

THE STUDY OF SUCCESS IN TEACHING METHODOLOGY OF SUSTAINABLE TOURISM SUBJECT AND THE ENHANCE OF CONSERVATION AWARENESS

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Abstract: Surin Island National Park located in Andaman Sea close to border of Myanmar and far from Thai western Seashore about 7 kilometer. It consists of 5 Island which are North Surin Island, South Surin Island, Ree Island, Kai Island and Klang Island. It areas contain 84,375 or 135 Square Kilometer. It not just only a beautiful tourist attraction, but it contain of high value of natural heritage which could not assessed as it abundance both wildlife and plants. Moreover, it is a home of Moken, sea people whose now settle down in Koh Bon, Surin Islands National Park. Therefore it could say that Surin Island National Park is a perfect learning center both natural and cultural [1]. As above-mentioned, researcher, a lecturer in Tourism industry and hospitality management program, the faculty of humanities and Social Science, SuanSunandhaRajabhat University whose teach in Sustainable tourism management subject, therefore realized that it should use teaching methodology by make a field trip at Surin Island National Park as another methodology in order to enhance student conservation awareness. However, researcher would like to study of success in teaching Methodology of Sustainable subject that this field trip could enhance student' conservation awareness or not and in which level. It will be a benefit for both lecturer and student. Researcher will use information from student opinion to search for the best teaching methodology to make most benefit for student meanwhile could enhance student conservation awareness which very important duty for lecturer in tourism field to implant student to appreciate of our tourism resource and have conscious mind in conservation to pass on abundant tourism resource to the next generation. Moreover, it very important for Thailand which be driven by Tourism Industry. To accomplish the goals and objectives, qualitative research was applied. The study also used both primary data and secondary data. From research result, it was revealed that the teaching methodology by make a field trip at Surin Island National Park as another teaching methodology in order to enhance student conservation awareness is successful. After this field trip, it can enhance students' conservation awareness at mean scores 4.31 considered as most level.

Keywords: Sustainable Tourism, Surin Island National Park, Conservation awareness, Cultural Learning Center.

I. INTRODUCTION

surin Island National Park is located in Phang-Nga province, South part of Thailand. It is the popular place for tourist to do activities snorkeling and scuba diving due to it abundance of beautiful coral such as Cauliflower Coral, Staghorn Coral, Mushroom Coral, brain coral, etc. Beside the beautiful coral, it also plentiful of plant species therefore it is a habit of many species of birds include rare bird such as Nicobar pigeon, Red-backed sea-eagle and etc. Currently, seagrass such as *Enhalusacoroides* *Halodulepinifolia* *Thalassiahemprichii* are turn to flourish lead to sea turtles come to settle here [2].



Fig. 1 Surin Island National park, Thailand Teera, February 16, 2017



Fig. 2 Snorkeling at Surin Island National park Teera, February 16, 2017

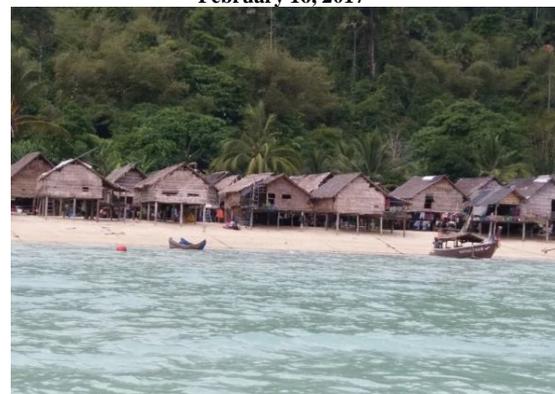


Fig. 3 Moken Village, Surin Islands, Thailand Source: Dr. Pornnapat, February 16, 2017

Apart from the plentiful of plants and animals species, Surin Island also a home of Moken, sea people whose now settle down here. Therefore it could say that Surin Island National Park is a perfect learning center both natural and cultural which have bot cultural and natural significances.

Therefore, researcher, the lecturer whose teach in Sustainable Tourism subject then selected Surin Islands National Park to be a learning center for students in tourism program as intended to enhance their conservation awareness which is most important for their occupation that have to work in beautiful tourist' attraction. In addition all of them are the man power whose will help to protect these plentiful natural and cultural resource in Thailand to pass on to the next generation and make them as a beautiful natural and cultural sites for tourist which very important for Thailand which be driven by Tourism Industry.

Nevertheless, researcher purpose to study of success in teaching Methodology of Sustainable Tourism subject that this field trip could enhance student' conservation awareness or not and in which level. Hence, action research then applied.

II. RESEARCH METHODOLOGY

This action research focused on the area of Surin Island National Park. Researcher created three activities to enhance students conservation awareness as follow:

Activities 1: Conduct student to learn about Marine ecosystem by snorkeling activity and give them knowledge about aquatic animals and coral species by staff from Sabina Tour which expert in marine ecosystem as they are a local resident.

Activities 2: Set up hiking activities and give them knowledge about plants species and make an evening class to listen duty of national park officer and the significance of national park by National Park officer.

Activities 3: Take students to visit moken village at Bon Islands which is belong to Surin Island National Park to learn their way of life and give knowledge to them by the lecturer.

The sample of this research was calculated by using Taro Yamane (Yamane, 1973) formula with 95% confidence level. (Refer 330 students from tourism program in year two, SuanSunandaRajabhat University as 2017.) After calculated the sample size by using Yamane formula, the numbers of sample is 180.82 persons. However, researcher will used the total amount of students which involved in activities total amount of 263 persons for more reliable.

Researcher did research study based on information collected from 263 questionnaires. A Statistical Package for Social Sciences (SPSS) was used to analyze the data. Descriptive and inferential statistics such as tables, percentage, mean and standard deviation were used for data analysis and summary.

For Analysis and interpretation of data, the symbols and abbreviation will be utilized as follows:

%	=	Percentage
\bar{x}	=	Mean
SD.	=	Standard Deviation

The analysis and interpretation of data were presented in form of tables. The objectives of the study were as follows:

PART 1: The analysis of general background of respondents

PART 2: The analysis of "The Success in Teaching Methodology of Sustainable Tourism Subject and the Enhance of Conservation Awareness" by descriptive statistics which were mean and standard deviation.

The respondents were requested to score each of the components of the success of teaching methodology on the levels of satisfaction. The interval of the five-point Likert-type scale was set from 1 to 5 (5 is the most satisfaction, and 1 is dissatisfaction or improvement needed).

In addition, the translation of level ranking was analyzed by pursuing criteria of student satisfaction toward teaching methodology of Sustainable Tourism subject which intended to enhance student conservation awareness by Best [3].

The scores between 1.00-1.80 mean the lowest satisfaction

The scores between 1.81-2.61 mean low satisfaction

The scores between 2.62-3.41 mean average satisfaction

The scores between 3.42-4.21 mean very satisfaction

The scores between 4.22-5.00 mean the most satisfaction



Fig. 4 Student visited Moken Village, Surin Islands, Thailand
Source: Dr. Pornnapat, February 16, 2017

III. RESULTS AND DISCUSSION

Part 1: The analysis of general information of 263 respondents by descriptive statistics, which were frequencies and percentage, showed in Table 1 as follows:

General Information	Amount)Person(Percentage (%)
Gender		
Male	57	21.67
Female	206	78.33
Total	263	100.00

Table 1 showed general background of 270 Respondents

Table 1 showed data analysis of general information of 263 respondents that involved activities at Surin Island National Park. There were 263 respondents, 21.67% male and 78.33% female.

Conservation Awareness	\bar{x}	SD.	Mean
1. Activities conform to subject description	4.55	0.79	Most
2. Surin Island suitable for make a field trip	4.78	0.93	Most
3. This Field Trip is useful for learning sustainable Tourism subject	4.67	0.97	Most
4. Activities increased conservation awareness	4.57	0.93	Most
5. Sabina Staff and National Park officer could convey conservation knowledge	4.63	0.81	Most
6. Field Trip make student increase knowledge and understanding of Sustainable tourism management	4.20	0.95	very
7. Junior should get experience as student	4.48	0.96	Most
8. Student could realize the value of natural and cultural significance	4.52	0.93	Most
9. Student will relay conservation knowledge to others	4.04	1.00	Very
10. Field Trip could enhance you conservation awareness in which level	4.58	0.93	Most
Total	4.51	0.64	Most

Table 2 showed degree of increasing conservation awareness after participated in Field Trip at Surin Island National Park

From table 2, it revealed that Surin Island National Park is suitable for make a field trip got the most mean score (4.78). Follow by the field Trip is useful for learning sustainable Tourism subject got the most score (4.67) and the third are Sabina Staff and National Park officer could convey conservation knowledge and also got the mean score (4.63) indicated most satisfaction respectively. Considered to the topic of field Trip could enhance student conservation awareness came in Forth with mean score 4.58 which nearly equal to Fifth topic “Activities increased conservation awareness” with

mean score 4.57. Both represent the most satisfaction level.



Fig. 5 Student do snorkeling, Surin Islands, Thailand
Source: Dr. Pornnapat, February 16, 2017

In term of topic “Activities conform to subject description”, it got mean score as 4.55 come to the Sixth with also nearby the Seventh topic “Student could realize value of natural and cultural significance” which got mean score as 4.52 indicated most satisfaction level. Regarding to the topic “Junior should get experience as student” got rank Eighth with mean score as 4.48 considered as most satisfaction level.

The topic “Field Trip make student increase knowledge and understanding of Sustainable tourism management” come to before last with mean score as 4.20 considered as very satisfaction level.

Score from the topic “Student will relay conservation knowledge to others” represented the lowest mean scores (M=4.04) from overall content and was considered as very satisfaction level.

If considered in topic “Sabina Staff and National Park officer could convey conservation knowledge”, it was conform to Berndt (2016) research which research results shown that the guide on site is an effective interpretation [4]. As Interpretation Australia stated that “Heritage interpretation is a means of communicating ideas and feelings which help people understand more about themselves and their environment. There are many different ways of communicating these ideas, including guided walks, talks, drama, displays, signs, brochures and electronic media [5]. Moreover, Table 2 showed overall of level of student satisfaction toward teaching methodology of sustainable tourism subject which intended to enhance student conservation awareness by make a field trip at Surin Island. The overall mean score was 4.36, considered as most satisfaction. These results reflected distinctly the successful of teaching methodology of sustainable tourism subject. It can conclude that teaching methodology clearly increased student conservation awareness in most level.

CONCLUSIONS AND DISCUSSION

A. Conclusion

Sustainable Tourism subject is one of importance subject in Tourism Industry and Hospitality Management program as its objective is to give knowledge about sustainable tourism. Except knowledge, the core of its subject is to enhance student conservation awareness which is a fundamental of their occupation. It is the lecturer's duty to educate them because they will be a representative of tourism industry sectors which drive Thailand's economic.

Therefore, the study of success in teaching methodology of sustainable tourism subject which intends to enhance student conservation awareness is very important.

In summary, after lecturers make a field trip as a natural learning center, it can be concluded that teaching methodology clearly increased student conservation awareness in most levels.

B. Discussion

Thailand contains natural and cultural significance. Surin Island National Park is some of the beautiful places which are plentiful of natural and cultural significance in Thailand. To protect these beautiful places, all stakeholders should give and prioritize to enhance public awareness in order to preserve high value natural resources to pass to the next generation.

SUGGESTION

This research tried to explore the successful teaching methodology in order to accomplish the goal to enhance conservation awareness in young generations as students in Suan Sunandha Rajabhat University. Both education and family institutions include all stakeholders such as Tourism Authority of Thailand (TAT), tour companies, etc. should realize the importance of enhancing conservation awareness among tourists and new generations. They should launch a conservation campaign to educate people about the natural significance and how it is important for our country.

ACKNOWLEDGMENTS

Researchers would like to thank Sabina Tour for excellent service for the student. Moreover, researchers really appreciate the government office; Surin Island National Park officer and Navy who sacrifice themselves to protect our natural heritage for Thailand. The last, I really appreciate for the research budget supported by Suan Sunandha Rajabhat University.



Fig. 6 Mr. Virat Banlayng, National Park Office
Source: Dr. Pornnapat, February 16, 2017



Fig. 7 Thai Navy, who sacrifice to protect our natural resource
Source: Dr. Pornnapat, February 16, 2017

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