

ABSTRACT

The objectives of this study is to find out perceptions of residents about the economic, Socio cultural and environmental impacts of adventure tourism development, to find out perceptions that are different between those residents who are work and those who are not work in adventure tourism business. Finally, to find the difference in perceptions of adventure tourism development impacts among demographic variables.

The research framework consists of two types of variables: independent variables and dependent variables. Independent variables consists of socio-demographic which are measured in terms of gender, age, education, household income, occupation and respondent who is working or not working in adventure tourism business. Dependent variables consists of: economic impacts, social compacts and physical environment impacts. Economic impacts (including investment in Pattaya, support for other businesses in Pattaya, employment in Pattaya, resident's income, number of jobs in Pattaya -and rejuvenate Pattaya's tourism industry). Social impacts (including Pattaya's culture, respondent's family relation, number of crimes in Pattaya, number of drug problems in Pattaya, resident's standard of living and Pattaya local customs). Physical environment impacts (including environment in Pattaya, infrastructure in Pattaya, pollution problems in Pattaya, the historical sites in Pattaya, animal life in Pattaya and natural resources in Pattaya).

The data were collected by 350 questionnaires in Pattaya area, this questionnaire was distributed to some of the destination places, such as North Pattaya beach, Central Pattaya beach, South Pattaya beach, Jomtien beach, and adventure tourism attraction places in Pattaya. The points for data collection include Pattaya's tourism authority, police station, night entertainment places, adventure tourism places, department stores, tourism agency, beaches, resident's houses and restaurants in Pattaya area.

The perceived impacts are measured with 7 point semantic differential scale (with 1 means strongly negative perception of respondents toward adventure tourism development, 4 means neutral perception that refer to respondents have no positive or no negative perception toward adventure tourism development and 7 means strongly positive perception of respondents toward adventure tourism development.) in the questionnaire. The residents would give their opinion on the statements in the questionnaire

For the first to fourth hypothesis, the study uses Descriptive Statistic to examine the majority of resident's perception about economic impacts (investment, support other businesses, increase employment, resident's income increase, create more jobs and rejuvenates Pattaya's tourism industry) toward adventure tourism development in Pattaya. Moreover, one-sample t-test to identify the perception of Pattaya's respondents. Furthermore, in order to test the fifth, tenth, eleventh, sixteenth, seventeenth and twenty-second hypothesis of the study, Independent sample T-test was conducted. Next, the sixth, seventh, eighth, ninth, twelfth, thirteenth fourteenth, fifteenth, eighteenth, nineteenth, twentieth and twenty-first hypothesis of the research, ANOVA was undertaken

The results of hypotheses testing indicated that the residents in Pattaya have positive perception about economic, social, physical environmental impacts and overall impacts of adventure tourism development in Pattaya. About the economic impacts, there is no difference in perception of economic impacts among different genders, age, educational levels, resident's household incomes and occupations, but in residents who are working or not working in adventure tourism business variables, there are difference

in perception of economic impacts of adventure tourism development in Pattaya. In social impacts, there is no difference in perception of social impacts among different genders, ages, resident's household incomes, occupations and residents who are working or not working in adventure tourism business variables, but in different educational levels, there is difference in perception of social impacts of adventure tourism development in Pattaya. In physical environmental impacts, there is no difference in perception of environmental impacts among different genders, ages and residents who are working or not working in adventure tourism business variables, but in different educational levels, resident's household incomes and occupation variables, there are difference in perception of environmental impacts of adventure tourism development in Pattaya.

To conclude, destination managers should develop policies and programs to help people earn more income, protect their social system and to protect their environment. The residents should be educated to appreciate their cultural and environmental heritage and to participate in recreational activities in the area.

The community should be involved in any decision making process at an early stage of development to ensure that they are the ones who benefit most from adventure tourism.

Plan approach system of adventure tourism developments should be -adapted to suit the area in order to ensure sustainable future benefits.

