



PEOPLE PARTICIPATION IN TOURIST DESTINATION DEVELOPMENT: A CASE STUDY OF
AMPHAWA FLOATING MARKET, AMPHAWA DISTRICT,
SAMUT SONGKHRAM PROVINCE.

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ABSTRACT

A study of People Participation in Tourist Destination Development: A Case Study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province was aimed to 1) study about people participation level in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province in order 2) to test of differences in the factors affecting people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province, and 3) to suggest for promoting people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province. The research instrument of this study consisted of research questionnaires, The methodology of this study was survey research by drawing a sample of 219 households.

The results of this study 1) related to people participation in tourist destination development: a case study of Amphawa Floating Market showed that the majority of the samples participated in tourist destination development at Amphawa Floating Market in a low level. 2) The factors affecting participation in tourist destination development at Amphawa Floating Market at the 0.05 level of statistical significance such as age, education level, primary occupation, secondary occupation, income from primary occupation, income from secondary occupation, length of staying in the community, and value creation from tourism resources of floating market. 3) Recommendations for further research: for study of conservation value, the support in educating people in tourist destination development, and study of career development, development of products that are business related to tourism in the floating market.

KEYWORDS : PARTICIPATION / TOURIST DESTINATION DEVELOPMENT / AMPHAWA FLOATING MARKET

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การมีส่วนร่วมของประชาชนในการพัฒนาแหล่งท่องเที่ยว: กรณีศึกษาตลาดน้ำอัมพวา อำเภอมัตถการ จังหวัดสมุทรสงคราม

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บทคัดย่อ

การศึกษาเรื่อง การมีส่วนร่วมของประชาชนในการพัฒนาแหล่งท่องเที่ยว: กรณีศึกษาตลาดน้ำอัมพวา อำเภอมัตถการ จังหวัดสมุทรสงครามมีวัตถุประสงค์1) เพื่อศึกษาระดับการมีส่วนร่วมของประชาชนในการพัฒนาแหล่งท่องเที่ยว: กรณีศึกษาตลาดน้ำอัมพวา อำเภอมัตถการ จังหวัดสมุทรสงคราม 2) เพื่อทดสอบความแตกต่างของปัจจัยที่มีผลต่อการมีส่วนร่วมของประชาชนในการพัฒนาแหล่งท่องเที่ยว: กรณีศึกษาตลาดน้ำอัมพวา อำเภอมัตถการ จังหวัดสมุทรสงคราม และ3) เพื่อเสนอแนะการส่งเสริมการมีส่วนร่วมของประชาชนในการพัฒนาแหล่งท่องเที่ยว: กรณีศึกษาตลาดน้ำอัมพวา อำเภอมัตถการ จังหวัดสมุทรสงคราม ใช้แบบสอบถามในการวิจัย วิธีการศึกษาเป็นการวิจัยเชิงสำรวจ (Survey Research) จ้างผลกลุ่มตัวอย่าง 219 คน

ผลการศึกษา 1) การมีส่วนร่วมของประชาชนในการพัฒนาแหล่งท่องเที่ยวตลาดน้ำอัมพวา พบว่ากลุ่มตัวอย่างส่วนใหญ่มีส่วนร่วมในการพัฒนาแหล่งท่องเที่ยวตลาดน้ำในระดับน้อย 2) โดยมีปัจจัยที่มีผลต่อการมีส่วนร่วมในการพัฒนาแหล่งท่องเที่ยวตลาดน้ำอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 ได้แก่ อายุ ระดับการศึกษา อาชีพหลัก อาชีพรอง รายได้จากอาชีพหลัก รายได้จากอาชีพรอง ระยะเวลาที่อาศัยอยู่ในชุมชน การให้คุณค่าต่อทรัพยากรการท่องเที่ยวตลาดน้ำ 3) โดยเสนอแนะการให้คุณค่าในการอนุรักษ์ ,การส่งเสริมเกี่ยวกับการให้ความรู้กับประชาชนในการพัฒนาแหล่งท่องเที่ยว และเสนอแนะการศึกษาเกี่ยวกับการพัฒนาอาชีพ พัฒนาผลิตภัณฑ์ที่เป็นธุรกิจเกี่ยวเนื่องกับการท่องเที่ยวในตลาดน้ำ

คำสำคัญ : การมีส่วนร่วม/ การพัฒนาแหล่งท่องเที่ยว/ ตลาดน้ำอัมพวา

Introduction

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In 1963, the United Nations World Tourism Organization held a conference on international travel and tourism in Rome, Italy, and defined the term “Tourism” stated that “Traveling for entertainment, pleasure, visiting relatives or attending meetings, but not for occupation as evidence or not staying permanently”. Later, tourism activities were important economic activities that made enormous income to tourist destinations until they became the service industry that had many business links such as transport business, hotels, accommodation, restaurants, etc.

The tourism industry is an industry that generated a lot of income for Thailand, and also affects the economy sections causing the employment and income distribution to businesses and local people. The government sector realizes in the importance of tourism as could be seen from the Tourism Authority of Thailand provided the project of Amazing Thailand Year 2018, starting from 1 November 2017 to 1 January 2019 with the public relations of being a good host for welcoming the tourists with goodwill, maintaining the precious culture, preserving the environment completely with promoting tourism potential and expressing the uniqueness of Thailand in order to correspond to the intention of UNWTO to increase the quality of tourists, create the value of economy and income distribution to the community thoroughly, and support the community tourism. All of these will stimulate the economy and generate income for the community according to the government policy (THAILAND TOURISM, 2017). There are many forms of tourism in Thailand depended on the resources of each location. The Ministry of Tourism and Sports (2017) reported that domestic tourism in 2017 had continued to grow from the past year as per the expansion of both foreign tourists traveling to Thailand and Thai tourists who travelled within the country. This was due to many factors; for example, the role of the government; especially the Ministry of Tourism and Sports had a policy to promote and develop the potential of tourist destinations and tourism products of the country. Water tourism was another form of traveling that had been related to Thai people for a long time.

In the past time, most of Thai people used the rivers and canals as a means of transport and a way of life that lived along the rivers. For this reason, water tourism had been created. Floating market is a form of cultural attraction: referred to a tourist destination with cultural value, art and traditions that the ancestors had created and passed on a legacy of good values to the next generation. This type of destination consists



of festivals, lifestyles and livelihoods of the people, art and culture show, local products, dressing, languages, tribes, etc. which are now very popular such as viewing the way of life in the riverside community, natural cruises, and followed by the tourism of floating markets. The objective is to allow the villagers in the community to bring local products to sell that could make much more income for the community, and also develop the community. Nowadays, floating markets can be broadly found in many provinces such as Bangkok, Nakhon Pathom, Ratchaburi, and Samut Songkhram which has a very famous and popular floating market.

Objectives

1. To study people participation level in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province
2. To test the differences of factors affecting people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province
3. To recommend further promotion on people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province

Scope of the Study

A study of people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province with the following details. This research was studied in the area of Amphawa Floating Market covered 10 communities consisted of 1. Bang Jak Community, 2. Rong Jay Community, 3. Ban Hua Laem Community, 4. Wat Amphawan Community, 5. Talad Amphawa Community, 6. Khlong Amphawa Community, 7. Pracha-Uthid Community, 8. Rim Khuean Community, 9. Bang Ka Phom Community 1, and 10. Bang Ka Phom Community 2

Definitions

People Participation in tourist destination development referred to The involvement of the public sector in the process of participation started from participation



in decision-making, participation in the practice, participation in receiving benefits, and participation in monitoring and evaluation throughout participation in expressing opinions, suggestions of different guidelines, making decision on the issues leading to the tourism of Amphawa Floating Market as well as investing money and effort, receiving the benefits, monitoring and evaluating from tourism implementations of Amphawa Floating Market. Amphawa Floating Market was a floating market that had the activities every Friday or called “Evening Market”. It was the first floating market in Thailand to be held in the evening. The villagers would gradually row their boats, and brought a variety of products to be sold to the tourists or people passing by the market that led to have the experience in the nature and lifestyle of the riverside community which was very impressive and beautiful. The tourists could buy some food to sit on the edge of Amphawa canal, next to the floating market that there was the arrangement of some places for making it even more comfortable to do that. In addition to the evening floating market, the tourists could also stay overnight in the homestays at Amphawa Floating Market or near Amphawa Floating Market.

Research Methodology

According to the study of People Participation in Tourist Destination Development: A Case Study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province by using Quantitative Research methods. 1.To study people participation level in tourist destination development: a case study of Amphawa Floating Market 2.To test the differences of factors affecting people participation in tourist destination development: a case study of Amphawa Floating Market 3.To recommend further promotion on people participation in tourist destination development: a case study of Amphawa Floating Market.

The population used in this study consisted of people aged 18 years and represented the households who had lived in Amphawa District, Samut Songkhram Province for at least 1 year covering 10 communities 1. Bang Jak Community, 2. Rong Jay Community, 3. Ban Hua Laem Community, 4. Wat Amphawan Community, 5. Talad Amphawa Community, 6. Khlong Amphawa Community, 7. Pracha-Uthid Community, 8. Rim Khuean Community, 9. Bang Ka Phom Community 1, and 10. Bang Ka Phom



Community 2. 1,014 households Sample size selection was calculated by Krejcie & Morgan. Each household was approached by simple random sampling from 10 communities by drawing lots to get 50% of the total community to be 5 communities 1. Rong Jay Community, 2. Wat Amphawan Community, 3. Talad Amphawa Community, 4. Khlong Amphawa Community, 5. Pracha- Uthid Community. The researcher used the questionnaires as an instrument to collect household data in 5 parts.

Results

The results of study about personal factors showed that 74.40% of sample groups or 163 people were male, 46.60% of sample groups or 102 people aged 50 years or over, and 57.50% of sample groups or 126 people graduated in Bachelor's degree or higher, 89.50% of sample groups or 196 people were married, 68.40% of sample groups or 150 people had 3-4 household members, and 68.90% of sample groups or 151 people had the distance of 100 meters or fewer from households to floating market , as shown in Table 1

Table 1 The Personal Factors of Sample Groups classified by gender, age, education level, marital status, number of household members, distance from the household to the floating market (n=219)

Personal Factors	Number	Percentage
Total	219	100.00
Gender		
Men	163	74.40
Women	56	25.60
Age		
Under 40 years	24	11.00
41-49 years	93	42.50
50 years or over	102	46.50
(Mean=47.57,S.D.=6.808, Min=30.00,Max = 59.00)		



Table 1 The Personal Factors of Sample Groups classified by gender, age, education level, marital status, number of household members, distance from the household to the floating market (n=219) (cont.)

Personal Factors	Number	Percentage
Total	219	100.00
Education Level		
Primary School and Junior High School	0	0.00
Senior High School /Vocational Certificate and Diploma/ High Vocational Certificate	93	42.50
Bachelor's Degree and Higher	126	57.50
Marital Status		
Single	15	6.80
Married	196	89.50
Widowed/Divorced/Separated	8	3.70
Number of Household Members		
2 people or fewer	47	
21.50		
3 – 4 people	150	
68.50		
5 people or more	22	
10.00		
(Mean=3.22, S.D.=0.899, Min=2.00, Max=5.00)		
Distance from Households to Floating Markets		
100 meters or fewer	151	
68.90		
101-300 meters	49	
22.40		
301 meters or more	19	
8.70		
(Mean=123.97, S.D.=113.970, Min=50.00, Max=500.00)		



The results of the study on economic factors showed that the majority of sample groups were 53.00% of sample groups or 116 people working for the main occupation in agriculture, the majority of sample groups were 90.00% or 197 people working in the secondary occupation as general employees, the majority of sample groups were 51.60% or 113 people had income from primary occupation 20,001 Baht or more per year, the majority of sample groups were 76.70% or 168 people had income from secondary occupation 10,000 Baht or less per year, and the majority of sample groups were 46.60% or 102 people had the length of staying in the community during 50 years or over , as shown in Table 2

Table 2 The Economic Factors of Sample Groups classified by primary occupation, secondary occupation, income from primary occupation, income from secondary occupation, and length of staying in community (n=219)

Economic Factors	Number	Percentage
Total	219	100.00
Primary Occupation		
Civil Servants / State Enterprise Employees	12	5.50
Trading Sector/ Private Business	91	41.50
Agriculture	116	53.00
Secondary Occupation		
Trading Sector/ Private Business	19	8.60
Agriculture	3	1.40
General Employment	197	90.00
Income from Primary Occupation (Baht/Month)		
15,000 Baht or less	7	3.20
15,001-20,000 Baht	99	45.20
20,001 Baht or more	113	51.60
(Mean=21,963.47,S.D.=3,756.162,Min=14,000.00, Max=35,000.00)		



Table 2 The Economic Factors of Sample Groups classified by primary occupation, secondary occupation, income from primary occupation, income from secondary occupation, and length of staying in community (n=219) (cont.)

Economic Factors	Number	Percentage
Total	219	100.00
Income from Secondary Occupation (Baht/Month)		
10,000 Baht or less		
10,001-15,000 Baht	168	76.70
15,001 Baht or more		
(Mean= 10,054.79, S.D.= 2,617.288, Min= 5,000, Max= 20,000)	39	17.80
Length of Staying Community		
39 years or under		
40-49 years		
50 years or over		
	24	11.00
	93	42.50
	102	46.50

The results of study showed that the sample groups had the knowledge on tourist destination development of floating market at a high level or 98.60%, followed by having the knowledge on tourist destination development of floating market at a moderate level or 1.40%, the mean score was 25.77, the standard deviation was 0.870, the minimum



score was 19, the maximum score was 26 and The results of study showed that the sample groups had the value creation level of tourism resources of floating market at a high level or 99.50%, followed by having the value creation level to tourism resources of floating market at a moderate level or 0.5%, the mean score was 29.44, the standard deviation was 1.200, the minimum score was 23, the maximum score was 30, as shown in Table 3,4

Table 3 The Level of Knowledge on Tourist Destination Development of Floating Market of Sample Groups

219 Households		
Level of Knowledge on Tourist Destination Development of Floating Market	Number	Percentage
Knowledge on tourist destination development of floating market at a high level (16 points or fewer)	0	0.00
Knowledge on tourist destination development of floating market at a moderate level (Between 17-20 points)	3	1.40
Knowledge on tourist destination development of floating market at a high level (21 points or more)	216	98.60
$\bar{x} = 25.77$ S.D. = 0.870 Min = 19.00 Max = 26.00		

Table 4 The Level of Value Creation to Tourism Resources of Floating Market

219 Households		
Scores of Value Creation to Tourism Resources of Floating Market	Number	Percentage
Value creation level to tourism resources of floating market at a low level (18 points or fewer)	0	0.00
Value creation level to tourism resources of floating market at a moderate level (Between 19-23 points)	1	0.5

Value creation to tourism resources of floating market at a high level (24 points or more)	218	99.50
$\bar{X} = 29.44$ <i>S.D.</i> = 1.200 <i>Min</i> = 23.00 <i>Max</i> = 30.00		

The results of study showed that the sample groups had a level of people participation in tourist destination development of floating market of the sample groups was at a low level or 93.10% of them, followed by a level of people participation in tourist destination development of floating market of the sample groups was at a moderate level or 4.60% of them, and a level of people participation in tourist destination development of the floating market of the sample groups was at a high level or 2.30% of them, respectively. The mean score was 30.50, the standard deviation was 5.164 .The minimum score was 22 points, and the maximum score was 52 points. The scores were shown in Table 5.

Table 5 The Score Level of People Participation in Tourist Destination Development of Sample Groups 219 Households

The Score Level of People Participation in Tourist Destination Development of Sample Groups	Number	Percentage
People Participation in Tourist Destination Development of Sample Groups at a low level (38 points or fewer)	204	93.10
People Participation in Tourist Destination Development of Sample Groups at a moderate level (Between 39-48 points)	10	4.60
People Participation in Tourist Destination Development of Sample Groups at a high level (49 points or more)	5	2.30
$(\bar{X} = 30.50$ <i>S.D.</i> = 5.164 <i>Min</i> = 22.00 <i>Max</i> = 52.00)		

Testing of the relationship between the personal factors of sample group, economic factors, and stimulating factors on the level of people participation in the tourist destination development of floating market of sample groups. The personal factors differences statistically at the 0.05 level including age and education level. The economic



factors differences statistically at the 0.05 level including primary occupation, secondary occupation, income from primary occupation, income from secondary occupation and length of staying in community. The stimulating factors differences statistically at the 0.05 level including value creation to tourist resources of floating market.

Conclusion of Discussion

The different personal factors had different effects on people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province.

People with different ages and educational levels had different effects on people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province. This may be the cause of sample groups in this area aged between 40-49 years and graduated in Bachelor's degree or higher were provided the knowledge and support in education and the importance of floating market conservation in order to continue the development of Amphawa Floating Market. People with different genders, marital status, number of household members, and distance from households to floating market did not have different effects on people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province. This may be the cause of female or male sample



groups with the age of 18 years up to 60 years, marital status of single, married, or widowed / divorced/ separated, number of household members from 2 people or more, distance from households to floating market in 50 meters or more did not affect the people participation in tourist destination development of floating market, because when the researcher collected the questionnaires, tall sample groups had good understanding, great care, and realization in the use of tourism resources of floating market.

The different economic factors had different effects on people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province.

People with different primary occupation, secondary occupation, income from primary occupation, income from secondary occupation, the length of staying in community had different effects on people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province. Although the majority of sample groups graduated in the Bachelor's degree or higher, they worked for primary occupation in agriculture that was carried on from their family as the main source of income, and developed to new products by converting the product with added value. For example, originally there were coconut plantations, just only collecting coconuts for sale, but at this time there were a lot of products such as bottled coconut water, coconut jelly, coconut cake, coconut sugar, coconut sugar candy, toffee, Thong Muan or rolled wafer, Ba Bin or coconut macaroon, etc. All of them were made from coconuts and made for sale at the floating market as



the additional income. Some of the products could be OTOP products or sent to sell in different provinces as well.

The different stimulating factors had different effects on people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province.

People with different value creation to tourism resources of floating market had different effects on people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province. The majority of sample groups that the researchers had collected the questionnaires were local people who had lived in the area of Amphawa Floating Market since they were born, so they loved and cared and extremely realized in the value of floating market resources. However, it was possible that everyone had different responsibility, so they could not participated in the development of Amphawa Floating Market as they should do. People with different knowledge about tourist destination development of floating market did not have effects on people participation in tourist destination development: a case study of Amphawa Floating Market, Amphawa District, Samut Songkhram Province. This may be the cause of the majority of sample groups were local people who were always taught about the conservation and development of floating market; therefore, they had basic knowledge about floating market conservation and development as much as possible. When they graduated, they returned to work in their own plantations, because most of them had their own areas of plantation or farm that was carried on from one generation



to another generation. And they applied the knowledge that had been studied together with the previous knowledge to add value to the product for sale in the floating market that was visited by many tourists and foreigners, and also helped to promote the development of Amphawa Floating Market as ecotourism market. It could be said that Amphawa Floating Market was entirely important to people in Amphawa community, because it was the learning center of culture, way of life, dwelling, and main source of income.

Recommendations

Recommendations for further research should be studied in the following issues.

1) There should be the study of conservation value, because this study found that the different values had the effects on the different participation in order to create love and care for continuously preserving the way of floating market community to people who had the participation at the low level such as people who worked in trading sectors / personal business, people with the age of 50 years or over and people who graduated in senior high school / vocational certificate and diploma / high vocational certificate.

2) There should be the support in educating people in tourist destination development, because this study found that although the sample groups had a high level of knowledge about tourist destination development of floating market, there was a low level of people participation in tourist destination development of floating market. Therefore, it is recommended to increase the floating market development activities along with providing knowledge on product development, processing products to create added value in order to encourage much more people to participate in the development of the floating market.

3) There should be the study of career development, development of products that are business related to tourism in the floating market, because this study found that the sample groups created the value to tourism resources of floating market.



Although they had the knowledge of tourist destination development of floating market at a high level, there was a low level of people participation in tourist destination development of floating market.

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