The 2nd national and 3rd International Conference

“Environmental Friendly Tourism for Sanggun Lee”

and The 5th International Conference on Sustainable Tourism Management

21st and 22nd of January 2016 at Pearl Hotel Muang District, Phuket province, Thailand

For the Extraordinary Memorialization of our Precious

Prof. Dr. Sanggun Lee

ICNCEFT2016


Organized by : Research Center for Integrated Ecotourism Management in Southern Thailand
Prince of Songkla University, Hatyai, Thailand
Tourism Training and Consulting Service Center
Maejo University, Chiang Mai, Thailand
“Environmental Friendly Tourism for Sanggun Lee”

“Sustainable Tourism Management”

This publication is issued as the proceedings of the 2nd National and 3rd International Conference on Environmental Friendly Tourism for Sanggun Lee (ICNCEFT 2016) and the 5th International Conference on Sustainable Tourism Management jointly organized by the Research Center for Integrated Ecotourism Management in Southern Thailand, Jointly faculties: Environmental Management, Liberal Arts, Management Sciences, Prince of Songkla University and Tourism Training and Consulting Service Center, Maejo University, Chiang Mai, Thailand held at Pearl Hotel, Phuket, Thailand on January 21 to 22, 2016.

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Research Center for Integrated Ecotourism Management in Southern Thailand
Prince of Songkla University
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- Badaruddin Mohamed, Ph.D.
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- Thongma Weerapon, Ph.D.
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(Abstract proceedings-Print Copy and Full paper proceedings in CD-ROM)

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Prince of Songkla University, Hatyai, Thailand

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For the Extraordinary Memorialization of our Precious

Prof. Dr. Sanggun Lee

The 2nd national and 3rd International Conference “Environmental Friendly Tourism for Sanggun Lee” and The 5th International Conference on Sustainable Tourism Management
Welcome Message from the Organization Chair,
Assoc. Prof. Dr. Parichart Visuthismajarn

Welcome to the 2\textsuperscript{nd} National and 3\textsuperscript{rd} International Conference “Environmental Friendly Tourism for Sanggun Lee” (ICNCEFT 2016) and the 5\textsuperscript{th} International Conference on Sustainable Tourism Management. The conference is organized by the Research Center of Integrated Ecotourism Management in Southern Thailand, jointly cooperation by Faculty of Environmental Management, Faculty of Liberal Arts, Faculty of Management Sciences, Prince of Songkla University which jointly organized with the Tourism Training and Consulting Service Center, Maejo University, Thailand.

The aim of ICNCEFT 2016 is to provide a platform for researchers and students; since environmental friendly tourism has experienced rapid growth because of global concerns regarding sustainability. Apart from that, the ESDA 2015 last year has lost human resources in tourism which is our beloved Prof. Dr. Sanggun Lee from College of Tourism and Culture, Paichai University, South Korea. One of his wishes is to visit Phuket province in Thailand as the Korean’s romantic destination. Therefore this conference is organized in order to take him there and for the extraordinary memorialization of our precious Prof. Dr. Sanggun Lee.

The conference program is rather interesting, offering variety of topics covered. The oral part of the program consists of six sessions, with 3 keynote speakers, 3 country papers and a special lecturer, 38 oral presentations which consisting of 29 international papers and 9 national papers are submitted. In addition, the three invited keynotes will cover topics from local to global issues including sustainable tourism of Thailand to ASEAN, role of hospitality and tourism for environmental friendly development, green tourism destination management through sustainability in the 20\textsuperscript{th} decade.

The associated exhibition runs in parallel with the conference which is about environmental friendly tourism research in ASEAN community. A fieldtrip runs in the third day for visiting old city and ecotourism tour. This offers you the chance to visit the old city ecotourism sites in Phuket province, Thailand.

We hope you find this conference both interesting and simulating and that you enjoy meeting up with old friends and making new contacts. We look forward to
receiving your feedback on this conference and to seeing you again at the next one in 2017. Thank you.

January 21, 2016

Associate Professor Dr. Parichart Visuthismajarn
Chairman of ICNCEFT 2016

Director, Research Center for Integrated Ecotourism Management in Southern Thailand

Faculty of Environmental Management, Faculty of Liberal Arts, Faculty of Management Sciences

Prince of Songkla University, Hatyai, Thailand
Welcome Message from the Organization Chair, Assoc. Prof. Dr. Weerapon Thongma

On behalf of Tourism Training and Consulting Service Center, Maejo University (TCSC-MJU), it is my great pleasure to welcome all of you to Thailand and to the 5th International Conference on Sustainable Tourism Management of the TCSC-MJU. All most two year after the 4th International Conference on Sustainable Tourism Management (The 4th ICSTM) in year 2014 at Furama Hotel, Chiang Mai, Thailand that was very successful of conference, we still undecided on where, when and what organization which we will be joint for the next symposium. The speculations and worries came to a sudden end when Associate Professor Dr. Parichart Visuthismajarn, the Director of Research Center of Ecotourism Integrated Management in Southern Region, Prince of Songkla University (PSU) recommended organizing this joint conference together with her organization. In this year, we are recall the memories to our best friend, an outstanding academic scholar in hotel and tourism, Professor Dr. Sanggun Lee, who passed away during his duty as honorary keynote speaker in the conference at Suratthani Province last year. Therefore, this proceeding for the welcome message of the Joint Conference between the 5th International Conference on Sustainable Tourism Management (ICSTM) by TCSC – MJU, Thailand and the 2nd National & 3rd International Conference by Research Center of Ecotourism Integrated Management in Southern Region, Prince of Songkla University (PSU) in the theme of “Environmental Friendly Tourism for Sanggun Lee” which was held at Pearl Hotel, Phuket, Thailand on January 21 to 22, 2016.

As we know that the global tourism industry, climate change brings more risks that opportunities. There will be regional and seasonal shifts in tourist flows, resulting in both winners and losers. However, it is undoubted that the tourism industry will continue to be a growth sectors, despite the challenge of climate change and environmental destroy. Negative environment consequences always have particularity serious effects if environment-sensitive tourism has major economic importance. The island state in Southeast Asia, Thailand, Malaysia, and the Indian Ocean are particularity reliant on tourism. If tourist stay away from them, the economic setback are extremely serious.
Anyway, Southeast Asia, especially Thailand is coming in a big way to the international tourism industry due to its fast economic growth and relatively well-off middle classes, which is also growing fast. While the economic uncertainty continues in Europe and USA, India, Malaysia and Sri Lanka are booming though there are some marginal declines. The ongoing economic performance in Asia has become a welcome incentive to inter and intra tourism development in the countries of the region in addition to the world tourism.

Off course, tourism can and must play a significant role in addressing climate change and environmental preservation as part its broader commitment to sustainable development. One of the alternative tourism strategies to support sustainable development is agro-tourism. In general, this term refer to small scale farm enterprises and community events that show case the activities and produce of rural families and the agricultural heritage of farming regions to the traveler. Therefore, introduction and promotion of community based agro-tourism products would be useful for inclusive growth of the industry and to distribute the benefits of the industry among a large segment of the society in a number of countries in the region. This would also bring a welcome relief to the rural poverty in the Asia region.

TCSC-MJU is working in collaboration with all stakeholders in Thai tourism industry to chart an appropriate course and clearly identity the individual roles and responsibilities to be undertaken by each entity. One of the main issue is agro-tourism because it is one of the most suitable strategies to improve the income of rural communities, it suitable adapted version of the product is introduced. It is essential to identify culturally and environmentally friendly products with the participation of the rural communities. Awareness program for rural communities and potential investors on agro-tourism would be one of the staring points in this exercise for contributing to the climate change.

I do hope that this national & international conference including more than 30 conference papers from 6 countries stimulate the scientific discourse and, at the same time, will help to give guidance for a prosperous and responsible development of tourism.

The success of Joint Conference “ICNCEFT 2016” with published proceedings depends on the collective team efforts of many people. We own a significant debt of gratitude to many individuals. We wish to take this opportunity to thank those individuals who have contributes to the success of this conference. First, we would like deeply thank to honor guest speakers Professor Dr. Chira Hongladarom, Secretary-General Foundation for International Resource Development, Professor Dr. Aejo Lee, Dean College of Hospitality and Tourism, Sejong University, South Korea, and also Mr. Chamroen Tipayapongtada, Governor of Phuket Province, Thailand for opening remarks. We would also like to extend special thanks to our academic professors and friends from other countries especially, Professor Dr. Blanda R. Sumayao and Professor Dr. Zosimo M. Battad from the Philippines, Professor Dr. Tzung-Cheng Huan and Associate Professor Dr. Chin-Fa Tsai from Taiwan, Associate Professor Dr. Budi Gunter from Indonesia and paper review committee who has spared their precious time and efforts to review and edit the papers. The review and editing process has been a complex one given the fact that English is not the native language of most of the delegates who submitted papers for
this conference. With a number of papers it has been necessary to focus, at times, more upon intent and meaning than grammatical correctness.

We also commend the hard work done by the conference organizing committees composed of the academic, administrative staff and student in TCSC-MJU and RC-EcoSouth, PSU.

Through this international conference focusing on the theme, “Environmental Friendly Tourism for Suanggun Lee”, I am delighted that our university is able to contribute to the international exchange and discussion. In addressing the key issues related to Environmental Friendly Tourism Management, I believe that this conference will foster an intellectual environment of vigorous yet co-operative argument, something which has always been one of this university’s foremost concerns.

My sincere appreciation to all the participants and presenters in the conference, I wish you have a rewarding, fruitful and enjoyable stay. Thank you.

January 21, 2016

[Signature]

Associate Professor Dr. Weerapon Thongma
Director of Tourism Training and Consulting Service Center
Vice President for Student Development and Alumni Relations
Maejo University, Chiang Mai, Thailand
# The Review Committee for Research

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<th>Name</th>
<th>Affiliation</th>
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<td>1.</td>
<td>Assoc. Prof. Dr Parichart Visuthismajarn</td>
<td>Prince of Songkla University, Thailand</td>
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<td>2.</td>
<td>Asst.Prof.Dr. Suvit Suwanno</td>
<td>Prince of Songkla University, Thailand</td>
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<td>Assoc.Prof.Dr. Umaporn Muneenam</td>
<td>Prince of Songkla University, Thailand</td>
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<td>Dr. Utit Sungkharat</td>
<td>Prince of Songkla University, Thailand</td>
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<td>Dr. Nuttida Suwanno</td>
<td>Prince of Songkla University, Thailand</td>
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<td>6.</td>
<td>Assist. Kuerkoon Sunandhakasem</td>
<td>Prince of Songkla University, Thailand</td>
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<td>Dr. Aphirom Promjanya</td>
<td>Prince of Songkla University, Thailand</td>
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<td>Assist. Prof. Dr. Saisakul Fongmul</td>
<td>Maejo University, Thailand</td>
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<td>Dr. Seo Jin Wook</td>
<td>Pai Chai University, Korea</td>
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<td>10.</td>
<td>Prof. Dr. Aejoo Lee</td>
<td>Sejong University, Korea</td>
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<td>11.</td>
<td>Prof. Dr. Guntoro Budi</td>
<td>Gadjah Mada University, Indonesia</td>
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<td>12.</td>
<td>Prof.Dr. Zosimo M. Battad</td>
<td>University of the East, The Philippines</td>
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<td>13.</td>
<td>Prof. Dr. Badaruddin Mohamed</td>
<td>Universiti Sains Malaysia, Malaysia</td>
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<td>14.</td>
<td>Asst.Prof.Dr. Leo Weng</td>
<td>Tainan University of Technology, Taiwan</td>
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<td>Asst.Prof.Dr. Kuan-Ying Chen</td>
<td>Tainan University of Technology, Taiwan</td>
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<td>16.</td>
<td>Asst.Prof.Dr. Su Chun Hsiung</td>
<td>Vanung University, Taiwan</td>
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<td>17.</td>
<td>Professor Dr. Tzung-Cheng Huan</td>
<td>National Chiayi University, Taiwan</td>
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<td>18.</td>
<td>Assoc.Prof. Dr. Chin-Fa Tsai</td>
<td>National Chiayi University, Taiwan</td>
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<td>19.</td>
<td>Professor Dr. Blanda R. Sumayao</td>
<td>University of the Philippines-Los Banos, the Philippines</td>
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### Technical Program Committee

#### Board of consultant
- Assoc. Prof. Dr. Chusak Limsakul, President of Prince of Songkhla University
- Assoc. Prof. Dr. Weerapon Thongma, Vice President for Student Development and Alumni Relations, Maejo University
- Assoc. Prof. Dr. Sutham Niyomwas, Director of Research and Development, PSU
- Assoc. Prof. Dr. Banjong Vitayavirasak, Dean, Faculty of Environmental Management, PSU
- Assoc. Prof. Dr. Adisa Teo, Dean, Faculty of Liberal Arts, PSU
- Asst. Prof. Dr. Bussabong Chaijaroenwatana, Dean, Faculty of Management Sciences, PSU

#### Organizing committee
- Assoc. Prof. Dr. Parichart Visuthismajarn, Prince of Songkla University
- Assoc. Prof. Dr. Umaporn Muneenam, Prince of Songkla University
- Asst. Prof. Dr. Suvit Suwanno, Prince of Songkla University
- Dr. Nuttida Suwanno, Prince of Songkla University
- Dr. Utit Sungkharat, Prince of Songkla University
- Dr. Winitra Leelapattana, Maejo University

#### Working group
- Mrs. Parichat Singsaktrakul, Prince of Songkla University
- Miss Somjit Intamano, Prince of Songkla University
- Miss Pornpun Phimol, Prince of Songkla University
- Miss Sorbah Maseng, Prince of Songkla University
- Miss Phakamas Pechsin, Prince of Songkla University
- Miss Nittiya Tong-sanoer, Prince of Songkla University
- Mr. Korrakot Kumdee, Prince of Songkla University
- Mr. Piroat Thaweeburus, Prince of Songkla University
Professor Dr. Chira Hongladarom
Secretary-General
Foundation for international resource development

EDUCATION:
- Debsirin High School
- B.A. (Economics), Victoria University, New Zealand, 1968
- M.A. (Public Policy), University of Wisconsin, Madison, U.S.A., 1969
- M.A. (Economics), University of Wisconsin, Madison, U.S.A., 1970
- Ph.D. (Economics), University of Washington, Seattle, U.S.A., 1978

SCHOLARSHIP: Columbo Plan and Rockefeller Foundation

AREA OF SPECIALIZATION:
- Economic Development
- Applied Econometrics
- Labour Economics
- Human Resources Development Economics
- Population Economics
- Human Resources Management
- Vision and Strategies
Received Doctor of Business Administration in 1986 from Sejong University and Master Degree from Cornell University. She has been a professor since 1986. Professor Lee has served as Dean of College of Hospitality and Tourism, Sejong University from 2008 until 2012 and also as Dean of Graduate school of Tourism from 2008 until 2012.

A president of Academic Association of Korea Food service Industry and was committee chair, Tourism Service Agency for Technology and Standard of The ministry of Knowledge Economy.

2015 World Hospitality Tourism Event Research and International Convention Exhibition Summit was held at Seoul under Professor’s Leadership.

Professor Lee has published over 100 research articles and conference papers in hospitality field and presented her research in more than 15 different countries.
Assoc.Prof.Dr. Weerapon Thongma
Vice President for Student Development and Alumni Relations, Maejo University

Education
Ph.D, (Extension Education/Ecotourism Development), University of The Philippines Los Baños, 2543

Expertise
- Ecotourism Management
- Research Methodology in Tourism
- Community based Tourism
- Organization Management
- Tourism Planning Strategic Management
Schedule

The 2nd National and 3rd International Conference
“Environmental Friendly Tourism for Sanggun Lee”
and The 5th International Conference on Sustainable Tourism Management
Pearl Hotel. Muang District. Phuket province. Thailand.
January 21 – 23, 2016

Thursday, January 21, 2016
08.30 - 09.00 AM  Registration
09.00 - 09.15 AM  Opening Ceremony
                Welcome Speech by Assoc. Prof. Puwadon Bootrat
                Vice President for Phuket Campus, PSU
                Opening Speech by Dr. Prajiad Aksornthammakul
                Vice Governor of Phuket Province, Thailand.
                Opening Report by Assoc. Prof. Dr. Banjong Vitayavirasak
                Dean, Faculty of Environmental Management
09.15 - 09.30 AM  Signing ceremony of the memorandum of understanding in
                  academic cooperation between Prince of Songkla University,
                  Maejo University and Vanung University
09.30 - 09.45 AM  Signing ceremony of activity movement of Tourism Network
                  between Research Center of Integrated Ecotourism
                  Management in Southern Thailand, PSU and Center of Tourism
                  Research and Development, CMU
09.45 - 10.45 AM  Keynote speech I: “Sustainable Tourism of Thailand to
                  ASEAN”
                  by Professor Dr. Chira Hongladarom
                  Secretary-General, Foundation for
                  international resource development.
                  Member of University Council, PSU
10.45 - 11.00 AM  Coffee Break
11.00 - 12.00 AM  Keynote speech II: “Role of Hospitality and Tourism for
                  Environmental Friendly Development”
                  by Professor Dr. Aejoo Lee
                  Sejong University, South Korea
12.10 - 01.00 PM  lunch
01.00 - 02.40 PM  Oral presentation
                  Room 1: International oral presentation
                  Room 2: International oral presentation
                  Room 3: National oral presentation
02.40 - 03.00 PM  Refreshment break
03.00 - 04.30 PM  Oral presentation (ext.)
06.00 - 08.00 PM  Welcome Dinner
**Friday, January 22, 2016**

08.30 - 09.00 AM  Registration

09.00 - 10.00 AM  Keynote speech III: “Green tourism destination Management through Sustainability in the 20th decade”  
by Assoc. Prof. Dr. Weerapon Thongma  
Vice President for Student Development and Alumni Relations  
Maejo University, Chiang Mai, Thailand

10.00 - 10.35 AM  Country paper I: “Island Tourism Development in Malaysia: the side effects and the blind spots”  
by Prof. Dr. Badaruddin Bin Mohamed  
Universiti Sains Malaysia, Malaysia

10.35 - 10.50 AM  Coffee Break

by Assoc. Prof. Dr. Budi Guntoro  
Universitas Gadjah Mada, Indonesia

11.25 – 12.00 AM  Country paper III: Cultural festivities in the Philippines: A focus on the Water Buffalo for tourism and livelihood”  
by Professor Dr. Zosimo M. Battad  
University of the East, Philippines

12.00 - 01.00 PM  lunch

01.00 – 02.00 PM  Special Lecture on the topic of “Writing for Research”  
by Prof. Dr. Blanda R. Sumayao  
University of the Philippines Los Baños, Philippines

02.00 - 03.40 PM  Oral presentation (ext.)  
Room 1: International oral presentation  
Room 2: International oral presentation

03.40 - 04.00 PM  Presentation of Best papers and best oral presentation awards

04.00 - 04.30 PM  Ceremony of honorable fame and commemoration of  
Prof. Dr. Sanggun Lee

**Saturday, January 23, 2016**

08.00AM - 04.30 PM  Field Trip in Phuket (Environmental Friendly Tourism)
### Presentation Schedule

**January 21st, 2016 [Thursday]**

**Room 1 (Grand balloon)**

**Chairperson:** Prof. Dr. Blanda R. Sumayao, Assoc.Prof.Dr. Chin-Fa Tsai and Assoc.Prof.Dr. Umaporn Muneenam  
**Secretary:** Miss Pornpun Phimol

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<th>Order</th>
<th>Time</th>
<th>Article</th>
<th>Researcher</th>
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<tbody>
<tr>
<td>1.</td>
<td>13.00 – 13.20</td>
<td>Development of Strategic Plan for Sustainable Ecotourism Development of Maefaek Sub-District, Sansai District, Chiangmai, Thailand</td>
<td>Dr. Pimchanok Sangkaew</td>
</tr>
<tr>
<td>2.</td>
<td>13.20 - 13.40</td>
<td>Cultural tourism management by the Karen community, Baan KhunTae, Doikaew subdistrict Jomthong district Chiangmai province</td>
<td>Dr. Jirachai Yomkerd</td>
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<td>3.</td>
<td>13.40 - 14.00</td>
<td>A Tourism System: An Approach for Sustainable Community Tourism Development</td>
<td>Yuthasak Chatkaewnapanon</td>
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<tr>
<td>4.</td>
<td>14.00 - 14.20</td>
<td>The acquisition of essential skills for ASEAN Economic Community on Curriculum and Instruction for Students in Hospitality and Tourism Management Programme</td>
<td>Samart Plangpramool</td>
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<td>5.</td>
<td>14.20 - 14.40</td>
<td>Community Based Tourism Promotion for Sustainable Development in Local Government of Sadao District Songkhla Province.</td>
<td>Suriya Yeekhun</td>
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<td></td>
<td><strong>14.40 - 15.10</strong></td>
<td><strong>Refreshment break</strong></td>
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<td>6.</td>
<td>15.10 – 15.30</td>
<td>Android Mobile Application of Ecotourism Identity in the South of Thailand</td>
<td>Dr. Nuttida Suwanno</td>
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<td>7.</td>
<td>15.30 – 15.50</td>
<td>The Value of Pavilion in Local Style (Salaklanghon) in Sathingphra Peninsula, Thailand.</td>
<td>Karn Phiancharoen</td>
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<td>8.</td>
<td>15.50 – 16.10</td>
<td>Potential Development of the Chiang Khong Tourism Bordertown for supporting the ASEAN Economic Community : Case Study Wiang Municipality, Chiang Khong District, Chiang Rai Province, Thailand</td>
<td>Sudarat Auttarat</td>
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<td>9.</td>
<td>16.10 – 16.30</td>
<td>The Status of “Trapang” as Local Wisdom for Water Management in Sating Phra Peninsula, Songkhla Province</td>
<td>Pramote Longkaew</td>
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Room 2 (Coffee shop at 2nd Floor)

Chairperson: Professor Dr. Zosimo M. Battad, Asst.Prof.Dr.Yu-Chih Lo and Asst. Prof. Dr. Suwit Suwanno
Secretary: Miss Nittiya Tong-sanoer

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<tbody>
<tr>
<td>1.</td>
<td>13.00 – 13.20</td>
<td>The Potential Development in Participatory Product Management of Souvenir for Tourists at Pa-Pai Subdistric, San-Sai Distric, Chiang Mai Province</td>
<td>Dr. Prayong Kusirisin</td>
</tr>
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<td>2.</td>
<td>13.20 - 13.40</td>
<td>College students’ decision to enter a graduate program in hospitality and tourism</td>
<td>Dr. Heesup Han, Joohyun Kim, Kiattipoom Kiatkawsin, Heekyoung Jung and Bonhak Koo</td>
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<td>3.</td>
<td>13.40 - 14.00</td>
<td>Farm Tourism as a New Business Venture in Central Luzon, Philippines</td>
<td>Dr. Michelle H. Concepcion</td>
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<td>4.</td>
<td>14.00 - 14.20</td>
<td>An Interface Linking Theories and Industry Practices in Hotel and Restaurant Management: Curtailing the Gap</td>
<td>Dr. Michelle H. Concepcion</td>
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<td>5.</td>
<td>14.20 - 14.40</td>
<td>Broadening and Deepening the Value-Attitude-Behavior Hierarchy: The Role of Emotions among Thailand’s International Tourists</td>
<td>Kiattipoom Kiatkawsin and Dr. Heesup Han</td>
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<td>7.</td>
<td>15.10 – 15.30</td>
<td>Towards Developing Sustainable Vineyard Tourism in Thailand</td>
<td>Mitch Amarando</td>
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<td>8.</td>
<td>15.30 – 15.50</td>
<td>Risk Management for Halal Tourism at Bala-Hala Lake</td>
<td>Sorbah Maseng</td>
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<td>9.</td>
<td>15.50 – 16.10</td>
<td>Cultural Tourism in Wat Phra Mahatat Voramahavihan Nakhon Si Thammarat Province : An Evaluation</td>
<td>Phakamas Pechsin</td>
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<td></td>
<td>16.10 – 16.30</td>
<td>Way of Three Water Ecology for Tourism Development : Yellow Shrimp Kohmark Community Pakpayoon District, Phatthalung Province</td>
<td>Nittiya Tong-sanoer</td>
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January 22nd, 2016 [Friday]

**Room 1 (Grand balloon)**

**Chairperson** : Prof. Dr. Tzung-Cheng Huan, Asst.Prof.Dr. Saisakul Fongmul and Dr. Aphirom Promjanya  
**Secretary** : Miss Sorbah Maseng

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<td>1.</td>
<td>14.00 – 14.20</td>
<td>The Assessment of Marketing Strategy of Tourism Development in Taoyuan City, Taiwan</td>
<td>Che-Jen, Chuang</td>
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<tr>
<td>3.</td>
<td>14.40 – 15.00</td>
<td>An Action Research on Community Tourism Development Project-Toubien Community, Taichung, Taiwan</td>
<td>Dr. Yu-Chih (Max) Lo</td>
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<tr>
<td>4.</td>
<td>15.00 – 15.20</td>
<td>The Investigation of Environmental Education of Farm-stay Visitors and its Subsequent Impact on Perceived Eco-innovativeness</td>
<td>Chih Cheng Cho</td>
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<td>5.</td>
<td>15.20 - 15.40</td>
<td>Using Theory of Planned Behavior to Examine Farm-stay Visitors’ Environmental Education and their Behavioral Intentions</td>
<td>Fu Mei Tina Chiang</td>
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<tr>
<td>6.</td>
<td>15.40 – 16.00</td>
<td>Sustainable Tourism Development Strategy for Lanna Culture Tourism Cluster</td>
<td>Dr. Winitra Leelapattana</td>
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Room 2 (Coffee shop at. 2nd Floor)

**Chairperson**: Assoc.Prof.Dr. Budi Guntoro, Assoc.Prof.Dr. Weerapon Thongma and Dr. Nuttida Suwanno  
**Secretary**: Mrs. Piyapak Phumipamorn

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Introduction

Wildlife-animal tourism encompasses a range of activities, including bird watching, wildlife viewing, photographic and walking safaris, reef diving, whale watching, trophy hunting and sport fishing. Wildlife tourism may be achieved through many different forms of transport, including on foot, by vehicle, boat or balloon. Wildlife tourism may be purposeful or may also include tourists who visit wildlife areas as an incidental part of a broader trip. Business trips may also involve visits to wildlife areas that are casual diversions rather than the prime motivation for visiting a country. Wildlife tourism is an important component of the international and domestic tourism industry. Overall, depending on the region, wildlife tourism accounts for 20 to 40 per cent of international tourism (Filion et al. 1992; Giongo et al. 1993, CEP 1994). The scale of wildlife tourism is even larger if domestic wildlife tourism is taken into consideration. However, statistics are often not available to determine what proportion of wildlife tourism is domestic in origin, but it is likely to be very high in some countries. As with tourism generally, wildlife tourism is likely to increase in importance and scale (Giongo et al. 1993). Furthermore, it may also attract an increasing market share, as suggested by a number of surveys indicating an increasing interest in wildlife among tourists.

The last 20 years have seen a shift in favoured tourism destinations towards developing countries, especially those rich in biodiversity. Notable areas are Central America, the Amazon, Southern and Eastern Africa, South and South East Asia (BMZ 1995). Hence, the rate at which wildlife tourism is growing in protected areas in developing countries exceeds that in developed countries (Giongo et al. 1993). Key habitat and species have an undeniable influence on the popularity of wildlife tourism destinations (Risk and Policy Analysts Ltd 1996).

The successful marketing of wildlife tourism appears to be related to the predictable occurrence of certain target species within a relatively restricted area. Wildlife tourists expect a reasonable guarantee of seeing a particular key species or species group before they visit a location in any substantial numbers (WTO and UNEP 1992).

Bird watching is the largest single category of non-consumptive wildlife tourism world-wide, largely because bird communities always remain in the highly modified habitats found throughout developed countries and are generally accessible (WTO and UNEP 1992). In North America, bird watching is one of the fastest growing wildlife-based activities involving maybe as many as 40 million people annually (Ceballos-Lascurain 1996). Overall, however, whale watching is the fastest growing form of tourism in the world, attracting more than 6 million visitors every year (Newlands 1997).
A summary of prerequisites for wildlife tourism suggests four essential factors (Barnes et al. 1992):
- The management of wildlife tourism needs to be sensitive to the scale and type of tourism, both of which can impact on wildlife populations and local communities;
- local communities need to benefit from tourism-generated income so that they have an incentive to protect lands and wildlife;
- tourism in protected areas should further, rather than counteract, the goals of protected areas management; and
- wildlife tourism needs to be accessible to visitors from a wide range of regions and economic backgrounds, and not restricted to rich foreigners.

**Wildlife Tourism in Protected Areas**

Wildlife tourism is often thought of in the context of legally protected areas set aside both for conservation purposes and for economic development (Giongo et al. 1993). Indeed, the siting of many protected area networks in both developed and developing countries has seldom been determined by nature conservation priorities alone (Leader-Williams et al. 1990).

The trend of developing tourism in more natural settings continues, and protected areas are obviously among the prime attractions for tourists (Giongo et al. 1993). Non-consumptive tourist activities may be offered in protected areas with high levels of protection, while consumptive tourist activities may be offered in protected areas in lower categories of protection. Protected areas are perhaps the prime sites for wildlife tourism since they offer some guarantee of maintaining their attractions in the long term through a strong legislative regime. At the same time, international wildlife tourism can contribute enormously to the management of protected areas, particularly in developing countries. Benefits include foreign exchange revenue, employment opportunities, improving awareness of conservation objectives and stimulation of economic activity. Wildlife tourism can clearly make a positive contribution to the management of protected areas. However, the goals of wildlife conservation may at times be diametrically opposed to those of social sustainability. Hence, wildlife conservation objectives, sometime stated in utilitarian terms of promoting tourism, may also have social implications. The designation of protected areas in developing countries may contribute greatly to conserving wildlife and attracting tourists, but at the cost of excluding local communities from traditional practices such as nomadic pastoralism, cultivation and gathering wood, grass, medicinal plants and minor forest products, and so on (Leader-Williams et al. 1990).

**Involving Local Community in Wildlife Tourism**

It is recognised that effective local participation is an essential element of sustainable wildlife management, linking wildlife tourism to conservation with development (Giongo et al. 1993; IIED 1994). Participation has been identified as a necessary component of sustainable development generally and ecotourism specifically (Drake 1991). However, the benefits accruing to local communities from tourism are often overstated (Giongo et al. 1993; Cochrane 1994). In theory, benefits may accrue under one of two scenarios. First, by linking local people living outside protected areas to tourism initiatives occurring within those protected areas through
benefit sharing schemes. Second, by establishing community-based tourism initiatives on communally owned land outside formally protected areas. In reality, not much tourism revenue accrues to local people from protected area management, and linkages achieved with efforts to integrate protected areas with local communities have been disappointing. As a result, there is little or no incentive for local people to support conservation within protected areas. Community-based tourism outside protected areas is receiving increasing attention from a variety of sectors as a way to bring economic and social benefits to communities (Ashley and Garland 1994; Ashley and Roe 1997). Local participation in wildlife tourism may take a number of forms, and wildlife tourism can be a major vehicle for realising tangible benefits of wildlife conservation for the local communities on whose land the animal populations occur (Heath 1992). Political support is an essential requirement for effective community-based participation, not just in tourism but in all aspects of wildlife management on communal land. Vital issues include deciding appropriate institutional structures and determining rights to ownership of resources (IIED 1994).

An important issue in developing tourism on land occupied by local people is the possible conflict between the cultural beliefs and requirements of residents and visitors. If tourism is to be promoted in this area, local communities will have to develop a strategy for dealing with this problem of tourist perceptions. This could include educating tourists beforehand to the modern day lifestyle of the Inuvialuit or, alternatively, keeping wildlife tourists out of contact with local communities through zoning. In a different situation. Better integration of cultural values is required if the positive benefits of tourism are not to cause resentment among local people.

Normal feeding patterns may also be disturbed by artificial feeding. This can arise as a result of park staff attempting to create a spectacle for tourists, or as a result of tourists offering food to animals in an attempt to encourage them to come closer. A case of the former occurred in Komodo National Park, where Komodo dragons were artificially provisioned with goats at a viewing site to guarantee tourists a sighting of dragons. However, provisioning of dragons has now ended, in an attempt to create a more natural situation for tourists.

Lesson from Indonesia

Case of Komodo National Park. Komodo National Park was declared in 1980 to conserve the world's largest lizard, the Komodo dragon. The park encompasses the whole of Komodo, Rinca and Padar islands, and a marine reserve in the Lesser Sunda Islands. The park encompasses much of the known range of the Komodo dragon and covers some 407 sq. km of land area and a marine area of 1325 sq. km. Some seven species of mammal, including the rusa deer and some 72 species of bird also occur in the park. The area became a Biosphere Reserve in 1977 and a World Heritage Site in 1992. Fishing villages still remain in the park. An increasing number of visitors come to the park, almost 30,000 in 1995/96. The park entrance fee is low and charged on a one-off basis regardless of length of stay. Visitors come by several routes. Some 50 per cent of visitors arrive on luxury cruise ships that also visit Bali, and these high-paying tourists only spend part of a day in the park. Another 10 per cent of visitors arrive on package charter tours. In contrast, some 40 per cent of visitors are independent travellers who spend time in the gateway town of Labuan.
Bajo on Flores island, and many also spend 1-2 days visiting the park. Hence, local people derive more benefits from sale of accommodation, guiding and curios to independent travellers than they do the cruise ship and package charter visitors. Visitors to Komodo walk along a 2 km trail to a viewing site that is fenced in for visitor safety. The Komodo dragons used to be provisioned with dead goats at the viewing site every few days to ensure that visitors experienced a dragon involved in a spectacle. Provisioning was stopped by the end of 1994, since when the number of dragons seen at the viewing site has declined. But a more natural viewing experience now occurs, and tourism now has little direct impact on dragons. The indirect impact of tourism on the terrestrial environment is also small, given its restricted geographic extent. Greater concerns are voiced about the impact of anchors, trampling and pollution on the marine life of the park. Hence, regulations against development and over fishing have been developed in order to maintain tourist interest and achieve conservation objectives. A further concern is that high paying tourists are contributing very little to conservation or to local communities (Goodwin et al. 1997).

**Krakatau and Ujung Kulon.** The total reserve area is 62,500 hectares and stands 570 metres above sea level. By road from Jakarta or Bogor to Labuan on Java's west coast, or by ferry from Sumatra (to Anyer, north of Labuan), and thence by hired motorized fishing boat, taking a minimum of 5 hours from Labuan to Peucang Island. Two rest houses on Peucang offer limited furnished accommodation. Book first at the PHPA office at Labuan and take canned food along. The mainland reserve area is the last refuge for the 45-50 remaining Java rhinos, and is almost the last lowland rain forest in Java. Other wildlife species, gibbons, macaques, leaf monkeys, deer, pigs, bantengs, (Java's wild ox), and 222 species of bird species. Idyllic beaches, seascapes, and good coral. The Krakatau volcano, 40 kilometres from Labuan, is best visited from here on a one-day trip.

**Gunung Leuser.** Gunung Leuser reserve is 830,500 hectares in size and 500 to 3,500 metres above sea level, and can be reached by road from Medan, North Sumatra. Two research stations within the reserve function as an Orangutan Rehabilitation Station, providing a rare opportunity to see these great apes at close range. A boat trip on the Alas River which flows through the reserve is a good way to see the rain forest habitat of endangered species of rhinos, orangutans, tigers and elephants. There are also gibbons, leaf monkeys, jungle cats, forest deer, otters, hornbills and arguspheasants. Serown (goat antelope) live in the mountain forests at higher altitude.

**Semenanjung Pangandaran.** Only 100 metres high this reserve is only 530 hectares in size, and can be reached by road from Bandung. Public transport, guest house accommodation and food are all available. This reserve includes beaches, coral gardens, caves and nature walks. Intersting legends are associated with various topographical features. There are remains of a Javanese World War 11 fortification. This area is good for bird lovers.

**South Sumatera.** By road from Palembang or Tanjung Karang or from the Java Sumatra ferry port at Bakauheni. The reserve area includes most of the south western tip of Sumatra totaling 365,000 hectares, at a height of 1781 metres. There are turtle rookeries on the western beach, Good forests both at lowlands and mountains in the northern end of the reserve. Wildlife includes gibbons, elephants, tapirs, pigs, deer and the occasional tiger.
Meru Betiri. The reserve start at sea level and reaches 1,223 metres in an area of 5 hectares. By (rough) road, go from Genteng or Glenmore, both on the main Jember- Banyuwangi road. From Genteng, It's 70 kilometres to the south coast where there is a rest house (bedding, food, service) at Rajegwesi Bay, 2 kilometres from the reserve's eastern boundary. Coffee plantations occupy much of the lowland and thick forests. The steeper parts include precipitous headlands. Sukamade beach is a fine turtle rookery of its kind. Two species of the parasitic Rafflesia flower are fauna in Meru Betiri, which is the last refuge for the nearly extinct Java tiger.

Tongkolo - Dua Saudara. The reserve starts at sea level and reaches 1,109 metres in an area of 4,446 sq. metres. By road from Manado, North Sulawesi across the peninsula to Bitting harbour, then by boat. Two small guard posts within the reserve offer basic shelter, food and camping equipment. There is interesting volcanic scenery, and wildlife including anoa, macaques, babi-rusas, tarsiers, pygmy squirrels, cucusea (marsupial phalangers), and hornbills. Megapode birds, lay their eggs in areas of volcanically heated sands.

Tanjung Puting. The reserve covers 205,000 hectares at 30 metres above sea level. By air from Banjarmasin, South Kalimantan to Pangkalan Bun, Central Kalimantan (PHPA Office) and then by road to Kumai 15 kilometres), thense by boat on the Kumai and Sekunir Rivers into the reserve. This is an interesting boat trip through swamp forest full of bird life, particularly waterfowl; the Bornean proboscis monkeys, so called from the large pendulous nose of the male, easily visible in the riverine trees. In the northern part of the resserve is a "rehabilitation station" for Bornean orang utans which is also the study area of resident scientists. There is a guest house at their camp. Advanced reservations are necessary. Take canned food along.

Bromo-Tengger-Semeru. The total area covers over 8,000 hectares at 1,500 to 3,676 metres above sea level. Usually reached from the north by road from Pasuruan to either Tosari or Ngadisari. Both villages just below the rim of the Tengger crater offer some accommodation as well as horses and guides. There is also a small hotel at Cemara Lawang above Ngadisari keep track only). The floor of the Tengger caldera is a vast "sand-sea" 10 kilometres across. Cones of the active Bromo volcano and others rise from here. Upland to the south shows three lakes, a small rest house at Mt. Semeru, the highest mountain and still active volcano in Java. Though under PHPA jurisdiction, no special permit is at present required for a visit to this particular reserve.

Lore Kalamantan. The altitude ranges from 700 to 2,000 metres over an area of 131,000 hectares. By road from Palu, Central Sulawesi south to Kulawi 170 kilometres) or Gimpu 130), then on foot with guides/hired porters, camping gear and food stufhs over the 1800 metres ridge into the valleys beyond. There are no facilities, but accommodation can be found in occasional villages of the Western Toraja people, who travel the paths into and out of their isolated valleys regularly to trade. The reserve includes fine lowland and mountain forests, many streams, much wildlife especially the anoa (swarf buffalo), babi rusa, and black macaques. Interesting megaliths are found in the valleys.

Kutai East-Kalimantan The Zoos reserve covers 200,000 hectares and goes up to 340 metres in altitude. By road from Samarinda, East Kalimantan to Sangata, 80 kilometres to the north, by boat up to the Sangata river. In spite of timber exploitation
and the logging access road, the reserve still contains large areas of good lowland rain forests with except, by request, those of timber companies near the coast. Boat trips with side excursions by foot offer chances to see some of the hardwood forests of East Kalimantan.  

The Zoo. Jakarta's Ragunan Zoo is the best-landscaped zoo in Indonesia, providing a close- to-native habitat for more than 3,600 animal and bird species, among which are such protected species as the prehistoric giant komodo lizard, the man-like orangutan ape, the babi-rusa and many others. Established in 1965, this zoo occupies an area of 185 hectares 1462.5 acres). The Surabaya zoo in the Wonokromo district is deservedly second in reputation to the Ragunan zoo, and like that of the latter its collection of animals is considered to be among the most complete in Southeast Asia. Of special interest in the Surabaya Zoo is the section on nocturnal animals. Smaller zoos are found in Yogyakarta, Bukittinggi and Bandung. The first also serves as a botanic garden with species representative of the local flora and those of other parts of Indonesia.  

Policy Responses  

Reducing Demand for Wild Animals through Captive Breeding. According to the environmental NGOs and conservation biologists of Indonesia, bird-breeding facilities in Indonesia itself have not produced similarly positive conservation outcomes, and often serve merely as mechanisms for laundering birds caught in the wild. For a bribe, Indonesian officials often hand out fake licenses for such supposedly captive-breeding programs and the birds. For example, since selling wild-caught lories is illegal, traders often claim that they are captive-bred and produce fake documents to launder the birds.  

Alternative Livelihoods for Hunters and Illegal Fishermen. These days hardly all hunters are desperately poor individuals. Nonetheless, even organized crime groups specializing in poaching frequently hire local people living on the edge or inside the forest as trackers, guides, and even shooters. In Indonesia, they can be very destitute individuals struggling to seek out a living and support their families, like those in the Moluccas, who will hunt endangered birds for a bowl of noodles a day. Providing them with an alternative means of livelihood is not only important from the perspective of human rights and human security, but also frequently critical for the success of conservation policies.  

Improved Law Enforcement. Without alternative livelihoods in place or the ability to change the structure of incentives for the many types of actors who participate in the illegal wildlife trade – as well as without reducing demand for wildlife products -- law enforcement is rarely a sufficient answer. But it is a critical and inescapable component of such efforts. The intensification of law enforcement interdiction in Indonesia has been critically enabled by the increase in animal rescue shelters. In the past, the Indonesian police often used the small number of available animal shelters as an excuse for not undertaking interdiction raids, claiming that they could not care for the rescued animals.  

Wildlife Trafficking. The anti-piracy efforts in the Strait of Malacca and around Indonesia can provide insight into the factors which can stimulate better law enforcement action by Indonesia. Before the frequency of maritime piracy spiked
around the Horn of Africa and West Africa, pirate attacks on ships at sea in Strait of Malacca amounted to almost half of the world’s piracy incidents. Out of the more than 250 yearly attacks in the Strait and around Indonesia during the first half of the 2000 decade, the majority originated in Indonesia.[2] Indonesia’s archipelago provided many safe-haven opportunities for pirates, while law enforcement action against them both on land, such as on the Riau islands, and at sea was sporadic and limited at best.

International Market for Wildlife

The portent of extinction has become all the more threatening as the volume of animals hunted for the local traditional markets is nowadays vastly surpassed by the volume of animals hunted for the booming international market. These international profits often dwarf those in the traditional trade, and international wildlife trading and trafficking are expanding at an exponential rate as a consequence. Many of the hottest wildlife markets are located in China and in East Asia.

Keenly embraced by East Asia’s increasingly affluent middle and upper classes, Traditional Chinese Medicine (TCM) concoctions promising extraordinary curative powers, enhanced longevity, and increased sexual prowess are more popular than ever. So is the consumption of exotic bushmeat. These international wildlife-demand markets have resulted in extraordinary numbers of animals being hunted, sometimes in the millions of specimen per year. The toll on genera such as pangolins, seahorses, turtles, or civets has been huge (Vanda, 2011).

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Leader-Williams, N., Harrison, J. and Green, M.J.B. (1990): Designing Protected Areas to Conserve Natural Resources. Science Progress, 74, 189-204.


Assoc. Prof. Dr. Budil Gunarto

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