

Research Title	People's political model for the conservation of environment and Coastal Resources : A case studies of fishery group in Khetle Saebaan, Trang Province
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This study has the following objectives. 1. To study the politics of protecting marine resources. 2. To analyze the politics of protecting marine resources. The study took place in Khetle Saebaan, Trang. The focus group was chosen depending on the objectives and analyzed using quantitative and qualitative research. The individual interviewers for the qualitative research were chosen specifically through snowball sampling. The quantitative samples were taken by using non- probability and convenience sampling by using questionnaires that were given to 400 subjects. The data was analyzed by using statistics in terms of descriptive information, percentages, averages and standard deviations.

The quantitative findings are as follows.

1. The community's attitude towards fishery conservation and management and the protection of natural resources, La sa ban was ranked the highest. The highest percentages were in group/connection, social mobility, participation, leadership and communication.

2. The Group/Connection Model, the local people have a strong relationship with the environment and surroundings. They all love and care for the sea and natural resources. They were both the primary and secondary group.

3. The Social Mobility Model, they were ready to fight for their rights if they were taken advantage of. They are ready start campaigns and protests to show their concerns.

4. The Participation Model, the people participate in protecting the marine resources. They take care of the marine ecology: coral reefs, mangrove forests and sea grass and the marine animals. Their participation in protecting resources is kept in place by the locals by strictly following the rules and regulation.

5. The Leader Model, the highest ranked model, is the acceptance of the group leader. The group leaders characteristics can be described as follows:- a compromising leader who is reasonable, who is serious about rules and discipline and can face

problems with no fear. Finally the leader has to be able to compromise and show compassion depending on the situation.

6. The Communication Model, the communication between the group members and the leader by using group discussion to find a way to protect the natural resources. Internal communication is done through meetings and external communication was done by campaigning.

The qualitative findings are as follows.

1. The local fisheries group/network in the area has no clear structure. The Khetle Saebaan area is being managed by individuals and is lacking an overall leader. There is a great appreciation and love of the environment by the locals and needs to be harnessed and managed efficiently.

2. The local fisheries are ready to organize protests to motivate the local governments to change their ways and to combat corruption

3. Locals fisheries and fisherman are ready to participate in marine conservation by means of surveillance for exploiters of marine ecosystem and the restoration of ecosystems such as coral reefs, mangroves, sea grass, sea fish larvae etc.

4. Leaders in the area are willing to create annual events to encourage group and individual participation in goal planning and resource management. Strict rules and have been set for the leaders of the groups. Firstly, they cannot compromise on their principles. Secondly, leaders need to be able to work together to form policies. Lastly, leaders need to strictly adhere to policies that have been formed.

5. Forms of communication in group meetings, both official and unofficial, using interpersonal and communications tools and external communications conference seminar to organize publicity activities by using a variety of media to form the group/network participation. These 5 ways of communication; group/connection, participation, leader, social mobility and communication have been integrated with one another in order to protect and preserve the natural resources.

The results are that there has been a gradual increase in marine life.