

Research Title	Developing Management Competency toward Natural Learning of Ecotourism from Stakeholder's Perspectives Enhancing Sustainable National Park : Case study of Kaeng Krachan National Park, Phetchaburi Province, Thailand
Researcher	Assoc.Prof. Sirivan Serirat ¹ Nongluck Popichit, Lecturer ²
Research Consultants	Assoc.Prof. Supada Sirikudta
Organization	¹ Graduate School, Suan Dusit Rajabhat University ² Faculty of Management, Suan Dusit Rajabhat University
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This research project was aimed to develop the management capability for the natural learning of ecological tourism to be the sustainable national park from the attitudes of stakeholders: case study of Kaeng Krachan National Park Phetchaburi Province, Thailand. The qualitative research was employed to collect data through in-depth interview and focus group with stakeholders. The observation at Kaeng Krachan National Park Phetchaburi Province was also incorporated in this research. The informants included (1) 20 management executives and staffs of Kaeng Krachan National Park and Praneun Trung hill (2) 10 related governmental officers (3) 5 individuals from communities (4) 5 tourists which was accounted for 40 individuals. The research findings was shown as follows.

The varieties of forestry and wildlife of Kaeng Krachan National Park deserved to be the national heritage according to the official announcement of UNSECO. The national park looked after and restored the decadent forests, suppressed the illegal hunting and protected wildfire under the cooperation with governmental, private, and community sectors. The conservation activities included the afforesting, the building of dam and the clue reporting of deforesting and hunting by the network of community volunteer of forest conservation.

The effective management of the national park included the continuous formation of stakeholders from both nearby and outer areas with an objective to conserve natural resources and promote tourism in Kaeng Krachan National Park. The officials of this national park should be well trained of forest patrol, communication, recreation and tourist handling. The budget for developing tourist destinations in this national park came from tourism revenues. The national park should prepare the facilities to accommodate tourists including residence, tenting

area at Grang village or Praneun Trung hill. But the most important facility to be developed was toilets for tourists. The contribution of local communities and agencies as the committee played a partial role in the management of this national park.

The sustainable management of this national park required the cooperation of both officials and communities in continuously taking care of and protecting Kaeng Krachan National Park. However, there were still individuals committing illegal deforesting and hunting which included either local communities or hunters while most villagers were aware of the importance of natural resources and forest. The tourism benefited the villagers in many aspects such as the income from restaurants, residence and home-stay, transportation by vehicles and boats, etc. The local souvenirs and local products still required a lot of promotion from the related agencies and sectors, especially the seeking for markets for local products. For the social and cultural management of this national park, the communities of Puoung Luk village and Bang Guang village had the potential of being the tourist destination for learning the lifestyles and folks of hill tribes. However, most tourists would rather visit the nation park than the local communities which earned too low income from tourism. The related tourism-promoting agency should promote and design activities which provide tourists opportunities to learn nature and engage in conserving environment as well as learn the local lifestyles, folks and cultures of communities.

Key words: Management capability, Natural learning, Sustainable national park