

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.

