

## Abstract

The demand for recreation and leisure has been increasing yearly since 1990. Tourism on Koh Chang island has been out of control with local people developing and the residents who run their business or working as service provider without sufficient awareness in the cases of natural resources, conservation and tourism sustainability.

The purposes of this study was to identify the perception in tourism development, awareness in the environmental impact and destination management and community involvement of local Koh Chang people in both the tourism related and non-tourism related areas. Data collection was accomplished by using data collection techniques base on a structured questionnaire. The total sample size for this study was 440, divided base on a quota into 400 participants of local people in non-tourism related area and 40 participants for local people in tourism related area.

The results of this research established, there was no different in perception of the local people in non-tourism related area and there in the tourism related area.

The findings provided the significant information for local administrators, organization and the local communities to better understand the perception of local people and might be useful as guideline for future tourism destination development to bring about more opportunities to the local people to participate in policy decision making for sustainable tourism of Koh Chang.