

An Overview of Informal Tourism Sector at
Khlomg Lat Mayom Floating Market

Ms. Wasinee Pipatpetchpum

1593 A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
Graduate School of Business
Assumption University
Academic Year 2010
Copyright of Assumption University

An Overview of Informal Tourism Sector at Khlong Lat Mayom Floating Market

Ms. Wasinee Pipatpetchpum



A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
Graduate School of Business
Assumption University
Academic Year 2010
Copyright of Assumption University

Thesis Title An Exploration of Informal Tourism Sector at Khlong Lat
Mayom Floating Market
By Ms. Wasinee Pipatpetchpum
Thesis Advisor Adarsh Batra, Ph.D.
Academic Year 2010

The Graduate School/Faculty of Business, Assumption University, has approved this thesis as a partial fulfillment of the requirements for the Degree of Master of Business in Tourism Management

School of Business K. Phothikitti Dean of the Graduate

(Kitti Phothikitti, Ph.D.)

THESIS EXAMINATION COMMITTEE

John Arthur Barnes Chairman
(John Arthur Barnes, Ph.D.)

Adarsh Batra Thesis Advisor
(Adarsh Batra, Ph.D.)

Ranee Esichaikul External Member
(Associate Professor Ranee Esichaikul, Ph.D.)

Apichart Intravisit Member
(Apichart Intravisit, Ph.D.)

Jutamas Wisansing Member
(Assistant Professor Jutamas Wisansing, Ph.D.)

ABSTRACT

In Thailand, tourism plays a major role in the economic development of the country. Tourism is beneficial for poor people being labour intensive, contribution to diversification of local economies and development in remote areas. The extent to which tourism growth can be used as an instrument to alleviate poverty has received considerable attention in Thailand. Informal tourism sector is the sector that gives opportunities for poor people to participate, reduce unemployment and increase income.

This research examined the role of the livelihood issues and characteristics of informal tourism sector in influencing the quality of life of local people along with its relationship of business ownership, type of informal tourism business, length of informal business and location of informal tourism sector in Khlong Lat Mayom Floating Market, Bangkok.

The survey questionnaire was distributed to 217 respondents involved with the informal tourism sector at Khlong Lat Mayom Floating Market, Bangkok. Data collection period was from August to September, 2010. The study also used semi-structure interview and One-way ANOVA to analyze data.

Most of the informal tourism sector at Khlong Lat Mayom Floating Market focused is small business such as vendor and local transport. Their businesses are located near canal or shopping market. The findings show that the locals worked as family business. Khlong Lat Mayom Floating Market help locals increase additional income because of tourism.

The hypotheses testing of the study found significance differences among the informal tourism sector in terms of: business ownership, type of tourism business, length of tourism business and location of tourism business that can effect to role of

tourism on the livelihood issues of the informal tourism sector in Khlong Lat Mayom Floating Market such as income and infrastructure improvement.

Tourism Authority of Thailand (TAT), local governments and Khlong Lat Mayom Floating Market have to work together to create tourism plans and promotion to develop tourism and informal tourism sector in Klong Lat Mayom Floating Market.

Keywords: tourism, poverty alleviation, local tourism development, informal sector.



ACKNOWLEDGEMENT

This dissertation was successfully accomplished with the diligent assistance of Dr. Adarsh Batra, who advised with concern, tolerance, instruction, supervision and recommendation throughout the period of my studies at Assumption University. I am grateful to the thesis committee members of MBA-TRM: Dr. John Arthur Barnes, Asst. Prof. Dr. Jutamas Wisansing and Dr. Apichart Intravisit who shared their ideas and critical comments with enthusiasm, patience and encouragement. The researcher acknowledges their sacrifice, precious time and generosity with deep gratitude.

Thanks is also expressed to Mr. Chuan Chujan, initiator of Khlong Lat Mayom floating market, for his kindness and help. Deep gratitude is extended to informal tourism operators at Khlong Lat Mayom Floating Market who readily gave information, devoted their time and sincere efforts to answer my questionnaires. Without their kind help this thesis would not have been completed.

As well, I would not be successful and proud if not for the excellent support of my mother. She has always supported, understood and cheered me. I am also grateful to my other relatives who supported and helped me distribute questionnaires, encouraged and drove for me. Special thanks to my friends who helped and guided me.

Wasinee Pipatpetchpum

2010

TABLE OF CONTENTS

	Page
ABSTRACT.....	i
ACKNOWLEDGEMENT.....	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
LIST OF BOX.....	ix
 CHAPTER I – GENERALITIES OF THE STUDY	
1.1 Background of the study.....	1
1.2 Statement of the problem.....	12
1.3 Research Objectives.....	13
1.4 Scope of research.....	13
1.5 Limitations of the study.....	14
1.6 Significance of the study.....	14
1.7 Definition of terms.....	15
 CHAPTER II – REVIEW OF RELATED LITERATURES AND STUDIES	
2.1 Tourism and poverty alleviation.....	17
2.2 Poverty alleviation projects in Thailand.....	22
2.3 The characteristics of informal sector and economic development.....	25
2.4 The characteristics of informal sector in Thailand.....	32
2.5 Tourist expenditure.....	33
2.6 Empirical studies.....	34
2.7 Empirical Studies’ Analysis.....	39

CHAPTER III – RESEARCH FRAMEWORK

3.1 Theoretical framework.....	40
3.2 Conceptual framework.....	40
3.3 Research hypotheses.....	41
3.4 Operationalization of variables.....	43

CHAPTER IV – RESEARCH METHODOLOGY

4.1 Methods of research used.....	44
4.2 Respondents and sampling procedures.....	45
4.3 Research instruments/questionnaire	47
4.4 Collecting data/ gathering procedures.....	47
4.5 Pre-Test.....	48
4.6 Statistical treatment of data.....	49

CHAPTER V - DATA ANALYSIS

5.1 Respondent's information.....	50
5.2 Dependent Variable.....	56
5.3 Hypotheses testing.....	59

CHAPTER VI – SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1 Summary of findings.....	83
6.2 Discussion.....	85
6.3 Conclusion.....	91
6.4 Comparison with previous studies.....	95
6.5 Recommendations.....	92
6.6 Suggestions for further study.....	93
References.....	97

Appendix A – Questionnaire: English Version.....	105
Appendix B – Questionnaire: Thai Version.....	109



LIST OF TABLES

	Page
Table 3.1 Conceptual Framework.....	41
Table 3.2 Operationalization of Variables.....	43
Table 4.1 Theoretical Sample Size for Different Sizes of Population and... a 95 Percent Level of Certainty	46
Table 4.2 The result of Cronbach’s Alpha Analysis.....	48
Table 5.1 Business Ownership.....	51
Table 5.2 Type of Informal Tourism Business.....	52
Table 5.3 Duration of Informal Tourism Business.....	53
Table 5.4 Gender.....	54
Table 5.5 Number of Workers.....	55
Table 5.6 Location of Informal Tourism Business.....	56
Table 5.7 Role of Tourism on the Livelihood Issues of the Informal Tourism... Sector in Khlong Lat Mayom Floating Market	58
Table 5.8 One Way - ANOVA test for hypothesis 1.....	61
Table 5.9 One Way - ANOVA test for hypothesis 2.....	68
Table 5.10 One Way – ANOVA test for hypothesis 3.....	72
Table 5.11 One Way – ANOVA test for hypothesis 4	77
Table 6.1 Summary of Respondents’ Information.....	84
Table 6.2 Summary of Hypotheses Testing Results.....	85
Table 6.3 Summary of Business Ownership.....	87
Table 6.4 Summary of Type of Informal Tourism Business.....	88
Table 6.5 Summary of Duration of Informal Tourism Business.....	90
Table 6.6 Summary of Location of Informal Tourism Business.....	90

LIST OF FIGURES

	Page
Figure 1.1 Map of Khlong Lat Mayom Floating Market.....	8
Figure 2.1 The Development challenges involved in tourism and.....	22
poverty reduction	
Figure 5.1 Business Ownership.....	51
Figure 5.2 Type of informal tourism business.....	52
Figure 5.3 Duration of informal tourism business.....	53
Figure 5.4 Gender.....	54
Figure 5.5 Number of workers.....	56
Figure 5.6 Location of informal tourism business.....	59



LIST OF BOX

	Page
Box 5.1 Findings based on interview at Khlong Lat Mayom.....	81
Floating Market	



CHAPTER I

GENERALITIES OF THE STUDY

1.1 Background of the study

Tourism is defined as the activities of persons traveling to and staying in places outside their usual environment for not more than a consecutive year for leisure, business and other purpose” (WTO, 2002). Tourism industries are the world’s largest and fastest growing industries. UNEP and WTO (2005) defined that “tourism is an activity that has grown by around 25 per cent in the past ten years. It now accounts for around 10 per cent of the world’s economic activity and is one of main generators of employment”.

Tourism is highly important especially in developing countries. It is because of the fact that tourism industries can generate a lot of jobs and income. It can also boost the economy of the country and support the economies of local destinations. Also, tourism is an activity which involves relationship between visitors, stakeholders and local communities. Today, the tourism sector is the main source of foreign exchange and the main contributor to the nation’s GDP (Renard, Darcheville & Krishnarayan, 2001). Tourism can be a great benefit to the poor in increasing their standard of living. Thailand is one of the developing countries that focus on tourism. The country has generated plans, policies and campaigns to promote and develop tourism of both inbound and outbound.

Tourism industry plays an important role in the national development of Thailand economically and socially. Employing tourism industry as a leading sector contributes to a decrease in the number of unemployment. Implication for social development of tourism is significant. There are reduction of migration, raising standard of living of the people, bringing prosperity to local community,

encouraging resource utilization within the community so as to be raw materials for handicrafts and souvenirs. In conclusion, it can be seen that tourism is one of the instrument for economic development for community.

1.1.1 Pro-Poor Tourism (PPT)

Pro-poor tourism is a kind of tourism that can link to community development, social life of locals and an increasing number of workforces. Using pro-poor tourism strategy can help tourism in the country become sustainable and alleviate poverty.

The strategy is emphasizing on the poor. Pro-poor tourism can bring benefits of tourism to the poor and help them increase their opportunity to participate in tourism business and earn more income to get a better life. If poor people follow the strategy of PPT, it will help them survive and be successful in their businesses. To support tourist activities in the district or destination, informal sector business is suitable for the poor such as unofficial guide, street vendors and more.

Pro Poor Tourism is expanding in developing countries. It helps to improve the local economy for local people. It enhances linkages between tourism businesses and poor people, so poverty is reduced. Moreover, poor people are able to participate more effectively in tourism development. The aim of PPT is to increase local employment to involve local people in the decision-making process. Any type of business such as a small lodge can be involved in PPT. The most important factor is not the type of business but that poor people can receive an increase in the net benefits from tourism.

PPT is tourism that results in increased net benefits for the poor people. Pro-Poor Tourism is not a specific product, or a niche sector, but an approach to tourism development and management (Ashley, Roe & Goodwin, 2001). Benefits may be economic but they may also be social, environmental or cultural in nature. Tourism

has the potential to generate funds for reinvestment in other community assets that have a direct impact on poverty, such as, health and education (Goodwin, 2000).

PPT can act as a vital link between tourism and the poor. Poor people can get benefits from tourism as PPT emphasizes on the poor and gives an opportunity for the poor to participate in the tourism industry. According to Neto (2003), there are several reasons why tourism development could be an effective tool of poverty reduction. First, tourism offers considerable employment opportunities for unskilled labor, rural to urban migrants, and lower income women. Second, there are considerable linkages with informal sector, which could generate positive multiplying effects to poorer groups that rely on this sector for their livelihoods. Third, tourism tends to be heavily based upon the preservation of natural capital such as wildlife and cultural heritage. Moreover, PPT can bring poverty relief in the district because PPT is an approach which begins in its own area.

1.1.2 Poverty alleviation in Thailand

Tourism has the potential to help reduce rural migration to urban area. Also, it may increase employment opportunities in rural areas such as in the informal sector in any destination and improve the quality of products, increase income of locals and increase opportunities for the locals to create their own brands. Therefore, Thailand has a policy and plans about poverty alleviation. Thailand has a lot of projects to handle this problem (Theerapappisit, 2001). For example, the government in 2001 classified the poverty alleviation into three strategies. First, the village fund and people's bank are the strategy for increasing opportunity. Second, the-30-baht-treat-all schemes were taken into action. Third, OTOP is an income generation strategy (Boonyarattanasoontorn, 2006). The OTOP programme aims to generate jobs and income communities (www.depthai.go.th). In addition, the Ninth National

Economic and Social Development Plan (2002-2006) focused on reducing gap between urban and rural areas and link between sustainable urbanization and rural development (www.thailandoutlook.com). Moreover, in 2008, the government focused on expanding the service sector based on the country's production, developing standard of tourism related business and supporting private sector in a destination that is linked to local business (Policy Statement of the Councils of Minister, 2008).

In addition, royal projects are also linked to PPT in Thailand. For example, Doi Tung development project (Mae Fah Luang Foundation) began in 1988 in Chiang Rai. The project is a private nonprofit organization. This project began under the patronage of Her Royal Highness, the King's Mother, Princess Srinagarindra. The project focused on poor, especially the hill tribes who had low income, no education and many of them worked in illegal businesses. The aims of the project were to improve the quality of life of the local hill tribe villagers and help them find alternative ways to feed themselves and earn income. The project also emphasized tourism development plan (Theerapappisit, 2001). Presently, Doi Tung is the place that tourist must visit to buy local products, enjoy the beautiful scenery, participate in various activities and experience the local lifestyle.

According to the director general of the Community Development Department in 2005, there are 9,283 out of 69,067 villages in Thailand which are considered poor and need to be developed. Moreover, the National Statistic Office of Thailand mentioned that poverty is a problem which needs to be handled as quickly as possible (Boonyarattanasoontorn, 2006).

1.1.3 Definitions of Informal Sector

The informal sector is defined as a sector consisting of small-scale economic activities characterized by unregulated markets, low capital inputs, intensive labour, self-employed workers with possibly the help of unpaid family members and a few hired workers (ILO, 2005; Allal, 1999; Getz, 1993). Most of the informal sectors are operated with a little capital, self employment, not high quality of goods, uncertain working hours, low level of technology, family-owned, small scale operation, no training courses and low level skills. It generally provides low income and highly unstable employment (Crick, 1992).

In many developing countries in Asia, a sizeable part of the workforce gets their livelihood from the informal sector (ILO, 1994). NSO, 2003 defined that the informal sector may be broadly characterized as consisting of units engaged in production of goods and services with the primary objective of generating employment and income to the person concerned.

The National Statistical Coordination Board (NSCB) in 2007 defined informal sector as “the informal sector consisting of units engaged in the production of goods and services with the primary objective of generating employment and income to the person concerned in order to earn a living.” The informal sector is a source of income for poor people and is also associated with unproductive and unneeded workers.

1.1.3.1 Employment of informal sector

The informal sector plays an important role in providing jobs and reducing unemployment. It helps alleviate poverty. Many informal sector jobs are low paid and the job security is low and weak. The motivation behind most informal sector businesses is generally assumed to be for personal survival, as against to return on

investment (Rauch, 1991). Most of the informal sector operators are faced with many problems such as lack of funds, high cost of raw materials, lack of transportation, and lack of promoting their product (Charmes, 1999, Crick, 1992 and Cukier & Wall, 1994). For example, informal sector businesses are fruit sellers, unlicensed tour guides, souvenir shops, money exchanges, and street vendors.

1.1.4 Informal Sector in Thailand

The National Statistic Office (NSO) of Thailand indicates that enterprises in the informal sector employ one to nine workers. Informal sector typically operates on a small scale with a low level of organization, low or uncertain wages, and no social welfare (NSO, 1994). The informal sector is an important sector in terms of both the number of enterprises and the employment contribution of the sector in Thailand.

According to Allal (1999), the informal sector is not clearly defined in Thailand. The definition mainly came from the National Statistical Office (NSO). International Labour Organization (ILO, 2005) also studied that informal sector is important for Thailand and termed it as an important sector with main characteristics, but did not give a clear definition. An informal sector has one to nine workers who can apply to microenterprises (NSO, 1994). The term micro and small enterprise or (MSE) and informal sector are not commonly used in Thailand. They always used the word “Small and Medium Enterprise” (SME) or “Micro, Small and Medium Enterprise” (MSME) instead. Moreover, most countries have classified enterprises into four sizes: micro, small, medium and large (Allal, 1999). The informal sector is an important sector in Thailand in terms of the number of enterprises and the input of the sector of employment by improving competitiveness and helping them to survive in business.

1.1.5 Khlong Lat Mayom Floating Market Community

To visit a floating market in Bangkok, most people will think of Taling Chan Floating Market located near Taling Chan District Office. In fact, in this district, there are two other floating markets: Khlong Lat Mayom Floating Market and Wat Sapan Floating Market. This research emphasized on Khlong Lat Mayom Floating Market at Lat Mayom canal, Taling Chan District (See Figure 1.1).

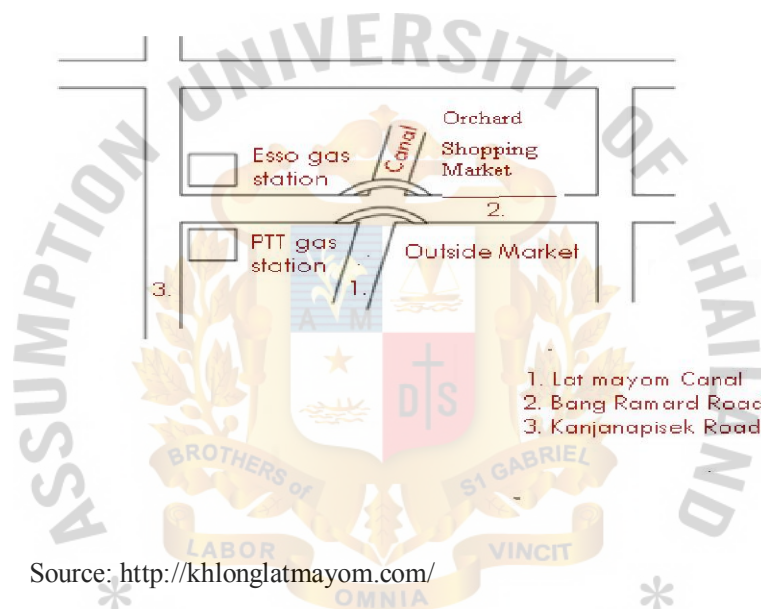
Mr.Chuan Chujan developed the community to be a floating market in November 2004. He did not want the locals to sell their land to the investors who would subsequently transform their land into either as housing or a golf course. He wanted the locals to keep their land and pass it to the next generation. However, only a few people were interested in this project at that time. The target market was the neighbors and the locals. Nowadays, the target market is expanding to tourists from Bangkok and Nakhon Patom. This market is open during the weekends and holidays from 9.00 to 16.00 (www.yourhealthyguide.com).

Most of the people who participated in this market are the locals and the neighbors. Most of them are agriculturalists, farmers and the unemployed. Most of the business owners have no or only one or two employees. They work with a support from their family members.

When the market was operated, locals and neighbors worked as food and drink and fruit sellers, guides and owners of local transportation such as van, boat and motorbike service providers. Moreover, this is a great chance for them to come up with their products to expand business in the future. In the first two years, the market had few tourists and businesses so they added activities and a variety of attractions such as temples, museums and orchards. Nowadays, the market and its vicinity are expanding to outside businesses. The number of tourists is increasing

because of advertising through television programs or travel books. The farmers and locals emphasize on maintaining their lifestyle, culture and environment. They do not want their market to grow too fast. They want their market a slow but steady growth. Today, this market is a place to generate income and jobs for the locals and the neighbors (<http://khlonglatmayom.com/>).

Figure 1.1: Map of Khlong Lat Mayom Floating Market



Source: <http://khlonglatmayom.com/>

1.1.5.1 Informal Tourism Sector in Khlong Lat Mayom Floating Market

- **Types of informal tourism sector**

Khlong Lat Mayom Floating Market is mainly based on informal tourism sector.

There are many types of tourism business. Food and drink shops are open around the market. The reasons as to why tourists visit food and drink shops are because of the uniqueness of the style of food. Some food is difficult to find anywhere else and some of shop sellers still use banana leaf and sugar palm leaf as the food container. The food shops located near the canal and shopping market are very popular. It gives a chance to tourists to enjoy the view along the canal and the tourists can sit down

on the platform or raft. Tourists can see a movable coffee shop decorated as a hut. There are lots of stalls and kiosks in front of and outside the market. Tourists can also see grocery and florist shops near and in front of the market. Handicraft and souvenir shops are open and can be found in the shopping market and outside market. These shops are popular for their unique design and handmade products such as postcards, t-shirts, caps, umbrellas and more. Some shop provides opportunities to people who are interested in learning out, for example, some shop gives a chance for tourists to paint ceramics and design t-shirts by themselves. After the launch of Khlong Lat Mayom Floating Market, the locals and the neighbors have created jobs to earn more money during the weekend despite of having no or less skills to operate business. It also gave a chance for elders to be a guide or self business operator. They have lots of stories to tell tourists about the Khlong Lat Mayom Floating Market and its neighboring areas. This kind of job can make them proud of their community and culture.

- **Location of informal tourism sector**

The floating market has a lot of shops in the shopping market near the canals. Along the canal, there is a small pathway leading to tourists to visit the local orchards. It has created new businesses for locals such as orchard farms, fruit stands or other small shops which sell young plants. The locals use boats to make trips to neighboring area or to sell products near the bank. Nowadays, the market is so popular that locals and their neighbor expand the location of business to outside market.

- **Business Ownership**

The locals and their neighbors who are working at Khlong Lat Mayom Floating Market have their own businesses and work with their family, friend or

employees. Most of the tourism businesses are informal tourism businesses. Most of them have one to three workers. The shops located outside the market will have more workers than inside the market because of restaurants. The area is not as big as other floating markets such as Dumneon Saduak Floating Market. The market is run by people of different ages and gender. Most elders are guides and shopkeepers, middle-aged or teenagers, and are either sellers or employees. Moreover, many children help their family business during the weekend. Some employees and employers already have full-time jobs and operate informal tourism businesses in this market as a part-time job. Some of them are housewives, old men or teenagers who operate new businesses, or employees who help their families earn more money. Nonetheless, some unemployed have a new life after operating business and have a chance to expand their business. Some of them have a chance to promote their shops through televisions, websites and magazines. Moreover, the market also develops infrastructure such as road to support tourism.

The locals in Khlong Lat Mayom are eager to develop their skills and area to serve tourists. Tourism can make people come closer and make locals and neighbor love their land. Locals, neighbors and tourists create many activities to make each other concern on natural resources, historical sites and understand culture or the life style of each other. This is a good idea to make people conserve and preserve their valuable assets.

- **Duration of business**

Khlong Lat Mayom Floating Market is the market that focuses on informal tourism sector. Many operators open their businesses since the market was developed in 2004. This means they operate their informal tourism business for 5 – 6

years. After the increase in the number of tourists, the number of locals and neighbors who run their informal business also increased.

1.1.5.2 Impacts of Khlong Lat Mayom Floating Market

The researcher personally visited this area and had informal interviews with informal business operators. Through observation, the following information was gathered:

- **Economic Impact**

Khlong Lat Mayom Floating Market helps locals and neighbors to increase their income and standard of living. In addition, the market can reduce unemployment and local migration to town. In contrast, the market is very popular that now that it make the number of product, price of land and local transportation increase.

- **Socio-cultural Impact**

Khlong Lat Mayom Floating Market can help increase the relationship between the community and its visitors. Moreover, the market can tie up relationships between communities together and between community and their neighbor. It is because the market always creates activities that stimulate the relationship with other organizations such as school. Meanwhile, such activities can make people love their own land. The market can make people preserve their own lifestyle and activities such as canal transportation. On the other hand, some people still think about themselves and trade only. It can slow down relationship with others.

- **Environmental Impact**

The community wants its market to be a green market. People are concerned about negative environmental impacts. Therefore, they need to have meeting in order to share ideas to protect their market and land. As the market is better known nowadays, the number of tourists has been increasing. That led to an increase in the

amount of garbage especially with the fact that there are not enough garbage bins.

There is also no garbage disposal program.

1.2 Statement of the problem

Informal sector is always overlooked, even though these people get more involvement. It would be interesting to watch how livelihoods of these people have change. People in Khlong Lat Mayom Floating Market may not be classified as poor, but because of tourism, they cannot only contribute positively to sustain the tourism industry in the area but also to their life and to support their families.

Poor people can contribute to boost the local tourism or disrupt their livelihoods. Those with a secure job can lift a whole household out of poverty. Many people participate in tourism through small enterprises including selling drinks, food and crafts, supplying cultural services such as dancing displays or supplying inputs to the accommodation facilities such as locally produced food and so on. Benefits tend to be dispersed unevenly across the community. The positive impact of tourism on poor people's livelihoods is not only economic, but also different in nature and can include decreasing vulnerability, preservation of culture, and physical security.

Thailand has been having projects that concern to tourism and poverty reduction, such as Thailand Poverty Alleviation project which was implemented in 1993. Projects like "Village Development Projects" or "One Tambon One Product" were initiated to generate revenue to locals by employing and using raw materials of the local people (www.thaitambon.com).

Khlong Lat Mayom Floating Market is the place that can link tourist spending to the locals. There have been few supports from national organizations which enables the community to manage by itself. Many of informal tourism sectors at Khlong Lat Mayom Floating Market situated near the canal and the shopping

market. Because of the number of tourists which help them earn more money. Tourists are encouraged to purchase complementary products in the local economy. Goods such as handicrafts, art and local food and beverages or services such as guiding, massaging, music and local transportation added to the tourism experience and provide opportunities for local producers to create linkages with the tourism industry. Different types of tourism business, location of the business, duration of business and the issue of ownership of tourism business could lead to an unequal growth.

Therefore, a research question has been proposed; How does tourism contribute towards informal tourism sector at Khlong Lat Mayom Floating Market?

1.3 Research Objectives

- a. To provide an overview of livelihood issues of informal tourism sector at Khlong Lat Mayom Floating Market
- b. To explore business ownership, type of informal tourism business, duration of informal tourism business and location of informal tourism sector on its engagement with informal tourism sector in Khlong Lat Mayom Floating Market

1.4 Scope of Research

The scope of this research includes dynamic effects on the economy of informal sector businesses. They may be experienced in the macro economy, or limited to the local destination (Khlong Lat Mayom Floating Market area). The aim of the survey is to seek the opinion of those who have been involved in tourism businesses. The main emphasis is to analyze whether the informal tourism sector can sustain their life and business. In an attempt to recognize a range of impacts on the poor, this study focuses on livelihood issues (skills, education, health, market opportunities,

optimism and pride), or issues of participation and decision making by the community of Khlong Lat Mayom Floating Market, Bangkok. The sample includes informal sector businesses, stakeholders and locals at Khlong Lat Mayom Floating Market. A survey questionnaire is administered to gather information and allow comparison between respondents across contexts.

1.5 Limitations of the Study

This research only focuses on tourism and poverty alleviation towards informal sector businesses. This study does not include economic elites in tourism business, such as well-established operators. The study does not measure the share of economic benefits of tourism to each businesses selected in this study. Therefore, the findings cannot reflect or include all kinds of alternative tourism and tourism businesses. Even though issues of poverty reduction are considered by policy makers in the government, social empowerment and political issues are not considered. This research was used semi-interview technique to conduct data. This research was conducted in a specific timeframe (August 2010 to September 2010). Thus, the findings could be limited to that particular period.

1.6 Significance of the Study

The significance of this study is to focus on the informal sector businesses that may link to poverty reduction. The research findings can be beneficial for the Ministry of Tourism and Sports, Tourism Authority Thailand (TAT), Taling Chan District and bang Ra-mard sub-district to create policies and plans to develop community based tourism and reduce poverty. In addition, informal sector and community will have better understanding of the role of tourism while maintaining their culture and environment. Face-to-face interview was also conducted at this site, so as to reduce the bias resulting from a limited sample.

1.7 Definition of terms

- Informal sector

Informal sector mean all those individuals and micro enterprises, which engage with tourists and the tourism industry (Timothy and Teye, 2005). The informal tourism businesses in this study are unofficial guides, grocers and florists and street vendor selling food, drinks, handicrafts, souvenirs and local transportation at Khlong Lat Mayom Floating market, Bangkok.

- Informal worker or informal workforce

Informal workforce or worker is referred to a career and business workers in the production and service of building jobs and income without being subject to public management operated both legally and illegally. Most of the informal tourism sector constitutes vendors or small lodges. This kind of workforce does not guarantee living and is outside social security. This study focuses on business ownership both self operators and employees who participate in this floating market. The locations of informal tourism sector in this floating are shopping market, canal orchard and outside market. Some of informal operators run their business since the market started. Most of the operators running their business during the market were well developed such as road and electricity.

- Informal tourism sector

Informal tourism sector is the sector that gives opportunity for poor people to participate. This sector also helps reduce unemployment and increase income for poor people. Informal tourism sector requires low capital and skills. Most business is located near tourist destination.

- Local community

Local community means group of people having close relation and familiarity. In addition, they live in the same physical, social or political unit such as a village or a district.

- Poor

A poor is a person who has low income, education, basic needs, and low or no saving. Moreover, they are working with no or less security and low quality of working area (Chiangkul, 2002). Poor means those who spent 80% of their income or more on food. The poor are people who are difficult to meet basic requirements such as shelter or education (Ashley, 2006).

Among the many different types of poor people to be considered are staff, neighboring communities, producers of food, operators of micro-enterprises, informal businesses, craft-makers, other uses of tourism infrastructure, and so forth (ESCAP, 2007).

CHAPTER II

REVIEW OF RELATED LITERATURES AND STUDIES

2.1 Tourism and poverty alleviation

The potential for tourism to contribute to poverty reduction is increasingly recognized. The development of tourism provides a good opportunity to help reduce poverty. It is a new source of revenue in rural areas. It is also a labour intensive activity. Moreover, the tourism industry has low entry of barriers. It is important to find better ways of challenging visitor spending towards locals (UNEP & WTO, 2005).

Tourism can provide a chance for linkages because a visitor will come to the product. In addition, tourism mainly depends on natural resources such as historical sites, wildlife and culture. These assets are the areas that poor people can access. Another aspect is that tourism can generate lots of labour intensive activities (Ashely, Roe & Goodwin, 2001). On the other hand, there are many factors to describe about the poor disadvantages of livelihoods and benefits offered by tourism opportunities. Most of the important decisions are not organized or made by poor people and lack of participation from the poor in decision making. Poor people lack understandings of the industry functions. Most of the poor people have little or no financial support to run informal businesses (Renard, Darcheville & Krisnarayan, 2001). The positive aspect of tourism on poor people's livelihoods does not focus only on the economy, but also differs in the nature; include empowerment and preservation of locals' culture. Tourism can generate a lot of labour intensive activities, with an average of two employees per hotel room in developing countries (Christie & Crompton, 2001). Tourism can generate many employees of different education and skills. Tourism industry has high proportion of healthier and safer

women compared to other sectors (Christie & Crompton, 2001). Moreover, tourism generates both direct jobs, such as construction and manufacturing, and indirect jobs. In addition, indirect jobs are generated through outsourcing of certain services and small scale of enterprises (de Kadt, 1979). The barrier of tourism is low. It does not suffer from tariff and non tariff barriers (Christie & Crompton, 2001). The following sub-sections will explain the role of tourism to fight poverty and for survival.

2.1.1 The Benefits of Tourism

Using tourism as a tool for poverty reduction is interesting. Poverty can be alleviated by promoting local multipliers, where the focus is on keeping money circulating in the local economy to the benefit of a wide range of local residents (Atkinson, 2008). Moreover, local multiplier tourism can promote the involvement of small enterprises in several ways by outsourcing functions such as a laundry service and furniture production (guiding and in-sourcing is the creation of independent service providers by groups of erstwhile employees) (Kirsten & Rogerson, 2002).

The benefits to poor people from tourism depend on how poor people can participate economically in the tourism industry. People need skills or education to develop and understand their business. Tourism industry needs high proportion of people. The service nature of tourism industry and high proportion of low skill type of job can increase accessibility to women. Women often get involved in informal tourism sector such as being a vendor (Shah, 2000).

2.1.2 The Linkages and Leakages

As a linkage for tourism and poverty, tourism has advantages such as tourists visiting the destination, thereby providing opportunities for locals to sell goods and services. Moreover, tourism can play a major role to diversify opportunities for local

economies. To maximize the contribution of tourism to the economic prosperity of the locals of each destination, the proportion of visitors spending that is retained locally is included. Local communities have to meet a number of visitors to be associated with tourism activity and seek to maximize the economic returns to the community. This is partly in regard to tourism growth, and to reduce leakages, as well as developing linkages in the local economy. The aim of creating linkages is to reduce high-import content in the tourism sector by substituting foreign imports with local supplies (Meyer, 2006). The development of tourism can make large number of purchases from a range of suppliers such as tour operators, guides and transport services. It means tourism can provide many opportunities to strengthen the level of income retained locally.

It is seen that tourism can grow fast if leakages are reduced. Leakages can occur through the return of profits by external investors or enterprises, by purchases made by tourists outside the destination such as more from international tour operators, and purchases by tourists and enterprises of imported goods. Additionally, leakages occur when the income earned within the community is spent outside of it. Leakages tend to be a higher proportion when the local destination is weak (Meyer, 2006). Therefore, it is important to reduce leakages by supporting locally owned businesses. When businesses are locally owned, the community can retain profit. It may seek to ensure that a fair proportion of total travel expenditure is received locally. Tour operators should not take excessive proportion of total visitor spending. Nowadays, internet provides new opportunities for direct contact and booking with high percentage of holiday spending to be retained locally (UNEP & WTO, 2005; Alila & McCormick, 1997). With that the destinations have to strengthen links between businesses to develop tourism by supporting local sourcing

of supplies. Using local products can enhance the multiplier effect of tourism in local economies. To achieve a consistent supply of high quality of local goods can be challenging, but it is important to reduce the need of imported goods, so to reduce leakages.

2.1.3 Local Prosperity

UNEP & WTO (2005) defined that local prosperity means ensuring that tourism is well-integrated within the economy and is developed at the side of other sectors. It is also important to avoid over dependency on tourism, while ensuring that it can provide a consistent and reliable source of income. Encouraging workforce employment can have a significant effect on local prosperity such as the local provision of education and training.

Zhao & Ritchie (2007) explained that locals need three things to their success in the tourism sector. They are opportunity, empowerment and security. Opportunity means that locals can access to economic opportunity. Empowerment aims to enhance local participation or decision-making. Security is concerned with reducing the weaknesses of locals to various risks such as ill health or natural disaster.

2.1.4 Employment Quality

Providing employment is one of the major ways in which tourism can contribute to the quality of life of the locals in the communities. However, tourism can generate large amount of workforce but tourism jobs are often quite low paid, have poor conditions and have little security of employment (DFID, 2004; UNEP & WTO, 2005). Employment in the tourism sector is characterized by seasonal, part time and often family based employment. Besides, service industry jobs are non professional or casual work.

2.1.5 Social Well-being

Tourism can impact the social well-being of communities in many ways, both positively and negatively. As well as providing jobs, investment and tourist spending can support a variety of amenities that add to the quality of the local people's life. These include essential services such as water, energy, roads and transportation, health services, shops and entertainment facilities. On the other hand, the presence of visitors can put pressure on facilities and services, adding to the cost of their provision and maintenance and by reducing the enjoyment of them by local people makes access to them difficult (UNEP & WTO, 2005).

2.1.6 Social Impact

Tourism can produce social impact in many ways. It may stimulate abnormal rises in house and land prices and in the general cost of living. Visitors may cause noise and general disturbances, leave litter and, on occasion, may be source of crime. Tourism development can lead to unacceptable social practices amongst tourists and locals such as increase in prostitution and drug use (Page, 1999; Hillman, 2003).

2.1.7 The Challenges of Tourism and Poverty

The development of tourism faces many constraints confronting other economic sectors such as tax and regulatory obstacles. Nonetheless, tourism seems to be particularly significant to poverty reduction. Figure 2.1 shows some of the many ways in which tourism can contribute to the developmental challenges involved in poverty reduction.

From Figure 2.1, there are many ways that link tourism to development and poverty reduction such as poor people participating in the informal sector. Tourism can generate a variety of jobs and empowerment. Furthermore, tourism is a good

way to access markets for the poor. It also focuses on education and training. This is a great opportunity for non-farm livelihood and source of livelihoods. In addition, it can bring growth and diversification in marginal or remote areas and corporate social responsibility.

Figure 2.1: The development challenges involved in tourism and poverty reduction



Source: The UK Development for International Development (DFID). (2004). *Tourism and poverty reduction: Making the links*. Pro-Poor Tourism Partnership.

2.2 Poverty Alleviation Projects in Thailand

Boonyarattanasoontorn (2006) mentioned that out of 69,067 villages throughout Thailand, there are 9,283 defined as poor and there is a need to develop, alleviate and increase the standard of living. The poor people in Thailand were divided into three groups by NSO: the extreme or chronically poor, the moderate poor and the vulnerable group. First, the extreme or chronically poor are those who are faced with extreme hardship, difficulty to find basic needs, and have no education. Second, the moderate poor are people with low education; some engaged in illegal work and have no saving. Lastly, the vulnerable group includes poor

people who have little savings, and having jobs with high risk of accident or security (NSO, 2003). Most of the poor people have the same problems of lacking of support in education, opportunity in business, landless and have low standard of living and health care. They need to fight for them to survive. From the characteristics of the poverty target group, it shows that the government needs to providing good standard quality of health care, finance, scholarship, and increasing their opportunity to run business and survive.

In 2001, the Thaksin government campaigned about poverty alleviation as an urgent policy. The proposed poverty alleviation projects included the Village and Urban Revolving Fund or Village Fund, Debt Suspension of Farmers, People's Bank, Universal Health Assurance Program or 30 Baht scheme and One Tambon One Product (OTOP). Village fund helped poor community to run any business that may help them have higher income and this was a great chance to bring that money to developing communities in order to be a destination and poor people can participate in tourism industry. Former Prime Minister Thaksin declared at that time that this policy will alleviate poverty within six years (Boonyarattanasoontorn, 2006). If these policies were put into practice, it would help in eliminating the problem of poverty. In fact, it is quite challenging as poverty is a big problem of Thailand and it concerns many factors, inside and outside, such as economic crisis, outbreak or annual government statement of expenditure.

2.2.1 The Projects of Tourism Authority of Thailand (TAT)

Thailand is concerned about tourism strategies that link tourism to poor people. The Tourism Authority of Thailand Community Development Department and Plai Pong Pang administrative organization in Samut Songkhram province launched the project entitled "Thai House Conservation for Tourism," in, to promote

tourism in the community by using existing products. This was a chance for the community to be a part of tourism and it also increased the value of existing products. After that, many development programs came to this community such as the building of new roads, home stays training programs, travel agencies and more (www.bangkokpost.com, 2000).

The Tourism Authority of Thailand (TAT) (2000) also launched a tourism development plan which aims to balance triple bottom lines-economic, socio-cultural and environmental to develop destinations and at the same time, bring locals to participate in tourism businesses. Moreover, TAT also helps locals to promote attractions and create training programs to make tourism more sustainable and increase local income. TAT tried to mix their development plan with His Majesty, the King Bhumipol's Sufficiency Economy concept and the Nine Royal Initiative Discovery projects to create a new style of Thai tourism. It emphasized on the quality of tourism product than quantity. Moreover, this project also appreciated the use of local products and services and employ local. This project also brought tourists close to locals' lifestyle and culture. For example, the Royal Agricultural Station in Angkhang, Chiang Mai is the place to attract tourists to learn and experience Thai and the hill tribe's lifestyle, culture and agriculture, the Thai-Burmese border village, and beautiful sceneries. Most of accommodation employed local people and buy local goods. (www.tceb.or.th). After the King's involvement in this project, many tourists visited the place. So, tourism generated jobs to support the locals such as local guides, shops and home stay. At the same time, the locals can continue to work and keep their life style. The locals can eventually gain more money to fulfill their basic needs.

The Thai Village at the Rose Garden is the place used for tourism to link to the poor. Instead of hiring professional dancers or performers, the Rose Garden created training programs to train local people to perform and work in its Thai Village. The program was a great success. The Department of Fine Arts, TAT and Thai Airways Public Co.Ltd. invited dancers and performers to attend any performance when TAT promote tourism and Thai culture abroad. The Rose Garden also created Sunday school to teach children and young people interested Thai dancing, vegetable and fruit carving, Thai music and handicraft making. Locals can get lots of experience from the training and working at the Rose Garden (www.tceb.or.th). Locals can improve their skills and earn more income.

2.3 The Characteristics of Informal Sector and Economic Development

The informal sector activity is expanding rapidly, especially in developing countries (Thomas, 1992). The informal sector is anything that is conducted without formality aspects related to government such as location permit tax, and regulation. It provides jobs and reduces unemployment rate. In many cases, however, the jobs are low paid. Moreover, the job security and working conditions are poor.

3.2.1 The Characteristics of the Informal Sector

The informal sector has become an alternative way to employment so to increase salary or wage (Ministry of Labour, Namibia, 1997). The main features of the informal sector economic units are small scale of activity, self employment, with a high proportion of family workers and apprentices, a little capital and equipment, labour intensive, low skill of technologies, low level of organization with no access to organized markets, cheap provision of goods and services or provision of goods and services otherwise unavailable, low productivity and low income (Charmes, 2001).

Moreover, Miller (1985) explained further about the characteristics of the informal sector which include subsistence farming, crafts including handicraft and furniture making, small scale manufacturing including confectionery, informal services including transport, repairing cars and gardening.

In addition, Allal (1999) included unregulated and competitive markets, reliance on indigenous resources, skills acquired outside the formal school system and unit work outside the formal administrative networks which cover the formal sector.

Moreover, Michaud (1991) explained three categories of informal activities which are important in the tourism sector: lodgings, services and craft-related activities in other businesses such as souvenir shops, unofficial guides, home stay, guest houses and small food stalls (Crick, 1992; Cukier & Wall, 1994; Griffith, 1987; Wahnschafft, 1982). The informal sector offers opportunities for indigenous grassroots to participate in the tourism industry (Farver, 1984). Moreover, the informal sector responds well to the growth of tourism industry and also has less restrictive attitude by planners towards informal activities. It can help decrease the livelihood of conflict developing between the tourism industry and local people (Kermath & Thomas, 1992). The World Bank (2004) similarly focuses on to developing the informal sector which can boost the tourism industry because the informal sector activity can distribute more income and reduce poverty.

Timothy & Wall (1997) argued that souvenir and craft vendors are one of the most pervasive segments of the informal sector in many countries. Moreover, souvenir and craft will have widespread of tourist appeal. It is similar to Wahnschafft (1982), who found that home production of souvenirs can make high value of tourist spending.

The International Labour Organization (ILO) defined characteristics of informal sector, in 2005, as usually employing fewer than ten workers, mostly immediate family ownership of enterprises. The informal sector is heterogeneous; major activities are retail trade, transport, repair and maintenance, construction, personal and domestic services and manufacturing. Entry and exit are easier than in the formal sector. Capital investment is generally minimal. Work is mostly labour intensive, requiring low level skills. Workers learn skills on the job. The employer and employee relationship are often unwritten and informal with little or no appreciation of industrial relations and workers rights. The informal sector works in conjunction with rather than in isolation from the formal economy. It has increasingly become integrated with the global economy.

Husmanns (2004) described that the characteristics of the employment in informal sector, includes all jobs in the informal sector enterprises or all people who are employed in at least one informal sector enterprise, regardless of their status in employment and whether it was their main job (Husmanns, 2004). Moreover, informal employment characteristics have no or short contracts, no social protection, no or few rights to show their comment, suggestion or attitude (Maligalig, 2008). Most of the employees in the informal sector are often on a part time basis and migrants in industries such as agriculture, construction and services (Hu & Stewart, 2009).

From the above characteristics of the informal sector, workers in this sector are always faced with considerable insecurity in terms of stability of income, compared to formal sector with pension and medical benefits. Wahnschafft (1982) explained that both male and female workers in the informal sector are faced with instability of working condition and security. The informal sector gives

opportunities for women to participate. The kind of work women engage in the informal sector is often related to their skill, material or equipment. Marius (1987) found that women were in the majority of those who participate in food preparation, selling and housekeeping service. While Morris, Jones & Nel (1997) explained that the female worker is the driving force behind the informal business by providing the skills and unwavering desire to keep business going.

2.3.2 Reasons to Participate

Lao & Inocian (2007) explained that the reasons why people participate in the informal sector are the need of additional income or of employment or already experienced in the same line of business, wanting to have independence, as a hobby, attracted by profitability, obtaining financial support or being inherited from family. Moreover, Marius (1987) added retirement from other employment to be reasons. Business does not require much capital. It cannot keep production cost low but they can choose their own hours and place of work and can combine business with household or family responsibilities.

2.3.3 The Motivation

The motivation behind the informal sector is generally for personal survival (Castells & Partes, 1989; Rauch, 1991). Income will be low and intermittent, security and stability are minimal. Moreover, working hours of the informal sector are long and working conditions are poor. Thus, the scope and importance of the informal sector activities will tend to parallel the levels of poverty and underemployment in an economy (Marius, 1987).

The significance and role that the informal sector can play in the economic development of the country is a controversial issue. It is because of the primary concern of the informal sector, which is survival. People can start their business with

little capital of investment. On the other hand, they are disadvantaged by the lack of expertise training and the experience to grow beyond the small survival income. The informal sector businesses also often demonstrate low levels of productivity and limited skills.

2.3.4 Business ownership or composition

Crick, (1992) and Cukier & Wall, (1994) classified the nature of workforce of the informal sector into four groups: entrepreneurs, establishment workers, independent workers and casual workers. First, entrepreneurs by averages are workers and casual workers counted as best educated in terms of producing local products and self-management on finance and marketing. Their problems are having inadequacies of capital in rigid market and being neglected by the government. Second, the establishment workers are employees of the first type in a small-sized business. They earn a salary or wage on per day basis based on their performance whereas relatives and household helpers are not paid. Most of them do not have formal training but they are trained by existing routine practices. Third, independent workers are the majority of the informal sector. Some people work for a payment and sometimes do their own job such as a street vendor, hawker or stall. Their locations are impermanent and movable on account of laws and unfixed of working hours. Finally, casual workers are the least advantageous in the informal sector. Their knowledge, skills and capital are quite low and they are also unable to earn capital from self employment. They are general workers with temporary work and low paid.

The informal sector comprises of households with at least some production units with low levels of organization and technology. In addition, it also comprises unclear distinction between labour and capital or between household and production

operations. Moreover, other characteristics of these units are high changeability, turnover rate, seasonality, and the hesitation to share information (Maligalig, 2008). In addition, DeJilas (2000) identified the categories of employment in the informal sector as follows:

- Home-workers are people who work at or near their home in the production of goods for fixed agreement with a contractor and customer. They are usually paid on a piece-rate basis. They can get less interest.
- Self-employed or own account workers are persons who have no contractor. They operate their business by their own. They will do everything by themselves, no paid employee. They are helped only by family members or friends.
- An employer is a person who runs and manages business. They have one or more paid employees.
- An employee is a paid employee in informal enterprises. Some will work in shift, seasonally or part-time.
- Unpaid family workers are people who work without pay and operated by a member of their family.

It is important to note that people who participate in the informal sector will hold more than one job. Some will work mainly in the formal sector and work in the informal sector secondarily. On the other hand, some will work both jobs mainly in the informal sector but is different kind of jobs and areas.

2.3.5 Type of the Informal Sector

Getz (1993) explained that the informal sector usually operated business in a small scale with low investment. The activities of the informal sector enterprises are the

sale of goods or services to their final consumers, for example, carrier operators. The informal sector refers to a wide range of economic activities including street food or market vendors, small automotive and small scale manufacturing such as shoes or handicrafts carried out by single operators'. This sector can be described as a petty commodity (Chand, 2002). The goods which are sold might not be produced by the operators but are purchased goods from others and will be resold.

2.3.6 Duration of business

Hirschowitz (1992) explained that the age of the informal business depends on income, location and security. If the informal business operators have good revenue, they will run their business for long. In contrast, if they cannot get enough income, they will close down and move to another area to run their new business. Moreover, location of business is important for the informal business operators. If their location has enough demand of tourists spending. It can make the informal business operators earn well and happy to work in this area. However, some location will be off in some period such as national park. It depends on seasons (Kirsten & Rogerson, 2002). Security is an important factor for the informal tourism business. If the working condition is poor, the business owner will stop their business.

2.3.7 Location of the informal sector

Chand (2002) and Hillman (2003) mentioned that most of informal enterprises carry out their business from public places. These are the places which are owned by the government or the municipal councils, including footpaths and street corners. Moreover, Castells & Partes (1989) explained that informal enterprises start their businesses at some popular destination both at urban and rural areas. It is because of the save the rental costs; they can earn more money from tourists. Some of the informal enterprises use friends or relatives' places to run their business.

Tourism will only grow and prosper where there are adequate qualities of products such as historical sites, beaches and sanctuaries. Tourism will thrive at the place where infrastructure such as road and commercial services attract tourists. Hence, most of the locations where informal tourism sector is located are well-known destinations.

The variety of economic activities which are classified as informal sector needs to give specific attention either on well-organized and well-planned management or social security scheme. The rural informal sector may need more support on product market, advertisement, product design and social protection issues, while those in the urban informal sector may have to be focused more on work security and infrastructure. Lao & Inocian (2007) explained that the condition of safety in the workplace is uncertain. Some people start their informal business because they have their own land or building, primarily residential or for rent.

2.4 The Characteristics of Informal Sector in Thailand.

The characteristic of Thai informal sector is that both employers and employees work in legal and illegal businesses. They are faced with many constraints. They are not registered because many informal sector operators in Thailand move from one destination to another because of seasonality. This may keep them off from many support programs initiated by the government such as financial programs (ILO, 1994). This constraint makes them difficult to expand, develop and secure their business. It is because the government may not know their requirements and problems. Moreover, some informal sector in Thailand is faced with restrictions in operating their businesses. They may not be allowed to set up their shops in some areas or zones. Some might pay for parking fee, tributes or protection fees to mafia or gangsters (ILO, 1994).

Poor people who work in the informal sector feel underestimated by the society. Some of them might rely on their creditors which pays very high interest rates, and leaves little for daily expense (ILO, 1994). It is because their wages do not match with their expenses. Getting a loan is only way for them to have more money for their expense, even though they must pay a high interest rate. Moreover, poor people who participate in the informal sector face low standard of working conditions, long working hours, unstable income, unfair treatment, health hazards and less secure (ILO, 1994). It is because poor people have no or low education and they cannot request for more standard of condition.

Wahnschafft (1982) found that in the informal sector in Thailand, most people are remarkably sharing in the service sector. It is because the service sector includes a variety of jobs with different levels of education, age and skill of workforce. The informal sector workforce exploits it as a survival strategy in economic activities whenever opportunities or channels permit.

2.5 Tourist Expenditure

Nowadays, people are more interested in visiting and getting an experience in new destinations. Tourists are more emphasized on the quality of products. Moreover, they are concerned with the environment, tradition and culture of locals (European Commission, 1998). So, it is important to understand tourists' preferences and destination assets because it affects tourist expenditure. An understanding of tourist expenditure behavior toward tourism businesses such as local transportations, food and drink shops can provide multiplier effect to locals.

The studies of tourist expenditure, factors influencing tourist spending behavior or tourist spending behavior on locals products are limited (Downward & Lumsdon, 2003). The decisions of tourists towards local products are influenced by

five set of factors: economic (income), demographic (age, gender, family size), social (education), prior experience and knowledge of product. Moreover, the image and quality of products affect tourists spending (Skuras, Dimara & Petrou, 2006).

Tourism and tourist accessing to any destination encourage tourists spending to create revenue for locals. For example, after Plai Pong Pang, Samut Songkhram province was promoted as a tourist destination. Farmers earned more money by organizing trip to attract tourists to visit their farms or rice fields. This is the supplemental income to their normal farming activities. Meanwhile, orchard owners can get more benefit and income from tourists buying products and orchard trips. It can make locals proud of their land, career, and themselves (www.bangkokpost.com, 2007).

2.5 Empirical Studies

Dallen J. Timothy and Victor B. Teye (2005). *Informal sector business travelers in developing world: A borderlands perspective.*

The study was conducted in Ghana-Togo border in West Africa. The study examined informal workers and the role of street vendors who cross international borders for everyday work. This kind of job was ignored by tourism planners, destination managers and tourism scholars. In Africa, most of the countries have weak transportations (air, water and rail transportations), so tourists use road transportation instead. At the conducted area, informal sector have become centralized to the borderland economy.

Komsan Suriya (2005). *Modeling the linkage between tourism and multiple dimensions of poverty in Thailand.*

The study aimed at modeling the quantitative linkage between tourism and the poverty. Moreover, the study also mentioned about economic, social and environmental perspectives at the provincial level in Thailand. This study explained both positive and negative effects from tourism to the dimension of poverty.

Tourism could help the poor people increase their income and standard of living.

This research revealed that poverty the eradication of the poorest areas in Thailand was almost impossible to rely on tourism income alone. The study also focused on the quality of informal tourism enterprises at the destinations such as healthcare service, safety, education and cleanliness. The findings of the study found that tourism villages were mostly from remote and unpopular destinations and lack of healthcare services. Additionally, the research highlights pollution after tourism development.

Mahendra Reddy, Vijay Naidu and Manoranjan Mohanty (2003). *The Urban Informal Sector in Fiji.*

The rise in the urban informal economy plays an important role in employment creation in the urban areas. This study utilized primary data from three urban areas in Fiji to examine aspects of the urban informal sector. Some key features of the urban informal sector were identified. The paper also discussed some of the obstacles to the growth of the informal sector in urban areas in Fiji. Data on informal sector was obtained through interviews using structured questionnaires, which were designed to elicit quantitative data. Primary data was collected in Suva, Lautoka and Labasa. The engagement of people in the informal sector activities has provided a major boost to the gross income of the households. The results show that there is a

significant increase in the incomes, assets of those who are involved in the informal sector compared to their pre-informal sector days and the average education level for those involved in the informal sector is not higher than the primary school level. The informal enterprises absorb mostly immediate family members. It is also found that those in the informal sector have entered this sector recently. This study also pointed out some of the key problems faced by the informal sector operators. The major problems are lack of access to credit facilities, and the national and municipal laws and regulations governing the conduct of business in the country.

Michael H Morris, Peter Jones and Deon Nel (1997). *The informal sector, entrepreneurship and economic development.*

The study focused on the informal tourism sector and tavern business, in the Western Cape province of South Africa. The study explored the emerging nature of the informal sector and attempts to distinguish entrepreneur from non-entrepreneurial business activities within this sector. This study also explained about the informal sector in developing countries not only making a significant contribution towards GDP but is a major potential source of entrepreneurship. In addition, the study explained about the informal sector and economic development. These activities can be characterized in terms of ease of the market entry, small scale operation, workforce and limitation of finance. The results of this study are reported from in-dept interviews with tavern owners within South African Black townships. Moreover, the study also used questionnaires to conduct the data. The study used correlation analysis to assess the key relationship among the variables in the survey.

The findings of the study found that the members of the tavern industry within the informal sector represented a dynamic subgroup who was entrepreneurially motivated. The significant relationship of the study identified the

important implications. Direct positive linkages were identified as to how well-planned a person was in terms of their background, performance, motivation and future plans. These linkages become a potential focal point of public policy. In conclusion, economic development cannot happen within developing countries without the informal sector.

Suparwoko Nitisudarmo (2009). *The role of the informal sector in contributing to the urban landscape in Yogyakarta, Indonesia concerning on the urban heat island issue.*

This paper examined the role of the informal sector influencing the quality of urban landscapes integrating the economy infrastructure within the built environment in urban areas of Yogyakarta, Indonesia. The researcher also discussed about the characteristics, magnitude, social economy approaches, impact on traffic environment and spatial arrangement of the informal sector. The researcher suggested that most of the informal sector, particularly street vendors do not promote better quality of the landscape. For other finding is that the informal sector in public spaces did not have any role to lessen and reduce the negative impact to the resources. In addition, the informal sector brought more of the man made artifact instead of the natural environment. Moreover, the researcher recommended that the informal sector should focus more on collaborative formal and informal sector interaction between sites.

Tim Ruffer and John Knight (2007). *Informal Sector Labour Markets in Developing Countries.*

The research focuses on the informal sector employment issue and trend of the informal sector in developing countries. To succeed in the informal sector, developing countries need to have good policies and development plans. The study

found that those employees who work in the informal sector needed to improve employment conditions. They wanted security, good wage, and healthcare. It is important to understand the nature of the informal sector of the country by setting up policies. The researcher also explained that most informal enterprises and workers were linked to formal enterprises.

United Nations Environment Programme (UNEP) and World Tourism Organization (WTO). (2005). *Making tourism more sustainable: A guide for policy makers.*

This study focused on an analyze tourism industry and to guide policy makers to maximize positive impact and minimize negative impact of tourism. Every country needs a government, stakeholders and locals to develop strategies, policies and actions for the development of the tourism industry. The study observed ten countries: Australia, Bulgaria, Costa Rica, Egypt, Ghana, Mexico, New Zealand, South Africa, Spain and Scotland. The study also emphasized on the fact that policy makers should focus on the inclusion of women by giving a chance to participate in the informal tourism sector. Moreover, policy makers should have a plan or an activity to improve skills of women. Policy makers should create policies, short and long term plans to encourage tourism in the informal sector, labour and area for poor people to run any informal tourism business. In addition, policy makers should support natural and cultural assets for the poor as well as business opportunities for the poor (small & informal enterprises), employment for poor, collective benefits for a wider community (provision of infrastructure facilities and services for tourists), employ high percentage of locals, support culturally-based local attraction, tours to community ventures, assist community members with healthcare, encourage dispersion of tourism to poor areas (earnings of non-manager staff) and inclusion of

voice of poor in tourism plans. If the country can follow all aspects, it will succeed in tourism development and make tourism more sustainable. Moreover, the study also focused on conservation and preservation of natural and cultural assets.

2.7 Empirical studies' analysis

The studies of Timothy & Teye (2005), Reddy, Naidu & Mohanty (2003) and Ruffer & Knight (2007) are similar. Their study focused on informal sector, nature of informal sector and informal sector employment. However, there were few differentiations. Ruffer and Knight (2007) emphasized more on linkage of formal and informal sector. While, Timothy and Teye (2005) studied more on the role of street vendors at West Africa. Reddy, Naidu & Mohanty (2003) explained more about obstacles of informal sector.

UNEP and WTO (2005) and Suriya (2005) explained and analyzed about tourism and poverty reduction. But, UNEP and WTO (2005) focused more on policy makers. While, Surya (2005) researched more on impacts from tourism.

The studies of Reddy, Naidu & Mohanty (2003) and Morris, Jones and Nel (2003) are similar. Their study explained on benefit of people who participate in the informal tourism sector and obstacles. However, Morris, Jones and Nel (2003) focused more on tavern business in South Africa. Reddy, Naidu & Mohanty (2003) and Nitisudarmo (2009) explained more on urban informal sector and role of the informal sector.

CHAPTER III

RESEARCH FRAMEWORK

Chapter III begins with the basic theoretical background which leads to the creating on the research framework of this study. In addition, this chapter includes research hypotheses and operation variables.

3.1 Theoretical Framework

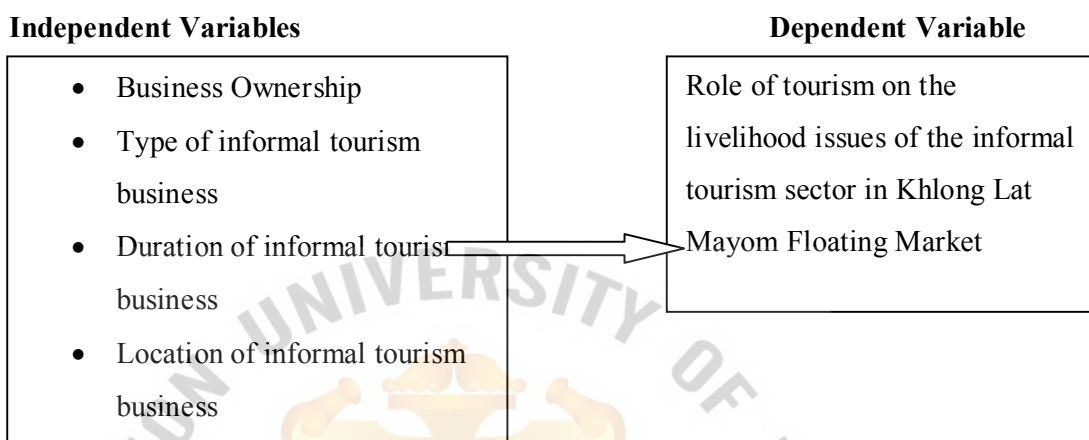
The theoretical framework of this study is developed by combining two studies. One of such study by Timothy & Teye (2005) examined the role of street hawkers along the border between Ghana and Togo in West Africa. These vendors were traditionally marginalized by the governments and ignored by tourism planners, destination managers and tourism scholars. The study mainly looked at the informal sector in these different perspectives: heterogeneity and differentiation, economic linkages and government involvement. In the other study by Suriya (2005), Thailand provided marginal effects and trading-off effects from tourism to multiple dimensions of poverty at the provincial level. However, the reverse causation from poverty to tourism is also possible. Thus, when poverty is reduced in a province, people can accumulate capitals to participate more in tourism activities. The two sets of variables were combined to propose the following framework.

3.1 Conceptual Framework

The framework of this study emphasizes on the direct causation from tourism to poverty. It is believed that tourism can reduce poverty. The dependent variable group basic needs as poverty indicators as lack of these needs might lead to less food, safety, employment and poor health condition. Poverty can be reduced when tourism provides employment and diversified livelihood opportunities, which provide additional income. This can contribute to reducing the vulnerability by

increasing the range of economic opportunities available to individuals and households living in conditions of poverty. The proposed conceptual framework is created with the inclusion of independent variables and a dependent variable.

Table 3.1 Conceptual Framework



3.2.1 Independent and Dependent Variables

3.2.1.1 Independent Variables

The independent variables in this study focus on the informal sector ownership, location of business and type of tourism business based in Khlong Lat Mayom Floating Market, Bangkok.

3.2.2.2 Dependent Variable

The dependent variable in this study is about the engagement of the informal tourism sector in pro-poor growth in Khlong Lat Mayom Floating Market, Bangkok.

3.3 Research Hypothesis

H₀₁: The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to business ownership is not significant.

H_{a1}: The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to business ownership is significant.

Ho2: The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to the type of tourism business is not significant.

Ha2: The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to the type of tourism business is significant.

.

Ho3: The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to the duration of tourism business is not significant

Ha3: The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to the duration of tourism business is significant

Ho4: The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to the location of tourism business is not significant

Ha4: The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to the location of tourism business is significant.

3.4 Operationalization of Variables

Table 3.2 Operationalization of Variables

Variables	Conceptual Definition	Operational Component	Scale of Measurement Used	Question No. in the Questionnaire
Business Ownership	Identification of whether you own or work as employer or employee who participates in informal tourism business.	<ul style="list-style-type: none"> ▪ Self • Work for someone else 	Nominal	Part I, Q. 1
Type of tourism business	Association with a particular type of tourism activity to serve tourists.	<ul style="list-style-type: none"> • Food and drinks • Handicraft and souvenirs • Local transport • Guide • Grocery • Florist 	Nominal	Part I, Q. 2
Duration of tourism business	Age of business (years)	<ul style="list-style-type: none"> • Less than 3 years • 3 – 5 years • More than 5 years 	Nominal	Part I, Q.3
Location of tourism business	Business area or region where operate	<ul style="list-style-type: none"> • Shopping market • Orchard • Canal • Outside market 	Nominal	Part I, Q.6
Role of tourism on livelihood issues of informal tourism sector	Identification of many ways, opportunities in which tourism can boost, or disrupt their livelihood.	<ul style="list-style-type: none"> • Business opportunities for the poor • Employment • Inclusion of women • Healthcare • Labour intensive • Inclusion of poor voice in tourism plans • Civic amenities for community 	Interval	PaII,Q.7 – 23

CHAPTER IV

RESEARCH METHODOLOGY

This chapter presents the methodology of this research and focuses on the respondents who participated in the completion of this research. Sampling procedure is also discussed along with questionnaires and the applicable statistical test suggested.

4.1 Methods of research used

A wide range of methodologies was used in each stage of the process for information gathering, sharing and consensus building both about the informal sector issues at Khlong Lat Mayom Floating Market and the way in which they could and should be addressed. The information gathering or research phase was essential to developing a factually based shared understanding of the issues that needed to be addressed by some of the local businesses as stakeholders and by stakeholder collectively. Only on the basis of this shared information could a viable implementation plan be established.

The methodologies used included informal tourism sector identification; semi-structure interview surveys of business operators at the destination and surveys of role of tourism to their livelihood, earnings and opinions amongst informal sector groups.

The study uses a sample survey as its research technique with respondents filling in the questionnaire by themselves. This method is low cost and giving respondent adequate time to think and answer. The research was conducted from August 2010 to September 2010. The study site is Khlong Lat Mayom Floating Market, Bangkok.

4.2 Respondents and Sampling Procedures

The target population in this research is the people who work in the informal tourism sector in shopping market, orchard, outside market and canal in Khlong Lat Mayom Floating Market. As is typically the case in the informal sector, there is no listing from which a sample of vendors could be drawn. Most of the respondents are Thai locals and neighbors of Khlong Lat Mayom Floating Market. The respondents could be both male and female over the age of 15 years.

Prior to this phase of the research, the researcher visited the study site on several occasions and order to familiarize and understand the vendors' experiences. The Thai language questionnaire was given to the respondents. Khlong Lat Mayom Floating Market is open only on weekends and holidays from 9.00 to 16.00. A questionnaire was self-administered. The study also used semi-structure interview technique in August, 2010. The researcher had to wait to distribute the questionnaires after 16.00 or when the shops do not have many customers. To make respondents feel confident to participate, the researcher introduced herself first followed by a brief objective of the research. Afterwards, the questionnaire was handed over to the participants who took a short time to answer them. Respondents were not required to reveal some highly private information such as mobile numbers or email addresses.

4.2.1 Sample

The research used non-random judgment sampling method. The respondents who filled the questionnaire worked in the informal tourism sector in Khlong Lat Mayom Floating Market. Non-responses will be replaced by next available vendor.

4.2.2 Sample size

Determining the sample size is quite complicated and involves several quantitative considerations. These considerations include the importance of the decision, the nature of research, the number of variables, the nature of analysis, sample used in similar studies, incidence rates, completion and resource constraints (Malhotra & Birks, 2003). Anderson (1998) presented a table that illustrates clearly the possibility of accurate forecasts with modest samples when the population was large. The sample was drawn at random (see Table 4.1). For the practicality of self conducted questionnaires, the study had 217 respondents as a sample size for this study. It depended on the number of locals and neighbors who operate and participate in the tourism informal business at Khlong Lat Mayom Floating Market, Bangkok (www.yourhealthyguide.com).

Table 4.1: Theoretical sample size for different sizes of population and a 95 percent level of certainty

Population (Sampling Frame)	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, G. (1998). *Fundamental of Educational Research*. p. 202.
London. Falmer Press.

4.3 Research instruments/ Questionnaire

The questionnaires were in a close-ended format and designed mainly in two parts as follows:

The first part: question 1 to 6 asked for background information: gender, business ownership, type of tourism business, age of present business, number of workers and location of business in Khlong Lat Mayom Floating Market in the form of multiple choice options.

The second part: question 7 to 23 was developed based on UNEP & WTO report (2005) entitled, “Making Tourism More Sustainable: A Guide for Policy Makers.”

The questionnaire included all relevant issues about role of tourism on the livelihood issues of the informal tourism sector which consists of 17 questions on a 5- point Likert scale (ranging from 5 – strongly agree; 4 – agree, 3 – neither agree nor disagree, 2 – disagree, and 1 – strongly disagree). The research questionnaire was provided in both English and Thai in order to make sure that the respondents could fully understand the questions.

4.4 Collecting data/ Gathering procedures

Primary data: In this study, the primary data was collected through survey. The questionnaires were filled by respondents who are locals and neighbors who operate and participate in tourism informal sector. The questionnaires were self-administered, face-to-face by the researcher in Khlong Lat Mayom Floating Market, Bangkok. Moreover, this research used semi-structure interview technique to collect information. Collection period started from August 2010 to September 2010. The researcher spent considerable time at the floating market to get a wide variety of response. The questionnaires were distributed to stakeholders during day time until the end of the day when the floating market is closed. Answering this questionnaire

took 15 minutes. Later, data was retrieved, analyzed and interpreted by Statistical Package of Social Science (SPSS) program.

Secondary data is defined as any data generated for certain purpose rather than the present research (Zikmund, 2000). This kind of data can be collected easily. The secondary data used for this research is obtained from various sources such as books, news and journals such as ‘Making Tourism More Sustainable: A Guide for Policy Makers’, United Nations Environment Programme (UNEP) and World Tourism Organization (WTO) (2005).

4.5 Pre-Test

To achieve the purposes of the research, the reliability of the questionnaire is required. Jenning (2001) states that the pre-test enables the researcher to determine whether categories provided for the questions are valid and reliable measures. Pre-test is the method to test questionnaire. Moreover, answers to this set of questionnaires are analyzed by Cronbach’s alpha of Statistical Package for Social Sciences (SPSS) program. Reliabilities of less than 0.6 are generally considered to be poor. More than 0.6 is good. It could mean each item or question in questionnaire is reliable.

Table 4.2: The Result of Cronbach’s Alpha analysis

Cronbach's Alpha	N of Items
.711	18

The researcher went to do the pre-test on May 16, 2010 at Khlong Lat Mayom Floating Market. Thirty questionnaires were used and all of them were in Thai language. On May 21, 2010, the researcher went to the ABAC Poll office to

analyze the data. From the result of the evaluation, Cronbach's Alpha of each section is more than 0.6 (table 4.1). It means the questionnaire was reliable.

4.6 Statistical Treatment of Data

The study used both descriptive and inferential statistics. Descriptive Statistics were described the quantitative data. Hence, the range of number, mean, and differentiation are shown and easy to understand. This study also used SPSS. The relationship between the hypotheses and answers of the statement of the problem was found by this measure.

This study used One-Way Analysis of Variance (ANOVA) to analyze data from research. The independent variables are duration of informal tourism business, business ownership, type of informal tourism business, number of worker and location of informal business and they have more than two conditions. So, ANOVA applied with this study.

Statistical test used

Hypotheses Statement	Statistical Test
1. The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to business ownership is not significant	Analysis of Variance (One-Way ANOVA)
2. The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to type of business is not significant	Analysis of Variance (One-Way ANOVA)
3. The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to duration of business is not significant	Analysis of Variance (One-Way ANOVA)
4. The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to their location not significant	Analysis of Variance (One-Way ANOVA)

CHAPTER V

DATA ANALYSIS

This chapter focuses on the analysis of data and findings of hypotheses. Moreover, the data were analyzed and summarized by Statistical Package Social Science or SPSS version 17. The analysis of data is presented in tables and bar charts.

5.1 Respondent's information

Descriptive statistics was used to find the frequency and percentage of each variable concerning respondent's information from 217 sets of questionnaire. There are six parts which are information of business ownership, type of tourism business, length of informal tourism business, gender, number of workers and locations of business in Khlong Lat Mayom Floating Market.

5.1.1 Business ownership

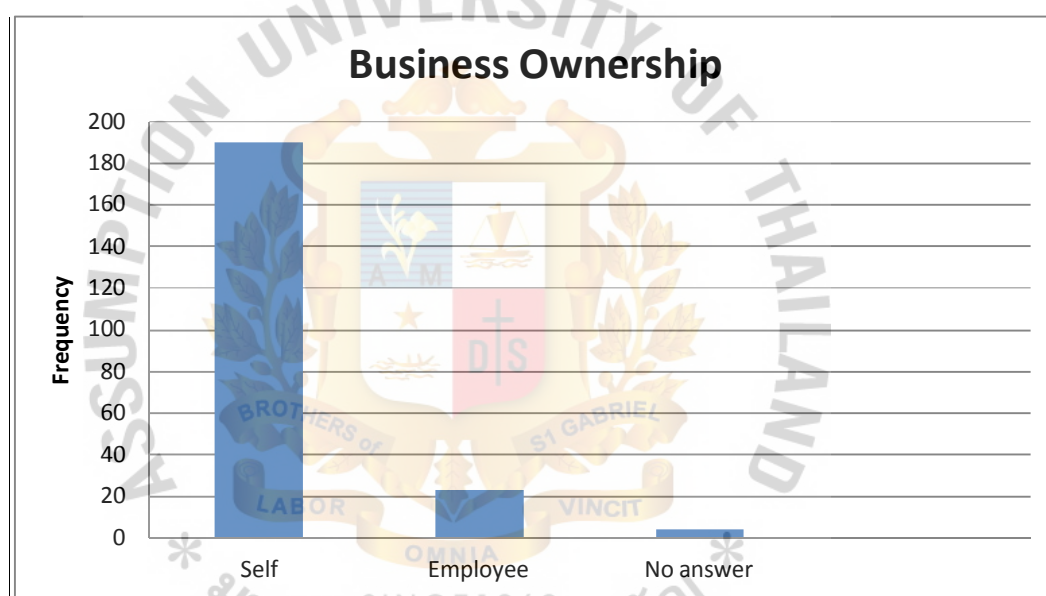
The majority of people who are working in informal tourism business in Khlong Lat Mayom Floating Market are “self-employed” or “employers” (190 respondents or 87.6%). Most of them run and manage their business by themselves. Meanwhile, there are 23 “employees” representing 10.6 % of total population. Moreover, people help others such as their friends or relatives to work for free (4 respondents or 1.8 %) (Table 5.1 and Figure 5.1). From the research, some of the local guides do not work for money. They do this business because they want the tourists to know their culture. This kind of job is considered a hobby for them.

Table 5.1 Business Ownership

Business Ownership	Frequency	Percentage (%)
Self	190	87.6
Work for someone else	23	10.6
No answer	4	1.8
Total	217	100

Note: Primary data gathered by the researcher

Figure 5.1 Business Ownership



Note: Primary data gathered by the researcher

5.1.2 Type of tourism business

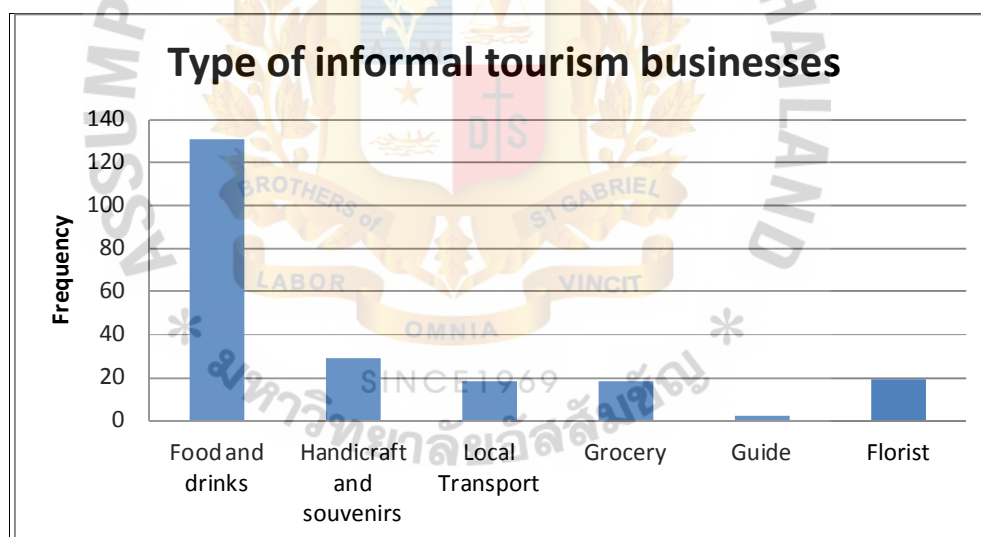
The majority of informal tourism businesses in Khlong Lat Mayom Floating Market is “food and drink shops” (131 respondents or 60.4%), followed by “handicraft and souvenir shops” (29 respondents or 13.4%), “florists” (19 respondents or 8.8%), “local transport” (18 respondents or 8.3%) and “grocery” (18 respondents or 8.3%) and “guide” (2 respondents or .9%), respectively (Table 5.2 and Figure 5.2).

Table 5.2 Type of informal tourism business

Type of informal tourism business	Frequency	Percentage (%)
Food and drinks	131	60.4
Handicraft and souvenirs	29	13.4
Florist	19	8.8
Local transport	18	8.3
Grocery	18	8.3
Guide	2	.9
Total	217	100

Note: Primary data gathered by the researcher

Figure 5.2 Type of informal tourism businesses



Note: Primary data gathered by the researcher

5.1.3 Length of tourism business

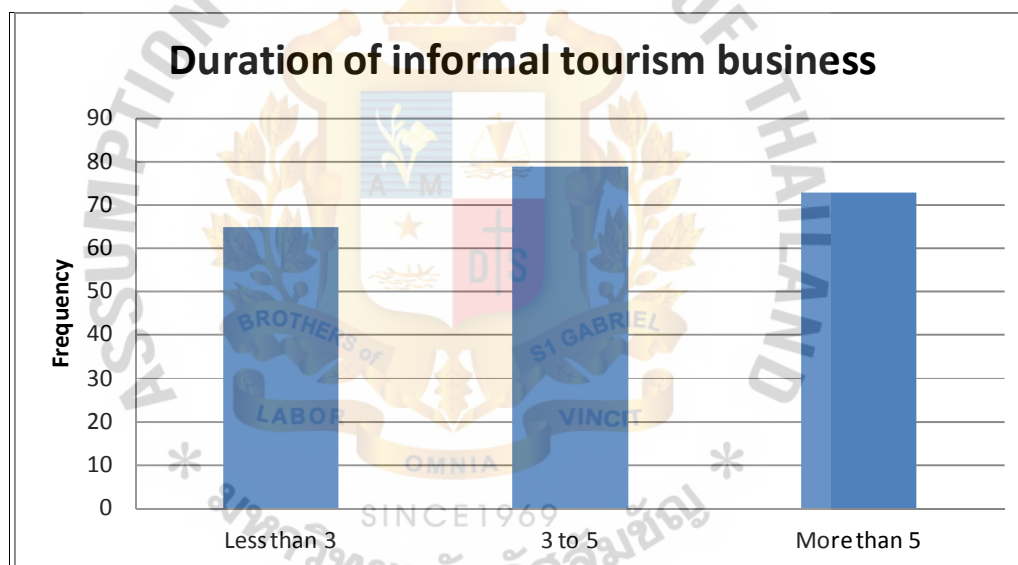
Most of the business in the informal sector have been operating their business from 3 to 5 years (79 or respondents or 36.4%), followed by “more than five years” (73 respondents or 33.6%). 30% or 65 respondents have been operating their business for “less than three years” (Table 5.3 and Figure 5.3).

Table 5.3 Duration of informal tourism business

Duration of informal tourism business (years)	Frequency	Percentage (%)
Less than 3	65	30
3-5	79	36.4
More than 5	73	33.6
Total	217	100

Note: Primary data gathered by the researcher

Figure 5.3 Length of informal tourism business



Note: Primary data gathered by the researcher

5.1.4 Gender

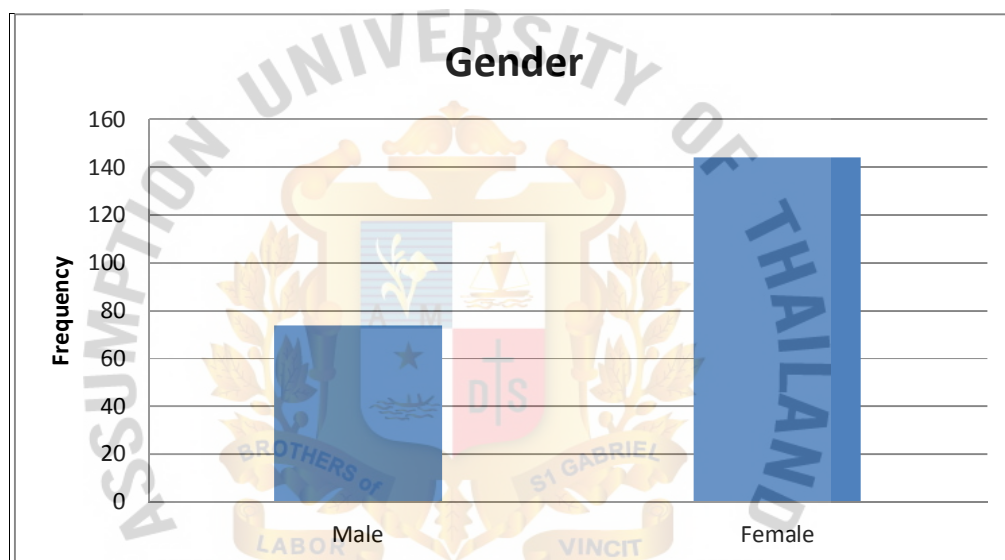
Female is participate in this floating market 66% (144 respondents) followed by “males” 33.6% (73 respondents)(Table 5.4 and Figure 5.4).

Table 5.4 Gender

Gender	Frequency	Percentage (%)
Male	73	33.6
Female	144	66.4
Total	217	100

Note: Primary data gathered by the researcher

Figure 5.4 Gender



Note: Primary data gathered by the researcher

5.1.5: Number of workers

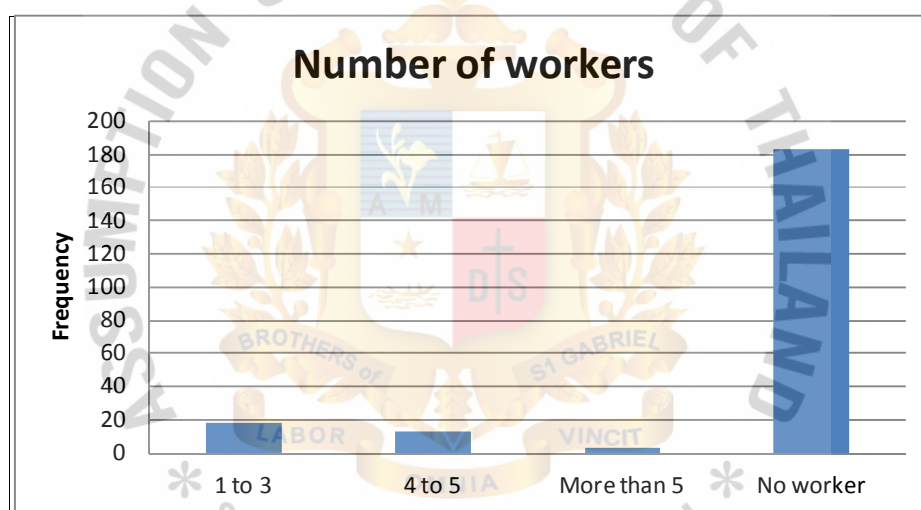
Most of the businesses in Khlong Lat Mayom Floating Market are operated by the owners or no workers are required (183 respondents or 84.3%). Some businesses have “1 to 3 workers” (18 respondents or 8.3%), “4 to 5 workers” (13 respondents or 6.0%) and 1.4% for people who have “more than 5 workers” (Table 5.5 and Figure 5.5), respectively.

Table 5.5 Number of workers

Number of workers	Frequency	Percentage (%)
1-3	18	8.3
4-5	13	6.0
More than 5	3	1.4
No worker	183	84.3
Total	217	100

Note: Primary data gathered by the researcher

Figure 5.5 Number of workers



Note: Primary data gathered by the researcher

5.1.6 Location of informal business in Khlong Lat Mayom Floating Market

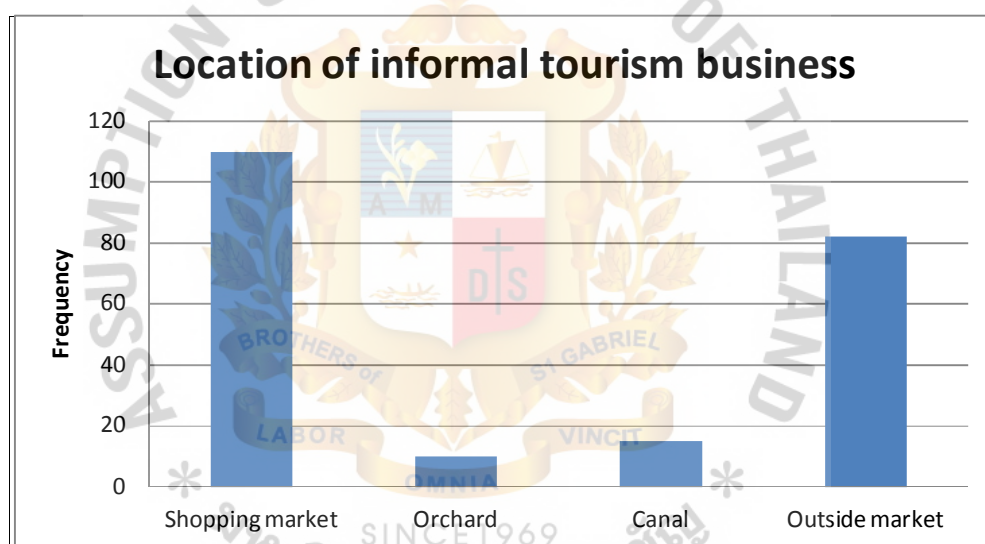
Table 5.6 and Figure 5.6 illustrate the locations of businesses. Half of the respondents businesses are in the “shopping market” (110 respondents or 50.7%), followed by “outside market” (82 respondents or 37.8%), 15 or 6.9% work at the “canal” and “orchard” (10 respondents or 4.6%), respectively.

Table 5.6 Location of informal tourism business

Location	Frequency	Percentage (%)
Shopping market	110	50.7
Outside market	82	37.8
Canal	15	6.9
Orchard	10	4.6
Total	217	100

Note: Primary data gathered by the researcher

Figure 5.6 Location of informal tourism business



Note: Primary data gathered by the researcher

5.2 Dependent Variable

Descriptive statistics is used to find the mean and standard deviation of each dependent variable. This section is about the role of tourism on the livelihood of people in the informal tourism sector in Khlong Lat Mayom Floating Market, with the mean score lying in the range of 4.04 to 1.64.

From the research, the highest mean score is 4.04. This means that the informal tourism operators “agree” that they can earn money from and survive

because of tourism. However, the informal tourism operators who “neither agree nor disagree” that the government inform them about tourism planning or decision on tourism, which has got the lowest score of 1.64.

Natural assets in Khlong Lat Mayom Floating Market are sustained because of tourism: 3.96, followed by informal tourism operators who really feel satisfied for their working conditions: 3.69. Nowadays, Khlong Lat Mayom Floating Market is quite popular so local organization and the market provides facilities to make locals and tourists more comfortable: 3.68. Most operators have enough skills to operate their business: 3.66. The income from tourism business, people can meet the basic needs: 3.60. The number of tourists has increased causing a high demand of goods and services: 3.57. Even though there are a lot of tourists who visit the market, there is no conflict with local's culture and traditions: 3.53. Moreover, informal tourism sector operators agreed that they have more income from tourism business, with the mean score of 3.47. The informal tourism operators try to make effort, use experience and level of responsibility to run their business with mean score 3.42. Being in tourism, they feel no risk and exploitation: 3.41. The income of informal tourism operators depends on tourists' purchase goods and services, with the mean score of 3.35.

The operators also can see the opportunities to develop of their business in the future after operating their business in Khlong Lat Mayom Floating Market: 3.16. Their job will not create to pollutions such as air or water: 3.12. They have opportunities to use 30 baht scheme: 3.04. Even though, the number of tourists is increasing, most of them are Thai. There are only few foreign tourists who visited the market: 1.86.

**Table 5.7 Role of tourism on the livelihood issues of the informal tourism sector
in Khlong Lat Mayom Floating Market**

Statements	Mean	Std. Deviation
I earn well in Khlong Lat Mayom Floating Market.	3.47	0.545
To carry on this work, my efforts and labour depend on the tasks, experience and level of responsibility.	3.42	0.540
My occupation depends on tourists' spending (purchase of goods and services of locals).	3.35	0.599
I can see opportunities for advancement in the future (more income generation, own business, expansion etc.).	3.16	0.659
The general condition of work brought by tourism is healthier and safer (not exposed to hazardous, degrading, and discriminatory working conditions).	3.69	0.638
I have an access to health care (30 baht scheme).	3.04	0.678
The government does inform on decisions about tourism.	1.64	1.286
I have adequate skills to perform tourism related business.	3.66	0.554
Many locals like me can earn and survive because of tourism business.	4.04	0.614
There is enough demand for goods and services provided by me.	3.57	0.504
Being in tourism business, I am not exposed to risk and exploitations.	3.41	0.604
My job does not lead to pollution in air, water and land and the generation of garbage.	3.12	0.583
The demands of tourists do not conflicting with my culture, customs, traditions, moral and values.	3.53	0.518
I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related business.	3.60	0.508
The provision of infrastructure and facilities in the Khlong Lat Mayom floating market area provide collective benefits to the whole community because of tourism.	3.68	0.504
Many foreign tourists continue to visit Khlong Lat Mayom floating market throughout the year.	1.86	0.796
Natural assets of people in Khlong Lat Mayom floating market area such as canal and parks got a boost because of tourism.	3.96	0.596

5.3 Hypotheses Testing

Hypothesis testing is a statement about a population parameter developed for the purpose of testing (Lind, Marchal & Wathen, 2005). The significant level of hypothesis testing is the probability of rejecting a null hypothesis that is true (Newbold, 1995). It shows that a significant level is 0.05, which is too low to support a null hypothesis, so it should be rejected. The significant level used at 0.05 determine based on acceptance or rejection of null hypothesis in this research. On the other hand, if the level of significant is more than 0.05, the null hypothesis or H_0 is failed to be rejected. In contrast, if the significant is less than 0.05, an alternative hypothesis or H_a is accepted.

5.3.1 Hypotheses 1: Business Ownership

H_{01} : The difference in the informal tourism sector in terms of role of tourism on the livelihood issues with regard to 'business ownership' is not significant.

H_{a1} : The difference in the informal tourism sector in terms of role of tourism on the livelihood issues with regard to 'business ownership' is significant.

As shown in Table 5.8, there are thirteen items with significant level at lower than 0.05. This means H_0 was rejected and was failed to be rejected H_a . The result implies that business ownership of the informal tourism sector in Khlong Lat Mayom Floating Market is significant with thirteen items: 'I earn well in Khlong Lat Mayom Floating Market' ($p = 0.001$), 'To carry on this work, my efforts and labour depend on to the tasks, experience and level of responsibility' ($p = 0.004$), 'I can see opportunities for advancement in the future (more income generation, own business, expansion etc.)' ($p = 0.000$), 'I have an access to health care (30 baht scheme)' ($p = 0.004$), 'The government does inform on decisions about tourism' ($p = 0.047$), 'Many locals like me can earn and survive because of tourism business' ($p = 0.003$),

‘There is enough demand for goods and services provided by me’ ($p = 0.000$),
‘Being in tourism business, I am not exposed to risk and exploitations’ ($p = 0.000$),
‘My job does not create to pollution of air, water and land and the generation of
garbage’ ($p = 0.011$), ‘The demands of tourists are not conflicting with my culture,
customs, traditions, moral and values’ ($p = 0.002$), ‘I am able to meet my basic
needs, such as food, health care, shelter, and education by being in tourism related
business’ ($p = 0.000$), ‘The provision of infrastructure and facilities in the Khlong
Lat Mayom Floating Market area provide collective benefits to the whole
community because of tourism’ ($p = 0.000$), ‘Natural assets of poor people in
Khlong Lat Mayom floating market area such as canal and parks got a boost because
of tourism’ ($p = 0.026$).

Moreover, there are four items with significant level of higher than 0.05. So
that means H_0 was failed to be rejected. Hence, business ownership in the informal
tourism business in Khlong Lat Mayom Floating Market is not significant with ‘My
occupation depends on tourists’ spending (purchase of goods and services of locals)’
($p = 0.139$), ‘The general condition of work brought by tourism is healthier and safe
(not exposed to hazardous, degrading, and discriminatory working conditions)’ ($p =$
0.053), ‘I have adequate skills to perform tourism related business’ ($p = 0.333$),
‘Many foreign tourists continue to visit Khlong Lat Mayom floating market
throughout the year’ ($p = 0.253$).

Table 5.8: One Way - ANOVA test for hypothesis 1

		Sum of Squares	df	Mean Square	F	Sig.
I earn well in Khlong Lat Mayom floating market	Between Groups	4.237	2	2.119	7.567	.001(*)
	Within Groups	59.919	214	.280		
	Total	64.157	216			
To carry on this work, my efforts and labour depend on to the tasks, experience and level of responsibility	Between Groups	3.166	2	1.583	5.648	.004(*)
	Within Groups	59.977	214	.280		
	Total	63.143	216			
My occupation depends on tourists spending (purchase of goods and services of locals)	Between Groups	1.420	2	.710	1.993	.139
	Within Groups	76.257	214	.356		
	Total	77.677	216			
I can see opportunities for advancement in the future (more income generation, own business, expansion etc.)	Between Groups	9.084	2	4.542	11.442	.000(*)
	Within Groups	84.944	214	.397		
	Total	94.028	216			
The general condition of work brought by tourism is healthier and safe (not exposed to hazardous, degrading, and discriminatory working conditions)	Between Groups	2.387	2	1.194	2.986	.053
	Within Groups	85.539	214	.400		
	Total	87.926	216			
I have an access to health care (30 baht scheme)	Between Groups	5.016	2	2.508	5.678	.004(*)
	Within Groups	94.523	214	.442		
	Total	99.539	216			
The government does inform on decisions about tourism	Between Groups	10.071	2	5.035	3.103	.047(*)
	Within Groups	347.312	214	1.623		
	Total	357.382	216			
I have adequate skills to perform tourism related business	Between Groups	.680	2	.340	1.106	.333
	Within Groups	65.763	214	.307		
	Total	66.442	216			

Continued...

Statements		Sum of Squares	df	Mean square	F	Sig.
Many locals like me can earn and survive because of tourism business	Between Groups	4.244	2	2.122	5.875	.003(*)
	Within Groups	77.295	214	.361		
	Total	81.539	216			
There is enough demand for goods and services provided by me	Between Groups	4.225	2	2.113	8.905	.000(*)
	Within Groups	50.770	214	.237		
	Total	54.995	216			
Being in tourism business, I am not exposed to risk and exploitations	Between Groups	6.640	2	3.320	9.841	.000(*)
	Within Groups	72.199	214	.337		
	Total	78.839	216			
My job does not lead to pollution of air, water and land and the generation of garbage	Between Groups	3.035	2	1.518	4.600	.011(*)
	Within Groups	70.605	214	.330		
	Total	73.641	216			
The demands of tourists do not conflicting with my culture, customs, traditions, moral and values	Between Groups	3.283	2	1.641	6.413	.002(*)
	Within Groups	54.773	214	.256		
	Total	58.055	216			
I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related business	Between Groups	3.880	2	1.940	7.979	.000(*)
	Within Groups	52.037	214	.243		
	Total	55.917	216			
The provision of infrastructure and facilities in the Khlong Lat Mayom Floating Market area give collective benefits to the community because of tourism	Between Groups	3.880	2	1.940	8.111	.000(*)
	Within Groups	51.180	214	.239		
	Total	55.060	216			
Many foreign tourists continue to visit Khlong Lat Mayom Floating Market throughout the year	Between Groups	1.751	2	.876	1.384	.253
	Within Groups	135.373	214	.633		
	Total	137.124	216			
Natural assets of poor people in Khlong Lat Mayom Floating Market area such as canal and parks got a boost because of tourism	Between Groups	2.562	2	1.281	3.694	.026(*)
	Within Groups	74.212	214	.347		
	Total	76.774	216			

(*)Significant

Post Hoc test for Hypothesis 1

‘I earn well in Khlong Lat Mayom floating market’

Post hoc test demonstrates that I (Self) – J (Employee) is equal to 0.401. From the result of post hoc test, business owners are quite satisfied with their earnings more than people who work for someone else. Self operators could earn more profit than employees do because employees get only daily wage.

‘To carry on this work, my efforts and labour are according to the tasks, experience and level of responsibility’

Post hoc test demonstrates that I (Self) – J (Employee) is equal to 0.343. This means that people who operate their own business have enough experience and undertake more tasks than people who work for someone else. Most of self operators in Khlong Lat Mayom Floating Market have prior experience in business before they operate their business in this market. So, when they run business here, it is not difficult for them to succeed. In contrast, many employees at Khlong Lat Mayom Floating Market are Cambodian and Burmese workers or people who left the school early and need more skills.

‘I can see opportunities for advancement in the future (more income generation, own business, expansion etc)’

Post hoc test demonstrates that I (Self) – J (Employee) is equal to 0.612 and I (No answer) – J (employee) is equal to 1.141. This means that self operators can see more opportunities for their future than people who work for someone else. Self operators can earn more money than employees. They can manage themselves to make brands to expand in the future. Freelance or those who help someone to operate informal tourism business also see opportunities to launch the business than

employees because freelance can learn to manage and plan from real business experiences than employees who work in kitchen or as a waiter or waitress.

‘I have an access to health care (30 baht scheme)’

Post hoc test demonstrates that $I(\text{Self}) - J(\text{Employee}) = 0.486$. This means that those people who operate business by themselves have more chances to access health care or 30 baht scheme than the employees. Most of them are Thai and can access to this project. Alien employees (Myanmar and Cambodian nationals) however have not access to 30 baht scheme.

‘Many locals like me can earn and survive because of tourism business’

Post hoc test demonstrated that $I(\text{Self}) - J(\text{Employee})$ is equal to 0.329 and $I(\text{No answer}) - J(\text{Employee})$ is equal to 1.010. This means that self operators can manage and plan their business to earn more money and survive. In contrast, employees who work in uncertain condition such as no contract can only get daily wage which is difficult for surviving.

‘There is enough demand for goods and services provided by me’

Post hoc test demonstrates that $I(\text{Self}) - J(\text{Employee})$ is equal to 0.447. This means self operators can find enough buyers of their goods and services. The number of tourists is increasing, so the self operators can produce their goods and services to support the demand of tourists. They can control their goods in accordance with demand. For the income of employees or people who work for someone else, it is more or less depends on tourists’ spending. If the demand of tourists is high, they can earn more or get tip.

‘Being in tourism business, I am not exposed to risk and exploitations’

Post hoc test demonstrates that $I(\text{Self}) - J(\text{Employee})$ is equal to 0.506 and $I(\text{No answer}) - J(\text{Employee})$ is equal to 1.043. Self operators and freelance feel that they

are not exposed to risk and exploitations because they can organize their working condition. Employees have to work under the owner rules. They cannot control their working condition. Some employers may take advantage of the employees.

‘My job does not create to pollution of air, water and land and generation of garbage’

Post hoc test demonstrates that I (Self) – J (Employee) is equal to 0.380. This means self business operators believe that their job do not lead to pollution. As the community really cares for environment especially reduce water pollution and waste. Many operators use banana leaves as a food container instead of a plastic container. Every shop has its own bin. However, people who work for someone else lack that level of commitment about pollution.

‘The demands of tourists do not conflicting with my culture, customs, traditions, moral and values’

Post hoc test demonstrates that I (Self) – J (Employee) is equal to 0.399. This means the self operators think that the demand of tourists do not in conflict with their culture. Even though number of tourists increased, the local’s culture or tradition has not changed. Employees think that their culture is change because of tourism development.

‘I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related businesses’

Post hoc test demonstrates that I (Self) – (Employee) is equal to 0.429. This means that self operators can meet the basic needs at a much higher rate than people who work for someone else. Self operators as informal tourism sector can earn more income than employees. So, they can meet their basic needs such as food, shelter or

education. On the other hand, the employees can get only daily wage and sometimes they cannot meet their basic needs.

‘The provision of infrastructure and facilities in the Khlong Lat Mayom Floating Market area provide collective benefits to the whole community because of tourism’

Post hoc test demonstrate that I (Self) – J (Employee) is equal to 0.427. This means that self operators agree that tourism can lead to improvement in infrastructure and facilities more than employees. Self operators, mostly local can see how facilities and infrastructure have changed due to tourism. After the community has developed its infrastructure, it attracted more tourists to visit the market so self operators can earn more money and make a job for locals. Most of the employees are immigrants, so they are unable to see how the community has changed as a result of tourism.

‘Natural assets of people in Khlong Lat Mayom floating market area such as canal and parks got a boost because of tourism’

Post hoc test demonstrates that I (Self) – J (Employee) is equal to 0.353. This means that self operators agree that natural assets in Khlong Lat Mayom Floating Market area can be sustained because of tourism at a higher rate than employees do. Self operators care about natural assets because most of them are locals. The local natural assets can attract more tourists to visit the market if they are well preserved.

Meanwhile, employees do not focus much on natural assets. They just focus only on their income.

5.3.2. Hypothesis 2: Type of tourism business

Ho2: The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to the type of business is not significant

Ha2: The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to the type of business is significant

From Table 5.9, there are four significant items because the significant level lower than 0.05. For these four items, it reject Ho and accept Ha. The type of tourism business is significant regarding to 'My occupation depends on tourists' spending (purchase of goods and services of locals)' ($p = 0.001$), 'I can see opportunities for advancement in the future (more income generation, own business, expansion etc.)' ($p = 0.011$), 'I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related business' ($p = 0.011$) and 'The provision of infrastructure and facilities in the Khlong Lat Mayom Floating Market area provide collective benefits to the whole community because of tourism' ($p = 0.007$).

Thirteen items have a significant level at higher than 0.05 which failed to reject Ho. It means type of tourism business is not significant regarding to 'I earn well in Khlong Lat Mayom Floating Market.' ($p = 0.648$), 'To carry on this work, my efforts and labour are according to the tasks, experience and level of responsibility' ($p = 0.330$), 'The general condition of work brought by tourism is healthier and safer (not exposed to hazardous, degrading, and discriminatory working conditions)' ($p = 0.078$), 'I have an access to health care (30 baht scheme)' ($p = 0.643$), 'The government does inform on decisions about tourism' ($p = 0.674$), 'I have adequate skills to perform tourism related business' ($p = 0.228$), 'Many locals like me can earn and survive because of tourism business' ($p = 0.294$), 'There is enough demand for goods and services provided by me' ($p = 0.177$), 'Being in tourism business, I am not exposed to risk.

Table 5.9: One Way - ANOVA test for hypothesis 2

		Sum of Squares	df	Mean Square	F	Sig.
I earn well in Khlong Lat Mayom floating market	Between Groups	.999	5	.200	.668	.648
	Within Groups	63.157	211	.299		
	Total	64.157	216			
To carry on this work, my efforts and labour is according to the tasks, experience and level of responsibility	Between Groups	1.689	5	.338	1.160	.330
	Within Groups	61.454	211	.291		
	Total	63.143	216			
My occupation depends on tourists' spending (purchase of goods and services of locals)	Between Groups	7.113	5	1.423	4.253	.001(*)
	Within Groups	70.565	211	.334		
	Total	77.677	216			
I can see opportunities for advancement in the future (more income generation, own business, expansion etc.)	Between Groups	6.366	5	1.273	3.064	.011(*)
	Within Groups	87.662	211	.415		
	Total	94.028	216			
The general condition of work brought by tourism is healthier and safer (not exposed to hazardous, degrading, and discriminatory working conditions)	Between Groups	4.008	5	.802	2.016	.078
	Within Groups	83.918	211	.398		
	Total	87.926	216			
I have an access to health care (30 baht scheme)	Between Groups	1.568	5	.314	.675	.643
	Within Groups	97.972	211	.464		
	Total	99.539	216			
The government does inform on decisions about tourism	Between Groups	5.285	5	1.057	.633	.674
	Within Groups	352.098	211	1.669		
	Total	357.382	216			
I have adequate skills to perform tourism related business	Between Groups	2.124	5	.425	1.393	.228
	Within Groups	64.319	211	.305		
	Total	66.442	216			
Many locals like me can earn and survive due to tourism	Between Groups	2.319	5	.464	1.235	.294
	Within Groups	79.220	211	.375		
	Total	81.539	216			

Continued...

Statement		Sum of squares	df	Mean square	F	Sig.
There is enough demand for goods and services provided by me	Between Groups	1.941	5	.388	1.544	.177
	Within Groups	53.054	211	.251		
	Total	54.995	216			
Being in tourism business, I am not exposed to risk and exploitations	Between Groups	2.490	5	.498	1.376	.234
	Within Groups	76.349	211	.362		
	Total	78.839	216			
My job does not create to pollution of air, water and land and generation of garbage	Between Groups	2.815	5	.563	1.677	.141
	Within Groups	70.826	211	.336		
	Total	73.641	216			
The demands of tourists do not conflicting with my culture, customs, traditions, moral and values	Between Groups	2.265	5	.453	1.713	.133
	Within Groups	55.791	211	.264		
	Total	58.055	216			
I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related business	Between Groups	3.792	5	.758	3.070	.011(*)
	Within Groups	52.125	211	.247		
	Total	55.917	216			
The provision of infrastructure and facilities in the Khlong Lat Mayom Floating Market area provide collective benefits to the whole community because of tourism	Between Groups	3.983	5	.797	3.291	.007(*)
	Within Groups	51.077	211	.242		
	Total	55.060	216			
Many foreign tourists continue to visit Khlong Lat Mayom Floating Market throughout the year	Between Groups	2.621	5	.524	.822	.535
	Within Groups	134.503	211	.637		
	Total	137.124	216			
Natural assets of people in Khlong Lat Mayom Floating Market area such as canal and parks got a boost because of tourism	Between Groups	2.758	5	.552	1.572	.169
	Within Groups	74.016	211	.351		
	Total	76.774	216			

(*) Significant

and exploitations' ($p = 0.234$), 'My job does not lead to pollution of air, water and land and the generation of garbage ($p = 0.141$), 'The demands of tourists do not conflicting with my culture customs, traditions, moral and values' ($p = 0.133$), 'Many foreign tourists continue to visit Khlong Lat Mayom Floating Market throughout the year' ($p = 0.535$), 'Natural assets of people in Khlong Lat Mayom

Floating Market area such as canal and parks got a boost because of tourism' ($p = 0.169$).

Post hoc test for hypothesis 2

My occupation depends on tourists spending (purchase of goods and services of locals)

Post hoc test demonstrates that I (Food and drink) – J (Local transport) is equal to 0.498. It means that people who run food and drink shops earn more or less income. They are more dependent on the tourists spending than people who run the business about local transport. Most food and drink shops in this floating market are open during the weekend so the main target market is tourists. On the other hand, the target market of local transport is the local people. Most tourists visit this market by using their own cars or taxis. They use boat only for sight-seeing trip.

I can see opportunities for advancement in the future (more income generation, own business, expansion etc.)

Post hoc test demonstrates that I (Florist) – J (Local Transport) is equal to 0.745. It means that many florist owners can see opportunities for the future. The demand for product is high, so the owner can expand the size of their shops or provide more kinds of flowers or young plants to support tourists. In contrast, local transport owners cannot see much of such opportunities. They focus only on their daily income and survival than business expansion.

The provision of infrastructure and facilities in the Khlong Lat Mayom

Floating Market area give collective benefits to the whole community because of tourism

Post hoc test demonstrates that I (Florist) – J (Local transport) is equal to 0.561. This means that florist shop owners agree that the infrastructure and facilities in the

community can improve because of tourism. Most of them are locals and if infrastructure such as road improves, they can easily deliver their products. In contrast, the local transport operators do not concern much about facilities or infrastructure improvement in the community.

5.3.3 Hypothesis 3: Duration business

Ho3: The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to duration of business is not significant

Ha3: The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to duration of business is significant

There are seven items that have significant level of less than 0.05. For these items, Ho was rejected and Ha was accepted (Table 5.10). It means that years of operate business or length of business is significant with the statement 'I earn well in Khlong Lat Mayom floating market' ($p = 0.013$), 'To carry on this work, my efforts and labour are according to the tasks, experience and level of responsibility' ($p = 0.000$), 'There is enough demand for goods and services provided by me' ($p = 0.049$), 'Being in tourism business, I am not exposed to risk and exploitations' ($p = 0.043$), 'I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related business' ($p = 0.016$), 'The provision of infrastructure and facilities in the Khlong Lat Mayom Floating Market area provide collective benefits to the whole community because of tourism' ($p = 0.014$), 'Natural assets of people in Khlong Lat Mayom Floating Market area such as canal and parks got a boost because of tourism' ($p = 0.003$).

There are ten items that have significant level more than 0.05. This means that failed to reject null hypothesis or 'Ho'. 'My occupation depends on tourists'

spending (purchase of goods and services of locals).’ ($p= 0.323$), ‘I can see opportunities for advancement in the future (more income generation, own business,

Table 5.10: One Way - ANOVA test for hypothesis 3

Statement		Sum of Squares	df	Mean Square	F	Sig.
I earn well in Khlong Lat Mayom Floating Market	Between Groups	2.543	2	1.272	4.417	.013(*)
	Within Groups	61.614	214	.288		
	Total	64.157	216			
To carry on this work, my efforts and labour depend on the tasks, experience and level of responsibility	Between Groups	4.387	2	2.193	7.989	.000(*)
	Within Groups	58.756	214	.275		
	Total	63.143	216			
My occupation depends on tourists spending (purchase goods and services of locals)	Between Groups	.816	2	.408	1.135	.323
	Within Groups	76.862	214	.359		
	Total	77.677	216			
I can see opportunities for advancement in the future (more income generation, own business, expansion etc.)	Between Groups	1.882	2	.941	2.186	.115
	Within Groups	92.145	214	.431		
	Total	94.028	216			
The general condition of work brought by tourism is healthier and safer (not exposed to hazardous, degrading, and discriminatory working conditions)	Between Groups	.799	2	.400	.982	.376
	Within Groups	87.127	214	.407		
	Total	87.926	216			
I have an access to health care (30 baht scheme)	Between Groups	1.776	2	.888	1.944	.146
	Within Groups	97.763	214	.457		
	Total	99.539	216			
The government does inform on decisions about tourism	Between Groups	3.545	2	1.772	1.072	.344
	Within Groups	353.838	214	1.653		
	Total	357.382	216			
I have adequate skills to perform tourism related business	Between Groups	.691	2	.345	1.124	.327
	Within Groups	65.752	214	.307		
	Total	66.442	216			
Many locals like me can earn and survive because of tourism business	Between Groups	.477	2	.239	.630	.533
	Within Groups	81.062	214	.379		
	Total	81.539	216			

Continued...

Statements		Sum of squares	df	Mean square	F	Sig.
There is enough demand for goods and services provided by me	Between Groups	1.533	2	.766	3.068	.049(*)
	Within Groups	53.462	214	.250		
	Total	54.995	216			
Being in tourism business, I am not exposed to risk and exploitations	Between Groups	2.285	2	1.142	3.193	.043(*)
	Within Groups	76.554	214	.358		
	Total	78.839	216			
My job does not lead to pollution of air, water and land and the generation of garbage	Between Groups	1.014	2	.507	1.494	.227
	Within Groups	72.627	214	.339		
	Total	73.641	216			
The demands of tourists do not conflicting with my culture, customs, traditions, moral and values	Between Groups	1.440	2	.720	2.722	.068
	Within Groups	56.615	214	.265		
	Total	58.055	216			
I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related business	Between Groups	2.122	2	1.061	4.222	.016(*)
	Within Groups	53.795	214	.251		
	Total	55.917	216			
The provision of infrastructure and facilities in the Khlong Lat Mayom Floating Market area provide collective benefits to the whole community because of tourism	Between Groups	2.155	2	1.077	4.358	.014(*)
	Within Groups	52.905	214	.247		
	Total	55.060	216			
Many foreign tourists continue to visit Khlong Lat Mayom Floating Market throughout the year	Between Groups	1.635	2	.817	1.291	.277
	Within Groups	135.490	214	.633		
	Total	137.124	216			
Natural assets of people in Khlong Lat Mayom Floating Market area such as canal and parks got a boost because of tourism	Between Groups	4.103	2	2.051	6.041	.003(*)
	Within Groups	72.671	214	.340		
	Total	76.774	216			

(*)Significant

expansion etc.)' ($p = 0.115$), 'The general condition of work brought by tourism is healthier and safer (not exposed to hazardous, degrading, and discriminatory working conditions)' ($p = 0.376$), 'I have an access to health care (30 baht scheme).'

($p = 0.146$), 'The government does inform on decisions about tourism' ($p = 0.344$), 'I have adequate skills to perform tourism related business' ($p = 0.327$), 'Many locals like me can earn and survive because of tourism business' ($p = 0.533$), 'My job does not lead to pollution of air, water and land and the generation of garbage' ($p = 0.227$), 'The demands of tourists are not conflicting with my culture, customs, traditions, moral and values' ($p = 0.068$), 'Many foreign tourists continue to visit Khlong Lat Mayom Floating Market throughout the year' ($p = 0.277$).

Post Hoc test for hypothesis 3

I earn well in Khlong Lat Mayom Floating Market

Post hoc test demonstrates that I (More than 5) – J (Less than 3) is equal to 0.245. It means that the operators who operate business for more than 5 years agree that they can earn much better than people who run their business for less than 3 years. The operators who operate their business for more than five years have more experiences and know more about tourists' likes and dislikes than the new comers.

To carry on this work, my efforts and labour depend on the tasks, experience and level of responsibility

Post hoc test demonstrates that I (More than 5) – J (Less than 3) is equal to 0.356. This means that people who operate business for more than five years have more confidence about their responsibilities, tasks and experience than people who operate their business for less than three years. The informal tourism operators who have been working for more than five years have higher level of responsibility than people who have been operating their business for less than three years. The new comers will face with a lot of problems at the beginning such as setting up the price or promoting their products.

‘I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related businesses

Post hoc test demonstrates that I (More than 5) – J (Less than 3) is equal to 0.232. It means that the operators who have been running their business for more than 5 years agree that they can meet basic needs, which is in contrast to people who run business for less than 3 years. For the operators who have been operating their business for more than five years, they make their brand well known to tourists such as through word of mouth. They also have regular customers. So, that is why they can make more money and meet their basic needs compared to those operate their business for less than three years.

‘The provision of infrastructure and facilities in the Khlong Lat Mayom floating market area provide collective benefits to the whole community because of tourism’

Post hoc test demonstrates that I (More than 5) – J (3 to 5) = 0.214. This means the people who operate business more than 5 years agree that the infrastructure and facilities in the community have been improved by tourism than people who operate business between 3 to 5 years. For operators who operate their business for more than five years, they can get a lot of profits from infrastructure and facilities improvement from tourism. For example, non-asphalt was replaced by concrete road. For operators who started their business between three to five years ago, they are not concern much about the facilities of the whole community. They are concerned only about the facilities in the floating market.

‘Natural assets of people in Khlong Lat Mayom Floating Market area such as canal and parks got a boost because of tourism’

Post hoc test demonstrates that I (More than 5) – J (Less than 3) is equal to 0.335.

This means that people who operate business for more than 5 years agree more that natural assets of the community can be sustained because of tourism than people who operate business for less than 5 years. Most of operators who open their business for more than five years know the natural assets such as canal or park were boosted because of tourism. Before the market developed as a tourist destination, no one cared much about natural resources of the community. After the market was popular, locals and local organizations care much about the assets.

5.3.4 Hypothesis 4: Location of business

Ho4: The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to their location is not significant

Ha4: The difference in the informal sector in terms of the role of tourism on the livelihood issues with regard to their location is significant

From table 5.11, there are four significant items because of significant value less than 0.05. ‘To carry on this work, my efforts and labour depend on the tasks, experience and level of responsibility’ ($p = 0.022$), ‘The general condition of work brought by tourism is healthier and safer (not exposed to hazardous, degrading, and discriminatory working conditions)’ ($p = 0.031$), ‘The demands of tourists are not conflicting with my culture, customs, traditions, moral and values’ ($p = 0.043$), ‘Many foreign tourists continue to visit Khlong Lat Mayom Floating Market throughout the year’ ($p = 0.013$).

Other thirteen items which have significant value of more than 0.05 are not significant with location of tourism business. ‘I earn well in Khlong Lat Mayom

Table 5.11: One Way - ANOVA test for hypothesis 4

Statements		Sum of Squares	df	Mean Square	F	Sig.
I earn well in Khlong Lat Mayom Floating Market	Between Groups	1.369	3	.456	1.548	.203
	Within Groups	62.788	213	.295		
	Total	64.157	216			
To carry on this work, my efforts and labour are depend on the tasks, experience and level of responsibility	Between Groups	2.781	3	.927	3.271	.022(*)
	Within Groups	60.362	213	.283		
	Total	63.143	216			
My occupation depends on tourists spending (purchase of goods and services of locals)	Between Groups	2.477	3	.826	2.339	.075
	Within Groups	75.200	213	.353		
	Total	77.677	216			
I can see opportunities for advancement in the future (more income generation, own business, expansion etc.)	Between Groups	1.815	3	.605	1.398	.245
	Within Groups	92.212	213	.433		
	Total	94.028	216			
The general condition of work brought by tourism is healthier and safer (not exposed to hazardous, degrading, and discriminatory working conditions)	Between Groups	3.585	3	1.195	3.018	.031(*)
	Within Groups	84.341	213	.396		
	Total	87.926	216			
I have an access to health care (30 baht scheme)	Between Groups	.288	3	.096	.206	.892
	Within Groups	99.252	213	.466		
	Total	99.539	216			
The government does inform on decisions about tourism	Between Groups	7.084	3	2.361	1.436	.233
	Within Groups	350.299	213	1.645		
	Total	357.382	216			
I have adequate skills to perform tourism related business	Between Groups	1.364	3	.455	1.488	.219
	Within Groups	65.078	213	.306		
	Total	66.442	216			
Many locals like me can earn and survive because of tourism business	Between Groups	.454	3	.151	.398	.755
	Within Groups	81.085	213	.381		
	Total	81.539	216			

Continued...

Statements		Sum of squares	df	Mean square	F	Sig.
There is enough demand for goods and services provided by me	Between Groups	.500	3	.167	.651	.583
	Within Groups	54.496	213	.256		
	Total	54.995	216			
Being in tourism business, I am not exposed to risk and exploitations	Between Groups	1.512	3	.504	1.388	.247
	Within Groups	77.327	213	.363		
	Total	78.839	216			
My job does not create to pollution of air, water and land and the generation of garbage	Between Groups	1.491	3	.497	1.467	.224
	Within Groups	72.150	213	.339		
	Total	73.641	216			
The demands of tourists are not conflict with my culture including customs, traditions, mores and values	Between Groups	2.176	3	.725	2.765	.043
	Within Groups	55.879	213	.262		
	Total	58.055	216			
I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related business	Between Groups	1.009	3	.336	1.304	.274
	Within Groups	54.908	213	.258		
	Total	55.917	216			
The provision of infrastructure and facilities in the Khlong Lat Mayom Floating Market area give collective benefits for whole community because of tourism	Between Groups	1.243	3	.414	1.640	.181
	Within Groups	53.816	213	.253		
	Total	55.060	216			
Many foreign tourists continue to visit Khlong Lat Mayom Floating Market throughout the year	Between Groups	6.744	3	2.248	3.673	.013
	Within Groups	130.380	213	.612		
	Total	137.124	216			
Natural assets of people in Khlong Lat Mayom Floating Market area such as canal and parks got a boost because of tourism	Between Groups	.581	3	.194	.542	.654
	Within Groups	76.193	213	.358		
	Total	76.774	216			

(*)Significant

Floating Market' ($p = 0.203$), 'My occupation depends on tourists' spending (purchase of goods and services of locals)' ($p = 0.075$), 'I can see opportunities for advancement in the future (more income generation, own business, expansion etc.)' ($p = 0.245$), 'I have an access to health care (30 baht scheme)' ($p = 0.892$), 'The

government does inform on decisions about tourism' ($p = 0.233$), 'I have adequate skills to perform tourism related business' ($p = 0.219$), 'Many locals like me can earn and survive because of tourism business' ($p = 0.755$), 'There is enough demand for goods and services provided by me' ($p = 0.583$), 'Being in tourism business, I am not exposed to risk and exploitations' ($p = 0.247$), 'My job does not create to pollution of air, water and land and the generation of garbage' ($p = 0.224$), 'I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related business' ($p = 0.274$), 'The provision of infrastructure and facilities in the Khlong Lat Mayom Floating Market area provide collective benefits to the whole community because of tourism' ($p = 0.181$), 'Natural assets of people in Khlong Lat Mayom Floating Market area such as canal and parks got a boost because of tourism' ($p = 0.654$).

Post hoc test for hypothesis 4

The general condition of work brought by tourism is healthier and safer (not exposed to hazardous, degrading, and discriminatory working conditions)

Post hoc test demonstrates that I (Orchard) – J (Canal) is equal to 0.733. It means that operators at the orchard feel that their working condition in tourism are safe more than people who are working at the canal. People who work at the orchard feel safe because most of them operate their businesses in their own land. On the other hand, people who work at canal feel unsafe because their working area is all along the water. Moreover, their working area is a closed area and a risk to fall into the water. In the rainy season, they face with flooding problem.

Many international tourists continue to visit Khlong Lat Mayom floating market throughout the year

Post hoc test demonstrates that I (Canal) – J (Orchard) is equal to 1.033. This means that people who work at the canal agree that international tourists continue to visit the market. Canal or riverbank is one of the popular areas for tourists so operators who work at the canal can meet a lot more tourists both Thai and international tourists than people who work at the orchard.

5.4 Findings based on interview at Khlong Lat Mayom Floating Market

To develop further insight regarding employers and employees within the informal sector at Khlong Lat Mayom floating market, Bangkok, face to face interviews were conducted on self operators and employees. The field work took place in August 14 to 15, 2010. The data collection venue was the shops of each respondent. All interviews were audio recorder and later transcribed. A convenience sample of 20 employers and 3 employees were interviewed. All of surveys were conducted in Thai and lasted in approximately 50 minutes. The questions of interview consisted of 17 open ended questions, covering motivation for starting the business, background before starting business, obstacles encountered in start up and expansion, performance of the business and future outlook.

Box 5.1: Findings based on interview at Khlong Lat Mayom Floating Market

Background

- Number of business before owned current one: Most of the respondents had not owned any business before the current one, 17 people, 4 had owned food shop, 1 person had owned fruit shop and 1 had owned souvenir shop.
- Prior experience in the informal tourism business: 17 people had any prior experience in the informal tourism business.
- Source of training for your business: Most of them had self study.
- Outside help in starting business: 10 respondents had no supporter, 11 respondents had family support, 2 respondents had their colleagues support.
- Part time or full time job: 17 respondents work as part time job and 6 respondents work as full time job.
- Hours of work: Most of them work 5 – 7 hours per day.

Motivation

- Reason for starting business: 5 respondents had limited of finance, 7 respondents had experience in the same line of business, 2 respondents worked as a hobby, 1 respondent was quit of the job, 2 respondents were retired from their job, and 6 respondents need additional income.

Other employment opportunities

Initial Resources: 12 respondents operated business on their personal saving, 5 respondents operated business on family loan, 1 respondent had friend loan and 5 respondents had moneylenders.

Continued...

Obstacles

- Obstacles in starting business: 15 respondents had difficult access to finance.
- Obstacles in expansion business: 12 respondents had limited finance, 7 respondents had no plan for expansion business and 4 respondents had limited knowledge of marketing.

Performance

- Income worth effort: Most of them satisfied for their income. Some of them can earn 4,000 to 5,000 baht.

Future Outlook

- Where business will be in the next three years (2013): Most of the respondents had no idea about their future plan. Some of them will be out of business and some want to make their business larger or expand.
- New business opportunities in next three years: Half of them do not know about new business opportunities. Some of them will add new products and diversification.
- Overall outlook for business: Most of them are happy and satisfied.
- Plan to pass on business: Half of them had no idea, some of them will pass on their children or spouse and some will pass on their friend or family.
- Give up business if offered stable job: Most of them were an ambitious to do this business. Some of them will give up.

CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter includes a summary of the study, conclusion of the research outcomes long with recommendations and suggestions for further research.

6.1 Summary of findings

Objective 1: To provide an overview of livelihood issues of informal tourism sector at Khlong Lat Mayom Floating Market

Khlong Lat Mayom floating market demonstrated the importance of developing linkage between tourism and informal tourism sector.

- Employment: Labour intensive was identified as a key issue of Khlong Lat Mayom Floating Market. The market is employ high percentage of locals. So that makes locals improve their earnings and dispersion of tourism earnings to non-managers staff.
- Business opportunities for poor are important mechanisms for legitimating the informal tourism sector.
- Inclusion of women: The income generating is considered secondary role to their childcare, food and family responsibilities.
- Assistance to community members on health care: Most of Thai informal tourism operators and employees can use 30 baht all scheme.
- Inclusion of the voice of the poor in tourism plans: the market itself has a tourism plan, but it is short plan. On the other hand, most people do not know about the government's or local's organization plans on tourism. They have no involvement for decision making in planning.
- Natural and cultural assets of the community: Both of locals and neighbor care for their environment and culture. Tourism can lead them to have more

awareness of their assets because natural and culture of locals can attract tourists visit the market.

- Collective benefits for wider community (provision of infrastructure facilities and services for tourists): The success of floating market brings lots of infrastructure development to the community such as road. These facilities will benefit for both locals and tourists.

Table 6.1 Summary of respondents' information

Respondents' information	The majority of respondents
Business ownership	Self operators (87.6%)
Type of tourism businesses	Food and drink shops (60.4%)
Length of informal business	3 to 5 years (36.4%)
Gender	Female (66.4%)
Number of workers	No worker (84.3%)
Location of tourism business	Shopping market (50.7%)

Out of 217 respondents, the majority of informal tourism business owners are self operators (87.6%). The majority of informal tourism operators do not require workers (84.3%). They run business by themselves. Most of them are female (66.4%). The majority of tourism businesses are food and drink shops (60.4%). Half of the respondents are working at the shopping market (50.7%) the main market of Khlong Lat Mayom Floating Market. Moreover, most of the respondents have been operating their business for 3 to 5 years (36.4%).

6.1.2 Hypotheses testing results

A set of 217 questionnaires were distributed to target respondents at Khlong Lat Mayom floating market. This research used One-Way ANOVA technique to test the hypotheses. Table 6.2 shows the outcome of hypotheses testing.

Table 6.2 Summary of hypotheses testing results

Description	Statistical technique	Hypothesis testing result
Hypothesis 1		
The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to ‘business ownership’	One- Way ANOVA	Reject Ho1
Hypothesis 2		
The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to ‘type of informal tourism business’	One- Way ANOVA	Reject Ho2
Hypothesis 3		
The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to ‘duration of informal tourism business’	One -Way ANOVA	Reject Ho3
Hypothesis 4		
The difference in the informal tourism sector in terms of the role of tourism on the livelihood issues with regard to their ‘location of informal tourism business’	One - Way ANOVA	Reject Ho 4

6.2 Discussion

Objective 2: To identify any relationships between business ownership, type of informal tourism business, length of informal tourism business and location of informal tourism sector on its engagement with informal tourism sector in Khlong Lat Mayom Floating Market

6.2.1 Business ownership

Self operators are more satisfied with their income than the others. The self operators have more confidence, experience and can afford high level of responsibility than the others. So it makes them survive and meet the basic needs without many obstacles. Some of the operators can earn 4,000 to 7,000 baht per month. Self operators and freelance do not face with exploitation and risk. They also agreed that their goods and services have enough demand. They do not feel their presence as a conflict with their life style and culture. They are concerned about pollution such as used eco-friendly products to reduce waste such as using banana leaf instead of plastic containers. They have a chance to avail 30 baht for all schemes. Self operators considered that natural assets can be maintained because of tourism. Self operators agreed that the community can get lots of benefit such as income opportunity and infrastructure improvement. It can make locals and tourists more comfortable. Tourism can make their community care more about natural assets especially canal because this attraction usually brings more tourists. Most of self operators have both short and long term future plan for their businesses such as expand size of shop, hire employee and open new branch.

Employees also satisfied with their revenue even though they can earn daily wage. A few employees considered that their employers try to take advantage and unstable for the job because they have not signed any contract. Some of the employees also plan to run informal tourism business in this market because of the market has enough demand of goods and services. Employees have different opinion about this issue. Tourists can bring new culture or custom to the community. Employees are not concerned much about pollution. They only focus on their job and income. Employees have a chance to avail 30 baht for scheme but this project

did not include Cambodian and Burmese workers. The employees considered that natural assets got boost because of government. They are considered that they also get benefit from tourism. Employees are only point to their short term future plan.

Table 6.3 Summary of Business ownership

Issues	Self operate business	Employees
Revenue	They are satisfied with their revenue	They also satisfied with daily wage.
Exploitation and risk	They did not face with exploitation and risk.	Some employers try to take advantage.
Demand of goods and services	They agreed that they have enough demand of goods and services.	They also agreed that their business have enough demand of goods and services.
Conflict of culture	They do not feel conflict.	They feel that tourists bring new culture to the community.
Pollution	They are concerned more about pollution.	They are not concerned much about pollution.
30 baht scheme	They have a chance to avail 30 baht scheme.	Cambodian and Burmese workers have no chance to avail this project.
Natural assets got boost	They agreed that natural assets got boost because of tourism.	They are considered that natural assets got boost because of government.
Benefit of community from tourism	They agreed that the community can get a lot benefit from tourism	They also agreed that they can get benefit from tourism.
Future plan	They have both short and long term plan.	They focus only short term plan.

6.2.2 Type of informal tourism business

Food and drink shop operators strongly agree that tourists' spending is very important for their income and livelihood because their business depend on tourists spending. On the other hand, Local transport such as motor bike and van do not care much about number of tourists or tourists spending because their target market is local. They also do not care much about benefits from tourists other than finance because they focus only on their income and survive.

Most of tourists use private car because the market provide a parking area and it is difficult to get to the market from town. There is no van or bus from town, such as from Victory Monument to the market. There is one mode of local transportation that many tourists commonly use which is boat that charges only five to ten baht per person. Moreover, the operators organize boat tour to temples or sight-seeing. But they can operate boat trip only on weekend or holidays.

Local transport service providers have less opportunity for advancement in the future. Many motor bike workers get only their daily wage and that money ends up filling oil and for their meal and they could save only a little money. Some of them get less money but higher expenditure. Most of the local transports must pay for using transport terminal such as motor bike terminal. So, they only considered about daily business operation and meeting daily expense than expand their business.

Florist operators can see more opportunities for advancement in the future than local transport. Florist operators can earn well and some of them change from retailers to be wholesalers because of the demand of tourists are really high. From the interview, one of the flower shops can export their orchid abroad. Some of them have planned to expand shop for their children. Florist shops operators agreed that they can get benefits from infrastructure facilities due to tourism.

Table 6.4 Summary of Type of informal tourism business

Type of informal tourism business	Discussion
Food and drink shops	- Tourists' spending is very important for their revenue.
Local transports	- They do not care much about number of tourists and benefit from tourism. - They have short term future plan.
Florists	- They can see more opportunities in the future because they can get good revenue.

6.2.3 Length of informal tourism business

Operators who operate their business for more than five years feel satisfied with their revenue because they can fulfill customers want and more confident to running their business such as add more menus to attract international tourists. They can make their brand well known to tourists because they have been interviewed by many travel books, television programs and websites. They also satisfied with their income because they can meet their basic requirements such as education or food. They get lots of benefits of infrastructure facilities because of tourism. At the beginning, the infrastructure facilities were quite poor but after the market was better known, the facilities are added. It makes them feel more comfortable. In the past, nobody thought about preservation their natural assets rather focus only on their survival. But nowadays, natural assets are being preserved because of tourism.

Operators who run businesses between three to five years started their business during development period. At that time, the market has been developed a lot such as road, water supply or electricity. So, they considered that number of tourists increased because of their goods and services. They do not think that all facilities have been developed because of tourism.

Operators who run business less than three years need to learn more about their target market and find unique style of products. They also have no plan for expand their business because some of them did borrow money from their family or relative and loan from the bank. So when they get profit they need to give back to the lender. They run their business when the market is get boost of natural assets so they are not consider that tourism bring more awareness about natural assets to the community.

Table 6.5 Summary of Length of informal tourism business

Length of informal tourism business	Discussion
More than five years	<ul style="list-style-type: none"> - They are satisfied with their revenue. - They can meet their basic needs. - They agreed that they get a lot of benefit from tourism.
Between three to five years	<ul style="list-style-type: none"> - They are not concerned much about infrastructure and facilities improvement.
Less than three years	<ul style="list-style-type: none"> - They have no plan for expand their business.

6.2.4 Location of tourism business

From the result of hypothesis four, the location that the operators feel comparatively safe, are not exposed to hazardous and discriminatory is the orchard. They work in their own land and are satisfied with their working conditions. Most of them work with their families so they are not exposed to hazardous and discrimination. On the other hand, operators who work at the canal feel uncomfortable with their working condition because they must encounter flood during rainy season and without cover. They usually have to sit on the boat for many hours which cause them cramp, pain and ache. Accident can happen anytime at the canal. Canal is the best place to meet international tourists. Most of the tourists want to see people in their boat selling their product. Moreover, tourists really like boat trip and they want to try rowing.

Table 6.6 Summary of Location of informal tourism business

Location of informal tourism business	Discussion
Orchard	<ul style="list-style-type: none"> - Operators who are working at the orchard feel safe.
Canal	<ul style="list-style-type: none"> - Operators who work at the canal feel uncomfortable with their working condition. - Meet international tourists.

6.3 Conclusion

The study has demonstrated about the linkage between tourism and informal tourism sector which can significantly increase the earnings of the informal sector operators at Khlong Lat Mayom Floating Market and help the operators earn their living. There is a considerable potential for the tourism development which improves the opportunities for the poor to earn their living from tourism, whilst at the same time producing more diverse products to attract tourists. The findings indicate that a tourism destination such as Khlong Lat Mayom Floating Market needs to consider and integrate tourism products into its planning strategies.

Tourism can definitely play an important role to reduce poverty. Moreover, tourism can create opportunities for locals. Besides natural assets, informal tourism sector is an important role which drives the market and the community to success. Informal tourism sector is easy to participate because this sector focuses on small business. Even though people have limited finance or education, they can run their business. On the other hand, informal tourism sector is characterized by unregulated market, uncertain job and unsure social welfare. Tourism can bring a lot of developments to this floating market in the form of infrastructure facilities.

Khlong Lat Mayom Floating Market was developed as a tourist destination. This floating market gives lots of opportunities for the locals such as self business operators. This study also points out some of the problems faced by the informal sector operators. From this study, operators and employees of this floating market do not know much about the national and municipal laws, regulations governing the conduct of business and decision making that involves locals to develop tourism planning.

6.4 Comparison with previous studies

UNEP & WTO (2005) indicated that tourism has a potential in helping poverty reduction and providing good opportunities for poor people and brings development to the community. As Zhao & Ritchie (2007) explained three things that the locals need to succeed due to tourism: opportunity, empowerment and security. Khlong Lat Mayom Floating Market provides opportunities for the locals to participate in informal tourism sector even if they have less education or inadequate finance. From the result of hypotheses most informal tourism operators felt safe and have access to health care. However, for Burmese and Cambodian employees, they cannot use 30 baht scheme. Empowering local communities to influence decisions on tourism development is an important perspective by initiating partnership approaches that include locals in order to identify opportunities that appropriate to locals' livelihood and decentralization of governance. The government or concerned organizations lack local participation for tourism planning or policy.

Delijas (2000) identified the characteristics of informal sector which are self operator, employee or unpaid family or friend. The majority of informal tourism operators in Khlong Lat Mayom Floating Market are self operators, followed by employees. Anyone can participate in the informal tourism sector in Khlong Lat Mayom Floating Market, so the types of informal tourism businesses prominent are food and drink shops, local guide and local transport. The informal tourism sector also gives opportunity for women to participate (Hu & Stewart, 2009). The majority of gender who participate in informal tourism sector in Khlong Lat Mayom are also women. Chand (2002) and Hillman (2003) mentioned those most informal tourism sector is open business in public area. Moreover, some people run their informal tourism business in their own land (Lao & Inocian, 2007). Length of informal sector

depends on seasonal or contract of each area and income (Hussmanns, 2004). Many people in Khlong Lat Mayom Floating Market have been operating their business since the market was launched until now.

6.5 Recommendations

From the results of this survey, most of the informal tourism operators agree that they can earn and survive because operating their informal tourism business in Khlong Lat Mayom Floating Market. In addition, the community can develop because of tourism. There are some recommendations from this research based on interview and hypotheses testing results as follows.

6.6.1 Recommendations for Khlong Lat Mayom Floating Market

Firstly, nowadays, the number of tourists increased but there are not enough toilets. The market should have more toilets because presently there are two toilets, one at the shopping market and the other outside their market. It is inadequate. An extended pathway should be build around the bank canal. Secondly, there should have more garbage bin. Thirdly, the market should concern about visitors and local safety and security such as fire prevention. Fourthly, the market should aggressively promote about local products. This means reinforcing the whole retailing process as well as the quality, price, distribution and display of local products. In addition, the market operator should collect more data to know the feedback from informal tourism operators and tourists. All data and statistics can make the floating market to create tourism plan and promotion more effectively.

Business ownership

Informal tourism operators and employees should concern more about cleanliness of food and food container. Some of the operators use water from the canal to wash their dishes and they do not wear an apron.

Type of tourism business

Local guide should have a name tag because it is difficult to recognize who the official guides are. Most local guides wear indigo shirt with loincloth (mor-homt) but some operators also wear this kind of shirt so name tag can make visitors easily know which person is a local guide. Operators who organize boat tour should provide life vests for the tourists. Most vans, minibuses and motor bikes drivers halt at any place that they wish, so it can cause accident. They should stop at the designated terminal at the market.

Duration of informal tourism business

For the operators who operate their business in the market, whether more or less than five years, should keep the standard quality of services and goods. If they can do that, the market will grow and the number of tourists will increase.

Location of tourism business

Some locations in the market are overgrown such as orchard or near canal bank. There is a need to reclaim and clean. The owner of the area should look into it carefully. In addition, each location should focus more on cleanliness because some of area did not have any bin so the operator are litter on the floor or place near the electric post. It makes bad smell and bad atmosphere.

6.6.2 Recommendations for Tourism Authority of Thailand (TAT)

Khlong Lat Mayom Floating Market is lesser known when compared to other market in Bangkok because of lack of advertising. Thai and foreign tourists from other areas do not know the market. Most of the tourists lack the information about the market. Ministry of Tourism and Sport and Tourism Authority of Thailand (TAT) should help promote the market to both Thai and international tourists. If number of tourists increased that means this community can get more income. Actually, the market

provides a lot of self-promotion projects such as painting charity, school tour or painting contest. TAT should coordinate and promote the market. This market has not come up with any brochure or pamphlet. TAT should create brochures and add this market into tourism plan and encourage for local participation.

6.6.3 Recommendations for Taling Chan district and Bang Ramard sub-district

There are three floating markets in Taling Chan Floating Market, Wat Sapan Floating Market and Khlong Lat Mayom Floating Market. Most tourists know about Taling Chan Floating Market more than the other two markets. In the district, there is lots of information about Taling Chan Floating Market but other markets in this area are relatively ignored or unknown. The district should provide more information about Khlong Lat Mayom Floating Market. Taling Chan District and Bang Ramard Sub-district should provide more budgets to develop the market such as electricity or road. Even though, the infrastructure in this area was developed, it does not cover all areas. Local people need more concrete road. Local organizations should have more sign board to get the market

6.6 Suggestions for further study

This research focuses only on the informal tourism sector in Khlong Lat Mayom Floating Market. As there are many floating markets in Thailand, there are many styles of floating markets. Other factors that should be investigated in the future are as follows:

- Future research could be conducted in different seasons or different time periods, as this study was conducted during the rainy season when the market faced flood problems and some stakeholders could not operate their shop.
- Further research about floating market in Thailand should collect data and statistics to find out about more kinds of informal tourism business such as

home-stay, peddler or Thai massage and location of business because different location can make different of locals' attitude to tourism.



References

- Allal, M. (1999). Micro and small enterprise development and poverty alleviation in Thailand. Working Paper No.6. ILO/UNDP.
- Alila, P. O. & McCormick, D. (1997). Firm linkage in Kenya's tourism sector. Discussion paper No. 297, Institute for Development Studies, University of, Kenya.
- Anderson, G. (1998). Fundamentals of educational research. London: The Falmer Press.
- Ashley, C. (2006). Facilitating pro-poor tourism with the private sector: Lessons learned from "Pro-poor tourism pilots in Southern Africa." London. ODI
- Ashley, C., Roe, R., & Goodwin, H. (2001, April), "Pro-Poor Tourism Strategies: Making Tourism Work for the Poor. A Review of Experience. Pro-Poor Tourism Report No.1.
- Atkinson, D. (2008). Towards: "soft boundary": pro-poor tourism and cross-border collaboration in the arid area of South Africa. South Africa.
- Bangkokpost (2007). Plai Pong Pang. Retrieved on January 25, 2010, from www.bangkokpost.com
- Boonyarattanasoontorn, J. (2006). Do poverty alleviation policies contribute to the welfare of poor people in rural communities? : A case study of six villages in Chiang Rai province. *Thammasat Review*, 11(1), 87-113.
- Castells, M. & Partes, A. (1989). World underneath: The origins, dynamics and effects of the informal economy. John Hopkins University Press.
- Chand, G. (2002). The informal sector in Fiji: Mimeo. Paper prepared for the Fiji Trades Union Congress. Suva.

- Charmes, J. (1999). Informal sector, poverty and gender. A review of empirical evidence. *The World Development Report* (pp.3-44). France: World Bank.
- Charmes, J. (2001). The contribution of informal sector GDP in developing countries: Assessment, estimates, methods and orientation for the future. World Bank.
- Chiangkul, W. (2001). The fact and future of Thai economic. Bangkok. Octorber Press (in Thai)
- Christie, I. T. & Crompton, D.E. (2001). *Tourism in Africa*. Washington: World Bank Community based Tourism. Retrieved on January 17, 2010, from www.communitybasedtourism.com
- Crick, M. (1992). Life in the informal sector: Street guides in Kandy, Sri Lanka. In D. Harrison (ED.), *Tourism and the less developed countries* (pp.135-147). London: Belhaven.
- Cukier, J., & Wall, G. (1994). Informal tourism employment: vendors in Bali, Indonesia. *Tourism Management*, 15, 464-467.
- Dejillas, L. (2000). Globalization, gender and employment in the informal economy: The case of the Philippines, Manila. ILO.
- de Kadt, E. (1979). *Tourism, passport to development?* London: Oxford University press for the World Bank and UNESCO.
- Department of Export Promotion (DEP). The OTOP Thailand. Retrieved on March 2, 2010 from www.dep.thai.go.th
- Downward, P. & Lumsdon, L. (2003). Beyond the demand for day visits: An analysis of visiting spending. *Tourism Economics*, 9, 67-76.
- ESCAP (2007). Study on the role of tourism in socio-economic development. United Nations. New York.

- European Commission (1998). Fact and figures on the Europeans on holidays 1997-1998. Executive Summary. Enterprise Director General, Brussels.
- Farver, J.A.M. (1984). Tourism and employment in The Gambia. *Annals of Tourism Research*, 11, 249-265.
- Getz, D. (1993). Planning for tourism business districts. *Annals of Tourism Research*, 20, 583-600.
- Goodwin, H. (2000). Pro-poor tourism: Opportunities for sustainable local development. *Development and Cooperation Paper No. 5*(pp.12-14). Frankfurt: DSE.
- Griffith, H.D. (1987). Beach operation: Their contributions to tourism in Barbados. *Caribbean Finance and Management*. 3, 55-56.
- Hillman, B. (2003). The Poor Paradise: Tourism Development and Rural Poverty in China's Shangri-La. In *Landscapes of Diversity: Indigeous Knowledge, Sustainable Livelihoods and Resource Governance in Montane Mainland Southeast Asia* (pp.545-553). Kunming: Yunnan Science and Technology Press.
- Hirschowitz, R. (1992). Informal Business: Opportunity for Entrepreneurship or Poverty trap? *People Dynamics*, 10(8).
- Husmanns, R. (2004). Defining and measuring informal employment. Bureau of Statistics International Labour Office. Geneva.
- Hu, Y. & Stewart, F. (2009). Pension coverage and informal sector workers: International experiences OECD working papers on insurance and pension. No. 31.
- ILO (1994). Thailand: Skill development for employment and income generation. Vol 1& 2, ILO, EASMAT.

- ILO (2005). World employment report 2004 -2005: Employment, productivity and poverty reduction. Geneva.
- Jenning, G. (2001). *Tourism research*. Milton: J. Wiley.
- Kermath, B. & Thomas, R. (1992). Spatial dynamics of resorts: Sosua, Dominican Republic. *Annals of Tourism Research*, 19, 173-190.
- Khlong Lat Mayom. Khlong Lat Mayom Floating Market. Retrieved March 20, 2010 from <http://khlonglatmayom.com>
- Kristen, M. & Rogerson, C. M. (2002). Tourism business linkage and small enterprise development in South Africa. *Development South Africa*, 19(1), pp.29 - 60.
- Lao, E. & Inocian, J. (2007). The future of the workers in the informal sector: Towards development in South Africa. *Development South Africa*, 19(1), pp 29-60.
- Lind, D.A., Marchal, W. & Wathen, S.A. (2005). *Statistical Technique in Business and Economics*. New York: McGraw-Hill.
- Malhotra, N.K., & Birks, D.F. (2003). *Marketing research: An applied approach*. Italy: Prentice Hall Finance Times.
- Maligalig, S.D. (2008). *Measuring the informal sector: Current Practices*. Manila ILO.
- Marius, H. (1987). The informal sector in developing countries. *Small enterprises development: Policies and Programs*. Geneva, Switzerland: ILO.
- Meyer, D. (2006). *Caribbean Tourism, Local Sourcing and Enterprise Development: Review of the Literature*. PPT Working Paper No.18. London: ODI, IEED, ICRT.

- Michaud, J. (1991). A social anthropology of tourism in Ladakh, India. *Annals of Tourism Research*, 18, 605-621.
- Miller, L. (1985). Linking tourism and agriculture to create jobs and reduce migration in the Caribbean. In R.A. Pastor (ed.). *Migration and Development in the Caribbean: The Unexplored Connection*. pp 295-300, Boulder, CO: Westview Press.
- Ministry of Labour, Namibia (1997). Report of the informal sector survey. Republic of Namibia.
- Morris, H.M., Jones, P. & Nel, D. (1997). The informal sector, entrepreneurship and economic development. University of Cape Town, South Africa.
- Neto, F. (2003) A new approach to sustainable tourism development: Moving beyond environmental protection. *Natural Resources Forum*, 27(3), 212 – 222
- Newbold, P. (1995). Chapter 10: one-sample tests of hypothesis. *Statistics for Business & Economics* (4th ed.). Upper Saddle River, NJ: Printice-Hall.
- Nitisudarmo, S. (2009). The role of the informal sector contribution to the urban landscape in Yogyakarta, Indonesia concerning on the urban heat island issue. Islamic University of Indonesia.
- NSO (1994). Role of the informal sector. Retrieved March 15, 2010, from www.unescap.org
- NSO (2003). The indicator of Thailand development. Bangkok. NSO (in Thai).
- Page, S. (1999). *Tourism and development: The evidence from Mauritius, South Africa and Zimbabwe*. Report prepared for DEID on trade and enterprise. London. ODI.

- Policy Statement of the Councils of Ministry (2008). Retrieved March 2, 2010, from
www.cabinet.thaigov.go.th
- Reddy, M., Naidu, V. & Mohanty, M. (2003). The urban informal sector in Fiji.
Fijian Studied, 1(1)
- Ruffer, T. & Knight, J. (2007). Informal sector labour markets in developing
 countries. Oxford Policy management
- Rauch, J.E. (1991). Modeling the Informal Sector Formally. *Journal of Development
 Economics*, 35(1), 33-47.
- Renard, Y., Darcheville, A. & Krishnarayan, V. (2001). *Practical strategies for pro-
 poor tourism. A case study of the St. Lucia heritage tourism programme*. PPT
 working paper No. 7. London: ODI
- Skuras, D., Dimara, E & Petrou, A. (2006). Rural tourism and visitors' expenditures
 for localFood products. *Regional Studies*, Vol. 40.7, pp. 769 – 779,
 Routledge.
- Shah, K. (2000). Tourism, the poor and other stakeholders: Asian experience. *ODI
 Fair-Trade in Tourism Paper*. London: ODI.
- Suriya, K. (2005). Modelling the linkage between tourism and multiple dimensions
 of Poverty in Thailand. Chiang Mai University.
- TCEB. The Rose Garden. Retrieved on February 20, 2010. www.tceb.or.th
- TCEB. Royal's projects. Retrieved on February 23, 2010, www.tceb.or.th
- Timothy, D.J., & Teye, V.B. (2005). Informal sector business travelers in
 developing world: A borderlands perspective. *The Journal of Tourism studies*,
 16(1), 82-91.
- Timothy, D.J., & Wall, G. (1997). Selling to tourists: Indonesian street vendors.
Annals of Tourism Research, 22(2), 322-340.

- Thailandoutlook. The Ninth National Economic and Social Development plan (2002-2009). Retrieved January 25, 2010, from www.thailandoutlook.com
- Thaitambon. Village development projects. Retrieved on March 6, 2010 from www.thaitambon.com
- Theerapappisit, P. (2001). Pro-poor tourism in the GMS: Towards sustainability?
- The National Statistical Coordination Board (NSCB). (2007). Informal sector. Retrieved on March 3, 2010 from www.nscb.gov.ph
- The UK Development for International Development (DFID). (2004). *Tourism and poverty reduction: Making the links*. Pro-Poor Tourism Partnership.
- Thomas, J.J. (1992). *Informal Economic Activity*. Ann Arbor, MI: University of Michigan Press.
- Tourism Authority of Thailand (TAT). (2000) TAT: Sustainable tourism policy: Planning a sustainable future. Retrieved on January 25, 2010, from www.tourismthailand.org
- United Nations Environment Programme (UNEP) and World Tourism Organization(WTO). (2005). *Making tourism more sustainable: A guide for policy makers*. Paris: UNEP.
- Wahnschafft, R. (1982). Formal and informal tourism sectors: A case of Pattaya, Thailand. *Annals of Tourism Research*. 9, 429-451.
- World Bank (2004). *Doing Business in 2004*. Washington: The World Bank.
- World Tourism Organization (WTO) (2002). *Tourism and poverty alleviation*. Madrid
- Yourhealthyguide. Floating Market in Bangkok. Retrieved March 5, 2010 from www.yourhealthyguide.com

Zhao, W. & Ritchie, B. J.R. (2007). Tourism and poverty alleviation: An integrative research framework. *Current Issues in Tourism*, 10(2), pp. 119 – 132.

Zikmund, W.G. (2000). *Exploring marketing research, seventh edition*. USA: the Dryden Press, Fort Worth



APPENDIX A



Questionnaire



Dear Respondents:

This questionnaire is designed as part of fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University, Thailand. The thesis title is “An Overview of Informal Tourism Sector at Khlong Lat Mayom Floating Market”. Your answers are very valuable and your information will be strictly used for educational purpose and treated confidential. Your cooperation and precious time on this questionnaire is highly appreciated.

Sincerely,
Wasinee Pipatpetchpum

Part I: Respondent's information

Please tick (✓) **ONE** best that matches best with your opinion for the following statements

1. **Business Ownership**
 - ☐ Self
 - ☐ Employee
 - ☐ No answer
2. **Type of informal tourism business**
 - ☐ Food and drinks
 - ☐ Handicraft and souvenirs (postcards, t-shirts, diaries and etc.)
 - ☐ Local transport (van, motor bike, boat)
 - ☐ Guide
 - ☐ Grocery (confectionary items)
 - ☐ Florist
3. **Length of informal tourism business**
 - ☐ Less than 3
 - ☐ 3-5
 - ☐ More than 5
4. **Gender**
 - ☐ Male
 - ☐ Female

5. Number of workers

- ☐ 1-3
- ☐ 4-5
- ☐ More than 5
- ☐ No worker

6. Location of informal tourism business

- ☐ Shopping market
- ☐ Garden
- ☐ Canal
- ☐ Outside market

Part II: Role of tourism on the livelihood issues of the informal tourism sector in Khlong Lat Mayom Floating Market area

Please tick () ONE best that matches best with your opinion for the following statements, where 5 – Strongly agree, 4 – agree, 3 – neither agree nor disagree, 2 – disagree, 1 – strongly disagree

	Statements	5	4	3	2	1
7.	I earn well in Khlong Lat Mayom floating market					
8.	To carry on this work, my efforts and labor depend on the tasks, experience and level of responsibility.					
9.	My occupation depends on tourists spending (purchase of goods and services of locals)					
10.	I can see opportunities for advancement in the future (more income generation, own business, expansion etc.)					
11.	The general condition of work brought by tourism is healthier and safer (not exposed to hazardous, degrading, and discriminatory working conditions)					
12.	I have an access to health care (30 baht scheme)					
13.	The government does inform on decisions about tourism.					
14.	I have adequate skills (or non-skill) to perform tourism related business.					

	Statements	5	4	3	2	1
15.	Many locals like me can earn because of tourism business.					
16.	There is enough demand for goods & services provided by me.					
17.	Being in tourism business, I am not exposed to risk and exploitations					
18.	My job does not create to pollution of air, water and land and the generation of garbage.					
19.	The demands of Tourists are not conflicting with my culture customs, traditions, moral and values.					
20.	I am able to meet my basic needs, such as food, health care, shelter, and education by being in tourism related business.					
21.	The provision of infrastructure and facilities in Khlong Lat Mayom Floating Market area provide collective benefits to the whole community because of tourism.					
22.	Many foreign tourists continue to visit Khlong Lat Mayom Floating Market throughout the year					
23.	Natural assets of people in Khlong Lat Mayom Floating Market area such as canals and parks got a boost because of tourism.					

APPENDIX B



แบบสอบถาม



เรียน ท่านผู้ตอบแบบสอบถาม:

แบบสอบถามชุดนี้จัดทำขึ้นโดยเป็นส่วนหนึ่งของหลักสูตรปริญญามหาบัณฑิตสาขาบริหารธุรกิจด้านการจัดการท่องเที่ยว บัณฑิตวิทยาลัย มหาวิทยาลัยอัสสัมชัญ ประเทศไทย ในหัวข้อวิทยานิพนธ์เรื่อง “ทัศนะของผู้ประกอบการรายย่อยเกี่ยวกับการพัฒนาการท่องเที่ยวที่ตลาดน้ำคลองลัดมะยม” คำตอบของท่านนั้นมีความสำคัญและข้อมูลที่ได้จากท่านจะได้รับการเก็บรักษาและนำไปใช้เพื่อประโยชน์ทางการศึกษาเท่านั้น ขอขอบคุณท่านที่สละเวลาและให้ความร่วมมือในการตอบแบบสอบถามชุดนี้

ขอแสดงความนับถือ

วสินี พิพัฒน์เพชรภูมิ

ส่วนที่ 1: ข้อมูลของผู้ตอบแบบสอบถาม

กรุณาทำเครื่องหมายถูก (✓) ข้อที่ตรงกับความคิดเห็นของคุณมากที่สุด

1. ลักษณะการประกอบการ

- เจ้าของกิจการ
- รับจ้างหรือลูกจ้าง
- ไม่มีคำตอบ

2. ประเภทของการประกอบการ

- อาหารและเครื่องดื่ม
- งานฝีมือและของฝาก (ไปรษณียบัตร, เสื้อผ้า, สมุดบันทึก และอื่นๆ.)
- การคมนาคมภายในท้องถิ่น (รถตุ้, มอเตอร์ไซด์รับจ้าง, เรือ)
- คนนำเที่ยว
- ร้านขายของทั่วไป
- ร้านขายดอกไม้และต้นไม้

3. ระยะเวลาในการเปิดกิจการ (ปี)

- น้อยกว่า 3 ปี
- 3-5 ปี
- มากกว่า 5 ปี

4. เพศ

- ชาย
- หญิง

5. จำนวนลูกจ้าง

- 1-3 คน
- 4-5 คน
- มากกว่า 5 คน
- ไม่มีลูกจ้าง

6. ที่ตั้งของกิจการของคุณในตลาดน้ำคลองลัดมะยม

- บริเวณตลาดน้ำ
- สวน
- คลอง
- ตลาดด้านนอก

ส่วนที่ 2: บทบาทของการท่องเที่ยวซึ่งมีผลกับการดำรงชีวิตของผู้ประกอบการรายย่อยที่ตลาดน้ำคลองลัดมะยม

กรุณาทำเครื่องหมายถูก (✓) ข้อที่ตรงกับความคิดเห็นของคุณมากที่สุด: 5 – เห็นด้วยอย่างยิ่ง, 4 – เห็นด้วย, 3 – เห็นด้วยปานกลาง หรือ เฉยๆ, 2 – ไม่เห็นด้วย, 1 – ไม่เห็นด้วยอย่างยิ่ง

	ข้อความ	5	4	3	2	1
7.	ข้าพเจ้ามีรายได้ที่ดีจากการประกอบอาชีพที่ตลาดน้ำคลองลัดมะยม					
8.	ข้าพเจ้าประกอบอาชีพนี้โดยได้ใช้ประสบการณ์และความอุตสาหะจนเกิดประโยชน์					
9	รายได้ของข้าพเจ้าขึ้นอยู่กับการใช้จ่ายของนักท่องเที่ยว เช่น การซื้อสินค้า					

	ข้อความ	5	4	3	2	1
10.	จากงานที่ทำอยู่ ข้าพเจ้าเห็นโอกาสในการก้าวหน้า เช่น การมีรายรับเพิ่มขึ้น สามารถขยายกิจการ หรือเป็นเจ้าของกิจการ					
11.	สภาพการทำงานและสถานที่ทำงานของข้าพเจ้ามีความปลอดภัย และส่งเสริมสุขภาพ เช่น ไม่ก่อให้เกิดอันตราย ไม่ทำให้เสื่อมเสีย และไม่มีการเลือกปฏิบัติ					
12.	ในหมู่บ้านหรือตำบลมีสถานีหรือศูนย์พยาบาล และมีหลักประกันสุขภาพหรือโครงการ 30 บาทรักษาทุกโรค					
13.	ภาครัฐมีการประกาศนโยบายด้านการท่องเที่ยวให้รับรู้					
14.	ข้าพเจ้ามีทักษะหรือความสามารถในการทำงาน					
15.	คนในพื้นที่สามารถมีรายได้และมีชีวิตความเป็นอยู่ที่ดีขึ้นจากการท่องเที่ยว					
16.	นักท่องเที่ยวจำนวนมากสนใจสินค้าและบริการของข้าพเจ้า					
17.	สถานที่ประกอบกิจการของข้าพเจ้าไม่ทำให้อันตรายแก่ผู้อื่นตายและโดนเอาผิดเอาเปรียบ					
18.	งานของข้าพเจ้าไม่ก่อให้เกิดมลภาวะทางอากาศ น้ำ และดิน หรือทำให้เกิดขยะ					
19.	การส่งเสริมการท่องเที่ยวและจำนวนนักท่องเที่ยวที่เพิ่มขึ้นไม่ทำให้วัฒนธรรม กิจวัตรประจำวัน และประเพณีของคนในพื้นที่เปลี่ยนไป					
20.	จากการประกอบกิจการหรือทำงานที่ตลาดน้ำคลองลัดมะยมทำให้ข้าพเจ้ามีรายได้เพื่อสนองความต้องการพื้นฐานเช่น การศึกษา ที่อยู่อาศัย อาหาร และสุขภาพอนามัย					

	ข้อความ	5	4	3	2	1
21.	จากการส่งเสริมการท่องเที่ยวในชุมชนของตลาดน้ำคลองลัดมะยมทำให้มีการพัฒนาสิ่งอำนวยความสะดวกให้คนชุมชน					
22.	มีจำนวนนักท่องเที่ยวต่างชาติมาท่องเที่ยวที่ตลาดน้ำคลองลัดมะยมเพิ่มขึ้นในแต่ละปี					
23.	ทรัพยากรธรรมชาติที่ตลาดคลองลัดมะยมเช่น คลองและสวน ได้รับการอนุรักษ์เพราะการส่งเสริมการท่องเที่ยว					

