

ABSTRACT

The previous studies of Kui, the Elephant Herdsman of Surin, are concerned with the cultural description which are neglected socio-cultural change or else the herder's problems that they confronted, then, this thesis attempted to show not only those issues but also the way of their life and their life-style adaptation in the globalization.

According to the history, the elephant hunting activities has been given up since 1961 due to the Cambodian law. This law has been affected the Kui's belief, perception, and ritual. Because of elephant hunting was not a game for a young man in Kui's society, but it was a status marker, careers, and way of life. Forbidden of elephant hunting, their society is collapsed. In order to change of their value, norms, perception and belief, which caused from the forbidden of elephant hunting, the environmental degradation in their village such as the eucalyptus project affected the elephants directly. Those could not survive in that land.

The problems are solved by the elephant caravan. They roam in many provinces of Thailand. For example; Bangkok, Phuket, Chantaburi, and so on. However, this is the short-term solving strategy, because, for instance; Bangkok Metropolitan Administration (BMA) cited that the elephant caravans caused traffic jam, so now the administration prohibits the caravans to get in Bangkok.