

**Title:** Saving Tourism From Itself: Attitudes And Action In Thailand

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**Abstract:**

A summary of EEPSEA Research Report 2002-RR5, An Economic Valuation of Coastal Ecosystems in Phang Nga Bay, Thailand, by Udomsak Seenprachawong (School of Development Economics, National Institute of Development Administration, Thailand; contact: [udomsak.s@nida.nida.ac.th](mailto:udomsak.s@nida.nida.ac.th))

Tourism has helped fuel much of Thailand's rapid growth in recent years. Yet the country is in danger of killing the goose that lays this golden egg. Lack of regulation, coupled with inappropriate development, has meant that many of the country's most important tourist sites are in danger of being over-developed and despoiled. In response to this problem, a new report has found that many Thais are not only very concerned about the protection of marine and coastal tourism destinations, but would be willing to pay to see such sites conserved. The report recommends that tourism itself holds many of the answers to the problem and suggests ways in which conservation measures can be financed and put into practice.

The study was done by Udomsak Seenprachawong, at the time a faculty member of Thailand's Sukhothai Thammathirat Open University. He looked at Phang Nga Bay on the country's southern seaboard. His findings mirror those of his earlier report on the islands of Phi Phi. (EEPSEA 2001-RR7). Both studies are relevant to many other marine sites in the country