

<b>Research Title</b>	The Development Guidelines for Eco-Tourism Management Participation of the Local People : Case study of Libong Island , Kantang District, Trang Province.
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The purpose of this research were 1.) To study the participation level of the people in eco-tourism management. 2.) To compare the influencing factors for participation in eco-tourism management. 3.) To purpose the development guidelines for eco-tourism participation management. This research was a Mixed Methods Research with the combination of qualitative research and quantitative research. The research instruments were questionnaire and structured In-depth Interview. The quantitative sample group were 360 people who lived in Ko Libong, Kantang district, Trang province. The qualitative sample group were community leaders, related government official, tour operators. The statistic result were percentage, mean, standard deviation by using t-test and One-Way ANOVA as well as analyze descriptive data. The result are as follows:

1. The participation level of the people in eco-tourism management were in average level. Most of them participate in preserve and maintain traditional culture and local way of life. The least participation in eco-tourism were join in planning and making decision which show that the people in Ko Libong are not enough participate in eco-tourism management. There were only few group participated. This may be because of time differences in participating in activities. It was resulted that the work still not comply with the requirement of the people and entrepreneurial group which consistent with the suggest from community leaders, tour operator that there should be more participation channels such as discussion forum for exchange of ideas for sustainable development for Ko Libong. The recognition of the people about eco-tourism management were in high level which were from announcement, flyers, brochures but still less form the community leaders. People in Ko Libong recognize eco-tourism management in realize the value of tourism resources as most of the people live in Libong island more than 10 years. They live in local of life which make them love and willing to conserve the area. There should

be more information about eco-tourism from stakeholders such as tourist guide and community leaders.

2. The differences in population general information such as age, area, occupation, education level and income may resulted in difference level of participation in local eco-tourism management. The population with different gender, status and length of stay were not different in level of local eco-tourism management. Most of the population in Libong island were Muslim. The family leader must be a good leader and the wife have to obey him. Most of the people live in Libong island more than 10 years which make them love this place and have similar way of life that they have related opinion.

3. The development guidelines for eco-tourism participation management found that. There should be more participation channels for the people to plan, trace and evaluate for related tourism activities such as discussion forum for exchange of ideas for sustainable development for Ko Libong. There should be people participation for bringing the local way of life to make the benefits of tourism such as fishing and scenic view which needed the support from community-based tourism group and income generated project such as processed seafood products for part time job during low season period and language training. The suggestion from Ko Libong people found that there should be more public relations by establishing a tourist information center, flyers, direction sign and tourism facilities such as toilet, ATM, money exchange center as well as training local people to provide excellent service, hospitality and foreign language skills. They also suggest that should encourage people and tourists to consciously conserve natural resources such as not throw garbage in the sea, keep clean, no harm to sea creatures. The public sector need to organize more training other than implemented to make the people in the area realize the value of tourism resource. There should also more of the community leaders to participate in managing eco-tourism in the place.