

ABSTRACT

The rapid growth of ecotourism has a positive impact on the economic development aspect (generate more jobs and income for local people). Also, ecotourism development still helps to improve and develop the infrastructure. In recent years, the government has had policies to promote and plan for ecotourism development. In Kaysone Phomvihane City, there are many tourist attractions and ecotourism attractions as potential and good opportunities for tourism development. In contrast, this city still faces challenges which include: the lack of facilities development and diversity in services and activities, inconvenient to access destinations.

This study aimed to explore and assess the participation in Ecotourism of the stakeholder that includes: 1) exploring the interest of the tourists in Ecotourism; 2) assessing the perspective of the local community on ecotourism development; 3) exploring the opinion of the local operator and the government about strengths, weaknesses, opportunities, and threats; 4) purposing the guideline and recommendation for sustainable ecotourism development.

This study was mixed research and was selected the respondents by four groups in different sampling sizes, including 1) tourist group (100 respondents); 2) The local community group (50 households); 3) Local tour operator group (10 respondents); and 4) the Central and local government official group (10 respondents). Furthermore, for community location selection, the villages selected by three villages that ecotourism places are in such as 1) That Inghang village, and 2) Phonsim villages which are the locations of four famous attractions. The data collection of this study was going to gather from the questionnaire by observation and interview the stakeholders. The data analysis method used two methods, including 1) for the local community groups were used the SPSS analysis method, and 2) for the local tour operator and the central and local government groups used the SWOT analysis method.

The findings showed that 1) the tourists' interest in Ecotourism, the opinion, and suggestion; 2) the local communities' perspective in ecotourism development on each aspect, the community involvement, and the suggestion; 3) the opinion of the local tour operator about challenges and the potential; and 4) the opinion of the government about opportunities and threats to ecotourism development.

Keywords: Ecotourism stakeholder, Ecotourism principle, Ecotourism guideline, Ecotourism participation, Sustainable ecotourism development, Community Involvement.