). The similar case of tourism which caused a transformation in accommodation facilities, ceremonies, food, folklore and entertainment was stated by Goksan (cited by Dogan 1989, 217-8).

4.4.3 Arts and Cultural Impact

As stated by Smith (1978, 33) that no matter what the type of tourist, he or she is the cause of cultural change whether he or she contacts directly or indirectly with the host country. The change may be more obvious in the less developed regions of the world.

In locations where contacts between hosts and guests are more continuous or permanent, changes of norms, values and standards of hosts may occur and these may be passed on to the later generations which is called genotypic behaviour (Mathieson and Wall 1982, 162). The most visible example to support this statement is the increased tendency of the hilltribes of northern Thailand to abandon their traditional forms of dress. Many of them learn that it can be traded off to the tourists for exchange of cash, while some of them think that wearing a T-shirt is a sign of modernity (Dearden 1991, 408). Similar example was indicated by Cohen (1979) that the lower part of Doi Pui village in the northern part of Thailand where Meo or hilltribe people are inhabiting in a civilized atmosphere and are fairly permissive towards tourists. It is as de Kadt (1979b, 65) pointed out that the introduction of outsiders and foreign ways especially from the affluent society may lead to changes in attitudes and behaviour of local people. This demonstration effect is unavoidable. The examples which can be seen in Chiang Mai is the consumption of wine and

naming boutique shops in the modernized department stores by using foreign names to correspond with the western atmospheric look in the well decorated shopping malls.

The village of Ban Thawai is another example of the growing integration of the village into a regional, national and international level, which later on develops a transformation of the village character. The study of Cohen (1996, 73-89) at Ban Thawai which is located about 15 km. west of the urban centre of Chiang Mai, or known as 'carving village' revealed that the village at present consists of about 200 households, and approximately 150 of which are engaged in craft production. However, the villagers started to produce carved objects in the village only a little more than twenty years ago. In the late 1960s, some Ban Thawai villagers have been employed by an antique shop in Chiang Mai in the restoration of Buddha images. After they acquired the necessary skills, the villagers moved back to the village and began to produce Buddha images and other religious statuary. The skills have been transmitted to other villagers, and later on the village becomes well-known for the carving of such items. In the early 1970s the Thai authorities prohibited the export of Buddha images, compelling the producers to look for other lines of production. It was after that the process of disassociation between the components of the model of the base line appears to be a large extent of the wider exposure to the tastes and demands of national and international markets. Now products at Ban Thawai are ranging from Buddha image to Disney film characters.

Prostitution is another negative factor caused by tourism. Prostitution once almost exclusively female, has now inclined to men and boys. One of the certain destinations which is widely known for sex tourism is Thailand or nicknamed "Thighland" in some circles (Richter 1994, 149). Lea (1988, 69) believed that it was a product of mass tourism which accounted for prostitution in the Third World countries like Thailand. There is however a split image of the country which one side

of the picture shows a destination as an ancient historical site, while on the other side reveals it as a sex tourism country. As this research concentrates on Chiang Mai, the second largest province of Thailand, through the perception of the writer, prostitution in Chiang Mai is patronized not only by tourists but the local Thais are categorized as regular customers. It is not tourism alone which acts as a catalyst to the sexual business in Chiang Mai. But this statement may not be true in the red light area of Patpong in Bangkok and Pattaya where tourists are the main clients. Women who become prostitutes have migrated from the north-east and northern provinces to the urban centre and southern part of Thailand where people are more affluent and demand is so high. Cohen (1971, 217-33) believed that interaction with tourists brings the possibility for the prostitutes of increased status and the chance to leave home for more affluent and congenial surroundings.

The negative social - cultural impacts such as prostitution, crime, drug trafficking, transformation of arts and culture, etc. are revealed by many studies such as in Hawaii, North Wales and Istanbul (Liu, Sheldon and Var 1987) ; Australian cities (Ross 1992) ; Nadi, Fiji (King, Pizam and Milman 1993) ; Cape Cod, Massachusetts (Pizam 1978), Samos, Greek island (Haralambopoulos and Pizam 1996) ; Santa Marta, Colombia (Belisle and Hoy 1980). Language erosion caused by tourism is also perceived as a negative aspect by residents (Brougham and Butler 1981).

4.5 Conclusions

This chapter elaborates on three main issues as positive and negative impacts of tourism and the participation of local government in community involvement of tourism. The success of tourism development should be integrated

into the broader development goals of the local community. Residents' perceptions on tourism development is an initial step for the local authorities to take into consideration when formulating a policy for tourism development. Positive or negative impacts indicated by residents can provide guidelines for community tourism. However, in Thailand the idea of the community approach may take years to develop because the centralized governmental system.

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CHAPTER 5

METHODOLOGY

5.1 Methodology Considered and Selected

The survey research design selected for this study examined the perception of the large population living in the inner city of Chiang Mai on the impact of tourism. It applied a survey questionnaire with a random sample taken from households in area of Amphur Muang District (inner city), Chiang Mai Province.

5.2 The Study Area: Amphur Muang Chiang Mai (the Inner City of Chiang Mai)

The word “Chiang Mai” is usually has several meanings such as the province of Chiang Mai, the municipality of Chiang Mai, and the district of Chiang Mai or Amphur Muang Chiang Mai. The whole province has a total area of 20,170 square kilometres. It is mostly mountainous and forest areas and a smaller portion is the plain plateaus for agriculture and residential areas (Khamhirund 1994, 9). The province consists of 19 Amphurs (districts) and 3 branch districts and Amphur Muang Chiang Mai is the seat of provincial offices including the Governor’s Office. The municipality of Chiang Mai is determined by the local administration which has an area of most of the area of Amhpur Muang Chiang Mai.

Chiang Mai province is situated at 750 kilometres north of Bangkok. (See Map of Thailand). It has the north border adjacent to Shan State of Myanmar, the west is Mae Hong Son province, the east is Chiang Rai and Lampang provinces, and in the South is Lamphun. It is at an average of 1,027 feet above sea level. The average temperature is 21 celcius with the humidity around 46-86 percent. There are three

main seasons; the rainy season is from July to October, the Winter is from November to February and the hot season is from March to June.

The district of Chiang Mai or Amphur Muang Chiang Mai has a population of 354,129 people in 1992-93. Ninety-seven per cent of the people are Buddhist, 1.5 per cent are Christian and 1 per cent is muslim.

Chiang Mai is considered to be the educational hub for northern region of the country especially at the secondary and university levels. There are three universities in the province, two are in the district of Chiang Mai. Chiang Mai University is the oldest public university in the north which has operated since 1964.

Chiang Mai is a rich city in historical terms. It had been established for about 700 years and was considered to be the centre of the Lanna Kingdom since the 19th century. It can be said that the tourist activities in the city consist of varieties of tourists' interests starting from the temple tour, sight-seeing, trekking and home product shopping. The tourist sites are grouped as follows;

- Within Amphur Muang area. There are 86 temples, the city walls, national museum, night bazaar, Varote market, the Hilltribe Centre, the Cultural Centre and the entertainment complexes.
- Along Suthep mountain. The sites consist of Suthep temple, Phuping Summer Palace, hilltribe villages at Pui and Chang Kian mountains, Huay Kaew waterfall, Botanical park and the zoo.
- Mae Sa Waterfall. It is on the northern route about 16 kilometres from the inner city of Chiang Mai. Along the route there are orchid farms, elephant camp, Mae Sa Waterfall, tea plantation, Tad Mog Waterfall and many resorts.
- Chiang Dao Cave sites. It consist of Chiang Dao cave, elephant training centre, tea plantation, trekking route and Mae Guad Somboon Chon Dam.

These attractions are on the northern route which is about 70 kilometres from the city centre.

- Ta Ton pier site. The site serves as the raft boarding spot for nature-loving tourists who prefer rafting along the Kok river to Chiang Rai province. Sight-seeing choice can be made to Arng Karng Royal Project and hot spring in Fang district.
- San Kampaeng district sites. It is well-known for home industry products such as umbrellas, cotton and silk weaving and pottery.
- Inthanon mountain. It is 60 kilometres south of Chiang Mai city and part of this area is a National Park. The significant character of this site is the nature-loving destination. It consists of over 14 waterfalls, hot spring, hilltribe villages, the traditional sarong weaving village. It also has the peak of the Inthanon mountain which is considered the highest mountain of the country.

Accessibility to Chiang Mai is viable by both land and air. Bus and coaches are operated by private and public sectors which can offer approximately 7,000 seats a day from Bangkok, northeastern and to the border of Myanmar. Trains from Bangkok offer 2,380 seats per day. At present there are three airlines operating on northern routes to and from Chiang Mai; Thai Airways International, the Orient Express Air Co., Ltd., and Bangkok Airways Co., Ltd. The latter two airlines are not allowed to fly direct from Bangkok to Chiang Mai. They have to operate with a multistop destinations before arriving at Chiang Mai or vice versa.

5.3 Sampling Procedure

A sample of 500 individuals was taken from the people who live in the inner city of Chiang Mai. The multistage or geographical zone selection was applied which consisted of ;

1. Chiang Mai city planning map which was developed by the City Planning Office of the Ministry of Interior in 1994 which has divided the area of 100 square kilometres into 25 zones (See Figure 5.1). Each zone has the area of 4 square kilometres.

2. Each zone was again divided into 100 blocks and a sample was taken in every 5th block. Therefore a size of 20 sample of individuals have been drawn in each zone and the total of 500 samples were from all 25 zones or the whole district of the inner city of Chiang Mai.

3. Five questionnaire interviewers were recruited from students who had taken a course in Social Research Methods at Chiang Mai University. Each one was assigned to administer the collection of data in the area of 5 zones in order to obtain 100 samples. They were trained in the method of sample selection and questionnaire interviewing before their actual field work.

4. Sample adjustment was made in zone number 6, 11 and 16 where most of the land is golf course and is part of Suthep National Park. These zones therefore are difficult to find people living there and were added to zones number 7, 12 and 17.

5.4 Questionnaire Construction

The questionnaire was divided into two parts. The first part was the personal information on respondents with mostly close-ended questions. There were 8 questions in this part. The second part of the questionnaire was to ask for opinion and perceptions of the respondents to 8 major aspects. Each had a different number of opinion categories to be explored. They are as follows :

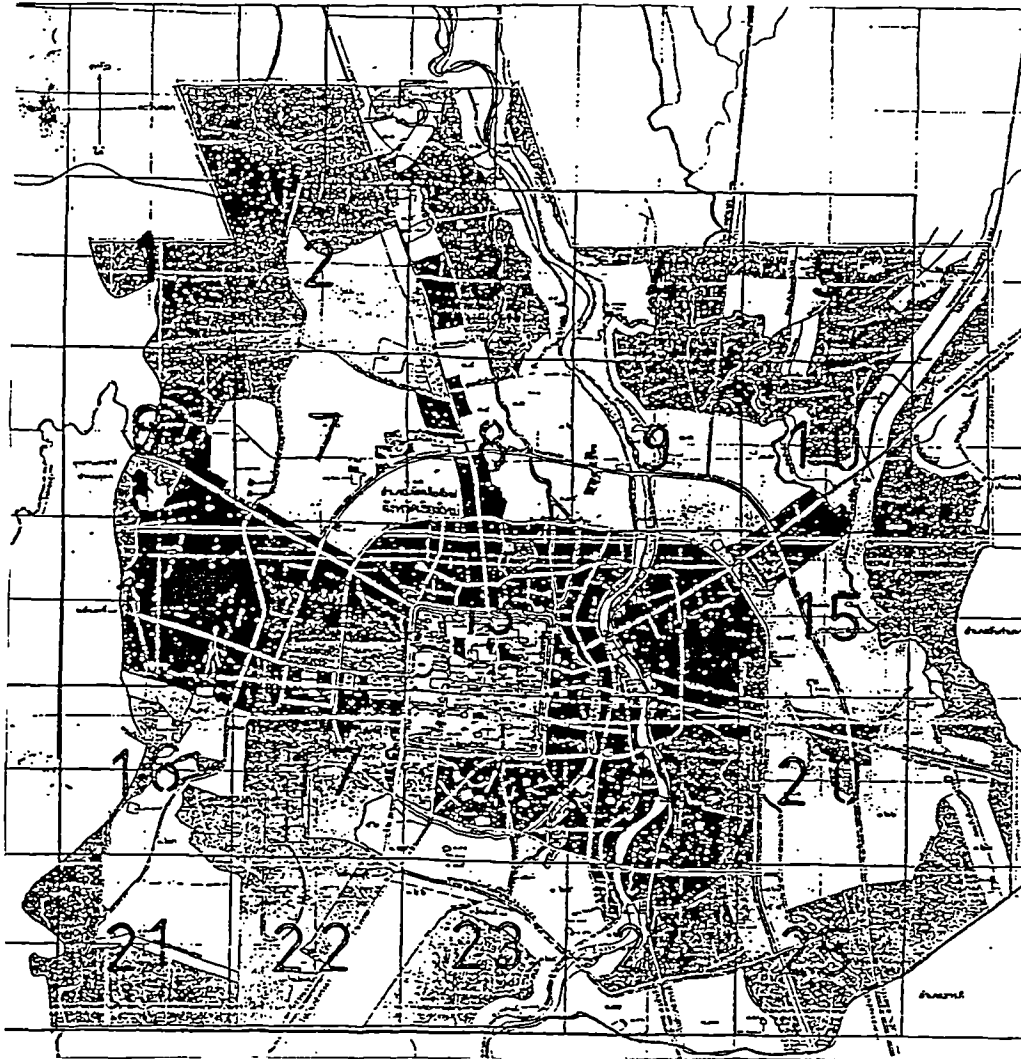


Figure 5.1 Zoning Map of Chiang Mai

Scale 1 : 20,000

<u>Category of opinions</u>	<u>Number of items</u>
(1) arts and culture	8
(2) city environment	7
(3) modernisation of city buildings	4
(4) tourism infrastructure development	6
(5) employment in travel business	3
(6) employment in accommodation sector and entertainment complexes	6
(7) employment in souvenir shops	3
(8) social aspects within the inner city of Chiang Mai	<u>3</u>
Total	40

The questionnaire was pretested in order to check the understanding of respondents towards the questions. Modifications were made and adjusted before the final version was produced.

Additional interviews was made by the researcher among leaders of major tourist organisations such as the T.A.T. director, Chiang Mai branch ; the Chairman of the Chamber of Commerce ; the President of Thai Hotel Association (Northern Region) ; the President of the Tourist Business Association ; Chief of Tourist Police and the Lord Mayor of Chiang Mai Municipality.

5.5 Hypotheses Selected/Tested

5.5.1 Hypotheses are tested on the collected data as follows :

- the change in arts and culture can be noticed mostly by the older people ;
- category of respondent by sex is not significant in explaining perceptions of local people ;
- education is not an obvious indicator in testing the perception of local people ;
- length of residency influenced positive or negative perception ;
- people engaged in tourist related business have more positive opinions on the employment created by tourism ;
- environmental problems are viewed negatively by local people ;
- social problems are viewed negatively mostly by young people.

5.5.2 Computation of Indices

There are all together 70 variables obtained from the questionnaire. They are finally grouped into 8 independent variables which are related to personal characteristics of respondents (age and age group, sex, educational level, occupation, length of stay in the city of Chiang Mai, immigrational background, and knowing people in tourism business) and 48 dependent variables (40 item of opinions and 8 opinion scores). The opinion items rank 0 to 4 beginning from 'do not know' (0), 'worse than before' or 'lesser than the past' (1), ' similar to before' (2), 'a little better than before' or 'more than the past' (3) 'much better than before' or 'much more than the past' (4).

Eight opinion scores are furthermore calculated according to the categorical aspects which are (1) arts and culture, (2) environment, (3) modernisation of buildings, (4) availability of the infrastructure, (5) employment in travel business, (6) employment in accommodation and entertainment business, (7) employment in souvenir shops, (8) social aspects. The detail of these scores are as follows :

<u>Categorical Opinion Scores</u>	<u>No. of items</u>	<u>Range of Scores</u>
1. Arts and culture	8	0 - 32
2. City environment	7	0 - 28
3. Modernisation of city buildings	4	0 - 16
4. Infrastructure development	6	0 - 24
5. Employment in touring and sightseeing	3	0 - 12
6. Employment in accommodation sector and entertainment complex	6	0 - 24
7. Employment in souvenir shops	3	0 - 12
8. Social aspects within the inner city of Chiang Mai	3	0 - 12

5.6 Characteristics of the Samples

This study consists of independent variables of 500, grouping into eight headings (See Table 5.1). Starting from sex of the samples which divided to 44.8 per cent male and 55.2 female. Age group of samples consisted of four brackets beginning from less than 20 years, 20-39, 40-59 and 60 and over. These age groups were equal to 6.2, 60.4, 29.8 and 3.6 per cent, respectively. The respondents who were in the second age bracket or between 20-39 years are the biggest group in the study. Statistical calculations revealed the age distribution as; Mean 34.538, Standard deviation 11.995, n 500. Among these respondents 1.8 per cent had no education, 24.6 had only the compulsory level, 49.0 finished secondary and high school levels, while 24.6 possessed a first degree level or higher. Occupation of the

respondents can be clustered in five different segments namely, tourist related business represented 0.6 per cent, private business or self employed 37.6 per cent, government official and skilled profession 12.0 per cent, farm and factory workers 36.7 per cent, unemployed 13.1 per cent. All of the respondents were then classified into two immigration backgrounds - the inner city of Chiang Mai which consisted of 41.4 per cent, while the rest of 58.6 per cent were immigrated from elsewhere. These people have had a different duration of stay in the inner city of Chiang Mai ; the study adopted the same method as used in the age brackets. The samples showed that 94.6 per cent of the respondents had no involvement in any tourist related business, 1.6 per cent claimed to be involved in the tourist business themselves and 3.8 per cent admitted to having relatives involved in the tourist business.

Table 5.1 Personal Characteristics of Samples

Characteristics	%
Total sample = 500 people	
Sex of samples	
Male	44.8
Female	<u>55.2</u>
	100.0
Age group of samples	
Less than 20 year old	6.2
20 - 39 years	60.4
40-59 years	29.8
60 years and over	<u>3.6</u>
	100.0
Age distribution	
Mean	34.538
Standard deviation	11.995
n	500
Educational Levels	
No education	1.8
Compulsory level	24.6
Secondary and high school levels	49.0
Bachelor and higher	<u>24.6</u>
	100.0
Occupation	
Tourist related	.6
Private business	37.6
Government and skilled occupation	12.0
Farm and factory workers	36.7
Presently unemployed	<u>13.1</u>
	100.0
Immigration background	
Native of Chiang Mai City	41.4
Immigrated from elsewhere	<u>58.6</u>
	100.0
Duration of stay in Chiang Mai city	
Less than 20 years	46.6
20 - 39 years	35.4
40-59 years	16.6
60 years and over	<u>1.4</u>
	100.0
Respondent and relatives involve in tourist business	
No one involves in tourist business	94.6
Respondent involves in tourist business	1.6
Relatives involve in tourist business	<u>3.8</u>
	100.0

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CHAPTER 6

FINDINGS

6.1 Scope of the Study on Lanna culture

To understand the scope of the study on culture especially on the impacts, the researcher would like to refer to Ritchie and Zins (as cited by Mathieson and Wall 1982, 158-9) that :

‘.....cultural tourism is an element in the attractiveness of tourism regions. there are twelve elements of culture which attracted tourists to particular destinations : handicrafts, language, traditions, gastronomy, art and music (including concerts, paintings and sculpture), the history of the region (including its visual reminders), the types of work engaged in by residents and the technology which is used ; architecture giving the area a distinctive appearance ; religion (including its visible manifestations, educational systems, dress, leisure activities’.

Similar to Coltman (1989, 251-2), the anthropologist defines culture as music, dance, fine arts, language, literature, education, science, handicrafts, agriculture, government, history, religion, gastronomy and traditions.

From these cultural traits, Mathieson and Wall (1982, 159) elaborated the cultural impacts of tourism and found that they are centred around three major forms :

1. Forms of culture which do not directly involve human activity. Tourists visiting places of unique architecture and art, historical buildings and monuments ;
2. Forms of culture reflected in the normal daily life of a destination. Visiting ‘foreign’ peoples to observe their normal social, economic and leisure activities in an attempt to understand their lifestyles, ideologies and customs is a common tourist motivation ;
3. Forms of culture which are especially animated and may involve special events or depict historic or famous occurrences. For example, musical festivals, carnivals, festivals reflecting old traditions and behaviour, reenactments of battles and displays of old machinery.

Jenkins (1996, 248-9) defined culture into two main components as ‘hard culture’ and ‘soft culture’. Hard culture referred to built, man made, attractions such

as the Great Wall in China, Taj Mahal in India. Soft culture was focused on the life - style of a people ; their traditions, customs, dress, and many more aspects of their existence which constitutes a culture.

Due to the time limitation of the field study, cultural impacts caused by tourism in the inner city of Chiang Mai were confined only in the area of dress, language, food, traditional customs and architectural housing. Details associated with these cultural traits will be elaborated in the next section to let the readers understand the typical features of what is called 'Lanna culture'.

To realize the significance of Chiang Mai, how it is related to but, in many respects, distinct from the rest of Thailand, a brief knowledge about the evolution of the nation is elaborated. During the early evolution of the Thai nation there were three kingdoms, Sukothai and Lanna, both founded in the 13th century and Ayudhaya, established in the 14th century. Sukothai and Ayudhaya were both kingdoms of Thailand in those days. Sukothai was vulnerable and was absorbed by the more powerful Ayudhaya in the 15th century, while Lanna, separated by it's physical barriers was not much integrated into the Thai nation until later. A distinction between Lanna and the rest of Thailand persisted until the early 20th century.

As legend was told, the construction of Chiang Mai city was initiated by King Mengrai in 1296 after he seized the states nearby in the northern region such as Chiang Rai, Lumphun and Phayao. The word 'Lanna' meant the kingdom of a million rice fields, and Chiang Mai was used as Lanna's power base. Because of Lanna's development and it's political autonomy and Theravada Buddhism influence on the evolution of Lanna, and made Lanna culture intact to T'ais (Southwest of China). Sometime prior to the 13th century the T'ais moved southwards into peninsular Southeast Asia, setting in what is today Thailand, Laos and parts of Burma are all ethnically related. Since the Lanna kingdom was situated near Laos and Burma more than the rest of the Thai nation, culture and traditional ceremonies were integrated to these nations and made it distinctive to the rest of the country (Hoskin 1989). The

following section is a brief introduction to traditional Lanna culture in the area of cuisine, dress, housing and some traditional ceremonies.

Cuisine. A good introduction to northern cuisine is the Khan - toke dinner. Khan means “bowl’ and ‘toke’ means a small low round table made of wood. In traditional style, one sits on the floor around a table with a variety of dishes, always eaten communally. Sticky rice is a main staple accompanied by typical dishes such as kaen hang le (pork curry with garlic, ginger) ; larb (minced meat with spices) ; sausage (shredded pork with spices deep fried or grilled) ; sour pork sausage (shredded pork mixed with ground rice and let the mixture ferment to a sour taste) ; chilli paste eat with fried pork or fried marrow. Fried pork skin is also a popular condiment to chilli paste. Typical northern dish is always eaten with fingers instead of fork and spoon like in Central Thailand.

Dress. The style of Lanna dressing is unique among the Northerners. Males usually wears ‘moh hom’ - a short sleeves, no collar with strings instead of buttons in the front and two pockets at the lower front part of the shirt. It is always a dark blue colour made of native cotton. The trousers are three - fourth of leg length made from the same material. The trousers are very loose and being held to the body by a piece of cloth called ‘pa kao ma’. This cloth is about the size of beach towel but it is made of cotton and used for all purposes such as swimming trunks, head band, face cloth, etc. Females usually wear sarong made of cotton in a horizontal stripes of colour usually in pale blue and white or pale pink and yellow or grey and pink. At the lower part of sarong is dominated by the stripe normally five times wider than the ordinary stripes with a single colour depends on the preference of the weaver. The blouse is also made of colour normally white or off white is the most preferred colour. The blouse itself is collarless with buttons down the front. It may be short or long tapering sleeves. The hair of women is always pulled together as a bun at the crown of the head and decorated with orchids or some sort of silver ornament. Later on, these typical dress was adopted and applied to many hotel uniforms throughout Chiang Mai

to represent a touch of the Lanna Kingdom. Some geometrical patterns with assorted colours of thread may be seen as a decorative patches on blouses.

Housing. Lanna houses are always totally made of wood. Teak wood is preferable because of its durability and high flexibility to the weather conditions. Houses are always supported by the teak poles and the space underneath the house is always left open to be used as a reception area or a weaving quarter as well as a children's day care unit while their mother is weaving nearby. The upper part of the house always consists of a terrace which is leading to a common room and the bed rooms. The kitchen is actually in a separate building at the end of the terrace. Windows can be seen around the house in the upper floor for a good ventilation and no air condition is needed. Near a wooden stairway which is leading to the upper part of the house is located an earthen jar contains of water. It is a customary to take shoes off and wash the feet with water before entering the house. The typical Lanna housing architecture which can differentiate its design from other parts of the country. The roof tiles which are made from a typical terracotta of the north, it is 'Galae' or a v-shaped design attached to the roof beams at both the front and the rear of the house. It consisted of two pieces of wood crossing together like a buffalo horn. At the end of both tips in the upper part of the horn are carved in a style called 'clouding scrolls' or a 'wave' or a 'flame pattern', which depends on the intention of the wood carvers who try to put details in the carving art. Apart from 'Galae' a carved triangular piece of wood mostly are flowers or peacock or rabbit may be placed in the front part of the gable as a typical decoration of the Lanna house.

Traditional ceremonies. Lanna traditional ceremonies are long rooted in Buddhism. The ceremonies are always set up in the precinct of the temples and some are carried out along the main roads to let the people join in before finally the ceremonies end up in the temple again. The major ceremonies which are popular and fun associated with them are Songkran festival (water throwing in the peak summer of April), Loy Kratong festival or a celebrating of the full moon of the twelfth month. 'Kratong' is a floating object made of banana stem in a round shape normally about 6

inches in diameter, decorated with folded banana leaves and flowers. On the top of a kratong is attached candles and incense sticks. People will make a wish and at the same time thank a river for providing water for them to use all year round. After a short prayer, kratong is lighted and carefully tossed on the river.

People always decorate their houses with palm leaves and paper lanterns are hung over the entrance of the house with the old belief that the flame symbolizes knowledge and the light is a guiding light for a person who light up and offer a lantern to a monk. During Loy Kratong festival, a set of Lanna musicians are gathering, consisting of gong of various sizes and a cylinder - shape drum about 80 centimetres high, a pair of cymbals are used to make a tune. Apart from this, there are Buddhist Lent ceremony or monk robe offering ceremony. Another ceremony is Dhevo - Rohana ceremony celebrated at the temple adjacent to Chiang Mai University on the first day of waning moon of the 11th lunar month. It is believed that Buddha descended from heaven to earth on this day. People make alm merit by offering dried food stuff to the monks.

Visakha Bucha is another lunar holiday during the month of May. Homage is made to the birth, enlightenment and death of the Buddha. Local residents walk up Suthep mountain to make merit at the temple.

Intakin festival is a traditional ceremony aimed to invoke blessings of peace, happiness and prosperity for the city and the local people. The festival is set for seven days in May at Chedi Luang temple.

Tod Kathin is another festival to mark the end of lent and the rainy season. Colourful and noisy processions are seen in nearly every temples.

These cultural aspects of Lanna have been passed down from generation to generation and is part of local residents' everyday lives. In the forms of alms offering in the morning, going to the temples every Buddhist day, eating the typical Lanna food

and using Lanna traditional dress when performing a ritual. Lanna art such as making a lantern with a paper also requires skills of cutting paper as well as flowers garland and flowers arrangement for a wedding or funeral ceremony. These practices if kept, the culture will exist and evolve within the community, especially so the younger generations can perceive the root of their distinctive culture. The existing cultural traits can maintain people's awareness of their heritage and are proud to exhibit them to the tourists. At this stage the vulnerable group of local people who are prone to absorb the western civilization of eating fast food and wearing jeans are the young people. It is therefore, necessary to provide some understanding and create an awareness of their culture in association with education before they will be obliterated by modernization.

Tourists. In this study comprises both foreign and Thai tourist. Since the government has tried to persuade Thai people to travel within the country, Chiang Mai has been chosen to be a top priority for Thai residents to visit, especially during the long holidays.

This chapter aims to present the findings of the study by presenting eight aspect of opinion of the people living in the inner city of Chiang Mai. Opinion are on : arts and culture, environment, city building, infrastructure development, employment in the tourist business, employment in the restaurants and entertainment complexes, employment in the souvenir shops and social problems. Each opinion was presented by it's overall scores of opinion and followed by the percentage distribution of opinion of it's respective indicators. For a better analysis, a set of personal characteristics of the respondents were classified by sex, age, educational levels, occupation, duration of stay in the inner of Chiang Mai, migration background and the tourist business involvement.

6.2 Opinion of Arts and Culture

Mean score of all the respondents was 15.4560 (Table 6.1). Male and female respondents were nearly the same numbers. Although female showed a slightly higher mean score (15.5507) than male (15.3393) there was not any significance in analysis. The largest age group of the respondents was less than 20 years ($m = 15.8065$); while number of the respondents who were between 20-39 and 40-59 years was nearly the same. The smallest age group of the respondents was 60 years and over. The respondents with no education showed the smallest of the mean score (13.7778), while the respondents with the compulsory level of education, secondary and high school level and bachelor degree or higher showed no big differences in mean score. For occupational classification of the respondents, there were two groups which showed a noticeable mean score gap. There were a group of tourist related business ($m = 17.000$) and government officers or skilled professionals ($m = 17.2667$). The others were a group of private business ($m = 15.1925$), farm and factory workers ($m = 15.0874$) and unemployed ($m = 15.4615$). The duration of stay in the inner city of Chiang Mai was also divided into four groups ranging from the 40-59 years ($m = 16.0964$), 20-39 years ($m = 15.8475$), less than 20 years and 60 years or over ($m = 14.9700$, 14.1429). It can be said that the highest mean score of the duration of stay was the group of people living in the inner city of Chiang Mai between 40-59 years. When considering the migration background, the native group of Chiang Mai showed the higher mean score ($m = 16.0918$) than the immigrated people from elsewhere ($m = 15.0068$). For the analysis of mean score of the involvement in tourist business of the respondents and relatives, it showed that the highest mean score (21.500) was on the respondents who were involved directly with the tourist business.

**Table 6.1 Distribution of Score of Opinion towards Arts and Culture
Classified by Personal Characteristics of the Inner City of
Chiang Mai Dwellers**

	Mean	Standard deviation	Number of samples
Score of all respondents	15.4560	5.4589	500
Classified by sex of respondents			
Male	15.3393	5.0629	224
Female	15.5507	5.7677	276
Classified by age groups			
Less than 20 years	15.8065	6.8820	31
20 - 39 years	15.3179	5.2459	302
40-59 years	15.7517	5.5379	149
60 years and over	14.7222	5.8992	18
Educational Levels			
No education	13.7778	5.6298	9
Compulsory level	15.3525	5.0320	122
Secondary and high school	15.5267	5.5165	243
Bachelor degree and higher	15.4426	5.7020	122
Classified by occupation			
Tourist related	17.0000	1.0000	3
Private business	15.1925	5.2564	187
Government and skilled	17.2667	5.2234	60
Farm and factory workers	15.0874	5.2007	183
Unemployed	15.4615	6.7802	65
Duration of stay in Chiang Mai city			
Less than 20 years	14.9700	5.4602	233
20 - 39 years	15.8475	5.3655	177
40-59 years	16.0964	5.6214	83
60 years and over	14.1429	5.2735	7
Classified by migration background			
Native of Chiang Mai	16.0918	5.4928	207
Immigrated from elsewhere	15.0068	5.3991	293
Respondent and relatives involve in tourist business			
No one involved	15.4017	5.3325	473
Respondent only	21.5000	7.8921	8
Relatives involved	14.2632	6.1989	19

Table 6.2 shows the frequency distributions used to weigh eight indicators of arts and culture broken down by respondent's age group.

There was a clear picture reflecting an opinion of local people towards arts and culture that five out of eight indicators showed negative opinion of 'worse than before', which were (1) the practice of traditional Lanna customs in daily life, (2) children accept and adopt traditional customs in daily life, (3) the decoration of houses and buildings with Lanna architecture, (4) people wearing traditional Lanna dress, (5) city people speak more local dialect, with a percentage of 47.9, 47.7, 43.3, 41.8, 32.5, respectively. An opinion of 'similar to before' was expressed in 'application of Lanna customs in the ceremonies' and 'popularity of traditional Lanna food' with 34.2 per cent and 32.3 per cent, respectively. Only one indicator which was 'Lanna arts are practiced in schools' was viewed as 'a little better than before' with 31.3 per cent. However, there were split opinions among two indicators, namely 'popularity of traditional Lanna food' and 'city people speak more local dialect'. The 'popularity of Lanna food' was positive splitting between 'similar to before' and 'a little better than before' with 32.3 and 32.1 per cent. The 'city people speak more local dialect' was negative splitting between 'worse than before' and 'similar to before' with 32.5 and 31.9 per cent.

People of every age group showed a perception of wearing a traditional Lanna dress as 41.8 per cent worse than before. The strongest opinion was between 40-59 years or equivalent to 42.2 per cent. People who were 20-39 years showed two opinions as 'worse than before' and 'similar to before' which were equal to 42.7 per cent. However, the last group of the respondents in the between 60 years and above also expressed two different answers of 'worse than before' and a 'little bit better' were equal to 38.6 per cent. To comprehend with these results of the two groups it could be that for people in the twenties to the late thirties viewed the way of dressing in Lanna style differently. The people who have been brought up in the conservative environment may reflect the negative attitude, while the people who more open to the changing world had a feeling of the sameness with the past. This also the same as people in the sixties or above.

When asking about the decoration of housing in Lanna style, all of the respondents aged between 20-59 years, followed by 19 years or lower agreed that the present situation of Lanna style decoration was worse than before and the total percentage under this category was 43.3

All of the respondents showed 47.9 per cent “worse than before” when they expressed the idea of practicing traditional Lanna customs in daily lives. Undoubtedly, the strongest opinion was in the group of the sixties or above which was 72.2 per cent.

For the question of the application of Lanna customs in the rituals and ceremonies, the overall opinion was 34.2 per cent indicated that it was the same as before. The strongest of negative opinion was in the group of 60 years and above, equivalent to 55.6 per cent.

The question of whether Lanna arts were practiced in schools or not? The overall result was 31.3 per cent agreed that it was a little bit better when compared to the past. The strong support was a group of people between 40-59 years, followed by a group of 20-39 years. The percentage was 33.8 and 31.5, respectively. The simple reason was because these people were still in the stage of having school children of the age between 10-20 and parents knew directly what their children learned at school. The development of change could easily be observed.

When asking about the dialect used nowadays, 32.5 per cent said that it was used less than before and 31.9 per cent thought that it was the same as before. It was the people in the sixties and above who gave a strong negative attitude which was equivalent to 55.6 per cent.

The popularity of traditional Lanna food gave a similar picture between ‘similar to the past’ and ‘a little better than the past’. People between 20-59 years showed a strong response to a positive idea by 37.8 per cent.

Every group agreed that children accepted and at the same time adopted traditional Lanna customs in daily lives less than it used to be in the past by 44.7 per cent. The strongest opinion was people in the sixties and up, followed by 40-59 years and the group of lowest than 20 years, while the last one was between 20-39. The two latter ones showed a slight difference by 48.4 per cent and 47.4 per cent, respectively.

Table 6.2 Description of Opinion towards Arts and Culture Classified by Age Groups of Respondents

Age groups of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People wearing traditional Lanna dress							
Lowest - 19 yrs	9.7	32.3	12.9	32.3	12.9	100.0	31
20 - 39 yrs	3.6	42.7	42.7	37.7	8.3	100.0	302
40 - 59 yrs	2.0	42.2	12.9	32.0	10.9	100.0	147
60 and up	5.6	38.9	5.6	38.9	11.1	100.0	18
Total	3.6	41.8	9.4	35.7	9.4	100.0	498
2. Decorate houses and buildings with Lanna architecture							
Lowest - 19 yrs	25.8	41.9	12.9	12.9	6.5	100.0	31
20 - 39 yrs	7.0	43.4	20.9	23.5	5.3	100.0	302
40 - 59 yrs	4.7	44.6	19.6	21.6	9.5	100.0	148
60 and up	5.6	33.3	11.1	38.9	11.1	100.0	18
Total	7.4	43.3	19.6	22.8	6.8	100.0	498
3. Practice traditional Lanna customs in daily life							
Lowest - 19 yrs	12.9	48.4	12.9	19.4	6.5	100.0	31
20 - 39 yrs	7.6	46.4	25.5	16.9	3.6	100.0	302
40 - 59 yrs	5.4	48.0	21.6	18.9	6.1	100.0	148
60 and up	5.6	72.2	11.1	5.6	5.6	100.0	18
Total	7.2	47.9	23.0	17.2	4.6	100.0	498
4. Application of Lanna customs in the ceremonies							
Lowest - 19 yrs	3.2	16.1	32.3	16.1	32.3	100.0	31
20 - 39 yrs	4.6	21.9	36.8	26.2	10.6	100.0	302
40 - 59 yrs	2.7	25.5	32.2	26.2	13.4	100.0	149
60 and up	5.6	55.6	11.1	16.7	11.1	100.0	18
Total	4.0	23.8	34.2	25.2	12.8	100.0	500
5. Lanna arts are practiced in schools							
Lowest - 19 yrs	16.1	9.7	16.1	29.0	29.0	100.0	31
20 - 39 yrs	26.5	16.6	16.9	31.5	8.6	100.0	302
40 - 59 yrs	28.4	16.9	10.1	33.8	10.8	100.0	148
60 and up	22.2	50.0	5.6	11.1	11.1	100.0	18
Total	26.3	17.4	14.4	31.3	10.6	100.0	499
6. City people speak more local dialect							
Lowest - 19 yrs	3.2	29.0	25.8	19.4	22.6	100.0	31
20 - 39 yrs	1.3	30.5	34.1	25.2	8.9	100.0	302
40 - 59 yrs	.7	34.5	29.1	29.1	6.8	100.0	148
60 and up		55.6	27.8		16.7	100.0	18
Total	1.2	32.5	31.9	25.1	9.4	100.0	499
7. Popularity of traditional Lanna foods							
Lowest - 19 yrs	6.5	25.8	22.6	25.8	19.4	100.0	31
20 - 39 yrs	3.6	14.2	37.4	29.8	14.9	100.0	302
40 - 59 yrs	2.0	20.9	25.0	37.8	14.2	100.0	148
60 and up	5.6	11.1	22.2	33.3	27.8	100.0	18
Total	3.4	16.8	32.3	32.1	15.4	100.0	499

Table 6.3 shows the frequency distributions used to weigh eight indicators of arts and culture broken down by sex of the respondents.

There was a clear picture as shown in Table 6.3 that five out of eight indicators showed negative opinion of 'worse than before', which were (1) the practice of traditional Lanna customs in daily life, (2) children accept and adopt traditional customs in daily life, (3) the decoration of houses and buildings with Lanna architecture, (4) people wearing traditional Lanna dress, (5) city people speak more local dialect, with a percentage of 47.9, 47.7, 43.3, 41.8, 32.5, respectively. An opinion of 'similar to before' was expressed in 'application of Lanna customs in the ceremonies' and 'popularity of traditional Lanna food' with 34.2 per cent and 32.3 per cent, respectively. Only one indicator which was 'Lanna arts are practiced in schools' was viewed as 'a little better than before' with 31.3 per cent. However, there were split opinions among two indicators namely, 'popularity of traditional Lanna food' and 'city people speak more local dialect'. The 'popularity of Lanna food' was positive splitting between 'similar to before' and 'a little better than before' with 32.3 and 32.1 per cent. The 'city people speak more local dialect' was negative splitting between 'worse than before' and 'similar to before' with 32.5 and 31.9 per cent.

Table 6.3 shows males indicated more opinion of arts and culture than females in the topic of 'people wearing traditional Lanna dress', 'decorate houses and buildings with Lanna architecture', 'practice traditional Lanna customs in daily life', 'application of Lanna customs in the ceremonies', 'Lanna arts are practiced in school'. The strong negative attitudes were expressed in the first three topics by 45.1%, 46.9%, 53.1%, respectively. The fourth topic showed a situation of 'similar to before' by 36.6%, while the latter topic indicated 33.0% of 'a little better than before'. Females expressed a strong negative attitude more than males in the topic of 'children accept and adopt traditional customs in daily life' by 48.7 per cent. The other topic which females showed a higher percentage of opinion than males was 'popularity of traditional Lanna food', which they indicated the situation as 'similar to before' by 35.3 per cent. When people of both sexes were asked about local dialect, it revealed no big difference of percentage of 'worse than before' by 32.1 and 32.7 per cent.

Table 6.3 Description of Opinion towards Arts and Culture Classified by Sex of Respondents

Sex of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People wearing traditional Lanna dress							
Male	2.2	45.1	11.6	33.5	7.6	100.0	224
Female	4.7	39.1	7.7	37.6	10.9	100.0	275
Total	3.6	41.8	9.4	35.7	9.4	100.0	499
2. Decorate houses and buildings with Lanna architecture							
Male	5.4	46.9	19.6	22.8	5.4	100.0	224
Female	9.1	40.4	19.6	22.9	8.0	100.0	275
Total	7.4	43.3	19.6	22.8	6.8	100.0	499
3. Practice traditional Lanna customs in daily life							
Male	5.8	53.1	21.4	15.6	4.0	100.0	224
Female	8.4	43.6	24.4	18.5	5.1	100.0	275
Total	7.2	47.9	23.0	17.2	4.6	100.0	499
4. Application of Lanna customs in the ceremonies							
Male	4.0	25.4	36.6	24.6	9.4	100.0	224
Female	4.0	22.5	32.2	25.7	15.6	100.0	276
Total	4.0	23.8	34.2	25.2	12.8	100.0	500
5. Lanna arts are practiced in schools							
Male	27.7	17.4	13.8	33.0	8.0	100.0	224
Female	25.1	17.5	14.9	29.8	12.7	100.0	275
Total	26.3	17.4	14.4	31.3	10.6	100.0	499
6. City people speak more local dialect							
Male	.9	32.1	28.6	30.8	7.6	100.0	224
Female	1.5	32.7	34.5	20.4	10.9	100.0	275
Total	1.2	32.5	31.9	25.1	9.4	100.0	499
7. Popularity of traditional Lanna foods							
Male	2.7	16.1	28.6	41.1	11.6	100.0	224
Female	4.0	17.5	35.3	24.7	18.5	100.0	275
Total	3.4	16.8	32.3	32.1	15.4	100.0	499
8. Children accept and adopt traditional customs in daily life							
Male	12.5	46.4	12.9	25.9	2.2	100.0	224
Female	16.7	48.7	13.8	15.3	5.5	100.0	275
Total	14.8	47.7	13.4	20.0	4.0	100.0	499

Table 6.4 shows the frequency distributions used to weigh eight indicators of arts and culture broken down by educational level.

Five out of eight indicators showed negative opinion of 'worse than before' : (1) practice traditional Lanna customs in daily life, (2) children accept and adopt traditional customs in daily life, (3) decorate houses and buildings with Lanna architecture, (4) people wearing traditional Lanna dress, (5) city people speak more local dialect by 48.3, 48.1, 43.4, 41.7 and 32.5 per cent, respectively. There were two indicators which were 'application of Lanna customs in the ceremonies' and 'popularity of traditional Lanna food' showed a 'similar to before' by 34.5 and 32.5 per cent. The only indicator of 'Lanna arts are practiced in schools' indicated 'a little better than before' by 31.1 per cent. However, there were split opinions between two indicators ; the 'popularity of traditional Lanna food' was positive splitting between 'similar to before' and 'a little better than before' with 32.5 and 32.1 per cent ; the 'city people speak more local dialect' was negative splitting between 'worse than before' and 'similar to before' by 32.5 and 31.9 per cent.

People with no education showed the highest percentage in every negative aspect indicated in the previous paragraph. People with compulsory level came in the second largest group expressing negative attitudes. It was noticeable that the no education group showed highest negative aspects in 'practice traditional Lanna customs in daily life' and 'children accept and adopt traditional customs in daily life' by 77.9 and 66.7 per cent, respectively.

Table 6.4 Description of Opinion towards Arts and Culture Classified by Educational Level of Respondents

Educational level of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People wearing traditional Lanna dress							
No education		44.4	22.2	33.3		100.0	9
Compulsory level	1.6	43.4	8.2	37.7	9.0	100.0	122
Secondary & high	4.9	40.3	9.9	37.0	7.8	100.0	143
Bachelor degree & higher	3.3	42.5	8.3	31.7	14.2	100.0	120
Total	3.6	41.7	9.3	35.8	9.5	100.0	494
2. Decorate houses and buildings with Lanna architecture							
No education	11.1	55.6	11.1	22.2		100.0	9
Compulsory level	6.6	47.5	18.0	23.0	4.9	100.0	122
Secondary & high	9.1	39.9	20.6	24.3	6.2	100.0	143
Bachelor degree & higher	4.1	45.5	19.8	19.8	10.7	100.0	121
Total	7.3	43.4	19.6	22.8	6.9	100.0	495
3. Practice traditional Lanna customs in daily life							
No education		77.8		22.2		100.0	9
Compulsory level	4.9	53.3	22.1	18.0	1.6	100.0	122
Secondary & high	8.2	43.6	25.1	18.1	4.9	100.0	143
Bachelor degree & higher	8.3	50.4	21.5	12.4	7.4	100.0	121
Total	7.3	48.3	23.0	16.8	4.6	100.0	495
4. Application of Lanna customs in the ceremonies							
No education		33.3	33.3	33.3		100.0	9
Compulsory level	4.1	23.0	40.2	25.4	7.4	100.0	122
Secondary & high	4.5	20.6	32.5	27.2	15.2	100.0	143
Bachelor degree & higher	3.3	30.3	32.8	18.9	14.8	100.0	121
Total	4.0	23.8	34.5	24.8	12.9	100.0	495
5. Lanna arts are practiced in schools							
No education	11.1	33.3		55.6		100.0	9
Compulsory level	21.3	22.1	12.3	34.4	9.8	100.0	122
Secondary & high	27.6	12.8	18.1	30.9	10.7	100.0	143
Bachelor degree & higher	30.6	21.5	10.7	26.4	10.7	100.0	122
Total	26.5	17.6	14.5	31.1	10.3	100.0	496

Table 6.4 (Continued)

Educational level of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
6. City people speak more local dialect							
No education		44.4	22.2	22.2	11.1	100.0	9
Compulsory level		34.4	32.8	25.4	7.4	100.0	122
Secondary & high	2.1	30.9	32.5	25.1	9.5	100.0	143
Bachelor degree & higher	.8	33.1	30.6	24.8	10.7	100.0	122
Total	1.2	32.5	31.9	25.1	9.3	100.0	496
7. Popularity of traditional Lanna foods							
No education		66.7	11.1	11.1	11.1	100.0	9
Compulsory level	4.1	17.2	36.9	27.9	13.9	100.0	122
Secondary & high	3.7	14.8	33.7	32.5	15.2	100.0	143
Bachelor degree & higher	2.5	15.7	27.3	37.2	17.4	100.0	122
Total	3.4	16.6	32.5	32.1	15.4	100.0	496
8. Children accept and adopt traditional customs in daily life							
No education	11.1	66.7		22.2		100.0	9
Compulsory level	9.0	52.5	9.0	27.0	2.5	100.0	122
Secondary & high	18.1	44.0	18.5	16.9	2.5	100.0	143
Bachelor degree & higher	13.2	50.4	9.1	19.0	8.3	100.0	121
Total	14.5	48.1	13.5	20.0	3.8	100.0	495

Table 6.5 shows the frequency distributions used to weigh eight indicators of arts and culture broken down by occupation of the respondents.

Five out of eight indicators showed negative opinion of 'worse than before': (1) practice traditional Lanna customs in daily life, (2) children accept and adopt traditional customs in daily life, (3) decorate houses and buildings with Lanna architecture, (4) people wearing traditional Lanna dress, (5) city people speak more local dialect, with 47.9, 47.9, 43.1, 41.5, 32.6, respectively. There were two indicators which were viewed as 'similar to before'. They were 'application of 'Lanna customs in the ceremonies' and 'popularity of traditional Lanna food' by showing a percentage of 34.3 and 32.4. However, there were split opinions between two indicators, namely,

the 'popularity of traditional Lanna food' and 'city people speak more local dialect'. The first indicator showed a positive splitting between 'similar to before' and 'a little better than before' with 32.4 and 32.2 per cent. The latter indicator showed a negative splitting between 'worse than before' and 'similar to before' with 32.6 and 31.8 per cent, respectively.

People with tourist related business showed the highest negative attitude in 'people wearing traditional Lanna dress (66.7%), 'decorate houses and buildings with Lanna architecture (66.7%), 'practice traditional Lanna customs in daily life (100%)'. The same group of people also expressed the highest percentage in 'Lanna arts are practiced in schools' by showing 66.7 per cent of 'a little better than before'. The same group of people were also optimistic in 'application of Lanna customs in the ceremonies', 'city people speak more local dialect' and 'popularity of traditional Lanna food' by showing 66.7 and 100 per cent of 'a little better than before', while people in other occupations showed a 'similar to before' and 'worse than before'. People in tourist related business also indicated the lowest percentage of negative attitude in 'children accept and adopt traditional customs in daily life', while other occupations expressed higher percentage of negative aspect concerning this indicator.

Table 6.5 Description of Opinion towards Arts and Culture Classified by Occupation of Respondents

Occupation of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People wearing traditional Lanna dress							
Tourist related		66.7		33.3		100.0	3
Private business	1.6	43.9	10.7	33.7	10.2	100.0	187
Govt. & skilled	3.3	41.7	13.3	31.7	10.0	100.0	60
Farmers & workers	3.3	39.2	8.3	42.0	7.2	100.0	181
Unemployed	10.8	40.0	6.2	29.2	13.8	100.0	65
Total	3.6	41.5	9.5	35.9	9.5	100.0	496
2. Decorate houses and buildings with Lanna architecture							
Tourist related		66.7			33.3	100.0	3
Private business	5.9	43.9	21.9	22.5	5.9	100.0	187
Govt. & skilled	6.7	41.7	18.3	26.7	6.7	100.0	60
Farmers & workers	6.0	44.0	22.5	20.3	7.1	100.0	182
Unemployed	16.9	38.5	7.7	29.2	7.7	100.0	65
Total	7.4	43.1	19.7	22.9	6.8	100.0	497
3. Practice traditional Lanna customs in daily life							
Tourist related		100.0				100.0	3
Private business	6.4	50.3	24.1	14.4	4.8	100.0	187
Govt. & skilled	5.0	46.7	18.3	21.7	8.3	100.0	60
Farmers & workers	7.1	46.2	26.9	16.5	3.3	100.0	182
Unemployed	12.3	44.6	15.4	23.1	4.6	100.0	65
Total	7.2	47.9	23.1	17.1	4.6	100.0	497
4. Application of Lanna customs in the ceremonies							
Tourist related			33.3	66.7		100.0	3
Private business	3.2	25.7	36.4	25.1	9.6	100.0	187
Govt. & skilled	1.7	21.7	28.3	30.0	18.3	100.0	60
Farmers & workers	6.0	25.7	36.6	23.5	8.2	100.0	183
Unemployed	3.1	16.9	27.7	21.5	30.8	100.0	65
Total	4.0	23.9	34.3	24.9	12.9	100.0	498
5. Lanna arts are practiced in schools							
Tourist related		33.3		66.7		100.0	3
Private business	31.0	19.3	12.8	29.4	7.5	100.0	187
Govt. & skilled	11.7	13.3	8.3	45.0	21.7	100.0	60
Farmers & workers	28.6	17.0	18.1	28.6	7.7	100.0	182
Unemployed	21.5	16.9	15.4	29.2	16.9	100.0	65
Total	26.4	17.5	14.5	31.2	10.5	100.0	497

Table 6.5 (Continued)

Occupation of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
6. City people speak more local dialect							
Tourist related		33.3		66.7		100.0	3
Private business	1.1	33.2	31.6	26.7	7.5	100.0	187
Govt. & skilled		26.7	30.0	28.3	15.0	100.0	60
Farmers & workers	1.1	31.3	35.2	25.8	6.6	100.0	182
Unemployed	3.1	40.0	26.2	13.8	16.9	100.0	65
Total	1.2	32.6	31.8	25.2	9.3	100.0	497
7. Popularity of traditional Lanna foods							
Tourist related				100.0		100.0	3
Private business	1.6	18.2	32.6	32.6	15.0	100.0	187
Govt. & skilled	5.0	11.7	28.3	38.3	16.7	100.0	60
Farmers & workers	1.6	17.0	33.0	33.0	15.4	100.0	182
Unemployed	12.3	16.9	35.4	20.0	15.4	100.0	65
Total	3.4	16.7	32.4	32.2	15.3	100.0	497
8. Children accept and adopt traditional customs in daily life							
Tourist related		33.3	33.3	33.3		100.0	3
Private business	15.5	47.6	12.3	20.9	3.7	100.0	187
Govt. & skilled	5.0	46.7	13.3	31.7	3.3	100.0	60
Farmers & workers	14.3	51.6	13.2	17.0	3.8	100.0	182
Unemployed	23.1	40.0	15.4	15.4	6.2	100.0	65
Total	14.7	47.9	13.3	20.1	4.0	100.0	497

Table 6.6 shows the frequency distributions used to weigh eight indicators of arts and culture broken down by duration of stay in the inner city of Chiang Mai.

Six out of eight indicators showed negative opinion of 'worse than before'. They were (1) practice traditional Lanna customs in daily life, (2) children accept and adopt traditional customs in daily life, (3) decorate houses and buildings with Lanna architecture, (4) people wearing traditional Lanna dress, (5) application of Lanna customs in the ceremonies, (6) city people speak more local dialect by 47.9, 47.7, 43.3, 41.8, 34.2 and 32.5 per cent. There were only two indicators of 'application of Lanna customs in the ceremonies' and 'popularity of traditional Lanna food' were viewed as 'similar to before' by 34.2 and 32.3 per cent, respectively. However, there

were split opinion among two indicators of 'city people speak more local dialect' was negative splitting between 'worse than before' and 'similar to before' by 32.5 and 31.9 per cent ; while the other indicator of 'popularity of traditional Lanna food' was a positive splitting between 'similar to before' and 'a little better than before' by 32.3 and 32.1 per cent.

It was quite explicit that the people who stayed in the inner city of Chiang Mai more than 60 years indicated the strongest negative attitude towards arts and culture, especially in the 'practice of traditional Lanna customs in daily life' (71.4%). In the aspects of 'application of Lanna customs in the ceremonies' and 'popularity of traditional Lanna food' were indicated as 'similar to before', the people who stayed in Chiang Mai for over 60 years still showed the smallest percentage of agreement in both categories.

Table 6.6 Description of Opinion towards Arts and Culture Classified by Duration of Stay in the Inner City of Chiang Mai of Respondents

Duration of stay	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People wearing traditional Lanna dress							
Less than 20 years	5.2	31.8	11.6	43.8	7.7	100.0	233
20 - 39 years	2.8	48.3	5.7	33.5	9.7	100.0	176
40 - 59 years	1.2	54.9	12.2	17.1	14.6	100.0	82
60 and over		57.1		42.9		100.0	7
Total	3.6	41.8	9.4	35.7	9.4	100.0	498
2. Decorate houses and buildings with Lanna architecture							
Less than 20 years	11.2	36.9	23.6	22.7	5.6	100.0	233
20 - 39 years	4.5	48.0	17.5	23.7	6.2	100.0	177
40 - 59 years	2.4	50.0	14.6	20.7	12.2	100.0	82
60 and over	14.3	57.1		28.6		100.0	7
Total	7.4	43.3	19.6	22.8	6.8	100.0	499
3. Practice traditional Lanna customs in daily life							
Less than 20 years	9.0	45.9	24.9	16.7	3.4	100.0	233
20 - 39 years	7.3	47.5	22.6	17.5	5.1	100.0	177
40 - 59 years	2.4	52.4	19.5	18.3	7.3	100.0	82
60 and over		71.4	14.3	14.3		100.0	7
Total	7.2	47.9	23.0	17.2	4.6	100.0	499
4. Application of Lanna customs in the ceremonies							
Less than 20 years	5.2	24.9	36.5	21.9	11.6	100.0	233
20 - 39 years	4.0	23.2	32.8	28.2	11.9	100.0	17
40 - 59 years	1.2	19.3	32.5	28.9	18.1	100.0	83
60 and over		57.1	14.3	14.3	14.3	100.0	7
Total	4.0	23.8	34.2	25.2	12.8	100.0	500
5. Lanna arts are practiced in schools							
Less than 20 years	30.0	18.5	16.3	27.0	8.2	100.0	233
20 - 39 years	21.0	15.3	15.3	35.8	12.5	100.0	176
40 - 59 years	26.5	16.9	8.4	34.9	13.3	100.0	83
60 and over	28.6	42.9		14.3	14.3	100.0	7
Total	26.3	17.4	14.4	31.3	10.6	100.0	499
6. City people speak more local dialect							
Less than 20 years	1.7	35.2	33.0	21.5	8.6	100.0	233
20 - 39 years	1.1	27.8	32.4	27.3	11.4	100.0	176
40 - 59 years		33.7	26.5	32.5	7.2	100.0	83
60 and over		42.9	42.9		14.3	100.0	7
Total	1.2	32.5	31.9	25.1	9.4	100.0	499

Table 6.6 (Continued)

Duration of stay	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
7. Popularity of traditional Lanna foods							
Less than 20 years	5.2	14.2	36.9	31.8	12.0	100.0	233
20 - 39 years	2.3	18.8	28.4	31.8	18.8	100.0	176
40 - 59 years	1.2	20.5	27.7	34.9	15.7	100.0	83
60 and over		14.3	28.6	14.3	42.9	100.0	7
Total	3.4	16.8	32.3	32.1	15.4	100.0	498
8. Children accept and adopt traditional customs in daily life							
Less than 20 years	15.0	51.5	15.5	15.0	3.0	100.0	233
20 - 39 years	16.5	43.8	11.4	23.3	5.1	100.0	177
40 - 59 years	12.0	44.6	9.6	28.9	4.8	100.0	83
60 and over		57.1	42.9			100.0	7
Total	14.8	47.7	13.4	20.0	4.0	100.0	500

Table 6.7 shows the frequency distributions used to weigh eight indicators of arts and culture broken down by immigration background of the respondents.

Five out of eight indicators showed negative opinion of 'worse than before'. They were (1) practice traditional Lanna customs in daily life, (2) children accept and adopt traditional customs in daily life, (3) decorate houses and buildings with Lanna architecture, (4) people wearing traditional Lanna dress, (5) city people speak more local dialect by 47.9, 47.7, 43.3, 41.8, 32.5 per cent, respectively. Two indicators were viewed as 'similar to before'. They were 'application of Lanna customs in the ceremonies' and 'popularity of traditional Lanna food' by 34.2 and 32.3 per cent. The only indicator of 'Lanna arts are practiced in schools' was viewed as 'a little better than before' by 31.3 per cent. However, there were split opinion among two indicators, while 'city people speak more local dialect' was negative split between 'worse than before' and 'similar to before' by 32.5 and 31.9 per cent, the other split opinion was 'popularity of traditional Lanna food' which was a positive split between 'similar to before' and 'a little better than before' by 32.3 and 32.1 per cent.

Native people expressed a strong negative attitude in 'people wearing traditional Lanna dress', 'decorate houses and buildings with Lanna architecture' and 'practice traditional Lanna customs in daily life' by 49.3, 49.8, 49.3 per cent. Positive attitudes were expressed in 'Lanna arts are practiced in schools'. Native people also indicated a higher percentage of agreement than the immigrated group (36.7% to 27.4%). The immigrated group showed higher score of opinion than the native people in 'application of Lanna customs in the ceremonies' by 35.2 to 32.9 per cent ; and 'popularity of traditional Lanna food' by 33.9 to 30.0 per cent. Native people also exhibited lesser percentage than the immigrated group in 'children accept and adopt traditional customs in daily life'.

Table 6.7 Description of Opinion towards Arts and Culture Classified by Immigration Background of Respondents

Immigration background	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People wearing traditional Lanna dress							
Native	2.4	49.3	9.7	28.5	10.1	100.0	207
Immigrated	4.5	36.4	9.3	40.9	8.9	100.0	291
Total	3.6	41.8	9.4	35.7	9.4	100.0	498
2. Decorate houses and buildings with Lanna architecture							
Native	4.8	49.8	15.5	23.2	6.8	100.0	207
Immigrated	9.2	38.7	22.6	22.6	6.8	100.0	292
Total	7.4	43.3	19.6	22.8	6.8	100.0	499
3. Practice traditional Lanna customs in daily life							
Native	5.3	49.3	22.2	17.9	5.3	100.0	207
Immigrated	8.6	46.9	23.6	16.8	4.1	100.0	292
Total	7.2	47.9	23.0	17.2	4.6	100.0	499
4. Application of Lanna customs in the ceremonies							
Native	2.9	23.2	32.9	25.6	15.5	100.0	207
Immigrated	4.8	24.2	35.2	24.9	10.9	100.0	293
Total	4.0	23.8	34.2	25.2	12.8	100.0	500
5. Lanna arts are practiced in schools							
Native	21.3	15.0	13.0	36.7	14.0	100.0	207
Immigrated	29.8	19.2	15.4	27.4	8.2	100.0	292
Total	26.3	17.4	14.4	31.3	10.6	100.0	499
6. City people speak more local dialect							
Native	1.4	28.0	30.4	28.0	12.1	100.0	207
Immigrated	1.0	35.6	32.9	22.9	7.5	100.0	292
Total	1.2	32.5	31.9	25.1	9.4	100.0	499
7. Popularity of traditional Lanna foods							
Native	1.9	15.5	30.0	31.4	21.3	100.0	207
Immigrated	4.5	17.8	33.9	32.5	11.3	100.0	292
Total	3.4	16.8	32.3	32.1	15.4	100.0	499
8. Children accept and adopt traditional customs in daily life							
Native	15.5	43.0	14.0	23.2	4.3	100.0	207
Immigrated	14.4	51.0	13.0	17.8	3.8	100.0	292
Total	14.8	47.7	13.4	20.0	4.0	100.0	499

Table 6.8 shows the frequency distributions used to weigh eight indicators of arts and culture broken down by people related to tourist business.

Five out of eight indicators showed negative opinion of 'worse than before'. They were (1) practice traditional Lanna customs in daily life, (2) children accept and adopt traditional customs in daily life, (3) decorate houses and buildings with Lanna architecture, (4) people wearing traditional Lanna dress, (5) city people speak more local dialect by 47.9, 47.7, 43.3, 41.8, 32.5 per cent, respectively. Two indicators were viewed as 'similar to before'. They were 'application of Lanna customs in the ceremonies' and 'popularity of traditional Lanna food' by 34.2 and 32.3 per cent. The only indicator of 'Lanna arts are practiced in schools' was viewed as 'a little better than before' by 31.3 per cent. However, there was split opinion among two indicators, while 'city people speak more local dialect' was negative split between 'worse than before' and 'similar to before' by 32.5 and 31.9 per cent, the other split opinion was 'popularity of traditional Lanna food' which was a positive splitting between 'similar to before' and 'a little better than before' by 32.3 and 32.1 per cent.

Table 6.8 shows that respondents who were involved with tourist business expressed more positive view in every question eventhough they were viewed negatively by most respondents. They are 'people wearing traditional Lanna dress', 'decorate houses and buildings with Lanna architecture', 'practice traditional Lanna customs in daily life, 'city people speak more local dialect' and 'children accept and adopt traditional customs in daily life'. For the rest of the questions which indicated a positive opinion, the respondent involved in the tourist business showed even higher agreement than other respondents.

Table 6.8 Description of Opinion towards Arts and Culture Classified by People Related to Tourist Business.

People related to tourist business.	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People wearing traditional Lanna dress							
Not involved	3.8	41.9	9.3	36.2	8.9	100.0	473
Only respondent		12.5	12.5	12.5	62.5	100.0	8
Relatives involved		52.9	11.8	35.3		100.0	17
Total	3.6	41.8	9.4	35.7	9.4	100.0	498
2. Decorate houses and buildings with Lanna architecture							
Not involved	7.6	43.6	19.5	22.8	6.6	100.0	473
Only respondent		25.0	12.5	25.0	37.5	100.0	8
Relatives involved	5.6	44.4	27.8	22.2		100.0	18
Total	7.4	43.3	19.6	22.8	6.8	100.0	499
3. Practice traditional Lanna customs in daily life							
Not involved	7.4	48.0	23.9	16.1	4.7	100.0	473
Only respondent		25.0	12.5	50.0	12.5	100.0	8
Relatives involved	5.6	55.6	5.6	33.3		100.0	18
Total	7.2	47.9	23.0	17.2	4.6	100.0	499
4. Application of Lanna customs in the ceremonies							
Not involved	4.2	24.5	34.2	24.1	12.9	100.0	473
Only respondent			37.5	37.5	25.0	100.0	8
Relatives involved		15.8	31.6	47.4	5.3	100.0	19
Total	4.0	23.8	34.2	25.2	12.8	100.0	500
5. Lanna arts are practiced in schools							
Not involved	26.8	16.7	15.0	31.3	10.1	100.0	473
Only respondent	25.0	12.5		50.0	12.5	100.0	8
Relatives involved	11.1	38.9	5.6	22.2	22.2	100.0	18
Total	26.3	17.4	14.4	31.3	10.6	100.0	499
6. City people speak more local dialect							
Not involved	1.3	31.7	32.8	25.6	8.7	100.0	473
Only respondent		25.0	25.0	12.5	37.5	100.0	8
Relatives involved		55.6	11.1	16.7	16.7	100.0	18
Total	1.2	32.5	31.9	25.1	9.4	100.0	499
7. Popularity of traditional Lanna foods							
Not involved	3.4	16.7	32.1	32.6	15.2	100.0	473
Only respondent			37.5	37.5	25.0	100.0	8
Relatives involve	5.6	27.8	33.3	16.7	16.7	100.0	18
Total	3.4	16.8	32.3	32.1	15.4	100.0	499
8. Children accept and adopt traditional customs in daily life							
Not involved	14.8	47.8	13.7	20.3	3.4	100.0	473
Only respondent		37.5		37.5	25.0	100.0	8
Relatives involved	22.2	50.0	11.1	5.6	11.1	100.0	18
Total	14.8	47.7	13.4	20.0	4.0	100.0	499

6.3 Opinion on the Environmental Issues

Table 6.9 shows a mean score of 13.1200 ; the people in the sixties and above had a positive attitude towards the environment as it was equivalent to 17.5000, while people less than 20 years as well as in 20-39 years had negative attitudes. Males and females showed no big difference in either positive or negative. Education level showed that people with higher education viewed the circumstances of the environment in a positive way ($m = 14.0328$), while people who had direct tourist related business expressed a strong positive opinion ($m = 15.333$), followed by the government official and skilled professionals ($m = 13.3500$). A negative attitude showed by the people who worked in the farms and factories ($m = 12.9399$). The longer people stayed in Chiang Mai, the more positive opinion they showed towards the environment. It indicated that people in the sixties or above showed a very strong positive aspect ($m = 18.7143$), while the youngest group expressed the negative attitude ($m = 12.2876$). The natives of Chiang Mai showed a slight positiveness, while the immigrated group showed a negativeness concerning the environmental situation.

**Table 6.9 Distribution of Score of Opinion toward City Environment
Classified by Personal Characteristics of the Inner City of
Chiang Mai Dwellers**

	Mean	Standard deviation	Number of samples
Score of all respondents	13.1200	4.5098	500
Classified by age groups			
Less than 20 years	12.0645	4.6614	31
20 - 39 years	12.9106	4.2256	302
40-59 years	13.2349	4.8760	149
60 years and over	17.5000	3.5021	18
Classified by sex of respondents			
Male	13.0938	3.9453	224
Female	13.1413	4.9277	276
Educational Levels			
No education	12.6667	3.5707	9
Compulsory level	12.3689	4.4317	122
Secondary and high school	13.0535	4.2007	243
Bachelor degree and higher	14.0328	5.0957	122
Classified by occupation			
Tourist related	15.3333	3.0551	3
Private business	13.1176	4.5764	187
Government and skilled	13.3500	4.8671	60
Farm and factory workers	12.9399	4.0507	183
Unemployed	13.2462	5.2886	65
Duration of stay in Chiang Mai city			
Less than 20 years	12.2876	4.1996	233
20 - 39 years	13.8136	4.5732	177
40-59 years	13.5060	4.7713	83
60 years and over	18.7143	2.2887	7
Classified by migration background			
Native of Chiang Mai City	13.9130	4.5796	207
Immigrated from elsewhere	12.5597	4.3817	293
Respondent and relatives involve in tourist business			
No one involved	13.1015	4.4710	473
Respondent only	15.8750	6.0104	8
Relatives involved	12.4211	4.6585	19

Table 6.10 shows the frequency distributions used to weigh seven indicators of the environment broken down by respondent's age group.

Five out of seven indicators showed negative opinion of 'worse than before, which were (1) 'people aware of river cleanliness', (2) 'air pollution', (3) 'garbage collection in the inner city', (4) 'people aware of road cleanliness', (5) 'noise pollution in the streets' by 57.3, 56.1, 50.6, 38.3 and 32.5 per cent, respectively. There was only one indicator which was 'people aware of building cleanliness' viewed as 'a little better than before' with 50.4 per cent. However, there are split opinion among two indicators of 'noise pollution in the streets' and negative splitting between 'worse than before' and 'similar to before' by 32.5 and 31.9 per cent ; the other indicator of 'traffic conditions' was positive splitting between 'similar to before' and 'a little better than before' by 32.3 and 32.1 per cent.

The overall picture showed a negative attitude in every question asked except in the cleanliness of people's own home which showed 50.4 per cent of a "little better than the past". Apart from this, all respondents reflected negative attitudes starting from the cleanliness of roads, rivers, garbage collection, air pollution and noise pollution. The percentage was 38.3, 57.3, 50.6, 56.1, 32.1 respectively. Traffic conditions was viewed as 'similar to before' (32.3%), while people in the sixties or over as well as nineteen years or lower showed the lowest percentage of agreement. (22.2% and 22.6%).

Table 6.10 Description of Opinion towards Environment of the Inner City of Chiang Mai Classified by Age Groups of Respondents

Age groups of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People aware of building cleanliness							
Lowest - 19 yrs		29.0	22.6	35.5	12.9	100.0	31
20 - 39 yrs	3.0	9.3	9.6	54.6	23.5	100.0	302
40 - 59 yrs	5.4	9.4	9.4	46.3	29.5	100.0	148
60 and up		11.1	5.6	38.9	44.4	100.0	18
Total	3.4	10.6	10.2	50.4	25.4	100.0	499
2. People aware of road cleanliness							
Lowest - 19 yrs		51.6	19.4	16.1	12.9	100.0	31
20 - 39 yrs	.3	38.4	16.2	29.1	15.9	100.0	302
40 - 59 yrs	1.4	39.2	9.5	31.8	18.2	100.0	148
60 and up		5.6	16.7	27.8	50.0	100.0	18
Total	.6	38.3	14.4	29.1	17.6	100.0	499
3. People aware of river cleanliness							
Lowest - 19 yrs	6.5	61.3	12.9	16.1	3.2	100.0	31
20 - 39 yrs	1.7	57.9	14.9	18.5	7.0	100.0	302
40 - 59 yrs	3.4	60.1	8.8	14.9	12.8	100.0	148
60 and up		16.7	16.7	33.3	33.3	100.0	18
Total	2.4	57.3	13.0	17.8	9.4	100.0	499
4. Garbage collection in the city							
Lowest - 19 yrs	12.9	45.2	12.9	19.4	9.7	100.0	31
20 - 39 yrs	3.0	52.3	15.9	24.5	4.3	100.0	302
40 - 59 yrs	4.7	52.3	14.1	18.8	10.1	100.0	149
60 and up		16.7	16.7	55.6	11.1	100.0	18
Total	4.0	50.6	15.2	23.6	6.6	100.0	500
5. Air pollution							
Lowest - 19 yrs	12.9	48.4	16.1	12.9	9.7	100.0	31
20 - 39 yrs	2.0	55.8	22.9	14.0	5.3	100.0	302
40 - 59 yrs	8.1	58.4	9.4	18.1	6.0	100.0	148
60 and up		55.6	11.1	33.3		100.0	18
Total	4.4	56.1	18.0	15.8	5.6	100.0	499
6. Noise pollution in city streets							
3 Lowest - 19 yrs	6.5	61.3	12.9	12.9	6.5	100.0	31
20 - 39 yrs	1.7	76.8	9.3	6.6	5.6	100.0	302
40 - 59 yrs	3.4	67.6	6.8	15.5	6.8	100.0	148
60 and up		50.0	22.2	5.6	22.2	100.0	18
Total	2.4	72.1	9.2	9.6	6.6	100.0	499
7. Traffic conditions							
Lowest - 19 yrs	3.2	64.5	9.7	16.1	6.5	100.0	31
20 - 39 yrs		82.8	5.6	5.6	6.0	100.0	302
40 - 59 yrs	2.0	71.6	4.1	13.5	8.8	100.0	148
60 and up		55.6	11.1	22.2	11.1	100.0	18
Total	.8	77.4	5.6	9.2	7.0	100.0	499

Table 6.11 shows the frequency distributions used to weigh seven indicators of the environment broken down by sex of respondents.

Six out of seven indicators showed negative opinion of 'worse than before' : (1) 'traffic conditions', (2) 'noise pollution in the streets', (3) 'people aware of river cleanliness', (4) 'air pollution', (5) 'garbage collection in the inner city', (6) 'people aware of road cleanliness' by 77.4, 72.1, 57.3, 56.1, 50.6, 38.3 per cent, respectively. The only indicator of 'people aware of building cleanliness' was viewed as 'a little better than before' by 50.4 per cent. There was a positive splitting of opinion among the indicator 'noise pollution in the streets' between 'similar to before' and 'a little better than before' by 9.2 and 9.6 per cent.

Both sexes agreed that people were more aware of their own building's cleanliness (50.4%). The rest of the indicators were expressed by negative attitudes or the situation was worse than before. Traffic conditions and noise pollution showing 77.4 and 72.1 per cent worse than before. Males and females showed no difference of opinion when asking about the environment.

Table 6.11 Description of Opinion towards Environment of the Inner city of Chiang Mai Classified by Sex of Respondents

Sex of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People aware of building cleanliness							
Male	2.7	11.6	8.9	48.7	28.1	100.0	224
Female	4.0	9.8	11.2	51.8	23.2	100.0	276
Total	3.4	10.6	10.2	50.4	25.4	100.0	500
2. People aware of road cleanliness							
Male	.4	37.9	15.6	28.1	17.9	100.0	224
Female	.7	38.5	13.5	29.8	17.5	100.0	275
Total	.6	38.3	14.4	29.1	17.6	100.0	499
3. People aware of river cleanliness							
Male	1.3	59.4	14.7	17.4	7.1	100.0	224
Female	3.3	55.6	11.6	18.2	11.3	100.0	275
Total	2.4	57.3	13.0	17.8	9.4	100.0	499
4. Garbage collection in the city							
Male	1.8	47.8	21.4	25.4	3.6	100.0	224
Female	5.8	52.9	10.1	22.1	9.1	100.0	276
Total	4.0	50.6	15.2	23.6	6.6	100.0	500
5. Air pollution							
Male	4.0	58.0	20.1	12.9	4.9	100.0	224
Female	4.7	54.5	16.4	18.2	6.2	100.0	275
Total	4.4	56.1	18.0	15.8	5.6	100.0	499
6. Noise pollution in city streets							
Male	1.3	74.6	8.9	9.4	5.8	100.0	224
Female	3.3	70.2	9.5	9.8	7.3	100.0	275
Total	2.4	72.1	9.2	9.6	6.6	100.0	499
7. Traffic conditions							
Male	.4	78.1	4.5	9.8	7.1	100.0	224
Female	1.1	76.7	6.5	8.7	6.9	100.0	275
Total	.8	77.4	5.6	9.2	7.0	100.0	499

Table 6.12 shows the frequency distributions used to weigh seven indicators of the environment broken down by educational level of respondents.

Six out of eight indicators showed negative opinion of 'worse than before' : (1) 'traffic conditions', (2) 'noise pollution in the streets', (3) 'people aware of river cleanliness', (4) 'air pollution', (5) 'garbage collection in the inner city', (6) 'people aware of road cleanliness' by 77.6, 72.3, 57.4, 56.0, 50.4, 34.4 per cent, respectively. Only the indicator of 'people aware of building cleanliness' was viewed as 'a little better than before' by 50.4 per cent. There was a positive split of opinion among an indicator of 'noise pollution in the streets' between 'similar to before' and 'a little better than before' by 9.1 and 9.5 per cent.

For the matter of educational background and the concern with the environment, traffic and noise conditions still showed high percentages in the negative attitude of people from no education to the bachelor degree or higher by representing 77.6 per cent and 72.3 per cent. It seemed that the matter of the environment was very much concerned by every level of education.

Table 6.12 Description of Opinion towards Environment of the Inner City of Chiang Mai Classified by Educational Level of Respondents

Educational level of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People aware of building cleanliness							
No education		11.1		77.8	11.1	100.0	9
Compulsory level	2.5	13.1	12.3	47.5	24.6	100.0	122
Secondary & high	4.1	9.9	9.9	51.4	24.7	100.0	243
Bachelor degree & higher	3.3	9.8	9.8	49.2	27.9	100.0	121
Total	3.4	10.7	10.3	50.4	25.2	100.0	495
2. People aware of road cleanliness							
No education		44.4	33.3	22.2		100.0	9
Compulsory level		42.6	12.3	34.4	10.7	100.0	122
Secondary & high	.4	40.7	14.8	27.2	16.9	100.0	243
Bachelor degree & higher	1.7	28.9	13.2	28.1	28.1	100.0	121
Total	.6	38.4	14.1	29.1	17.8	100.0	495
3. People aware of river cleanliness							
No education		88.9	11.1			100.0	9
Compulsory level	3.3	62.3	12.3	17.2	4.9	100.0	122
Secondary & high	2.1	54.3	15.2	19.3	9.1	100.0	243
Bachelor degree & higher	2.5	56.2	9.1	16.5	15.7	100.0	121
Total	2.4	57.4	12.9	17.8	9.5	100.0	495
4. Garbage collection in the city							
No education	22.2	33.3	11.1	11.1	22.2	100.0	9
Compulsory level	4.9	53.3	12.3	26.2	3.3	100.0	122
Secondary & high	3.7	49.8	17.3	23.9	5.3	100.0	243
Bachelor degree & higher	1.6	50.0	14.8	22.1	11.5	100.0	122
Total	3.8	50.4	15.3	23.8	6.7	100.0	496
5. Air pollution							
No education	55.6	33.3	11.1			100.0	9
Compulsory level	3.3	63.1	17.2	12.3	4.1	100.0	122
Secondary & high	3.3	52.1	23.1	16.1	5.4	100.0	243
Bachelor degree & higher	4.1	58.2	9.8	19.7	8.2	100.0	121
Total	4.4	56.0	18.2	15.8	5.7	100.0	495
6. Noise pollution in city streets							
No education		33.3	11.1	33.3	22.2	100.0	9
Compulsory level	1.6	77.9	9.8	4.9	5.7	100.0	122
Secondary & high	2.5	72.8	11.5	9.5	3.7	100.0	243
Bachelor degree & higher	3.3	68.6	3.3	12.4	12.4	100.0	121
Total	2.4	72.3	9.1	9.5	6.7	100.0	495

Table 6.12 (Continued)

Educational level of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
7. Traffic conditions							
No education		55.6		22.2	22.2	100.0	9
Compulsory level		86.1	3.3	4.1	6.6	100.0	122
Secondary & high	.4	77.8	7.4	9.9	4.5	100.0	243
Bachelor degree & higher	2.5	70.2	4.1	12.4	10.7	100.0	121
Total	.8	77.6	5.5	9.3	6.9	100.0	495

Table 6.13 shows the frequency distributions used to weigh seven indicators of the environment broken down by occupation of the respondents.

Six out of seven indicators showed negative opinion of 'worse than before' : (1) 'traffic conditions', (2) 'noise pollution in the streets', (3) 'people aware of river cleanliness', (4) 'air pollution', (5) 'garbage collection in the inner city', (6) 'people aware of road cleanliness' by 77.7, 72.4, 57.3, 57.3, 56.1, 50.8 per cent, respectively. The only indicator of 'people aware of building cleanliness' was viewed as 'a little better than before' by 50.6 per cent. There was a positive splitting opinion among an indicator of 'noise pollution in the streets' between 'similar to before' and 'a little better than before' by 8.9 and 9.7 per cent.

While the only positive attitude of 'people aware of building cleanliness' was expressed by the majority of people in different occupations as 'a little better than before', people who involved in the tourist related business indicated that the situation was 'much better than before'. The opinion of 'people aware of road cleanliness' and 'people aware of river cleanliness' were viewed by respondents with tourist related business as 'much better than before', while the rest of the group indicated the situation as 'worse than before'. The remaining indicators were viewed by people from every category of occupations as 'worse than before'.

Table 6.13 Description of Opinion towards Environment of the Inner City of Chiang Mai Classified by Occupation of Respondents

Occupation of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People aware of building cleanliness							
Tourist related					100.0	100.0	3
Private business	3.2	12.8	6.4	51.3	26.2	100.0	187
Govt & skilled	3.3	8.3	15.0	41.7	31.7	100.0	60
Farmer & workers	3.3	6.6	8.7	56.8	24.6	100.0	183
Unemployed	4.6	18.5	21.5	41.5	13.8	100.0	65
Total	3.4	10.6	10.2	50.6	25.1	100.0	498
2. People aware of road cleanliness							
Tourist related				33.3	66.7	100.0	3
Private business	.5	38.5	13.9	27.8	19.3	100.0	187
Govt & skilled		30.0	15.0	41.7	13.3	100.0	60
Farmer & workers	1.1	42.3	14.3	26.4	15.9	100.0	182
Unemployed		36.9	15.4	27.7	20.0	100.0	65
Total	.6	38.4	14.3	29.0	17.7	100.0	497
3. People aware of river cleanliness							
Tourist related		33.3			66.7	100.0	3
Private business	2.7	56.1	12.3	20.3	8.6	100.0	187
Govt & skilled	3.3	63.3	8.3	15.0	10.0	100.0	60
Farmer & workers	1.6	58.2	16.5	15.4	8.2	100.0	182
Unemployed	3.1	53.8	10.8	20.0	12.3	100.0	65
Total	2.4	57.3	13.1	17.7	9.5	100.0	497
4. Garbage collection in the city							
Tourist related		66.7		33.3		100.0	3
Private business	3.7	51.9	15.5	21.4	7.5	100.0	187
Govt & skilled	1.7	55.0	10.0	28.3	5.0	100.0	60
Farmer & workers	2.2	52.5	19.7	20.2	5.5	100.0	183
Unemployed	10.8	38.5	6.2	35.4	9.2	100.0	65
Total	3.8	50.8	15.1	23.7	6.6	100.0	498
5. Air pollution							
Tourist related		100.0				100.0	3
Private business	5.9	58.3	17.6	13.9	4.3	100.0	187
Govt & skilled		65.0	10.0	18.3	6.7	100.0	60
Farmer & workers	4.4	52.5	23.0	14.2	6.0	100.0	183
Unemployed	4.7	50.0	14.1	23.4	7.8	100.0	64
Total	4.4	18.1	56.1	15.7	5.6	100.0	497
6. Noise pollution in city streets							
Tourist related		100.0				100.0	3
Private business	1.6	72.7	9.1	8.0	8.6	100.0	187
Govt & skilled		71.7	15.0	6.7	6.7	100.0	60
Farmer & workers	3.8	73.6	6.6	11.0	4.9	100.0	182
Unemployed	3.1	67.7	9.2	13.8	6.2	100.0	65
Total	2.4	72.4	8.9	9.7	6.6	100.0	497

Table 6.13 (Continued)

Occupation of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
7. Traffic conditions							
Tourist related		100.0				100.0	3
Private business	.5	77.0	5.3	10.2	7.0	100.0	187
Govt & skilled		76.7	6.7	10.0	6.7	100.0	60
Farmer & workers	1.1	79.7	3.3	8.2	7.7	100.0	182
Unemployed	1.5	73.8	9.2	9.2	6.2	100.0	65
Total	.8	77.7	5.2	9.3	7.0	100.0	497

Table 6.14 shows the frequency distributions used to weigh seven indicators of the environment broken down by duration of stay in the inner city of Chiang Mai.

Six out of seven indicators showed negative opinion of 'worse than before' : (1) 'traffic conditions', (2) 'noise pollution in the streets', (3) 'people aware of river cleanliness', (4) 'air pollution', (5) 'garbage collection in the inner city', (6) 'people aware of road cleanliness' by 77.4, 72.1, 57.3, 56.1, 50.6, 38.3 per cent, respectively. The only indicator of 'people aware of building cleanliness' was viewed as 'a little better than before' by 50.4 per cent. There was a positive split of opinion among the indicator of 'noise pollution in the streets' between 'similar to before' and 'a little better than before' by 9.2 and 9.6 per cent.

Table 6.14 shows that people in the sixties indicated optimistic ideas in the environmental situation, while the younger generations showed bad attitudes in every aspect from road conditions to traffic situations. Still, people cared only the cleanliness of their own houses (50.4%) ; traffic and noise conditions were viewed very negatively by 77.4 and 72.1 per cent.

Table 6.14 Description of Opinion towards Environment of the Inner City of Chiang Mai Classified by Duration of stay

Duration of stay	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People aware of building cleanliness							
Lowest-19 yrs	4.3	12.4	12.9	57.1	13.3	100.0	233
20-39 yrs	3.4	8.5	6.2	48.0	33.9	100.0	177
40-59 yrs	1.2	10.8	10.8	38.6	38.6	100.0	83
60 an up			14.3	28.6	57.1	100.0	7
Total	3.4	10.6	10.2	50.4	25.4	100.0	500
2. People aware of road cleanliness							
Lowest-19 yrs	.4	49.4	17.2	23.6	9.4	100.0	233
20-39 yrs	.6	29.9	12.4	33.3	23.7	100.0	176
40-59 yrs	1.2	26.8	12.2	35.4	24.4	100.0	83
60 an up		14.3		28.6	57.1	100.0	7
Total	.6	38.3	14.4	29.1	17.6	100.0	499
3. People aware of river cleanliness							
Lowest-19 yrs	3.4	58.8	15.9	17.2	4.7	100.0	233
20-39 yrs	1.7	56.3	11.4	18.2	12.5	100.0	176
40-59 yrs	1.2	59.0	9.6	15.7	14.5	100.0	83
60 an up		14.3		57.1	28.6	100.0	7
Total	2.4	57.3	13.0	17.8	9.4	100.0	499
4. Garbage collection in the city							
Lowest-19 yrs	5.6	50.2	17.2	22.7	4.3	100.0	233
20-39 yrs	1.7	52.5	12.4	25.4	7.9	100.0	177
40-59 yrs	4.8	51.8	15.7	18.1	9.6	100.0	83
60 an up			14.3	71.4	14.3	100.0	7
Total	4.0	50.6	15.2	23.6	6.6	100.0	500
5. Air pollution							
Lowest-19 yrs	4.3	54.1	23.6	14.2	3.9	100.0	233
20-39 yrs	3.4	56.3	15.3	17.0	8.0	100.0	176
40-59 yrs	7.2	62.7	7.2	16.9	6.0	100.0	83
60 an up		42.9	28.6	28.6		100.0	7
Total	4.4	56.1	18.0	15.8	5.6	100.0	499
6. Noise pollution in city streets							
Lowest-19 yrs	2.1	73.8	8.6	11.2	4.3	100.0	233
20-39 yrs	2.3	72.3	10.2	7.3	7.9	100.0	177
40-59 yrs	3.7	69.5	7.3	11.0	8.5	100.0	82
60 an up		42.9	28.6		28.6	100.0	7
Total	2.4	72.1	9.2	9.6	6.6	100.0	499
7. Traffic conditions							
Lowest-19 yrs	.9	79.4	3.4	9.4	6.9	100.0	233
20-39 yrs		75.7	8.5	7.9	7.9	100.0	177
40-59 yrs	2.4	76.8	6.1	9.8	4.9	100.0	82
60 an up		57.1		28.6	14.3	100.0	7
Total	.8	77.4	5.6	9.2	7.0	100.0	499

Table 6.15 shows the frequency distributions used to weigh seven indicators of the environment broken down by immigration background of respondents.

Six out of seven indicators showed negative opinion of 'worse than before' : (1) 'traffic conditions', (2) 'noise pollution in the streets', (3) 'people aware of river cleanliness', (4) 'air pollution', (5) 'garbage collection in the inner city', (6) 'people aware of road cleanliness' by 77.4, 72.1, 57.3, 56.1, 50.6, 38.3 per cent, respectively. The only indicator of 'people aware of building cleanliness' was viewed as 'a little better than before' by 50.4 per cent. There was a positive split opinion among the indicator of 'noise pollution in the streets' between 'similar to before' and 'a little better than before' by 9.2 and 9.6 per cent.

Traffic conditions and noise pollution remained the highest negative percentage (77.4 and 72.1) by both the native Chiang Mai and immigrated people. Native people expressed more concern about air and noise pollution as well as the traffic conditions. While the immigrated people showed more concern about road and river cleanliness and also garbage collection.

Table 6.15 Description of Opinion towards Environment of the Inner City of Chiang Mai Classified by Immigration Background of Respondents

Immigration background	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People aware of building cleanliness							
Native	2.4	8.2	9.2	42.0	38.2	100.0	207
Immigrated	4.1	12.3	10.9	56.3	16.4	100.0	293
Total	3.4	10.6	10.2	50.4	25.4	100.0	500
2. People aware of road cleanliness							
Native	1.0	29.0	11.1	32.9	26.1	100.0	207
Immigrated	.3	44.9	16.8	26.4	11.6	100.0	292
Total	.6	38.3	14.4	29.1	17.6	100.0	499
3. People aware of river cleanliness							
Native	1.9	53.1	10.1	20.8	14.0	100.0	207
Immigrated	2.7	60.3	15.1	15.8	6.2	100.0	292
Total	2.4	57.3	13.0	17.8	9.4	100.0	499
4. Garbage collection in the city							
Native	1.9	49.3	14.5	26.6	7.7	100.0	207
Immigrated	5.5	51.5	15.7	21.5	5.8	100.0	293
Total	4.0	50.6	15.2	23.6	6.6	100.0	500
5. Air pollution							
Native	2.9	57.8	14.6	17.0	7.8	100.0	207
Immigrated	5.5	54.9	20.5	15.0	4.1	100.0	292
Total	4.4	56.1	18.0	15.8	5.6	100.0	499
6. Noise pollution in city streets							
Native	3.4	72.5	10.1	5.8	8.2	100.0	207
Immigrated	1.7	71.9	8.6	12.3	5.5	100.0	292
Total	2.4	72.1	9.2	9.6	6.6	100.0	499
7. Traffic conditions							
Native	1.0	77.3	7.7	8.7	5.3	100.0	207
Immigrated	.7	77.4	4.1	9.6	8.2	100.0	292
Total	.8	77.4	5.6	9.2	7.0	100.0	499

Table 6.16 shows the frequency distributions used to weigh seven indicators of the environment broken down by people related to tourist business.

Six out of seven indicators showed negative opinion of 'worse than before' : (1) 'traffic conditions', (2) 'noise pollution in the streets', (3) 'people aware of river cleanliness', (4) 'air pollution', (5) 'garbage collection in the inner city', (6) 'people aware of road cleanliness' by 77.4, 72.1, 57.3, 56.1, 50.6, 38.3 per cent, respectively. The only indicator of 'people aware of building cleanliness' was viewed as 'a little better than before' by 50.4 per cent. There was a positive split opinion among the indicator of 'noise pollution in the streets' between 'similar to before' and 'a little better than before' by 9.2 and 9.6 per cent.

People who involved directly with the tourist related business showed the lowest percentage of negative opinion in every question except in the traffic conditions and building cleanliness. It may be said that although people in this group perceived a negative impact on the environment, their negative attitude was not so strong when compared to others.

Table 6.16 Description of Opinion towards Environment of the Inner City of Chiang Mai Classified by People Related to Tourist Business.

People related to tourist business.	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. People aware of building cleanliness							
No one	3.4	9.9	9.9	51.6	25.2	100.0	473
Respondent		25.0		37.5	37.5	100.0	8
Relatives	5.3	21.1	21.1	26.3	26.3	100.0	19
Total	3.4	10.6	10.2	50.4	25.4	100.0	500
2. People aware of road cleanliness							
No one	.6	38.3	14.6	28.8	17.8	100.0	473
Respondent		25.0		25.0	50.0	100.0	8
Relatives		44.4	16.7	38.9		100.0	18
Total	.6	38.3	14.4	29.1	17.6	100.0	499
3. People aware of river cleanliness							
No one	2.5	57.9	12.9	17.3	9.3	100.0	473
Respondent		25.0	12.5	25.0	37.5	100.0	8
Relatives		55.6	16.7	27.8		100.0	18
Total	2.4	57.3	13.0	17.8	9.4	100.0	499
4. Garbage collection in the city							
No one	4.0	51.2	15.6	22.4	6.8	100.0	473
Respondent		37.5		50.0	12.5	100.0	8
Relatives	5.3	42.1	10.5	42.1		100.0	19
Total	4.0	50.6	15.2	23.6	6.6	100.0	500
5. Air pollution							
No one	4.2	57.0	17.6	15.5	5.7	100.0	472
Respondent		37.5	37.5	25.0		100.0	8
Relatives	10.5	42.1	21.1	21.1	5.3	100.0	19
Total	4.4	56.1	18.0	15.8	5.6	100.0	499
6. Noise pollution in city streets							
No one	2.5	72.5	9.1	9.1	6.8	100.0	473
Respondent		62.5	25.0		12.5	100.0	8
Relatives		66.7	5.6	27.8		100.0	18
Total	2.4	72.1	9.2	9.6	6.6	100.0	499
7. Traffic conditions							
No one	.8	77.0	5.9	9.5	6.8	100.0	473
Respondent		87.5			12.5	100.0	8
Relatives		83.3		5.6	11.1	100.0	18
Total	.8	77.4	5.6	9.2	7.0	100.0	499

6.4 Opinion on the City Building

Table 6.17 shows mean score of all respondents to be 11.8320. Respondents of both sexes showed no different in opinion, while people between 20-39 years expressed a little more positive aspect in the situation of the modernization of the buildings, while the rest of them showed negative aspect to the same question. It showed that people with a compulsory level of education reflected the highest positive aspect ($m = 12.7295$). People engaged in tourist related business indicated a strong positive attitude ($m = 12.667$), followed by government officials ($m = 12.4667$). People who stayed in Chiang Mai between 20-39 years showed positive attitude ($m = 12.1638$), while the oldest group showed a very negative aspect ($m = 10.4286$). However, the native of Chiang Mai as well as the immigrated people from elsewhere showed no clear opinion regarding this question. Respondents directly involved with the tourist business indicated a very good attitude ($m = 14.3750$), followed by relatives involving in the same business ($m = 12.3158$).

Table 6.17 Distribution of Score of Opinion toward Modernization of City Buildings Classified by Personal Characteristics of Chiang Mai city Dwellers

	Mean	Standard deviation	Number of samples
Score of all respondents	11.8320	3.5902	500
Classified by age groups			
Less than 20 years	10.2903	4.4211	31
20 - 39 years	12.3841	3.0692	302
40-59 years	11.1611	4.0621	149
60 years and over	10.7778	4.3053	18
Classified by sex of respondents			
Male	11.8259	3.2089	224
Female	11.8370	3.8780	276
Educational Levels			
No education	11.1111	1.2693	9
Compulsory level	12.7295	3.1203	122
Secondary and high school	12.1235	3.2956	243
Bachelor degree and higher	10.4016	4.2614	122
Classified by occupation			
Tourist related	12.6667	5.7735	3
Private business	11.4492	3.5335	187
Government and skilled	12.4667	3.7618	60
Farm and factory workers	12.1639	3.3619	183
Unemployed	11.2462	3.9923	65
Duration of stay in Chiang Mai city			
Less than 20 years	11.8584	3.3659	233
20 - 39 years	12.1638	3.5067	177
40-59 years	11.1687	4.2708	83
60 years and over	10.4286	3.5051	7
Classified by migration background			
Native of Chiang Mai City	11.9855	3.7241	207
Immigrated from elsewhere	11.7235	3.4949	293
Respondent and relatives involve in tourist business			
No one involved	11.7696	3.6400	473
Respondent only	14.3750	1.7678	8
Relatives involved	12.3158	2.3346	19

Table 6.18 shows the frequency distributions used to weigh four indicators of the city buildings broken down by age group of respondents.

Three out of four indicators showed negative attitude of 'more than before', which were (1) 'number of Western designed buildings', (2) 'number of buildings equipped with air-conditioning', (3) 'number of building with foreign names' by 47.8, 42.2, 36.4 per cent, respectively. The 'number of tall buildings' was represented by 44.3 per cent. However, there was also a noticeable split opinion between 'number of buildings equipped with air-conditioning', which showed a negative splitting between 'more than before' and 'much more than before' by 42.2 and 41.2 per cent.

It can be said that people aged between 20-39 years expressed very strong negative attitudes in every question concerning the building situation, while people in the sixties and above showed the weakest negative aspect regarding this matter.

Table 6.18 Description of Opinion towards Modernization of City Buildings Classified by Age Groups of Respondents

Age groups of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of city buildings							
Lowest - 19 yrs	9.7	16.1	6.5	35.5	32.3	100.0	31
20 - 39 yrs	.7	8.3	4.3	40.4	46.4	100.0	302
40 - 59 yrs	6.8	5.4	6.1	38.5	43.2	100.0	148
60 and up		16.7		44.4	38.9	100.0	18
Total	3.0	8.2	4.8	39.7	44.3	100.0	499
2. Number of Western designed buildings							
Lowest - 19 yrs	16.1	3.2	6.5	48.4	25.8	100.0	31
20 - 39 yrs	2.6	2.3	5.0	51.0	39.1	100.0	302
40 - 59 yrs	8.7	4.7	4.0	44.3	38.3	100.0	149
60 and up	16.7	16.7	5.6	22.2	38.9	100.0	18
Total	5.8	3.6	4.8	47.8	38.0	100.0	500
3. Number of buildings equipped with air-conditioning							
Lowest - 19 yrs	16.1	12.9	3.2	25.8	41.9	100.0	31
20 - 39 yrs	9.3	.7	3.0	43.0	44.0	100.0	302
40 - 59 yrs	16.1	2.0	4.0	43.0	34.9	100.0	149
60 and up	5.6			50.0	44.4	100.0	18
Total	11.6	1.8	3.2	42.2	41.2	100.0	500
4. Number of buildings with foreign names							
Lowest - 19 yrs	19.4	12.9	6.5	35.5	25.8	100.0	31
20 - 39 yrs	12.9	4.6	6.0	41.1	35.4	100.0	302
40 - 59 yrs	26.2	6.7	4.7	30.9	31.5	100.0	149
60 and up	27.8	22.2	11.1	5.6	33.3	100.0	18
Total	17.8	6.4	5.8	36.4	33.6	100.0	500

Table 6.19 shows the frequency distributions used to weigh four indicators of city buildings broken down by sex of the respondents.

Three out of four indicators showed negative attitude of 'more than before', which were (1) 'number of Western designed buildings', (2) 'number of buildings equipped with air-conditioning', (3) 'number of buildings with foreign names' by 47.8, 42.2, 36.4 per cent, respectively. There was also one of the most negative attitude of 'much more than before' indicated for the 'number of tall buildings' which

was represented by 44.3 per cent. However, there was also a noticeable split in opinion of 'number of buildings equipped with air-conditioning', which showed a negative splitting between 'more than before' and 'much more than before' by 42.2 and 41.2 per cent.

Males and females expressed equal concern about the building circumstances in the inner city of Chiang Mai. All of them indicated the negative attitude related to this case.

**Table 6.19 Description of Opinion towards Modernization of City Buildings
Classified by Sex of Respondents**

Sex of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of city tall buildings							
Male	2.2	6.3	6.7	43.3	41.5	100.0	224
Female	3.6	9.8	3.3	36.7	46.5	100.0	275
Total	3.0	8.2	4.8	39.7	44.3	100.0	499
2. Number of Western designed buildings							
Male	3.6	3.1	8.9	47.3	37.1	100.0	224
Female	7.6	4.0	1.4	48.2	38.8	100.0	276
Total	5.8	3.6	4.8	47.8	38.0	100.0	500
3. Number of buildings equipped with air-conditioning							
Male	11.6	1.3	3.1	50.4	33.5	100.0	224
Female	11.6	2.2	3.3	35.5	47.5	100.0	276
Total	11.6	1.8	3.2	42.2	41.2	100.0	500
4. Number of buildings with foreign names							
Male	14.3	8.5	6.3	42.0	29.0	100.0	224
Female	20.7	4.7	5.4	31.9	37.3	100.0	276
Total	17.8	6.4	5.8	36.4	33.6	100.0	500

Table 6.20 shows the frequency distributions used to weigh four indicators of city buildings broken down by educational level of the respondents.

Three out of four indicators showed negative attitudes of 'more than before', which were (1) 'number of Western designed buildings', (2) 'number of buildings equipped with air-conditioning', (3) 'number of building with foreign names' by 47.6, 42.1, 33.3 per cent, respectively. There was also one of the most negative attitude of 'much more than before' indicated. It was 'number of tall buildings' which was represented by 44.4 per cent. However, there was also a noticeable split opinion between 'number of buildings equipped with air-conditioning', which showed a negative splitting between 'more than before' and 'much more than before' by 42.2 and 41.2 per cent.

Table 6.20 clearly stated that people with no education expressed most concern on every aspect of the modernization of the city buildings. Surprisingly enough, people with bachelor degree level or higher levels showed fairly low percentage in every question except for the number of tall buildings, which they expressed highest negative percentage (52.1%). It may conclude that higher educated people were familiar with foreign names and could not see any differences, while the no education group showed a contrary opinion.

**Table 6.20 Description of Opinion towards Modernization of City Buildings
Classified by Educational Level of Respondents**

Educational level of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of city tall buildings							
No education			11.1	88.9		100.0	9
Compulsory level	1.6	8.2	4.1	38.5	47.5	100.0	122
Secondary & high	2.1	8.6	5.8	42.8	40.7	100.0	243
Bachelor & higher	6.6	7.4	3.3	30.6	52.1	100.0	121
Total	3.0	8.1	4.8	39.6	44.4	100.0	495
2. Number of Western designed buildings							
No education			11.1	77.8	11.1	100.0	9
Compulsory level	2.5	4.1	7.4	48.4	37.7	100.0	122
Secondary & high	4.1	3.3	4.9	50.6	37.0	100.0	243
Bachelor & higher	13.1	4.1	1.6	38.5	42.6	100.0	122
Total	5.8	3.6	4.8	47.6	38.1	100.0	496
3. Number of buildings equipped with air-conditioning							
No education				100.0		100.0	9
Compulsory level	3.3	1.6	2.5	42.6	50.0	100.0	122
Secondary & high	9.5	1.6	4.1	44.0	40.7	100.0	243
Bachelor & higher	25.4	2.5	2.5	33.6	36.1	100.0	122
Total	11.7	1.8	3.2	42.1	41.1	100.0	496
4. Number of buildings with foreign names							
No education	11.1	11.1	22.2	55.6		100.0	9
Compulsory level	5.7	6.6	7.4	41.0	39.3	100.0	122
Secondary & high	11.5	5.8	5.8	42.4	34.6	100.0	243
Bachelor & higher	42.6	7.4	3.3	18.0	28.7	100.0	122
Total	17.7	6.5	5.8	36.3	33.7	100.0	496

Table 6.21 shows the frequency distributions used to weigh four indicators of city buildings broken down by occupation of the respondents.

Three out of four indicators showed negative attitude of 'more than before', which were (1) 'number of Western designed buildings', (2) 'number of buildings equipped with air-conditioning', (3) 'number of building with foreign names' by 48.0, 42.4, 36.5 per cent, respectively. The only split opinion was 'number of buildings equipped with air-conditioning', which showed negative splitting between 'more than before' and 'much more than before' by 42.4 and 41.0 per cent.

Table 6.21 indicated that people involved with tourist - related business expressed a strong negative attitude in every aspect of the buildings situation. Although other occupations exhibited a negative attitude, respondents with tourist - related business showed more negative attitude than the rest of the group (66.7%).

Table 6.21 Description of Opinion towards Modernization of City Buildings Classified by Occupation of Respondents

Occupation of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of tall buildings							
Tourist related		33.3			66.7	100.0	3
Private business	3.7	7.5	3.2	40.6	44.9	100.0	187
Govt & skilled	5.0	10.0	5.0	31.7	48.3	100.0	60
Farmer & workers	1.1	4.9	4.9	45.1	44.0	100.0	182
Unemployed	4.6	16.9	9.2	32.3	36.9	100.0	65
Total	3.0	8.2	4.8	39.8	44.1	100.0	497
2. Number of Western designed buildings							
Tourist related		33.3			66.7	100.0	3
Private business	6.4	5.3	3.2	49.2	35.8	100.0	187
Govt & skilled	5.0	3.3	5.0	41.7	45.0	100.0	60
Farmer & workers	4.4	1.1	7.1	48.6	38.8	100.0	183
Unemployed	9.2	4.6	3.1	50.8	32.3	100.0	65
Total	5.8	3.6	4.8	48.0	37.8	100.0	498
3. Number of buildings equipped with air-conditioning							
Tourist related				33.3	66.7	100.0	3
Private business	14.4	1.6	3.7	43.9	36.4	100.0	187
Govt & skilled	8.3		1.7	40.0	50.0	100.0	60
Farmer & workers	10.4	1.1	3.3	44.8	40.4	100.0	183
Unemployed	10.8	6.2	3.1	33.8	46.2	100.0	65
Total	11.6	1.8	3.2	42.4	41.0	100.0	498
4. Number of buildings with foreign names							
Tourist related		33.3			66.7	100.0	3
Private business	22.5	7.5	6.4	34.2	29.4	100.0	187
Govt & skilled	11.7	1.7	1.7	48.3	36.7	100.0	60
Farmer & workers	14.8	6.6	5.5	38.3	35.0	100.0	183
Unemployed	20.0	6.2	9.2	29.2	35.4	100.0	65
Total	17.9	6.4	5.8	36.5	33.3	100.0	498

Table 6.22 shows the frequency distributions used to weigh four indicators of city buildings broken down by duration of stay of the respondents.

Three out of four indicators showed negative attitudes of 'more than before', which were (1) 'number of Western designed buildings', (2) 'number of buildings equipped with air-conditioning', (3) 'number of building with foreign names' by 47.8, 42.2, 36.4 per cent, respectively. There was also one of the most negative attitude of 'much more than before' indicated for the 'number of tall buildings' which was represented by 44.3 per cent. However, there was also a noticeable split opinions about the 'number of buildings equipped with air-conditioning', which showed a negative split between 'more than before' and 'much more than before' by 42.2 and 41.2 per cent.

Table 6.22 indicated that people who stayed in the inner city of Chiang Mai of less than nineteen years were the group which expressed most strong negative attitudes in nearly every aspect (58.4%, 48.5%, 42.1%). Except in the area of 'number of tall buildings' which was perceived most negatively by people who had stayed in the inner city of Chiang Mai between 40-59 years.

**Table 6.22 Description of Opinion towards Modernization of City Buildings
Classified by Duration of Stay**

Duration of stay	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of tall buildings							
Lowest-19 yrs	3.0	10.7	4.7	48.1	33.5	100.0	233
20-39 yrs	1.7	6.3	4.5	33.5	54.0	100.0	176
40-59 yrs	6.0	3.6	6.0	30.1	54.2	100.0	83
60 an up		28.6		28.6	42.9	100.0	7
Total	3.0	8.2	4.8	39.7	44.3	100.0	499
2. Number of Western designed buildings							
Lowest-19 yrs	5.6	2.6	6.4	58.4	27.0	100.0	233
20-39 yrs	4.5	4.5	4.0	37.3	49.7	100.0	177
40-59 yrs	9.6	2.4	1.2	43.4	43.4	100.0	83
60 an up		28.6	14.3	14.3	42.9	100.0	7
Total	5.8	3.6	4.8	47.8	38.0	100.0	500
3. Number of buildings equipped with air-conditioning							
Lowest-19 yrs	6.4	2.6	3.0	48.5	39.5	100.0	233
20-39 yrs	14.1	1.1	3.4	35.0	46.3	100.0	177
40-59 yrs	21.7	1.2	3.6	38.6	34.9	100.0	83
60 an up				57.1	42.9	100.0	7
Total	11.6	1.8	3.2	42.2	41.2	100.0	500
4. Number of buildings with foreign names							
Lowest-19 yrs	11.6	7.3	6.4	42.1	32.6	100.0	233
20-39 yrs	18.6	5.1	4.0	37.3	35.0	100.0	177
40-59 yrs	32.5	4.8	6.0	21.7	34.9	100.0	83
60 an up	28.6	28.6	28.6		14.3	100.0	7
Total	17.8	6.4	5.8	36.4	33.6	100.0	500

Table 6.23 shows the frequency distributions used to weigh four indicators of city buildings broken down by immigration background of the respondents.

Three out of four indicators showed negative attitude of 'more than before', which were (1) 'number of Western designed buildings', (2) 'number of buildings equipped with air-conditioning', (3) 'number of building with foreign names' by 47.8, 42.2, 36.4 per cent, respectively. There was also one of the most negative attitude of 'much more than before' indicated for the 'number of tall buildings' which was

represented by 44.3 per cent. However, there was also a noticeable split opinion about the ‘number of buildings equipped with air-conditioning’, which showed a negative splitting between ‘more than before’ and ‘much more than before’ by 42.2 and 41.2 per cent.

Table 6.23 Description of Opinion towards Modernization of City Buildings Classified by Immigration Background of Respondents

Immigration background	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of tall buildings							
Native	2.9	6.3	5.3	33.3	52.2	100.0	207
Immigrated	3.1	9.6	4.5	44.2	38.7	100.0	292
Total	3.0	8.2	4.8	39.7	44.3	100.0	499
2. Number of Western designed buildings							
Native	4.8	3.4	3.4	39.1	49.3	100.0	207
Immigrated	6.5	3.8	5.8	53.9	30.0	100.0	293
Total	5.8	3.6	4.8	47.8	38.0	100.0	500
3. Number of buildings equipped with air-conditioning							
Native	15.0	2.4	3.4	33.3	45.9	100.0	207
Immigrated	9.2	1.4	3.1	48.5	37.9	100.0	293
Total	11.6	1.8	3.2	42.2	41.2	100.0	500
4. Number of buildings with foreign names							
Native	21.3	6.3	4.3	31.9	36.2	100.0	207
Immigrated	15.4	6.5	6.8	39.6	31.7	100.0	293
Total	17.8	6.4	5.8	36.4	33.6	100.0	500

Table 6.24 shows the frequency distributions used to weigh four indicators of city buildings broken down by people related to tourist business.

Three out of four indicators showed negative attitude of ‘more than before’, which were (1) ‘number of Western designed buildings’, (2) ‘number of buildings equipped with air-conditioning’, (3) ‘number of building with foreign names’ by 47.8,

42.2, 36.4 per cent, respectively. There was also one of the most negative attitude of 'much more than before' indicated for the 'number of tall buildings' which was represented by 44.3 per cent. However, there was also a noticeable split opinion about 'number of buildings equipped with air-conditioning', which showed a negative splitting between 'more than before' and 'much more than before' by 42.2 and 41.2 per cent.

It was clearly shown that people who were involved in tourist business indicated stronger negative attitudes than the rest of the group.

Table 6.24 Description of Opinion towards Modernization of City Buildings Classified by People Related to Tourist Business.

People related to tourist business.	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of tall buildings							
No one	3.2	7.8	4.9	39.7	44.4	100.0	473
Respondent		12.5		37.5	50.0	100.0	8
Relatives		16.7	5.6	38.9	38.9	100.0	18
Total	3.0	8.2	4.8	39.7	44.3	100.0	499
2. Number of Western designed buildings							
No one	6.1	3.6	4.4	47.4	38.5	100.0	473
Respondent				37.5	62.5	100.0	8
Relatives		5.3	15.8	63.2	15.8	100.0	19
Total	5.8	3.6	4.8	47.8	38.0	100.0	500
3. Number of buildings equipped with air-conditioning							
No one	12.3	1.9	3.4	42.7	39.7	100.0	473
Respondent				25.0	75.0	100.0	8
Relatives				36.8	63.2	100.0	19
Total	11.6	1.8	3.2	42.2	41.2	100.0	500
4. Number of buildings with foreign names							
No one	18.6	6.6	5.7	36.2	33.0	100.0	473
Respondent				25.0	75.0	100.0	8
Relatives	5.3	5.3	10.5	47.4	31.6	100.0	19
Total	17.8	6.4	5.8	36.4	33.6	100.0	500

6.5 Opinion on Infrastructure Development

Table 6.25 showed a mean score of 15.3820. Male respondents showed a slightly positive attitude towards the infrastructure, while females reflected a slight negativeness. The youngest and the oldest group expressed a negative aspect as well as the no education group. People who engaged directly with tourist related business showed a very high positive attitude, while the people who had the longest duration of stay in the inner city of Chiang Mai had very pessimistic feelings for the infrastructural development ($m=11.5714$). Native people of Chiang Mai showed a slight positive attitude, while the immigrated group reflected a slight opposite aspect. The respondents and their relatives who had a career in tourist business expressed very positive attitude of the infrastructure development.

Table 6.25 Distribution of Score of Opinion towards the Infrastructure Development Classified by Personal Characteristics of the Inner City of Chiang Mai Dwellers

	Mean	Standard deviation	Number of samples
Score of all respondents	15.3820	4.2985	500
Classified by age groups			
Less than 20 years	14.6452	4.4688	31
20 - 39 years	15.6258	3.8479	302
40-59 years	15.1812	5.0190	149
60 years and over	14.2222	4.6723	18
Classified by sex of respondents			
Male	15.4866	4.0656	224
Female	15.2971	4.4842	276
Educational Levels			
No education	10.2222	3.7676	9
Compulsory level	16.4180	3.7765	122
Secondary and high school	15.4815	4.1394	243
Bachelor degree and higher	14.5246	4.7486	122
Classified by occupation			
Tourist related	19.0000	4.3589	3
Private business	14.6952	4.0252	187
Government and skilled	17.8000	3.7453	60
Farm and factory workers	15.2896	4.3143	183
Unemployed	15.0462	4.6517	65
Duration of stay in Chiang Mai city			
Less than 20 years	15.1631	4.1894	233
20 - 39 years	15.6893	4.1023	177
40-59 years	15.6627	4.8797	83
60 years and over	11.5714	4.0356	7
Classified by migration background			
Native of Chiang Mai City	15.6618	4.3233	207
Immigrated from elsewhere	15.1843	4.2772	293
Respondent and relatives involve in tourist business			
No one involved	15.2622	4.2300	473
Respondent only	18.3750	3.7773	8
Relatives involved	17.1053	5.4762	19

Table 6.26 shows the frequency distributions used to weigh six indicators of the infrastructure development broken down by age group of the respondents.

Three out of six indicators showed positive opinion of 'a little better than before', which were (1) 'services at the railway station', (2) 'general road condition', (3) 'services at the central bus station' by 39.2, 35.0, 34.0 per cent, respectively. Two out of six indicators showed higher positive opinion of 'much better than before', which were (1) 'modernization of city communication system', (2) water supply and electricity services' by 57.8 and 44.0 per cent. The only indicator which showed neither positive nor negative attitude (no opinion) was 'services at the airport'.

People showed no opinion when asked about the services at the airport, which may imply that airport services are catered for a well-to-do group of people or tourists, but for local people this kind of services are too expensive to buy. But when asking about services at the railway station and at the bus terminal, people in 40-59 years agreed that the railway services were a little better when compared to the past (44.3%), while the oldest group agreed that the service at the bus terminal was 55.6 per cent better. For road conditions, people aged between 40-60 years or over expressed positive attitudes, which was opposite to the younger groups. People in all age brackets indicated very positive attitudes to the communication system, while people aged 20-59 years expressed very positive attitude to water supply and electricity services.

**Table 6.26 Description of Opinion towards the Infrastructure Development
Classified by Age groups of Respondents**

Age groups of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. Services at the airport							
Lowest - 19 yrs	29.0	6.5	16.1	35.5	12.9	100.0	31
20 - 39 yrs	31.5	2.0	4.3	33.4	28.8	100.0	302
40 - 59 yrs	46.3	1.3	2.0	22.1	28.2	100.0	149
60 and up	61.1			22.2	16.7	100.0	18
Total	36.8	2.0	4.2	29.8	27.2	100.0	500
2. Services at the railway station							
Lowest - 19 yrs	29.0	3.2	19.4	35.5	12.9	100.0	31
20 - 39 yrs	18.5	13.2	18.9	37.7	11.6	100.0	302
40 - 59 yrs	21.5	9.4	9.4	44.3	15.4	100.0	149
60 and up	55.6			27.8	16.7	100.0	18
Total	21.4	11.0	15.4	39.2	13.0	100.0	500
3. Services at the central bus terminal							
Lowest - 19 yrs	9.7	9.7	29.0	41.9	9.7	100.0	31
20 - 39 yrs	9.3	19.5	26.8	33.8	10.6	100.0	302
40 - 59 yrs	18.1	17.4	19.5	30.9	14.1	100.0	149
60 and up	16.7	11.1	5.6	55.6	11.1	100.0	18
Total	12.2	18.0	24.0	34.2	11.6	100.0	500
4. General road conditions							
Lowest - 19 yrs	3.2	41.9	19.4	22.6	12.9	100.0	31
20 - 39 yrs	.7	38.7	7.0	33.4	20.2	100.0	302
40 - 59 yrs	2.7	26.8	8.7	36.9	24.8	100.0	149
60 and up		5.6	22.2	66.7	5.6	100.0	18
Total	1.4	34.2	8.8	35.0	20.6	100.0	500
5. Modernization of city communication system							
Lowest - 19 yrs		6.5	3.2	35.5	54.8	100.0	31
20 - 39 yrs		1.3	2.6	36.4	59.6	100.0	302
40 - 59 yrs	4.7	1.3	4.0	33.6	56.4	100.0	149
60 and up			5.6	50.0	44.4	100.0	18
Total	1.4	1.6	3.2	36.0	57.8	100.0	500
6. Water supply and electricity services							
Lowest - 19 yrs	3.2	3.2	19.4	41.9	32.3	100.0	31
20 - 39 yrs	2.6	3.3	10.6	37.4	46.0	100.0	302
40 - 59 yrs	6.7	2.7	4.0	41.6	45.0	100.0	149
60 and up		5.6	16.7	55.6	22.2	100.0	18
Total	3.8	3.2	9.4	39.6	44.0	100.0	500

Table 6.27 shows the frequency distributions used to weigh six indicators of the infrastructure development broken down by sex of the respondents

Three out of six indicators showed positive opinion of 'a little better than before', which were (1) 'services at the railway station', (2) 'general road condition', (3) 'services at the central bus station' by 39.2, 35.0, 34.0 per cent, respectively. Two out of six indicators showed higher positive opinion of 'much better than before', which were (1) 'modernization of city communication system', (2) water supply and electricity services' by 57.8 and 44.0 per cent. The only indicator which showed neither positive nor negative attitude (no opinion) was 'services at the airport'.

Table 6.27 shows that females were concerned over the infrastructure development. The overall opinion by both sexes showed positive to very positive attitudes towards the infrastructure development. Again, there was no opinion on the airport services.

Table 6.27 Description of Opinion towards the Infrastructure Development Classified by Sex of Respondents

Sex of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. Services at the airport							
Male	35.7	2.2	3.6	33.5	25.0	100.0	224
Female	37.7	1.8	4.7	26.8	29.0	100.0	276
Total	36.8	2.0	4.2	29.8	27.2	100.0	500
2. Services at the railway station							
Male	20.1	10.7	17.4	38.8	12.9	100.0	224
Female	22.5	11.2	13.8	39.5	13.0	100.0	276
Total	21.4	11.0	15.4	39.2	13.0	100.0	500
3. Services at the central bus terminal							
Male	12.5	20.1	28.1	29.5	9.8	100.0	224
Female	12.0	16.3	20.7	38.0	13.0	100.0	276
Total	12.2	18.0	24.0	34.2	11.6	100.0	500
4. General road conditions							
Male	.9	34.8	8.0	33.0	23.2	100.0	224
Female	1.8	33.7	9.4	36.6	18.5	100.0	276
Total	1.4	34.2	8.8	35.0	20.6	100.0	500
5. Modernization of city communication system							
Male	1.3	.4	3.6	37.1	57.6	100.0	224
Female	1.4	2.5	2.9	35.1	58.0	100.0	276
Total	1.4	1.6	3.2	36.0	57.8	100.0	500
6. Water supply and electricity services							
Male	1.3	1.8	8.0	44.2	44.6	100.0	224
Female	5.8	4.3	10.5	35.9	43.5	100.0	276
Total	3.8	3.2	9.4	39.6	44.0	100.0	500

Table 6.28 shows the frequency distributions used to weigh six indicators of the infrastructure development broken down by educational level of respondents.

Three out of six indicators showed positive opinion of ‘a little better than before’, which were (1) ‘services at the railway station’, (2) ‘general road condition’, (3) ‘services at the central bus station’ by 39.3, 35.1, 34.1 per cent, respectively. Two out of six indicators showed a very positive opinion of ‘much better than before’, which were (1) ‘modernization of city communication system’, (2) water supply and electricity services’ by 57.9 and 44.0 per cent. The only indicator which showed neither positive nor negative attitude (no opinion) was ‘services at the airport’.

In terms of the educational level, people with no education tended to express less ideas to the items in infrastructure development. It can be viewed that people with less education put less concern in this matter because they may think that it is the sole responsibility of the government rather than the local people. However, the overall picture reflected a positive to very positive attitude concerning the development of infrastructure. ‘No opinion’ was shown in the airport services.

**Table 6.28 Description of Opinion towards the Infrastructure Development
Classified by Educational Level of Respondents**

Educational level of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. Services at the airport							
No education	77.8			11.1	11.1	100.0	9
Compulsory level	8.2	3.3	4.1	37.7	46.7	100.0	122
Secondary & high	33.7	.8	5.3	36.2	23.9	100.0	243
Bachelor degree & higher	69.7	2.5	2.5	10.7	14.8	100.0	122
Total	37.1	1.8	4.2	29.8	27.0	100.0	496
2. Services at the railway station							
No education	55.6	11.1	11.1		22.2	100.0	9
Compulsory level	12.3	18.9	17.2	35.2	16.4	100.0	122
Secondary & high	20.6	9.9	17.7	41.2	10.7	100.0	243
Bachelor degree & higher	29.5	4.9	9.0	42.6	13.9	100.0	122
Total	21.4	10.9	15.3	39.3	13.1	100.0	496
3. Services at the central bus terminal							
No education	33.3	11.1	33.3	22.2		100.0	9
Compulsory level	19.7	16.4	29.5	24.6	9.8	100.0	122
Secondary & high	7.0	19.8	23.0	37.0	13.2	100.0	243
Bachelor degree & higher	13.9	16.4	19.7	38.5	11.5	100.0	122
Total	12.3	17.9	24.0	34.1	11.7	100.0	496
4. General road conditions							
No education		33.3	22.2	44.4		100.0	9
Compulsory level		38.5	10.7	30.3	20.5	100.0	122
Secondary & high	1.2	38.3	8.2	32.5	19.8	100.0	243
Bachelor degree & higher	3.3	21.3	6.6	44.3	24.6	100.0	122
Total	1.4	34.1	8.7	35.1	20.8	100.0	496
5. Modernization of city communication system							
No education	11.1		22.2	44.4	22.2	100.0	9
Compulsory level			2.5	35.2	62.3	100.0	122
Secondary & high	.8	2.1	4.5	35.4	57.2	100.0	243
Bachelor degree & higher	3.3	2.5		36.9	57.4	100.0	122
Total	1.4	1.6	3.2	35.9	57.9	100.0	496

Table 6.28 (Continued)

Educational level of respondent	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
6. Water supply and electricity services							
No education	33.3		11.1	44.4	11.1	100.0	9
Compulsory level	3.3	2.5	10.7	33.6	50.0	100.0	122
Secondary & high	2.1	4.5	10.7	42.8	39.9	100.0	243
Bachelor degree & higher	5.7	1.6	5.7	38.5	48.4	100.0	122
Total	3.8	3.2	9.5	39.5	44.0	100.0	496

Table 6.29 shows the frequency distributions used to weigh six indicators of the infrastructure development broken down by occupation of the respondents.

Three out of six indicators showed positive opinion of 'a little better than before', which were (1) 'services at the railway station', (2) 'general road condition', (3) 'services at the central bus station' by 39.4, 34.9, 34.1 per cent, respectively. Two out of six indicators showed a very positive opinion of 'much better than before', which were (1) 'modernization of city communication system', (2) water supply and electricity services' by 57.6 and 43.8 per cent. The only indicator which showed neither positive nor negative attitude (no opinion) was 'services at the airport'.

It can be said that people in the tourist related business expressed more positive attitudes than people in other occupations. While the overall percentage showed 'a little better than before', the percentage of opinion of people in the tourist related business was 'much better than before'. Especially when the rest of the group indicated 'much better than before', people in the tourist related business showed 100 per cent agreement to this question.

**Table 6.29 Description of Opinion towards the Infrastructure Development
Classified by Occupation of Respondents**

Occupation of respondents	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. Services at the airport							
Tourist related				33.3	66.7	100.0	3
Private business	49.2	2.7	4.3	23.0	20.9	100.0	187
Govt & skilled	10.0		5.0	35.0	50.0	100.0	60
Farmer & workers	32.8	1.6	3.3	36.1	26.2	100.0	183
Unemployed	40.0	3.1	6.2	27.7	23.1	100.0	65
Total	36.9	2.0	4.2	29.9	26.9	100.0	498
2. Services at the railway station							
Tourist related	66.7				33.3	100.0	3
Private business	25.1	11.8	15.0	36.9	11.2	100.0	187
Govt & skilled	6.7	8.3	15.0	46.7	23.3	100.0	60
Farmer & workers	21.3	10.9	15.8	40.4	11.5	100.0	183
Unemployed	21.5	12.3	16.9	38.5	10.8	100.0	65
Total	21.3	11.0	15.5	39.4	12.9	100.0	498
3. Services at the central bus terminal							
Tourist related	33.3			33.3	33.3	100.0	3
Private business	11.2	19.8	24.6	36.4	8.0	100.0	187
Govt & skilled	13.3	10.0	26.7	28.3	21.7	100.0	60
Farmer & workers	13.1	19.7	24.6	31.1	11.5	100.0	183
Unemployed	10.8	16.9	20.0	41.5	10.8	100.0	65
Total	12.2	18.1	24.1	34.1	11.4	100.0	498
4. General road conditions							
Tourist related				33.3	66.7	100.0	3
Private business	1.6	36.9	8.0	35.3	18.2	100.0	187
Govt & skilled		25.0	6.7	43.3	25.0	100.0	60
Farmer & workers	1.6	36.1	10.9	29.5	21.9	100.0	183
Unemployed	1.5	32.3	7.7	41.5	16.9	100.0	65
Total	1.4	34.8	8.8	34.9	20.5	100.0	498
5. Modernization of city communication system							
Tourist related					100.0	100.0	3
Private business	1.1	1.1	3.7	35.8	58.3	100.0	187
Govt & skilled		1.7	1.7	26.7	70.0	100.0	60
Farmer & workers	2.7	2.2	3.8	37.2	54.1	100.0	183
Unemployed		1.5	1.5	44.6	52.3	100.0	65
Total	1.4	1.6	3.2	36.1	57.6	100.0	498
6. Water supply and electricity services							
Tourist related					100.0	100.0	3
Private business	4.8	2.1	9.1	38.5	45.5	100.0	187
Govt & skilled	1.7	6.7	5.0	38.3	48.3	100.0	60
Farmer & workers	2.7	3.8	9.3	41.0	43.2	100.0	183
Unemployed	6.2	1.5	15.4	43.1	33.8	100.0	65
Total	3.8	3.2	9.4	39.8	43.8	100.0	498

Table 6.30 shows the frequency distributions used to weigh six indicators of the infrastructure development broken down by duration of stay of the respondents.

Three out of six indicators showed positive opinion of 'a little better than before', which were (1) 'services at the railway station', (2) 'general road condition', (3) 'services at the central bus station' by 39.2, 35.0, 34.0 per cent, respectively. Two out of six indicators showed higher positive opinion of 'much better than before', which were (1) 'modernization of city communication system', (2) water supply and electricity services' by 57.8 and 44.0 per cent. The only indicator which showed neither positive nor negative attitude (no opinion) was 'services at the airport'.

The duration of stay in the inner city of Chiang Mai proved no significance in the opinion of the improvement of the infrastructure. The percentage in each items varied from the youngest to the oldest group of the respondents, thus to draw a conclusion was not possible. However, the overall percentage showed a positive to very positive attitude.

**Table 6.30 Description of Opinion towards the Infrastructure Development
Classified by Duration of Stay**

Duration of stay	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. Services at the airport							
Lowest-19 yrs	25.3	2.6	5.6	39.5	27.0	100.0	233
20-39 yrs	43.5	1.7	3.4	25.4	26.0	100.0	177
40-59 yrs	51.8	1.2	2.4	12.0	32.5	100.0	83
60 an up	71.4			28.6		100.0	7
Total	36.8	2.0	4.2	29.8	27.2	100.0	500
2. Services at the railway station							
Lowest-19 yrs	20.6	13.3	20.2	33.0	12.9	100.0	233
20-39 yrs	20.9	10.2	13.6	42.9	12.4	100.0	177
40-59 yrs	19.3	7.2	7.2	50.6	15.7	100.0	83
60 an up	85.7			14.3		100.0	7
Total	21.4	11.0	15.4	39.2	13.0	100.0	500
3. Services at the central bus terminal							
Lowest-19 yrs	11.2	16.3	26.2	36.9	9.4	100.0	233
20-39 yrs	10.7	19.2	23.2	32.8	14.1	100.0	177
40-59 yrs	16.9	19.3	20.5	30.1	13.3	100.0	83
60 an up	28.6	28.6	14.3	28.6		100.0	7
Total	12.2	18.0	24.0	34.2	11.6	100.0	500
4. General road conditions							
Lowest-19 yrs	1.7	45.5	9.4	29.6	13.7	100.0	233
20-39 yrs	.6	28.8	7.3	39.5	23.7	100.0	177
40-59 yrs	2.4	16.9	7.2	38.6	34.9	100.0	83
60 an up			42.9	57.1		100.0	7
Total	1.4	34.2	8.8	35.0	20.6	100.0	500
5. Modernization of city communication system							
Lowest-19 yrs	.4	1.7	3.4	41.6	52.8	100.0	233
20-39 yrs	1.1	1.1	1.7	36.2	59.9	100.0	177
40-59 yrs	4.8	2.4	4.8	20.5	67.5	100.0	83
60 an up			14.3	28.6	57.1	100.0	7
Total	1.4	1.6	3.2	36.0	57.8	100.0	500
6. Water supply and electricity services							
Lowest-19 yrs	3.9	4.7	13.3	42.1	36.1	100.0	233
20-39 yrs	2.3	1.7	5.6	40.1	50.3	100.0	177
40-59 yrs	7.2	2.4	3.6	32.5	54.2	100.0	83
60 an up			42.9	28.6	28.6	100.0	7
Total	3.8	3.2	9.4	39.6	44.0	100.0	500

Table 6.31 shows the frequency distributions used to weigh six indicators of the infrastructure development broken down by immigration background of the respondents.

Three out of six indicators showed positive opinion of 'a little better than before', which were (1) 'services at the railway station', (2) 'general road condition', (3) 'services at the central bus station' by 39.2, 35.0, 34.0 per cent, respectively. Two out of six indicators showed higher positive opinion of 'much better than before', which were (1) 'modernization of city communication system', (2) water supply and electricity services' by 57.8 and 44.0 per cent. The only indicator which showed neither positive nor negative attitude (no opinion) was 'services at the airport'.

Natives of Chiang Mai expressed higher percentage of positive to very positive opinions more than immigrated group, except in the central bus terminal services, which the latter group showed a higher percentage of positiveness.

**Table 6.31 Description of Opinion towards the Infrastructure Development
Classified by Immigration Background of Respondents**

Immigration background	No opinion	Worse than before	Similar to before	A little better	Much better	Total	No. of samples
1. Services at the airport							
Native	43.0	1.9	3.9	22.7	28.5	100.0	207
Immigrated	32.4	2.0	4.4	34.8	26.3	100.0	293
Total	36.8	2.0	4.2	29.8	27.2	100.0	500
2. Services at the railway station							
Native	21.7	10.1	13.0	42.0	13.0	100.0	207
Immigrated	21.2	11.6	17.1	37.2	13.0	100.0	293
Total	21.4	11.0	15.4	39.2	13.0	100.0	500
3. Services at the central bus terminal							
Native	14.0	21.3	20.3	29.5	15.0	100.0	207
Immigrated	10.9	15.7	26.6	37.5	9.2	100.0	293
Total	12.2	18.0	24.0	34.2	11.6	100.0	500
4. General road conditions							
Native	1.0	26.1	8.2	36.2	28.5	100.0	207
Immigrated	1.7	39.9	9.2	34.1	15.0	100.0	293
Total	1.4	34.2	8.8	35.0	20.6	100.0	500
5. Modernization of city communication system							
Native	1.4	1.9	2.9	30.0	63.8	100.0	207
Immigrated	1.4	1.4	3.4	40.3	53.6	100.0	293
Total	1.4	1.6	3.2	36.0	57.8	100.0	500
6. Water supply and electricity services							
Native	2.4	2.4	7.2	36.7	51.2	100.0	207
Immigrated	4.8	3.8	10.9	41.6	38.9	100.0	293
Total	3.8	3.2	9.4	39.6	44.0	100.0	500

Table 6.32 shows the frequency distributions used to weigh six indicators of the infrastructure development broken down by people related to tourist business.

Three out of six indicators showed positive opinion of ‘a little better than before’, which were (1) ‘services at the railway station’, (2) ‘general road condition’, (3) ‘services at the central bus station’ by 39.2, 35.0, 34.0 per cent, respectively. Two out of six indicators showed higher positive opinion of ‘much better than before’, which were (1) ‘modernization of city communication system’, (2) water supply and

electricity services' by 57.8 and 44.0 per cent. The only indicator which showed neither positive nor negative attitude (no opinion) was 'services at the airport'.

Respondents involved in tourist business showed high percentage opinions to the improvement of communication system (75.0%), water supply and electricity services and railway station services (62.5%), while the rest of the indicators were given a positive opinion by people having relatives in the tourist business. It can be said that people directly involved or having relatives involved in the tourist business seemed to perceive of the development of infrastructure more than people who were not involved in the tourist business.

**Table 6.32 Description of Opinion towards the Infrastructure Development
Classified by People Related to Tourist Business**

People related to tourist business.	No opinion	Worse than before	Similar to before	A little Better	Much better	Total	No. of samples
1. Services at the airport							
No one	38.5	1.9	4.2	29.6	25.8	100.0	473
Respondent				50.0	50.0	100.0	8
Relatives	10.5	5.3	5.3	26.3	52.6	100.0	19
Total	36.8	2.0	4.2	29.8	27.2	100.0	500
2. Services at the railway station							
No one	21.8	11.2	15.9	39.7	11.4	100.0	473
Respondent	12.5			25.0	62.5	100.0	8
Relatives	15.8	10.5	10.5	31.6	31.6	100.0	19
Total	21.4	11.0	15.4	39.2	13.0	100.0	500
3. Services at the central bus terminal							
No one	12.7	18.2	24.7	33.6	10.8	100.0	473
Respondent		37.5		37.5	25.0	100.0	8
Relatives	5.3	5.3	15.8	47.4	26.3	100.0	19
Total	12.2	18.0	24.0	34.2	11.6	100.0	500
4. General road conditions							
No one	1.3	34.5	8.2	35.1	20.9	100.0	473
Respondent		50.0	12.5	25.0	12.5	100.0	8
Relatives	5.3	21.1	21.1	36.8	15.8	100.0	19
Total	1.4	34.2	8.8	35.0	20.6	100.0	500
5. Modernization of city communication system							
No one	1.3	1.7	3.0	36.6	57.5	100.0	473
Respondent			12.5	12.5	75.0	100.0	8
Relatives	5.3		5.3	31.6	57.9	100.0	19
Total	1.4	1.6	3.2	36.0	57.8	100.0	500
6. Water supply and electricity services							
No one	3.6	3.4	9.1	40.2	43.8	100.0	473
Respondent			12.5	25.0	62.5	100.0	8
Relatives	10.5		15.8	31.6	42.1	100.0	19
Total	3.8	3.2	9.4	39.6	44.0	100.0	500

6.6 Opinion on Employment in Tourist Business

Table 6.33 illustrated that people from the younger generation had a positive attitude towards employment in the tourist business. Male and females showed no big difference in expressing opinions. Compulsory level educated people showed very high positive aspect ($m = 7.0656$, while mean of all respondents = 5.4920). Respondents who occupied in the tourist business indicated very high positive attitudes. The opinion towards the employment showed no difference when related to the duration of stay in the inner city of Chiang Mai. Respondents involved directly with the tourist business tended to show a high positive attitude.

Table 6.33 Distribution of Score of Opinion towards Employment in Tourist Business Classified by Personal Characteristics of the Inner City of Chiang Mai Dwellers

	Mean	Standard deviation	Number of samples
Score of all respondents	5.4920	4.7958	500
Classified by age groups			
Less than 20 years	6.2581	4.4194	31
20 - 39 years	5.5662	4.7678	302
40-59 years	5.2013	4.8962	149
60 years and over	5.3333	5.2468	18
Classified by sex of respondents			
Male	5.6696	4.7444	224
Female	5.3478	4.8410	276
Educational Levels			
No education	2.3333	3.9051	9
Compulsory level	7.0656	4.6829	122
Secondary and high school	5.6337	4.6694	243
Bachelor degree and higher	3.7869	4.6001	122
Classified by occupation			
Tourist related	12.0000	.0000	3
Private business	5.0321	4.7980	187
Government and skilled	7.5167	4.4360	60
Farm and factory workers	5.1967	4.8533	183
Unemployed	5.3077	4.4262	65
Duration of stay in Chiang Mai city			
Less than 20 years	5.5107	4.7517	233
20 - 39 years	5.5141	4.7971	177
40-59 years	5.3976	4.9974	83
60 years and over	5.4286	4.8255	7
Classified by migration background			
Native of Chiang Mai City	5.4928	4.8630	207
Immigrated from elsewhere	5.4915	4.7561	293
Respondent and relatives involve in tourist business			
No one involved	5.2918	4.7781	473
Respondent only	10.5000	2.8284	8
Relatives involved	8.3684	3.8616	19

From table 6.34 to Table 6.40 the frequency distributions used to weigh three indicators broken down by age group, sex, educational level, occupation, duration of stay, migration background and respondents and relatives involving in tourist business.

Since the questions were rather specific to travel agencies, tourist guides and vehicles rental, the answers showed that respondents gave 'no opinion' concerning these businesses because the majority of respondents were not involved in these services. However, in Table 6.37 and Table 6.40 showing the distribution of score of opinion towards employment in the tourist business classified by occupation and people related to those employed in the tourist business, the result indicated that eventhough the overall percentage of all respondents was highest in 'no opinion', people involved directly or having an occupation in tourist related business showed 100 per cent in 'much more than before' in every indicator.

**Table 6.34 Description of Opinion towards Employment in Tourist Business
Classified by Age Groups of Respondents**

Age groups of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of travel agencies							
Lowest - 19 yrs	22.6	3.2	16.1	25.8	32.3	100.0	31
20 - 39 yrs	37.9	1.3	2.7	26.9	31.2	100.0	301
40 - 59 yrs	45.6	2.0	1.3	26.2	24.8	100.0	149
60 and up	44.4			22.2	33.3	100.0	18
Total	39.5	1.6	3.0	26.5	29.5	100.0	499
2. Number of tourist guides							
Lowest - 19 yrs	38.7		25.8	12.9	22.6	100.0	31
20 - 39 yrs	53.5	2.3	3.3	20.9	19.9	100.0	301
40 - 59 yrs	53.0	3.4	2.0	24.2	17.4	100.0	149
60 and up	55.6	5.6		5.6	33.3	100.0	18
Total	52.5	2.6	4.2	20.8	19.8	100.0	499
3. Vehicle rental							
Lowest - 19 yrs	38.7		6.5	29.0	25.8	100.0	31
20 - 39 yrs	40.9	2.7	4.3	25.2	26.9	100.0	301
40 - 59 yrs	46.3	.7	2.7	19.5	30.9	100.0	149
60 and up	50.0		5.6	11.1	33.3	100.0	18
Total	42.7	1.8	4.0	23.2	28.3	100.0	499

**Table 6.35 Description of Opinion towards Employment in Tourist Business
Classified by Sex of Respondents**

Sex of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of travel agencies							
Male	37.9	1.8	3.1	26.3	30.8	100.0	224
Female	40.7	1.5	2.9	26.5	28.4	100.0	275
Total	39.5	1.6	3.0	26.5	29.5	100.0	499
2. Number of tourist guides							
Male	52.2	2.7	4.0	22.3	18.8	100.0	224
Female	52.7	2.5	4.4	19.6	20.7	100.0	275
Total	52.5	2.6	4.2	20.8	19.8	100.0	499
3. Vehicle rental							
Male	39.3	1.3	4.9	25.0	29.5	100.0	224
Female	45.5	2.2	3.3	21.8	27.3	100.0	275
Total	42.7	1.8	4.0	23.2	28.3	100.0	499

**Table 6.36 Description of Opinion towards Employment in Tourist Business
Classified by Educational Level of Respondents**

Educational level of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of travel agencies							
No education	77.8	11.1			11.1	100.0	9
Compulsory level	25.4	2.5	2.5	31.1	38.5	100.0	122
Secondary & high	36.6	1.2	4.9	27.2	30.0	100.0	243
Bachelor degree & higher	57.0	.8		22.3	19.8	100.0	121
Total	39.6	1.6	3.0	26.5	29.3	100.0	495
2. Number of tourist guides							
No education	55.6	11.1		22.2	11.1	100.0	9
Compulsory level	38.5	2.5	3.3	27.0	28.7	100.0	122
Secondary & high	51.0	2.1	6.6	21.0	19.3	100.0	243
Bachelor degree & higher	70.2	3.3	.8	14.0	11.6	100.0	121
Total	52.7	2.6	4.2	20.8	19.6	100.0	495
3. Vehicle rental							
No education	77.8	11.1			11.1	100.0	9
Compulsory level	28.7	2.5	4.1	23.0	41.8	100.0	122
Secondary & high	40.7	1.6	4.9	27.2	25.5	100.0	243
Bachelor degree & higher	58.7	.8	1.7	18.2	20.7	100.0	121
Total	42.8	1.8	3.8	23.4	28.1	100.0	495

**Table 6.37 Description of Opinion towards Employment in Tourist Business
Classified by Occupation of Respondents**

Occupation of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of travel agencies							
Tourist related					100.0	100.0	3
Private business	45.5	2.7	2.7	22.5	26.7	100.0	187
Govt & skilled	21.7	3.3	1.7	31.7	41.7	100.0	60
Farmer & workers	44.0		3.3	27.5	25.3	100.0	182
Unemployed	29.2	1.5	4.6	32.3	32.3	100.0	65
Total	39.6	1.6	3.0	26.6	29.2	100.0	497
2. Number of tourist guides							
Tourist related					100.0	100.0	3
Private business	55.6	5.3	3.2	17.6	18.2	100.0	187
Govt & skilled	35.0	3.3	3.3	26.7	31.7	100.0	60
Farmer & workers	54.9	.5	4.4	23.6	16.5	100.0	182
Unemployed	56.9		7.7	18.5	16.9	100.0	65
Total	52.7	2.6	4.2	20.9	19.5	100.0	497
3. Vehicle rental							
Tourist related					100.0	100.0	3
Private business	44.9	2.1	4.8	20.9	27.3	100.0	187
Govt & skilled	23.3	1.7	3.3	28.3	43.3	100.0	60
Farmer & workers	44.5	2.2	2.2	24.7	26.4	100.0	182
Unemployed	52.3		6.2	23.1	18.5	100.0	65
Total	42.9	1.8	3.8	23.3	28.2	100.0	497

**Table 6.38 Description of Opinion towards Employment in Tourist Business
Classified by Duration of Stay**

Duration of stay	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of travel agencies							
Lowest-19 yrs	37.3	2.1	4.7	29.6	26.2	100.0	233
20-39 yrs	40.3	.6	2.3	22.2	34.7	100.0	176
40-59 yrs	43.4	2.4		26.5	27.7	100.0	83
60 an up	42.9			28.6	28.6	100.0	7
Total	39.5	1.6	3.0	26.5	29.5	100.0	499
2. Number of tourist guides							
Lowest-19 yrs	50.6	2.6	5.6	21.9	19.3	100.0	233
20-39 yrs	54.5	2.3	4.5	19.3	19.3	100.0	176
40-59 yrs	53.0	3.6		21.7	21.7	100.0	83
60 an up	57.1			14.3	28.6	100.0	7
Total	52.5	2.6	4.2	20.8	19.8	100.0	499
3. Vehicle rental							
Lowest-19 yrs	42.5	2.1	4.7	24.9	25.8	100.0	233
20-39 yrs	40.9	1.7	4.0	25.6	27.8	100.0	176
40-59 yrs	47.0	1.2	1.2	14.5	36.1	100.0	83
60 an up	42.9		14.3	14.3	28.6	100.0	7
Total	42.7	1.8	4.0	23.2	28.3	100.0	499

**Table 6.39 Description of Opinion towards Employment in Tourist Business
Classified by Immigration Background of Respondents**

Immigration background	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of travel agencies							
Native	39.8	1.0	1.5	24.3	33.5	100.0	206
Immigrated	39.2	2.0	4.1	28.0	26.6	100.0	193
Total	39.5	1.6	3.0	26.5	29.5	100.0	499
2. Number of tourist guides							
Native	54.9	1.9	4.9	16.5	21.8	100.0	206
Immigrated	50.9	3.1	3.8	23.9	18.4	100.0	193
Total	52.5	2.6	4.2	20.8	19.8	100.0	499
3. Vehicle rental							
Native	44.2	1.5	2.9	20.4	31.1	100.0	206
Immigrated	41.6	2.0	4.8	25.3	26.3	100.0	193
Total	42.7	1.8	4.0	23.2	28.3	100.0	499

**Table 6.40 Description of Opinion towards Employment in Tourist Business
Classified by People Related to Tourist Business.**

People related to tourist business.	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of travel agencies							
No one	41.1	1.5	3.0	25.8	28.6	100.0	472
Respondent			12.5	25.0	62.5	100.0	8
Relatives	15.8	5.3		42.1	36.8	100.0	19
Total	39.5	1.6	3.0	26.5	29.5	100.0	499
2. Number of tourist guides							
No one	54.7	2.3	4.2	20.1	18.6	100.0	472
Respondent		12.5		12.5	75.0	100.0	8
Relatives	21.1	5.3	5.3	42.1	26.3	100.0	19
Total	52.5	2.6	4.2	20.8	19.8	100.0	499
3. Vehicle rental							
No one	44.7	1.5	4.2	23.1	26.5	100.0	472
Respondent		12.5		12.5	75.0	100.0	8
Relatives	10.5	5.3		31.6	52.6	100.0	19
Total	42.7	1.8	4.0	23.2	28.3	100.0	499

6.7 Opinion on Employment in the Accommodation Sector and Entertainment Business

Mean score in Table 6.41 was 17.5680. People aged less than 20 years showed a positive attitude concerning the employment in accommodation sector and entertainment business ($m = 18.3226$). Males seemed to be more positive, while females expressed a negative attitude. Respondents with compulsory level of education indicated a high positiveness, followed by the group with secondary level and high school. People with tourist business expressed very high positive attitude ($m = 23.3333$). It was noticeable that the longer they stayed in the inner city of Chiang Mai, the higher positive opinion they expressed. In this table people who stayed sixty years or longer indicated a positive attitude, while the immigrated group showed a slight negativeness. Respondents involved in tourist - related business also showed a high positive opinion ($m = 20.8750$), followed by people who had relatives involved in this business ($m = 18.6316$).

Table 6.41 Distribution of Score of Opinion towards Employment in Accommodation and Entertainment Business Classified by Personal Characteristics of the Inner City of Chiang Mai Dwellers

	Mean	Standard deviation	Number of samples
Score of all respondents	17.5680	5.7567	500
Classified by age groups			
Less than 20 years	18.3226	4.9355	31
20 - 39 years	17.7417	5.4754	302
40-59 years	17.0470	6.4140	149
60 years and over	17.6667	6.0682	18
Classified by sex of respondents			
Male	17.7813	5.6554	224
Female	17.3949	5.8422	276
Educational Levels			
No education	12.4444	6.1260	9
Compulsory level	18.1148	5.4715	122
Secondary and high school	17.7284	5.4523	243
Bachelor degree and higher	16.9754	6.4404	122
Classified by occupation			
Tourist related	23.3333	5.5774	3
Private business	17.6043	5.7654	187
Government and skilled	17.7500	6.1524	60
Farm and factory workers	17.1366	5.9010	183
Unemployed	18.1077	4.9690	65
Duration of stay in Chiang Mai city			
Less than 20 years	17.4936	5.3257	233
20 - 39 years	17.8701	5.8183	177
40-59 years	16.9277	6.8801	83
60 years and over	20.0000	2.0000	7
Classified by migration background			
Native of Chiang Mai City	17.9227	5.9857	207
Immigrated from elsewhere	17.3174	5.5860	293
Respondent and relatives involve in tourist business			
No one involved	17.4693	5.7464	473
Respondent only	20.8750	3.9438	8
Relatives involved	18.6316	6.3614	19

Table 6.42 showed the frequency distributions used to weigh six indicators of the employment in the accommodation sector and entertainment business broken down by age groups of respondents.

Five out of six indicators showed positive opinions of 'much more than before', which were (1) 'number of restaurants', (2) 'number of entertainment complexes', (3) 'number of hotels and guesthouses', (4) 'employment in entertainment complexes', (5) 'employment in hotel and guesthouses' by 56.8, 50.7 44.2, 42.4, 40.0 per cent, respectively. The only indicator which eventhough indicated opinion as 'much more than before' (34.3%) was classified as negative opinion because the indicator was related to the question of price of food and beverages. The opinion of 'much more than before' expressed the high increase in the price of food and beverages.

Table 6.42 indicated that people aged nineteen years or lower expressed a high positive attitude, followed by people aged between 20-59 year. The oldest group of people tended to show low positive opinions. However, the latter group expressed highest percentage (38.9) of negative opinion of price of food and beverages.

Table 6.42 Description of Opinion towards Employment in Accommodation and Entertainment Business Classified by Age Groups of Respondents

Age groups of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of hotels and guesthouses							
Lowest - 19 yrs	25.8			22.6	51.6	100.0	31
20 - 39 yrs	14.9	1.7	4.6	35.8	43.0	100.0	302
40 - 59 yrs	17.4	.7		34.9	47.0	100.0	149
60 and up	11.1			61.1	27.8	100.0	18
Total	16.2	1.2	2.8	35.6	44.2	100.0	500
2. Employment in hotels and guesthouses							
Lowest - 19 yrs	22.6			32.3	45.2	100.0	31
20 - 39 yrs	23.2	2.3	5.6	32.1	36.8	100.0	302
40 - 59 yrs	21.5	.7	2.7	29.5	45.6	100.0	149
60 and up	11.1			50.0	38.9	100.0	18
Total	22.2	1.6	4.2	32.0	40.0	100.0	500
3. Number of restaurants							
Lowest - 19 yrs		3.2	6.5	41.9	48.4	100.0	31
20 - 39 yrs	5.6	1.0	3.3	32.1	57.9	100.0	302
40 - 59 yrs	7.4	.7	3.4	31.5	57.0	100.0	149
60 and up	5.6		5.6	38.9	50.0	100.0	18
Total	5.8	1.0	3.6	32.8	56.8	100.0	500
4. Number of entertainment complexes							
Lowest - 19 yrs		3.2	3.2	32.3	61.3	100.0	31
20 - 39 yrs	4.6	2.0	3.6	37.4	52.3	100.0	302
40 - 59 yrs	14.9	.7	3.4	35.8	45.3	100.0	148
60 and up	5.6		5.6	38.9	50.0	100.0	18
Total	7.4	1.6	3.6	36.7	50.7	100.0	499
5. Employment in entertainment complexes							
Lowest - 19 yrs	3.2		6.5	38.7	51.6	100.0	31
20 - 39 yrs	10.9	1.7	6.0	38.4	43.0	100.0	302
40 - 59 yrs	17.4	.7	4.0	36.9	40.9	100.0	149
60 and up	27.8			44.4	27.8	100.0	18
Total	13.0	1.2	5.2	38.2	42.4	100.0	500
6. Price of food and beverages							
Lowest - 19 yrs	9.7	16.1	6.5	41.9	25.8	100.0	31
20 - 39 yrs	4.3	31.1	3.3	23.5	37.7	100.0	302
40 - 59 yrs	15.4	24.8	6.0	24.8	28.9	100.0	149
60 and up	16.7	11.1		33.3	38.9	100.0	18
Total	8.4	27.6	4.2	25.4	34.4	100.0	500

Table 6.43 showed the frequency distributions used to weigh six indicators of the employment in the accommodation sector and entertainment business broken down by sex of respondents.

Five out of six indicators showed positive opinion of 'much more than before', which were (1) 'number of restaurants', (2) 'number of entertainment complexes', (3) 'number of hotels and guesthouses', (4) 'employment in entertainment complexes', (5) 'employment in hotel and guesthouses' by 56.8, 50.7, 44.2, 42.4, 40.0 per cent, respectively. The only indicator which eventhough indicated opinion as 'much more than before' (34.31%), it was classified as negative opinion because the indicator was related to the question of price of food and beverages. The opinion of 'much more than before' therefore expressed the high increase in the price of food and beverages.

Males showed a higher percentage in the increase of hotels and guesthouses as well as the number of employment rate in this sector (46.9% and 43.8%), while females showed a higher percentage in the increased number of restaurants and entertainment services as well as the employment in such establishments by 57.2 per cent, 52.4 per cent and 45.7 per cent, respectively. Females tended to have higher negative attitude towards price of food and beverages than males.

Table 6.43 Description of Opinion towards Accommodation and Entertainment Business Classified by Sex of Respondents

Sex of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of hotels and guesthouses							
Male	12.1	1.8	2.7	36.6	46.9	100.0	224
Female	19.6	.7	2.9	34.8	42.0	100.0	276
Total	16.2	1.2	2.8	35.6	44.2	100.0	500
2. Employment in hotels and guesthouses							
Male	15.6	2.7	3.6	34.4	43.8	100.0	224
Female	27.5	.7	4.7	30.1	37.0	100.0	276
Total	22.2	1.6	4.2	32.0	40.0	100.0	500
3. Number of restaurants							
Male	7.1	1.3	3.6	31.7	56.3	100.0	224
Female	4.7	.7	3.6	33.7	57.2	100.0	276
Total	5.8	1.0	3.6	32.8	56.8	100.0	500
4. Number of entertainment complexes							
Male	6.3	1.8	3.6	39.7	48.7	100.0	224
Female	8.4	1.5	3.6	34.2	52.4	100.0	275
Total	7.4	1.6	3.6	36.7	50.7	100.0	499
5. Employment in entertainment complexes							
Male	12.1	1.8	5.4	42.4	38.4	100.0	224
Female	13.8	.7	5.1	34.8	45.7	100.0	276
Total	13.0	1.2	5.2	38.2	42.4	100.0	500
6. Price of food and beverages							
Male	7.6	29.5	5.4	29.5	28.1	100.0	224
Female	9.1	26.1	3.3	22.1	39.5	100.0	276
Total	8.4	27.6	4.2	25.4	34.4	100.0	500

Table 6.44 showed the frequency distributions used to weigh six indicators of the employment in the accommodation sector and entertainment business broken down by educational level.

Five out of six indicators showed positive opinion of ‘much more than before’, which were (1) ‘number of restaurants’, (2) ‘number of entertainment complexes’, (3) ‘number of hotels and guesthouses’, (4) ‘employment in the entertainment complexes’, (5) ‘employment in hotel and guesthouses’ by 56.9, 50.5, 44.0, 42.3, 39.9 per cent,

respectively. The only indicator which eventhough indicated opinion as ‘much more than before’ (34.31%), was classified as negative opinion because the indicator was related to the question of the price of food and beverages. The opinion of ‘much more than before’ therefore expressed the high increase of the price of food and beverages.

The group with the compulsory level of education seemed to express the highest percentage in every item. It may be said that hotels and restaurants need no specific skills, so those with the compulsory level of education should be able to find a job more easily.

Table 6.44 Description of Opinion towards Accommodation and Entertainment Business Classified by Educational Level of Respondents

Educational level of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of hotels and guesthouses							
No education	11.1	11.1		77.8		100.0	9
Compulsory level	13.1	1.6	5.7	33.6	45.9	100.0	122
Secondary & high	16.0	1.2	2.1	37.0	43.6	100.0	243
Bachelor degree & higher	20.5		1.6	32.0	45.9	100.0	122
Total	16.3	1.2	2.8	35.7	44.0	100.0	496
2. Employment in hotels and guesthouses							
No education	11.1	11.1		77.8		100.0	9
Compulsory level	23.0	2.5	4.9	26.2	43.4	100.0	122
Secondary & high	21.4	1.2	3.3	37.4	36.6	100.0	243
Bachelor degree & higher	24.6	.8	4.9	23.8	45.9	100.0	122
Total	22.4	1.6	4.0	32.1	39.9	100.0	496
3. Number of restaurants							
No education	22.2		11.1	55.6	11.1	100.0	9
Compulsory level	4.1	1.6	3.3	30.3	60.7	100.0	122
Secondary & high	6.2	.8	3.7	33.7	55.6	100.0	243
Bachelor degree & higher	5.7	.8	3.3	31.1	59.0	100.0	122
Total	5.8	1.0	3.6	32.7	56.9	100.0	496
4. Number of entertainment complexes							
No education	44.4			44.4	11.1	100.0	9
Compulsory level	4.9	.8	2.5	35.2	56.6	100.0	122
Secondary & high	6.2	2.1	3.7	33.3	54.7	100.0	243
Bachelor degree & higher	9.9	1.7	5.0	44.6	38.8	100.0	121
Total	7.5	1.6	3.6	36.8	50.5	100.0	495
5. Employment in entertainment complexes							
No education	44.4			44.4	11.1	100.0	9
Compulsory level	12.3	2.5	3.3	32.8	49.2	100.0	122
Secondary & high	9.9	1.2	7.0	39.1	42.8	100.0	243
Bachelor degree & higher	18.0		4.1	41.0	36.9	100.0	122
Total	13.1	1.2	5.2	38.1	42.3	100.0	496
6. Price of food and beverages							
No education	11.1	55.6	11.1		22.2	100.0	9
Compulsory level	3.3	30.3	4.1	22.1	40.2	100.0	122
Secondary & high	6.2	30.0	3.7	26.3	33.7	100.0	243
Bachelor degree & higher	18.0	18.0	4.9	28.7	30.3	100.0	122
Total	8.5	27.6	4.2	25.4	34.3	100.0	496

Table 6.45 showed the frequency distributions used to weigh six indicators of the employment in the accommodation sector and entertainment business broken down by occupation of the respondents.

Five out of six indicators showed positive opinion of 'much more than before', which were (1) 'number of restaurants', (2) 'number of entertainment complexes', (3) 'number of hotels and guesthouses', (4) 'employment in entertainment complexes', (5) 'employment in hotel and guesthouses' by 56.8, 50.5, 44.0, 42.4, 40.0 per cent, respectively. The only indicator which eventhough indicated opinion as 'much more than before'' (34.31%), was classified as negative opinion because the indicator was related to the question of price of food and beverages. The opinion of 'much more than before' therefore expressed the high increase of price of food and beverages.

Table 6.45 indicated that people who involved directly with tourist business expressed very high percentage of positive opinion in every aspect. They also showed the highest percentage of negative opinion towards the increase of price of food and beverages.

Table 6.45 Description of Opinion towards the Employment in Accommodation and Entertainment Business Classified by Occupation of Respondents

Occupation of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of hotels and guesthouses							
Tourist related					100.0	100.0	3
Private business	15.5	2.1	2.1	36.9	43.3	100.0	187
Govt. & skilled	15.5		5.0	31.7	48.3	100.0	60
Farmers & workers	17.5	.5	3.3	36.6	42.1	100.0	183
Unemployed	16.9	1.5	1.5	35.4	44.6	100.0	65
Total	1.63	1.2	2.8	35.7	44.0	100.0	498
2. Employment in hotels and guesthouses							
Tourist related				33.3	66.7	100.0	3
Private business	21.4	3.7	3.7	29.4	41.7	100.0	187
Govt. & skilled	25.0		6.7	23.3	45.0	100.0	60
Farmers & workers	21.9	.5	4.4	36.1	37.2	100.0	183
Unemployed	24.6		1.5	36.9	36.9	100.0	65
Total	22.3	1.6	4.2	32.1	40.0	100.0	498
3. Number of restaurants							
Tourist related					100.0	100.0	3
Private business	4.3	1.6	3.7	32.4	58.3	100.0	187
Govt. & skilled	6.7		8.3	18.3	66.7	100.0	60
Farmers & workers	8.2	.5	1.6	38.3	51.4	100.0	183
Unemployed	3.1	1.5	4.6	33.8	56.9	100.0	65
Total	5.8	1.0	3.6	32.7	56.8	100.0	498
4. Number of entertainment complexes							
Tourist related					100.0	100.0	3
Private business	8.6	1.1	3.2	37.4	49.7	100.0	187
Govt. & skilled	8.3		5.0	31.7	55.0	100.0	60
Farmers & workers	7.1	2.7	2.7	40.1	47.3	100.0	183
Unemployed	4.6	1.5	6.2	32.3	55.4	100.0	65
Total	7.4	1.6	3.6	36.8	50.5	100.0	498
5. Employment in entertainment complexes							
Tourist related					100.0	100.0	3
Private business	11.8	2.1	4.8	35.3	46.0	100.0	187
Govt. & skilled	18.3		5.0	31.7	45.0	100.0	60
Farmers & workers	11.5	1.1	5.5	44.3	37.7	100.0	183
Unemployed	16.9		6.2	36.9	40.0	100.0	65
Total	13.1	1.2	5.2	38.2	42.4	100.0	498
6. Price of food and beverages							
Tourist related				33.3	66.7	100.0	3
Private business	7.0	32.1	3.7	23.5	33.7	100.0	187
Govt. & skilled	6.7	23.3	5.0	28.3	36.7	100.0	60
Farmers & workers	10.4	33.3	3.8	24.0	28.4	100.0	183
Unemployed	9.2	4.6	6.2	32.3	47.7	100.0	65
Total	8.4	27.7	4.2	25.5	34.1	100.0	495

Table 6.46 showed the frequency distributions used to weigh six indicators of the employment in the accommodation sector and entertainment business broken down by duration of stay of the respondents.

Five out of six indicators showed positive opinion of 'much more than before', which were (1) 'number of restaurants', (2) 'number of entertainment complexes', (3) 'number of hotels and guesthouses', (4) 'employment in entertainment complexes', (5) 'employment in hotel and guesthouses' by 56.8, 50.7, 44.2, 42.4, 40.0 per cent, respectively. The only indicator which eventhough indicated opinion as 'much more than before'' (34.31%), was classified as negative opinion because the indicator was related to the question of price of food and beverages. The opinion of 'much more than before' therefore expressed the high increase of price of food and beverages.

Table 6.46 indicated that duration of stay in the inner city of Chiang Mai between lower than nineteen years to thirty nine years showed the highest positive attitude. However, people who stayed from sixty years or over expressed the highest percentage of negative opinion towards the increase in the price of food and beverages.

Table 6.46 Description of Opinion towards Accommodation and Entertainment Businesses Classified by Duration of Stay

Duration of stay	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of hotels and guesthouses							
Lowest-19 yrs	19.3	1.7	3.4	36.9	38.6	100.0	233
20-39 yrs	11.9	1.1	3.4	36.2	47.5	100.0	177
40-59 yrs	18.1			27.7	54.2	100.0	83
60 and up				71.4	28.6	100.0	7
Total	16.2	1.2	2.8	35.6	44.2	100.0	500
2. Employment in hotels and guesthouses							
Lowest-19 yrs	24.5	2.6	3.4	36.1	33.5	100.0	233
20-39 yrs	18.6	1.1	5.6	32.2	42.4	100.0	177
40-59 yrs	25.3		3.6	18.1	53.0	100.0	83
60 and up				57.1	42.9	100.0	7
Total	22.2	1.6	4.2	32.0	40.0	100.0	500
3. Number of restaurants							
Lowest-19 yrs	3.9	1.7	3.4	34.8	56.2	100.0	233
20-39 yrs	7.9	.6	2.8	30.5	58.2	100.0	177
40-59 yrs	7.2		6.0	31.3	55.4	100.0	83
60 and up				42.9	57.1	100.0	7
Total	5.8	1.0	3.6	32.8	56.8	100.0	500
4. Number of entertainment complexes							
Lowest-19 yrs	3.4	2.1	3.0	32.6	58.8	100.0	233
20-39 yrs	8.0	1.7	3.4	39.8	47.2	100.0	176
40-59 yrs	18.1		6.0	39.8	36.1	100.0	83
60 and up				57.1	42.9	100.0	7
Total	7.4	1.6	3.6	36.7	50.7	100.0	499
5. Employment in entertainment complexes							
Lowest-19 yrs	9.0	2.1	5.6	35.6	47.6	100.0	233
20-39 yrs	13.6	.6	5.1	40.7	40.1	100.0	177
40-59 yrs	22.9		4.8	38.6	33.7	100.0	83
60 and up	14.3			57.1	28.6	100.0	7
Total	13.0	1.2	5.2	38.2	42.4	100.0	500
6. Price of food and beverages							
Lowest-19 yrs	6.0	36.5	5.6	21.0	30.9	100.0	233
20-39 yrs	9.0	23.2	1.7	27.1	39.0	100.0	177
40-59 yrs	14.5	14.5	6.0	31.3	33.7	100.0	83
60 and up				57.1	42.9	100.0	7
Total	8.4	27.6	4.2	25.4	34.4	100.0	500

Table 6.47 showed the frequency distributions used to weigh six indicators of the employment in the accommodation sector and entertainment business broken down by immigration background of the respondents.

Five out of six indicators showed positive opinion of 'much more than before', which were (1) 'number of restaurants', (2) 'number of entertainment complexes', (3) 'number of hotels and guesthouses', (4) 'employment in entertainment complexes', (5) 'employment in hotel and guesthouses' by 56.8, 50.7, 44.2, 42.4, 40.0 per cent, respectively. The only indicator which eventhough indicated opinion as 'much more than before'' (34.31%), was classified as negative opinion because the indicator was related to the question of price of food and beverages. The opinion of 'much more than before' therefore expressed the high increase of price of food and beverages.

Table 6.47 indicated that native people expressed higher percentage of positive attitudes towards the increased number of the business such as hotels and guesthouses, restaurants and the increase in employment. Native people also indicated negative attitudes towards the increase in the price of food and beverages.

Table 6.47 Description of Opinion towards Accommodation and Entertainment Businesses Classified by Immigration Background of Respondents

Immigration background	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of hotels and guesthouses							
Native	13.0	.5	2.9	30.9	52.7	100.0	207
Immigrated	18.4	1.7	2.7	38.9	38.2	100.0	293
Total	16.2	1.2	2.8	35.6	44.2	100.0	500
2. Employment in hotels and guesthouses							
Native	21.3	.5	5.8	25.1	47.3	100.0	207
Immigrated	22.9	2.4	3.1	36.9	34.8	100.0	292
Total	22.2	1.6	4.2	32.0	40.0	100.0	499
3. Number of restaurants							
Native	6.3		4.8	30.9	58.0	100.0	207
Immigrated	5.5	1.7	2.7	34.1	56.0	100.0	293
Total	5.8	1.0	3.6	32.8	56.8	100.0	500
4. Number of entertainment complexes							
Native	8.2	.5	4.8	40.6	45.9	100.0	207
Immigrated	6.8	2.4	2.7	33.9	54.1	100.0	292
Total	7.4	1.6	3.6	36.7	50.7	100.0	499
5. Employment in entertainment complexes							
Native	14.5		6.8	40.1	38.6	100.0	207
Immigrated	11.9	2.0	4.1	36.9	45.1	100.0	293
Total	13.0	1.2	5.2	38.2	42.4	100.0	500
6. Price of food and beverages							
Native	9.2	19.3	3.9	30.0	37.7	100.0	207
Immigrated	7.8	33.4	4.4	22.2	32.1	100.0	293
Total	8.4	27.6	4.2	25.4	34.4	100.0	500

Table 6.48 showed the frequency distributions used to weigh six indicators of the employment in the accommodation sector and entertainment business broken down by people related to tourist business.

Five out of six indicators showed positive opinion of 'much more than before', which were (1) 'number of restaurants', (2) 'number of entertainment complexes', (3) 'number of hotels and guesthouses', (4) 'employment in entertainment complexes', (5) 'employment in hotel and guesthouses' by 56.8, 50.7, 44.2, 42.4, 40.0 per cent,

respectively. The only indicator which eventhough indicated opinion as 'much more than before' (34.31%), was classified as negative opinion because the indicator was related to the question of price of food and beverages. The opinion of 'much more than before' therefore expressed the high increase of price of food and beverages.

Table 6.48 indicated that respondents involved with tourist business seemed to express higher percentages in nearly every aspect, except in the increase in number of hotels and guesthouses and the employment in such businesses which the percentage of the highest positive attitude was shown by the group of 'relatives involved' and 'no one involved'.

Table 6.48 Description of Opinion towards Accommodation and Entertainment Businesses Classified by People Related to Tourist Business.

People related to tourist business	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of hotels and guesthouses							
No one	16.9	1.1	2.7	35.5	43.8	100.0	473
Respondent			12.5	37.5	50.0	100.0	8
Relatives	5.3	5.3		36.8	52.6	100.0	19
Total	16.2	1.2	2.8	35.6	44.2	100.0	500
2. Employment in hotels and guesthouses							
No one	22.8	1.5	3.8	31.7	40.2	100.0	473
Respondent	12.5		25.0	25.0	37.5	100.0	8
Relatives	10.5	5.3	5.3	42.1	36.8	100.0	19
Total	22.2	1.6	4.2	32.0	40.0	100.0	500
3. Number of restaurants							
No one	5.7	.8	3.6	33.4	56.4	100.0	473
Respondent		12.5		12.5	75.0	100.0	8
Relatives	10.5		5.3	26.3	57.9	100.0	19
Total	5.8	1.0	3.6	32.8	56.8	100.0	500
4. Number of entertainment complexes							
No one	7.4	1.7	3.8	37.2	49.9	100.0	473
Respondent				25.0	75.0	100.0	8
Relatives	11.1			27.8	61.1	100.0	18
Total	7.4	1.6	3.6	36.7	50.7	100.0	499
5. Employment in entertainment complexes							
No one	13.3	1.3	5.5	38.5	41.4	100.0	473
Respondent				25.0	75.0	100.0	8
Relatives	10.5			36.8	52.6	100.0	19
Total	13.0	1.2	5.2	38.2	42.4	100.0	500
6. Price of food and beverages							
No one	8.5	28.8	4.2	25.6	33.0	100.0	473
Respondent			12.5		87.5	100.0	8
Relatives	10.5	10.5		31.6	47.4	100.0	19
Total	8.4	27.6	4.2	25.4	34.4	100.0	500

6.8 Opinion on Employment in Souvenir Shops

Mean score of Table 6.49 was 7.8000. Respondents aged less than twenty years were the biggest group which showed a positive attitude. Males indicated more positiveness than females. People with no education seemed to be very negative in this particular employment, while the secondary and high school group reflected positive attitudes towards this job. People who had careers in tourist related - business indicated very high positive opinions. Respondents who stayed in Chiang Mai for sixty years and over were very positive to this kind of employment. Neither native people of Chiang Mai or the immigrated group showed no big difference towards employment. However, respondents involved in tourist related - business seemed to have high positive attitudes, followed by respondents who had relatives involved in such business.

Table 6.49 Distribution of Score of Opinion towards Employment in Souvenir Shops Classified by Personal Characteristics of the Inner City of Chiang Mai Dwellers

	Mean	Standard deviation	Number of samples
Score of all respondents	7.8000	4.2061	500
Classified by age groups			
Less than 20 years	8.1935	3.8420	31
20 - 39 years	7.7119	4.2536	302
40-59 years	7.9396	4.2207	149
60 years and over	7.4444	4.1334	18
Classified by sex of respondents			
Male	8.2589	3.8695	224
Female	7.4275	4.4328	276
Educational Levels			
No education	5.8889	4.7022	9
Compulsory level	7.6721	4.2435	122
Secondary and high school	7.9835	4.0503	243
Bachelor degree and higher	7.6148	4.4693	122
Classified by occupation			
Tourist related	12.0000	.0000	3
Private business	7.7219	4.3561	187
Government and skilled	7.9333	3.9654	60
Farm and factory workers	7.6339	4.3768	183
Unemployed	8.0462	3.5019	65
Duration of stay in Chiang Mai city			
Less than 20 years	7.6567	4.0261	233
20 - 39 years	7.9831	4.3123	177
40-59 years	7.7952	4.5284	83
60 years and over	8.0000	4.1231	7
Classified by migration background			
Native of Chiang Mai City	7.8744	4.3426	207
Immigrated from elsewhere	7.7474	4.1137	293
Respondent and relatives involve in tourist business			
No one involved	7.7315	4.2538	473
Respondent only	9.6250	2.7223	8
Relatives involved	8.7368	3.2462	19

Table 6.50 showed the frequency distributions used to weigh three indicators of the employment in souvenir shops broken down by age groups of respondents.

All of the indicators showed very high positive opinion, which were (1) 'number of souvenir shops', (2) 'types and quantities of souvenir and (3) 'personnel in souvenir shops' by 40.4, 40.0, 32.5 per cent, respectively. There was split opinion on 'personnel in souvenir shops', which was positive split between 'more than before' and 'much more than before' by 31.1 and 32.5 per cent.

Table 6.50 showed that respondents aged between 19-59 years expressed the highest percentage of positive attitudes. The oldest group showed the lowest percentage.

Table 6.50 Description of Opinion towards Employment in Souvenir Shops Classified by Age Groups of Respondents

Age groups of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of souvenir shops							
Lowest - 19 yrs	12.9		19.4	25.8	41.9	100.0	233
20 - 39 yrs	18.9	1.7	6.0	34.2	39.2	100.0	177
40 - 59 yrs	15.5	2.7	6.1	32.4	43.2	100.0	83
60 and up	22.2		5.6	38.9	33.3	100.0	7
Total	17.7	1.8	6.8	33.3	40.4	100.0	498
2. Personnel in souvenir shops							
Lowest - 19 yrs	19.4		16.1	25.8	38.7	100.0	233
20 - 39 yrs	27.9	2.7	7.3	31.9	30.2	100.0	177
40 - 59 yrs	25.7	2.7	4.1	30.4	37.2	100.0	83
60 and up	38.9		5.6	33.3	22.2	100.0	7
Total	27.1	2.4	6.8	31.1	32.5	100.0	498
3. Types and quantities of souvenirs							
Lowest - 19 yrs	19.4		6.5	38.7	35.5	100.0	233
20 - 39 yrs	19.6	2.0	8.0	32.9	37.5	100.0	177
40 - 59 yrs	25.0	1.4	4.7	23.0	45.9	100.0	83
60 and up	16.7		5.6	38.9	38.9	100.0	7
Total	21.1	1.6	6.8	30.5	40.0	100.0	498

Table 6.51 showed the frequency distributions used to weigh three indicators of the employment in souvenir shops broken down by sex of the respondents.

All of the indicators showed very high positive opinion, which were (1) 'number of souvenir shops', (2) 'types and quantities of souvenirs and (3) 'personnel in souvenir shops' by 40.4, 40.0, 32.5 per cent, respectively. There was split opinion about 'personnel in souvenir shops', which was positive splitting between 'more than before' and 'much more than before' by 31.1 and 32.5 per cent.

Table 6.51 showed that males seemed to express a higher percentage of positive opinion than females, except the indicator of 'personnel in souvenir shops' showed no difference between males and females.

**Table 6.51 Description of Opinion towards Employment in Souvenir Shops
Classified by Sex of Respondents**

Sex of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of souvenir shops							
Male	13.5	1.3	5.8	37.2	42.2	100.0	223
Female	21.1	2.2	7.6	30.2	38.9	100.0	275
Total	17.7	1.8	6.8	33.3	40.4	100.0	498
2. Personnel in souvenir shops							
Male	21.5	2.2	5.4	37.7	33.2	100.0	223
Female	31.6	2.5	8.0	25.8	32.0	100.0	275
Total	27.1	2.4	6.8	31.1	32.5	100.0	498
3. Types and quantities of souvenirs							
Male	17.0	2.2	8.5	30.5	41.7	100.0	223
Female	24.4	1.1	5.5	30.5	38.5	100.0	275
Total	21.1	1.6	6.8	30.5	40.0	100.0	498

Table 6.52 showed the frequency distributions used to weigh three indicators of the employment in souvenir shops broken down by educational level of the respondents.

All of the indicators showed very high positive opinion, which were (1) 'number of souvenir shops', (2) 'types and quantities of souvenirs and (3) 'personnel in souvenir shops' by 40.3, 39.9, 32.4 per cent, respectively. There was split opinion of 'personnel in souvenir shops', which was positive splitting between 'more than before' and 'much more than before' by 31.0 and 32.4 per cent.

Respondents with bachelor degree level or higher showed a high percentage in every aspect, while the group of no education expressed the lowest percentage.

**Table 6.52 Description of Opinion towards Employment in Souvenir Shops
Classified by Educational Level of Respondents**

Educational level of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of souvenir shops							
No education	33.3		11.1	22.2	33.3	100.0	9
Compulsory level	17.2	2.5	7.4	37.7	35.2	100.0	122
Secondary & high	16.5	2.1	7.4	33.7	40.3	100.0	243
Bachelor degree & higher	20.0	.8	5.0	28.3	45.8	100.0	120
Total	17.8	1.8	6.9	33.2	40.3	100.0	494
2. Personnel in souvenir shops							
No education	33.3		11.1	55.6		100.0	9
Compulsory level	26.2	4.1	10.7	27.0	32.0	100.0	122
Secondary & high	25.1	2.5	6.6	35.0	30.9	100.0	243
Bachelor degree & higher	32.5	.8	3.3	25.0	38.3	100.0	120
Total	27.3	2.4	6.9	31.0	32.4	100.0	494
4. Types and quantities of souvenirs							
No education	44.4		11.1	22.2	22.2	100.0	9
Compulsory level	21.3	2.5	5.7	34.4	36.1	100.0	122
Secondary & high	18.1	1.6	8.6	30.5	41.2	100.0	243
Bachelor degree & higher	25.8	.8	4.2	26.7	42.5	100.0	120
Total	21.3	1.6	6.9	30.4	39.9	100.0	494

Table 6.53 showed the frequency distributions used to weigh three indicators of the employment in souvenir shops broken down by occupation of the respondents

All of the indicators showed very high positive opinion, which were (1) 'number of souvenir shops', (2) 'types and quantities of souvenirs and (3) 'personnel in souvenir shops' by 40.1, 39.7, 32.3 per cent, respectively. There was split opinion on 'personnel in souvenir shops', which was a positive splitting between 'more than before' and 'much more than before' by 31.3 and 32.3 per cent.

People involved in tourist related business showed the highest positive opinion toward employment in the souvenir business.

Table 6.53 Description of Opinion towards Employment in Souvenir Shops Classified by Occupation of Respondents

Occupation of respondent	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of souvenir shops							
Tourist related					100.0	100.0	3
Private business	18.8	2.7	7.0	33.9	37.6	100.0	186
Govt & skilled	13.3	3.3	8.3	43.3	31.7	100.0	60
Farmer & workers	20.3	1.1	5.5	29.1	44.0	100.0	182
Unemployed	12.3		9.2	36.9	41.5	100.0	65
Total	17.7	1.8	6.9	33.5	40.1	100.0	496
2. Personnel in souvenir shops							
Tourist related					00.0	100.0	3
Private business	26.9	3.2	5.9	31.7	32.3	100.0	186
Govt & skilled	25.0	3.3	10.0	31.7	30.0	100.0	60
Farmer & workers	28.6	1.6	4.9	31.3	33.5	100.0	182
Unemployed	27.7	1.5	12.3	30.8	27.7	100.0	65
Total	27.2	2.4	6.9	31.3	32.3	100.0	496
3. Types and quantities of souvenirs							
Tourist related					100.0	100.0	3
Private business	19.9	3.2	8.1	26.3	42.5	100.0	186
Govt & skilled	18.3		6.7	35.0	40.0	100.0	60
Farmer & workers	25.8	1.1	5.5	29.7	37.9	100.0	182
Unemployed	15.4		7.7	43.1	33.8	100.0	65
Total	21.2	1.6	6.9	30.6	39.7	100.0	496

Table 6.54 showed the frequency distributions used to weigh three indicators of the employment in souvenir shops broken down by duration of stay of the respondents.

All of the indicators showed very high positive opinions, which were (1) 'number of souvenir shops', (2) 'types and quantities of souvenirs and (3) 'personnel in

souvenir shops' by 40.4, 40.0, 32.5 per cent, respectively. There was split opinion of 'personnel in souvenir shops', which was positive splitting between 'more than before' and 'much more than before' by 31.1 and 32.5 per cent.

Table 6.54 indicated that respondents who stayed in the inner city of Chiang Mai between 20-39 years showed the highest percentage of positive opinion to the increased number of souvenir shops, while people who were living in Chiang Mai between 40-59 years expressed the highest percentage of positiveness in the increased number of personnel, types and quantities of souvenirs.

**Table 6.54 Description of Opinion towards Employment in Souvenir Shops
Classified by Duration of Stay of Respondents**

Duration of stay	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of souvenir shops							
Lowest-19 yrs	17.6	2.1	8.6	38.2	33.5	100.0	233
20-39 yrs	17.6	1.7	4.5	29.0	47.2	100.0	176
40-59 yrs	18.3	1.2	6.1	29.3	45.1	100.0	82
60 and up	14.3		14.3	28.6	42.9	100.0	7
Total	17.7	1.8	6.8	33.3	40.4	100.0	498
2. Personnel in souvenir shops							
Lowest-19 yrs	24.9	3.4	7.7	38.2	25.8	100.0	233
20-39 yrs	29.0	1.7	6.3	26.1	36.9	100.0	176
40-59 yrs	29.3	1.2	4.9	22.0	42.7	100.0	82
60 and up	28.6		14.3	28.6	28.6	100.0	7
Total	27.1	2.4	6.8	31.1	32.5	100.0	498
3. Types and quantities of souvenirs							
Lowest-19 yrs	18.9	3.0	8.2	37.8	32.2	100.0	233
20-39 yrs	21.0	.6	5.7	26.7	46.0	100.0	176
40-59 yrs	28.0		4.9	18.3	48.8	100.0	82
60 and up	14.3		14.3	28.6	42.9	100.0	7
Total	21.1	1.6	6.8	30.5	40.0	100.0	498

Table 6.55 showed the frequency distributions used to weigh three indicators of the employment in souvenir shops broken down by immigration background of the respondents.

All of the indicators showed very high positive opinion, which were (1) 'number of souvenir shops', (2) 'types and quantities of souvenirs and (3) 'personnel in souvenir shops' by 40.4, 40.0, 32.5 per cent, respectively. There was split opinion of 'personnel in souvenir shops', which was positive splitting between 'more than before' and 'much more than before' by 31.1 and 32.5 per cent.

Table 6.55 indicated clearly that native people of Chiang Mai expressed the highest percentage of positive attitudes in every question.

Table 6.55 Description of Opinion towards Employment in Souvenir Shops Classified by Immigration Background of Respondents

Immigration background	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of souvenir shops							
Native	17.6	1.5	5.9	29.8	45.4	100.0	205
Immigrated	17.7	2.0	7.5	35.8	36.9	100.0	293
Total	17.7	1.8	6.8	33.3	40.4	100.0	498
2. Personnel in souvenir shops							
Native	30.2	1.5	6.8	22.4	39.0	100.0	205
Immigrated	24.9	3.1	6.8	37.2	28.0	100.0	293
Total	27.1	2.4	6.8	31.1	32.5	100.0	498
3. Types and quantities of souvenirs							
Native	22.0		6.8	25.9	45.4	100.0	205
Immigrated	20.5	2.7	6.8	33.8	36.2	100.0	293
Total	21.1	1.6	6.8	30.5	40.0	100.0	498

Table 6.56 showed the frequency distributions used to weigh three indicators of the employment in souvenir shops broken down by people related to tourist business.

All of the indicators showed very high positive opinion, which were (1) 'number of souvenir shops', (2) 'types and quantities of souvenirs and (3) 'personnel in souvenir shops' by 40.4, 40.0, 32.5 per cent, respectively. There was split opinion of 'personnel in souvenir shops', which was a positive splitting between 'more than before' and 'much more than before' by 31.1 and 32.5 per cent.

Table 6.56 indicated clearly that respondents who pursued a career in the tourist business expressed very high percentages of positive attitudes towards employment in souvenir shops.

Table 6.56 Description of Opinion towards Employment in Souvenir Shops Classified by People Related to Tourist Business.

People related to tourist business.	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Number of souvenir shops							
No one	18.5	1.5	6.6	33.3	40.1	100.0	471
Respondent		12.5	12.5	25.0	50.0	100.0	8
Relatives	5.3	5.3	10.5	36.8	42.1	100.0	19
Total	17.7	1.8	6.8	33.3	40.4	100.0	498
2. Personnel in souvenir shops							
No one	28.5	2.1	6.2	30.6	32.7	100.0	471
Respondent		12.5	12.5	25.0	50.0	100.0	8
Relatives	5.3	5.3	21.1	47.4	21.1	100.0	19
Total	27.1	2.4	6.8	31.1	32.5	100.0	498
3. Types and quantities of souvenirs							
No one	21.9	1.7	6.4	30.4	39.7	100.0	471
Respondent			25.0	12.5	62.5	100.0	8
Relatives	10.5		10.5	42.1	36.8	100.0	19
Total	21.1	1.6	6.8	31.5	40.0	100.0	498

6.9 Opinion on the Social Aspects

Mean score of Table 6.57 was 7.9440. People aged sixty years or over showed very negative attitudes towards the social situation. Males and females presented no clear picture but males seemed to express a slight negative opinion. Respondents with no education and bachelor degree or higher were the groups which expressed higher negative attitudes concerning social problems. People who had a tourist business showed very negative opinions. Respondents stayed in Chiang Mai for sixty years or over indicated very negative attitudes. Respondents involved in tourist related business or having relatives involved in this kind of business expressed a slight positiveness.

Table 6.57 Description of Score of Opinion toward Social Aspects Classified by Personal Characteristics of the Inner City of Chiang Mai Dwellers

	Mean	Standard deviation	Number of samples
Score of all respondents	7.9440	3.3471	500
Classified by age groups			
Less than 20 years	7.7419	3.8120	31
20 - 39 years	8.3675	3.1328	302
40-59 years	7.2550	3.5377	149
60 years and over	6.8889	3.4452	18
Classified by sex of respondents			
Male	7.8750	3.3472	224
Female	8.0000	3.3521	276
Educational Levels			
No education	5.1110	4.8074	9
Compulsory level	8.0000	3.3501	122
Secondary and high school	8.1728	3.2958	243
Bachelor degree and higher	7.5410	3.2401	122
Classified by occupation			
Tourist related	4.0000	2.0000	3
Private business	7.6150	3.4410	187
Government and skilled	8.0667	3.2618	60
Farm and factory workers	8.3661	3.1277	183
Unemployed	7.6923	3.6440	65
Duration of stay in Chiang Mai city			
Less than 20 years	8.5665	3.3394	233
20 - 39 years	7.6723	3.2219	177
40-59 years	6.9036	3.2968	83
60 years and over	6.4286	3.5523	7
Classified by migration background			
Native of Chiang Mai City	7.6087	3.0982	207
Immigrated from elsewhere	8.1809	3.4982	293
Respondent and relatives involve in tourist business			
No one involved	7.9112	3.3090	473
Respondent only	8.7500	3.274	8
Relatives involved	8.4211	4.3117	19

Table 6.58 showed the frequency distributions used to weigh three indicators of social aspects broken down by age group of the respondents.

All of the indicators showed negative opinion of the social situation of 'much more than before', which were (1) 'drug traders and consumers, (2) 'crime rate', (3) 'number of prostitutes' by 59.8, 51.4, 25.0 per cent, respectively.

Table 6.58 showed that every age group seemed to express very high percentage of negative opinion concerning social problems. However, people aged between 20-39 years indicated the highest percentage of negativeness towards 'drug traders and consumers'.

Table 6.58 Description of Opinion towards Social Aspects Classified by Age Groups of Respondents

Age groups of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Crime rate							
Lowest - 19 yrs	3.2	19.4	9.7	22.6	45.2	100.0	31
20 - 39 yrs	2.6	13.2	6.0	22.8	55.3	100.0	302
40 - 59 yrs	9.4	12.8	7.4	25.5	45.0	100.0	149
60 and up		22.2	11.1	16.7	50.0	100.0	18
Total	4.6	13.8	6.8	23.4	51.4	100.0	500
2. Prostitution rate							
Lowest - 19 yrs	22.6	22.6	3.2	22.6	29.0	100.0	31
20 - 39 yrs	18.2	27.5	7.6	17.5	29.1	100.0	302
40 - 59 yrs	29.5	32.9	6.0	14.8	16.8	100.0	149
60 and up	44.4	11.1	11.1	16.7	16.7	100.0	18
Total	22.8	28.2	7.0	17.0	25.0	100.0	500
3. Drug traders and consumers							
Lowest - 19 yrs	12.9	16.1	9.7	6.5	54.8	100.0	31
20 - 39 yrs	11.6	7.6	3.0	14.9	62.9	100.0	302
40 - 59 yrs	18.1	8.1	.7	16.8	56.4	100.0	149
60 and up	22.2	16.7		16.7	44.4	100.0	18
Total	14.0	8.6	2.6	15.0	59.8	100.0	500

Table 6.59 showed the frequency distributions used to weigh three indicators of social aspects broken down by sex of the respondents.

All of the indicators showed negative opinion of the social situation of 'much more than before', which were (1) 'drug traders and consumers, (2) 'crime rate', (3) 'number of prostitutes' by 59.8, 51.4, 25.0 per cent, respectively.

Table 6.59 showed that females expressed a higher percentage of negative opinion than males. Drug problems seemed to be the highest percentage of negativeness.

Table 6.59 Description of Opinion towards Social Aspects Classified by Sex of Respondents

Sex of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Crime rate							
Male	5.4	13.4	8.9	25.9	46.4	100.0	224
Female	4.0	14.1	5.1	21.4	55.4	100.0	276
Total	4.6	13.8	6.8	23.4	51.4	100.0	500
2. Prostitution rate							
Male	16.1	34.8	9.4	18.3	21.4	100.0	224
Female	28.3	22.8	5.1	15.9	27.9	100.0	276
Total	22.8	28.2	7.0	17.0	25.0	100.0	500
3. Drug traders and consumers							
Male	12.1	9.8	3.1	17.4	57.6	100.0	224
Female	15.6	7.6	2.2	13.0	61.6	100.0	276
Total	14.0	8.6	2.6	15.0	59.8	100.0	500

Table 6.60 showed the frequency distributions used to weigh three indicators of social aspects broken down by educational level of the respondents.

All of the indicators showed negative opinion of the social situation of 'much more than before', which were (1) 'drug traders and consumers', (2) 'crime rate', (3) 'number of prostitutes' by 59.7, 51.0 24.8 per cent, respectively.

Social problems tended to be a lesser concern for respondents with no education, while most concern was among people with compulsory to high school level of education.

Table 6.60 Description of Opinion towards Social Aspects Classified by Educational Level of Respondents

Educational level of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Crime rate							
No education	11.1	44.4			44.4	100.0	9
Compulsory level	4.1	13.1	4.9	20.5	57.4	100.0	122
Secondary & high	4.9	11.9	6.6	26.3	50.2	100.0	243
Bachelor degree & higher	4.1	16.4	9.8	23.0	46.7	100.0	122
Total	4.6	13.9	6.9	23.6	51.0	100.0	496
2. Prostitution rate							
No education	44.4	33.3		11.1	11.1	100.0	9
Compulsory level	23.8	29.5	8.2	13.9	24.6	100.0	122
Secondary & high	18.9	26.3	6.2	21.0	27.6	100.0	243
Bachelor degree & higher	28.7	31.1	8.2	11.5	20.5	100.0	122
Total	23.0	28.4	7.1	16.7	24.8	100.0	496
3. Drug traders and consumers							
No education	55.6				44.4	100.0	9
Compulsory level	13.1	9.0	2.5	15.6	59.8	100.0	122
Secondary & high	13.2	9.1	2.9	14.0	60.9	100.0	243
Bachelor degree & higher	13.9	8.2	1.6	18.0	58.2	100.0	122
Total	14.1	8.7	2.4	15.1	59.7	100.0	496

Table 6.61 showed the frequency distributions used to weigh three indicators of social aspects broken down by occupation of the respondents.

All of the indicators showed negative opinion of the social situation of 'much more than before', which were (1) 'drug traders and consumers, (2) 'crime rate', (3) 'number of prostitutes' by 59.8, 51.2 24.9 per cent, respectively.

Table 6.61 showed that people who were skilled professionals seemed to express very negative attitudes towards the social problems. People with tourist business interests expressed the lowest percentage of the negativeness.

Table 6.61 Description of Opinion towards Social Aspects Classified by Occupation of Respondents

Occupation of respondents	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Crime rate							
Tourist related		66.7			33.3	100.0	3
Private business	5.9	13.4	7.5	23.0	50.3	100.0	187
Govt & skilled	5.0	15.0	8.3	16.7	55.0	100.0	60
Farmer & workers	3.3	12.6	6.0	25.1	53.0	100.0	183
Unemployed	4.6	15.4	6.2	27.7	46.2	100.0	65
Total	4.6	13.9	6.8	23.5	51.2	100.0	498
2. Prostitution rate							
Tourist related		66.7			33.3	100.0	3
Private business	28.3	29.4	5.3	14.4	22.5	100.0	187
Govt & skilled	21.7	30.0	8.3	20.0	20.0	100.0	60
Farmer & workers	16.4	30.1	8.7	18.0	26.8	100.0	183
Unemployed	24.6	18.5	6.2	18.5	32.3	100.0	65
Total	22.9	28.3	7.0	16.9	24.9	100.0	498
3. Drug traders and consumers							
Tourist related	33.3	33.3			33.3	100.0	3
Private business	16.6	8.0	2.7	14.4	58.3	100.0	187
Govt & skilled	10.0	8.3	1.7	13.3	66.7	100.0	60
Farmer & workers	10.9	7.1	1.6	15.8	64.5	100.0	183
Unemployed	18.5	13.8	4.6	16.9	46.2	100.0	65
Total	14.1	8.6	2.4	15.1	59.8	100.0	498

Table 6.62 showed the frequency distributions used to weigh three indicators of social aspects broken down by duration of stay in Chiang Mai city of respondents.

All of the indicators showed negative opinion of the social situation of 'much more than before', which were (1) 'drug traders and consumers, (2) 'crime rate', (3) 'number of prostitutes' by 59.8, 51.4, 25.0 per cent, respectively.

Table 6.62 indicated that duration of stay between nineteen years or less expressed very high negative attitude towards the social problems.

Table 6.62 Description of Opinion towards Social Aspects Classified by Duration of Stay

Duration of stay	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Crime rate							
Lowest-19 yrs	3.4	11.6	3.9	22.3	58.8	100.0	233
20-39 yrs	4.5	16.4	7.3	23.2	48.6	100.0	177
40-59 yrs	8.4	14.5	12.0	27.7	37.3	100.0	83
60 and up		14.3	28.6	14.3	42.9	100.0	7
Total	4.6	13.8	6.8	23.4	51.4	100.0	500
2. Prostitution rate							
Lowest-19 yrs	18.0	22.3	6.9	19.3	33.5	100.0	233
20-39 yrs	26.6	29.4	7.3	15.8	20.9	100.0	177
40-59 yrs	26.5	44.6	6.0	13.3	9.6	100.0	83
60 and up	42.9		14.3	14.3	28.6	100.0	7
Total	22.8	28.2	7.0	17.0	25.0	100.0	500
3. Drug traders and consumers							
Lowest-19 yrs	11.2	10.3	2.1	12.9	63.5	100.0	233
20-39 yrs	14.7	6.2	4.0	17.5	57.6	100.0	177
40-59 yrs	18.1	8.4	1.2	15.7	56.6	100.0	83
60 an up	42.9	14.3		14.3	28.6	100.0	7
Total	14.0	8.6	2.6	15.0	59.8	100.0	500

Table 6.63 showed the frequency distributions used to weigh three indicators of social aspects broken down by immigration background of the respondents.

All of the indicators showed negative opinion of the social aspects of 'much more than before', which were (1) 'drug traders and consumers', (2) 'number of prostitutes', (3) 'crime rate' by 59.8, 25.0, 23.4 per cent, respectively.

Table 6.63 showed that the immigrated group seemed to express a higher percentage of very negative attitude than the native people.

Table 6.63 Description of Opinion towards Social Aspects Classified by Immigration Background of Respondents

Immigration background	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Crime rate							
Native	3.9	14.5	11.1	24.2	46.4	100.0	207
Immigrated	5.1	13.3	3.8	22.9	54.9	100.0	293
Total	4.6	13.8	6.8	23.4	51.4	100.0	500
2. Prostitution rate							
Native	24.2	35.3	7.2	15.0	18.4	100.0	207
Immigrated	21.8	23.2	6.8	18.4	29.7	100.0	293
Total	22.8	28.2	7.0	17.0	25.0	100.0	500
3. Drug traders and consumers							
Native	13.5	7.7	3.9	16.9	58.0	100.0	207
Immigrated	14.3	9.2	1.7	13.7	61.1	100.0	293
Total	14.0	8.6	2.6	15.0	59.8	100.0	500

Table 6.64 showed the frequency distributions used to weigh three indicators of social aspects broken down by people related to tourist business.

All of the indicators showed negative opinion of the social situation of 'much more than before', which were (1) 'drug traders and consumers, (2) 'crime rate', (3) 'number of prostitutes' by 59.8, 51.4, 25.0 per cent, respectively.

Table 6.64 showed that every group of respondents indicated the very negative social aspects.

Table 6.64 Description of Opinion towards Social Aspects Classified by People Related to Tourist Business.

People related to tourist business	No opinion	Less than before	Similar to before	More than before	Much more than before	Total	No. of samples
1. Crime rate							
No one	4.2	14.0	7.0	23.9	51.0	100.0	473
Respondent		25.0		25.0	50.0	100.0	8
Relatives	15.8	5.3	5.3	10.5	63.2	100.0	19
Total	4.6	13.8	6.8	23.4	51.4	100.0	500
2. Prostitution rate							
No one	23.0	29.2	6.6	17.1	24.1	100.0	473
Respondent		37.5	25.0		37.5	100.0	8
Relatives	26.3		10.5	21.1	42.1	100.0	19
Total	22.8	28.2	7.0	17.0	25.0	100.0	500
3. Drug traders and consumers							
No one	14.0	8.9	2.7	14.4	60.0	100.0	473
Respondent		12.5	25.0	25.0	62.5	100.0	8
Relatives	21.4		10.5	26.3	52.6	100.0	19
Total	14.0	8.6	2.6	15.0	59.8	100.0	500

6.10 Conclusions of the Field-Work

This study aimed at the researching the perceptions of local people in the inner city of Chiang Mai where tourism has been developed for decades and tourist activities are well acknowledged by the locals. The field - work conclusions were as follows :

Questions about Arts and Culture

(Table 6.1-6.8, Appendix : Part 2, question 1-8)

The respondents, especially the old people were the biggest group who most perceived the deterioration of arts and culture of Lanna. This perception was less negative in the younger generation, which may be said that the latter group has been brought up in the surrounding where Lanna arts and culture have been changing due to tourism and modernization of technology. The existing Lanna arts and culture which have been performed nowadays are accepted by the younger generation as what is called Lanna heritage. However, it is a good sign that Lanna arts are more practiced in schools, while the popularity of Lanna food and the performing of Lanna ceremonies are similar to the past.

Questions about the Environment

(Table 6.9-6.16, Appendix : Part 2, question 9-15)

As Chiang Mai is the second city to Bangkok and is the hub of tourism in the north as well as the centre for higher education of this region, it is inevitable that many investors have made a lot of investments here. To name but a few, there are two big shopping malls, hotels and guesthouses, railway station and airport terminals. These businesses are where a lot of people go to do their activities and work. Their business hours are normally the same, which has caused traffic congestions, garbage increasing, air and noise pollution, which were perceived as the negative opinions by the respondents.

Questions about Building Development

(Table 6.17-6.24, Appendix : Part 2, question 16-19)

Continuing from the last paragraph, tall buildings are the evidences of the investments in the inner city of Chiang Mai. These buildings have been built in the city

center, where land price is very expensive. To make a piece of land to be most utilized is to build tall buildings and most of them are similar to the metropolitan architecture. Furthermore, the interior designs are always similar to those of the Western countries with a touch of Lanna arts sporadically attached to walls and entrance way. As well, many boutique shops in the shopping malls have foreign names to match Western designs. This situation has increased when compared to the past as perceived by respondents.

Questions about the Infrastructure Development

(Table 6.25-6.32, Appendix : Part 2, question 20-25)

As Chiang Mai was promoted by the government to be the second largest city to Bangkok for both business and tourism, budget for infrastructure development had been allocated tremendously for the city's expansion. Example of the expansion can be seen in the development of airport, railway station, bus terminal, communication systems, water supply and electricity services. People living in the inner city of Chiang Mai have a better way of living resulting from these developments. Therefore, all respondents agreed in having positive opinions concerning the development of the infrastructure.

Questions about Employment in Travel Business)

(Table 6.33-6.40, Appendix : Part 2, questions 26-28)

People were unable to give the answers when they were asked about the changing in number of tour companies, tourist guides and the rental transportation. These were very specific travelling services which general people who did not have or directly deal with such activities would be able to answer the questions.

Questions about Employment in the Accommodation Sector, Restaurant and Entertainment Business

(Table 6.41-6.48, Appendix : Part 2, questions 29-34)

Chiang Mai has been developed to be the tourist city for decades and it is inevitable that many businesses, such as hotels and guesthouses, restaurants and entertainment complexes, are catered for tourists. These places have generated income and employment mainly to the local people. Therefore, when asking about the number of hotels and guesthouses as well as the employment generated by these businesses, respondents indicated their positive perceptions towards these circumstances.

Questions about Employment in Souvenir Shops

(Table 6.49-6.56, Appendix : Part 2, questions 35-37)

Many souvenir shops have sprung along the road leading to Sankampaeng or better known as the 'home industry village'. It is this village where local people are hired as factory workers producing souvenirs. The Night Bazaar is another place where variety of souvenirs are on sale. The respondents also stated their positive attitudes on the tourism impact towards the employment in souvenir shops.

Question about the Social Problems

(Table 6.57-6-64, Appendix A : Part 2, questions 38-40)

The social problems such as crime, prostitution and drug abuse are well noticed in the inner city of Chiang Mai. It cannot be said that tourism is considered to be the main social problems initiator, but it also cannot be denied that tourists are part of prostitution and drugs demand. Together with the boom of the economy in Thailand during the last few years as well as the communication technology which have influenced the demand for higher consumption and standard of living like that in

the Western countries, many young people have used drugs to show off their wealth and to copy the behaviour of the teenagers abroad. Respondents aged between 20-39 years were the group which expressed most negative opinions of the social problems.

6.10 Conclusions and Relevant Literature

The impact of tourism caused a change in both positive and negative perceptions of the host community.

The positive attitude of the host residents toward tourism were related to the economic contributions such as employment and development of infrastructure, which would enable the local people to have a better way of living. Many studies such as the case of Hawaii (Liu and Var 1986) ; an comparative study between Hawaii, North Wales and Istanbul (Liu and Var 1987) ; the perceptions of the residents of Nadi, Fiji (King, Pizam and Milman 1993) ; the impact of tourism on an Australian city (Ross 1992) revealed a positive impact of tourism on the economic benefits to the host community, which was also related to the study of the perception of local people of the inner city of Chiang Mai towards tourism. The thesis revealed very high positive opinion of the residents towards the employment in the accommodation, restaurant and entertainment complex as well as in the souvenir shops.

The public utilities and quality of life of the host community were viewed positively by tourism as revealed in the study of Santa Marta, Colombia (Belisle and Hoy 1980 ; Long, Perdue and Allen 1990). A study in Spey valley, Scotland (Getz 1994) also stated the satisfaction of the residents according to an economic rebound and improvement of the community. The improvement of infrastructure of the inner city of Chiang Mai resulting from the development of tourism was also viewed with high satisfaction by the residents.

Along with the positive impact of tourism, there were also some negative aspects which were indicated by many studies. The negative social impact such as crime, prostitution and drugs were perceived extensively by the host residents as the results of tourism development (King, Pizam and Milman 1993 ; Milman and Pizam 1988 ; Haralambopoulos and Pizam 1996). Traffic congestion and the increase of property pricing were indicated in the study of Backwell, UK (Ryan and Montgomery 1994). These social and environmental problems were also confirmed in the findings of the thesis. Tourism was also blamed as an agent to increase food price (Belisle and Hoy 1980). The result was reconfirmed in the study of the perception of local people of the inner city of Chiang Mai towards tourism.

Brougham and Butler (1981) conducted a study of resident attitudes to the social impact of tourism in the peninsula of Sleat, Scotland and found that the so called 'demonstration effect' may erode distinctive local culture such as language. It was also true to the case of the inner city of Chiang Mai, where the local dialect was used less among the residents.

Tourism also created littering, water and air pollution as well as inappropriate concrete buildings (Goksan 1978, 55-7, cited by Dogan 1989). Haukeland (1984) also revealed the studies of sociocultural impacts of tourism in Scandinavia and found that tourism caused new shape buildings in a more urban style of architecture. The findings of the thesis also confirmed the same result.

One-half of the respondents in Santa Maria, Colombia considered that tourism disrupted local culture (Belisle and Hoy 1980). As Cohen (1978, 219) noted :

.....the development of tourism brings a large number of people, accustomed to a relatively high standard of amenities, to a previously secluded natural or cultural environment. Tourism therefore necessitates the development of a physical infrastructure : access roads, hotels, restaurants, shopping and entertainment facilities and other services, which have to be provided in order to make the flow of tourists possible and their stay enjoyable.

However, the study of perception towards tourism of local people in Victoria Falls, Zambia (Husbands 1989) found out that respondents did not have a noticeably enthusiastic view of tourism. The important differences in residents' perceptions of tourism were associated with social status and social class cleavages. The managerial class was highly populated by persons in the 30-39 age group which favourably disposed to the idea of tourism consumption.

Allen, Long, Perdue and Kieselbach (1988) investigated the resident perceptions in rural communities of Colorado and found that lower to moderate levels of tourism development were quite beneficial to the community, but as development increased resident's positive perceptions tended to decrease.

As mention by Ap (1990) that the use of statistical techniques to analyze the data varied considerably from one study to another, which causes a difficulty in comparison. He also noted that Pizam (1978), Liu and Var (1986) did not place much importance on the socioeconomic variables upon resident perceptions of tourism.

Although both of the researchers found some variations, but they did not take them seriously. However, the study of Allen et al (1993) also confirmed that length of residence which was used as one of the socioeconomic variables (Liu and Var 1986) proved no significant effect on the resident's attitudes towards tourism development. On contrary to Belisle and Hoy (1980), distance was the only variable affecting significantly the perception of tourism impact. The longer distance from the tourist zone, the lesser tourism impact was perceived.

However, the study of perceived impacts of tourism : the case of Samos (Haralambopoulos and Pizam 1996) indicated that sociodemographic variables could be able to have a correlation with the perceptions of residents toward tourism. The study indicated that residents who had a main business with tourism were more positive towards tourism. This statement was related to the findings in the thesis that respondents with tourist related business expressed higher positive attitudes to

employment in accommodation, restaurant and entertainment complexes as well as the souvenir shops. Respondent's relatives involved in tourist related business also showed positive attitudes towards the development of infrastructure as stated clearly in the conclusions of the thesis, but according to the case of Samos, this result was partially true.

The case of Samos also revealed that retired residents who are no longer involved with tourism did not indicate the negative result of tourism. However, the case of Samos was different to the results of the thesis that residents who were sixty years old or over were the group who expressed very negative attitudes towards the decline in arts and culture.

The result indicated in the case of Samos that the fewer the number of years respondents lived in the area, the more positive attitudes they had towards tourism. This result may not be applied to the case of the perception of local people of the inner city of Chiang Mai because respondents had been living in Chiang Mai for over twenty years, which were long enough not to be used as a variable factor as in the case of Samos.

As the only positive attitude of residents in the findings of this thesis revealed that Lanna customs are more practiced in schools which may lead to as de Kadt (1979, 69) indicated that '.....tourism has contributed to the preservation and revival'. Mckean (1977) also stated that the coming of tourists to Bali has strengthened the culture of Balinese, rather than leading them to the industrialized style. The outcomes of the study of 'The Social and Cultural Impact of Tourism : A Case Study of Chiang Mai' by Sermsri (1986) indicated that there was a big change in the tradition of Lanna dress and food, but the study failed to indicate whether these changes were positive or negative. The study also revealed that language was moderately changed and again, without clearly indicated neither positive or negative effects. The clear conclusion was made on the increase in employment opportunity,

which was the same found in this thesis. The same economic result was also confirmed by Photiwaswarin (1993).

This thesis focused on perceptions of local residents of the inner city of Chiang Mai towards tourism. The previous studies cited had highlighted the costs and benefits involved with tourism. As Milman and Pizam (1988, 203) indicated :

‘What is apparent is that tourism impacts are never universal. Rather, the intensity and the direction of the impacts are a function of tourist activities, the cultural and economic distance between tourists and hosts, and the rapidity and intensity of tourism growth. Furthermore, it is obvious that residents’ perception of these impacts are not necessarily objective, and is affected unequally by some factors more than others. For example, the perception that tourism induces crimes of various sorts, creates almost automatically a negative attitude toward tourism regardless of whether these crimes are the results of tourism or not’.

The findings of this thesis are therefore indicating the perceptions of a group of people in Chiang Mai only. The application of these results to other areas is not possible, but the research materials can be adapted to facilitate more comparative studies.

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CHAPTER 7

CONCLUSIONS AND RECOMMENDATIONS

7.1 Conclusions from the Study

The study investigated the inner city of Chiang Mai residents' perceptions of the consequences of tourism in the areas of arts and culture ; environmental circumstances; employment ; infrastructure development and social problems. The results of the study suggest that respondents had a mixed attitude towards tourism. On one side, there was a high degree of agreement among respondents with regards to positive economic impact of tourism on employment and infrastructure development. There was also only one aspect, that is in arts and culture, that the local people showed a positive opinion to, it was that Lanna customs were practiced more in schools.

On the other hand despite their very favourable disposition towards the economic impact and infrastructure development caused by tourism, respondents recognized the unwanted negative environmental and social impacts. More specifically, residents perceived that air and water pollution ; garbage ; road congestion ; tall buildings and shops with foreign names ; crimes ; prostitutes and drug abuse as well as the increase in food price were worsened or increased compared to that in the past.

7.2 Conclusions with Relevance to the Hypotheses

Based on the findings from the study, the first research hypothesis stating that 'the change in arts and culture were noticed mostly by the older people' is accepted. The age of respondents affected the perception of change in arts and culture : older respondents were more aware of the decline of arts and culture.

The second hypothesis stating that 'social problems were viewed negatively mostly by young people' is not accepted. It was found that respondents aged between 20-39 years tended to show strong negative attitude towards social problems, especially in the area of drug abuse.

The third hypothesis indicating that 'sex and education categories of the residents were not significant factors in testing perceptions' is accepted. The educational variable in this study was ambiguous and showed no obvious relationship with the perceptions of the residents. Sex of the respondents also played no significant role in their perceptions toward tourism's impact.

The fourth hypothesis stating that 'length of domicile was an important factor in residents' perceptions' is accepted. Indeed, length of stay is the variable affecting the perception of tourism impact. The longer they stay in the study area the stronger attitudes they have.

The fifth part of the hypothesis indicating that 'residents with tourist businesses had more positive perceptions towards employment created by tourism' is accepted. Actually, residents expressed high positive perceptions towards employment created by tourism, but respondents with tourist businesses tended to be more positive.

The last hypothesis stating that 'environmental problems were viewed negatively by the majority of the respondents' is also accepted. The overall study showed that respondents viewed the environmental situation as being worse than before.

7.3 Policy Issues Arising from the Study

The study of local perception towards tourism in the inner city of Chiang Mai can be summarized in five main issues as follows :

Firstly, it is recognized that residents are the central focus of tourism planning. Community approach in tourism is therefore regarded as being equated with a region of local government.

As stated by Jenkins (1991, 63) that tourism has not only linked with sectors in the economy, but also had consequences of a social, cultural and environmental nature. While there is a gain, there is also a loss in this development. The question is who will balance the economic benefits from tourism against cost? There is no simple, single answer to these questions, but without a considered policy approach, there can be no determination.

A number of organizations at different levels may play a major role in the development of tourism. The central government, the NTO, the local government and most of all the community have to work together in formulating a tourism policy. Butler (1996) noted that tourism represents different things to different parties. Tourists expect to have enjoyment and pleasure ; the government of the host country expects to have hard currency to reduce foreign debt ; the local people need tourism to provide income and employment ; and the community expects tourism to help preserve natural and cultural heritage, and alleviate social and cultural problems resulting from tourist activities.

To serve the needs of every party as mentioned earlier, a community - based approach to tourism development which considers issues such as the local economy, the quality of development both culturally and environmentally and most of all the needs and potentials of the community and its people's needs. Tourism development can be positive to the community if its needs and interests are given priority over the goals of the industry (Brohman 1996). The study of the North Pennines UK by Prentice (1993, 219-27) also revealed that a community's homogeneity of view of tourism should be arrived at by sharing decision making between residents. Residents should be viewed as part of the 'internal market' of the development. In any business is to be successful, the internal market should be viewed as a first priority. In this

tourism sense, the internal market means segmenting residents into distinct groups on the basis of their perceptions of tourism development and their expectations regarding the government's role in development. Local officials should participate in the planning process that involves local residents (Mardigal 1995, 100-1).

However, in developing countries the idea of community involvement of tourism is very different to the western countries, because decision - taking of many of these communities may be based on a traditional elite rather than on a community (Jenkins 1996, 250). For example, the redevelopment and revitalization of the ethnic enclaves of Chinatown, Little India and Kampong Glam under the Tourism Product Development Plan of 1986 in Singapore were perceived by the local people as not identifying with the environment. People were dismayed to see the differentiation between the vernacular/local landscape and the elitist/government-supported landscape. (Teo 1994, 132). In the case of Chiang Mai, when the city was granted an Economic Cooperation Fund (OECF) Loan from Japan between 1992 and 1995 for the improvement of footpaths around the inner city. Hexagonal concrete blocks were used as the replacement of cement footpath and the white balloon - shaped lamp shades were hanging on two metre high post along the pavement in the inner city walls. The aim of the loan was to conserve and preserve the environment of the city, but the lamp shades seemed to be the target for sling shot users and rock throwers during the night time, turning the beautiful surroundings to an uncivilized area just overnight. The people of Chiang Mai also discussed widely the unsuitable material used for the pavements as well as the height of the lamp posts which were tempting the street children to destroy them. The city improvement plan was drawn up solely by the municipal officers without asking any opinion from the people.

Hall (1991, 169) also expressed the same idea as the main difficulties in implementing a community approach to tourism planning is decisions or the direction of decisions has already been prescribed by government thus, communities rarely have the opportunity to say no. But Pigram (1990, 7) argued that community input will be improved and given more respect by decision makers when it is shown to be well

informed and aware of the tradeoffs associated with alternative forms of tourism development.

Secondly, residents' attitudes to tourism development in a community can vary significantly. Several studies indicate that people who have an economic gain from tourism perceive more positive impact from tourism. Along with the satisfaction of beneficial provisions from tourism, there are also perceived costs associated with them. However, resident's positive attitudes are a function of tourism development. The type and scale of tourism a community wishes to have is a very important issue, which the tourism planners and managers should take into their considerations. The economic, social and environmental perceptions should be aimed to meet the requirements of the residents.

As stated by Mill and Morrison (1985, 363-4) the reasons for tourism planning are to protect both the interest of tourists and the host community. For tourist - alternative approaches should be identified i.e. marketing, tourism awareness, development of tourism ; adapt to the unexpected in values and lifestyles, general economic conditions. For a host country the planning should to maintain uniqueness in local heritage ; to avoid the undesirable, such as pollution, traffic problems and to create a clear and positive image of the area. In the view of Jafari (1987, 158) he stated that in the interest of the host country, tourists should absorb and pay for the impacts they left behind.

However, to achieve outcomes that obtain best balance of benefits and costs for both residents and tourists, the term 'social exchange' was introduced by Ap (1992, 669-86). The exchange process are need satisfaction, exchange relation, consequences of exchange and the no exchange outcome. It suggests that when exchange of resources is high, tourism impacts are viewed positively.

It should be noted that over development can put pressure on the residents. Taylor (1995, 487) referred to the residents in the community as the 'players within

the community' and if they are pressurized by an increased number of visitors, it could result in widening the community differences. It will lead to 'annoyance' (Doxey's Irridex) or 'tolerance' (Ap and Crompton) where residents have uncertainty about the tourist industry and policy makers, and show a degree of ambivalence towards tourism (cited by Page 1995). This stage of visitor - resident relationship is rather similar to the findings of this study and it is the predicator for the Chiang Mai provincial authorities to take precautions before any development of tourism may lead the relationship between tourist and host to be categorized as 'antagonism'.

Thirdly, in most developing countries including Thailand, the promotion of tourism to bring more tourists to the country is always the main aim of the government. Lately, it should be noted that the policies of both the government and the T.A.T. emphasize cultural and environmental conservation and preservation as stated in the 8th NESDP. The concerned organizations should realize that it is no longer only the direct economic gains of tourism to be considered as a main criteria, but also the social, cultural and environmental aspects have to be taken into an account. As noted by WTO/UNEP (1983, 53) :

'There is almost universal agreement on the need to emphasize that, to the traditional criteria for economic efficiency - profitability of investments made - must now be added consideration of social and cultural effects'.

Some activities such as major construction activity, generation of waste residuals, change in quality of the environment (air, water, soil) caused stress. Human response to the restructuring of local built environments, pollution loadings, defensive measures of individual (air conditioning, recycling of waste materials), were noted. These examples are clearly observed in Chiang Mai as well as in many countries where tourism prevails, i.e. Singapore, Indonesia.

In developed societies, standards of environmental quality and of services, plus consumer protection standards are part of people's expectations. Formal

planning in developed countries may include land-use planning, three dimensional environmental design - heritage - conservation planning and resource development planning. By doing so, the environmental impacts of tourist developments should be examined in impact studies. The host country has to examine its values, legislation, controls and incentives. Anticipating and evaluating environmental costs and benefits in advance of development was a good practice. However, this phenomenon may be far from being a realizable subject in a developing country (Travis 1982, 260-1).

The new measurement of environmental impact is Environmental Impact Assessment (EIA), procedure being applied throughout the world. It is designed to a particular format and can be used as part of the project evaluation. If EIA procedures are not available, a tourism planning officer can establish his own checklist for assessing proposed tourism projects in conjunction with other related government agencies. A checklist is prepared at the first step to consider possible impacts such as air pollution, surface water pollution, landscape aesthetic problems (building design, signs, etc.), noise pollution (in general and at peak periods), pedestrian and vehicular congestion (in general and at peak periods), etc. Definitions of each level of impact (none, minor, moderate and serious) are made so that the evaluation is systematic (Inskeep 1991, 351-3). This system seems to be practical and easy to use even though it is a time consuming task.

Environmental impacts such as traffic problems, pollution, congestion, were identified by Pearce (1989, 229-32) as a number of tourism - generated stressor activities.

Fourthly, although the findings from field - work reveal many negative perceptions of local people towards the decline in Lanna arts and culture, but the positive opinion concerning this matter is there is an increase of awareness of Lanna customs and preservation among school children.

The final main issue to be stated here is to emphasize that young people are the group of local residents who will stay longest in the community. They are the essential component to encourage community-based tourism to grow at the pace and directions they wish it to. Local arts and culture are a significant tool to increase their awareness of being Lanna people via the school programmes under the cooperation from both public and private sectors. The 'Local Identity Enhancement' model (See Figure 7.1) is introduced as the key way to strengthen Lanna arts and culture by focusing on the young people in the community. If the local identity is well preserved through understanding and cooperation between the concerned organizations, the direction and level of tourism development will be easier for the developers to follow and this will ensure strong, positive attitudes of local people towards tourism. To be more successful, the local authority should initiate a plan to preserve the traditional styled houses by providing maintenance costs and financial support to the owners.

Cultural conservation was also viewed as a very negative aspect in the study. The awareness of Lanna culture can be built up among the local people, especially the young generations, through education. Here, local schools and universities as well as the religious organizations can provide courses to train people for arts and culture or to organize special cultural events and festivals by emphasizing the history and preservation of Lanna arts. These can be on a competitive basis. Municipality, Provincial government and the Tourism Authority of Thailand (Chiang Mai branch) should act as the initiators. Private sector can offer a support by sponsoring prizes and awards for the competitors. de Kadt (1979, 23-5) expressed that the communities of developing countries as in Bali and Bermuda, have little authority to deal with development, such powers were centralized, and local people have a limited chance to influence political decision making. The only way which local people can participate in this situation is through a process of education and increasing self awareness. However, education is a strong recommendation and it is a tool to enhance awareness of people at every level in the community. The educational plan requires a low budget compared to other infrastructural investment and besides

the assessment of each course is more easy to evaluate (i.e. students know how to perform Lanna dance).

To maintain or to enhance the spiritual arts and culture of tourist receiving destinations, Inskip (1991, 378) suggested that there are three parties involved namely, community organizations, relevant government agencies and religious organizations in that area. Education about the local society and cultural traditions should be taught. It is a long continuous programme in which modification is needed to cope with change. Inskip also demonstrated Balinese culture as an example of the involvement of the regional government to organize an annual cultural festival; dance, music and crafts provided on a competitive basis. This was developed to maintain high quality and to prolong or rejuvenate the arts and crafts of the country. As Brent Ritchie (1993) suggested, major events and programmes in the community were the venue which residents find most consistent with their values and aspirations.

The following diagram shows a possible inter-relationship between organizations to use an educational programme to increase awareness of the arts and culture of Chiang Mai. This programme may be operated as part of the school programme during term time. The educational module can be initiated in primary school, but theory and practice should be adjusted to suit students' age and ability, otherwise the programme will discourage them and lead to negative feelings.

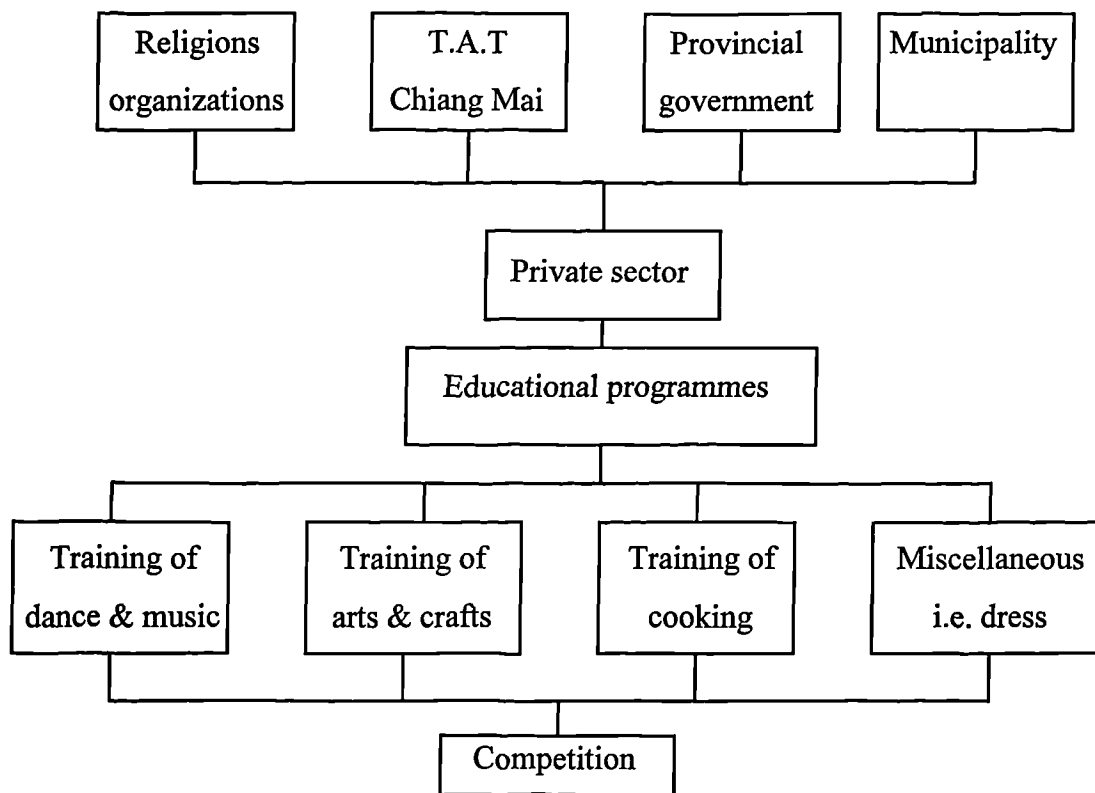


Figure 7.1 Local Identity Enhancement

Stressing economic gains from tourism may be still relevant to the government of developing countries, but the following statements may give a second thought for a policy maker ;

International acceptance is just as necessary for a community as the self-respect that comes with the determination to protect its environment, preserve and develop its resources and hand down intact its culture and civilization to future generation.

Source : (IUOTO : Charter for Development and Protection of Tourist Resources and Influence of Cultural Traditions on the Formation of Distinctive Supply, Geneva, VIDOT Centre International).

7.4 Further Research

It should be noted that this research is a pioneering effort to explore residents' perceptions of the impact of tourism in the inner city of Chiang Mai. Further study is needed to substantiate these findings ; nonetheless, the results suggested that the perceptions of residents are influenced by the rise of tourism. These relationships seem to confirm certain dimensions of host and tourism impact. The focus on tourism development and perceptions of residents can produce only limited analysis of how tourism is viewed. However, for better comprehensive outcome relating to tourism development, further research is needed especially the external factors and the influences such as mass media and growing implications arising from globalization trend.

Firstly, the sample size should be expanded to represent the population of the whole province of Chiang Mai. Results from the study can explore how tourism development is viewed at the macro scale. Comparison can be made between levels of tourism development and perceptions of local people in each community around Chiang Mai where tourism is introduced.

Secondly, community involvement in tourism development can be evaluated. Tourism developers and tourism managers can consider the local perceptions and initiate comprehensive efforts to support Lanna arts, cultural conservation and environmental preservation. By providing the opportunity for local people's involvement in tourism, developers can provide a sound basis for tourism development.

Thirdly, from the aforementioned paragraphs emphasis is put on how tourism is viewed by the local community only ; tourism developers and managers should have enough background of what kind of tourism activities are needed by tourists visiting the community. Tourists' activities requirements and the acceptance of the host community should be synchronized. This should lead to a level of tourism development acceptable within the parameters of community based tourism and conflict between host and guests

will be minimized. At this level, research on host and guests relationship is very important.

Finally, most of the objectives of this study were successfully achieved. One result of the study was to suggest a model of 'Local Identity Enhancement'.

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APPENDIX

Questionnaire

A study of the perception of local people in Chiang Mai towards tourism

(Area of study : the inner city)

Part 1 : Personal information

1. Age.....
2. Gender Male Female
3. Level of education (e.g. Bachelor degree).....
4. What is your present career (Please specify e.g. head master of primary school)..
.....
5. Have you been employed before?
 No
 Yes (please specify).....
6. Please specify the location of your work place, or where you spend most of your
time working. Amphur *.....Province.....
7. How long have you been living in the inner city of Chiang Mai.....years
8. Do you have any person who is involved in any of the tourist related businesses

Type of tourist related business	Type of relation			
	Yourself	Spouse, Parents	Brothers, Sisters	Other Relatives or close friends
1. Tour company or travel agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Hotel, guesthouse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Restaurant and entertainment complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Tourist transportation (e.g. car rental, airport, railway station, bus terminal)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Souvenir shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Remark * an administrative subdivision of province

Part 2 : Respondent's opinions

9. Please check ✓ the box which corresponds with your opinion

List of the perceptions of people in the inner city of Chiang Mai toward arts and culture	Much more than before	A little better than before	Similar to before	Worse than before	Do not know
1. People wearing Lanna dress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Decoration of houses and buildings in Lanna style	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The use of Lanna custom in daily life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The use of Lanna custom in the ceremonies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Lanna arts are practiced in schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. People in the inner city of Chiang Mai use a dialect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The popularity of Lanna food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Children accept traditional Lanna custom and use it in daily lives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

List of the perceptions toward the environment in the inner city of Chiang Mai at present	Much better than before	A little better than before	Similar to before	Worse than before	Do not know
9. The cleanliness of houses and buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. The cleanliness of roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. The cleanliness of rivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Garbage collection in the inner city of Chiang Mai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. The situation of air pollution (only from vehicles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. The situation of noise (only from vehicles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Traffic situation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

List of the development of buildings in the inner city of Chiang Mai	Much more than before	More than before	Similar to before	Less than before	Do not know
16. Number of tall buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Designs of houses and buildings like Western styles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Houses and buildings are equipped with air conditioning system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Houses and buildings using foreign names	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

List of the perception toward the infrastructure development in the inner city of Chiang Mai	Much better than before	A little better than before	Similar to before	Worse than before	Do not know
20. Airport service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Railway service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Bus service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. General conditions of roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Modernization of communication systems (e.g. postal service, telephone service)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Water supply and Electricity service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

List of the perception toward the employment of travelling business in the inner city of Chiang Mai	Much more than before	More than before	Similar to before	Less than before	Do not know
26. Number of tour companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Number of tour guides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. Number of rental vehicles (e.g. car, motorbike, bicycle)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

List of the perception toward employment in the accommodation sector and entertainment complexes in the inner city of Chiang Mai	Much more than before	More than before	Similar to before	Less than before	Do not know
29. Number of hotels and guesthouses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. Number of local people working in hotels and guesthouses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. Number of restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. Number of entertainment complexes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. Number of local people working in restaurant and entertainment complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34. Price of food and beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

List of the perception toward the employment in the souvenir shops in the inner city of Chiang Mai	Much more than before	More than before	Similar to before	Less than before	Do not know
35. Number of souvenir shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. Number of employed personnel in souvenir shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. Types and quantities of souvenirs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

List of the perception toward social problems in the inner city of Chiang Mai	Much more than before	More than before	Similar to before	Less than before	Do not know
38. Crime rate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. Number of prostitutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40. Number of drug traders and buyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>