

**The Role Volunteer Tourism Plays in Conservation:**

**A Case Study of the Elephant Nature Park, Chiang Mai, Thailand**

by

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## *Author's Declaration*

I hereby declare that I am the sole author of this thesis. This is a true copy of the thesis, including any required final revisions, as accepted by my examiners.

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## *Abstract*

This study examined the role volunteer tourism played in the conservation of elephants in Chiang Mai, Thailand. A case study was conducted to determine whether volunteer tourism at the Elephant Nature Park (ENP) had an effect on elephant conservation. Specifically, this study looked at how volunteer tourism and the ENP had an impact on: non-volunteer tourists, elephants, the local economy, and government policy. Mixed methods were used to attain the data in this study. Self-administered questionnaires were created to determine the impact volunteer tourism had on non-volunteer tourists. Results showed an increase in non-volunteer tourists' awareness of elephant tourism, volunteer tourism and elephant conservation during the time they spent at the park. Self-administered questionnaires were also used to determine whether members of the local community felt they were receiving economic or social benefits from volunteer tourism and the ENP. The data showed that community participants felt they were receiving both economic and social benefits but their responses varied depending on sex, age, and how long they had lived in the region. Semi-structured interviews were also conducted to determine the role the ENP had on the conservation of elephants in Thailand and government policy. Interviewees consisted of experts in the industry who were knowledgeable about elephant tourism, volunteer tourism, and the ENP. The data indicated that the ENP created awareness about elephant conservation issues with non-volunteer tourists, volunteers, the community, and government officials. However, the ENP did not have any measureable effect on government policy. The model of volunteer tourism utilized by the Elephant Nature Park has been shown to be effective in conserving the domestic elephant and in creating awareness about domestic elephant conservation issues in Thailand.

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# CHAPTER ONE

## Introduction and Overview

### 1.0 Introduction

Since the 1980's a new form of tourism became more prominent in the travel sector. This tourism was dubbed "alternative tourism," as it encompassed activities that were centred on providing opportunities for local people as well as the preservation of the natural environment (Mowforth & Munt, 1998; Weaver, 1998). Ecotourism, wildlife tourism, and volunteer tourism are all emerging forms of alternative tourism that have gained popularity within the last 20 years (Fennell, 2002; Newsome, Dowling & Moore, 2005; Honey, 1999; Wearing, 2001; Wearing & Neil, 1999). These "sustainable" forms of tourism have now become more of a priority for many countries due to the realization that unregulated mass tourism has damaging effects on the environment and local communities (Spenceley, 2005). Preservation of both the environment and local culture helps to maintain this tourism product and one way it can be achieved is by monitoring the number of visitors and use of resources in a region (Roe, Leader-Williams, & Dalal-Clayton, 1997).

The shift from mass tourism activities to alternate tourism activities has been due to the increase of more environmentally and socially-conscious travellers. Ecotourism attractions consist of tourist activities centred on providing some benefits for the local community and more specifically for the environment (Peattie & Moutinho, 2000). Wildlife tourism has led to sustainable economic benefits for many countries, while ensuring the conservation of many endangered species (Fennell & Weaver, 1997; Shackley, 1996). Volunteer tourism involves

travellers contributing their time and income to a project that could fall under the umbrella of wildlife tourism and ecotourism. Many travellers are now actively seeking vacations during which they can spend some, or all, of their time volunteering at their destination. The increase in the number of volunteer tourism organizations and activities worldwide suggests that this tourism sector is growing (Brown & Morrison, 2003).

Volunteer tourism is a relatively new concept in the tourism literature. Research on volunteer tourism is limited and has mainly focused on the attitudes, values and motives of the volunteer tourist (Brown, 2005; Campbell & Smith, 2005; Halpenny & Cassie, 2003; Stoddart and Roggeron, 2004; Wearing, 2001), impacts on local communities (McIntosh & Zahra, 2007), the nature of volunteering in developing countries (Broad, 2003; Simpson, 2004), and perceptions of various stakeholders towards volunteer tourism (Gray & Campbell, 2007). It is evident that most of the research on volunteer tourism focuses on the volunteer tourist and how volunteering has an impact on them.

Using tourism as a force for social change has not been studied extensively in the volunteer tourism literature (Hall 1994, McGehee, 2002; McGehee & Santos, 2005; Tonkin, 1995). Studies on resource mobilization and social psychology theories have discussed how volunteer tourism can be used as a catalyst for social change (McGehee & Santos's, 2005). Social networks and conscious-raising are identified as important aspects for facilitating this social change, or social movement (Knoke, 1988, Klandermans, 1992). It has been revealed that volunteer tourists are affected by their experiences at host sites thereby gaining a deeper appreciation and understanding of the social and cultural environments they visit (Weaver, 2001). Volunteer tourism has also been shown to increase an individual's awareness and participation in global issues thereby initiating ideas for them to help improve the world around them. (McGhee & Santos, 2005).

At the time of writing this paper, there was no literature found on the role volunteer tourism plays in the conservation of a species. As well, there is a gap in the literature in terms of the influence that volunteer tourism has on non-volunteer tourist's perceptions of conservation. Understanding how volunteer tourism has an effect on non-volunteer tourists, the local community, and the creation of policy can help to further aid in the conservation of a species, such as the domestic Asian elephant in Thailand.

This research paper explores the role that volunteer tourism has in the conservation of a species by conducting a case study on the Elephant Nature Park in Thailand. Volunteer tourism plays an important role in the daily operations and economic survival of the ENP (Elephant Nature Foundation, 2008). It is important to mention here that I had personally visited and volunteered at the Elephant Nature Park prior to commencing this research. Many of the observations on the condition of elephants used in tourism as well as the information about the park and its volunteer program have been written from my first hand experiences and informal conversations. Thus these experiences provide the backdrop for the case study presented here. With this paper, I also hope to shed some light on domestic elephant tourism as well as provide more concrete documentation of what is occurring in Thailand. I will show how volunteer tourism can be utilized to help conserve an endangered species.

## **1.1 Purpose Statement**

The purpose of this case study was to explore the role that volunteer tourism plays in the conservation of species. It specifically examined how volunteer tourism had an impact on (1) non-



volunteer tourists; (2) elephants; (3) economic and social impacts on the local community; and (4) government policy.

## **1.2 Research Questions**

There are four questions guiding this research:

1. Does volunteer tourism affect non-volunteer tourists' awareness of the conservation issues surrounding the elephants of the region?
2. Has the Elephant Nature Park contributed to the conservation of elephants in the region?
3. Does volunteer tourism in the region have an economic and social impact on the local community?
4. Has the Elephant Nature Park influenced government policy relating to the well-being of elephants in the region?

## **1.3 Significance of the Study**

This study is significant as there is currently no literature on using volunteer tourism as a tool for species conservation. Furthermore, it will also contribute to the literature on volunteer tourism as it is currently in its infancy. From this study, I also hope to continue my research on elephant tourism in Thailand and Southeast Asia. I would like to look at other elephant tourism parks throughout Asia where volunteer tourism plays an integral role in its operations. I would

also like to conduct a study on the knowledge of visitors regarding the cruelty involved in some elephant tourism attractions as well as determine whether tourists would be more willing to view elephants in a natural setting. Through my research, I hope to aid in the struggle of changing legislation relating to the treatment and conservation of domestic elephants used for tourism in Thailand, and throughout Asia.

#### **1.4 Outline of the Study**

The following paragraphs will provide a brief outline of the Chapters in this paper:

Chapter two contains the literature review which provides the background for key concepts that guide this study. It will specifically discuss sustainable tourism, tourism motivations, ecotourism, wildlife tourism, volunteer tourism and tourism policy and planning.

Chapter three will provide background on the research site. It will specifically provide information on Thailand, Chiang Mai, the Elephant Nature Foundation, the Elephant Nature Park and its projects, as well as discuss my role in this study.

Chapter four will discuss the process used to obtain data in this study. It will provide a background on the methods and methodology; proffer definitions for various terms used throughout the study; present information on the sample and discuss data collection; break down each research question and discuss what methods were used; discuss how quantitative and qualitative data were analyzed; present the strategies used for validating findings and discuss limitations of the study.

Chapter five will present the analysis and results for the non-volunteer tourists. It will specifically discuss revised methods in data collection. It will provide descriptive information regarding the sample and touristic behaviour of non-volunteer tourists. It will further present the results from the statistical tests pertaining specifically to non-volunteer tourists' choice in elephant activities, and their perceptions of volunteer tourism and elephant conservation. It will conclude by providing a discussion of the key findings.

Chapter six will present the analysis and results of the social and economic benefits of ENP to the local community. It will address the revised methods used for data collection and provide descriptive information about the sample. It will further present the results of the statistical tests used to determine community elephant knowledge, community perceptions of the ENP, community perceived economic and social benefits, and community perceptions of tourism. It will conclude by providing a discussion on community perceptions and benefits.

Chapter seven will present the results and discussion for the semi-structured interviews conducted with industry experts. It will address the revised methods used for data collection as well as descriptive information about the sample. It will further talk about the theme and subthemes that were created during data analysis: creating awareness, using volunteers to create awareness with locals, putting the model to work in other places, and using the soft power of awareness for change. It will conclude by providing a discussion of how the ENP has contributed to elephant conservation in Thailand.

Chapter eight will provide a conclusion for the study by summarizing all the results that were achieved. It will also discuss implications for future research.

## **CHAPTER TWO**

### **Literature Review**

#### **2.0 Introduction**

A literature review was compiled to develop a better understanding of the important concepts that underlie the effect volunteer tourism has on elephant conservation. This chapter highlights and discusses the concepts of sustainable tourism, ecotourism, wildlife tourism, volunteer tourism, and tourism policy and planning. In particular, the section on sustainable tourism includes a discussion of its evolution, and its global importance. The ecotourism section provides a background on ecotourism, and profiles the characteristics of ecotourists. The section on wildlife tourism provides a review of wildlife tourism, profiles the wildlife tourist, and discusses the stakeholders of wildlife tourism. The section on volunteer tourism will define volunteer tourism, profile the volunteer tourist, talk about the creation of awareness in volunteer tourism, and present the gaps in the literature on volunteer tourism. The final area of research reviewed is tourism policy and planning. This section will discuss the creation of tourism policies worldwide, as well as ecotourism and wildlife tourism policies in Thailand. It should be noted that this chapter will identify the various forms of tourism motivations by travellers in general tourism, ecotourism, wildlife tourism and volunteer tourism. While these sections may seem drawn out it is essential to identify these different motivations as they are all important for understanding the motivations of the non-volunteer tourist participants of this study. Furthermore, this literature review will help to identify the gaps in the tourism literature on volunteer tourism and its ability to aid in conservation, as well as raising the awareness of non-volunteer tourists and the local community.

## 2.1 Sustainable Tourism

Since the Brundtland Report's (1987) definition of sustainable development: "development that meets the needs of the present without compromising the ability of future generations to meet their own needs"; achieving sustainable tourism practices has been a growing priority for many countries. This stems from the realization that unregulated mass tourism has damaging effects on the environment and local communities (Spenceley, 2005). One of the areas that warranted the most concern was nature-based tourism, as the degradation of the environment directly affects the attractiveness of the destination (Roe et al., 1997). From the 1950's to the year 2000 worldwide tourist arrivals increased from 25 million to 698 million (WTO, 2002). These numbers are expected to grow annually by an average rate of 4.3% (WTO, 1998) and it is evident from the data that tourism and the impacts it has on a region are increasing rapidly worldwide.

Bushell and McCool (2007) argue that "tourism can contribute to the deterioration of cultural landscapes, threaten biodiversity, contribute to pollution and degradation of ecosystems, displace agricultural land and open spaces, diminish water and energy resources, and drive local communities deeper into poverty" (p. 12). Prosser (1994) proposes that there are four social factors which influence the desire for sustainable tourism at a destination. These factors are: "dissatisfaction with existing products; growing environmental awareness and cultural sensitivity; realisation by destination regions of the precious resources they possess and their vulnerability; and the changing attitudes of developers and tour operators" (as cited in Liu, 2003, p. 460). These are some of the reasons that many international agencies acknowledge a need to monitor the impacts of tourism by trying to practice sustainable tourism. The costs associated with conserving natural areas are significant and tourism in these regions can be used to offset some of the

overhead. The World Tourism Organization (WTO) provides the following definition of sustainable tourism:

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (WTO, 1998, pg. 21).

Sustainable tourism practices are seen as a way to maintain the natural and cultural resources of a tourist destination over an extended period of time (Bramwell & Lane, 1993).

Simpson (2001) further identifies that sustainable tourism development should be:

- Comprehensive: including social, cultural, environmental, economic, political implications;
- Iterative/dynamic: readily responding to environmental and policy changes;
- Integrative: functioning within wider approaches to community development;
- Community-oriented: all stakeholder's needs addressed through community involvement;
- Renewable: incorporating principles which take into account the needs of future generations; and,
- Goal-oriented: a portfolio of realistic targets results in equitable distribution of benefits (p. 7).

Sustainable tourism practices at all destinations can prevent factors that cause strain or damage to the natural and cultural environment (Johnson, 2002). The World Commission on Environment and Development, for the United Nations, defines a sustainable tourism policy as one that "meets the needs of the present without compromising the ability of future generations to meet their own needs" (WTO, 1998, p. 21). The growing importance of sustainable tourism practices has led to an increase of protected areas in the 19<sup>th</sup> and 20<sup>th</sup> centuries. By 2002, approximately

10% of the earth's land surface met the International Union for Conservation of Nature's (IUCN) classification of a protected area (Eagles, Mc Cool, & Haynes, 2002).

There has been debate in the literature as to whether alternative forms of tourism are truly sustainable, as they still reinforce the exploitation and capitalization of the host country's cultural and environmental products (Duffy, 2002; McAfee, 1999; West & Carrier, 2004). Reid (1999) states "that it may not be true that tourism activities are less damaging to the environment than the alternatives. Many tourism enterprises in so called protected areas have a profound negative effect on the environment, as well as the local people and their culture" (p. 29). While this study acknowledges that there are problems with achieving true sustainability this paper will not delve into the issues surrounding it. The following section will discuss the general motivations of travellers.

## **2.2 Tourism Motivations**

Tourism motivation is "a meaningful state of mind which adequately disposes an actor or a group of actors to travel" (Dann, 1981). An individual's travel motivations occur when they become aware of certain needs and realise travelling to certain destinations will fulfill them (Lubbe, 1998). Lundberg (1972) posed the question "why do people travel?" He suggests that there are several complicated factors relating to this answer which stem from two main ideologies: the individual's cultural conditioning and the deep-rooted psychological needs which he/she may not articulate. Dann (1981) identifies several motivation studies in the literature that have focused on an individual's reasons for travelling. Some of the main themes he identifies from the research on travel motivation are: inadequacy in their home environment (Cohen, 1972; Calvo, 1971), push

and pull factors for travel decision making (Crompton, 1979; Dann, 1977), the creation of fantasy in their destination (Dann, 1976; Buck, 1978; Cohen, 1971; Rivers 1972), specific purpose (i.e. work, recreation and relaxation) (Rivers, 1972; Smith, 1979), different experience (Boorstin, 1964; MacCannell, 1973, 1976), and the search for meaning and authentic experiences in their travels (Boorstin, 1964; MacCannell, 1973, 1976). He further states that motivation cannot be viewed as an unconscious process in which satisfaction is studied in isolation of motivation.

Crompton (1979) and Fodness (1994) identified how travel motivations are the result of several factors: “socio-psychological, prestige, cultural, social, educational, and utilitarian”. More recent research has further simplified these factors into four domains: climate (physical environment), escape/relaxation, adventure, and personal (Bansal & Eiselt, 2003; Beerli & Martin, 2004). These factors are self-explanatory except for personal which can be subdivided into two meanings. According to Beh & Bruyere (2007) the first relates to the social dimension of travel and looks at the development of the self as well as being with other people. The second relates to an “ego-focused” dimension where one’s motivation relates to fashion or prestige.

Pearce and Caltibano (1983) used Maslow’s (1943) Hierarchy of Needs as a framework to determine traveller’s motivations from their experiences. Their findings corresponded to each section of Maslow’s hierarchy of needs theory. Pearce (1982) developed the Travel Career Ladder and identified five levels of traveller’s motivation: relaxation, stimulation, relationship, self-esteem/development and fulfillment. The level of a traveller’s motivation varies per person and is expected to change over their lifetime as well as fluctuate up or down on the ladder. Pearce (1982) also acknowledged that each traveller has different criteria that they must fulfill, which can vary each time they travel, and that their motivation can be self-directed or other-directed.



Swarbrooke and Horner (2003) argue that tourists are influenced by more than one motivator at any given time. The main factors that they report having an effect on an individual's motivation are their: personality, lifestyle, past experiences, past life, perceptions and image. The life-stage of an individual (i.e. birth of a child, personal illness) and the changes that are associated with it are all believed to have an effect on their motivation.

Providing a theoretical background on the motivations of tourists is important when trying to understand the motivations behind non-volunteer tourists. More specific information pertaining to the profiles of the ecotourist, wildlife tourist and volunteer tourist will be discussed throughout the sections in this literature review. The following section will address the concept of ecotourism.

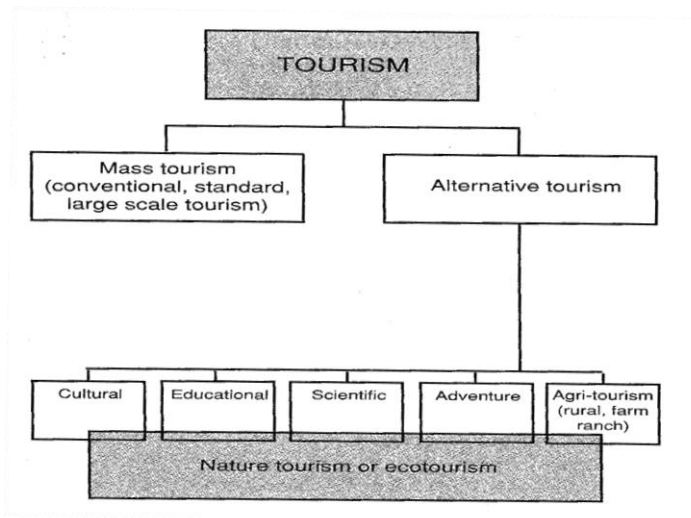
### **2.3 Ecotourism**

The demand for ecotourism destinations has grown significantly over the past century (Fennell, 2002). Between 20%-25% of travellers in the tourism market are categorized as ecotourists, making ecotourism one of the fastest growing travel sectors (Frangialli, 1997; Hawkins, cited in Giannecchini, 1993; McIntosh, 1992). According to Miller (2004) revenues generated by ecotourism can amount to 20 billion dollars US per year. However, due to the recent economic crisis and the onset of the world wide pandemic H1N1, tourism numbers have decreased worldwide by 8% and it is estimated that this sector of tourism may not be growing as exponentially as previously shown (UNWTO, 2009).

Ecotourism is a subcategory of sustainable tourism and is viewed as a tool for bio-diversity conservation and sustainable development (Bjork, 2007; Boo,1992; Ceballos-Lascurain,1998;

Halbertsma, 1988). It shares similar traits with natural area tourism, as it involves an appreciation for being in the outdoors. The key difference between natural area tourism and ecotourism is that ecotourism ideally involves “responsible travel that conserves natural environments and sustains the well-being of local people” (International Ecotourism Society, 2003), whereas natural area tourism is simply tourism that is conducted in a natural setting (Newsome, Moore, & Dowling, 2002). Ecotourism also correlates with other forms of tourism as the activities associated with it can be conducted in many different settings. These forms of tourism include cultural, farm, wildlife, and adventure tourism (Bjork, 2007). Wearing and Neil (1999, p. 3) illustrate the correlation of ecotourism with other forms of tourism in Figure 1 shown below (after Mieczkowski, 1994, p 459):

**Figure 1: The Alternative Tourism**



What distinguishes ecotourism from these other forms is that the tourist’s activities centre on providing some form of benefits for the local community and more specifically the environment (Peattie & Moutinho, 2000). The economic, social and environmental dimensions of an ecotourism site influence each other and in turn have an effect on the sustainability of the destination (Briassoulis, 2001; Twining-Ward & Butler, 2002).

Butler (1990) further argues that the type of management practices used at individual destinations determines how sustainable it is on a small, alternative, or large/mass scale. Weaver (2001) suggests that large tourism corporations have more resources at their disposal and would be more likely be able create positions to deal with environmental issues and conduct environmental audits, which in turn allows them to be more sustainable. However, he further cautions that increasing the carrying capacity of an area to accommodate mass tourism would compromise the environmental and cultural aspects of the destination, and in turn its sustainability. Carrying capacity is a method used to determine the type and degree of disturbance that activities may have on wildlife. It is “the maximum level of visitor use an area can accommodate with high levels of satisfaction for visitors and few negative impacts on resources” (Shackley, 1996).

There are various definitions for ecotourism in the tourism literature. Sirakaya, Sasidharan, and Sonmez (1999) conducted an analysis of 25 ecotourism definitions from the literature. Their findings resulted in an all encompassing definition of what ecotourism activities should possess:

- 1) Minimal negative impacts on the host environment;
- 2) An increased contribution to environmental protection and resource conservation;
- 3) The creation of necessary funds to promote sustained protection of ecological and socio-cultural resources;
- 4) Cooperation and understanding between locals and visitors in protecting the environment; and,
- 5) A contribution to the economic (monetary profits and job opportunities) and social well-being of the local people (p. 171).

Because ecotourism is a form of sustainable tourism, its underlying principles are akin to sustainable tourism, but focus more on the preservation of the environment. Ecotourism experiences and activities can involve an entire ecosystem or just focus on a portion of it. These activities can range from adventure-based (such as wilderness camping, white water rafting or climbing), to one that is more culturally-based (such as visiting indigenous hill tribes) (Fennell, 2002). Aside from the natural landscape, ecotourism activities tend to centre on the mega-fauna that are predominant in that region: dolphins, elephants, lions, giant pandas, gorillas, orang-utans, or golden eagles (Weaver, 2002).

Orams (1995) argues the type of ecotourism activity conducted depends on whether the site is involved in active or passive ecotourism management. Active ecotourism involves more restriction on tourism activities. The purpose of this type of ecotourism is to enhance and improve the local environment by following more sustainable practices. Ecotourists play a more responsible and non-consumptive role in preserving the natural area they are visiting. Weaver (1999) further explains that active ecotourism is “frequently associated with primary purpose trips of relatively long duration, specialized eco-lodge type accommodations, venues closer to the wilderness end of the spectrum, the provision of minimal facilities and services within these venues, and a high degree of commitment and involvement among the participants” ( p. 793).

Passive ecotourism management is also sustainable; however, it is not as restrictive and only seeks to minimize the environmental and cultural impacts that visitors may have. This form of ecotourism only maintains the current environment and does not seek to provide any improvements (Orams, 1995). Weaver (1999) further suggests that passive ecotourism usually encompasses “relatively brief visits (often just one component of a longer multipurpose trip) and a greater array of services and facilities, usually of a more conventional (non-specialized) nature” (p.

793). The Elephant Nature Park can be identified as falling within the category of active ecotourism management. The following section will discuss ecotourists and their motivations.

### **2.3.1 The Ecotourist**

Eco-tourists are “individuals who spend a predetermined number of days engaged in environmental based activities, [and] have unique motives for visiting natural areas” (Kestetter et al., 2004, p. 494). These motives center on learning, experiencing and observing nature (Cascagnette & Eagles, 1995). According to Weaver (2002), ecotourists desire to become more conscious of and gain knowledge about the nature based attractions they visit. The motivations that ecotourists have for travel tend to overlap motivations for other types of travellers, which makes it difficult to group them in a specific and separate category (Wight, 1996). Ecotourists tend to be middle-aged, educated and have higher incomes. They also spend more money when travelling than the mass tourist (Backman & Potts 1993; Boo 1990; Eagles & Cascagnette 1995; Wight 1996). Diamanits (1998) found that the majority of ecotourists fall within the 25-54 age range.

Lindberg (1991) developed a classification system to distinguish the different types of ecotourists based on their choice of destination, choices in transportation, and what experiences they wished to gain from a location. He found that ecotourists fell under four different categories:

- *Hard-core nature tourists*: Scientific researchers or members of tours specifically designed for education, removal of litter, or similar purposes.
- *Dedicated nature tourists*: Individuals who take trips specifically to see protected areas and who want to understand local natural and cultural history.

- *Mainstream nature tourists*: Individuals who visit the Amazon, the Rwandan gorilla park, or other destinations primarily to take an unusual trip.
- *Casual nature tourists*: Individuals who partake of nature incidentally as part of a broader trip.

It is important to first understand the motivations of ecotourists to determine how this may have an effect non-volunteer tourists and their awareness of wildlife conservation issues. The following section will discuss wildlife tourism, wildlife tourists, and stakeholders of wildlife tourism.

## **2.4 Wildlife Tourism**

Wildlife and humans have always coexisted. Almost all conservation areas throughout the world were previously inhabited by humans, who used the land and animals for their survival and livelihood. Population growth has led to increased demands for land space. Development of these land areas has caused many species to decrease in numbers and, in some cases, causing their extinction. Wildlife tourism has led to sustainable economic benefits while ensuring the conservation of many endangered species (Fennell & Weaver, 1997; Shackley, 1996) and there is a belief by some experts that without wildlife tourism many species would be extinct (Eagles, personal communication, 2007). Newsome et al. (2005) define wildlife tourism as:

Tourism undertaken to view and/or encounter wildlife. It can take place in a range of settings, from captive, semi-captive, and in the wild...it encompasses a variety of interactions from passive observation to feeding and/or touching the species viewed (p. 10).

One of the main purposes of wildlife tourism is to conserve species through the education and entertainment of visitors (Newsome et al., 2005). The activities and attractions found within

wildlife tourism settings overlap with ecotourism, nature-based tourism, and adventure tourism. Orams (1996, 2002) contends that there is a wildlife tourist spectrum under which all tourist activities can fall under (Appendix A). This spectrum categorizes the type of interaction a tourist may have (captive, semi-captive, etc.), the setting it would take place in (i.e. zoo, wildlife park), and the type of influence that humans have (i.e. human constructed or natural environment). Under this wildlife-tourist spectrum, the Elephant Nature Park would fall under the category of a semi-captive wildlife tourist activity.

Wildlife tourism can also be viewed as either consumptive or non-consumptive of wildlife. According to Freese (1998) consumptive wildlife tourism centres on activities such as hunting or fishing in which the animals are being killed and removed from their environment and their body parts are being utilised. Other authors argue that by definition of the activity all wildlife tourism is consumptive, but is dependent on the impact it has on the species involved (Tremblay, 2001). This thesis will focus on the non-consumptive form of wildlife tourism as the Elephant Nature Park has minimal impacts on wildlife and therefore can be considered as non-consumptive.

#### **2.4.1 The Wildlife Tourist**

The motivation for travellers to seek out specific wildlife may be based on their personal affinity to the species involved. Throughout history people have had varying relationships with animals: utilizing them as a food source, domesticating them as pets, and placing them in captivity for personal enjoyment and to better understand them (Ingold, 1988). Bart's (1972) study of animal popularity found that each animal possesses a public image which has been culturally determined. Tremblay (2002) explains that "some physical attributes seem to make some

categories of animals more likely to be of interest than others, particularly size, associated visibility and aesthetic appeal” (p. 166). For example, Kellert (1989) suggests people express more appeal for larger mammals and birds. Shaw and Cooper (1980) also confer that colourful birds and large animals are generally given more preference by viewers (than small and drab species). Research conducted on traveller’s motivations in Africa has shown that wildlife watching is specifically centred on the Big Five animals (i.e., elephants, rhinos, lions, leopards and buffalo) (Akama & Keiti, 2003; Kerley et al., 2003). Tremblay (2002) further suggests “there are several species which hold some sort of charisma with humans similar to the qualities associated with pets – i.e. pandas, koalas, baby orangutans and raccoons can be considered cute” (p. 167).

Newsome et al. (2002) argue that the quality of a natural area’s fauna and flora is what attracts wildlife tourists to a specific destination. They seek an experience that allows them to explore a new ecosystem and its inhabitants. Visitors in wildlife destinations range from lifelong wildlife enthusiasts to day trippers. The one commonality they possess is that they seek unique and educational experiences. Because the activities of wildlife tourists fall under the spectrum of ecotourism, some authors argue that the behaviour of ecotourists can be likened to the wildlife tourist (Newsome et al., 2005). Ballantine and Eagles (1991) have shown that the primary reasons that motivate ecotourists to travel are to “learn about nature” and travel to “wilderness or undisturbed areas”, and these motivations can also hold true for wildlife tourists. Beh and Bruyere’s (2007) study on the motivations of visitors to three different Kenyan reserves identified eight factors which motivated individuals on their trip: escape, culture, personal growth, mega-fauna, adventure, learning, nature and general viewing. Schänzel (1998) proposes that as individuals partake in wildlife tourism activities there is an increase in their environmental awareness increases and their contributions towards conservation.



Research shows that the primary purpose for individuals partaking in non-consumptive wildlife tourism is to view wildlife (Dixon & Sherman, 1990; Elliot, 1993; Dixon & Sherman, 1990; Moscardo & Saltzer, 2005). Elliott (1993) in his study on Doi Inthanon National Park, in Chiang Mai, Thailand, found that 21% of visitors viewed wildlife and 75% wanted more facilities to view wildlife. Dixon and Sherman (1990) found in their study on Khao Yai National Park that 20.4% of foreign visitors stated that wildlife viewing was the most important component of their trip. Moscardo and Saltzer (2005) conducted a survey which found that 20% of its respondents believed that the opportunity to view wildlife was one of the most important factors in their travel decisions, and 51% said that opportunity to view wildlife is included as part of their travel decisions. These visitors also desired “close encounters with rare and unique wildlife behaving naturally in a natural environment” (p. 15).

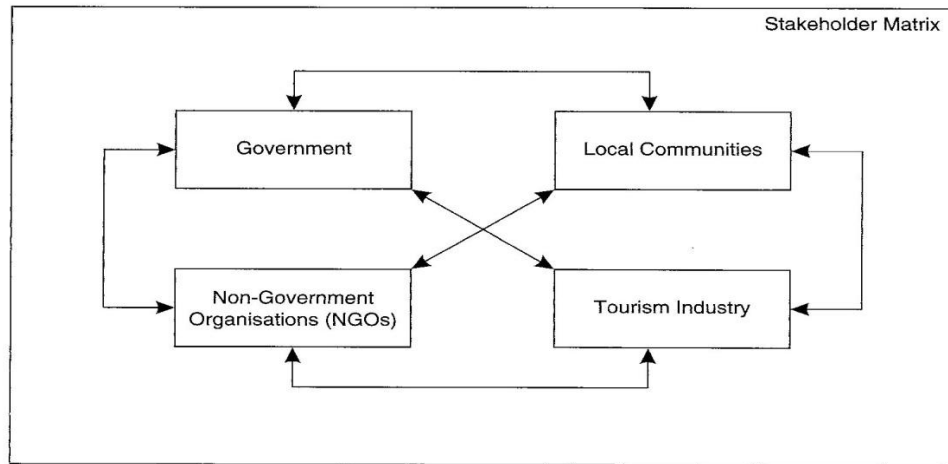
Overall, research indicates viewing animals in a natural setting is ranked high in the preference of tourists involved in wildlife encounters (Department of Tourism, Sport & Recreation, Tasmania, 1996; Pearce & Wilson, 1995; Ryan, 1998; Shackley, 1996). Tisdell and Wilson (2001, 2004) have shown that a significant number of tourists would not visit an area if there was no wildlife present there. Volunteers and non-volunteer tourists at the Elephant Nature Park can be characterized as wildlife tourists and understanding their motives is important for this study.

#### **2.4.2 Stakeholders of Wildlife Tourism**

Wildlife tourism operations worldwide have several stakeholders who have a vested interest in tourism projects. The main stakeholders are: government, not for profit agencies,

tourism operators and the local community. Newsome et al. (2005, p. 159) show this relationship in Figure 2 below:

**Figure 2: Stakeholder Matrix**



(Newsome et al., 2005, p. 159)

As Higginbottom (2004) argues, “the role of power in relationships between tourism stakeholders clearly influence the way in which stakeholders have access to and manage the industry” (p. 140). Active stakeholder participation in all phases of wildlife tourism development has been discussed in the literature as one possible solution to issues of inequality (Newsome et al., 2005). Adams and Infield (2003) argue that the full participation of all stakeholders in the decision-making process has enormous political and economic complexity and is not always as straightforward as anticipated.

Scheyvens (2002) argues that in developing countries, most wildlife tourism operations are created through the consultation of organizations outside of the local community directly effected by wildlife. These organizations can consist of a local NGO, private tourism operator, or an international conservancy agency. Newsome et al. (2005) point out that their input is not always financial and in many cases they are the initiator of the tourism idea.

Most stakeholder groups are not homogeneous in their views of tourism. This has led to the reality, as Mvula (2001) argues, in which only a few individuals truly benefit from its outcomes. Community members in developing countries have limited say or participation in the tourism industry and planning is usually restricted to certain sections of the community. Cooperative partnerships with communities go hand in hand with financial gain in the developing world (Higginbottom, 2004).

Alternative tourism is seen as a way to promote the conservation of an area and its species as well as providing financial benefits for the local community through the creation of jobs and businesses. Many communities are located on the fringes of conservation areas and are directly impacted by wildlife and wildlife tourism (Higginbottom, 2004; Sekhar, 2003). Animals are not aware of human-defined boundaries and in many cases farming areas along the borders of conservation areas are damaged by animals moving through. Community members feel that they should receive more benefits from tourism, due to the struggles that they have to endure (Higginbottom, 2004; Sekhar, 2003). Adams and Infield (2003) state that “revenues from wildlife tourism should contribute to poverty reduction in communities adjacent to protected areas or wildlife populations, to meeting the needs of rural people, and to compensate for benefits foregone due to conservation policy (e.g., establishment of an exclusive protected area) and the costs of living next to a protected area)” (p 180). Research has shown communities receiving financial benefits from wildlife tourism are more inclined to protect wildlife and to be positive and supportive of tourism (Higginbottom, 2004; Sekhar, 2003).

Thus, wildlife tourism is seen as a way to increase wildlife populations while providing economic benefits for the local communities. Adams and Infield (2003) and Scheyvens (2001) propose that local communities have either a direct or indirect involvement with wildlife tourism.

Direct involvement is through being an employee, manager, owner and guide. Communities can also be directly involved through community based tourism projects. Indirect involvement can take place in the collection of rent from the leasing of land for tourism activities and also from the distribution of revenue for compensation of the land being used (Adams and Infield, 2003; Scheyvens, 2001).

Baum (1996) argues that community participation in the development and ownership of business has been identified as an important factor in ensuring the sustainability and success of tourism operations. Due to high start up costs and low education levels, there are limited community initiated preservation projects that are not primarily based on financial gain. Projects started at a local level tend to be more successful (Shackley, 1996). Although they are not very common, projects started at a community level are good examples of how a bottom-up approach is beneficial for conservation and sustaining tourism (Hulme & Murphree, 1999; Lindberg & Enriquez, 1994; Miller, 2004; Munn, 1994). As will be shown later on in this study, the Elephant Nature Park is an example of this type of approach.

### **2.4.3 The Economic Impacts of Wildlife Tourism**

There are only a few studies discussed in the tourism literature looking at the contributions that wildlife tourism has on the economy of a country (Tisdell & Wilson, 2004). The amount of revenue generated from domestic and foreign tourists (Higginbottom, 2004), as well as specialist and generalist wildlife watchers (Tisdell & Wilson, 2001) can be quite significant. Income generated by wildlife tourism varies by the species that are represented at a destination (Wilson & Tisdell, 2003). Olindo (1991) estimated that in Kenya a male lion that lives to age seven will

generate \$515,000 tourist dollars and an elephant that lives for 60 years will generate almost \$1 million tourist dollars in its lifetime. While these figures are a bit outdated, and are probably higher today, they show the economic value of wildlife. Wildlife tourists that are specialists in one particular area, such as bird watching, have been shown to spend more money on their trip than an individual who participates in general wildlife viewing (Sekercioglu, 2002).

Measuring the economic impacts of wildlife tourism is a complicated endeavour. Many tourists who visit a wildlife attraction generally travel to multiple destinations and it is difficult to determine, especially when using the Travel Cost method, how much of their expenditures on travel, food, and accommodation are directly a result of wildlife tourism (Higginbottom, 2004; Tisdell & Wilson, 2004). There are, however, several studies that have shown that the expenditures that result from wildlife tourism are quite substantial (Adams & Infield, 2003; Tisdell & Wilson, 2004, 2002; Upeneja, Shafer, Seo & Yoon, 2001; Wildlife Tourism Australia, 2008; Wilson & Tisdell, 2003; Zawacki, Marsinko & Bowker, 2000). The revenue and employment created by wildlife tourism (Mackay Consultants, 1997; Masters, 1998) has been an incentive for governments in the host country to be more concerned about conservation and tourism (Higginbottom, 2004).

As this study does not look at the regional economy in any depth, the purpose of this section was to briefly acknowledge the economic impacts that wildlife tourism can have on a destination. Understanding the possible economic impacts are important for the discussion on the social and economic benefits that the local community near the ENP feels they are receiving from tourism. This will be discussed in greater detail in Chapter Six.

The following section will review the literature on volunteer tourism, volunteer tourists, the creation of awareness in volunteer tourism, and discuss the gaps in the volunteer tourism literature.

## **2.5 Volunteer Tourism**

The appeal of volunteering during a vacation, known as volunteer tourism, has increased significantly since the 1970's (Wearing, 2004). The noticeable increase in global awareness of environmental problems and humanitarian issues worldwide has spurred many volunteer organizations to unite with tourism agencies. This partnership with the tourism industry has helped these various humanitarian organizations to create awareness for their causes allowing them to compete with other organizations for limited revenue sources (Novelli, 2005).

Determining the size and growth rate of this market has proven to be complicated; however, the marked increase in volunteer tourism organizations and activities suggests that this tourism sector is growing (Brown & Morrison, 2003). One example of this increase has been shown by Bill McMillon, author of the book *Volunteer Vacations*. In this first edition in 1987, he listed 75 volunteer tourism organizations and by the 2003 edition this number increased to 275 volunteer tourism organizations worldwide (as cited in Brown & Lehto, 2005).

Volunteer tourism occurs in both developed and developing countries. Novelli (2005) and Wearing (2001) both identify Central America, South America and Africa to be popular volunteer tourism destinations. Novelli's (2005) study also ranked India as the top destination for the total number of volunteer tourism projects. Lorimer's (2008) study on UK conservation volunteers identifies Southern and Eastern Africa, Central America and the Caribbean, the Andes and the Amazon, and the Indonesian Islands as regions that account for 77% of UK volunteers. The study also identified tropical forests and coral reefs as the most popular biogeographical zones for volunteer tourism projects.

Wearing (2001) suggested that volunteer tourism can be considered a form of alternative tourism as it falls under its cultural, educational, scientific, adventure, and agritourism categories.

Furthermore, he proposes that when environmental conservation is involved volunteer tourism can also be considered ecotourism. The emergence of the “conscious” traveller has increased the number of people who are partaking in volunteer tourism related activities. These individuals seek out destinations focused more on the well-being of their host communities rather than the generation of tourism dollars (Weaver, 1998). Many tourists now feel more accountable for their actions at the places they visit and seek to improve the environmental and cultural aspects of their host country (Butcher, 2003). Today, many individuals travel to a destination for relaxation as well as to volunteer their time and services to a local project (Campbell & Smith, 2006; Gray & Campbell, 2007; Harlow & Pomfret, 2007; Wearing, 2001). These projects range from local community service to conservation of the natural environment and wildlife. They allow the volunteer tourist to have more enhanced experiences with local communities, closer interactions with wildlife and to make new acquaintances (Brightsmith, Stronza & Holle, 2008).

It should be noted that all forms of tourism, whether mass or alternative, are by definition incapable of being completely sustainable as they almost always involve the use of environmentally unfriendly methods of transportation. The carbon footprint left by tourists travelling by plane to and from destinations has damaging effects on the environment of the home and host countries. Mustonen (2007) argues that volunteer tourists may travel to a destination with the purpose of helping a community or conserving a species but many do not realize the negative effect they are having on the host environment while getting there. He further proposes that these effects may outweigh the work that volunteers do in a country. Nevertheless, volunteer tourism has begun to play an integral role in the sustainability and conservation of wildlife in many tourism destinations (Wearing, 2001).

### **2.5.1 Volunteer Tourists**

The term volunteer tourism applies to “those tourists who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating material poverty of some groups in society, the restoration of certain environments or research into aspects of society and environment” (Wearing, 2001, p. 1). Scheyvens (2002) identifies volunteer tourism as a form of “justice tourism” as it “involves individuals from Western countries paying to come to the Third World to assist with development or conservation work, as they desire to achieve something more meaningful than a pleasure filled, self-indulgent holiday” (p. 202). In many cases volunteer tourists pay more to volunteer at a specific destination than they would if they just visited the same destination on a non-volunteering holiday (Wearing, 2001).

Volunteering provides emotional and psychological benefits for the individuals involved. It promotes personal discovery and stimulates an individual’s sense of self (Wearing, 2001). Stebbins and Graham (2004) contend that volunteering gives an individual a sense of purpose and generates personal fulfillment, promotes concern for others, incites serious thought, and provides opportunity to further an interest. Stebbins (1992) identifies the benefits individuals gain from volunteering: self-actualization, self enrichment, recreation or renewal of self, feelings of accomplishment, enhancement of self image, social interaction, and belongingness. All of these factors play an important role in understanding why an individual participates in volunteer tourism.

Brown (2001) studied the main motivators for tourists to volunteer while on vacation. He identified that cultural immersion, giving back and making a difference to those less privileged, gaining friendships with individuals who hold the same interests and seeking educational and bonding opportunities for children were the main motivators for tourists to volunteer on vacation.



Brown's study shows that the motivations of volunteer tourists are not mainly altruistic and tend to overlap with the motivations of the general traveller. Broad's (2003) study had similar findings as it was shown that less than two thirds of the participants who volunteered did so with an altruistic motive. Broad's research also illustrated that when exposed to a different culture these individuals had a changed perspective of the world, became more open-minded, more relaxed and content with themselves, and were less selfish during the course of their volunteering.

Thoits and Hewitt (2001) discuss the effect that volunteering has on well-being. Their empirical study identified six dimensions of well-being that evolve from volunteering. These dimensions are: levels of happiness, self-esteem, physical health, depression, sense of control over life, and life satisfaction. Their study showed that volunteers tend to be happier and experience better physical and mental health. It provides evidence that the better a person's health, the more likely they will volunteer and vice-versa.

It has been argued that a tourist's selfless intention towards improving the destinations they visit is in reality a self-serving means of improving their own personal lives (Duffy, 2002; Munt, 1994). Bryant and Goodman (2004) argue that volunteer tourism can be considered an alternative form of consumption, compared to traditional forms of consumption in mass tourism. Gray and Campbell (2007) further explain "the volunteer ecotourist seeks to build identity through consumption; her desire for authentic interaction with other cultures (and natures), however sincere, is obscured by the [commoditization] of the interaction" (p 466). Commoditization is "a process by which things (and activities) are evaluated primarily in terms of their exchange value, in a context of trade, thereby becoming goods (and services)" (Cohen, 1988, p. 372). Commoditization is believed to misrepresent and alter the authenticity of local cultural products.

It changes the meanings of rituals and customs, and in turn forms a new culture that is distinctly different from the original one (Ryan, 1996).

Brown and Morrison (2003) suggest that the type of volunteer tourism an individual participates in is based on their mindset. Tourists who participate in volunteer situations are either volunteer-minded or vacation-minded. Volunteer-minded tourists devote most or all of their vacation time to volunteer activities, such as missionary work. Vacation-minded tourists mainly spend time on 'vacation' and only devote a small amount of their time on a volunteer endeavour. Travel agents target these individuals by providing optional volunteer vacation packages, varying from three days to one week in which the tourist can participate during their holiday (Brown & Morrison, 2003).

Description of the demographic characteristics of volunteer tourists is fairly limited in the literature. Because volunteer tourism is considered a form of alternative tourism, and by extension ecotourism, it can be deduced that the volunteer tourist would share similar characteristics to ecotourists. Due to the limited scope of studies done on volunteer tourism, it is difficult to generalize the characteristics found in the literature to all volunteer tourists. While this study focuses on the non-volunteer tourist, it is important to identify the characteristics of the volunteer tourist as it assists in determining how their characteristics can have an effect on the non-volunteer tourist's awareness of elephant conservation and volunteer tourism.

### **2.5.2 The Creation of Awareness in Volunteer Tourism**

Cohen and Kennedy (2000) point out that tourism creates awareness globally by "improving individual well-being, fostering cross-cultural understanding, facilitating learning,

contributing to cultural protection, supplementing development, fostering environmental protection, promoting peace and fomenting global consciousness” (p 212). The role volunteer tourism plays in creating awareness about conservation issues has not been studied in much depth. Weaver (2001) argues that volunteer tourists are affected by their experiences at host sites and gain a deeper appreciation and understanding of the social and cultural environments they visit. Each volunteer will come away with different interpretations of these experiences. This interpretation can manifest in various ways in their daily lifestyles. He suggests that this may also be due to their personal affinity and knowledge about the project before they travel to the site.

Several studies have been done on the impact of education programs at nature based tourism sights as well as tourist’s attitudes and perceptions on conservation (Finkler & Higham, 2004; Luck, 2003; Schänzel & McIntosh, 2000; Orams, 1997; Zeppel & Moulin, 2008). Orams (1997) study on structured education programs at a marine tourism site emphasized their importance, as well as species interaction, to influence tourist behaviours. In studies on marine wildlife tourism, it has been shown that educational programmes can create emotional affinity towards the species involved, thereby inciting changes in attitudes about environmental and conservation issues (Andersen & Miller, 2006; Finkler & Higham, 2004; Heckel, 2001; Luck, 2003; Madin & Fenton, 2004; Mayes, Dyer, & Richins, 2004; Orams, 2000; Schanzel & McIntosh, 2000; Tisdell & Wilson, 2005). Schänzel and McIntosh (2000) identified four themes that visitors showed were important in their wildlife encounters: viewing (standing eye to eye with species); proximity (being in close range); authenticity (viewing in a natural environment); and wonder (ability to experience and witness the species in its natural behaviour). The knowledge and experiences that visitors gain from these wildlife encounters has been shown to further increase their support towards wildlife conservation, environmental awareness, and species protection (Orams, 1997; Wilson & Tisdell, 2003; Zeppel & Moulin, 2008).

Higgins-Desbiolles (2006) proposed that tourism is not only a business, but a social force which can facilitate change and achieve many important things for humanity. This idea of using tourism as a social force for change has not been studied extensively in the literature (Hall 1994, McGehee, 2002; McGehee & Santos, 2005; Tonkin, 1995). McGehee and Santos' (2005) study on resource mobilization and social psychology theories consider how volunteer tourism can be used as a catalyst for social change. Resource mobilization theory discusses network ties established by an activist organization and their importance for its success. Social psychology theory contends a 'conscious-raising experience' is important for any social movement to occur (McGehee & Santos). Mueller (1992) defines conscious-raising as the awareness a person receives when becoming intimate with an issue.

Marshall (1994) defines social movement as "an organized effort by a significant number of people to change (or resist change in) some major aspects of society" (p. 489). McGehee and Santos' (2005) study illustrates how the more an individual feels part of a big movement, the more "there is a greater sense of the possibility for success and more motivation to participate" (p 763). Changes that occur in an individual towards their perception of a social movement will not occur unless it is self-realized through personal experiences (Gordon, 2002). Social networks and conscious-raising are identified as important aspects for facilitating this social movement (Knoke, 1988, Klandermans, 1992).

Social networks are support systems for individuals who have been brought together by mutual goals and ideas. Social networks, consisting of friends and colleagues, have been identified as important for sharing goals and ideas, or conscious-raising. The bonds that these individuals have are considered to be essential factors for creating participation and support in social movements. People are more likely to participate if they feel that others will as well, and if

they are part of a larger collective (Aho, 2001; Kiecolt 2000; McGehee & Santos, 2005).

McGehee (2002) further argues these social networks are important for the volunteer tourism experience as they influence the level of participation that volunteers will have in a project.

Conscious-raising occurs on an individual level through personal experience gained from a specific issue or situation (McGehee and Santos, 2005). However, Coloquhoun and Martin (2001) argue that any social movements resulting from this conscious-raising personal experience can only successfully occur through group settings. Adam and Rucht (1993) further propose that conscious-raising by one group can affect the awareness of another collective. Furthermore, it can occur through interactions with counter groups or movements outside of the immediate social movement, with conflicting or opposing ideals. It is also identified as occurring through relationships with the media and political parties (Klandermans, 1992). McGehee and Santos (2005) explain that “some activists are affected through direct movement-related channels and others indirectly (informal, casual, word-of-mouth communication). A volunteer tourism experience may provide a similar indirect/informal channel for the exchange of ideas, and in the process, a consciousness-raising experience” (p 763). Volunteer tourism increases an individual’s awareness and participation in global issues thereby initiating ideas for them to help improve the world around them (McGhee & Santos, 2005). This idea of volunteers and volunteer tourism creating awareness and social networks is a central concept in this study and is discussed in more depth later on in this paper. In particular, I reflect on the effects volunteer tourism has on the awareness of the non-volunteer tourist and community participants in this study.

### **2.5.3 Gaps in the Volunteer Tourism Literature**

Although volunteer tourism is an important and emerging concept in tourism, the literature on volunteer tourism is fairly limited and is mainly focused on the volunteer tourist and their motives, values, behaviours, and personal development (Brown, 2005; Campbell & Smith, 2005; Halpenny & Cassie, 2003; Stoddart & Roggeron, 2004; Wearing, 2001). Although minimal, there are also a few studies that determine the impact that volunteer tourism has on local communities (McIntosh & Zahra, 2007), the nature of volunteering in developing countries (Broad, 2003; Simpson, 2004) and perceptions of various stakeholders towards volunteer tourism (Gray & Campbell, 2007). While this research is important for understanding the various aspects of volunteer tourism, there is however, a gap in the literature in terms of the holistic contribution that volunteer tourism has in the conservation of a species, the role it plays in policy development, and the social and economic impacts it can have on a local community. The following section will review literature on tourism policy and planning, as well as wildlife and ecotourism policies in Thailand.

## **2.6 Tourism Policy and Planning**

Tourism policy and planning have become important concepts that many tourism policy makers worldwide are now addressing (Edgell, DeMastro Allen, Smith, and Swanson, 2008). Tourism policy can be created on several levels: international, supranational, national, state, regional and local (Newsome et al., 2005). Biederman et al. (2007) state that:

A tourism policy defines the direction or course of action that a particular country, region, locality or an individual destination plans to take when developing or promoting tourism. The key principle for any tourism policy is that it should ensure that the

nation (region or locality) would benefit to the maximum extent possible from the economic and social contributions of tourism. The ultimate objective of a tourism policy is to improve the progress of the nation (region or locality) and the lives of its citizens (from Edgell et al., 2008, pg 7).

Edgell (2006) proposes that “most studies have found that a well-researched, well-planned, and well-managed tourism program that takes into account the natural and cultural environment has a good chance of improving the local economy and enhancing the quality of life of the residents” (p. 20). Goeldner and Ritchie (2006) further argue that both tourism policy and tourism planning are interconnected as proper tourism planning allows for the strengthening of a region’s tourism policy.

According to Edgell et al., (2008) effective tourism planning is essential to ensuring a sustainable tourism product for the future. For sustainable tourism to occur in any destination, all the stakeholders involved must collaborate and create partnerships (Bramwell & Lane, 2000). By working with each other, there is more coordination in policies and more consideration for the impact of tourism on all sectors of a region. This results in more efficient and sustainable tourism practices (Lane, 1994). In the broader tourism literature, community participation in development and ownership of business has been identified as an important factor in ensuring the sustainability and success of tourism operations (Baum, 1996). This concept is important when looking at the planning and development of policies for areas with environmental and cultural significance.

Although proper tourism policy and planning implementation have been acknowledged as important components of tourism management, only a few tourism destinations have accomplished this feat (Dowling & Fennell, 2003). As Newsome et al (2005) argue, very few policies exist at a national and supranational level and suggest that this is due to the “relative newness of tourism,

lack of recognition of the need for policy guidance and other more globally pressing environmental and social concerns” (p. 141). Fennell’s (2001) study of 60 regional tourism offices in North America found that the majority of the offices did not institute any policies even though there was agreement amongst all involved that ecotourism policies were valuable to the industry. Dowling and Fennell (2003) analyzed over 1600 tourism plans that were inventoried through a study conducted by the WTO (1980) and their results showed that:

- (i) Approximately one-third were not implemented;
- (ii) Few plans integrated tourism with broader socio-economic development objectives and those whose “social aspects” have priority over direct profitability are even more exceptional; and,
- (iii) Few examples were found of plans that made firm and specific provision for protecting the environment (p.12).

Ecotourism and wildlife tourism policies are even scarcer than general tourism policies (Newsome et al., 2005). Although there are several international policies that address the topics of tourism, biodiversity, wildlife conservation, sustainability, and protected areas many do not define or mention ecotourism or wildlife tourism (Hall, 2003; Newsome et al. 2005). Hall (2003) further argues that although these forms of tourism are not mentioned, their associated activities are still subjected to the limitations of these international policies. International tourism policies are created based on the funding priorities set by organizations such as the World Tourism Organization (WTO), the International Union for the Conservation of Nature (IUCN), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the European Union (EU) and the United Nations (UN) (Newsome et al., 2005). Hall (2000) argues that the best way to understand the impact an agency has on ecotourism or wildlife tourism policies is to understand



what role international law has on the agency. Hall (2003) explains that international law can be described as being either 'hard' or 'soft':

Hard international law refers to firm and binding rules of law such as the content of treaties and the provisions of customary international law to which relevant nations are bound as a matter of obligation. Soft law refers to regulatory conduct which, because it is not provided for in a treaty, is not as binding as hard law, and which does not require actions by signatories (pp.27-28).

In general, soft laws are based on the recommendations and reports that are created from international conferences and conventions (Lyster, 1985). Hall (2000) asserts that soft law is important for environmental and conservation law as members who are a party to these laws are required to meet at regular intervals to discuss how they will be implemented or changed.

International laws are not as easily enforceable as domestic laws and the countries involved are compelled to follow under moral and diplomatic obligations.

National and state policies are also few in number, especially in terms of wildlife tourism (Newsome et al., 2005). On the regional and local level, policy creation is becoming more of a priority due to the realization that tourism provides economic benefits (Dowling, 1996; Hall, 2000). These policies are more likely to focus on tourism as well as include a wildlife and ecotourism component to them (Newsome et al., 2005). As discussed in more detail below, Thailand currently has a national ecotourism policy as well as an ecotourism plan, which will be discussed more specifically in the next section.

### **2.6.1 Ecotourism Policies in Thailand**

Due to the increase in demand for tourism in natural areas, the government of Thailand created the National Ecotourism Council in 1997, to develop ecotourism policies for the country. This council is composed of the public and private sector, NGO's, and academics (Thailand Ecotourism Information Centre, 2001). The main purpose of the Council is to oversee the creation of the National Ecotourism Policy, approved in 2001, and the National Ecotourism Action Plan. The policies and guidelines for the National Ecotourism Policy are quite extensive and a summary can be found in Appendix B. The overall goal of the National Ecotourism Policy is to develop “a sustainable industry, to maintain a healthy natural and social environment, and to foster self-reliance” (Sriphnomya, 2002, p. 238). The policy outlines management guidelines for tourism areas and the conservation of the environment, communication and educational services, prevention of negative impacts on culture, encouragement of local participation and providing local people with benefits and marketing guidelines (Thailand Ecotourism Information Centre, 2001). How effective the policy and plan have been on tourism within the country is not known at this time, however, it is important to acknowledge them as this study looks at an ecotourism site. The Elephant Nature Park's effort to provide a self-reliant sustainable tourism product epitomizes the guidelines stated under the National Ecotourism Policy.

### **2.6.2 Wildlife Policies in Thailand**

In 1983, Thailand adopted the Convention on International Trade of Endangered Species of Wildlife Flora and Fauna (CITES). CITES is a voluntary, international, conservation agreement between governments whose “aim [is] to ensure that the international trade in specimens of wild

animals and plants does not threaten their survival” (CITES, 2008). Currently there are 170 countries that are members of CITES. The policies implemented through CITES are legally binding, however, they do not replace any national laws within the member country. Each member country is expected to develop laws that will facilitate the policies that are outlined by CITES (CITES, 2008). Wildlife laws in Thailand are governed by the provisions stated in CITES.

On a national level the conservation of wildlife in Thailand is monitored by the Wild Animal Reservation and Protection Act of 1992 (WARP Act). The WARP Act very explicitly outlines the protocols for individuals or agencies that are keeping, breeding, transporting (importing/exporting), or the hunting of any animal that is deemed as wildlife. The Act (found in Appendix C) defines wildlife as:

All kinds of animals including terrestrial, aquatic, and winged animals as well as insects, which by nature are born and live in the forest or water. The term also refers to eggs of those various wild animals, but not the draught animals, which have been registered and issued identification cards in accordance with the law on draught animals as well as those of the propagation of said draught animals. Reserved Wild Animals refers to rare wild animals appearing on the list attached to this Act, and those declared to be ones by the Royal Decree (Wild Animal Reservation & Protection Act, 1992).

The wild elephant population is protected under the WARP Act, although its numbers are still dwindling yearly (Lair, 1999). Domesticated elephants are not covered under the WARP Act because they are considered to be livestock and fall under the Draught Animal Act of 1939 (DAA). Animals that fall under this Act also include: cow, water buffalo, horse, donkey, and the mule. The Draught Animal Act falls under the jurisdiction of the Ministry of Interior who control the police, and was created at that time to prevent the widespread theft of cattle, water buffalo, and elephants. During the period of time that the Act was created, elephant populations were in the

hundred thousand range and they were not considered an endangered species (Lair, 1999). Under the DAA, domestic elephants are considered as private property and, therefore, owners are not regulated in their treatment of the animals. Lair argues that “there are no provisions prohibiting cruelty, overwork, or unsuitable employment” (p. 156).

To monitor the populations of domestic elephants, the government imposed a mandatory registration of the animals by their owners. All owners of domestic elephants in the country are required to register their animal with the Local Administration Department (LAD) by the time their elephant reaches eight years old. As Lair (1999) argued, this system is flawed as not all animals are registered and therefore the estimates of their numbers vary between governmental departments. Although there has been a push by many conservation agencies to change the current law on domesticated elephants, the situation has proved to be fairly complex and at the present time there appears to be no publicly proposed solution for the issues surrounding elephant conservation.

The following chapter will provide background on the research site. It will specifically provide information on Chiang Mai, Thailand and the Elephant Nature Foundation. It will also provide details on the current state of elephants in Thailand. Furthermore, it will present information on the Elephant Nature Park, its projects, and its volunteer and non-volunteer tourists.

## **CHAPTER THREE**

### **Background on Research Site**

#### **3.0 Introduction**

Chapter three will provide a background to the research site used in this study. It will present information on the country of Thailand and the province of Chiang Mai. It will also discuss the current state of elephants in Thailand and discuss conservation issues pertaining to both domestic and wild elephant populations. Furthermore, operational details will be given about the Elephant Nature Foundation and the Elephant Nature Park. The section on the Elephant Nature Park will specifically provide information on volunteer and non-volunteer tourists, ENP projects, and local community projects. Chapter three will conclude with an explanation of my role in this study.

#### **3.1 Thailand**

The country of Thailand spans a total area of 513,115 square kilometres, located in the region of Southeast Asia (Tourism Authority of Thailand, 2007). It is adjacent to Myanmar, Laos, Cambodia, and Malaysia (Figure 3).

*Figure 3: Map of Thailand*



(Lonely Planet, 2008)

The population of Thailand, as of July 2008, is estimated at just over 63 million people (Institute for Population & Social Research, 2008). Its citizens are comprised of ethnic Thai, Chinese, Malay, Indian, and Indigenous hill tribes' people (Tourism Authority of Thailand, 2007). The country consists of 76 provinces, which are further subdivided into districts, sub-districts and villages (Tourism Authority of Thailand, 2007). Topographically, it is divided into four natural regions: north, northeast, central/east coast, and south.

Throughout its history, Thailand has always been looked upon favourably by the West as an “enchanted Oriental kingdom” (Cohen, 2001, p. 156). Foreign tourism in Thailand gained more popularity in the 1960's when US soldiers, who were fighting in the Vietnam War, began visiting the country for relaxation. In the 1980's, the revenue earned from tourism played a major economic role when it surpassed the traditional foreign exchange earnings from rice (Nimmonratana, 2000). There was an increase in foreign tourism in the country over the next 25

years (Cohen, 2001). In 2001, indirect and direct jobs created by tourism accounted for employment of 3.45 million people within the country (Tourism Authority of Thailand, 2001).

Table 1 below shows the number of International tourist visits, the average length of stay, average expenditure, and the total revenue generated in Thai Baht from 1997-2006.

**Table 1: International Tourist Arrivals in Thailand**

Year	<b>International</b>						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
<b>1997<sup>/1</sup></b>	7.22	+0.41	8.33	3,671.87	-0.92	220,754	+0.63
<b>1998<sup>/1</sup></b>	7.76	+7.53	8.40	3,712.93	+1.12	242,177	+9.70
<b>1999<sup>/1</sup></b>	8.58	+10.50	7.96	3,704.54	-0.23	253,018	+4.48
<b>2000<sup>/1</sup></b>	9.51	+10.82	7.77	3,861.19	+4.23	285,272	+12.75
<b>2001<sup>/1</sup></b>	10.06	+5.82	7.93	3,748.00	-2.93	299,047	+4.83
<b>2002<sup>/1</sup></b>	10.80	+7.33	7.98	3,753.74	+0.15	323,484	+8.17
<b>2003<sup>/1</sup></b>	10.00	-7.36	8.19	3,774.50	+ 0.55	309,269	-4.39
<b>2004<sup>/1</sup></b>	11.65	+16.46	8.13	4,057.85	+7.51	384,360	+24.28
<b>2005<sup>/1</sup></b>	11.52	-1.15	8.20	3,890.13	-4.13	367,380	-4.42
<b>2006/1</b>	13.82	+ 20.01	8.62	4,048.22	+ 4.06	482,319	+ 31.29

(Office of Tourism Development, 2008)

The total number of international visitors in 2007 was 14.5 million people and the majority of visitors were male and came from East Asia and Europe (Office of Tourism Development, 2008). Appendix D shows a further breakdown of international tourist arrivals from January to December 2007. While this data shows that tourism in Thailand is increasing yearly, due to the current economic crisis, and recent political tensions within the country, this number has decreased. UNWTO (2009) statistics on tourism for 2009 has shown a 6% decrease in tourist

arrivals for Asia and the Pacific. Specifically, inbound tourism in South Asia has significantly declined, by 12%, in this region (UNWTO, 2009).

### 3.2 Chiang Mai

Chiang Mai Province is located 700 kilometres north of Bangkok and encompasses an area of 20,107.1 square kilometres in the Mae Ping Basin (Tourism Authority of Thailand, 2007). It falls in the north topographical region and is at an elevation 1,027 feet above sea level (Nimmonratana, 2000).

*Figure 4: Map of Northern Thailand*



(Source: Maps-Thailand.com, 2009)

Its population, as of the year 2000, totalled over 1.5 million people which make it the second most populous province in Thailand (United Nations Economic and Social Commission for Asia & the



Pacific, 2008). Chiang Mai is divided into 22 districts and two sub districts. Topographically, it is composed of many rivers and mountains which act as natural boundaries for the province:

To the north, a 227 kilometres (141.82 miles) stretch of mountains divides Chiang Mai northern districts of Fang and Mae Ai from Burma & Chiang Tung (Shan) state. In certain areas, the Kok River also acts as a border between Chiang Mai and Burma. On the east, Chiang Mai is bordered by the Chiang Rai, Lampang and Lamphun provinces. The Mae Tuen River, ream Mountain and Luang Mountain separate Chiang Mai South from the province of Tak. Some portions of Chiang Mai South also border the Lamphun province. To the west, Chiang Mai is bordered by Mae Hong Son Province (Chiang Mai Online, 2008).

The surrounding mountains and forest areas are home to many indigenous tribes, and a diverse array of wildlife and flora. This region contains ideal habitat for both wild and domestic elephants.

### **3.3 The Current State of Elephants in Thailand**

For centuries Asian elephants were used for logging the forests of Thailand. In the late 1980s, this practice was banned due to environmental problems associated with excessive logging of forests (Lair, 1999). During this time, hundreds of elephants, and their owners, were put out of work. Due to the high costs involved in keeping and feeding an elephant, many were abandoned or killed as their handlers did not have the financial capital to care of them. Those who survived were forced to beg for money, and their owners would play on the sympathy of tourists and locals in the streets of Bangkok (Elephant Nature Park, 2008).

To alleviate some of the financial issues, several of the elephant owners joined together and began opening up tourist attractions. These facilities usually involve elephants providing

some form of entertainment. Trekking camps are popular amongst tourists within the country. These camps provide opportunities for travellers to ride the animals for a couple of hours or even participate in 3-5 day packages where they can trek through the jungles on the elephant and camp out in various locations. Other tourist attractions involve the elephants performing some sort of trick, for example, the elephant is required to paint or draw a picture. On a grander scale, there are Broadway-like productions in which the animals are expected to play a role and perform based on a script.

Although few in number, there are also some conservation and educational facilities that tourists can visit. These facilities promote elephant conservation, however, the animals are still required to perform a trick or provide a ride for visitors that are willing to pay for it. Tipprasert (2001) found that there were 39 elephant-based tourist attractions in Thailand which consisted of: trekking camps, zoos, circuses, and entertainment attractions. A list of these camps and what they offer can be found in Appendix E.

Domesticated elephants in Thailand currently fall under the Ministry of Interiors' Draught Animal Act. This Act places the animals under the same category as cows, buffaloes, horses, donkeys and mules (The National Elephant Institute, 2008). The National Elephant Institute (2008) contends that "as most domestic elephants are in the care of private individuals, proper administration of the laws is difficult, and the number of domestic elephants is decreasing rapidly from a variety of pressures" (cited from The National Elephant Institute homepage, 2008).

Throughout my travels in Chiang Mai and around the country I have witnessed some of the cruelty and poor conditions faced by elephants in Thailand. Some experts argue that elephants used in tourism are treated better than elephants used in logging (Lair, personal communication, 2009). Others also agree with this point, however, they feel that many of the elephants used in

tourism tend to be malnourished, abused, over-worked, and some are on the verge of death due to the nonexistent animal welfare laws (Chailert and Smith, personal communication, 2009). Many owners view their elephants as objects that generate income. In situations where the animals refuse to work, they are usually beaten into submission or, in some cases, death. Owners have also been known to give their elephant amphetamines to ensure they work long hours (Elephant Nature Foundation, 2008). Street elephants are usually only given minimal food, fruits and vegetables that are bought by eager tourists and almost never given any water during their time on the street. Elephants used for street begging are usually malnourished and dehydrated due to the fines that are given out to owners if their animal defecates or urinates on the road. Elephants used for trekking purposes fare little better. These animals usually work very long days during which they carry tourists on their backs on roadways and through the forest. When they are not trekking these elephants are chained to a post in their compound and have minimal social interaction with other elephants. They are vastly underfed and in fairly poor condition. Female elephants that are pregnant are made to work up until their delivery, and there are many stories of trekking elephants that have given birth on their trek with tourists still on their backs (Elephant Nature Foundation, 2008).

The numbers of elephants in Thailand both domestic and wild are decreasing at a rapid rate. In the 1950's, the Department of Livestock Development estimated that there were 13,397 captive elephants in Thailand (Salwala, 2008). As of 2006, the Department of Livestock Development reported that there were 1,473 captive elephants in Thailand, while the Department of Local Administration, Ministry of Interior reports that there were 2,054 total registered captive elephants (Elephant Reintroduction Foundation, 2008). Although the numbers differ, they show that there has been a significant reduction in the elephant population in Thailand over the past 50

years. The Elephant Reintroduction Foundation (2008) estimates the number of wild elephants in the country to be less than 1,000. Thailand has the largest population of domestic Asian elephants in Southeast Asia (Lair, 1999), yet there are no conservation laws in place for their protection. Lair further proposes that the elephant population in Thailand is declining and in the absence of any domestic elephant conservation law their numbers will continue to decrease

### **3.4 The Elephant Nature Foundation**

The Elephant Nature Foundation (ENF) is “a non-profit organization whose primary purpose is to advocate and act on behalf of the rights of Asian elephants in Thailand” (Elephant Nature Foundation, 2008). The founder and owner of ENF, Sangduen "Lek" Chailert, is a Thai woman from the small hill tribe village of Baan Lao. Before starting the foundation, she worked with various trekking camps and witnessed firsthand the abuse that elephants faced in the tourism industry. Her love for elephants and her awareness that they were an endangered species caused her to create the Elephant Nature Park and strongly advocate elephant rights in Thailand (Elephant Nature Foundation, 2008). Lek is actively involved in educating locals and elephant owners of non-harmful ways to deal with elephants and the importance of preserving them for future generations. The Foundation’s mission is:

To save the Asian elephant from extinction and give domesticated elephants a life worth living by preserving habitat and increasing public awareness on humane treatment practices. In carrying out this mission, we ensure that the best interests of the elephants within the Park are maintained and that their short- and long-term needs are met. We endeavour to extend this same support to the people and elephants within the Jumbo Express project and other outreach projects (Elephant Nature Foundation, 2008).

The Foundation’s overall goals are to:

- Work in cooperation with local and international elephant and government organizations to protect elephants and their environment;
- Attract and develop academic involvement including links with veterinarians and veterinary organizations; and
- Increase the scope of the education programs and the impact they have (Elephant Nature Foundation).

The Foundation currently has an office located in Chiang Mai, Thailand. This office is a hub for all Foundation activities related to elephant conservation. Its primary purpose is to organize excursions for tourists to the Elephant Nature Park, which is home to elephants that have been rescued by the Foundation.

### **3.4.1 The Elephant Nature Park**

The Elephant Nature Park (ENP) in Chiang Mai, Thailand is located 60 kilometres north of the city of Chiang Mai in the Mae Taeng Valley, and spans over 0.30 square kilometres of land, which is surrounded by forest and hills. It was created in 1995, with one elephant, and today is a shelter for over 35 domestic elephants, 40 dogs, 13 cats, 20 cows and 20 buffalo. To date, it is the only park in Thailand which does not require elephants to perform for tourists.

The Elephant Nature Park falls under the category of a semi-captive wildlife tourist activity. The majority of elephants staying at the park have been previously abused, injured or neglected. They range in age from less than 1 year old to 85 years old. The purpose of the park is to allow them to “live out the rest of their lives in peace and dignity” (Elephant Nature Foundation, 2008). The ENP is a place where elephants no longer work for humans as there are no rides,

tricks, or shows at the park. Tourists visiting the park witness the elephants in a semi-natural environment and in their natural behaviours of eating and playing. They are allowed to roam freely throughout the park and nearby government-owned lands, with the ultimate goal of being released back into the wild. Due to the limited size of the parks boundaries, and to limit destructive activities off property, each elephant is assigned their own mahout. A mahout is the term given to an individual who cares for and trains an elephant. The mahout's role at the ENP is to feed and groom their elephant and to watch out for them in an unobtrusive way. Twice a week different elephant family groups are taken to a piece of land in the mountains, Elephant Haven, where they can forage naturally and are left to roam freely, without being under the watchful eye of their mahouts. I have been fortunate enough to participate in this activity.

### **3.4.2 Volunteer and Non-Volunteer Tourists of the Park**

The ENP is a privately and locally-owned operation. It does not receive any government funding or assistance, and does not have corporate sponsorship. The Park's income is 100% percent generated through tourism and donations (Chailert, personal communication, 2006). Non-volunteer and volunteer tourists who plan on visiting the park have several options to choose from. Any visitor to the park must pay a fee and this amount varies with the length of the visit, as shown in Table 2 below:

**Table 2: Costs of Visiting the Park**

<i>Number of Days/Nights</i>	<i>Thai Baht</i>	<i>American Dollars</i>	<i>Pound Sterling</i>
<i>Day Visit</i>	2,500	\$74.39	£38.07
<i>2 days/1night</i>	5,800	\$172.59	£88.32
<i>3 days/2 nights</i>	7,100	\$211.28	£108.12
<i>7 days/6 nights (Volunteer)</i>	12,000	\$357.09	£182.73

(Elephant Nature Foundation, 2008)

Both volunteer and non-volunteer tourists who visit the Elephant Nature Park fall within the dedicated, mainstream, and casual nature tourists. The volunteer and non-volunteer tourist programs have proven to be instrumental in providing labour and financial support for the park. This in turn has lent itself to the expansion and success of the park over the past 13 years (Elephant Nature Foundation, 2008). The numbers of visitors and volunteers at the park has increased considerably since 2005. In 2005, the total number of visitors was 1804 and total number of volunteers was 340. In 2008, these numbers increased to 9985 visitors and 1594 volunteers (Elephant Nature Foundation, 2008). This reveals that the park has increased in its popularity amongst both non-volunteer tourists and volunteers.

Non-volunteer and volunteer tourists are brought by vans to the ENP in the morning, from the ENP office in Chiang Mai. Volunteer tourists only arrive once a week and are put through the same experience as non-volunteer tourists during their first day at the Park. On the way to the Park a documentary is shown which introduces the ENP as well as some of the issues surrounding Asian elephants in Thailand. Each van has a guide whose job is to take care of and educate their guests. The guide's main responsibility is to ensure the safety of their visitors at the Park, while

allowing them to enjoy their visit. Upon arrival, both groups are educated about how to interact with the elephants in a safe manner. From here, they are taken around to the various areas of the Park. Throughout the day, the guide will further educate them about various facts on the Asian elephant, the plight of the Asian elephant in Thailand, and talk more specifically about the elephants at the park and their family groups. The tourists are also provided with several opportunities throughout the day to closely interact with the elephants at the Park. Feeding and bathing the elephants are the main activities which facilitate this direct interaction, and occur twice during the day. A graphic documentary is also shown in the afternoon which exposes some of the training methods used, called the Pajan, to domesticate the Thai elephant. At the end of the day, the non-volunteer tourists are taken back to Chiang Mai and the volunteer tourists stay at the Park for the week or more.

Volunteer tourists take part in many different jobs throughout their stay at the ENP. Some of the jobs that I have participated in as a volunteer at the ENP are listed below:

- Washing and preparing fruits and vegetables for the elephants;
- Feeding elephants at their noon feeding time;
- Digging and irrigating the elephant mud pit;
- Cutting down old banana trees at various locations to feed the elephants;
- Bathing elephants at the river;
- Clearing out elephant shelters;
- Scooping elephant feces;
- Feeding the cows and clearing out their pens;
- Feeding the cats and clearing out the cat house;
- Feeding the dogs and giving them the occasional tick bath;



- Repairing or building fences;
- Helping out in the kitchen;
- Spending time with all animals;
- Helping out the vet in his daily rounds;
- Other projects that may need to be carried out;

There are also volunteer internship positions available which include: documentary filmmaker, night bazaar intern, volunteer coordinator and park host. Appendix F lists what these positions entail.

The ENP is constantly expanding with new elephants and staff, and its success lies in the devotion of one local woman, volunteers and staff. To date, the Elephant Nature Park is the only park of its kind in Thailand.

### **3.4.3 Elephant Nature Park Projects**

To promote the importance of the conservation of elephants and forestry in the region of Chiang Mai, the Elephant Nature Foundation has embarked on three projects: 1) the blessing of trees for conservation; 2) the Jumbo Express; and, 3) Surin Elephant Nature Park. These projects will be discussed in the following paragraphs.

The forest areas of Thailand, which encompass only 19% of the country, are important natural habitats for elephants. These areas are being reduced yearly due to the growing number of people utilizing the limited land space for agricultural purposes (Elephant Nature Foundation, 2008). Annually, forests are set on fire by farmers seeking the use of the land. To help protect the

forested areas near the park, the ENF has sought the help of the local Buddhist monks. Due to their religious beliefs, many Thais have great reverence for monks. The orange cloth that they wear is considered to be holy and is respected by the people. The owner, Lek, takes strips of these orange cloths and has them blessed by monks, then with the help of volunteers she takes these pieces and ties them around trees. These pieces of cloth help to protect the trees as the Thai people believe that any person who cuts down a tree with this cloth will be subjected to bad karma in this life, as well as their future lives. As very few people would dare to cut down these trees the ENF has managed to save thousands of them throughout the region (Elephant Nature Foundation, 2008). Unfortunately, there is no record of the exact number of trees that have been saved using this ritual.

The Jumbo Express is “an outreach program which provides emergency medical treatment to elephants [and humans] working in remote areas and builds ties with rural communities” (Elephant Nature Foundation, 2008). Established in 1995, the Jumbo Express has visited over a thousand Thai communities, hill tribes and refugee camps from the Thai-Burma Border up to the Laos-China border (Elephant Nature Park, 2008). The Jumbo Express missions usually consist of one of the park’s experienced local guides, the park’s veterinarian, and volunteer tourists. In most expeditions, some of the volunteers have an educational background in human and veterinary medicine. Volunteers’ who do not possess any medical background help out by handing out vitamins, antibiotics, antifungal creams, and de-worming medication. They also assist in documenting the visit and providing any other help that is required.

The villages that are visited by the Jumbo Express do not have the ability to seek immediate medical attention. In most cases, villagers would have to travel for 1 to 3 days to find any medical assistance. By providing free medical care for children and ailing adults, it is hoped

that a trusting relationship will be formed between the Elephant Nature Park and these communities. This relationship also provides further opportunity to teach people in these rural villages how to properly care for and monitor the health of their elephants. Many of the elephants living in the rural communities are overworked, malnourished, injured (infections, abrasions, foot injuries, etc.), neglected, and isolated due to their geographical location. In most cases, the elephant is treated and medication is left with the mahout with instructions for care. Villagers are encouraged to discuss any human-elephant conflict that they may be having with wild or domesticated elephants. This in turns allows for the ENF to mediate and help in conflict resolution.

In 2006, the ENF began to document its Jumbo Express trips (Smith personal communication, 2008). This documentation includes the number of elephants in that community and their health, as well as any medications given to elephants and humans during the visit. It also contains information regarding the degree of elephant-human conflict that is found at that site. All the field observations are further transferred by volunteers to computers back at the ENF's main office for a permanent electronic record. These records are essential in monitoring the elephant populations throughout the country and are available for the use of any conservation organization. By fostering relationships with the community, and educating them about proper elephant care and handling, the Jumbo Express is an essential and important contributor to the well-being and conservation of elephants in Thailand.

The model of tourism that the Elephant Nature Park is using is now becoming more well-known in Thailand (Smith, personal communication, 2009). Currently the park has begun working with the Surin government and Surin Elephant Institute to initiate a project similar to the ENP's. The province of Surin is located in the North-east of Thailand. The capital city is also

named Surin, and is the location for the new park. The Surin government has been trying to stimulate elephant tourism in this part of the country for several decades. Several years ago, the government had built an elephant centre with all the amenities that an elephant centre would need. This compound is outfitted with shops, housing for mahouts, elephant shelters with twelve elephants, offices, education area, and stage for elephant performances. Although they had built this center, the government was not receiving the tourist volume and revenue that they had hoped for. They have now partnered with the ENP, as well as donated 2000 acres of land for an elephant sanctuary, to start a project like the Elephant Nature Park. There will be a volunteer tourism program, but unlike the ENP, volunteers will stay in the local village, not on the sanctuary with the elephants. This will help to stimulate the economy of the local village, Baan Tha Klang. At the time of writing, the first volunteer group had already visited the park, and only time will tell if this endeavour will be as successful as the ENP.

#### **3.4.4 Local Community Projects**

The ENP is actively trying to promote community relations and awareness with the people in Chiang Mai. Approximately 90% of the full-time and part-time staff at the ENP are Thai. Some are from Chiang Mai city but many are from the local village. The staff that are not Thai come from Canada, the United States and Australia. In almost all cases, these individuals originally came to the park to volunteer and were hired on as staff.

To promote the revitalization of local music, students from the village play at the park once a week for volunteers in a welcome ceremony. A monk from the local temple is also present to bless the volunteers for that week. Part of the ceremony also involves women from the local

village tying sacred string on the wrists of volunteers as part of the blessing. This provides a cultural experience for the volunteers while strengthening ties with the community who feel more involved with the park.

The ENP also helped some local women set up a massage area at the park. The purpose of this was to build community ties while providing a service for their visitors and volunteers. Many of these women had no experience before and were sent to a school, courtesy of Lek, to learn the art of Thai massage. There are now approximately eight women who offer massage services. Visitors and volunteers of the park pay for these massage services and the ENP does not take any commission from the massages.

In the past, the ENP would buy the majority of its produce from the city of Chiang Mai. They are now helping and encouraging farmers in the Mae Taeng region to plant crops that they could use at the park. This has proven to be successful as the ENP now buys a significant amount of their produce from the local community's farmer's market (Chailert, personal communication, 2009).

### **3.5 My Role in this Study**

As a pet owner, I have always had a personal affiliation for animals. I enjoy being in environments where I can view or participate in wildlife related activities. This is probably the main reason that I chose to do this study.

I first visited the Elephant Nature Park (ENP) in May of 2006. I was travelling in Thailand, with my husband, and we wanted to participate in an activity that involved elephants.

At that time, my knowledge of elephants and their place in the tourism industry of Thailand was very limited. However, I did know that I did not want to ride an elephant as I personally believed it to be cruel to the animal. It took several days of searching on the internet before we discovered the park. The website stated that the park was a place to view the Asian elephant in a natural environment, and the animals did not perform tricks or give rides to visitors. It also discussed how the park was home to mainly injured and abused animals. This was even more appealing to me because I have worked with agencies in Canada that protect and find homes for animals that have been neglected, abused and abandoned. Due to time and financial constraints, we only spent three days at the park as visitors/volunteers.

It was hard to leave at the end of the three days, and we almost cancelled the rest of our trip to stay there an extra month. Unfortunately, due to my need of planning things in advance, we were unable to change our plans and had to bid farewell to the park. While at that park, I learned a lot about the plight of the elephant in Thailand, and how the tourism industry is having a detrimental effect on the animal. My background in tourism, and my love for animals, caused me to formulate a strategy in my mind of how I could help these amazing creatures. This led to my application for graduate school, as I felt that writing about this issue would help to create awareness.

Less than a year later, February 2007, we both returned to the park as volunteers and this time we stayed for a month. During this time I developed a relationship with the park owner, Lek Chailert, and talked to her about the plight of the elephant in Thailand. We talked about my research interests and she told me that she was willing to support me in any way that she could. While at the park, I had the opportunity to meet a diverse range of people. All of the tourists that I met at the ENP were not from Thailand. Some had a love for animals and promoted conservation,

while others just happened to stumble across the park in their travels because they were looking for a unique place to visit. There were also several families with children. What intrigued me were their motivations to choose the ENP over other forms of tourism attractions that could be found in the area. The ENP is not as affordable as other attractions, but yet the park is constantly booked year round. The demand for its services is increasing so rapidly that they are expanding their sleeping facilities, as well as their land holdings. Yet the ENP is the only park of its kind in Thailand that promotes elephant conservation without having them perform in any way.

I understand that by being so close to the subject matter and its content, I would have some form of bias in this study. I began this study with the view that elephants used for tourism should be treated more humanely and that they should be viewed in a natural environment, not performing or entertaining visitors through tricks and rides. I had to make an effort to try and not present these biases during the interviewing process. This helped to ensure that the data being collected was not subjective to my point of view.

The following chapter will outline the research strategy that will be used for this study by providing a background of the research methods that will be used. It will discuss the tools that will be used for data collection and data analysis. It will further outline the foreseen limitations and ethical issues, as well as discuss the significance of the study.

## **CHAPTER FOUR**

### **Research Methods**

#### **4.0 Introduction**

The following chapter will discuss the mixed methods research strategy that was used for this report. This section is subdivided under the following headings: (i) epistemology and methodology; (ii) methods; (iii) definitions; (iv) data collection and sample; (v) data analysis; and (vi) significance of the study.

#### **4.1 Epistemology and Methodology**

The epistemological position I aligned myself with was subjectivism. When analyzing the data I identify my role as a researcher as being important in the analysis process. This position clearly identifies that when conducting research there is no such thing as starting from a blank slate, as all our thoughts and interpretations are reflective of what is constructed from our social reality. The underlying assumption behind this position is that “there can be no separation from the knower and the known because all knowledge is constructed through a meaning making process in the mind of the knower” (Daly, 2007, p. 25). By following the assumption of this epistemology, I recognize that I will always have some preconceived notions to what is being researched and this will shape the results that I will report.

The theoretical assumptions I used to guide the data and interpretations found in this paper are from the constructionism paradigm. This paradigm is closely-aligned with the subjectivist



epistemology in that I play an active role in “organizing and assigning meaning to the data as a way of constructing higher order categories and theory” (Daly, 2007). This paradigm reflects on the internal psychological processes that guide an individual in their decision making. It places emphasis on the meanings behind individual responses and recognizes that there can be more than one interpretation of the data. This assumption requires me to look at how individuals come to a conclusion, more so than what the conclusion is (Daly, 2007).

It is important to acknowledge that because I am using a mixed methods approach for this study I technically have conflicting methodologies. Quantitative studies that utilize self-administered questionnaires are synonymous with the post-positivist school of thought. Palys (1997) distinguishes that post-positivists:

place emphasis on cause and effect, objectivity is achieved through social distance and a detached analytical stance, criteria for understanding are the ability to predict and statistically significant associations between variables, and preference of a deductive approach starting with theory and creating situations to test hypotheses (p. 22).

He further argued that researchers in the quantitative or qualitative school of thought have traditionally viewed each other as opposite sides of the spectrum. However, today more researchers are incorporating both types of data into their research. Incorporating both methods of data collection allows me to gain the benefits that each brings to my research. Restricting this study to one method would not have allowed me to obtain the variety of data that I have collected. The following section will discuss the methods used for this study.

## 4.2 Methods

The research strategy that was used for this study was a case study approach. Case study research has been around since the early 1900's, and has fluctuated over time in terms of how often it was being used (Hamel, Dufour, and Fortin, 1993). In the United States it was quite frequently used from the early 1900's to 1935, by the University of Chicago's Sociology Department. As Creswell (2002) points out, case studies are useful for research "in which the researcher explores in depth a program, an event, an activity, a process, or one or more individuals [and] the cases are bounded by time and activity" (p. 15). It is also a valuable method for researchers who wish to understand something completely and want to observe all the interactions between the variables involved (Dooley, 2002). Yin (1994) argued case studies are considered to be "a scholarly inquiry that investigates a contemporary phenomenon within its real-life context, when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence is used" (p.14). They allow for a more meaningful and in-depth understanding of events and experiences. Case studies do not follow any specific school of inquiry and findings can be based on both quantitative and qualitative research methods (Yin, 2003). It is an approach that has been used in several disciplines, such as recreation and leisure, psychology, sociology, social work, political science and business (Ghauri & Gronhaug, 2002; Gilgun, 1994).

Conducting a single case study was the most appropriate way to gain an in-depth understanding of the role that volunteer tourism plays in conservation. Single cases are ideal when looking at a unique case that is the only one of its kind and has not been studied before (Yin, 1994). To conduct an adequate case study the types of questions being asked should ensure that a

narrative can occur from the evidence that is collected. Becker (1998) states the desired result from questioning allows for:

pondering the possibilities gained from a deep familiarity with some aspect of the world, systematizing those ideas in relation to kinds of information one might gather, checking the ideas in the light of that information, dealing with the inevitable discrepancies between what was expected and what was found by rethinking the possibilities of getting more data, and so on (p. 35).

As previously mentioned, data collection strategies in a case study can utilize quantitative and qualitative methods of inquiry. Quantitative inquiry is an approach that is “useful for describing trends and explaining the relationship among the variables found in the literature” (Creswell, 2002, p. 58). These types of studies involve the researcher developing an instrument, which asks narrow and specific questions to gather data to answer the research question. The data are numerically-based and usually analyzed using statistical software. Some limitations inherent in using quantitative methods are: the limited range of questions that can be asked, deep insights cannot be obtained about a phenomenon, and the issues being tested must be known prior to the study (Creswell, 2002; Nykiel, 2007).

Qualitative inquiry is useful for determining and understanding a central phenomenon (Creswell, 2002). To better understand this phenomenon, study participants are usually asked a broad and general range of questions. Data obtained from this method of research are usually in the form of words or images. The data are analyzed through the researcher’s interpretation and reflections of the information that has been collected (Creswell, 2002). Limitations of qualitative methods are: it is difficult to replicate that same study; there is unavoidable researcher bias; it tends to be labour and time intensive; it is not accepted as widely in the research world, although

this is changing; and uses a smaller population which limits the scope of the study (Creswell, 2002; Nykiel, 2007).

Previous research on volunteer tourism has utilized various qualitative and quantitative methods. Campbell and Smith's (2006) research on the values of volunteer tourists who conserve sea turtles utilized semi-structured interviews to identify the values that volunteers had. In their case studies on the environmental tourism experiences of volunteer tourists, Harlow and Pomfret (2007) also employed the qualitative method of interviewing participants to collect data. Halpenny and Cassie's (2003) study on volunteer experience, attitudes and values of conservation also utilized face to face semi-structured interviews to collect data. Lyons (2003) utilized case study methods while also collecting data through semi-structured interviews in his research on the experiences of participants within a cultural exchange program involving volunteer tourism. Gray and Campbell's (2007) case study on the aesthetic, economic, and ethical values for volunteer tourism in Costa Rica utilized in-depth interviews to determine the perceptions of various stakeholders (government, NGO, staff, etc.). Broad (2003) used an ethnographic case study to explore the relationship between volunteers, the volunteer experiences and the outcomes they eventuated. Brown and Morrison's (2003) exploratory study of organizations that provided volunteer vacations in the USA and the demand for the mini mission concept utilized surveys to determine the characteristics and wants of individuals participating in this type of tourism. Cousin's (2007) study on tourism operations in the UK that provided outbound volunteer opportunities used the quantitative methods of document analysis and telephone interviews to gather data. Lee and Moscardo's (2005) and McGehee's (2002) studies on pre and post-trip individual experiences of volunteer tourists utilized structured questionnaires.

The majority of studies on volunteer tourism have utilized qualitative methods for inquiry. However, to answer my research questions I used a mixed methods approach as I deemed it to be more appropriate for this study, due to the variety of data that I would be collecting as well as time constraints. The use of a mixed methods approach originated from Campbell and Fiske, in 1959, who encouraged other researchers to apply their “multi-method matrix” to collect data for their studies (Campbell & Fiske, 1959). Studies began to emerge which combined qualitative data collection tools, such as interviews and observations, with quantitative data collection tools, such as surveys (Sieber, 1973). Many researchers argue that the limitations inherent in both methods would be neutralized when combined (Creswell, 2003). Creswell (2002) argues that “quantitative scores on an instrument provide strengths to offset the weaknesses of qualitative documents. Alternatively, qualitative in-depth observation offers strength to quantitative data that does not adequately provide information about the setting” (p. 565). The difficulty in using this method lies in the translation of results from the two different forms of data collection (Creswell, 2002). This study used both quantitative and qualitative methods concurrently to answer the various research questions (Creswell, 2003, 2002). The following section will provide definitions of various terms used throughout this study.

### **4.3 Definitions**

To avoid confusion it is essential to provide some definitions for some of the words that will reoccur throughout this study. These words are shown below:

**Community** – refers to individuals that reside in the Mae Taeng Valley;

**Region** – refers to the province of Chiang Mai;

**Non-Volunteer Tourists** – tourists who visit the Elephant Nature Park, from 1-3 days, who do not volunteer their time to help with the upkeep of the park; and

**Volunteer Tourists** – are tourists who visit the Elephant Nature Park for 7 days or more whose main purpose is to help with the upkeep of the park by volunteering their time and money.

#### **4.4 Data Collection and Sample**

The mixed method approach was applied to this study through the use of self-administered questionnaires as well as semi-structured interviews. Self-administered questionnaires are a valuable survey instrument to use as they are less expensive than other research methods, less time consuming, can acquire responses from large samples of people, and are replicable (Nardi, 2006). They are also useful for identifying the characteristics of a large population from a small sample of individuals (Alreck & Settle, 1995; Babbie, 1990). This is especially beneficial when surveying day visitors at the park who have limited time to spare. Due to the foreseen language barriers with the local community, self-administered questionnaires were also easier to administer and interpret when gaining community perspectives. The community survey and letter of introduction was translated into Thai (Appendix V & W) by the translator that I hired. The responses were easy to interpret as they corresponded to the English survey counterpart. This eliminated the need for having someone translate the responses. However, to ensure that the Thai translation of the survey was equivalent to the English translation, the Thai survey was back-translated into English, by an intern at the ENP office, and reviewed for content and accuracy (McGorry, 2000). Back translation was used in this study to ensure the validity of the data and it has been identified in the

literature as one of the more accurate translation processes (Brislin, 1970; Sireci, Yang, Harter, & Ehrlich, 2006).

The responses for the self-administered questionnaire were close-ended and utilized a 5-point Likert scale to measure responses. Likert scales are intensity measures, which are effective in measuring the opinions and attitudes of respondents. They typically fall on a 1 to 5 rating scale in which 1 is “strongly agree”, 2 is “agree”, 3 is “neutral”, 4 is “somewhat disagree”, and 5 is “disagree” (Alreck & Settle, 1995; Babbie, 1990; Nardi, 2006). The advantages of using this type of scale was its flexibility and ease in composition as items tend to only be a few words long (Alreck & Settle, 1995). This Likert scale did not provide a ‘not applicable’ option as I wanted to ensure that all questions were answered, however, the scale still provided an opportunity for participants to give a neutral response. The surveys were pilot-tested with family and friends to determine ease of use and how long it would take to complete them.

Qualitative methods are “ideally suited to answering question about the meanings, interpretations and explanations people associate with a particular phenomena” (Seale, 1999). They are beneficial for gaining a holistic perspective of a particular phenomenon (Creswell, 2003). Semi-structured, face-to-face interviews were conducted in this study to allow for the observation of the respondent’s demeanour and reactions to the questions that were asked. The advantage of conducting semi-structured interviews is in the ability of the interviewer to clarify questions and probe for answers (Babbie, 1990). Utilizing this qualitative method was important for answering two of the research questions as it afforded a more holistic view of what was being asked. To avoid any confusion, the following sections provide a breakdown of the data collection method and discuss the sample that was used for each research question.

#### **4.4.1 Research Question One**

1) *Does volunteer tourism affect non-volunteer tourists' awareness of the conservation issues surrounding the elephants of the region?*

To answer this question, two self-administered questionnaires (found in Appendix G & H) were created. These questionnaires were constructed by the researcher to determine traveller's pre-visit and post-visit awareness of conservation issues. Each questionnaire asked 33 identical questions. Participants were asked demographic questions and close-ended statements that utilized a 5-point Likert scale which ranged from 1 *Strongly Disagree* to 5 *Strongly Agree*. The questionnaires were distributed to a sample of 200 non-volunteer tourists at the Elephant Nature Park and were administered on the van ride that visitors had to take to and from the park, prior to any information given by the guides. Each participant was given a letter of consent which explained the purpose of the survey, their privacy, and how the survey procedure will work (Appendix I & J). The scripts that were used to gain participants can be found in Appendix L & M. Participants filling out both the pre-visit and post-visit surveys were asked to write the initials of their first, middle, and last name, as well as their year of birth, on the top right hand corner of the survey. The purpose of writing these initials was to ensure that survey responses could be identified and correlated back to each other thereby insuring that the same participant had completed both surveys. The post-visit surveys were administered to participants on the van trip back into Chiang Mai.

#### **4.4.2 Research Question Two and Four**

2) *Has the Elephant Nature Park contributed to the conservation of elephants in the region?*



4) *Has the Elephant Nature Park influenced government policy relating to the well-being of elephants in the region?*

To answer these research questions, semi-structured interviews were conducted (Appendix N). The nine interviewees consisted of expert informants from the Tourism Authority of Thailand, the Elephant Nature Park, NGO’s, academics from Maejo University, and government officials. When I was in Chiang Mai, I contacted the various sectors via email and telephone to gain their participation. The script of what I would say to them on the phone/email can be found in Appendix P. The sample of individuals I conducted interviews with is shown in Table 3 below:

**Table 3: Interview Participants**

<b>Organization</b>	<b>Number of People</b>
Forestry Department of Thailand	1
The Elephant Hospital	1
The Elephant Nature Park	2
Elephant NGO from the South	1
Academics from Maejo University	2
Volunteer Tourism Package Creators	2

The individuals that were interviewed all spoke English fairly fluently. Interviews were conducted at the participant’s place of work and averaged between 30-40minutes. Twelve questions were asked of interviewees relating to the treatment of elephants in Thailand, volunteer tourism, elephant tourism, and the ENP. The snowball sampling method was used for referrals to obtain more interviewees (Creswell, 2003). Each interview participant was given a letter which explained the purpose of the study, their privacy, how the interview procedure worked, as well as a consent form (Appendix O & Q). All interviews were recorded using a digital recorder and further transcribed for analysis. One week after the interview a letter of appreciation (Appendix R) was

sent to all interview participants thanking them for their participation in the study. To ensure the privacy of the participants, their names were changed when reporting and discussing findings.

#### **4.4.3 Research Question Three**

3) *Does volunteer tourism in the region have an economic and social impact on the local community?*

To answer the third research question, a self-administered questionnaire (found in Appendix S) was utilized. This questionnaire consisted of 27 questions and its purpose was to determine whether respondents thought volunteer tourism had any economic or social impacts on the local community in the Mae Taeng Valley. Both the questionnaire and study information letter were translated into Thai (Appendix V & W) as the majority of participants had limited or no English vocabulary. Due to the foreseen language barrier, having the responses based on a Likert scale made it easier to disseminate the data. This is because the position of the numbers on the scale would always correspond to the English translation of the survey. The village in which this survey was distributed was Muang Keud located in the sub-district of Keud Chang. The population of Muang Keud is 1,251 people (Keud Chang Local Administration, 2009). This questionnaire also utilized a Likert scale ranging from 1 *Strongly Disagree* to 5 *Strongly Agree*. Participants were required to rate the closed-ended statements in the questionnaire based on how applicable they were to them. This questionnaire was administered to 109 people who had various standing in the community. These individuals were found using the snowball sampling methods.

## 4.5 Data Analysis

### 4.5.1 Quantitative Analysis

#### *Questionnaire #1 – Pre-Visit & Post-Visit Awareness of ENP Visitors*

Data analysis of the results from the questionnaires was conducted through the use of the Statistical Package for the Social Sciences (SPSS). To answer the research question pertaining to the pre-visit and post-visit awareness of ENP visitors, several statistical tests were chosen that were deemed to best analyze the data. Data were considered significant at an alpha level of 0.05 or below. To determine the demographic information of the sample as well as their touristic behaviour and activity preference, descriptives were run to obtain this data.

To analyze and determine whether there was any change in their elephant activity profile, a chi-square test was run on the non-parametric data. A cross tabulation was also conducted to determine whether the participant's region of residence had an effect on their choice of elephant activity. Also, a cross tabulation was run to determine whether gender had a role in the choice of elephant activities that visitors would participate in while in Thailand.

A paired t-test was used to analyze the pre-visit and post-visit responses to the general survey statements relating to elephant tourism, elephant laws and policies in Thailand, donating money and volunteering. The statements analyzed for this section consisted of survey questions 12-24. A t-test and analysis of variance was also run on post-visit survey results to determine whether gender and age had an effect on these responses.

A paired t-test was used to compare the pre-visit and post-visit survey responses for questions 25 to 31. These responses stemmed from a series of questions which related to how

important non-volunteer tourists deemed certain factors regarding elephant conservation and to determine whether there was any change in their perceptions after visiting the park. As well, a t-test and analysis of variance were run on gender and place of residence to determine whether they had an effect.

To analyze the questions relating to volunteer tourism a paired t-test was used to determine how spending time at the park effected their perceptions. To determine whether place of residence and gender had an effect, both an ANOVA and a t-test were run.

### **Questionnaire #2 – Community Benefits**

To answer the research question regarding the economic and social impacts of volunteer tourism on the local community, several statistical tests were conducted on the data collected from the surveys. Descriptives were run on the data to determine demographic information. This method was also used to show results for how many community members had visited the park, what their reasons were for not visiting and whether they would like to visit. Descriptives were also used to determine the community's elephant-related knowledge as well as their perceptions of the ENP. Factor Analysis was used to establish the dependant variables social benefits and economic benefits. T-tests were run to determine whether age had an effect on perceived social and economic benefits. Analysis of variance was also conducted to determine whether age and how long the respondents lived in the region had any effect on social and economic benefits. Finally, descriptives were run on other survey questions that did not fit into any of the categories above to analyze community perceptions.

## 4.5.2 Qualitative Analysis

The qualitative data was analyzed using coding methods to extract themes. By clustering similar topics together, I was able to list and identify the “main topics, unique topics and leftovers” (Creswell, 2003, p. 192). Initially, I transcribed all the interviews. I then read over the data to discover the general ideas and summed them up using one or two words to give me a quick overview of what was being said. Once these topics were identified, I compared them again to the data and then proceeded to categorize them into codes through line-by-line coding (Charmaz, 2006). This involved reading each line of the text and providing a code that corresponded with the ideas were presented there. I conducted this coding in Microsoft Word and used the Comments feature to label each line with a code. I copied all the codes that I created and pasted them into separate word documents; each document listed the codes for each interview. All the codes listed in the documents were assigned a number which corresponded with which interview and on what line it could be found on. For example, a code found in interview five and the twentieth Comment on the page would be represented as 5.20.

From here, I further re-analyzed the codes that I created and looked for the most descriptive words for the topic and grouped them, aiming for as Creswell’s (2003) suggests into 5 to 7 categories. To ensure that I did not have too many categories, I reviewed them to try and group similar concepts together. Underneath each category, I placed all the correlating codes and went through each code to remove any redundancies. Throughout this process, I kept memos that detailed any observations or connections that I detected when conducting the coding. This method allowed me to develop and discover ideas in the data and helped me keep track of them (Charmaz, 2006; Creswell, 2003). I also created a flow chart diagram to identify any connections between

concepts. Throughout the coding process I tried to ensure that I did not place the data into any preconceived codes or categories (Creswell, 2003; Charmaz, 2006).

#### **4.6 Strategies for Validating Findings**

Validity is deemed a strength in both quantitative and qualitative research. It is used to determine “whether the findings are accurate from the standpoint of the researcher, the participant, or the reader of an account...terms that speak to this idea are trustworthiness, authenticity, and credibility” (Creswell & Miller, 2000, p. 35). There are two strategies that I used to validate the findings from my study. These strategies were: clarify the bias and peer-debriefing.

Clarifying the bias I brought to the study allowed for “self reflection...and created an open and honest narrative that will resonate well with the readers” (Creswell, 2003, p. 196). Peer-debriefing helped to ensure that my study would be understood by other people that would potentially read it. I had my study reviewed by my supervisors and committee member. I also utilized an external auditor to review my entire project. This person was not involved in any of the processes that I used to compile my study. Through the use of all these validity techniques I hope to be able to justify the research and findings of my study.

The following Chapter will present the analysis and results of the self-administered questionnaires distributed to non-volunteer tourists at the Elephant Nature Park.

#### **4.7 Limitations**

Due to the fact that my research was conducted in a country where English is not the first language, I was required to hire an interpreter to help me distribute the community surveys. After completing the surveys the community members would talk to the interpreter about various things, some of which related to the topic. The translator would provide me with a quick summary of what these community members said. However, at times I felt that perhaps she did not provide me with all the details, due to time constraints, and I could have potentially missed out on some details that could have been useful for the study. As well, because some of the surveys were administered using an interview format, it can be suggested that some responses may be skewed by participants as they may have provided answers in which they deemed the translator was looking for.

I also found that some of the native Thai interviewees did not appear to understand the questions that I posed. In some cases I had to explain the question in different ways to gain their understanding. I tried to control for this problem by limiting the interview portion of my study to individuals who worked in the public sector and were able to speak English, however I felt that there were still some problems with interviewees misunderstanding questions. Limiting interviewees to only those individuals that spoke English hindered my ability to gain insights from non-English speaking experts in other industry sectors.

As well, the community study was conducted during the work day from 10:00 am-4:30 pm. Many community members were not at home and working during the day. While we did visit several businesses and went out into the fields to have the surveys completed from employees and labourers, the population surveyed may not be completely representative of people living in the village. In some cases individuals who were asked questions in the survey would then discuss

their answer with the person closest to them. This may have had an effect on the responses they gave.

Another limitation was the type of methodology that I used. Single cases studies are not considered to be as valid as multi-case studies and the results from this study are limited in scope. I had to ensure that I followed the research questions and guidelines that I set up in my proposal to ensure validity.



## **CHAPTER FIVE**

### **Analysis and Results for Non-Volunteer Tourists**

#### **5.0 Introduction**

This chapter presents the results from the self-administered questionnaires given to non-volunteer tourists who visited the ENP. It discusses data collection and the revised methods that were used. Furthermore, it provides a discussion regarding how volunteer tourism at the Elephant Nature Park affects non-volunteer tourists' awareness of conservation issues surrounding elephants of the region.

#### **5.1 Data Collection and Revised Methods**

The original method of data collection was through the distribution of two self-administered questionnaires to determine non-volunteer tourist's pre-visit and post-visit awareness of elephant conservation issues. These surveys were initially to be distributed by myself as well as the Elephant Nature Park guides. However, upon arrival at the site it was concluded that to ensure the quality of the visitors experience at the ENP, only the guides would be distributing the surveys. The Park management also expressed that they would like to measure how effective the guides were in disseminating information relating to elephants, and issues related to their conservation in Thailand. To help facilitate this measurement, the pre-survey was altered to include a section for the guide's name. Eight guides assisted with the distribution of the surveys. They gave out the pre-visit survey in the morning on the way to the ENP and the post-visit survey in the evening on

the way back from the ENP. The visitors were asked to fill the pre-surveys before any other information was given to them about the ENP or the current issues surrounding elephants in Thailand.

Convenience sampling methods were used due to time and financial constraints. Three hundred and thirteen surveys were distributed over a four week period. Of these 313, 200 were completed in their entirety, allowing for a response rate of approximately 64%. Initially there were problems with visitors filling out both pre-visit and post-visit surveys and not writing their initials and year of birth in the appropriate section. This made it difficult to compare the results from the surveys. To counteract this problem, the survey was altered to point out the section, in bold letters, where visitors were required to fill this information. After this alteration, there was a noticeable improvement in the numbers of completed surveys that were returned to the guides. The guides also had problems with visitors filling out the first survey and then declining to fill the second survey. Also, of the 113 unusable surveys, four were from individuals under the age of 20, while two had previously been to the park.

When discussing and distributing the surveys, the guides would stand at the front of the van and would pass down an envelope with the surveys in it. They would inform visitors about the requirements of both surveys and would state that they are under no obligation to fill them out. Because the visitor was in control of taking or not taking a survey out of the envelope, it is not possible to discuss their reasons for declining to participate in the study as they were not required to provide any explanation.

## 5.2 Descriptive Information of the Sample

Table 4 below displays the demographic characteristics of this sample. It specifically presents data relating to the gender, age, place of permanent residence, level of education completed and pet ownership of the sample.

*Table 4: Demographic Information of Non-Volunteer Tourist Participants  
Characteristics of the Sample (n=200)*

<b>Characteristic</b>	<b>Category</b>	<b>Frequency</b>	<b>%</b>
Gender	Male	81	40.5
	Female	119	59.5
Age	20-29 years old	89	44.5
	30-39 years old	59	29.5
	40-49 years old	20	10
	50-59 years old	25	12.5
	60-69 years old	7	3.5
Permanent Residence	East Asia	8	4
	South Asia	4	2
	Americas	58	29
	Europe	84	42
	Oceania	38	19
	Middle East	6	3
	Africa	2	1
Highest Level of Education Completed	Less than Secondary (High) School	6	3
	Secondary (High) School	30	15
	College/Diploma Certificate	36	18
	Undergraduate Degree	91	45.5
	Masters Degree	31	15.5
	Doctorate	4	2
	Post Doctorate	2	1
Currently Own/Have Owned a Pet	Yes	162	81
	No	38	19

Note: The percentage reflects the valid percent (missing values were excluded).

In the sample of non-volunteer tourist participants, females comprised 60% (59.5%) of the sample. The largest age group represented was from 20-29 years old (44.5%) and second largest

from 30-39 years old (29.5%). They were mainly from Europe (42%), Americas (29%), and Oceania (19%). Although the Office of Tourism Development statistics of International Tourism Arrivals (shown in Appendix A) shows Southeast Asians as the largest population of visitors to Thailand (Office of Tourism Development, 2008), the data from this research shows that the ENP visitors are not reflective of the visitor groups that normally visit Thailand. As well, South Asian countries do not meet the World Tourism organization's 2007 ranking of top ten tourism countries generating outbound tourists worldwide and therefore are not identified as a large tourism revenue generating market (UNWTO, 2007). As characteristic with ecotourist profiles, the majority of respondents were highly-educated (Backman & Potts, 1993; Boo, 1990; S & Cascagnette, 1995; Wight, 1996). Of all respondents, 82% had completed some form of post-secondary education, of which the majority had completed an Undergraduate degree (45.5%), College/Diploma Certificate (18%) or Masters Degree (15.5%). This is also reflective of the majority age group as most respondents were from 20-29 years old and would have likely completed their undergraduate degree during this period of their life. The majority of non-volunteer tourists' also showed some affiliation with domestic animals as most currently owned or had owned a pet (81%).

### **5.3 Descriptive Information of Touristic Behaviour and Activities**

Characteristics of touristic behaviour are displayed in Table 5 below. It addresses the participants' length of stay in Thailand as well as their length of stay at the park.

**Table 5: Touristic Behaviour Non-Volunteer Tourists’  
Characteristics of the Sample (n=200)**

<b>Characteristic</b>	<b>Category</b>	<b>Frequency</b>	<b>%</b>
Length of Stay in Thailand	Less than one week	11	5.5
	1-2 weeks	48	24
	2-3 weeks	73	36.5
	3-4 weeks	22	11
	More than 4 weeks	40	20
	Live in Thailand	3	1.5
	Did not respond	3	1.5
Length of stay at the ENP	Day Visit	195	97.5
	Two Days (1 Overnight)	4	2
	Three Days (2 Overnight)	1	0.5

The majority of non-volunteer tourists stayed an average of 2 to 3 weeks (36.5%) in Thailand. This result is not surprising as the Office of Tourism Development in Thailand reported in 2007 that visitors from Europe, Americas, and Oceania stay an average of 10-16 days in Thailand (Office of Tourism Development, 2008). Also, 97.5% of visitors visited the ENP for one day.

Table 6 below shows the types of activities that respondents were planning or had participated in while in Thailand. Respondents were allowed to check off more than one activity as can be seen in the results below. The activities shown in this table are arranged in descending order to better gauge which activities were most popular.

**Table 6: Non-Volunteer Tourists' Activities Profile  
(n=200)**

<b>Characteristic</b>	<b>Category</b>	<b>Frequency</b>	<b>%</b>
Touristic Activity	Temples	178	89
	Shopping	168	84
	Beach	143	71.5
	Wildlife Reserve/Sanctuary	122	61
	Snorkelling	110	55
	Wildlife Viewing	101	50.5
	National Park	92	46
	Cooking Classes	85	42.5
	Spa	80	40
	Museum	79	39.5
	Visiting a Hill-tribe	77	38.5
	Hiking	65	32.5
	Theatre/Dance/Music	58	29
	Diving	51	25.5
	River Tours/Cruises	51	25.5
	Thai Boxing (Muay Thai)	49	24.5
	Elephant Trekking	44	22
	Sea Canoeing	41	20.5
	Historical Park	35	17.5

**Table 6 (cont'd)**  
**Non-Volunteer Tourists' Activities Profile (n=200)**

<b>Characteristic</b>	<b>Category</b>	<b>Frequency</b>	<b>%</b>
Touristic Activity	Whitewater Rafting	28	14
	Botanical Gardens	24	12
	Meditation Classes/Retreat	19	9.5
	Yoga Classes/Retreat	15	7.5
	Other	9	4.5
	Sailing	8	4
	Medical Procedures	7	3.5
	Golf	5	2.5
	Deep Sea Fishing	5	2.5
	Siamese Football (Takraw)	4	2

The top 10 activities that ENP visitors would or had participated in while in Thailand were: Temples (89%), Shopping (84%), Beach (71.5%), Wildlife Reserve/Sanctuary (61%), Snorkelling (55%), Wildlife Viewing (50.5%), National Park (46%), Cooking Classes (42.5%), Spa (40%), and Museum (39.5%).

#### **5.4 Elephant Activities Profile**

A chi-square test was conducted on the data to determine whether the non-volunteer tourist's preference for elephant activities changed after spending time at the ENP. These included activities such as elephant trekking, elephant shows, zoos, feeding street elephants, and national

park/sanctuary. Characteristics of the type of elephant activities that respondents would participate in both pre-visit and post-visit surveys are shown in Table 7. Respondents were allowed to check more than one category in this section.

**Table 7: Pre & Post Survey Non-Volunteer Tourists' Elephant Activities Profile  
Chi-Square Test (n=200)**

<b>Elephant Activity</b>						
<b>Category</b>		<b>Yes</b>	<b>N/A</b>	<b>Total</b>	<b><math>\chi^2</math></b>	<b>p</b>
Elephant Trekking	Pre- Survey	40	160	200	72	< <b>0.001*</b>
	Post-Survey	20	180	200	128	< <b>0.001*</b>
Elephant Shows	Pre- Survey	9	191	200	165.62	< <b>0.001*</b>
	Post-Survey	1	199	200	196.02	< <b>0.001*</b>
Zoos	Pre- Survey	11	189	200	1.58	< <b>0.001*</b>
	Post-Survey	9	191	200	165.62	< <b>0.001*</b>
Feeding Street Elephants	Pre- Survey	17	183	200	137.78	< <b>0.001*</b>
	Post-Survey	1	199	200	196.02	< <b>0.001*</b>
National Park/Sanctuary	Pre- Survey	146	54	200	42.32	< <b>0.001*</b>
	Post-Survey	177	23	200	118.58	< <b>0.001*</b>
I would not participate in other elephant activities	Pre- Survey	55	145	200	40.50	< <b>0.001*</b>
	Post-Survey	44	156	200	62.72	< <b>0.001*</b>

*\*Significant at 0.05 level (two-tailed)*

The results show that there is a significant change between the pre-visit and post-visit survey in terms of the type of elephant activities that non-volunteer tourists' would participate in. The number of individuals that would take part in activities such as elephant trekking, elephant shows, zoos, and feeding street elephants was significantly reduced in the post survey. As well,



the number of non-volunteer tourists' that would visit a national park/sanctuary increased. This suggests that their awareness of the implications of these activities changed while they visited the park.

#### 5.4.2 Post-Survey Activities Profile for Gender and Place of Residence

Due to the limited number of individuals represented in the sample from East Asia, South Asia, Middle East and Africa their responses were combined to form the category of Other for this analysis. They were combined in this way as these countries do not normally produce a large number of outbound tourists worldwide (WTO, 2002). Table 8 shows the results of a cross tabulation chi-square analysis in which gender is compared to the elephant activity

**Table 8: Pre & Post Survey Non-Volunteer Tourists' Elephant Activities Profile Cross Tabulation of Gender by Elephant Activity (n=200)**

Elephant Activity Category		Pre-Survey			$\chi^2$	P	Post-Survey			$\chi^2$	P
		Yes	N/A	Total			Yes	N/A	Total		
Elephant Trekking	Male	21	60	81	2.99	0.08	15	66	81	10.98	< 0.001*
	Female	19	100	119			5	114	119		
Elephant Shows	Male	5	76	81	0.89	0.35	1	80	81	1.48	0.22
	Female	4	115	119			0	119	119		
Zoos	Male	5	76	81	0.12	0.73	5	76	81	0.89	0.35
	Female	6	113	119			4	115	119		
Feeding Street Elephants	Male	10	71	81	2.59	0.11	1	80	81	1.48	0.22
	Female	7	112	119			0	119	119		
National Park/Sanctuary	Male	55	26	81	1.80	0.18	70	11	81	0.58	0.45
	Female	91	28	119			107	12	119		
I would not participate in other elephant activities	Male	23	58	81	0.06	0.82	18	63	81	0.004	0.95
	Female	32	87	119			26	93	119		

The data show that the gender of the participant is significant in the post-visit survey results ( $\chi^2 = 2.99$ ,  $p=0.001$ ) for elephant trekking. Closer examination of the data also indicates that fewer women would participate in elephant trekking, than males in the post-visit survey. There was no significance shown between males and females for the other five elephant activities. In all cases, except for national park/sanctuary the number of participants who would still be willing to partake in the other type of activities decreased in the post-visit survey results.

A chi-square cross tabulation analysis was also conducted to determine whether the region a person lived in had an effect on their choice of elephant activity. Table 9 shows the results for these tests.

**Table 9: Pre-Visit & Post-Visit Survey Non-Volunteer Tourists' Elephant Activities Profile Cross Tabulation of Place of Residence by Elephant Activity (n=200)**

Elephant Activity Category	Place of Residence	Pre-Survey					Post-Survey				
		Yes	N/A	Total	$\chi^2$	P	Yes	N/A	Total	$\chi^2$	p
Elephant Trekking	Other	3	17	20	1.04	0.79	2	18	20	1.29	0.73
	Americas	14	44	58			6	52	58		
	Europe	13	68	81			10	74	81		
	Oceania	7	31	38			2	36	38		
Elephant Shows	Other	1	19	20	7.28	0.06	0	20	20	2.46	0.48
	Americas	5	53	58			1	57	58		
	Europe	0	84	81			0	81	81		
	Oceania	3	35	38			0	81	38		
Zoos	Other	0	20	20	3.08	0.38	0	20	20	1.07	0.79
	Americas	3	55	58			3	55	58		
	Europe	7	74	81			4	77	81		
	Oceania	1	37	38			2	36	38		
Feeding Street Elephants	Other	3	17	20	3.56	0.31	1	19	20	9.05	<b>0.03*</b>
	Americas	7	49	58			0	58	58		
	Europe	4	77	81			0	81	81		
	Oceania	3	35	38			1	37	38		

\*Significant at 0.05 level (two-tailed)

**Table 9: Pre-Visit & Post-Visit Survey Non-Volunteer Tourists' Elephant Activities Profile  
Cross Tabulation of Place of Residence by Elephant Activity (cont'd)  
(n=200)**

<b>Elephant Activity Category</b>	<b>Place of Residence</b>	<b>Pre-Survey</b>					<b>Post-Survey</b>				
		<b>Yes</b>	<b>N/A</b>	<b>Total</b>	<b><math>\chi^2</math></b>	<b>P</b>	<b>Yes</b>	<b>N/A</b>	<b>Total</b>	<b><math>\chi^2</math></b>	<b>P</b>
National Park/Sanctuary	Other	14	6	20	4.77	0.19	17	3	20	2.79	0.42
	Americas	39	19	58			50	8	58		
	Europe	68	13	81			78	3	81		
	Oceania	25	13	38			32	6	38		
I would not participate in other elephant activities	Other	4	16	20	1.78	0.62	3	17	20	3.39	0.34
	Americas	17	41	58			10	48	58		
	Europe	21	60	81			19	62	81		
	Oceania	13	25	38			12	26	38		

*\*Significant at 0.05 level (two-tailed)*

The results in Table 9 show that where a participant resides does not determine their participation in activities such as elephant trekking, elephant shows, zoos, and national park/sanctuary. Significance was shown in the post-visit survey results for feeding street elephants ( $\chi^2 = 9.05$ ,  $p=0.03$ ). It specifically showed that individuals from the Americas had the largest change in awareness about this activity after visiting the park and would not participate in this activity in the future.

### **5.5 Pre-Visit and Post-Visit Responses for Non-Volunteer Tourists'**

Characteristics of non-volunteer tourists' pre-visit and post-visit survey responses to specific statements regarding volunteer tourism, elephant conservation, and the laws and regulations that govern elephants in Thailand are shown in Table 10. Negative values for the paired t-test suggest that agreement may be stronger in the post-visit survey than in the pre-visit survey.

**Table 10: Analysis of Pre-Visit and Post-Visit Non-Volunteer Tourists' Responses (n=200)**

<i>Question</i>	<i>Statement</i>	<b>Pre Survey</b>		<b>Post Survey</b>		<b>Paired T-test</b>	
		<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	<i>T</i>	<i>P</i>
12	I enjoy viewing wildlife in a natural setting	4.79	0.68	4.88	0.53	-1.62	0.11
18	The welfare and protection of animals is important to me	4.53	0.73	4.54	0.76	-0.20	0.84
13	I am visiting the park because I would like to have close interactions with elephants	4.48	0.80	4.59	0.73	-1.87	0.06
14	I would like to learn more about the Asian elephant	4.46	0.73	4.31	0.80	2.82	<b>0.01*</b>
23	Volunteer tourism is an important aspect of Conservation	3.93	1.09	4.35	0.88	-5.17	<b>&lt; 0.001*</b>
24	I would like to volunteer at the Elephant Nature Park	3.41	1.23	3.80	1.25	-4.97	<b>&lt; 0.001*</b>
17	I would like to donate money to animal conservation organizations	3.40	0.99	3.70	1.09	-4.44	<b>&lt; 0.001*</b>
16	I would like to volunteer with organizations back home that advocate and protect Animal Rights	3.34	1.12	3.51	1.19	-2.25	<b>0.03*</b>
19	I am aware of the conservation issues surrounding elephants in Thailand	3.31	1.16	4.25	0.92	-10.46	<b>&lt; 0.001*</b>
22	I feel that elephants are treated humanely in Thailand	2.01	1.02	1.61	0.86	5.24	<b>&lt; 0.001*</b>

*\*Significant at 0.05 level (two-tailed)*

**Table 10: Analysis of Pre-Visit and Post-Visit Non-Volunteer Tourists' Responses (cont'd) (n=200)**

<i>Question</i>	<i>Statement</i>	<b>Pre Survey</b>		<b>Post Survey</b>		<b>Paired T-test</b>	
		<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	<i>T</i>	<i>P</i>
21	I would <u>not</u> change the current policies governing elephants in Thailand	2.00	1.23	1.29	0.82	7.41	< <b>0.001*</b>
20	I am aware of the laws, regulations, and policies that govern elephant rights In Thailand	1.99	1.11	3.85	1.06	-19.19	< <b>0.001*</b>
15	I enjoy watching elephants perform Tricks	1.59	0.99	1.45	0.88	2.24	<b>0.03*</b>

\* Significant at the 0.05 level (2 tailed)

\*\*Based on 5-point scale where higher scores reflect more agreement

The results of the paired t-test show that 10 out of 13 statements had statistically significant differences between pre-visit and post-visit survey responses. The ranking of questions has been altered to show descending order. After visiting the ENP, the number of visitors wanting to learn more about the Asian Elephant decreased. This result might be expected as visitors had just spent the day learning about elephants at the park ( $t = 2.82, p \leq 0.05$ ). The post survey results also showed that non-volunteer tourists' beliefs changed towards volunteer tourism. Due the time they spent at the park, the data also revealed that non-volunteer tourists' believed that volunteer tourism was an important ( $t = -5.17, p \leq 0.001$ ) aspect of conservation.

The number of visitors that would like to volunteer at the ENP was significant ( $t = -4.97, p \leq 0.001$ ). This result shows that because of their experiences at the Park these non-volunteer tourists would like to come back to volunteer their time and money for the elephants at the ENP. After visiting the Park, these visitors were also more willing to donate money to animal

conservation organizations ( $t = -4.44, p \leq 0.001$ ) and more willing to volunteer with organizations back home that advocate and protect animal rights ( $t = -2.25, p \leq 0.05$ ).

After spending time at the ENP, non-volunteer tourists were more aware of the conservation issues surrounding elephants in Thailand ( $t = -10.46, p \leq 0.001$ ). This result is not surprising as one of the main objectives of the ENP is to ensure that visitors are well-educated about elephant conservation issues in Thailand. The results also showed that visitors did not enjoy watching elephants perform tricks ( $t = 2.26, p \leq 0.05$ ) and felt more strongly that elephants were not treated humanely in Thailand ( $t = 5.24, p \leq 0.001$ ).

Finally, the results also showed that respondents became more aware of the laws, regulations, and policies that govern elephant rights in Thailand ( $t = -19.19, p \leq 0.001$ ) and also felt more strongly that they needed to be changed ( $t = 7.41, p \leq 0.001$ ).

### **5.5.1 Post-Visit Survey Analysis of Responses for Place of Residence and Gender**

An analysis of variance (ANOVA) was carried out to determine whether age was a factor in any of the non-volunteer tourists' responses to the specific statements regarding volunteer tourism, elephant conservation, and the laws and regulations that govern elephants in Thailand. Of the thirteen possible statements, four statements were shown to have significance between the various age groups. Table 11 shows the results of the ANOVA.

**Table 11: ANOVA of Age by Post-Visit Survey Non-Volunteer Tourists' Responses (n=200)**

<i>Statement</i>	<i>Characteristic</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>P</i>
I would like to volunteer with organizations back home that advocate and protect Animal rights	20-29	89	3.82	1.05	<b>7.93</b>	<b>&lt; 0.001*</b>
	30-39	59	3.47	1.12		
	40+	52	3.02	1.35		
I would like to donate money to animal conservation organizations	20-29	89	3.87	0.92	<b>3.96</b>	<b>0.02*</b>
	30-39	59	3.75	1.09		
	40+	52	3.35	1.27		
I would <u>not</u> change the current policies governing elephants in Thailand	20-29	89	1.11	0.55	<b>3.74</b>	<b>0.03*</b>
	30-39	59	1.46	1.07		
	40+	52	1.38	0.84		
I would like to volunteer at the Elephant Nature Park	20-29	89	4.13	0.99	<b>8.86</b>	<b>&lt; 0.001*</b>
	30-39	59	3.76	1.25		
	40+	52	3.25	1.47		

\* Significant at the 0.05 level (2 tailed)

Participants 20 -29 years old ( $F = 7.93$ ,  $p < 0.001$ ) were more likely to volunteer with animal rights organizations back home, donate money to animal conservation organizations ( $F = 3.96$ ,  $p < 0.05$ ), and volunteer at the ENP ( $F = 8.86$ ,  $p < 0.001$ ) in comparison to participants who were 40+ years. Also, non-volunteer tourists aged 30-39 years old did not feel that the current policies governing elephants in Thailand should be changed ( $F = 3.74$ ,  $p < 0.05$ ), as compared to non-volunteer tourists aged 20-29 years old who felt that they should be changed.

A t-test was also conducted to determine whether there was any relationship between gender and participant's responses to the specific statements regarding volunteer tourism, elephant conservation, and the laws and regulations that govern elephants in Thailand. Three statements were shown to have significance for gender, of the thirteen possible statements. Table 12 below shows the statements of significance between males and females.

**Table 12: T-test of Gender by Post-Visit Survey Non-Volunteer Tourists' Responses  
(n= 200)**

<i>Statement</i>	<i>Characteristic</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>T</i>	<i>P</i>
I enjoy viewing wildlife in a natural setting	Male	81	4.77	0.78	<b>-2.44</b>	<b>&lt; 0.001*</b>
	Female	119	4.95	0.22		
I would <u>not</u> change the current policies governing elephants in Thailand	Male	81	1.42	0.96	<b>1.92</b>	<b>&lt; 0.001*</b>
	Female	119	1.19	0.70		
I would like to volunteer at the Elephant Nature Park	Male	81	3.48	1.37	<b>-2.98</b>	<b>0.01*</b>
	Female	119	4.01	1.12		

*\*Significant at 0.05 level (two-tailed)*

*\*\*Based on 5-point scale where higher scores reflect more agreement*

The results show that females enjoyed viewing wildlife in a natural setting more so than males did ( $t = -2.44, p \leq 0.001$ ). As well, males were less likely to change the current elephant policies in Thailand ( $t = 1.92, p \leq 0.001$ ). Females were also more willing to volunteer at the ENP than males ( $t = -2.98, p < 0.05$ ) were.

## **5.6 Elephant Conservation Profile of Responses**

Table 13 below shows the characteristics of what non-volunteer tourists' viewed as important factors for elephant conservation. In general, post-survey responses suggested that support for various conservation measures increased over pre-visit scores.



**Table 13: Analysis of Pre-Visit & Post-Visit Non-Volunteer Tourists' Responses Regarding Elephant Conservation (n=200)**

Question	How Important are these Factors for Elephant Conservation:	Pre Survey		Post Survey		Paired T-test	
		Mean	SD	Mean	SD	T	p
27	Creating Public Awareness	4.60	0.93	4.99	3.61	-1.49	0.137
25	Laws/Protective Legislation	4.51	0.96	4.73	0.55	-3.41	< <b>0.001*</b>
28	Government Support	4.50	1.03	4.72	0.53	-2.93	<b>0.004*</b>
30	Community Support	4.48	1.00	4.67	0.64	-3.01	<b>0.003*</b>
31	Volunteers	4.36	1.00	4.45	0.78	-1.24	0.216
29	Non-Governmental Organization	4.34	1.06	4.35	1.01	-0.13	0.896
26	Fundraising	4.26	1.11	4.37	0.86	-1.37	0.173

*\*Significant at 0.05 level (two-tailed)*

*\*\*Based on 5-point scale where higher scores reflect more agreement*

Scores for three of the measures were significant in their importance for elephant conservation. These factors were Laws/Protective Legislation ( $t = -3.41, p \leq 0.001$ ), Government Support ( $t = -2.93, p \leq 0.05$ ), and Community Support ( $t = -3.01, p \leq 0.05$ ). In all cases there was an increase in the rating of importance, after spending time at the ENP, between the pre-visit survey and the post-visit survey.

### 5.6.1 Post Survey Tests for Elephant Conservation

T-tests were also conducted to determine whether gender had any effect on post-visitor responses related to elephant conservation. The results are shown in Table 14 below:

**Table 14: T-test for Gender by Post-Visit Survey Questions  
on Important Factors for Elephant Conservation  
(n=200)**

<i>How Important are these Factors for Elephant Conservation:</i>	<i>Characteristic</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>T</i>	<i>P</i>
Laws/Protective Legislation	Male	81	4.64	0.64	<b>-1.89</b>	<b>0.01*</b>
	Female	119	4.79	0.47		
Fundraising	Male	81	4.16	0.98	-2.81	0.09
	Female	119	4.50	0.75		
Creating Public Awareness	Male	81	4.64	0.73	-1.11	0.53
	Female	119	5.22	4.64		
Government Support	Male	81	4.65	0.62	<b>-1.33</b>	<b>0.01*</b>
	Female	119	4.76	0.47		
Non-Governmental Organization	Male	81	4.15	1.09	-2.37	0.09
	Female	119	4.49	0.93		
Community Support	Male	81	4.53	0.81	<b>-2.46</b>	<b>&lt; 0.001*</b>
	Female	119	4.76	0.49		
Volunteers	Male	81	4.31	0.93	<b>-2.13</b>	<b>0.02*</b>
	Female	119	4.55	0.65		

\*Significant at 0.05 level (two-tailed)

\*\*Based on 5-point scale where higher scores reflect more agreement

The data show that for Laws/Protective Legislation ( $t = -1.89, p < 0.05$ ), Government Support ( $t = -1.33, p < 0.05$ ), Community Support ( $t = -2.46, p < 0.001$ ), and Volunteers ( $t = -2.13, p < 0.05$ ), that females felt that these factors, after spending time at the park, were more important, than males, for elephant conservation.

Table 15 shows the results for an analysis of variance that was conducted on post-visit survey questions to determine whether a person's place of residence had any effect on their perceptions of the importance of laws/protective legislation, fundraising, creating public awareness, government support, and non-governmental agencies, community support and volunteers on elephant conservation.

**Table 15: ANOVA for Place of Residence by Post-Visit Survey Questions  
on Important Factors for Elephant Conservation  
(n=200)**

<i>How Important are these Factors for Elephant Conservation:</i>						
<i>Characteristic</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>p</i>	
Laws/Protective Legislation	Americas	58	4.81	0.51	0.59	0.62
	Europe	84	4.70	0.55		
	Oceania	38	4.68	0.62		
	Other	20	4.70	0.47		
Fundraising	Americas	58	4.38	0.75	0.04	0.99
	Europe	84	4.37	0.92		
	Oceania	38	4.37	0.67		
	Other	20	4.30	1.26		
Creating Public Awareness	Americas	58	4.76	0.43	0.55	0.65
	Europe	84	5.36	5.52		
	Oceania	38	4.79	0.41		
	Other	20	4.45	1.19		
Government Support	Americas	58	4.71	0.50	0.15	0.93
	Europe	84	4.74	0.52		
	Oceania	38	4.71	0.52		
	Other	20	4.65	0.75		
Non-Governmental Organization	Americas	58	4.21	1.15	1.51	0.21
	Europe	84	4.38	0.94		
	Oceania	38	4.61	0.64		
	Other	20	4.15	1.31		
Community Support	Americas	58	4.66	0.58	0.20	0.90
	Europe	84	4.64	0.75		
	Oceania	38	4.74	0.50		
	Other	20	4.65	0.59		
Volunteers	Americas	58	4.52	0.63	1.77	0.15
	Europe	84	4.33	0.92		
	Oceania	38	4.45	0.76		
	Other	20	4.75	0.44		

\*Significant at 0.05 level (two-tailed)

\*\*Based on 5-point scale where higher scores reflect more agreement

From the results shown in Table 15 it is evident that a non-volunteer tourists' place of residence does not have a significant effect on what factors they deem to be important for elephant conservation.

## 5.7 Volunteer Tourism Responses

To determine non-volunteer tourists' awareness about volunteer tourism at the ENP four specific statements regarding volunteer tourism were asked in both pre-visit and post-visit surveys. All statements were found significant and negative values suggest that agreement is stronger in the post-visit survey than in the pre-visit survey. Characteristics of the non-volunteer tourist's pre-visit and post-visit survey responses are shown in Table 16 below.

**Table 16: Paired T-test Results for Pre-Visit & Post-Visit Non-Volunteer Tourists' Responses Regarding Volunteer Tourism (n=200)**

Question	Volunteer Tourism:	Pre-Visit Survey		Post-Visit Survey		Paired T-test	
		Mean	SD	Mean	SD	t	P
32	Can raise awareness about conservation issues	4.46	0.80	4.60	0.86	-2.27	<b>0.03*</b>
34	Brings necessary funding to Projects	4.18	0.98	4.45	0.84	-3.71	<b>0.003*</b>
33	Should play a greater role in Conservation	4.01	1.00	4.23	0.97	-2.98	<b>&lt; 0.001*</b>
35	Does not have any effect on policy	2.26	1.15	1.99	1.14	2.67	<b>0.008*</b>

*\*Significant at 0.05 level (two-tailed)*

*\*\*Based on 5-point scale where higher scores reflect more agreement*

The statements in Table 16 were set up to determine the non-volunteer tourist's perception of volunteer tourism before and after visiting the ENP. The paired t-test showed that all statements were significant. Visitors believed that volunteer tourism can raise awareness about conservation issues ( $t = -2.27, p \leq 0.05$ ) and that it brings necessary funding to projects ( $t = -3.71, p \leq 0.05$ ). They also felt that volunteer tourism should play a greater role in conservation ( $t = -2.98, p \leq 0.001$ ) and that volunteer tourism does have an effect on policy ( $t = 2.67, p \leq 0.05$ ). The mean of all the responses increased in the post-visit survey and it can be concluded that this was due to time that visitors spent at the ENP.

### 5.7.1 Place of Residence and its Effect on Volunteer Tourism Responses

An analysis of variance was run on post-visit survey responses to determine whether a participant's place of residence would have any effect on how they perceived the statements relating to volunteer tourism in the post survey. Three of the four statements were not found to be significant as shown in Table 17.

**Table 17: ANOVA for Place of Residence by Post-Visit Survey Questions About Volunteer Tourism (n=200)**

<i>Questions</i>	<i>Category (Post Survey)</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>p</i>
Can raise awareness about conservation issues	Americas	58	4.72	0.52	2.12	0.10
	Europe	84	4.46	1.02		
	Oceania	38	4.79	0.47		
	Other	20	4.40	1.27		
Should play a greater role in conservation	Americas	58	4.21	0.91	1.00	0.40
	Europe	84	4.13	1.10		
	Oceania	38	4.34	0.85		
	Other	20	4.50	0.69		

**Table 17: ANOVA for Place of Residence by Post-Visit Survey Questions About Volunteer Tourism (cont'd)**  
(n=200)

<i>Questions</i>	<i>Category (Post Survey)</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>p</i>
Brings necessary funding to projects	Americas	58	4.52	0.66	0.74	0.53
	Europe	84	4.35	0.98		
	Oceania	38	4.55	0.55		
	Other	20	4.45	1.15		
Does not have any effect on policy	Americas	58	1.78	1.03	<b>-4.88</b>	<b>0.003*</b>
	Europe	84	2.23	1.21		
	Oceania	38	2.16	1.13		
	Other	20	1.30	0.80		

*\*Significant at 0.05 level (two-tailed)*

*\*\*Based on 5-point scale where higher scores reflect more agreement*

The results showed that participants from the Other (South Asia, East Asia, Africa and the Middle East) (M= 0.93,  $p < 0.05$ ) countries believed more strongly than participants from Europe that volunteer tourism has an effect on policy.

A t-test was run to determine whether gender played a role in non-volunteer tourists' perceptions about volunteer tourism and the results are shown in Table 18.

**Table 18: T-test for Gender by Post-Visit Survey Questions about Volunteer Tourism**  
(n=200)

<i>Questions</i>	<i>Category</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>T</i>	<i>p</i>
Can raise awareness about conservation issues	Male	81	4.47	0.94	-1.72	0.09*
	Female	119	4.68	0.79		
Should play a greater role in conservation	Male	81	4.01	1.09	0.36	-2.67
	Female	119	4.38	0.84		
Brings necessary funding to projects	Male	81	4.32	0.86	0.66	-1.73
	Female	119	4.53	0.82		
Does not have any effect on policy	Male	81	2.05	1.15	0.61	0.86
	Female	119	1.95	1.13		

*\*Significant at 0.05 level (two-tailed)*

The data show no significance and it can be concluded that both males and females feel these statements are equally important for volunteer tourism, though descriptively female's agreement was stronger in all cases.

## **5.8 Discussion on Non-Volunteer Tourists' Awareness**

The non-volunteer tourists surveyed in this study can be considered ecotourists and by extension wildlife tourists. They share some of the main characteristics that ecotourists have been known to possess, such as age and education level. Almost all participants for this survey visited the ENP only for one day. Three fifths of the visitors surveyed were female which is comparable to other studies that have found that more ecotourists tend to be female than male (Blamey & Hatch, 1998; Diamantis, 1998). The largest age group of visitors to the park during the period of this study was 20-29 years old. This is also consistent with one other study in which participation in nature based tourism activities is greatest within this age group (Blamey & Hatch, 1998). Ninety-seven percent of survey participants also fell within the age group of 20-59 years old and 73% of individuals were from Europe and the Americas. Other studies on ecotourists have also shown that the majority of visitors from Europe and North America tend to be between 25-54 years old (Diamantis, 1998). Although the statistics of International Tourism Arrivals in Thailand (Appendix A) show that Southeast Asians are the largest population of visitors to the country (Office of Tourism Development, 2008), data from this research demonstrates that the ENP visitors are not reflective of the normal visitor groups in Thailand. This may be related to the costs associated with visiting the park, which are higher than other elephant attractions in Thailand. It also may be due to the fact that the ENP is targeting more individuals from Europe, North America and Oceania than they are Southeast Asians.

The majority of respondents also possessed some form of post secondary education, which is consistent with the literature that most ecotourists tend to be highly educated (Backman & Potts 1993; Boo 1990; Eagles & Cascagnette 1995; Wight 1996). Four –fifths of those surveyed also responded that they own or have owned a pet. This is consistent with the literature on wildlife tourism which shows the sociological affiliation for animals by humans (Akama & Keiti, 2003; Bart, 1972; Ingold, 1988; Kerley et al., 2003; Shaw and Cooper, 1980; Tremblay, 2002).

The average length of stay for these non-volunteer tourists in Thailand was from 2-3 weeks, which was consistent with the average trip length recorded by the Thai Office of Tourism Development 2007 statistics for travellers from Europe, the Americas and Oceania. The top 10 touristic activities that these individuals would like to, or had, participate in while in Thailand was: visiting temples, shopping, beach, wildlife reserve/sanctuary, snorkelling, wildlife viewing, visiting a national park, cooking classes, the spa, and museums. Thailand is well-known for its Buddhist temples and would be an obvious choice for tourist activities. The age group of participants as well as the value of the Thai baht also explains how shopping is ranked as second in terms of the most sought out activities.

The purpose of this portion of the study was to determine whether the ENP, as a volunteer tourism site, had any effect on non-volunteer tourist's awareness of conservation issues surrounding elephants in Chiang Mai. Non-volunteer tourist's preferences for elephant activities pre-visit versus post-visit survey showed a change in the type of activities that they would participate in. The number of participants who would still partake in activities involving elephant trekking, feeding street elephants, and elephant shows declined significantly while the number of people who would visit a national park/sanctuary increased. This suggests that participants became more aware of the realities involved with these types of activities for elephants and chose



to not participate in them after gaining knowledge during the time they spent at the ENP. The results also showed in the post-visit survey that fewer females would participate in elephant trekking than males. However, the gender of the participant did not have an effect on their post-visit results for the remaining five elephant activities. The results also illustrated that a non-volunteer tourist's place of residence does not determine their participation in activities such as elephant trekking, elephant shows, zoos, and national park/sanctuary. Furthermore, the results specifically showed that individuals from the Americas had the largest change in awareness about feeding street elephants and would not participate in this activity in the future.

The data showed that non-volunteer tourists', after visiting the park, became more aware of the issues surrounding elephant conservation as well as the laws, regulations, and policies governing elephant rights in Thailand. Females were also more eager to see the current domestic elephant law change than males were. Non-volunteer tourists' also felt that Asian elephants in Thailand were not treated humanely and would not enjoy watching them perform tricks. Furthermore, their perspectives on volunteer tourism also changed. Post-survey results revealed their belief that volunteer tourism is an important aspect of conservation. The data showed that visitors felt more inclined to volunteer at the ENP, to volunteer with animal rights organizations at home, and would more likely donate money to animal conservation organizations after spending the day at the ENP. Visitors in the age group of 20-29 years old were also more likely to participate in these activities than visitors who were 40 + age groups. This may be due to the type of physical labour involved at the park. It can also be speculated that this age group is more idealistic and may have more expendable income than the non-volunteer tourists' in the other age groups. Females were also more likely to volunteer at the park than males. The number of visitors who wanted to learn more about the Asian elephant after visiting the park declined after the visit

suggesting that the tour guides, volunteers and other staff had been adequately informative about this topic.

Non-volunteer tourists were also asked questions relating to the importance of the following issues: creating public awareness, laws/protective legislation, government support, community support, volunteers, NGO's and fundraising, for elephant conservation. The data showed that they rated all these factors as important for elephant conservation. However, the comparison of their pre-visit and post-visit survey responses showed that time spent at the park increased the significance they placed on laws/protective legislation, government support, and community support as important factors for elephant conservation. Females, more so than males, also felt that laws/protective legislation, government support, community support, and volunteers were more important for elephant conservation. A visitor's place of residence did not have any effect on their perception of these factors.

To determine their perceptions on volunteer tourism, non-volunteer tourists were asked to rate several statements in terms of importance. The results showed, after their visit to the park, non-volunteer tourists' believed more strongly that volunteer tourism: can raise awareness about conservation issues, should play a greater role in conservation, brings necessary funding to projects, and has an effect on policy. Non-volunteer tourists from the 'Other' countries believed more strongly that volunteer tourism has an effect on policy than tourists from Europe. Females also felt more strongly than males that volunteer tourism can raise awareness about conservation issues.

The following chapter, Chapter Six, will present the results and discussion of the research conducted on the social and economic impacts of volunteer tourism on the local community.

## **CHAPTER SIX**

### **Community Results and Discussion**

#### **6.0 Introduction**

Chapter six will present the results from the self-administered questionnaires that were given to community members in the Mae Taeng Valley. It will briefly reiterate how the data were collected, as well as expand on revised methods. Furthermore, it will discuss whether volunteer tourism in the region has any economic or social impacts on the local community.

#### **6.1 Data Collection and Revised Methods**

The initial plan for data collection from community members was through the onsite distribution of self-administered questionnaires, which were translated into Thai. Originally, these surveys were going to be distributed by myself, however, due to language barriers, I hired a translator to assist me in this process. When we were distributing the surveys, the translator would introduce me as a Masters student from Canada, explain the study, and ask if people would be interested in participating. The original survey was set up to ask participants whether they had heard of the ENP (by the fourth question). It was realized quite quickly that this question was pointless in this position and a waste of time for the participants, as they would be a quarter of the way through the survey, before we learned whether they had heard of the park. So to avoid this problem the interpreter would ask participants during the introduction if they had heard about the ENP, and if they had not, we did not ask them to fill the survey. However, because the surveys

had already been printed, and this question still remained on the surveys, participants were told to ignore it.

One of the problems faced during the distribution of surveys was even though people were willing to take the survey, they were not willing to fill it out themselves and in most cases they did not indicate why. To overcome this hurdle, the translator that accompanied me would ask the participants the questions from the surveys and fill in their responses for them. Of the 109 surveys attained 60% were completed in this manner and 40% were completed by respondents.

There was also an issue with interpretation of the surveys and the Likert scale that was used. For this survey the scale ranged from 1 *Strongly Disagree* to 5 *Strongly Agree*. However, it was soon discovered that in Thailand surveys are given utilizing a Likert scale in which the values are opposite from what I set them as, i.e. 1 *Strongly Agree* to 5 *Strongly Disagree*. To overcome this problem, as the surveys had already been printed and due to limited funds, the translator made sure to point out to participants that the scale was different from what they were accustomed to.

To conduct the surveys in the village, permission was obtained from the village head to ensure that he was aware of what was occurring. The surveys were completed over a period of six days and convenience sampling was used. They were conducted during the daytime and in various locations such as participant's homes and places of work. This may be reflected in the results as many individuals who were surveyed at home during the day were female and from the older age categories. Survey participants from the local village consisted of small business owners and their staff, policy makers, police, retired individuals, mahouts, farmers, and labourers. However, there was no question on the survey that asked their occupation so the translator asked the participants their occupation and wrote it down on the first page.

## 6.2 Descriptive Information about the Sample

Table 19 displays the demographic characteristics of this sample. It will specifically present results relating to the participants' gender, age, how long they lived in the village, whether they had visited the ENP, reasons for not visiting the ENP and whether they would like to visit the ENP.

*Table 19: Demographic Information for Community Characteristics of Sample (n= 109)*

<b>Characteristic</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Male	45	41.3
	Female	64	58.7
Age	20-29 years old	22	20.2
	30-39 years old	20	18.3
	40-49 years old	29	26.6
	50 years old and above	38	34.9
Lived in Village	1-20 years	10	9.2
	21-40 years	38	34.9
	41-50 years	30	27.5
	51 + years	31	28.4
Visited the Park	Yes	54	49.5
	No	55	50.5
Reasons for Not Visiting the Park	I don't have time to visit	20	18.3
	I am not interested in visiting	4	3.7
	I didn't think I was allowed to visit	12	11
	Too Expensive	1	1
	Other:	34	31.2
	No reason to go there	24	
	Afraid of dogs	8	
Afraid of elephants	2		
Would like to visit the Park	Strongly Disagree	3	2.8
	Disagree	4	3.7
	Neither Agree/Disagree	8	7.3
	Agree	55	50.5
	Strongly Agree	38	34.9
	Did not respond	1	0.9

In the sample of community members, females comprised the larger population of the sample at 58.7% of participants. The two largest age groups represented were 50 years old and above (34.9%) and 40-49 years old (26.6%). The second largest group represented were 20-29 years old (20.2%) and 30-39 years old (18.3%). By chance, the age groups were fairly evenly distributed. The majority of respondents lived in the village for 21-40 years or (34.9%). Half of the participants (50.5%) surveyed had never visited the ENP before. Of these individuals that did not visit, 34 (31.2%) stated Other reasons for why they did not visit. The reasons they cited were: 'no reason to go there' (70.6%), 'afraid of dogs' (23.5%), and 'afraid of elephants' (5.9%). This response represented the largest group for this section followed by 'I don't have time to visit' (18.3%). Respondents were allowed to check more than one category for the reasons they had not visited the park. Of all the community members surveyed the majority (85.4%) agreed that they would like to visit the park at some point in time. The results from this section do not add up to 100% as it only reflects the responses of individuals who had not visited the park.

### **6.3 Community Elephant Knowledge**

Table 20 below shows characteristics of the community member's knowledge and experience with elephants.

**Table 20: Community Elephant Knowledge  
Characteristics of Sample (n= 109)**

<i>Question</i>	<i>Statement</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
12	I currently own/or have owned an elephant	Yes	2	1.8
		No	104	95.4
		Neutral	3	2.8
013	While I was growing up I spent time with elephants	Yes	16	14.6
		No	81	75.3
		Neutral	11	10.1
14	I would like to learn more about elephants	Strongly Disagree	41	37.6
		Disagree	17	15.6
		Neither Agree/Disagree	16	14.7
		Agree	30	27.5
		Strongly Agree	5	4.6
15	I am aware of the current legislation regarding elephants in Thailand	Strongly Disagree	80	73.4
		Disagree	7	6.4
		Neither Agree/Disagree	12	11
		Agree	6	5.5
		Strongly Agree	4	3.7
16	I would not change the current legislation regarding elephants in Thailand	Strongly Disagree	85	78
		Disagree	11	0.9
		Neither Agree/Disagree	1	10.1
		Agree	4	3.7
		Strongly Agree	8	7.3
17	I believe that elephants should remain in the wild	Strongly Disagree	23	21.1
		Disagree	26	23.9
		Neither Agree/Disagree	16	14.7
		Agree	28	25.7
		Strongly Agree	16	14.7

The majority of respondents had never owned an elephant in their lifetime (95.4%) nor spent time with elephants while they were growing up (75.3%). The majority (79.8%) were also not aware of the current legislation regarding elephants in Thailand. However, though they were not aware of the current legislation, the majority still responded that they would change the current laws regarding elephants in Thailand (87%). This may be due to their dissatisfaction with the

current political instability in Thailand. As well, almost half of community members felt that elephants should not remain in the wild (49%), while almost half of them felt that elephants should remain in the wild (44%). The majority also stated that they would not like to learn about elephants (53.2%).

#### 6.4 Community Perceptions of the ENP

Table 21 shows characteristics of the community's perceptions of the ENP based on responses to statements in the survey.

**Table 21: Community Perceptions of the ENP  
Characteristics of Sample (n= 109)**

<i>Question</i>	<i>Statement</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
18	I am aware of the work that the Elephant Nature Park does	Strongly Disagree	19	17.4
		Disagree	7	6.4
		Neither Agree/Disagree	28	25.7
		Agree	42	38.5
		Strongly Agree	13	11.9
22	I believe that the Elephant Nature Park is helping the Elephants	Strongly Disagree	2	1.8
		Disagree	2	1.8
		Neither Agree/Disagree	11	10.1
		Agree	58	53.2
		Strongly Agree	35	32.1
		Did not respond	1	0.9



**Table 21 (cont'd)**  
**Community Perceptions of the ENP**  
**Characteristics of Sample (n= 109)**

23	I feel that the Elephant Nature Park is a good place	Strongly Disagree	1	0.9
		Disagree	2	1.8
		Neither Agree/Disagree	5	4.6
		Agree	59	54.1
		Strongly Agree	41	37.6
		Did not respond	1	0.9
24	The Elephant Nature Park has an effect on elephant Conservation	Strongly Disagree	8	7.3
		Disagree	9	8.3
		Neither Agree/Disagree	13	11.9
		Agree	60	55
		Strongly Agree	18	16.5
		Did not respond	1	0.9
25	The Elephant Nature Park has an effect on elephant legislation in Thailand	Strongly Disagree	81	74.3
		Disagree	5	4.6
		Neither Agree/Disagree	17	15.6
		Agree	4	3.7
		Strongly Agree	1	0.9
		Did not respond	1	0.9

These statements were created to determine the perceptions that the local community has of the ENP. Approximately half of the respondents were aware of the work done by the ENP (50.4%). The majority thought that it was helping elephants (85.3%) and had an effect on elephant conservation (71.5%). An impressive 92% of community members surveyed also responded that the ENP was a good place. Nearly four fifths of respondents also believed that the ENP did not have an effect on elephant legislation in Thailand (78.9%).

## 6.5 Factor Analysis of Social and Economic Statements

Principal components analysis was used to determine the relationship between the statements found in the survey, thereby creating the variables: social benefits and economic benefits. This was a necessary step as the scale used for the survey had not been previously tested. As well, it reduced the complexity of the data by condensing the number of variables. The variables used for the analysis consisted of statements that were intuitively deemed to fall under either category. Table 22 shows the initial results of loading the variables to extract the two components.

**Table 22: Initial Principal Component Factor Analysis of Social and Economic Statements (n=109)**

<i>Statement</i>	<i>Factor 1</i>	<i>Factor 2</i>	<i>Communality</i>
I feel that having tourism in this region is a good thing	0.39	0.22	0.20
I have positively benefitted from tourism in this region	0.55	0.31	0.40
I dislike having tourists around	0.47	-0.11	0.23
I am aware of the work that the Elephant Nature Park does	0.58	-0.36	0.47
The Elephant Nature Park has helped with community projects	0.59	-0.60	0.72
The Elephant Nature Park has helped me personally	0.63	-0.14	0.42
Tourism has brought business opportunity to the region	0.48	0.53	0.51
Tourism has provided job opportunities	0.50	0.60	0.61
Tourism has brought more money to this region	0.36	0.54	0.42
The Elephant Nature Park supports small businesses	0.47	-0.65	0.64
I feel that the Elephant Nature Park does not help the community	-0.38	-0.03	0.14
Eigen Values	2.74	2.03	
Percentage of Total Variance	24.87	18.45	
Cumulative Percentage	24.87	43.32	

After this initial test, it was evident that several statements needed to be excluded to increase the cumulative percentage and factor scores. The statements that were removed had a communality score 0.40 or lower based on intuitive judgment. The results are shown in Table 23.

**Table 23: Principal Component Factor Analysis of Social and Economic Statements  
(Second Test)  
(n=109)**

<i>Statement</i>	<i>Factor 1</i>	<i>Factor 2</i>	<i>Communality</i>
I am aware of the work that the Elephant Nature Park does	<b>0.75*</b>	-0.27	0.56
The Elephant Nature Park has helped with community projects	<b>0.81*</b>	-0.25	0.72
The Elephant Nature Park has helped me personally	<b>0.60*</b>	0.07	0.37
Tourism has brought business opportunity to the region	0.20	<b>0.70**</b>	0.53
Tourism has provided job opportunities	0.22	<b>0.79**</b>	0.67
Tourism has brought more money to this region	0.18	<b>0.74**</b>	0.57
The Elephant Nature Park supports small businesses	<b>0.74*</b>	-0.36	0.67
Eigen Values	2.24	1.85	
Percentage of Total Variance	31.93	26.47	
Cumulative Percentage	31.93	58.40	

\* Factors represent Social Benefits Variable  
\*\*Factors represent Economic Benefits Variable

Upon removing those statements, the resulting test shows a stronger loading of the seven remaining statements into the two categories with a cumulative percentage of 58.4%. The reliability of these measures was tested and resulted in a Cronbach’s Alpha of 71% for social benefits and 67% for economic benefits.

## **6.6 Data Analysis for Social and Economic Benefits**

Statistical tests such as t-tests and analysis of variance were conducted to determine whether there was any relationship between the new components created and demographic characteristics of the sample such as: gender, age, and how long they lived in the region.

A t-test was run for gender and social and economic benefits to determine whether the gender of an individual had an effect on their perceived benefits. The results are shown in Table 24.

**Table 24: T-test for Gender by Social and Economic Benefits  
(n=109)**

<i>Component</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>T</i>	<i>p</i>
<i>Social Benefits</i>					
Male	45	3.01	0.92	0.36	0.55
Female	64	3.17	0.80		
<i>Economic Benefits</i>					
Male	45	4.43	0.49	1.25	0.27
Female	64	4.40	0.59		

*\*Significant at 0.05 level (two-tailed)*

The results in Table 24 show that the gender of the participant does not have an effect on the social or economic benefits community members feel they are receiving.

An analysis of variance was run for the age of a participant to determine whether this had an effect on their perceived economic and social benefits. The results are shown in Table 25.

**Table 25: ANOVA for Age by Social and Economic Benefits  
(n=109)**

<i>Component</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>P</i>
<i>Social Benefits</i>					
20-29 years old	22	2.78	0.83		
30-39 years old	20	2.74	0.77	4.37	<b>0.006*</b>
40-49 years old	29	3.42	0.71		
50 years old or more	38	3.25	0.90		
<i>Economic Benefits</i>					
20-29 years old	22	4.42	0.63		
30-39 years old	20	4.35	0.76	0.22	0.88
40-49 years old	29	4.47	0.47		
50 years old or more	38	4.39	0.44		

*\*Significant at 0.05 level (two-tailed)*

*\*\*measured on a 5-point scale where higher scores reflect more benefits received*

The results in Table 25 show that the age of the person has some significance on the social benefits ( $F=4.37$ ,  $p < 0.05$ ) that they feel they are receiving. The results also show that

participants in the 40-49 age category feel that they receive more social benefits than those participants in the 30-39 (M = -0.07, p < 0.05) age categories.

An analysis of variance was also utilized to determine whether the length that they lived in the area had an effect on the social and economic benefits that they felt they were receiving and the results are shown in Table 26.

**Table 26: ANOVA for Length Lived in Region by Social and Economic Benefits (n=109)**

<i>Component</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>F</i>	<i>P</i>
<i>Social Benefits</i>					
1-20 years	10	3.10	0.98		
21-40 years	29	2.73	0.74	<b>2.84</b>	<b>0.04*</b>
41-50 years	22	3.26	0.69		
51 years or more	48	3.27	0.90		
<i>Economic Benefits</i>					
1-20 years	10	4.43	0.52		
21-40 years	29	4.40	0.75	0.10	1.00
41-50 years	22	4.41	0.34		
51 years or more	48	4.41	0.51		

*\*Significant at 0.05 level (two-tailed)*

*\* measured on a 5-point scale where higher scores reflect higher benefits*

Table 26 shows that there is significant relationship between how long a participant has lived in the region- and the social benefits they feel that they are receiving (F =2.84, p <0.05).

### **6.6.1 Community Perceptions of Tourism**

The following characteristics are for statements that did not fit into the social and economic benefits components. The results are shown in Table 27 and are related to general tourism and perceptions of the ENP.

**Table 27: Community Perceptions of Tourism  
Characteristics of Sample(n= 109)**

<i>Question</i>	<i>Statement</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
9	I feel that having tourism in this region is a good thing	Strongly Disagree	1	0.9
		Disagree	0	0
		Neither Agree/Disagree	1	0.9
		Agree	56	51.4
		Strongly Agree	51	46.8
10	I have positively benefitted from tourism in this region	Strongly Disagree	32	29.4
		Disagree	6	5.5
		Neither Agree/Disagree	8	7.3
		Agree	37	33.9
		Strongly Agree	26	23.9
11	I dislike having tourists Around	Strongly Disagree	23	21.1
		Disagree	19	17.4
		Neither Agree/Disagree	7	6.4
		Agree	35	32.1
		Strongly Agree	25	22.9
27	I feel that the Elephant Nature Park does not help the community	Strongly Disagree	27	24.8
		Disagree	50	45.9
		Neither Agree/Disagree	22	20.2
		Agree	7	6.4
		Strongly Agree	2	1.8
		Did Not Respond	1	0.9

From the results, it is evident that the majority of community members felt that having tourism in the region was a good thing (98.2%). Just over half of the participants also felt that they had positively benefitted from tourism (57.8%). Interestingly, although they had benefitted from tourism and felt that it was a good thing, these community participants disliked having tourists around (55%). Participants also felt that the ENP did help the community (70.9%).

## **6.7 Discussion on Community Perceptions and Benefits**

The purpose of this section of the study was to determine community member perceptions of the ENP as well as to ascertain whether they felt they were receiving any social or economic benefits from the park. Of the all the community residents surveyed, half had visited the ENP. Of those that had not visited, the main reasons they presented were that they had no purpose for visiting and had no time to visit. Four out of five participants surveyed did express an interest in visiting the park at some point. Upon collection of the completed surveys, many people had written that they did not think they were allowed to visit, even though they were interested, as they thought the park was only open to foreigners. The data also revealed that while only half of those surveyed actually knew about the ENP's activities, most community members felt that the park was helping elephants, had an influence on elephant conservation and felt that the ENP was a good place.

While Chiang Mai is known currently for its elephant tourism and forested regions, it is not common for local people to have interactions with elephants in their daily lives, unless they work with them or are from a hill tribe. Not surprisingly, the majority of respondents had never owned or spent time with elephants while growing up. They also believed that elephants should remain in the wild. Interestingly most people were not aware of the current legislation, yet responded that they would change it. This may be due to feelings of dissatisfaction with the current government. At the time of collecting data for this study, Thailand was having some political instability and unrest due to feuding political parties.

The data suggests that the perceived social and economic benefits were not limited to a specific gender. Both males and females reported no difference in benefits received. The age of the respondent however, did show a difference, as individuals who were in their forties felt that the

received more social benefits from the ENP than individuals in their twenties. Interestingly, people who lived in the area for more than fifty years also felt that they were receiving more social benefits than people who had lived in the region for 21-40 years. The age and length of residence in the area did not have an effect on the economic benefits that the community members felt that they were getting from tourism.

Community members reported that having tourism in the region was a good thing. Half of those surveyed also felt that they had positively benefited from tourism. However, half of the participants also disliked having tourists around. This may be due to some community members not receiving any benefits from tourism, as they are not participating in the tourism industry, and therefore may feel that tourists are a nuisance. This is consistent with findings in other studies in which community members are more likely to be positive and supportive of tourism when they are receiving some financial benefits (Higginbottom, 2004; Sekhar, 2003).

These findings are important for the ENP as they show that the surrounding community perceives them with a positive image. A possible way to improve community relations would be to dedicate a day in which they invite community members to the park, as the survey results showed that the majority of respondents were interested in doing so. This would not only help to build relations, but also afford them the opportunity to educate community members about elephant conservation issues in Thailand.

The following chapter, Chapter Seven, will discuss the results obtained from the semi-structured interviews conducted with volunteer tourism and elephant tourism industry experts.



## **CHAPTER SEVEN**

### **Results and Discussion for Semi-Structured Interviews**

#### **7.0 Introduction**

Chapter 7 presents the results obtained from the semi-structured interviews. It reviews the data collection method that was used and presents findings regarding the Elephant Nature Park's contribution to the conservation of elephants in the region. Furthermore, it presents the findings of the Elephant Nature Park's influence on government policy relating to the well-being of elephants in the region.

#### **7.1 Data Collection and Revised Methods**

As discussed in Chapter Four, the method of collecting data for this portion of the study was through conducting semi-structured interviews with various industry experts. The original number of people to be interviewed was 11; however, this was not possible due to time constraints and the limited number of people who possessed knowledge about both elephant tourism and volunteer tourism. This study exhausted almost all of these possibilities and nine people were interviewed for this portion of the study. Unfortunately, only eight interviews were used due to the poor audio recording of the interview with the participant from the Elephant Hospital. All participants were identified through snowball sampling.

Interview participants consisted of individuals from the Forestry Department of Thailand, the Elephant Hospital in Lampang, the Elephant Nature Park, the tourism department at Maejo University, an NGO that rescues elephants in the south, and two businesses (from Chiang Mai and

Singapore) that deal specifically with organizing volunteer tourism packages for their clients. As previously mentioned, all names have been changed to protect the identity of participants and the identifiers that will be used for their quotations can be seen in Table 28.

**Table 28: Pseudonyms for Participants**

<i>Number of People</i>	<i>Organization</i>	<i>Pseudonyms</i>
1	Forestry Department of Thailand	Forestry
2	The Elephant Nature Park	ENP 1, ENP 2
2	Maejo University	University 1, University 2
1	Elephant NGO from the South	NGO1
2	Volunteer Tourism Package Creators	Volunteer 1, Volunteer 2

The interview participants had all lived in Thailand ranging four years to forty years and all had vast experience and knowledge about elephant tourism and volunteer tourism. As mentioned previously, all interviews were conducted face to face and recorded. No interview participant expressed interest in receiving the transcripts of their interview. Instead each requested a copy of the results after the research and thesis was completed.

Although all participants spoke English, there were some problems with interpretation of the questions being asked, especially with two of the native Thai interviewees. In some cases, questions had to be explained several times and even then the responses did not adequately reflect what was being asked. Unfortunately, the magnitude of their English proficiency was difficult to assess prior to the interviews, as most individuals appeared to have no difficulty with conversational English. Perhaps hiring a translator may have been more constructive for the interviews; however, there would have been no way to know prior to the meeting. Furthermore,

the majority of individuals being interviewed had no problems expressing themselves in English or understanding the questions that were being asked.

## **7.2 Creating Awareness**

At a cursory glance, it is evident that the Elephant Nature Park is active in promoting elephant conservation in Thailand; however, assessing to what extent it has an effect was the central catalyst for this study. The primary theme that arose from the interviews was the notion of creating awareness for conservation. There were four sub-themes that came out of creating awareness: using media as a platform for creating international and local awareness, using volunteer tourism to create awareness with locals and internationally, putting the model to work in other places, and using the soft power of awareness for change. The research showed that creating awareness had an effect on various groups of individuals from the local elephant tourism businesses, tourists, local community, volunteers, and the government of Thailand.

### **7.2.1 Using Media as a Platform for Creating International and Local Awareness**

Using the media as a tool to spread information concerning elephant conservation issues was identified as an important aspect to creating awareness for the Thai public. The ENP has become more effective over time in disseminating these messages. For instance, NGO 1 noted that by utilizing the media, as well as networking, Lek has been successful in creating awareness and having an effect on the perceptions of the local people towards elephant conservation issues. NGO 1 states:

*“through all this media campaigns and networking I think she [Lek] changed the minds of a lot of people and even though people are not really interested in elephants at least they changed their minds that elephants are not only to make money for people and that they should have their own space and good treatment and things like that.”*

Fostering relationships with the local community helps to create awareness about elephant conservation issues. Educating them about the plight of elephants as well as their natural behaviours helps to promote tolerance and understanding. As ENP 1 argues, showing the local people that elephants are not destructive creatures allows for a better understanding of their behaviours. It gives them the opportunity to view the elephant in a non-traditional way and builds an affiliation for the animal. ENP 1 states:

*“well we have shown to people in the local community how elephants can live and I think that might have the biggest potential just to show...anyone in Thailand that look...elephants if you just leave them alone they are going to play and they are not destructive and evil creatures and that they don't need to be chained on short chains all day...they won't kill themselves and if you just let them do their thing ...it's really enjoyable to watch them do natural elephant behaviour. And local people when they come into the park they see that...but without showing it to them it is almost impossible to explain that to somebody...especially somebody who has lived their whole lives seeing them drag logs or do circus tricks because to imagine that there is a possibility beyond that is pretty hard to do.”*

Creating awareness and educating the local people about elephant conservation issues is important for the future of the species. Without the support of the local community, business owners, and government officials the future of these creatures is grim. Volunteer 1 argues that without the support of the Thai people elephant conservation would not be possible and that this should be a priority:

*“...eventually the elephants have to be conserved by the Thai people and the Thai government. Foreigners cannot make much difference in a foreign land...except spread the word...you can't change that law unless someone high up decides to join your lobby and gets like the Draught Law changed...to include elephants as an endangered species. We all mean good but we are all guests in this country and there is very little we can do unless Thai people take the initiative..... That is why I am saying that the ENP is doing well on the international level but on the local level I don't think they are doing too much [in terms of the impact they are having].”*

Using the media to create awareness is not restricted to the local level but spans internationally as well. Volunteer 1 suggests that creating awareness on an international level can help to spur action on these issues:

*“Lek [owner of ENP] has a lot of publicity...she has appeared on many programs you know like Animal Planet, Discovery, BBC and all that.....so it has created a lot of awareness and I think with awareness will eventually come some action.”*

### **7.2.2 Using Volunteer Tourism to Create Awareness Locally and Internationally**

Volunteer tourism in Thailand has increased significantly over the past ten years. This is evident by the numbers of organizations that have started up over that period of time. Chiang Mai and the North of Thailand are identified as major centres for volunteer tourism. Volunteer 2 suggests that volunteer tourism is growing globally and would therefore increase in Southeast Asia. This is evident by the increasing number of NGO's and community based organizations that have been established in Thailand. Volunteer 2 further argues

*“I think it has increased globally....and that would naturally increase in Thailand because SEA [Southeast Asia] and Thailand are hotspots for voluntourism. And I think that Chiang Mai is, or the North of Thailand, is another hotspot for Thailand for voluntourism. So I would definitely say its increased, there are more NGO's, there are more CBO's*

*[Community Based Organizations], there is more English teaching opportunities. There are more orphanages and children based programs all throughout the north [than the rest of Thailand]. So voluntourism has definitely increased for sure.”*

The presence of volunteers, especially from foreign countries creates awareness locally. The media is more inclined to sensationalize a story involving foreigners and Thai volunteers working together for a shared vision, than the Thai volunteers alone. NGO 1 identifies that the presence of foreigners brings more media attention to an issue as well as assists in highlighting the importance of that issue with the local people. NGO 1 further explains:

*“if we go to a school and we bring international students like everybody gets more excited about it and it makes like more important or like a broader issue. People think about it more like if these people come all the way from Canada or the USA to plant trees for our elephant’s maybe we should be more concerned too and let’s work together and laugh and have fun.”*

Volunteers help to create awareness with local communities by making community members realize the importance of the issue. The underlying idea is that if outsiders feel that these issues are important, then perhaps they should feel that they are as well. ENP 1 argues that local communities would be more likely to identify an issue as important if they see that foreigners feel the issue is important, suggesting their presence helps to validate it. ENP 1 states:

*“I think that even just bringing...even the presence of foreigners in some of these communities shows that...it shows to the community that this is a real issue that people are interested in and concerned about... and I think that has an impact to. Like maybe they haven’t even done anything but just the fact that they care enough to ride in a pickup truck for 8 hours into the middle of nowhere shows to the people living way out there in the middle of nowhere...that why are these people are here...well these people care about elephants and you know this is*

*important because the elephants are disappearing....and I think that has an impact to.”*

Government 1 argued that volunteer tourism is only useful for elephant conservation in terms of the financial contributions it provides for an organization. He further suggests that most volunteers are not skilled enough to be genuinely useful. Government 1 argues:

*“It certainly works in terms of bringing in the money. I think that it is rather difficult to think of useful activities, certainly that actually help the elephants themselves beyond the money..... But if people come in without specialist training what do you do that makes them feel useful that is genuinely useful? Because we get people that say ...oh I’m happy to bathe wounds, I’m happy to shovel elephant shit you know....but gee every place in Thailand has very well trained people on staff to do that. There is also safety issues....so what do you do? I really don’t think there is very much other than the money that people can do to help the elephants themselves without specialist training, which is rare.”*

However, other experts argue that the initial financial contribution that volunteer tourism brings to the ENP is minimal compared to the work that they do at the park and what they learn from their experience. ENP 2 further argues that the monetary revenue generated by volunteers is not significant enough to produce large amounts of revenue. The work that a volunteer does is considered to be far more worthwhile than the revenue that they would generate. ENP 2 states:

*“Yeah...you know the volunteer come and work...don’t forget that part...so to ask that the money [that they generate for their visit] compared to the day visit and the people that pay for overnight....volunteers’ pay much, much cheaper...but the work which is what volunteers’ have give is more value...than the money....the volunteers is value to our project as they help us to work....and they learn about the park”*

Volunteer 1 suggests that the international awareness volunteers and visitors create when they return to their home countries and talk about conservation issues relating to the Thai elephants creates momentum. Volunteer 1 identifies:

*“It does because they go back and make people more aware of what is happening in Thailand and how the elephant is treated and that there are places like ENP that try to protect the elephant. I think that the spreading of the news about facts about elephants is good through volunteers.”*

Volunteers use different and creative methods to impart this information to the public due to the closeness they feel to the cause. NGO 1 explains that volunteers want to feel connected and part of a big movement. They try to help out in various ways and want to ensure the success of the park.

*“I think that it is also very special because it is such a big project now but all these volunteers really feel part of the movement and so many people are helping in little ways...with research, with finding money, with telling to people, with making a website there is like so many different ways. Like we are talking about thousands of people that are supporting it and I think for all these people the ENP really change their mind.”*

By creating awareness about elephant issues it is estimated that many of these people who have been educated will not be as likely to participate in traditional forms of elephant tourism when they visit Thailand. Volunteer 2 points out that the awareness the ENP creates about elephant conservation issues with its past visitors will have positive long-term benefits. It will help to influence the types of elephant activities that individuals will partake in when they visit Thailand in the future. Volunteer 2 states:

*“the long term effect I think is positive....but we don't know what that is yet. I can imagine the awareness that it [ENP] creates...and the*



*number of tourists thinking twice about riding an elephant, thinking twice about giving a banana on the street, and thinking twice about going to an elephant show. I think that is an awareness that you will see the impact later on...not so much directly now.”*

NGO 1 further argues that this awareness is already being created now, as evident with the many repeat visitors to the park. These individuals would not likely participate in any of the traditional forms of elephant tourism.

*“For all the people that visit the park, I think from the ...like everybody keeps on coming back so that is already a proof that it is not just a visit.... like you won't go back to a commercial trekking camp and people feel really part of the ENP family almost.”*

Creating awareness within the country amongst visitors who had not heard about the park is important. As NGO 1 proposes, travellers are becoming more discerning in terms of the types of activities that they are choosing and are looking for alternative forms of elephant tourism activities:

*“I think that slowly people are becoming more critical that after they did elephant riding you often here that they didn't feel good about it or that they doubt whether it was a good thing or not. Even after they hear about the training or the things that are going on behind the scenes then they think about it again and feel guilty and would never do it again and talk to other people. So that is also an important audience to reach and make sure that they know about it.”*

### **7.2.3 Putting the model to work in other places**

The tourism model that the ENP has created is considered to be an effective way to balance conservation and revenue. University 1 explains that the model of elephant tourism that the ENP

uses provides a more sustainable way to harmonize the interaction between the community and the species. University 1 states:

*“I am dreaming to see this business model and this brilliantly critical job that the owner Lek is doing now [used by other elephant places]. We can do very good value of the money, we can maintain experience of the visitor who come and visit the camp. We have to balance between the two things the income and the sustainability, conservation of the nature. I mean the animal and the community to stay together. In the real business it is very difficult to maintain and balance between the things. It is such a difficult dilemma to choose.”*

NGO 1 further discusses how this volunteer tourism model allows for a better future for elephants in Thailand as it reveals to other elephant businesses that it is possible to generate income from elephants while trying to conserve them. NGO 1 states:

*“to create like a business model to show to other elephant parks that it is really possible to have income with elephants without shows or without riding but just let elephants be elephants and learn about their behaviour and the structure of elephants playing....if you talk about creating a better future of elephants its very important to have the ENP because then it is like a perfect example because people love it and people will pay money to come and just see elephants... and even pay money to work”*

The success of the ENP’s model of tourism is becoming more widespread in Thailand and has now led to other elephant establishments to piggyback on this concept. University 1 explains that another camp within the same region is creating a similar product in which the elephant is viewed in a natural setting.

*“Maesai elephant camp just launched a new product.....they are called ELE Elephant Learning Experience. No tying the elephant....let them roam around in a natural setting, no touch, no show, they don’t show*

*tricks at all.....just bring the picnic basket and riding the elephant from the camp to see the elephants roaming around....the baby elephant will stay with the mother and feeding them.”*

#### **7.2.4 Using the Soft Power of Awareness for Change**

The general consensus by all interview participants was that elephant tourism has increased in Chiang Mai over the past 10 years. One factor that is contributing to the decreasing population size is the lack of any enforceable standard of care for the elephants. Government 1 argues that it is the responsibility of the organization that is creating the elephant encounter to take proper care of the animal. Government 1 further discusses:

*“The facility that actually runs the place should take very good care of their elephants. There should be no cruelty, there should good veterinary care, they should be well fed, well nourished, they should not be overworked. So the elephants should be well taken care of is a prerequisite.”*

ENP1 suggests that lack of industry standards for care and mahout training is one of the main contributors for the decline of the domestic elephant population. As well, ENP 1 further suggests that many elephants are not given the proper outlets for socialization and breeding which is also part of the problem.

*“I think lack of standards in the industry and lack of education and proper training for mahouts [are a major contributor to the problem]. In the broader sense treatment that is affecting their [elephants] long term stability and conservation for sustainable breeding. I think that the expectations the management put on them [elephants and mahouts] is to great. They don't have....I think that they are worked too much and not given enough free time.”*

The ENP has been working diligently over the years to create awareness about various elephant conservation issues among government officials at the provincial and national levels. One of the problems they are facing is the frequent turnover of government officials. NGO 1 concurs that every time there appears to be progress with the government and changing the law, a new government is installed thereby reversing the progress.

*“I think in many ways but.....the difficulty in Thailand is that the government change all the time. So like every time that you’re near to changing a law then everything is blocked because they change the government again.”*

The process of change within the government involves patience and persistence. Providing guidance and tools to aid in change is part of the ongoing process. NGO 1 argues that persevering to try to create change is essential to making progress, as well as aiding with the proposed solutions to the problems.

*“But you have to keep on pushing and hope that one day it will really change and I think that Lek is always doing this. Also in Chiang Mai with the street begging elephants here she’s always on top of it and wants to work together with them like if they really make a plan to get elephants out of the city they can use the truck of ENP, they can bring the elephants to the park. So not only campaigning against them but also providing tools to really solve the issue.”*

Networking and meeting with officials regularly to discuss issues is essential in creating awareness. ENP1 further argues that the ENP is now being considered more positively at the county and provincial levels.

*“There is positive reactions now in Mae Taeng and in Surin....at the county level in Mae Taeng and at the Provincial level in Surin.....coming out of Bangkok we are not getting a lot of support ...although....Lek was the speaker at this book launch and so was this member of parliament who was very impressed by Lek....and he wants*

*to come to the park. And I think that if he came to the park it would probably be great.”*

While there has been no change in legislation because of the ENP, small strides in this direction are occurring. ENP 2 suggests that reminding government officials consistently about the problems is the only way to create change. ENP 2 states:

*“It seems like [they do anything because] they get attention...you know I talked to the governor about the elephant[s] in the streets of Chiang Mai...[then] I heard that the governor of Chiang Mai’s announcement that the elephant will be out of the street...but I see today it’s the same. This is only about two years ago....so they listen for a while but after that they don’t care again anymore. But for me my job I have to go and push them all the time...to remind them [that these problems are still out there].”*

ENP 1 further argues that because laws that have already been established are infrequently enforced, building relationships with government officials and having influence, or soft power, on their perceptions of elephant tourism and conservation is probably more effective than merely changing the laws. ENP 1 states:

*“the official government policy is that street begging is wrong but it happens anyway...so I think more importantly is the soft power of influencing government officials is more important than actually having a new law...because laws aren’t enforced anyways.”*

The Elephant Nature Park helps to conserve elephants in Thailand through creating awareness of elephant issues with the local community, tourists, and the government. The following chapter, Chapter Eight, will provide a conclusion for the entire study. It will also present areas in which further research could be conducted on the subject.

## CHAPTER EIGHT

### Conclusion and Further Study

#### 8.0 Conclusion

The purpose of study was to assess the role that volunteer tourism played in the conservation of elephants by conducting a case study of the Elephant Nature Park in Thailand. The primary goal of this study was to determine how volunteer tourism at the ENP had an effect on: non-volunteer travellers, the regional elephant population, the local economy, and government policy. Conducting a case study allowed a more meaningful and in-depth understanding of the events and experiences researched in this paper. The utilization of a mixed methods approach has created a more holistic view of volunteer tourism and the role it plays in the conservation of elephants in Chiang Mai. As a reminder, this study addressed the following research questions:

1. Does volunteer tourism at the Elephant Nature Park affect non-volunteer tourists' awareness of the conservation issues surrounding the elephants of the region?
2. Has the Elephant Nature Park contributed to the conservation of elephants in the region?
3. Does volunteer tourism in the region have an economic and social impact on the local community?
4. Has the Elephant Nature Park influenced government policy relating to the well-being of elephants in the region?

## **8.1 Creating Awareness in Non-Volunteer Tourists**

To determine how volunteer tourism at the Elephant Nature Park affected non-volunteer tourists' awareness of the elephant conservation issues self-administered questionnaires were distributed to 200 non-volunteer tourists. These self-administered questionnaires consisted of two parts: the pre-visit survey, administered before arriving at the park, and the post-visit survey, administered after their visit to the park. Each survey contained 33 identical questions which were compared to determine whether the non-volunteer tourist's awareness changed during the time they spent at the park. All participants surveyed had never visited the ENP before and the majority came to the park for a day visit.

The majority of non-volunteer tourists stayed an average of 2-3 weeks in Thailand. These findings are consistent with the Office of Tourism Development in Thailand (2008) in which they reported that visitors from Europe, the Americas, and Oceania stay an average of 10-16 days in Thailand. The non-volunteer tourists visited the ENP from various geographical regions worldwide; however, the majority were from Europe, the Americas, and Oceania. Although the Office of Tourism Development's statistics of International Tourism Arrivals (Appendix A) shows Southeast Asians as the largest population of visitors to Thailand (Office of Tourism Development, 2008), the data from this research shows that ENP visitors are not reflective of the visitor groups that normally visit Thailand. This may be related to costs associated with visiting the park as compared to less costly alternative elephant attractions in Thailand. As well, the ENP appears to be targeting individuals from overseas to the park, more so than the South Asian communities. The majority of respondents fit into the age group of 20-39 years old. Studies profiling ecotourists show that they usually fall within the 25-54 years old category and therefore this sample is considerably younger. The vast majority of participants also possessed some form

of post- secondary education such as college diploma/certificate, undergraduate degree, masters degree, PhD and post doctorate, which is consistent with the literature on ecotourists being more educated (Backman & Potts 1993; Boo 1990; Eagles & Cascagnette 1995; Wight, 1996). As well, more than three quarters of respondents owned or had owned a pet which showed they had an affiliation to animals prior to visiting the ENP.

Non-volunteer tourists were asked to rate a series of statements on elephant tourism and volunteer tourism to determine whether their experience at the Park effected their awareness of issues. These question were based on a 5-point Likert scale which ranged from 1 *Strongly Disagree* to 5 *Strongly Agree*. Due to the limited sample size of individuals from East Asia, South Asia, Middle East and Africa their responses were combined in this study to create the category ‘Other’ when conducting the analysis.

The types of elephant tourism activities that non-volunteer tourists would partake in changed after visiting the park. The number of people that would participate in activities such as elephant trekking, elephant shows, zoos, and feeding street elephants significantly declined. Females were less likely to participate in elephant trekking after being at the park. As well, individuals from the Americas were less likely to participate in feeding street elephants. The number of participants that would visit a national park/sanctuary also increased. These results showed that the non-volunteer tourist’s awareness about the realities of these types of activities increased and influenced their decision to participate in these activities in the future.

Non-volunteer tourist’s awareness about elephant conservation issues and the laws, regulations and policies governing elephant rights in Thailand increased after they spent time at the park. Female participants expressed more of a desire than males that these laws should be changed. Participants also expressed they did not enjoy watching elephants perform tricks and



that elephants were not treated humanely in Thailand. This idea of using education to change the perceptions and attitudes of tourists about species conservation is consistent with other studies in the literature (Andersen & Miller, 2006; Finkler & Higham, 2004; Heckel, 2001; Luck, 2003; Madin & Fenton, 2004; Mayes, Dyer, & Richins, 2004; Orams, 2000; Schanzel & McIntosh, 2000; Tisdell & Wilson, 2005). Indeed the Elephant Nature Park and its educational efforts appear to be highly successful in changing the awareness of their visitors.

Non-volunteer tourists' also identified that creating public awareness, laws/protective legislation, government support, community support, volunteers, NGO's and fundraising were all important aspects for elephant conservation. Furthermore, time spent at the park increased the significance that they placed on laws/protective legislation, government support and community support as important factors for elephant conservation. Where the non-volunteer tourist resided did not have an effect on their perceptions of these issues. However, females felt that all these factors were more important for elephant conservation than males.

After witnessing and being informed about the effect that volunteer tourism has on the operations of the park, many non-volunteer tourists' felt that volunteer tourism was a significant aspect of conservation. Furthermore, they believed that volunteer tourism: can raise awareness about conservation issues, should play a greater role in conservation, bring necessary funding to projects, and has an effect on policy. Non-volunteer tourists' from Other countries also believed that volunteer tourism effects policy, more so than non-volunteer tourists from Europe. As well, females felt that volunteer tourism can raise awareness about conservation more so than males.

Volunteer tourism was also shown to have an effect on their individual perceptions on volunteering. Non-volunteer tourists' reported that they would be more inclined to volunteer at the ENP, volunteer with animal rights organizations at home, and would be more likely to donate

money to animal conservation organizations. Participants in the 20-29 age group were more willing to donate money and volunteer than participants in the 40 + age group. Furthermore, females were more likely to volunteer at the ENP than males. Studies have shown that consciousness-raising in volunteer tourism increases an individual's awareness and participation in global issues, thereby initiating ideas for them to help improve the world around them (McGehee & Santos, 2005). This study further shows that creating awareness in non-volunteer tourists sparks their willingness to participate in volunteer tourism activities, as well to contribute to the world around them.

### **8.1.1 Implications for Further Research**

The awareness created with-in non-volunteer tourists' about elephant conservation issues and volunteer tourism could be studied in more detail. While this study showed that many non-volunteer tourists would come back to volunteer at the park, research could be conducted to determine how many of them actually do come back. As well, further research could also be carried out to determine how many volunteers leave the park and actively try to promote elephant conservation issues in Thailand. This could be achieved by determining how many people visit the park because of what they had learned from previous volunteers. Further study could also be conducted on the age and gender of volunteers to determine why females and individuals in the 20-29 year old category were more likely to volunteer at the ENP. Finally, the study could be expanded upon by re-administering the post-visit survey a month after individuals visited the park to determine whether there are any long term effects on their awareness. As well, it would have been beneficial to conduct a longitudinal study over various periods of time such as six months, one year, or five years. This would provide insights into what the long term effects would be.

## **8.2 The Economic and Social Impacts of Volunteer Tourism on the Community**

To determine how volunteer tourism in the region had an economic and social impact on the local community, self-administered questionnaires were distributed to community members living in the village of Muang Keud in the Mae Taeng Valley. Each survey consisted of 27 questions which were based on a 5-point Likert scale which ranged from 1 *Strongly Disagree* to 5 *Strongly Agree*.

The age group of community participants were fairly evenly distributed in this study with the exception of participants aged 60+. The majority of participants lived in the region for 21-40 years. Half of the community members surveyed had been to the ENP. Community members who had not previously visited the ENP cited reasons such as: they did not have time to go there; they are not interested in visiting; they didn't think that they were allowed to visit; it was too expensive to visit; they had no reason to visit the park; and they were afraid of dogs and elephants. A large majority of community members also stated they would like to visit the Elephant Nature Park if they were given the opportunity.

Chiang Mai is well known for its elephant tourism due to its geography and the shift within the tourism industry to this region. However, it is uncommon for individuals living in the Mae Taeng Valley to own an elephant unless they are involved in elephant tourism. Not surprisingly, the majority of community participants responded that they did not grow up with elephants or own an elephant, and that they would not be interested in learning about elephants. Community members were almost evenly divided in terms of their belief of whether elephants should be allowed to remain in the wild. Although community members responded that they were not aware of the legislation regarding elephants in Thailand, a significant number felt that the elephant

legislation should be changed. This finding is contradictory and may be a result of the current political tensions within the country and their dissatisfaction with the government.

When asked about tourism in the village, the majority of community members responded that they had personally benefited from tourism and felt that it was a good thing. Other community studies have also shown that community members are likely to be supportive of tourism when they are receiving benefits (Higginbottom, 2004; Sekhar, 2003). Participants in their forties felt that they were receiving more social benefits from the ENP than participants in their twenties. As well, community members that had lived in the region for more than fifty years felt that they were receiving more social benefits than participants who lived in the region for 21-40 years. Neither age, nor length of residence, had any effect on the economic benefits that community members felt they were gaining from tourism in the area. Although they felt positively about tourism in the region, some community members stated they disliked having tourists around.

Community members were asked questions about the Elephant Nature Park to determine their perceptions of the park. The majority stated that they were aware of the work done by the ENP and that it was a good place. They also believed that the ENP helps elephants and has an effect on their conservation. However, many responded that they did not feel the ENP had an effect on elephant legislation in Thailand. Community members also strongly felt that the ENP helps the local community.

### **8.2.1 Implications for Future Research**

This study showed in a general way that community members on the fringe of the park felt they were receiving economic and social benefits from the ENP. Further study could be done to

gain a more in-depth understanding of what these specific social and economic benefits were. A study could also be carried out with the remote villages the ENP visits on their Jumbo Express to determine if they feel that they are receiving benefits from the volunteers who visit their villages. This study could also measure whether the ENP and volunteers really do create awareness about elephant conservation issues with the hill tribe people.

### **8.3 The ENP's Contribution to Elephant Conservation**

Although the Elephant Nature Park is only directly responsible for the well-being and care of 35 elephants, it is actively involved in trying to help sustain the welfare of domestic elephants throughout Thailand and Southeast Asia. From the research conducted, it is evident that creating awareness of conservation issues was the main strategy towards achieving this goal. From this overarching theme, four sub-themes were also identified in creating awareness: using media as a platform for creating international and local attention, using volunteers to create awareness with locals, putting the model to work in other places, and using the soft power of awareness for change.

Creating awareness by using media as a platform for generating international and local attention was identified as an important way to impart the message of conservation both internationally and domestically. Thailand receives millions of international tourists each year who will most likely participate in elephant tourism activities. Increasing international awareness allows for the possibility that visitors to Thailand will be more likely to question the types of elephant activities that they choose to participate in. International visitors who decide to volunteer their time in elephant conservation projects also help to attract media attention.

Through the research, it was clear that the Thai media shows more interest in sensationalizing projects in which foreigners and locals work together for conservation, than Thai people alone. Using the media to show that foreigners feel these local elephant conservation issues are important helps to generate interest within the Thai people. This idea is consistent with previous research on social movements in which people are more likely to participate if they feel that others will, and if they are part of a larger collective (Aho, 2001; Kiecolt 2000; McGehee & Santos, 2004). As well, it is consistent with Adam and Rucht's (1993) research which showed that conscious-raising by one group can affect the awareness of another collective.

Even though the Thai people recognize the elephant as one of their national symbols, many are unaware or disinterested in its plight. By using the local media as a platform to present elephant conservation issues it is hoped that more awareness will be created within the Thai people. The future of the domestic Asian elephant is contingent upon the support of the Thai people. Educating the local communities about the declining elephant population will increase the likelihood of the species survival in the future. The ENP builds relationships with communities by offering financial, medical and veterinary support through their volunteers, and this in turn allows them to educate people about elephants. Research has shown that community members who feel that they are gaining benefits from tourism will be more likely to protect wildlife and be supportive of tourism initiatives (Higginbottom, 2004; Sekhar, 2003).

As previously mentioned, the presence of volunteers increases the awareness of issues with the local people. Volunteer tourism has increased in Chiang Mai over the past 10 years, which is evident from the numerous organizations that have started up. The financial revenue that volunteer tourism brings to an organization is definitely an asset. However, as is the case with the ENP, it is not the only benefit. Volunteers are considered to be invaluable for the daily upkeep of

the park. This is consistent with previous research on volunteer tourism in which volunteers' seek to improve the well-being of the places they visit (Butcher, 2003; Weaver, 1998). Volunteers all possess different qualifications and skills which the Park utilizes for their various projects. From the results, it was evident that the creation of awareness, by volunteers, about elephant conservation issues in their home countries was an important benefit that the Park gained toward elephant conservation. Expert interviewees indicated that when volunteers leave the ENP many spread the word about these issues during the rest of their travels and when they return home. They suggest that this occurs through various media such: as talking to other travellers, their friends, writing articles and books, and producing documentaries. One volunteer was so influenced she designed a Master's thesis to promote this awareness. This is consistent with McGehee and Santos (2005) study in which it was identified that volunteer tourism increases an individual's awareness and participation in global issues thereby initiating ideas for them to help improve the world around them. This allows for tourists to become aware of these issues before, or while, they visit Thailand and to make them more likely to question the handling techniques and standard of care that the elephant tourism businesses are using.

The tourism model that the park has created allows for a harmonious union between both business and conservation. This model not only generates revenue but allows for a more sustainable future for the Thai elephant. This model was created at the local level and research has shown that conservation projects created using this bottom-up approach tend to be more successful (Hulme & Murphree, 1999; Lindberg & Enriquez, 1994; Miller, 2004; Munn, 1994). The interviews showed that the success of the Park is becoming more widespread and is spurring other elephant tourism businesses to follow suit by using adapted versions of this model.

Elephant tourism has increased in Thailand over the past ten years as is evident from the number of elephant camps and attractions that have been created during this period of time. It has become more prevalent in the North and Chiang Mai. Yet, there are few rules or regulations that govern the treatment of these animals by their keeper and owners. The results showed that one of the contributing factors is the lack of any standard of care for the elephants. There are also no rules that enforce certification or training of mahouts and in many cases this inexperience can result in the death of the elephant in their care. Improper nutrition, lack of food, little socialization and overworking these animals are just some of the problems that affect their survival. The lack of bylaws or policies relating to the handling of elephants used for tourism is a major contributor to these problems.

The ENP has actively been working to increase awareness about these issues by networking with government officials and policy makers. However, this has been proven to be difficult due to problems with the current political system and frequent turnover of government officials. Through determination and endurance the ENP is making small strides. Currently, they are having some success at the county and provincial levels. The governor of Mae Taeng has expressed an interest in elephant conservation in the county. At the provincial level, the project they are working on with the Surin government, using the same model of tourism, has the potential of being quite significant for elephant conservation.

The Elephant Nature Park has not had any official influence on senior government policy creation at the present time. In Thailand, there currently very few regulations that relate to elephant conservation and these are rarely enforced. It has been identified in the results that perhaps for now the creation of awareness and influence that the ENP is having behind the scenes may be more beneficial for the conservation of elephants in the long run. This is consistent with



McGehee and Santos (2005) who argue that creating social networks in which the direct and indirect exchange of ideas occurs is important for individual participation and the creation of conscious-raising experiences. Knoke (1988) and Klanderman (1992) further contend that social networks and conscious raising experiences are essential for facilitating social movements which can generate change.

### **8.3.1 Implications for Future Research**

The success of the Elephant Nature Park volunteer tourism model is evident in Chiang Mai. Further study can be done on applying this model to other domestic elephant tourism sites in Thailand and Southeast Asia. Specifically a study could be conducted on the new Elephant Nature Park created in Surin to determine how effective this volunteer tourism model is in creating revenue and awareness at another site in Thailand. As well, further research could be conducted to determine whether this model could be utilized on tourism sites with other types of wildlife and in other countries.

## **8.4 Final Thoughts**

Utilizing volunteer tourism as a vehicle to create awareness about elephant conservation issues is identified as an important tool, across all areas of this study, for preserving the species. For the non-volunteer tourist, the minimal amount of time they spent at the park was shown to have a profound effect on their perceptions towards elephant conservation issues and the role of volunteers. As well, witnessing and being made aware of the work that volunteers partake in at

the park was shown to have an effect on their beliefs about volunteers and volunteer tourism. This further stipulates that educating visitors about conservation issues in an environment where they can have a hands-on experience with the species can ensure success when imparting the message of conservation. Furthermore, creating an affiliation for the animal further increases this awareness. On a regional level, targeting more individuals from South Asian countries would allow for more creation of awareness about elephant conservation issues within that region of the world. As mentioned previously in this paper, conservation can only truly be successful when it is accepted in the region where the issues are occurring.

Using volunteers to create awareness about within the community about elephant conservation issues was shown to be important. The presence of an outsider actively concerned with local issues is identified as being a useful way to highlight these issues. Fostering relationships with the local community also aided in creating awareness. Providing opportunities for community members to participate in the ENP's activities helps to create an affiliation with the elephants and allows for education of conservation issues. As well, sharing with the community the economic and social benefits reaped through volunteer tourism creates community support for the park's activities. Gaining this community support is identified as important for the future of the species.

While revenue gained was acknowledged as an essential aspect of volunteer tourism, the awareness created by volunteers after they leave the park was identified as being more beneficial for elephant conservation. Volunteers return home and disseminate the knowledge they gain from their experiences in different ways, thereby creating awareness on an international level. It is hoped that some of this knowledge will help to make those around them think twice about the types of elephant activities they would participate in if they travel to Thailand.

Creating awareness with government officials about elephant conservation issues has been recognized as essential for the well-being of elephants in the region. While the ENP has currently not had any direct effect in changing legislation, the partnerships they are creating on the regional and provincial level are proving to be important for the future of elephants in Thailand.

The model of volunteer tourism utilized by the Elephant Nature Park has been shown to be effective in creating awareness about domestic elephant conservation issues in Thailand. It is hoped that this increased awareness will have long term effects on individuals, communities, the Thai government, and will continue to change the face of domestic elephant tourism, not only in Thailand, but also worldwide.

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## APPENDICES

### APPENDIX A: Wildlife Tourist Spectrum

<i>Category</i>	<i>Setting</i>	<i>Example</i>	<i>Human influence</i>
Captive	Aviaries	Gondwanaland, Qld, Australia	Completely human constructed
	Zoos	San Diego Zoo, California, USA	
	Oceanariums	SeaWorld, Florida, USA	
	Aquariums	Monterey Bay, California, USA	
Semi-captive	Wildlife parks		Partially human constructed
	Rehabilitation centres		
	Sea pens	Dolphins Plus, Florida, USA	
Feeding wildlife		Dolphins, Monkey Mia, Shark Bay, Western Australia	Natural environment
		Reef Sharks, Bahamas	
		Kea (parrots), South Island, New Zealand	
Wild	National parks	Kruger National Park, South Africa	
	Migratory routes	Cape Cod, Massachusetts, USA (whales)	
	Breeding sites	Mon Repos, Australia (sea turtles)	
	Feeding/ drinking sites		

Source: Orams (2002)

## **APPENDIX B: The National Ecotourism Policy**

### **1) Goals**

The overall goals of ecotourism development are to develop a sustainable tourism industry, to maintain a healthy natural and social environment and to foster self-reliance of local communities. The specific goals of ecotourism development are:- Ensure that endemic natural resources and unique cultural resources and their surrounding ecological system have an appropriate management system that emphasizes conservation, rehabilitation and ecosystem maintenance. Carrying capacity and instituting a proper zoning scheme should do this.

- Promote people's awareness of how tourism can contribute to ecological sustainability. This would foster the comprehensive conservation the natural and social environments.
- Establish a management system that facilitates cooperation among all relate sectors. This should include local participatory management in tourism development.
- Establish tourism facilities and services that help protect the environment and are thus compatible with tourism resources. Environmental management should aim to maintain the natural and social characteristics of the areas and reassure the tourists' feeling of security.
- Attract quality foreign eco-tourists to visit Thailand. Attempts also be made to promote ecotourism to a broader market segment of Thai tourists, particularly Thai youth. Disperse of tourists from main tourist attraction to other tourism destinations throughout the country should be emphasized.

### **2) Principles of Ecotourism Development**

- The tourism resources must be managed to maintain their natural conditions as far as possible, and to avoid or to refrain from traveling to sensitive area which are very fragile and adversely impact can be occurred and difficult to rehabilitate.
- Emphasize the natural characteristics of existing tourism resources into management consideration in determining appropriate tourism activities and to ensure the compatibility between ecotourism and the original activities carried out in the area. This should include the avoidance of being in serious conflict with other forms of tourism. The benefits of ecotourism should also flow to the wider tourism system.

- Educational development must be promoted and stimulation of awareness from all concerns to jointly maintain the ecosystem of the area must be done rather than focus on economic growth and income generation only.
- Ecotourism management must facilitate the involvement of the local people and local organization in the tourism development process, particularly in the management of the resources, services, and programs designed to transfer knowledge and community culture. This should include their participation in formulating tourism management plan. Local representatives should be encouraged at all tourism management levels.
- Determine the ecotourism management priority and provide all concerned organizations clear roles in promoting ecotourism. This can be done through appropriate budget allocation, personnel provision, and management system design.
- An ecotourism development plan should be incorporated into the development plan at all levels, namely district, provincial, and regional development plan, along with sufficient budget allocation to ensure effective plan implementation.
- The tourism research should be carried out to determine or improve management guidelines, to solve any problems which arise, and to improve the plans.
- Law should be enforced strictly to control and maintain good environmental condition of tourism resources by focusing on providing advises and cautions along with cultivating discipline among tourists.
- Operating guidelines or tourism code of conduct should be provided for all related parties.
- An ecotourism network should be established both vertically and horizontally, through the co-ordination of information and joint- management at all levels.

## **Management Guidelines**

To achieve the objectives of the five main factors stated at the beginning, the following clear and accurate management guidelines are necessary:

- 1) Guidelines for the management of tourism areas, and the conservation of the environment:**

- Considering the management of the tourism area by dividing it into different administrative sections in order to separate the activities of the tourism section from those of the conservation section.
- Considering measures to seriously limit the number of tourist in environmentally fragile areas.
- Clearly indicating the role of TAT in the conservation of environmentally fragile areas.
- Considering regulations/rules of behaviour imposed on tourists.

## **2) Guidelines for communicating and giving educational services:**

- Producing tourism media in terms of nature, culture, and history. Considering allocating a budget for producing tourism media to the parties involved.
- Considering upgrading knowledgeable local people to the position of qualified and eligible specialist tour-guides; together with the development of a tourism curriculum to correspond with the recommendations for development.

## **3) Guidelines for encouraging participation from the local people and giving benefits to them:**

- All the organizations concerned have to promote education by disseminating information and understanding in ecotourism through various media, both inside and outside the formal education system to the youth, people in general, and community leaders.
- Local tourism enterprises may be organized into the form of a club, an organization, or a co-op to collaborate in mapping the recommendations of development and conservation, as well as to strengthen the power in marketing negotiations. This will result in the sustainability of local enterprises. Private development organizations and academicians may be involved as advisors in management.
- In proceeding with any recommendation, all the local resources should be primarily taken into consideration, whether they are personnel, raw materials, folk wisdom, or local heritage.

#### **4) Guidelines for the prevention of the negative impact on culture:**

- Setting limits for tourists and business operators, realizing the impact on culture; for instance, avoiding to cause cultural disintegration by behaving in accordance with the local culture (not interfering with personal rights; not behaving in the way to offend local people, or treating them as inferior, but being polite and in accordance with the principles of equality and human rights).
- Being aware of the fact that any change may cause an impact on the way of life and culture of local areas, study carefully and keep respect for the local culture and folk wisdom.
- In presenting the genuine culture to tourists, being aware of accurate knowledge, approval of the local community, and particular rules of behavior within the culture and rites; in addition, inappropriateness in the change of the culture and rites to suit the marketing directions, or only to please tourists.

#### **5) Marketing guidelines:**

- To promote an idea of ecotourism among the youth and visitors in general both the Thais and the foreigners.
- To set the standards of ecotourism management, putting more emphasis on quality than quantity of tourism arrivals.
- To enhance the active role of tour operators in the ecotourism.
- To promote, boost and facilitate the organizing of international conferences in connection with the ecotourism.
- To produce and disseminate audio visual materials for the promotion of the ecotourism.

#### **6) Other guidelines:**

- To consider the advantages, disadvantages, and limits of home stay accommodation.



- To disseminate the knowledge on ecotourism which is clear, easy to understand and comprehensive.

Source: Thailand Ecotourism Information Centre, 2001.

## APPENDIX C: Wild Animal Reservations and Protection Act

**Wild Animal Reservation and protection Act –  
BE. 2535(1992)  
Bhumibol Adulyadej Rex  
Given on the 19<sup>th</sup> Day of February B.E.2535  
Being the 47<sup>th</sup> of the present Reign**

By Royal Command of His Majesty King Bhumibol Adulyadej it is here by proclaimed that.

Whereas it is deemed necessary to improve the Wild Animals Reservation and Protection Act B. E. 2503 (1960)

His Majesty the king by and with the advice and consent of the National legislative Assembly acting as the National Assembly, is graciously pleased to enact an Act as follows:

**Section 1.** This Act shall be called the “ Wild Animal Reservation and Protection Act B.E. 2535”

**Section 2.** The Act shall come into force as and from the 1<sup>st</sup> day of March B.E.2535

**Section 3.** The following Act and Notification are hereby repealed:

- (1) the Wild Animal Reservation and Protection Act B.E. 2503, and
- (2) the Revolutionary Notification No 228 dated 18<sup>th</sup> October B.E. 2515( 1975)

**Section 4.** In this Act.

Wild Animals” refers to all kinds of animals including terrestrial, aquatic, and winged animals as well as insects, which by nature are born and live in the forest or water. The term also refers to eggs of those various wild animals, but not the draught animals, which have been registered and issued identification cards in accordance with the law on draught animals as well as those of the propagation of said draught animals.

“Protected Wild Animals” refers to wild animals, which should be protected and are specified in the Ministerial Regulations.

Reserved Wild Animals refers to rare wild animals appearing on the list attached to this Act, and those declared to be ones by the Royal Decree.

Hunting refers” to the act of collecting, trapping, catching, shooting, killing, and any other of harming unwound wild animals livi8ng freely, as well as, those of chasing, herding, calling, and enticing them for the earlier mentioned purposes.

“Carcass of wild animals” refers to the body and part of the body of wild animals or meat thereof whether or not it has been grilled, roasted, dried, fermented, or subjected to any other treatment against decay, whether or not it has been detached from the body; and refers also to horn, hide bone, teeth, tusks, hairs, scale, shell, or any parts of the detachment whether or not the wild animal is still alive or dead.

Breeding refers to the act of propagating of the wild animals in captivity through natural mating as well as artificial mating and gametes transferring.

Trading refers to the act of buying, selling, exchanging, distributing, or changing of ownership for commercial purposes, including possessing or demonstrating for selling purpose.

Importing refers to the act of bringing or ordering a product into the country.

Exporting” refers to the act of taking or sending a product out of the country.

In transit” means sending a product through a country.

Wild animal checkpoint” refers to the Checkpoint for wild animals and their carcass.

Zoological garden” refers to a public garden or park keeping a collection of wild animals for recreative exhibition, study and research, and for the multiplication of the wild animals.

Officer” refers to the official appointed by the Minister to carry out duties incurred by this Act.

Director General” refers to the Director General of the Royal Forest Department, or of the Department of Fisheries specifically assigned to handle aquatic animal affairs.

Committee” refers to the National Committee on Wild Animal reservation and Protection.

Minister” refers to Minister authorized to supervise the execution of this Act.

**Section 5.** The Minister of Agriculture and cooperatives shall supervise the execution of this Act. He is hereby empowered to appointed to appoint officers, to proclaim Ministerial Notification levying fees not exceeding the levels shown in the appendix of this Act, to reduce or waive fees, and to stipulate activities for the orderly conduct of this Act.

## CHAPTER ONE.

### General

**Section 6.** This assignment of any particular kind of animals to the Protected Wild Animals category shall be done only through the formal proclamation of Ministerial regulation with the consent of the Committee.

The Ministerial regulation proclaimed in accordance with the preceding paragraph shall come into force as from the date fixed therein, but not more than sixty days before the date of its publication in the Government Gazette.

**Section 7.** Hunters of wild animals who committed the infringement of this Act on account of necessity may be waived of their punishment under the following conditions:

(1) The infringement is committed to avoid danger, or to save their property or other people's property.

(2) The act is reasonably committed, and

(3) In case the hunted animals are reserved wild animals or protected wild animals: after hunting the animals, the hunter must not move the bodies of the dead or alive animals, and he must notify the officer immediately.

The hunted animals or carcass thereof, in the preceding paragraph shall become state property, and shall be treated by the Royal Forest Department or the Department of Fisheries as the case may be in accordance with the regulation laid down by respective Director General with the consent of the Committee.

**Section 8.** Petitions permissible by this act shall be considered by the authorized officer, who shall make known of his decision to the petitioners within 60 days after receiving the petition. Failure to act within the stipulated period shall be tantamount to positively acceptance of the petition, and the officer shall according issue the requested permit.

Otherwise specified to the contrary, the permit or certificate issued in accordance with this Act shall remain in effect throughout the period specified therein. In case the permit holder wants an extension, he should apply for one before the expiration of the current permit. After the extension of the permit has been granted, the permit holder is allowed to pursue his permitted activities until they are terminated by the authorized officer.

The extension of the permit, transfer of permit or of a certificate, or issuance of replacement in accordance with this act shall follow the regulation, method and condition specified in the Ministerial Regulation concerned.

## **CHAPTER TWO**

### **The national Committee on the Wild Animal Reservation**

**Section 9.** The National Committee on the Wild Animal Reservation is hereby established. It shall consist of the Ministers of Agriculture and Cooperation as the Chairman, Permanent Secretaries of Agriculture and Cooperative, of Interior, and of foreign Affairs, Director general of the Department of Local Administration, of Land, of Fisheries, of Livestock Development, of Customer, and of Foreign trade as exofficio members; with no less than five and no more than ten distinguished members appointed by the Cabinet, and the Director-General of the royal forest Department serving as member and secretary.

No less than half of the distinguished members in the afore mentioned clause shall consist of appointees from representatives of associations or foundations involved in wildlife activities.

**Section 10.** The Committee members, who are appointed by the Cabinet, shall serve a term of two years. They are entitled to re-appointment after the expiration of their membership.

**Section 11.** In addition to the expiration of membership on account of Section 10, the Cabinet-appointed Committee members shall cease their membership when they

- (1) Die,
- (2) Resign,
- (3) Are severed of their appointment by the cabinet,
- (4) Are proclaimed by the Court to be legally incompetent, or
- (5) Are sentenced by the final court to serve jail term, the exemption being the light sentence and the negligent cases.

**Section 12.** While the committee meeting is in session, if the Chairman is absent or is not present in the room, the Committee members shall choose one among themselves to serve as Acting chairman.

Simple majority shall make the decision of the Committee.

Each member has one vote. When the votes are equally split, the Chairman cast the decision vote.

**Section 13.** The quorum of the Committee meeting is set by one-half of the number of Committee members.

**Section 14.** The Committee may appoint sub-committees to consider or perform any activities as assigned by it.

**Section 15.** The duties of the Committee are as follows:

(1). Approving establishment of a wildlife Sanctuary in accordance with Section 33, as well as establishment of a Non-hunting Area and a list of species which are protected from hunting in such area in accordance with Section 32.

(2). Supervising the tasks specified in section 35.

(3). Determining management treatments to be conducted in a Wildlife Sanctuary and a Non-hunting Area.

(4). Approving the declaration of any Royal Decrees, Ministerial Regulations and rules promulgated by virtue of this Act.

(5). Providing guidance to monitor the implementation of the Act in order to ascertain the effectiveness.

(6). Performing any other functions as may be assigned by the law.

### CHAPTER THREE

#### **Hunting Breeding Possessing and Trading of Wild Animals Carcass and Products Thereof**

**Section 16.** No person shall hunt or attempt to hunt the reserved wild animals or protected wild animals except the act is a part of official activities, which are exempted by the provision of **Section 26.**

**Section 17.** The Minister, with the consent of the Committee, is empowered to proclaim, through the issuance of Ministerial Regulation, certain kinds of protected wild animals to be one permissible for breeding operation.

**Section 18.** No person shall undertake breeding operation of reserved or protected wild animal unless

(1). The breeding involves protected wild animals specified in Section 17 and is covered by the license issued by the Director General, and

(2). The breeding is a licensed activity of the entrepreneur who is permitted to undertake public zoological garden business in accordance with Section 29 and has received appropriate license for the purpose from the Director General.

The application for and approval of breeding operation in clause 1 and possession of wild animals for breeding purpose on the part of the licensed entrepreneur in (1) shall be pursued under the standard procedures and conditions stated in the Ministerial Regulation, and the license entrepreneur shall comply with the Ministerial Regulation and the conditions specified in the license.

The license in (1) and (2) shall expire on the date the licensed entrepreneur notifies the Director General of his intention to terminate his zoological enterprise in formal procedure outlined in the Ministerial Regulation

**Section 19.** No person shall be in possession of reserved wild animal, protected wild Animal, carcasses of reserved or protected wild animals, except the protected wild animals in **Section 17.** Category which was bred in captivity and carcasses thereof, in which case the possessor is required to have a license from the Director General and to observe the rules set by the Ministerial Regulation and condition prescribed in the license.

The application for and granting of license shall be pursued under the standard, procedures and conditions stated in the Ministerial Regulation

Paragraph one and paragraph two shall not apply to:

(1). Possession of protected wild animals by holder of breeding license in Section 18 (1) who keep the animals for breeding purpose or obtain the animal from breeding in captivity, and carcass of the animals in question, and

(2). Possession of reserved wild animals, protected wild animals, and carcasses of reserved and protected wild animals for the interest of the license public zoological garden enterprise and management thereof according to Section 29., Which are displayed in the licensed public zoological garden.

Section 20. No person shall engage in trading of reserved wild animals, protected wild animals, carcasses of reserved and protected wild animals, and products thereof, except that of protected wild animals specified in Section 17. Which were obtained from breeding in captivity, carcass and product thereof, in which case permission by the Director General is a prerequisite.

The application for and granting of the permission shall be pursued under the standard, procedure and conditions stated in the Ministerial Regulation.

Section 21. No person shall collect, harm, or keep in possession of the nests of reserved and protected wild animals.

The first clause shall not apply to entrepreneurs obtaining license to collect swallow nests and people deriving and privilege thereof, in which case the collectors in question shall observe the rules set by the Director General and announced in the Government Gazette.

Section 22. No person shall fire wild animals during the period from sunset to sunrise.

#### CHAPTER FOUR

#### Importation, Exportation, Transitory Movement of Wild Animal and Wild Animal Check point

Section 23. Subject to the provision of Section 24, no person shall engage in the importation and exportation of wild animals or carcass thereof appearing on the prohibition list of the Minister, transitory movement of reserved and protected wild animals or their carcass without permission from the Director General.

Important and exportation of protected and reserved wild animals and carcass is prohibited except the animals in question were obtained from breeding in captivity according to Section 8(1) and the importation or exportation permission has been received from the Director General.

The application for and granting of the permission shall be pursued under the standard, procedure and conditions stated in the Ministerial Regulation.

**Section 24.** The importation, exportation and transitory movement of wild animals and carcass thereof, which require accompanying permit in accordance with the Convention on international Trade in Endangered Species of Wild Fauna and Flora, are permissible only with permission by the Director-General.

The application for and granting of the permission shall be pursued under the standard, procedure and conditions stated in the Ministerial Regulation.

**Section 25.** The transitory movement of protected wild animals for business purpose of the license holder in accordance with **Section 20 necessitates permission of the Director-General.**

The application for and granting of the permission shall be pursued under the standard, procedure and conditions stated in the Ministerial Regulation. Section 16,18,19,21

**Section 26.** Provisions of, and 23 shall not apply to activities with the purpose of survey, study, research, on, wildlife protection, breeding, or for the interest of public zoological garden enterprise carried on by the government sector with written permission by the Director-General and under the rules and conditions set by the minister with the consent of the committee.

In case the activities in the earlier clause are performed for the breeding enterprise of the license holder in **Section 18**, or for the public zoological garden enterprise of the license holder in section 29, the charge on and payment for expenditures, services, compensation and cost of wild animals shall be pursued in accordance with the procedures set by the Minister with the consent of committee.

**Section 27.** The Minister is empowered to establish Wild Animal Check –point and set an operation area for each of the checkpoint through pronouncement in the Government Gazette.

**Section 28.** Whoever intends to move reserved and protected wild animals, and carcass therefore through the Wild Animal Check-point shall notify the officer in charge of the check-point of his intention by filling the standard form issued by the Director-General and submitting the permit for movement for commercial purpose, import or export permit, or permit for transitory movement of the wild animals as the case may be. Only when the request has been approved in writing, the movement activity may begin.

## **CHAPTER FIVE** **Public Zoological Garden**

**Section 29.** Organizers intending to operate public zoological garden shall seek license for running the enterprise from the Director-General.



The license in the earlier clause shall expire on the late the licensed entrepreneur notifies the Director-General of his intention to terminate his zoological garden enterprise in accordance with Section 32.

The application for and granting of the permission shall be pursued under the standard, procedure and conditions stated in the Ministerial Regulation.

Section 30. After receiving the license and before starting operation of public zoological garden, the entrepreneur shall declare to the officer for examination and registration of the kind and number of reserved wild animals, protected wild animals and carcass of these animals he has in possession or on display in his public zoological garden.

It shall be his duty hereafter to update the figure whenever the change in kind and number occurs.

The reports in the two preceding clauses shall be made in the manner and timing stated in the Ministerial Regulation.

Section 31. In cases it is found that the site of the public zoological gardener the area where the animals are kept contravenes the regulation and condition from specification of the Ministerial regulation which was proclaimed by virtue of Section 29, or has been made unsafe for the people who visit the zoological garden, or has become an uncomfortable living place for the wild animals, the Director- General shall instruct the zoological garden license holder in writing to rectify the conditions and eliminate the defects.

In case the license holder does not follow the instruction within the specified time given in the written note, the officer is empowered to undertake the amelioration work and charge all expenses incurred to the license holder.

Section 32. In case of the license holder who operates the public zoological garden enterprise according to Section 29, wants to terminate the business, he shall notify the Director-General of his intention in writing, and shall either sell his reserved and protected wild animals as well as their carcasses in his possession to other zoological garden license holders in accordance with Section 29, or sell his protected wild animals defined by Section 17, and the carcass thereof to holders of the license for wild animal breeding in accordance with Section 18 (1) within 180 days from the date he notifies the Director-General.

At the end of the 180 days period mentioned in the first clause all the unsold reserved wild animals, protected wild animals, and carcass thereof shall become state property, and the leaving license holder shall turn all these over to the Royal Forest Department or the Department of Fisheries as the case must be, so that they will be handled in accordance with rules and regulations set up by the Director-General with the consent of the Committee.

## CHAPTER SIX

### Area and Place under the Prohibition of Wild Animal hunting Section 33.

When it is deemed appropriate for preservation of wild animal breeds, the cabinet may proclaim through a Royal Decree any specific area to be the wild animal Sanctuary with a map showing the boundary as an appendix. The area shall be called the "Wild Animal Reserved Area."

The land to be proclaimed as wild animal reserved area shall not be owned or legally possessed according to the Land Act by any person other than public body.

**Section 34.** An extension or cancellation in whole or in part of the wild animal reserved area shall be made through a Royal Decree. In case the cancellation not for the whole of the wild animal reserved area, a map showing the changing area should be annexed to the Royal Decree.

**Section 35.** The authorized official shall provide the boundary posts and signs or other marks sufficiently for enabling the public to know the wild animal reserved area.

**Section 36.** In the wild animal reserved area, no person shall hunt wild animals, whether reserved, protected or any other; or collect or endanger their nests except for the educational purpose or scientific research and a permit has been obtained from the Director-General with the consent of the Committee.

**Section 37.** No other person than the authorized officials or other officials on duty shall enter the wild animal reserved area unless the permission has been obtained from the assigned authorized officials.

Person permitted to enter the wild animal reserved area shall comply with conditions specified in the Ministerial Regulation.

**Section 38.** In the wild animal reserved area, no person shall possess or hold the land, or cut, fell, clear, burn or destroy trees or other vegetation, dig for minerals, excavated ground or rock, pasture animals, change the water course, dry, overflow or pollute water in the waterway, stream, marsh or swamp to become detrimental to wild animals therein.

In cases it is necessary to act in the interest of protection and maintenance of wild animal reserved area, breeding wild animals, research or education, facilitation of conservation program, accommodation, or safe-keeping purposes; the Director-General is empowered to issue written instruction to officials of the Royal forestry Department of the Department of Fisheries, whichever he thinks appropriate to do so in accordance with the rules and regulations he laid down with the consent of the Committee.

**Section 39.** The handling of plants and plant parts which are felled and clear by the officials in accordance with **Section 38 clause 2** shall be done according to the rules and regulations laid down by the Director-General with the consent of the Committee.

**Section 40.** The officials in charge of the wild animals reserved area is empowered to order the violators of **Section 38 clause 1** to leave the wild animal reserved area, or to refrain from doing anything in violation of **Section 38 clause 1**, in the area.

**Section 41.** No person shall, within the precinct of a monastery or a place provided for religious observance of the public, hunt the wild animal, either reserved or protected or not or collect or endanger its eggs or nests.

**Section 42.** The Minister may, through the Government Gazette, proclaim any place used for government function, public interest or common public services to be an area freed from hunting of any kind and category of wild animals;

After the Minister proclamation of area where hunting of certain kind and category of wild animals are prohibited, no person shall engage in the following activities in the area:

(1). Hunting of said kind and category of wild animals,

(2). Collecting or harming of the nests of said wild animals, and

(3). Possessing or holding of land, cutting, felling, clearing, burning or destroying trees or other vegetation, mining, raising animals, changing the water course, drying, overflowing or polluting water in the waterway, stream, and marsh to become detrimental to wild animals therein; the exceptions are in case that the Director-General has granted him a written permission and in case that the Director-General has notified a periodic permission to perform the prohibited tasks in the interest of study and research in the particular prohibition area.

In case involving the officers and other government officials, they shall abide by the rules and regulations laid down by the Director-General with the consent of the Committee.

## CHAPTER SEVEN

### The Officers.

**Section 43.** When it appears that a license holder has violated this Act, Ministerial Regulation, rules and conditions in the license, or has failed to comply with the instruction which was made by virtue of this Act, the Director-General is empowered to order suspension of the license for a period not exceeding ninety days: the Minister with the consent of the Committee, may order cancellation of such license.

In case of cancellation of the license, if it is the license for possession of reserved and protected wild animals or their carcass, the person whose license has been cancelled, shall sell such reserved and protected wild animals or carcass thereof within a period of thirty days from the day of such cancellation. After the lapse of such period, the unsold wild animals and their carcass shall become state property and shall be handled by the

Royal Forest Department or the Department of Fisheries, whichever is more appropriate in the manner stated in the rules and regulations laid down by the Director-General with the consent of the Committee.

Section 44. In case any person wants the officer or government officials performing duties incurred by this Act to work outside their office hours or normal office premise, whether inside or outside the country, he may present the request to the officer in charge and the officer concerned the same rate of per diem as that receives from the Government as well as traveling expense.

This request for the service Government officials and payment for their per diem and traveling expenses shall be made in accordance with the method and manner and conditions specified in the Ministerial regulation.

Section 45. Regarding the arrest and suppression of the person committing an offence under this act, the authorized officer shall be the administrative or police official under the Criminal Procedure Code.

Section 46. In case it is deemed appropriate that the public should pay for the service or compensation of the officials for the work incurred in wild animals reserved area or an area in which prohibiting hunting of any kind, the Director-General is empowered to set the rates of charge or compensation with consent of the committee.

## CHAPTER EIGHT

### Penalty

Section 47. Whoever violates Section 16, Section 19, Section 20, Clause 1, or Section 23 Clause 1 shall be punished with imprisonment not exceeding four years or fined not exceeding forty thousand bath, or both.

Section 48. Whoever violates Section 18 and Section 23 Clause 2 or whoever neglects to observe Section 29 shall be punished with imprisonment not exceeding three years or fined not exceeding thirty thousand bath, or both.

Section 49. Whoever possesses protected wild animals bred in captivity or carcass thereof without license according to Section 19 shall be punished with imprisonment not exceeding one year or fined not exceeding ten thousand bath, or both.

Section 50. Whoever trades protected wild animals bred in captivity or carcass thereof without license according to Section 20 shall be punished with imprisonment not exceeding two years or fined not exceeding twenty thousand bath, or both.

Section 51. Whoever violates Section 21, or Section 41 shall be punished with imprisonment not exceeding one year or fined not exceeding 6en thousand bath, or both.

**Section 52.** Whoever does not observe section 25 or section 41 shall be fined not exceeding five thousand bath.

**Section 53.** Whoever violates Section 36 shall be punished with imprisonment not exceeding five years or fined not exceeding fifty thousand bath, or both.

**Section 54.** Whoever violates Section 38 or Section 42 Clause 2 shall be punished with imprisonment not exceeding seven years or fined not exceeding one hundred thousand bath or both.

In case the punished violator Section 38 is found to possess, hold land, utilize or live within the Wild Animal Reserved Area where the crime has been committed, the Court is empowered to order the violator, his employees, labors, agent and followers to leave the area.

The handling of plant and plant parts which has been felled and cleared by the violator of Section 38 Clause 1 shall be done according to the rules and regulations laid down by the Director-General with the consent of the Committee, but these rules and regulations shall in no way allow the passing on of the plants and plant parts to entities other than the Government Units.

**Section 55.** Whoever assists in concealing, disposing of, taking away, purchasing, holding in pledge or receiving by any other means wild animals carcass, which have been acquired by through commission of an offense under this Act, shall be punished with imprisonment not exceeding one year or fined not exceeding ten thousand bath, or both.

**Section 56.** Whoever causes the boundary posts, signs and other marks, which have been made by the officers through the provision of this Act, to move away, fade out, damage or become useless shall be punished with imprisonment not exceeding four years or fined not exceeding forty thousand bath, or both.

**Section 57.** All weapons, equipment, materials, draught animals, vehicles, or any machinery used in the commission of an offense under Section 16,36,38,41, or 42 clause 2 shall be confiscated whether or not the accused has been convicted for such offense.

**Section 58.** All reserved wild animals, protected wild animals, carcass of such animals, products made of those carcass, or the nests of the wild animals shall be confiscated, when the person convicted of an offense under this Act has obtained them illegally.

All the confiscated items can become state property and shall be handled by the Royal Forest Department or the Department of Fisheries, as the case may be, in the manner outlined in the rules set by the Director-General with the consent of the committee.

**Section 59.** In case the violators are legal entity, the Managing Director, the Manager of the Representative of the legal entity involved shall be punished for the

violation unless evidence could be submitted in favor of their innocence or nonparticipation in the wrongdoing.

**Section 60.** The Director-General or the officer appointed by the Director-General is empowered to pass judgment on the infringements of this Act are punishable by fine penalty only. When the accused person has paid the specified amount of fine within thirty days. The case shall be considered as close in accordance with the Criminal Code.

#### Transitory Provision

**Section 61.** Pursuant to the proclamation of the Ministerial Regulation in accordance with **Section 6 Clause 1** providing measures for overseeing the additional kinds of protected wild animals and their carcass which were held by certain individual before the date of regulation, the following directives are announced:

(1). Person in possession of the addition kinds of protected wild animals shall report to the officer the kind and amount of protected wild animals they hold within 90 days from the date of the ministerial regulation. After checking by the officer, if the owner or holder of the animals does not want to keep them any further. He shall sell them to the holder of license for the public zoological garden organizer and operator according to **section 29**, he shall sell the animals referred to in **Section 17** to the holder of license for breeding in captivity in accordance with **Section 18** within one hundred and twenty days after the date of reporting to the officer. After the specified period has lapsed, the unsold animals remaining in the area shall become state property and the owner shall turn them over to the Royal Forest Department or the department of Fisheries, whichever is more appropriate, in accordance with the rules and regulations laid down by the Director-General with the consent of the Committee. In case the protected wild animals are of the kind specified in **Section 17**, and the owner or the holder wants to breed them; he shall apply for the license in accordance with **section 18** within thirty days. After his report to the officer, he may take possession of the animals.

In case the owner or the holder of the protected wild animals wants to keep the animals, the officer shall check the animal tending condition. If his animals tending condition is safe enough to entitle him to continue to keep the animals. The license issued by the Director-General shall be granted to him. The license is temporary one covering the length of life of the animals concerned. The license holder shall comply with animal raising instruction therein laid down by the Minister with the consent of the Committee. Whenever there is change in the number of the protected wild animals, the license holder shall notify the officer in charge.

(2). As for the carcass of the protected wild animals, the owner or holder shall report the kinds and amount of said carcass in his possession to the officer in charge within ninety days from the start of the Ministerial Regulation. After the officer has recorded the figures, the owner or holder is allowed to possess the carcass. In case the carcass is that of the protected wild animal kept for commercial purpose, after record has been taken by the officer, the owner or holder shall sell or dispose of the whole products within the period of three years.

The report and report format and the license for temporary possession of protected wild animals shall be in accordance with the stipulation of the Ministerial Regulation.

**Section 62.** The Protected Wild Animal Category 1 and 2 in the ministerial Regulation proclaimed by virtue of the Wild Animal Reservation and Protection Act B, E.. 2503 shall be considered as Protected Wild Animals in accordance with this Act.

**Section 63.** The Wild Animal Category 1 and Category 2 in the ministerial Regulation proclaimed by virtue of the Wild Animal Reservation and Protection Act B>E> 2503 shall be considered as Protected Wild Animals in accordance with this Act.

**Section 64.** All the Ministerial Regulation and the rules and notification proclaimed by virtue of the Wild Animal Reservation and Protection Act B.E. 2503 still operative before or on the convening date of this Act shall continue to apply as long as they do not conflict with provision of this Act., and shall terminate with the proclamation of the Ministerial regulation and the rules and notifications by virtue of this Act.

**Section 65.** The licenses to hunt reserved Wild animals, to hunt all categories of protected wild animals and carcass thereof, which were issued to any person on or before the date this Act becomes operative, shall terminate thereafter.

**Section 66.** Whoever illegally holds in possession of reserved or protected wild animals on or before the date this Act becomes operative shall be waived the punishment of the crime if he surrendered said wild animals to the officer within ninety days from the date this Act becomes operative. The animals in question shall become state property. After recording the kind and number of the animals, the Director-General may allow the animals' keeper to continue keeping their animals, if he considered appropriate which is based largely on the welfare and safety of the animals themselves.

Whoever illegally holds in possession of the carcass of reserved or protected Wild Animals on or before the date this Act becomes operative. After the officer has recorded the figures, the owner or holder is allowed to possess of inheritance,

**Section 67.** Whoever legally holds in possession of reserved or protected Wild animals or the carcass thereof on or before the date this Act become operative shall report to the officer in charge the kind and amount of reserved or protected wild animals and the kind and amount of their respective carcass within ninety days from the date this Act becomes operative. After the officer has recorded the figures, the following procedures shall be adopted:

(1). For reserved wild animals, the owner or holder shall sell the animals in question to organizers and operators of public zoological garden who have applied for licenses to operate the enterprise in accordance with **section 69** within one hundred and eighty days from the date of submission of the report. After the specified period has lapsed, the unsold reserved wild animals shall become state property and the owner shall turn them over to the Royal Forest department or the Department of Fisheries, whichever

is more appropriate, for further deliberation in accordance with the rules and regulations laid down by the director General with the consent of the Committee.

(2). for protected wild animals or carcass thereof, provision of section 61, Shall be applied mutatis mutandis

(3). For carcass of reserved animals, the owner or holder may continue to keep the carcass with the condition that he shall not sell, distribute or hand it over to any other person unless he has written permission from the Director-General to do so has inheritance expediency to support the ownership transfer

(4). For protected wild animals has been held in possession by holders of license for trading of the animals in accordance with the Wild Animal Reservation and Protection Act B.E.2503, after the said license holder has applied for the permission to trade in the protected wild animals according to section 68 he shall be entitled to continue to trade in the kind of animals specified in section 17 which have been propagated through breeding in captivity. As for the protected wild animals outside the specification of section 17, the trade license holder shall sell all these animals within two years from the date he reports to the officer in charge. At the expiration of the period the unsold animals which are not covered by section 17 specification shall become state property and shall be handed to either the Royal Forest Department or the Department of Fisheries whichever is more appropriate for deliberation, in accordance with the rules and regulation laid down by the Director-General with the consent of the Committee.

(5). For carcass of the protected wild animals which have been held in possession by holders of for trading of the carcass concerned in accordance with the wild animal reservation and Protection Act B.E. 2503, after the officer has checked and taken record of kind and amount of the carcass concerned held in possession by each holder, the Director-General shall issue a temporary trading permit to the holder. The holder shall sell the all carcass concerned with three years from the date he receives the temporary permit. He shall also make monthly report to the officer in charge starting the monthly sale in the manner prescribed by the Director-General with the consent of the Committee. At the end of the three-year period the unsold carcass shall become state property and shall be handed to either the Royal Forest Department or the Department of Fisheries whichever is more appropriate for deliberation in accordance with the rules and regulation laid down by the Director-General with the consent of the Committee, unless the carcass is that of the property wild animals specified in section 17, which are bred in captivity and unless the entrepreneur in question has already applied for trading license of carcass of protected wild animals bred in captivity specified in section 68. The formal of the report and the manner of reporting shall be in accordance with specification included in the Ministerial Regulation.

Section 68, Entrepreneurs of propagation enterprises, trading of protected wild animals bred in captivity as well as of their carcass and products thereof which exist on or before the date this Act becomes operative, shall apply for respective license issued in accordance with this Act within thirty days from the date the Act is promulgated. After the license has been applied for, the entrepreneur may proceed with his enterprise until he receives an instruction to cease the business from the Director-Genera.



In case the Director-General does not approve the license application, the provision of section 43 Clause 2 shall be applied mutatis mutandis.

Section 69. Whoever organizes and operates public zoological garden on or before this Act become operative shall applied for license in accordance with this Act within thirty days. After the application has been approved and the officer has checked and found the establishment to be up to the standard prescribed in section 30 Clause 2 and 3 and Section 31 and the officer has recorded the figures on kind and amount of reserved wild animals, protected wild animals and carcass thereof, the Director-General shall issue license allowing the entrepreneur to organize and operate said public zoological garden.

Section 70. Whatever appending application submitted on or before the date this Act becomes operative shall be considered as revoked unless they are application for conduct of activities which are permissible in accordance with this Act. In such cases, the Director-General shall consider them on a case to case basis.

Countersignature:

**Anand Panyarachun**

**Prime Minister**

**APPENDIX D: International Tourist Arrivals**

<b>INTERNATIONAL TOURIST ARRIVALS</b>		
<b>JANUARY - DECEMBER 2007</b>		
<b>Country of Residence</b>	<b>Sex</b>	
	<b>Male</b>	<b>Female</b>
<b>East Asia</b>	<b>5,084,892</b>	<b>2,896,313</b>
<i>ASEAN</i>	<i>2,371,144</i>	<i>1,384,410</i>
Brunei	8,615	3,815
Cambodia	69,398	39,378
Indonesia	148,602	85,317
Laos	311,044	210,018
Malaysia	995,323	556,636
Myanmar	50,291	24,892
Philippines	106,670	92,203
Singapore	538,354	260,746
Vietnam	142,847	111,405
China	628,904	374,237
Hong Kong	251,269	196,788
Japan	927,646	321,054
Korea	625,979	449,537
Taiwan	266,567	160,466
Others	13,383	9,821
<b>Europe</b>	<b>2,423,003</b>	<b>1,266,767</b>
Austria	48,700	25,450
Belgium	47,859	21,183
Denmark	85,645	49,361

**INTERNATIONAL TOURIST ARRIVALS**  
**JANUARY - DECEMBER 2007 (cont'd)**

<b>Country of Residence</b>	<b>Sex</b>	
	<b>Male</b>	<b>Female</b>
Finland	83,556	54,776
France	243,267	108,384
Germany	364,070	173,130
Italy	111,227	47,696
Netherlands	118,927	64,420
Norway	72,471	37,605
Russia	159,448	120,323
Spain	54,222	30,492
Sweden	228,264	146,056
Switzerland	103,928	48,094
United Kingdom	513,917	232,505
East Europe	77,936	53,402
Others	109,566	53,890
<b>The Americas</b>	<b>551,221</b>	<b>266,343</b>
Argentina	3,450	2,161
Brazil	6,770	4,256
Canada	95,265	54,498
USA	430,030	193,608
Others	15,706	11,820
<b>South Asia</b>	<b>526,778</b>	<b>158,796</b>
Bangladesh	35,791	12,208
India	387,424	118,813

<b>INTERNATIONAL TOURIST ARRIVALS</b>		
<b>JANUARY - DECEMBER 2007 (cont'd)</b>		
<b>Country of Residence</b>	<b>Sex</b>	
	<b>Male</b>	<b>Female</b>
Nepal	16,309	4,229
Pakistan	39,006	8,755
Sri Lanka	34,325	9,914
Others	13,923	4,877
<b>Oceania</b>	<b>458,253</b>	<b>273,030</b>
Australia	400,002	238,124
New Zealand	56,158	33,770
Others	2,093	1,136
<b>Middle East</b>	<b>328,093</b>	<b>125,798</b>
Egypt	9,033	3,235
Israel	81,888	41,124
Kuwait	27,316	7,767
Saudi Arabia	18,899	5,347
U.A.E.	69,446	28,676
Others	121,511	39,649
<b>Africa</b>	<b>64,331</b>	<b>40,610</b>
South Africa	27,736	18,533
Others	36,595	22,077
<b>Grand Total</b>	<b>9,436,571</b>	<b>5,027,657</b>

**SOURCE:** Office of Tourism Development, 2008.

## APPENDIX E: Elephant Camps and Attractions in Thailand

**Table 1. Northern Thailand**

Province and camp	No. of elephants	Status of elephants	Activities	Working conditions and welfare
<b>1. Chiang Mai</b>				
1.1 Maesa (private)	85	All belong to the camp.	<ul style="list-style-type: none"> <li>- Show (circus)</li> <li>- Trekking</li> <li>- Elephant nursery</li> <li>- Restaurant</li> <li>- Elephant painting</li> </ul>	<ul style="list-style-type: none"> <li>- 90 mahouts provided with food and room - half Karen/half local people.</li> <li>- Trekking is the main activity.</li> <li>- Good private management.</li> <li>- Charge: 350 baht for an hour of elephant riding and a ride in an oxcart.</li> <li>- 1 resident vet.</li> </ul>
1.2 Maetaman (private)	35	All belong to the camp.	<ul style="list-style-type: none"> <li>- Local museum</li> <li>- Trekking</li> <li>- Pulling an oxcart</li> <li>- Rafting</li> </ul>	<ul style="list-style-type: none"> <li>- 40 mahouts provided with free rice and shelter: half Karen &amp; half Thai.</li> <li>- No resident vet. but under the supervision of the Mobile Elephant Clinic (MEC) run by FIO/RSPCA and the local vet.</li> <li>- Charge: About 300 baht per hour.</li> </ul>
1.3 Taeng Dao (private)	40	All belong to the camp.	<ul style="list-style-type: none"> <li>- Elephant show</li> <li>- Logging demonstration</li> <li>- Trekking</li> <li>- Restaurant</li> <li>- Local goods outlet</li> </ul>	<ul style="list-style-type: none"> <li>- 40 local mahouts receive rice and room.</li> <li>- Good management with great environment.</li> <li>- Good pollution management.</li> <li>- Local food.</li> <li>- Appropriate working hours (show only in the morning).</li> <li>- Charge: 300 baht/hour for a package consisting of elephant trekking/oxcart ride and bamboo rafting.</li> </ul>
1.4 Mae Taeng (private)	35	25 belong to the camp and 10 are hired.	<ul style="list-style-type: none"> <li>- Show (circus)</li> <li>- Trekking</li> <li>- Pulling an oxcart</li> <li>- Rafting</li> </ul>	<ul style="list-style-type: none"> <li>- 40 local and Karen mahouts receive room and rice.</li> <li>- No resident vet. but under supervision and care of EMC and local vet.</li> <li>- Charge: 300 baht/hour.</li> </ul>
1.5 Jungle Raft (private)	25	3 belong to the camp and 22 are hired.	<ul style="list-style-type: none"> <li>- Show (circus)</li> <li>- Trekking</li> <li>- Pulling an oxcart</li> <li>- Rafting</li> </ul>	<ul style="list-style-type: none"> <li>- 25 local and Karen mahouts receive rice and room.</li> <li>- No resident vet. but EMC and local vet.</li> <li>- Charge: 300-350 baht/hour.</li> </ul>
1.6 Pong Yaeng Nai	45	10 belong to the camp and 35 are hired.	<ul style="list-style-type: none"> <li>- Elephant show</li> <li>- Pulling an oxcart</li> <li>- Restaurant</li> <li>- Trekking</li> </ul>	<ul style="list-style-type: none"> <li>- 45 local and Karen mahouts receive rice and room.</li> <li>- No resident vet. but EMC and local vet.</li> <li>- Charge: 300-350 baht/hour.</li> </ul>
1.7 Mae Ping	45	All hired.	<ul style="list-style-type: none"> <li>- Pulling an oxcart</li> <li>- Bamboo rafting</li> <li>- Trekking</li> </ul>	<ul style="list-style-type: none"> <li>- 45 local and Karen mahouts receive rice and room.</li> <li>- No resident vet. but EMC and local vet.</li> <li>- Charge: 300-350 baht/hour.</li> </ul>
1.8 Mae Wang	50	Gathered from local owners and Karens.	<ul style="list-style-type: none"> <li>- Trekking</li> </ul>	<ul style="list-style-type: none"> <li>- This camp is different. There is no owner but it is managed by the local elephant owners. They share the benefits according to the number of hours worked.</li> <li>- Charge: 270-350 baht/hour.</li> </ul>
1.9 Others (private)	30	3-5 animals in potential tourist site.	<ul style="list-style-type: none"> <li>- Trekking</li> </ul>	<ul style="list-style-type: none"> <li>- Owners feed and work with their own elephant.</li> <li>- Charge: 300-400 baht/hour.</li> </ul>

Province and camp	No. of elephants	Status of elephants	Activities	Working conditions and welfare
<b>2. Lampang</b> 2.1 Thai Elephant Conservation Center (TECC) (Government agency, FIO)	48	All belong to FIO.	- Show and demo - Homestay - Mahout school - Elephant painting - Trekking - Elephant orchestra - Sale of souvenirs - Exhibition	- 110 experienced and certified mahouts. - Free housing/medical care and educational support provided. - Government standard salary (starts from 5 000 baht/month) and fringe benefits. - 4 elephant doctors. - 2 special teams responsible for managing aggressive elephants. - Charges: 50 baht for show; 400 baht/hour for riding; 150 baht/night for room.
<b>3. Chaing Rai</b> 3.1 Karen Ruam Mitra (Private)	30	Belong to the different owners who have formed an informal co-operative (Karen owners).	- Trekking	- Each owner has 1-5 elephants. - Owners care for the elephants themselves. - Charge: 300 baht/hour for riding.
3.2 Mae Yao (Private)	18	Belong to the different owners who have joined together, especially Yao businessmen.	- Camping - Trekking	- In this case the owners are not 'elephant men' but businessmen from one of the hill tribes who hire Lisor people as mahouts. - Not interested in elephants' welfare. - No clear charges.
<b>4. Maehongsorn</b> 4.1 Ban Pha Bong (Private)	30	Separated into small groups.	- Homestay - Trekking	- The elephants are used in association with a home stay programme. - 30 local mahouts. - Mahouts take care of the elephants by themselves. - Charges: 300 baht/hour.
4.2 Pai (District) (Private)	20	Separated into small groups.	- Homestay - Trekking	- The elephants are used in association with a home stay programme. - 30 local mahouts. - Mahouts take care of the elephants by themselves. - Charges: 300 baht/hour.

#### Notes

- The Maesa elephant camp is the biggest and probably the best organized one in Thailand.
- In April, the Karen elephant owners who are known as natural elephant experts go back home with their elephants to participate in the "Mud Mir Chang" or the "Elephant Homecoming Celebration". Sometimes, they do not return to their elephant camps afterwards.
- The rate for hiring one elephant is 7 000-8 000 baht per month in the high tourist season and 3 500-4 000 in the low season.
- The monthly salary of a mahout (except for the TECC Lampang) is about 1 500 baht with accommodation, food and medical care.
- The average charge is 270-350 baht/hour.

**Table 2. Central Thailand**

Province and camp	No. of elephants	Status of elephants	Activities	Working conditions and welfare
<b>1. Ayutthaya</b> 1.1 Pang Chang Lai Panait (or Ayutthaya Elephant Camp) (Private)	35	16 belong to the camp and 19 are hired.	- Elephant sightseeing - Mini show - Painting	- 35-40 mahouts Swe (Surin elephant men) and Karen provided with accommodation, food and medical care. - Local vet available. - Activities focused on way of life of elephant and mahout.
<b>2. Nakorn Pathom</b> 2.1 Rose Garden (Private)	9	All are hired.	- Elephant riding - Mini show	- 14 mahouts provided with accommodation, food and medical care. - Local vets available. - Activities focused on way of life of elephant and mahout.
<b>3. Samut Prakan</b> 3.1 Crocodile Farm (Private)	9	All belong to the farm.	- Mini show (7) - Elephant riding (2)	- 9 mahouts plus 3 assistant mahouts provided with accommodation. - 2 staff vets available. - Elephants are released for free grazing outside the farm in the evening. - Charge: 20 baht per person for 3 minutes riding.

**Notes**

- The Ayutthaya Elephant Camp, established in 1997, holds an additional 45 elephants in camps in Kanchanaburi, Phuket, and Chaiyaphum provinces.
- The Rose Garden, a country resort established in 1965, started the Thai Village Cultural Show using elephants as early as in 1969. They have recorded three generations of elephants.
- The elephant show at the Crocodile Farm started about 35 years ago.

**Table 3. Eastern Thailand**

Province and camp	No. of elephants	Status of elephants	Activities	Working conditions and welfare
<b>1. Chonburi</b>				
1.1 Khao Kaew Open Zoo (Government)	8	All are hired.	- Show rides	- 8 mahouts under the supervision of zoo management. - 3 vets available for zoo animals. - Charge: about 400 baht/hour.
1.2 Sriraja Zoo (Private)	15	2 belong to zoo and 13 are hired.	- Short rides	- 15 mahouts provided with room. - Medical care from local vet. - Charge: 250 baht/hour. - Camping area is small. - No feeding area.
1.3 Paniat Chang	30	22 belong to the camp and 8 are hired.	- Trekking - Short rides - Show and demo	- 30 mahouts provided with food and room. - Most mahouts come from Northern Thailand. - Well organized and good management. - Adequate food supply. - Charge: 250-300 baht/hour. - Local vet and MEC available.
1.4 Suan Nong Nuch	18	All belong to the camp.	- Show - Play ground - Zoo garden for children	- 18 mahouts from Surin provided with room and food. - Local vet and MEC available.
1.5 Moo Ban Chang Pattaya	30	20 belong to the camp and 10 are hired.	- Short rides and mini show	- 30 mahouts provided with room. - Local vet and MEC available. - Charge: 300 baht/hour.
1.6 Suan Chang Pattaya	28	5 belong to the camp and 23 are hired.	- Short rides - Restaurant - Local goods outlet	- 28 mahouts provided with room. - Local vet available. - Charge: 250-300 baht/hour.

**Notes**

- In the eastern part of Thailand, almost all of the tourists who visit the elephant camps come from East Asian countries such as Korea, Taiwan, and China (except Paniat Chang that has a great number of European tourists). They are generally interested in short rides.
- Most camps do not have feeding areas large enough for elephants. Only a few have wide feeding areas.
- Only the Paniat Chang camp uses northern mahouts because the owner's wife is from northern Thailand. The mahouts in other camps come from Surin.
- The rate for short rides is on an average 300 baht/hour. In popular tourist areas it increases to 3 000 baht/hour.
- The monthly rate for hiring an elephant is about 7 000-8 000 baht.



**Table 4. Western Thailand**

Province and camp	No. of Elephants	Status of elephants	Activities	Working Condition and Welfare
<b>1. Kanchanaburi</b>				
1.1 Maesah (private)	30	16 belong to the camp and 14 are hired.	- Trekking - Rafting	- 30 Karen mahouts provided with housing. - The oldest camp in town. - Charge: 250-300 baht/hour. - Medical care from EMC and local vet.
1.2 Pu Tong	26	6 belong to camp and 19 are hired.	- Trekking - Rafting	- 26 Karen mahouts provided with housing. - The oldest camp in town. - Charge: 250-300baht/hour. - Medical care from EMC and local vet.
1.3 Sai Yoke	25	8 belong to camp and 17 are hired.	- Trekking - Rafting	- 25 Surin and Karen mahouts provided with housing. - The oldest camp in town. - Charge: 250-300 baht/hour. - Medical care from EMC and local vet.
1.4 Ban Mai Pattana	12	They belong to different Karen owners.	- Trekking - Rafting	- 12 Karen mahouts. - Each owner feeds his own elephants. - Vet care from local vet and Kasetsart University. - Charge: 250-300 baht/hour.
1.5 Som Nerk	5	All hired.	- Trekking - Rafting	- 5 Karen mahouts. - The oldest camp in town. - Charge: 250-300 baht/hour. - Medical care from EMC and local vet.
1.6 Sang Kla	18	All hired.	- Trekking - Rafting	- 18 Karen mahouts. - The oldest camp in town. - Charge: 250-300 baht/hour. - Medical care from EMC and local vet.

**Notes**

- All of them are located at good tourist sites and have feeding areas.
- Average charge: 230-300 baht/hour.
- Elephant hire rate: 8 000 baht/month.
- Medical care is provided by the local vet and Kasetsart University and there are also frequent visits from MEC.

**Table 5. Southern Thailand**

Province and camp	No. of elephants	Status of elephants	Activities	Working conditions and welfare
<b>1. Phuket</b>				
1.1 Siam Safari	35	All hired.	- Show and demonstrations - Trekking - Homestay - Sightseeing package - Restaurant - Pulling an oxcart	- 35 mahouts and supporting staff provided with housing and medical care. - Well organized and clear information. - Environmentally sound management. - Charge: 500-1 000 baht/hour. - Local vet available. - Elephant hire rate: 9 000-12 000 baht/month.
1.2 Phuket Fantasy Company	35	All belong to the company.	- Indoor show - Restaurant - Additional tourist facilities	- 35 mahouts and supporting staff provided with first class housing. - Outside elephant food supply. - Well organized and clear information. - 1 vet - Charge: 1 500 baht/person/show.
1.3 Karen Lagoon Elephant Trekking Club	28	All hired.	- Trekking	- 28 local and Surin mahouts provided with housing. - Local vet available. - Charge: 500-900 baht/hour.
1.4 Elephant Safari Trekking	15	All hired.	- Trekking	- 15 local and Surin mahouts provided with housing. - Local vet available. - Charge: 500-900 baht/hour.
1.5 Tour Chang Pathong	5	All hired.	- Trekking	- 5 local and Surin mahouts provided with housing. - Local vet available. - Charge: 500-900 baht/hour.
1.6 Phuket Water Ski	5	All hired.	- Trekking	- 5 local and Surin mahouts provided with housing. - Local vet available. - Charge: 500-900 baht/hour.
1.7 Sun Nature Tour Company	13	All hired.	- Trekking	- 13 local and Surin mahouts provided with housing. - Local vet available. - Charge: 500-900 baht/hour.
1.8 Viking Food Center	8	All hired.	- Short rides	- 8 local and Surin mahouts with housing. - Local vet available. - Charge: 500-900 baht/hour.
1.9 Phuket Snake Farm	5	All hired.	- Short rides	- 5 local and Surin mahouts provided with housing. - Local vet available. - Charge: 500-900 baht/hour.

Province and camp	No. of elephants	Status of elephants	Activities	Working conditions and welfare
1.10 Island Safari	25	All hired.	- Short rides - Trekking	- 25 local and Surin mahouts provided with housing. - Local vet available. - Charge: 500-900 baht/hour.

**Notes**

- Southern Thailand is the highest income tourist site for elephants, but a lack of feeding areas is its weak point.
- Almost all of the elephants and mahouts come from the northeast region of Thailand.
- Mahouts get a bonus of 1 baht for every minute of riding and are given a room to stay in and an allotment of rice.
- Working hours are 07.00–9.00 hours.
- Rate of hiring an elephant is 9 000–12 000 baht/month.
- Elephant care mostly comes from local vets.
- Short rides are 10 minutes, 15 minutes, 30 minutes, and trekking is 60 minutes or more.

SOURCE: Tipprasert, 2001

## **APPENDIX F: Other Volunteer Positions at the Elephant Nature Park**

### **— Documentary Filmmaker —**

Lek Chailert, Founder of Elephant Nature Park and Elephant Nature Foundation, has embarked upon a mission to research the lives of elephants throughout Asia and she's eager to learn more. Most importantly, she's eager to document more in order to raise awareness about the plight of the Asian elephant in Thailand and throughout the world.

We are searching for past visitors or volunteers to Elephant Nature Park with a talent in filmmaking, or for potential new visitors with documentary experience and a passion for conservation. The successful applicant should be interested in creating educational content for the Park. All film will be the sole property of Elephant Nature Foundation. Some travel opportunities may be available.

Individuals with professional experience in filmmaking, particularly if their experience is with documentaries and nature-related, are encouraged to apply. A background in children's or adult education is also useful. (Note: this is film/video experience, not experience with still photography.) Applicant must be very flexible, culturally sensitive, willing to take direction, able to rough it while traveling, and physically fit to hike safely with gear in mountainous areas.

### **— Night Bazaar Intern —**

Elephant Nature Foundation is committed to spreading awareness about the elephant industry. We are looking for energetic, fun, outgoing, and informative people to fill a position in the Night Bazaar in Chiang Mai. This is a high-profile street-side location with exposure to foreign and Thai visitors to Chiang Mai. A successful candidate will be full of people skills and committed to helping the elephants.

You will be assisted by Thai sales staff running the Elephant Nature Park Night Bazaar shop, and will report directly to Elephant Nature Foundation office staff. This volunteer position is intended to increase street-level awareness and disseminate information about Elephant Nature Foundation projects and about elephants in general. Sales promotion for Elephant Nature Park is a part of this, but all transactions will be handled by paid staff.

This is a part-time position in Chiang Mai with lots of free time to explore this interesting city. We intend to rotate the position through several volunteers, so many are encouraged to apply.

Those with ample experience doing grassroots activism and promotions are encouraged to apply via email, and on-site training at Elephant Nature Park can be provided. Otherwise, a minimum of one week's training as a paying volunteer with Elephant Nature Park may be required. A 30-day trial period with Elephant Nature Foundation will be successfully completed before the candidate is accepted for the remaining 30-day commitment.

### — Volunteer Coordinator —

The role of Volunteer Coordinator alternates between leading volunteers in the field and completing office tasks in the city. This is an interesting and varied role, which requires a flexible personality with both administrative skills and a love of the outdoors.

On arrival in Thailand, you will spend a week in the Park assisting the current Volunteer Coordinator and gaining a thorough understanding of both the organization and the role. Training is provided during this mentoring period. During this time, you will learn about the Asian elephant and have time to enjoy yourself and take part in Park activities. The second week will see you stepping into the role and leading your first team of volunteers, organizing their workload, and ensuring the group remains motivated throughout their stay. Practical experience with maintenance work as well as strong leadership skills are advantageous.

Your third week will be based in our Chiang Mai office where you will carry out administrative tasks including: report writing, managing the volunteer inquiries and bookings, and basic planning for your next volunteer group. You will alternate between the office and the field each week.

This split position has been designed to offer you the maximum benefits of working for Elephant Nature Foundation. Working at the Park is a rewarding experience in and of itself, but we appreciate that our interns like to spend time in Chiang Mai too, where you will have access to the internet and the opportunity to explore the city and surrounding area.

— **Park Host** —

One of the goals of Elephant Nature Park is to raise awareness about the plight of Asian elephants in Thailand. We are currently seeking applications for individuals interested in leading tours for day visitors in our Park. The successful applicant should be a dynamic public speaker comfortable interacting with large groups of people, and should have a passion for educating others about animal and environmental issues. This is a challenging role and requires a person with great flexibility, enthusiasm, and energy. It is also a fantastic opportunity to hone your public speaking skills, to learn more about elephants, and to have a very unique cultural experience.

The role of Park Host is a 60-day voluntary position. Basic accommodation and food are provided at the Park, as well as the opportunity to spend days off in nearby Chiang Mai. You will need to be comfortable working in new environments, to be flexible to on-going changes, and to be highly safety-oriented. This role may also give you the opportunity to develop educational programming in our Chiang Mai office and to lead our upcoming family program.

Interested candidates for any position should have excellent communication skills, a strong work ethic, and a passion for helping animals, people, and the environment.

**SOURCE: Elephant Nature Park, 2008.**

## APPENDIX G: Pre-Visit Survey

*Please Fill in Your Initials & Year of Birth Here*  SURVEY #: \_\_\_\_\_

*The following section asks a few general background questions. All responses will be kept confidential. You can decline to answer any question you wish by leaving it blank. Please select from the following options:*

1) What is the name of your guide? \_\_\_\_\_

2) In what region is your permanent residence?

- East Asia       the Americas       Oceania       Africa  
 South Asia       Europe       Middle East

3) What is your sex?

- Male       Female

4) What is your age?

- 20-29 years old       40-49 years old       60-69 years old  
 30-39 years old       50-59 years old       70 and over

5) What is the highest level of education that you have attained?

- Less than secondary (high) school  
 Secondary (high) school  
 College Diploma/Certificate  
 Undergraduate Degree  
 Masters Degree  
 Doctorate

6) I currently own a pet or have owned a pet:

- Yes                       No

7) How long is your vacation in Thailand?

- Less than 1 week                       2 – 3 weeks                       more than 4 weeks  
 1 – 2 weeks                       3– 4 weeks

8) Please check all the activities that you have participated in/or wish to participate in during your visit to Thailand:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Museum                    | <input type="checkbox"/> National Park              | <input type="checkbox"/> Hiking                     |
| <input type="checkbox"/> Temples                   | <input type="checkbox"/> Wildlife Viewing           | <input type="checkbox"/> Elephant Trekking          |
| <input type="checkbox"/> Historical Park           | <input type="checkbox"/> Wildlife Reserve/Sanctuary | <input type="checkbox"/> River Tours/Cruises        |
| <input type="checkbox"/> Visiting a Hill-tribe     | <input type="checkbox"/> Diving                     | <input type="checkbox"/> Beach                      |
| <input type="checkbox"/> Theatre/Dance/Music       | <input type="checkbox"/> Snorkeling                 | <input type="checkbox"/> Meditation Classes/Retreat |
| <input type="checkbox"/> Shopping                  | <input type="checkbox"/> Sea Canoeing               | <input type="checkbox"/> Yoga Classes/Retreat       |
| <input type="checkbox"/> Cooking Classes           | <input type="checkbox"/> Sailing                    | <input type="checkbox"/> Spa                        |
| <input type="checkbox"/> Thai Boxing (Muay Thai)   | <input type="checkbox"/> Whitewater Rafting         | <input type="checkbox"/> Medical Procedures         |
| <input type="checkbox"/> Siamese Football (Takraw) | <input type="checkbox"/> Deep Sea Fishing           | <input type="checkbox"/> Other _____                |
| <input type="checkbox"/> Golf                      | <input type="checkbox"/> Botanical Gardens          |   |

9) Is this your first visit to the Elephant Nature Park?

- Yes                       No



10) If this is not your first visit, how many times have you been to the Elephant Nature Park?

- 2       3       4       More than 4 times

11) How long do you expect to stay at the Elephant Nature Park?

- Day visit       2 days (1 overnight)       3 days (2 overnights)

12) Please check all elephant related activities that you would like to participate in while in

Thailand:

- Elephant trekking
- Elephant shows
- Zoos
- Feeding Street elephants
- National Park/Sanctuary
- Other (please specify) \_\_\_\_\_
- I would not participate in other elephant activities

Please circle the number that best corresponds with your response to the statements below:

Question		Strongly Disagree				Strongly Agree
12	I enjoy viewing wildlife in a natural setting.	1	2	3	4	5
13	I am visiting the park because I would like to have close interactions with elephants.	1	2	3	4	5
14	I would like to learn more about the Asian elephant	1	2	3	4	5
15	I enjoy watching elephants perform tricks.	1	2	3	4	5
16	I would like to volunteer with organizations back home that advocate and protect animal rights (i.e. a shelter)	1	2	3	4	5
17	I would like to donate money to animal conservation organizations.	1	2	3	4	5
18	The welfare and protection of animals is important to me.	1	2	3	4	5
19	I am aware of the conservation issues surrounding elephants in Thailand.	1	2	3	4	5
20	I am aware of the laws, regulations, and policies that govern elephant rights in Thailand.	1	2	3	4	5
21	I would <u>not</u> change the current policies governing elephants in Thailand.	1	2	3	4	5
22	I feel that elephants are treated humanely in Thailand.	1	2	3	4	5
23	Volunteer tourism is an important aspect of conservation	1	2	3	4	5
24	I would like to volunteer at the Elephant Nature Park.	1	2	3	4	5

Question		Strongly Disagree				Strongly Agree
<b>Identify <u>how important</u> these factors are for elephant conservation:</b>						
25	Laws/Protective Legislation	1	2	3	4	5
26	Fundraising	1	2	3	4	5
27	Creating Public Awareness	1	2	3	4	5
28	Government Support	1	2	3	4	5
29	Non-Governmental Organization (NGO)	1	2	3	4	5
30	Community Support	1	2	3	4	5
31	Volunteers	1	2	3	4	5
<b>In my opinion <u>volunteer tourism</u>:</b>						
32	Can raise awareness about conservation issues	1	2	3	4	5
33	Should play a greater role in conservation	1	2	3	4	5
34	Brings necessary funding to projects	1	2	3	4	5
35	Does not have any effect on policy	1	2	3	4	5

**APPENDIX H: Post-visit Survey**

*Please Fill in Your Initials & Year of Birth Here*  SURVEY #: \_\_\_\_\_

1) How long did you stay at the Elephant Nature Park?

- Day visit
- 2 days (1 overnight)
- 3 days (2 overnights)
- I decided to stay on as a volunteer

2) Please check all elephant related activities that you would like to participate in while in Thailand:

- Elephant trekking
- Elephant shows
- Visiting a Zoo
- Feeding Street elephants
- Visiting a National Park/Sanctuary to view elephants in the wild
- Other (please specify) \_\_\_\_\_
- I would not participate in other elephant activities

3) What was the most memorable experience you had at the Elephant Nature Park?

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*Think about the experiences you just had at the Elephant Nature Park and circle the number that best corresponds with your response to the statements below:*

<b>Question</b>	<b>Strongly Disagree</b>					<b>Strongly Agree</b>
4	I enjoy viewing wildlife in a natural setting.	1	2	3	4	5
5	I am visiting the park because I would like to have close interactions with elephants.	1	2	3	4	5
6	I would like to learn more about the Asian elephant	1	2	3	4	5
7	I enjoy watching elephants perform tricks.	1	2	3	4	5
8	I would like to volunteer with organizations back home that advocate and protect animal rights (i.e. a shelter)	1	2	3	4	5
9	I would like to donate money to animal conservation organizations.	1	2	3	4	5
10	The welfare and protection of animals is important to me.	1	2	3	4	5
11	I am aware of the conservation issues surrounding elephants in Thailand.	1	2	3	4	5
12	I am aware of the laws, regulations, and policies that govern elephant rights in Thailand.	1	2	3	4	5
13	I would not change the current policies governing elephants in Thailand.	1	2	3	4	5
14	I feel that elephants are treated humanely in Thailand.	1	2	3	4	5
15	Volunteer tourism is an important aspect of conservation	1	2	3	4	5
16	I would like to volunteer at the Elephant Nature Park.	1	2	3	4	5

Question		Strongly Disagree				Strongly Agree
<b>In my opinion the most important factors for elephant conservation are:</b>						
17	Laws/Protective Legislation	1	2	3	4	5
18	Fundraising	1	2	3	4	5
19	Creating Public Awareness	1	2	3	4	5
20	Government Support	1	2	3	4	5
21	Non-Governmental Organization (NGO)	1	2	3	4	5
22	Community Support	1	2	3	4	5
23	Volunteers	1	2	3	4	5

**In my opinion volunteer tourism:**

24	Can raise awareness about conservation issues	1	2	3	4	5
25	Should play a greater role in conservation	1	2	3	4	5
26	Brings necessary funding to projects	1	2	3	4	5
27	Does not have any effect on policy	1	2	3	4	5

## APPENDIX I - Letter to Pre Visit Survey Participants

*(Printed on U Of W Recreation & Leisure Letterhead)*

Dear Participant,

I am conducting a research study to fulfill the requirements of my Masters degree in Tourism Policy and Planning, from the University of Waterloo, Ontario, Canada, under the supervision of Dr Paul Eagles and Dr. Heather Mair, from the Department of Recreation and Leisure Studies. Through my research I hope to determine the role that volunteer tourism plays in conservation. Volunteer tourism applies to “those tourists who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating material poverty of some groups in society, the restoration of certain environments or research into aspects of society and environment” (Wearing, 2001, p. 1).

I am specifically interested in determining if volunteer tourism has an effect on:

- 1) *The conservation of elephants in Thailand*
- 2) *Government policy*
- 3) *Social and economic impacts on the local community*

This study is supported by Lek Chailert, the owner of the Elephant Nature Park. The survey will consist of two parts: the pre-visit and post-visit surveys. The purpose of these surveys is to determine your conservation knowledge and preference for elephant attractions. Upon completion of the pre-visit survey you will be given a slip of paper that will correspond to the number written on the top right hand corner of the survey you just completed. The purpose of this number is so that I can compare your perspectives on the pre-visit survey with your perspectives on the post visit survey. In no way can this number identify you. The post visit survey is almost identical to the pre-visit survey and will be administered to you on the bus ride leaving the park.

Both surveys should take no more than 15 minutes to complete. Participation in this study does not require the disclosure of your name, address, phone number or email. The questionnaire is set up so that no individual can be identified by their responses on the survey as all responses will be grouped together with that of other participants thereby ensuring your privacy.

Participation in this study is entirely voluntary and there are no known or anticipated risks to participation in this study. You may decline to answer any of the questions you do not wish to answer. Further, you may decide to withdraw from this study at any time, without any negative consequences, simply by letting me know your decision. All information you provide will be considered confidential unless otherwise agreed to, and the data collected will be kept in a secure location and confidentially disposed of in five years time. Data collected on this survey will only be accessible by the researchers associated with this study.

If you have any questions regarding this study after completion of the survey please contact me on my mobile 0820363384 or by email [jrattan@uwaterloo.ca](mailto:jrattan@uwaterloo.ca). You can also contact my supervisors; Professor Paul Eagles at 1 (519) 888-4567 ext. 32716, email [eagles@healthy.uwaterloo.ca](mailto:eagles@healthy.uwaterloo.ca); Professor Heather Mair at 1 (519) 888-4567 ext. 35197, email: [hmair@healthy.uwaterloo.ca](mailto:hmair@healthy.uwaterloo.ca).

I would like to assure you that this study has been reviewed and has received ethics clearance through the Office of Research Ethics at the University of Waterloo, Ontario, Canada. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes of this office at 1 (519) 888-4567 Ext. 36005 or [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca).

I appreciate your participation in this study and if you have any questions please do not hesitate to ask me.

Thank you

Jasveen Rattan



## APPENDIX J - Letter to Post-Visit Survey Participants

*(Printed on U Of W Recreation & Leisure Letterhead)*

Dear Participant,

The following Post-Visit survey is the continuation of the Pre Visit Survey that you took on the bus ride to the Elephant Nature Park. The purpose of this survey is to determine your conservation knowledge and preference for elephant attractions. When completing this survey please reflect upon the time that you spent at the Elephant Nature Park. This study is supported by Lek Chailert, the owner of the Elephant Nature Park

This survey should take no more than 15 minutes to complete. Participation in this study does not require the disclosure of your name, address, phone number or email. The questionnaire is set up so that no individual can be identified by their responses on the survey as all responses will be grouped together with that of other participants thereby ensuring your privacy.

Participation in the survey is entirely voluntary and there are no known or anticipated risks to participation in this study. You may decline to answer any of the questions you do not wish to answer. Further, you may decide to withdraw from this study at any time, without any negative consequences, simply by letting me know your decision. All information you provide will be considered confidential unless otherwise agreed to, and the data collected will be kept in a secure location and confidentially disposed of in five years time. Data collected on this survey will only be accessible by the researchers associated with this study.

I would like to reassure you that this study has been reviewed and has received ethics clearance through the Office of Research Ethics at the University of Waterloo, Ontario, Canada. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes of this office at 1 (519) 888-4567 Ext. 36005 or [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca).

Once all the data is collected and analyzed for this project, I plan on sharing this information with the research community through seminars, conferences, presentations, and journal articles.

If you are interested in receiving more information regarding the results of this study, or if you have any questions or concerns, please contact me on my mobile 0820363384 or by email [jrattan@uwaterloo.ca](mailto:jrattan@uwaterloo.ca). You can also contact my supervisors; Professor Paul Eagles at 1 (519) 888-

4567 ext. 32716, email [eagles@healthy.uwaterloo.ca](mailto:eagles@healthy.uwaterloo.ca); Professor Heather Mair at 1 (519) 888-4567 ext. 35197, email: [hmair@healthy.uwaterloo.ca](mailto:hmair@healthy.uwaterloo.ca).

If you would like a summary of the results, please let me know now by providing me with your email address. When the study is completed, I will send it to you. The study is expected to be completed by July 2009.

I would like to thank you for your participation and follow through of this study and if you have any questions please do not hesitate to ask me.

Thank you

Jasveen Rattan

**APPENDIX K: Script for Gaining Survey Participants for  
Pre-Visit and Post-Visit Surveys**

*[This speech would be made when I am on the bus on the way to the Elephant Nature Park, and surveys would be distributed after this speech]*

Hi, my name is Jasveen Rattan and I am currently a Masters Student at the University of Waterloo, in Canada. I am in Thailand conducting research for my thesis: Volunteer Tourism and the Role it Plays in the Conservation of Elephants. I am here today to ask for your help in my study. I am looking for individuals to fill out my surveys that are able to read and write in English, from the ages 20 years old and above, and who are staying at the Elephant Nature Park from 1-3 days. These surveys are divided into two parts, and both will take 15 minutes each to complete. The first part will be administered today on the bus and the second will be administered on your ride back from the park. Your responses in this survey are completely private as I do not need your name or any other personal information from you. If you choose to participate, I will ask that you write the initials of your first, middle and last name as well as your year of birth, on the top right hand corner of the survey. Your initials and year of birth are necessary for this survey so that Jasveen can correlate the information collected on both of the surveys. Your responses to the surveys cannot be individually traced back to you. Participation in this survey is voluntary and you can decline answering any question that you are not comfortable responding to. . I would like to assure you that this study has been reviewed and has received ethics clearance through the Office of Research Ethics at the University of Waterloo, Canada.

Thank you for your time.....does anyone have any questions?

**APPENDIX L: Script for Gaining Survey Participants for Pre-Visit  
and Post-Visit Surveys for ENP Guides**

*[They will make this speech on the bus on the way to the Elephant Nature Park, surveys will be distributed after they make this speech]*

Hi, my name is\_\_\_\_\_. I am here to ask you if you would like to participate in a survey created by Jasveen Rattan a Masters Student at the University of Waterloo, in Canada. She is in Thailand conducting research for her thesis: Volunteer Tourism and the Role it Plays in the Conservation of Elephants. I am here today to ask for your help in her study. She is looking for individuals to fill out her surveys that are able to read and write in English, from the ages 20 years old and above, and who are staying at the Elephant Nature Park from 1-3 days. These surveys are divided into two parts, and both will take 15 minutes each to complete. The first part will be administered today on the bus and the second will be administered on your ride back from the park. Your responses in this survey are completely private as I do not need your name or any other personal information from you. If you choose to participate, I will ask that you write the initials of your first, middle and last name as well as your year of birth, on the top right hand corner of the survey. Your initials and year of birth are necessary for this survey so that Jasveen can correlate the information collected on both of the surveys. Your responses to the surveys cannot be individually traced back to you. Participation in this survey is voluntary and you can decline answering any question that you are not comfortable responding to. I would like to assure you that this study has been reviewed and has received ethics clearance through the Office of Research Ethics at the University of Waterloo, Canada.

Thank you for your time.....does anyone have any questions?

## **APPENDIX M: Script for Post Visitor Survey Distribution**

*(This script will be read on the bus leaving the Elephant Nature Park. This script can be used by ENP guides as well)*

Hi, today I will be administering the second part of the survey that you took on the way into the Elephant Nature Park. This survey can only be completed by individuals who took the survey on the way into the park. Please write your initials on the top right corner of this paper along with your date of birth. This is necessary so that I can identify and correlate your responses on this survey with the one that you had taken previously. Your responses to the surveys cannot be individually traced back to you. Participation in this survey is voluntary and you can decline answering any question that you are not comfortable responding to. I would like to assure you that this study has been reviewed and has received ethics clearance through the Office of Research Ethics at the University of Waterloo, Canada.

This survey should take approximately 15 minutes to complete.

Does anyone have any questions?

## **APPENDIX N: Semi-Structured Interview Questions**

- 1) What is your occupation and what does it entail? How long have you been in this position?
- 2) What are the biggest issues facing the treatment of elephants in Thailand? What are your views about these issues?
- 3) Have you heard of the Elephant Nature Park in Chiang Mai? What is your opinion of the park and its activities?
- 4) Could you please provide me with your definition of elephant tourism? What is your opinion on elephant tourism in Chiang Mai? Do you feel it has increased/decreased in the last 10 years?
- 5) Could you please provide me with your definition of volunteer tourism? What are your views towards volunteer tourism?+
- 6) Do you feel that volunteer tourism has increased in Chiang Mai? Why do you feel this way?
- 7) In your opinion do you believe that volunteer tourism does or does not have an effect on the conservation of elephants in the region?
- 8) Can you provide examples from your experience of how it may/may not have had an effect?
- 9) Do you know of any situations in which the Elephant Nature Park has had an influence on government policies in the region?
- 10) Do you believe that the Elephant Nature Park contributed to the conservation of elephants in the province of Chiang Mai? Can you discuss how it has or hasn't contributed?
- 11) Is there anything else that you think I need to know or that I have missed during this interview?

## APPENDIX O: Letter to Interview Participants

*(Printed on U Of W Recreation & Leisure Letterhead)*

Dear Participant,

I am conducting a research study to fulfill the requirements of my Masters degree in Tourism Policy and Planning, from the University of Waterloo, Ontario, Canada, under the supervision of Dr Paul Eagles and Dr. Heather Mair, from the Department of Recreation and Leisure Studies. Through my research I hope to determine the role that volunteer tourism plays in conservation. Volunteer tourism applies to “those tourists who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating material poverty of some groups in society, the restoration of certain environments or research into aspects of society and environment” (Wearing, 2001, p. 1).

I am specifically interested in determining if volunteer tourism has an effect on:

- 1) *The conservation of elephants in Thailand*
- 2) *Government policy*
- 3) *Social and economic impacts on the local community*

The interview that I will conduct with you is geared towards discovering your opinions of volunteer tourism. It will specifically address questions relating to government policy and conservation issues of elephants in Thailand. The interview will take approximately 45 minutes to complete.

Participation in this study is voluntary and does not require the disclosure of your address, phone number or email. Your name, occupation, and the name of your organization will not be disclosed in this study. This information will remain confidential unless otherwise agreed to. You may decline to answer any of the interview questions if you so wish. Further, you may decide to withdraw from this study at any time without any negative consequences simply by letting me know your decision. With your permission, the interview will be audio recorded to facilitate collection of information, and later transcribed for analysis. Excerpts from the interview may be included in the thesis and/or publications that come out of this research, however, the source of these quotations will remain anonymous.

Shortly after the interview has been completed, I will send you a copy of the transcript to give you an opportunity to confirm the accuracy of our conversation and to add or clarify any points that you wish. All information you provide is considered completely confidential. There are no known or anticipated risks to you as a participant in this study.

Data collected from the interviews will only be accessible by the researchers associated with this study. Other interviewees will not be disclosed about what was discussed in my interview with you. They will also not have any access to the notes or transcripts that will emerge from the interview, and I will keep these interviews in a secure location and shred them after five years.

If you have any questions regarding this study after completion of the survey please contact me on my mobile 0820363384 or by email [jrattan@uwaterloo.ca](mailto:jrattan@uwaterloo.ca). You can also contact my supervisors; Professor Paul Eagles at 1 (519) 888-4567 ext. 32716, email [eagles@healthy.uwaterloo.ca](mailto:eagles@healthy.uwaterloo.ca); Professor Heather Mair at 1 (519) 888-4567 ext. 35197, email: [hmair@healthy.uwaterloo.ca](mailto:hmair@healthy.uwaterloo.ca).

I would like to assure you that this study has been reviewed and has received ethics clearance through the Office of Research Ethics at the University of Waterloo, Ontario, Canada. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes of this office at 1 (519) 888-4567 Ext. 36005 or [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca).

I appreciate your participation in this study and if you have any questions please do not hesitate to ask me.

Thank you

Jasveen Rattan



## **APPENDIX P: Script for Gaining Interview Participants**

Hi, my name is Jasveen Rattan and I am currently a Masters Student at the University of Waterloo, in Canada. I am in Thailand conducting research for my thesis: Volunteer Tourism and the Role it Plays in the Conservation of Elephants. I am contacting you because I feel that you would be able to provide me some valuable feedback on this issue. If possible, and if you have the time, I would like to conduct an interview with you relating to this topic. The interview should take approximately 45 minutes to complete. Your suggestion on where to conduct the interview would be greatly appreciated. I will send you the questions that I will be asking, the study information letter, and a consent form to you by email prior to the interview, so you can be more familiar with them. Participation in this study is voluntary and does not require the disclosure of your address, phone number or email. Your name and occupation will be recorded for my personal organization; however, when writing up this report they will not be disclosed in the study to ensure your confidentiality. You may decline to answer any of the interview questions if you so wish. Further, you may decide to withdraw from this study at any time without any negative consequences. I would like to assure you that this study has been reviewed and has received ethics clearance through the Office of Research Ethics at the University of Waterloo, Canada.

If they agree: Thank you for your time and your cooperation, when are you available.....

If they do not agree: Thank you for your time, could you possibly suggest someone else that you feel would be better suited for this interview?

## APPENDIX Q: Consent Form for Interview

I have read the information presented in the information letter about a study being conducted by Jasveen Rattan of the Department of Recreation and Leisure Studies at the University of Waterloo, Ontario, Canada, under the supervision of Dr Paul Eagles and Dr. Heather Mair. I have had the opportunity to ask any questions related to this study, to receive satisfactory answers to my questions, and any additional details I wanted.

I am aware that I have the option of allowing my interview to be audio recorded to ensure an accurate recording of my responses.

I am also aware the excerpts from the interview may be included in the thesis and/or publications to come from this research, with the understanding that the quotations will be anonymous. I was informed that I may withdraw my consent at any time without penalty by advising the researcher.

This project has been reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo, Ontario, Canada. I was informed that if I have any comments or concerns resulting from my participation in this study, I may contact Dr. Susan Sykes, Director Office of Research Ethics at 1 (519) 888-4567 ext. 36005 or by email: [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca).

With full knowledge of all foregoing, I agree, of my own free will, to participate in this study.

YES  NO

I agree to have my interview audio recorded.

YES  NO

I agree to the use of anonymous quotations in any thesis or publication that comes of this research.

YES  NO

Participant Name: \_\_\_\_\_ (Please print)

Participant Signature: \_\_\_\_\_

Witness Name: \_\_\_\_\_ (Please print)

Witness Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **APPENDIX R: Letter of Appreciation for Interview Participants**

*(Printed on U Of W Recreation & Leisure Letterhead)*

Dear \_\_\_\_\_

I am writing you to thank you for taking the time to meet with me last week. It was a pleasure meeting you and I feel that I have gained some valuable insights.

Your responses to the questions that I posed will aid in the understanding of industry perspectives of how volunteer tourism has had an impact on conservation and government policy. This will further help to determine the role that volunteer tourism plays in the conservation of elephants in Thailand.

I hope you will get in touch with me if you have any further thoughts or questions regarding this study. You can contact me on my mobile 0820363384 or by email [jrattan@uwaterloo.ca](mailto:jrattan@uwaterloo.ca).

Should you have any comments or concerns you could also contact Dr. Susan Sykes of our Office of Research Ethics at 1-519-888-4567 Ext. 36005. This project was reviewed by, and received ethics clearance through, the Office of Research Ethics at the University of Waterloo.

I shall as promised, be sending you a typescript copy of the chapter, for your criticism and comments. I expect it to be ready for your review by June.

Sincerely,

Jasveen Rattan

## APPENDIX S: Questionnaire on the Economic and Social Impacts on the Community

*The following section asks a few general background questions. All responses will be kept confidential. You can decline to answer any question you wish by leaving it blank. Please select from the following options:*

1. What is your sex?

- Male                       Female

2. What is your age?

- 20-29 years old                       50-59 years old                       60-69 years old  
 30-39 years old                       40-49 years old                       70 and over

3. How long have you lived in the province of Chiang Mai?

- 1-5 years                       16-20 years                       31-35 years                       46-50 years  
 6-10 years                       21-25 years                       36-40 years                       51 years or more  
 11-15 years                       26-30 years                       41-45 years

4. Have you heard of the Elephant Nature Park?

- Yes                       No

If you answered “No” please DO NOT continue with the survey.

5. Have you ever visited the Elephant Nature Park?

- Yes                       No

If you answered “No” can you please check off the reason(s)  
below that would apply:

- I don't have time to visit
- I am not interested in visiting
- I didn't think I was allowed to visit it
- I don't have transportation to get there
- Too expensive
- Other \_\_\_\_\_

Please continue to the next page.....

*Please circle the number that best corresponds with your response to the statements below:*

<b>Question</b>	<b>Strongly Disagree</b>					<b>Strongly Agree</b>
6	Tourism has brought business opportunity to the region	1	2	3	4	5
7	Tourism has provided job opportunities	1	2	3	4	5
8	Tourism has brought more money to this region	1	2	3	4	5
9	I feel that having tourism in this region is a good thing	1	2	3	4	5
10	I have positively benefitted from tourism in this region	1	2	3	4	5
11	I dislike having tourists around	1	2	3	4	5
12	I currently own/or have owned an elephant	1	2	3	4	5
13	While I was growing up I spent time with elephants	1	2	3	4	5
14	I would like to learn more about elephants	1	2	3	4	5
15	I am aware of the current legislation regarding elephants in Thailand	1	2	3	4	5
16	I would not change the current legislation regarding elephants in Thailand	1	2	3	4	5
17	I believe that elephants should remain in the wild	1	2	3	4	5
18	I am aware of the work that the Elephant Nature Park does	1	2	3	4	5
19	The Elephant Nature Park has helped with community projects	1	2	3	4	5
20	The Elephant Nature Park has helped me personally	1	2	3	4	5
21	The Elephant Nature Park supports small businesses	1	2	3	4	5

Question		Strongly Disagree				Strongly Agree
22	I believe that the Elephant Nature Park is helping the Elephants	1	2	3	4	5
23	I feel that the Elephant Nature Park is a good place	1	2	3	4	5
24	The Elephant Nature Park has an effect on elephant conservation.	1	2	3	4	5
25	The Elephant Nature Park has an effect on elephant legislation in Thailand	1	2	3	4	5
26	I feel that the Elephant Nature Park does not help elephants	1	2	3	4	5
27	I feel that the Elephant Nature Park does not help the community	1	2	3	4	5
28	I would like to visit the Elephant Nature Park	1	2	3	4	5

## APPENDIX T: Letter to Community Survey Participants

*(Printed on U Of W Recreation & Leisure Letterhead)*

Dear Participant,

I am conducting a research study to fulfill the requirements of my Masters degree in Tourism Policy and Planning, from the University of Waterloo, Ontario, Canada, under the supervision of Dr Paul Eagles and Dr. Heather Mair, from the Department of Recreation and Leisure Studies. Through my research I hope to determine the role that volunteer tourism plays in conservation. Volunteer tourism applies to “those tourists who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating material poverty of some groups in society, the restoration of certain environments or research into aspects of society and environment” (Wearing, 2001, p. 1).

I am specifically interested in determining if volunteer tourism has an effect on:

- 1) *The conservation of elephants in Thailand*
- 2) *Government policy*
- 3) *Social and economic impacts on the local community*

The survey that you will be filling out is set up to determine your knowledge about the Elephant Nature Park as well as what benefits you may or may not be receiving from it.

This survey should take no more than 15 minutes to complete. This survey should take no more than 15 minutes to complete. Participation in this study does not require the disclosure of your name, address, phone number or email. The questionnaire is set up so that no individual can be identified by their responses on the survey as all responses will be grouped together with that of other participants thereby ensuring your privacy.

Participation in this study does not require the disclosure of your name, address, phone number or email. Participation in the survey is entirely voluntary and there are no known or anticipated risks to participation in this study. You may decline to answer any of the questions you do not wish to answer. Further, you may decide to withdraw from this study at any time, without any negative consequences, simply by letting me know your decision. All information you provide will be considered confidential unless otherwise agreed to, and the data collected will be kept in a secure location and confidentially disposed of in five years time. Data collected on this survey will only be accessible by the researchers associated with this study.

I would like to assure you that this study has been reviewed and has received ethics clearance through the Office of Research Ethics at the University of Waterloo, Ontario, Canada. However, the final decision about participation is yours. If you have any comments or concerns resulting from your participation in this study, please contact Dr. Susan Sykes of this office at 1 (519) 888-4567 Ext. 36005 or [ssykes@uwaterloo.ca](mailto:ssykes@uwaterloo.ca).



Once all the data is collected and analyzed for this project, I plan on sharing this information with the research community through seminars, conferences, presentations, and journal articles.

If you are interested in receiving more information regarding the results of this study, or if you have any questions or concerns, please contact me on my mobile \_\_\_\_\_ or by email [jrattan@uwaterloo.ca](mailto:jrattan@uwaterloo.ca). You can also contact my supervisors; Professor Paul Eagles at 1 (519) 888-4567 ext. 32716, email [eagles@healthy.uwaterloo.ca](mailto:eagles@healthy.uwaterloo.ca); Professor Heather Mair at 1 (519) 888-4567 ext. 35197, email: [hmair@healthy.uwaterloo.ca](mailto:hmair@healthy.uwaterloo.ca).

If you would like a summary of the results, please let me know now by providing me with your email address. When the study is completed, I will send it to you. The study is expected to be completed by July 2009.

I would like to thank you for your participation in this study and if you have any questions please do not hesitate to ask me.

Thank you

Jasveen Rattan

**APPENDIX U: Confidentiality Agreement for Interpreter**

I understand that as an interpreter / transcriber / research assistant (circle one) for a study being conducted by Jasveen Rattan of the Department of Recreation and Leisure Studies, University of Waterloo, Ontario, Canada under the supervision of Professor Paul Eagles and Heather Mair, I am privy to confidential information. I agree to keep all data collected during this study confidential and will not reveal it to anyone outside the research team.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Witness Signature: \_\_\_\_\_

APPENDIX V – Thai Translation of Community Survey

**แบบสำรวจชุมชน**

คำถามต่อไปนี้เป็นคำถามเกี่ยวกับภูมิหลังต่างๆไป คำตอบทั้งหมดจะถูกเก็บเป็นความลับ ท่านสามารถปฏิเสธที่จะตอบคำถามใดๆก็ได้โดยการปล่อยให้ว่างไว้ กรุณาเลือกคำถามจากตัวเลือกต่อไปนี้:

6. เพศ

- ชาย                       หญิง

7. อายุ

- 20-29 ปี                       50-59 ปี                       60-69 ปี
- 30-39 ปี                       40-49 ปี                       70 ปี หรือมากกว่านี้

3. ท่านอาศัยอยู่ในจังหวัดเชียงใหม่เป็นเวลานานเท่าไร

- 1-5 ปี                       16-20 ปี                       31-35 ปี                       46-50 ปี
- 6-10 ปี                       21-25 ปี                       36-40 ปี                       51 ปี หรือมากกว่านี้
- 11-15 ปี                       26-30 ปี                       41-45 ปี

4. ท่านเคยได้ยินเกี่ยวกับศูนย์บริหารช้างหรือไม่

- เคย                       ไม่เคย

ถ้าท่านตอบว่า “ไม่เคย” กรุณายุติการทำแบบสำรวจนี้

5. ท่านเคยเยี่ยมชมศูนย์บริการข้างมาก่อนหรือไม่

- เคย                       ไม่เคย

ถ้าท่านตอบว่า “ไม่เคย” กรุณาทำเครื่องหมายเลือกเหตุผลข้างล่าง:

- ฉันไม่มีเวลาไปเยี่ยมชม
- ฉันไม่สนใจเข้าเยี่ยมชม
- ฉันไม่คิดว่าได้รับอนุญาตให้เข้าเยี่ยมชมได้
- ฉันไม่มีพาหนะไปยังที่นั่น
- แพงเกินไป
- อื่นๆ \_\_\_\_\_

โปรดดำเนินการต่อหน้าถัดไป .....

**กรณาวางกลมตัวเลขที่ตรงความคิดเห็นของท่านต่อคำกล่าวข้างล่าง:**

คำถาม	ไม่เห็นด้วย					เห็นด้วย
	อย่างยิ่ง					อย่างยิ่ง
6	การท่องเที่ยวได้นำโอกาสทางธุรกิจเข้ามาสู่พื้นที่	1	2	3	4	5
7	การท่องเที่ยวทำให้เกิดโอกาสด้านงาน	1	2	3	4	5
8	การท่องเที่ยวนำเงินมาสู่พื้นที่นี้มากขึ้น	1	2	3	4	5
9	ฉันรู้สึกว่าการมีการท่องเที่ยวในพื้นที่นี้เป็นสิ่งที่ดี	1	2	3	4	5
10	ฉันได้รับผลประโยชน์อย่างแน่นอนจากการท่องเที่ยวในพื้นที่นี้	1	2	3	4	5
11	ฉันไม่ชอบให้มีนักท่องเที่ยวอยู่รอบๆ	1	2	3	4	5
12	ขณะนี้ฉันเป็นเจ้าของข้างอยู่/หรือเพิ่งจะเป็นเจ้าของข้าง	1	2	3	4	5
13	ในระหว่างที่ฉันเติบโตฉันได้ใช้เวลาไปกับข้าง	1	2	3	4	5
14	ฉันต้องการเรียนรู้เกี่ยวกับข้างมากขึ้น	1	2	3	4	5
15	ฉันทราบเกี่ยวกับบทบัญญัติกฎหมายในปี	1	2	3	4	5

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จรรยาบรรณที่เกี่ยวกับช่างในประเทศไทย

16	ฉันจะไม่เปลี่ยนแปลงบทบัญญัติกฎหมายในปัจจุบันที่เกี่ยวกับช่างในประเทศไทย	1	2	3	4	5
17	ฉันเชื่อว่าช่างควรที่จะยังอยู่ในป่า	1	2	3	4	5
18	ฉันทราบถึงงานที่ศูนย์บริหารช่างทำ	1	2	3	4	5
19	ศูนย์บริหารช่างได้ช่วยเหลือโครงการต่างๆของชุมชน	1	2	3	4	5
20	ศูนย์บริหารช่างได้ช่วยเหลือฉันโดยส่วนตัว	1	2	3	4	5
21	ศูนย์บริหารช่างสนับสนุนธุรกิจขนาดเล็ก	1	2	3	4	5

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คำถาม	ไม่เห็นด้วย					เห็นด้วย
	อย่างยิ่ง					อย่างยิ่ง
22	ฉันเชื่อว่าศูนย์บริหารช้างกำลังช่วยเหลือ					
	1	2	3	4	5	
	ช้าง					
23	ฉันรู้สึกว่าคุณศูนย์บริหารช้างเป็นสถานที่ที่ดี					
	1	2	3	4	5	
24	ศูนย์บริหารช้างมีผลกระทบต่อการอนุรักษ์					
	1	2	3	4	5	
	ช้าง					
25	ศูนย์บริหารช้างมีผลกระทบต่อบทบัญญัติ					
	1	2	3	4	5	
	ตีกฎหมายที่เกี่ยวข้องกับช้างในประเทศไทย					
26	ฉันรู้สึกว่าคุณศูนย์บริหารช้างไม่ได้ช่วยเหลือ					
	1	2	3	4	5	
	ช้าง					
27	ฉันรู้สึกว่าคุณศูนย์บริหารช้างไม่ได้ช่วยเหลือ					
	1	2	3	4	5	
	ชุมชน					
28	ฉันอยากจะเยี่ยมชมศูนย์บริหารช้าง					
	1	2	3	4	5	

## APPENDIX W – Thai Translation of Community Survey Letter

ถึง ผู้มีส่วนร่วมทุกท่าน

ดิฉันได้กำลังดำเนินการศึกษาวิจัยเพื่อให้บรรลุข้อกำหนดของการศึกษาระดับปริญญาโทสาขา  
นโยบายและการวางแผนการท่องเที่ยว จากมหาวิทยาลัย วอเตอร์ลู เมือง ออนทาริโอ ประเทศแคนาดา  
การวิจัยครั้งนี้อยู่ภายใต้การดูแลของ ดอกเตอร์ Paul Eagles และ ดอกเตอร์ Heather Mair  
จากภาควิชาการศึกษาการพักผ่อนและการใช้เวลาว่าง จากการวิจัยของดิฉัน  
ดิฉันหวังว่าจะสามารถตรวจสอบบทบาทของอาสาสมัครท่องเที่ยวในการอนุรักษ์  
ซึ่งอาสาสมัครท่องเที่ยวหมายถึง "บรรดานักท่องเที่ยวทั้งหลาย  
ผู้ซึ่งอาสาสมัครในแนวทางที่ถูกจัดตั้งขึ้นไม่ว่าด้วยเหตุผลใดก็ตาม  
เพื่อที่จัดการกับวันหยุดที่อาจเกี่ยวข้องกับกับการช่วยเหลือ  
การทำให้ความยากจนของกลุ่มบางกลุ่มในสังคมลดน้อยลง  
การฟื้นฟูสภาพแวดล้อมบางอย่างหรืองานวิจัยให้กลายเป็นมุมมองของสังคมและสิ่งแวดล้อม" (Wearing,  
2544, น. 1)

ซึ่งดิฉันสนใจเป็นพิเศษในการพิจารณาว่าอาสาสมัครท่องเที่ยวมีผลหรือไม่อย่างไรต่อ:

- 1) การอนุรักษ์ช้างในประเทศไทย
- 2) นโยบายของรัฐบาล
- 3) ผลกระทบทางสังคมและเศรษฐกิจในชุมชนท้องถิ่น

แบบสำรวจที่ท่านจะได้กรอกนั้น ถูกสร้างขึ้นเพื่อตรวจสอบความรู้ของท่านที่มีเกี่ยวกับศูนย์ริบาลช้าง



รวมไปถึงเกี่ยวกับผลประโยชน์ที่ท่านอาจจะได้หรือจะไม่ได้รับจากศูนย์บริหารช่าง  
แบบสำรวจนี้ไม่ควรใช้เวลานานเกิน 5 นาทีในการกรอกให้เสร็จ

ในการมีส่วนร่วมในการศึกษานี้ ท่านไม่จำเป็นต้องเปิดเผยชื่อ ที่อยู่ หมายเลขโทรศัพท์หรืออีเมล  
การมีส่วนร่วมในการสำรวจนี้เป็นการอาสาสมัครโดยสิ้นเชิงและอาจมีความเสี่ยงที่ไม่สามารถคาดการณ์ได้ล่วงหน้า  
ในการมีส่วนร่วมในการศึกษานี้ ท่านอาจปฏิเสธที่จะตอบคำถามใดๆที่ท่านไม่ต้องการคำตอบ  
นอกจากนี้ ท่านอาจตัดสินใจที่จะยุติจากการศึกษานี้เมื่อใดก็ได้ โดยจะไม่มีผลลัพท์ในแง่ลบตามมา  
ขอเพียงแจ้งให้ดิฉันทราบถึงการตัดสินใจของท่าน

ข้อมูลทั้งหมดที่ท่านได้ให้จะถือเป็นความลับเว้นแต่ว่าได้รับการตกลงอย่างอื่น  
ข้อมูลที่ถูกรวบรวมนั้นจะได้รับการเก็บไว้ในสถานที่ที่ปลอดภัยและถูกจัดเก็บเป็นความลับภายในระยะเวลาห้า  
ปี ข้อมูลที่ถูกเก็บรวบรวมในการสำรวจนี้จะสามารถเข้าถึงได้โดยนักวิจัยที่เกี่ยวข้องกับการศึกษานี้เท่านั้น

ดิฉันขอรับรองกับท่านว่า

การศึกษานี้ได้รับการตรวจทานและได้รับการขัดเกลาด้านจริยธรรมผ่านสำนักงานจริยธรรมการวิจัย  
มหาวิทยาลัย วอเตอร์ลู เมือง ออนทาริโอ ประเทศแคนาดา

อย่างไรก็ตามสิทธิในการตัดสินใจขั้นสุดท้ายของการมีส่วนร่วมนั้นเป็นของท่าน

ถ้าท่านมีข้อคิดเห็นหรือข้อกังวลใดๆก็ตามที่เกิดจากการเข้าร่วมในการศึกษานี้โปรดติดต่อดอกเตอร์ Susan  
Sykes ที่สำนักงานนี้ 1(519) 888 - 4567 ต่อ 36005 หรือ ssykes@uwaterloo.ca.

เมื่อข้อมูลทั้งหมดถูกรวบรวมและถูกวิเคราะห์สำหรับโครงการนี้แล้ว

ดิฉันวางแผนที่จะแบ่งปันข้อมูลนี้แก่การวิจัยชุมชน ผ่านทางการสัมมนา การประชุม

งานนำเสนอและวารสารบทความ

หากท่านสนใจที่จะรับข้อมูลเพิ่มเติมเกี่ยวกับผลของการศึกษานี้ หรือถ้าท่านมีคำถามหรือข้อสงสัยใดๆ

โปรดติดต่อดิฉันทางโทรศัพท์หมายเลข 082-0363384 หรือทางอีเมล [jrattan@uwaterloo.ca](mailto:jrattan@uwaterloo.ca)

นอกจากนี้ท่านยังสามารถติดต่ออาจารย์ผู้ดูแลของดิฉันได้ ศาสตราจารย์ Paul Eagles 1(519) 888-4567 ต่อ

32716 อีเมล: [eagles@healthy.uwaterloo.ca](mailto:eagles@healthy.uwaterloo.ca) และศาสตราจารย์ Heather Mair 1(519) 888-4567 ต่อ 35197

อีเมล: [hmair@healthy.uwaterloo.ca](mailto:hmair@healthy.uwaterloo.ca)

หากท่านต้องการข้อมูลสรุปของผลการศึกษา กรุณาแจ้งให้ดิฉันทราบโดยการแจ้งที่อยู่อีเมลของท่าน

เมื่อเสร็จสิ้นการศึกษา ดิฉันจะส่งผลการศึกษาโดยสรุปไปให้ท่าน ซึ่งการศึกษานี้คาดว่าจะแล้วเสร็จในเดือน

สิงหาคม 2552

ดิฉันขอขอบคุณทุกท่านที่มีส่วนร่วมในการศึกษานี้และหากท่านมีคำถามใดๆ

ได้โปรดอย่าลังเลที่จะติดต่อดิฉัน

ขอขอบคุณ

Jasveen Rattan