

Determining the attitudes of the local communities towards conservation through ecotourism in Thailand

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Abstract

Aim: The current study investigated the perceived influence of local populations' attitudes and behaviours toward environmental conservation by implementing CBET methods

Method: Research is conducted by the application of quantitative method of research since data was gathered through survey questionnaires from 100 residents of local communities from Southern Thailand. The study found a high association between all ecotourism factors, such as planning, transportation, cultural preservation, and ecological knowledge and attitude of residents, using correlation analysis.

Findings: Even though the Thai government has declared a decentralisation policy to support ecotourism since 1998, there are still some areas where tourism activities are being managed in a way that empowers local people, preserves local natural resources and raises environmental awareness among local communities. Local towns in Southern Thailand, like Satun and Plunkett, have made attempts to highlight both the natural beauty and group of islands in natural 'ecotourism' settings. The values of culture protection and ecological awareness, on the other hand, were calculated as -0.366 and -0.136, respectively, indicating that these two factors had an inverse but substantial influence on local community attitudes.

Future Implications: Taking into account the study's findings in the form of figures and tables, additional research might be conducted utilising qualitative research methodologies such as interviews to offer in-depth findings and diverse viewpoints on CBET in Thailand. Furthermore, in the future, a stakeholder approach may be used to evaluate the achievement and collaboration of various stakeholders for CBET to achieve sustainable tourism.

Keywords: *Attitudes, Local Communities, Ecotourism, Thailand, Conservation*