

**SUPPORTING SUSTAINABLE DEVELOPMENT THROUGH
COMMUNITY-BASED TOURISM: A CASE STUDY OF
BAN NONG KHAO, KANCHANABURI PROVINCE**



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Thematic paper
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**SUPPORTING SUSTAINABLE DEVELOPMENT THROUGH
COMMUNITY-BASED TOURISM: A CASE STUDY OF BAN
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ABSTRACT

This research aims to investigate how Community Based Tourism (CBT) can be applied in tourism area to support the Sustainability Development (SD) in Thailand. Ban Nong Khao in Kanchanaburi Province is selected as a case study for in-depth findings of implementation steps, strengths and weaknesses, obstacles as well as recommending on the future successful development of CBT in other communities to create the country's sustainable tourism. In terms of literature review, the concept and principles of CBT and SD are correspondent to each other in terms of economic, social, cultural, environmental and Political.

By using the qualitative interview with concerned local people, it has been found that, in addition to the special characteristics of Ban Nong Khao for its various traditional cultures from generations to generations and the community's environmental awareness, CBT implementation has been successful for years mainly due to the participation and unity of local people, and the community gains benefits from CBT not only an increase on fund raising and additional individual income, but also the improvement of quality of life. All these findings are helpful for other communities to develop themselves by using CBT as a tool for sustainable development.

KEY WORDS: Community-Based Tourism/ Sustainable Development/ Local

32 pages

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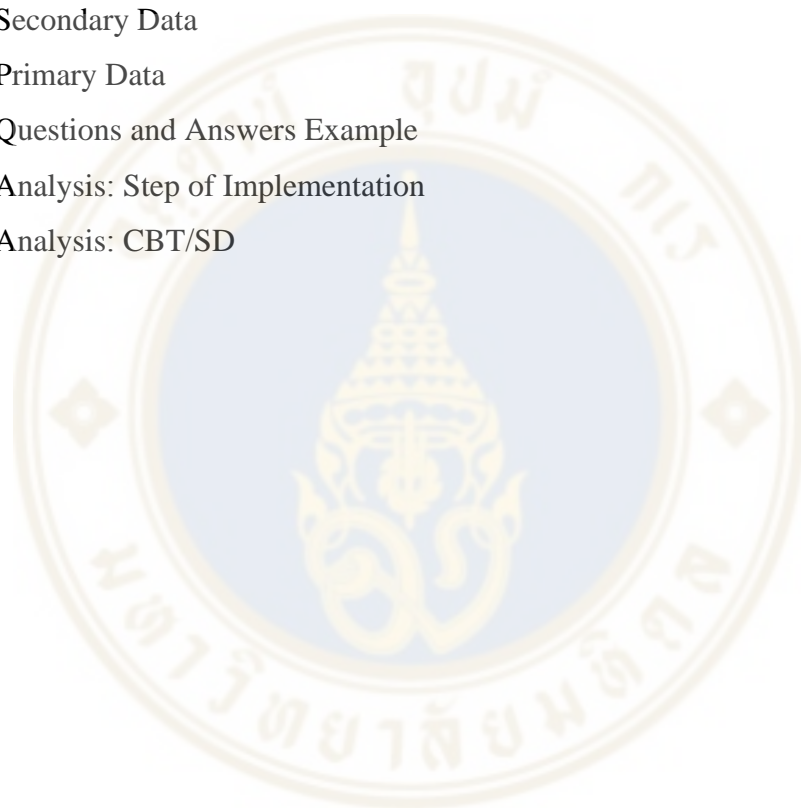
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CHAPTER I

INTRODUCTION

1.1 Background

Tourism in Thailand has been a main driver in economic development for many years. According to CEIC data, Thailand has generated tourism revenue with significant growth. In 2019, tourism revenue was around 257% from 2008 (CEIC, 2019). The importance of the tourism sector in Thailand continues to grow as indicated by the figures of the number of visitors, percent to GDP, and employment. The number of visitors has rapidly increased from 14.1m in 2009 to 38.3m in 2018. When considering the proportion of GDP, tourism revenues accounts for 12.3 percent of GDP in 2018, increased from 5.3 percent in 2009. As forecasted in the World Travel & Tourism Council (WTCC) report, the percentage of total contribution of travel and tourism to GDP will rise by 5.6% per year to 28.2% of GDP in 2028 (Adulwattana and Pitakard, 2019).

In the future, it can be seen that tourism would be a major role and an important part to drive the country's economic growth and development. According to 20-Year Strategic National Plan as stated by the Office of National Economic and Social Development (NESDC, 2019), the tourism sector will account for 30 percent of GDP. The strategy encourages this growth through promoting competitive advantage through secondary cities in Thailand.

Tourism Authority of Thailand (TAT), as one of the government's sectors responsible for promoting the country's tourism in accordance with the 20-Year National Strategy, developed its corporate plan 2021-2022 under the Vision "*To be a leader in promoting Thailand as a sustainable and preferred destination for tourism.*" With its commitment to make the country's travel and tourism economic prosperity, environmental sustainability, and cultural attractions, TAT emphasizes a campaign on responsible tourism and being good hosts under the theme of "Next steps towards a sustainable Thailand (TAT, 2019)."

As researcher has seen, one of the TAT's products recognize secondary cities and local communities fulfilling with various activities such as homestays, walking streets, local cuisine and unique cultures and lifestyles (Go Local), combining with applying digital technology to reach the customers (Go Digital). Under the marketing theme "Open to the New Shades" focusing on providing positive and unexpected experiences, people in community will be called "Local Hero" whose duty is to preserve and protect their local cultures and lifestyles, value-added local excellence/intelligence, inspirations, respects and prides (Tuntiwisanusopit, 2019).

Although local community tourism generally generates positive economic benefits such as income distribution and stimulate local economy, the negative impacts have been witnessed in terms of social, culture, and environment. These cumulative problems include safety, insufficient facilities, overcrowding, traffic jam, disruption of traditional community ways of life, long-term damage to cultural traditions and values, damage of physical historical sites, environment and ecosystems.

The adverse effects of tourism can be harmful to community's way of life and have associated risks on environmental deterioration. The proper planning and management is crucial and challenging as well. The balance between the benefits gained and the possibility of over limit damages should be strictly monitored and controlled in order to get a successful of tourism promotion of local community with sustainable development. This is not an easy task.

The key words "Local" and "Sustainable" becomes an important content in the nation's development on not only economic but also social, cultural and environmental aspects. One proposed tools to support the sustainability is Community-Based Tourism (CBT). The concept can be applied into practical to each community to maximize the benefits with minimum risk of failure.

1.2 Problem Statement

Tourism in the old ways has been based on capitalism which focuses on the greatest profits of the organizations and owners; at the same time, overlooks the environmental, economic and social concerns, as well as the preservation of the next

generation's needs. Here's brings the sustainable development concept into practical, and Community-Based Tourism is one of a tools to support the new way of tourism.

1.3 Research Questions

The concept of Community-Based Tourism and there are 4 major problems as follows:

1. Why Community-Based Tourism is an appropriate approach for sustainable development?
2. How to implement Community-Based Tourism in a community with success?
3. What are the impacts on local people, both negative and positive sides after applying Community-Based Tourism in a community?
4. What improvements are needed in order to maintain Community-Based Tourism in a community?

1.4 Research Objectives

The objectives of this study are as follows:

1. To study the steps of implementation of the Sustainability Project using Community-Based Tourism in Ban Nong Khao.
2. To identify the strengths and weaknesses of the Sustainability Project towards Community-Based Tourism in Ban Nong Khao.
3. To address the obstacles, problems and solutions when implementing the Sustainability Project through Community-Based Tourism in Ban Nong Khao.
4. To examine and analyze the future implementation plan for the on-going sustainable development using Community-Based Tourism in Ban Nong Khao.

1.5 Research Scope

This study is limited to the in-depth investigation of implementing Community-Based Tourism to create sustainable development at Ban Nong Khao in Kanchanaburi Province only. The facts findings are collected and then analyze into the meaningful information as many as possible aspects. Due to time limitations and the policy of lockdown during the COVID-19 pandemic crisis, the actual physical observations and face to face interviews with the concerned persons are quite limited.

1.6 Expected Benefits

The expected outcome of this study will provide users with the compact and essential information on the development of Community-Based Tourism for sustainability. Details are as follows:

1. This study would be a guidelines and precautions for other local communities/destinations to adopt Community-Based Tourism concept.
2. This study would provide users with lesson learned in sustainable tourism development
3. The study would be useful for Tourism Authority of Thailand and other concerned parties on making and implementing the tourism policy for the sustainable development in local community.

CHAPTER II

LITERATURE REVIEW

2.1 Community-Based Tourism (CBT)

The concept of Community-Based Tourism (CBT) has derived from the criticisms of ecotourism and sustainable tourism. Initially, since mass tourism has negative tremendous impacts on physical sites and environments as mention earlier, at the World Summit at Rio De Janeiro in 1992, it was declared that sustainable tourism was one of the global strategies to alleviate these problems. Since then, ecotourism has become popular in sustainable development solution for resource conservation and poverty alleviation. However, ecotourism has encountered similar criticisms as mass tourism due to its massive expansion and a lack of community ownership and holistic management (Suansri, 2003). CBT then was introduced to ensure the local benefits and sustainable use of natural resources (Satarat, 2011).

There are different definitions of CBT; however, all definitions have common key word emphasizing on community participation, management and benefits. According to Goodwin and Santilli, CBT is defined as tourism owned and managed by community with the intention to bringing greater community benefits (Sood, 2017).

According to Potjana Suansri, CBT is tourism that owns and manage by the community and for the community by allowing visitors to learn, understand and experience about the community and local ways of life together with taking into account environmental, social, and cultural sustainability (Suansri, 2003). Furthermore, CBT concept is wider definition than ecotourism, short visit and home stay, covering a wide variety of activities and dimension under the higher engagement from community than the other form of tourism. It emphasizes not only tourism and environment, but also about social, cultural, economic, environmental and political development factors in the holistic manner (Suansri, 2003).

In other words, Community-Based Tourism or CBT means the location where local residents form up and collaborate as service providers. It has providing unique service for tourists who visit their communities such as local lifestyles and cultures (TCEB, 2020).

As mentioned by the former Ministry of Tourism and sport, Mrs. Kobkarn Wattanavrangkul, said that one of the Tourism Authority of Thailand's strategic plans is to expand CBT network in Thailand in 2017. Community-Based Tourism can become truly unique experience which could provide tourist with better understanding of Thailand culture and heritage. CBT can also narrow down the gap between rich and poor as it distributes the money down directly to the local people, to improve their own work life balance and improve unity among people in the community (TAT, 2019). In 2020, there are total of 2,273 Community-Based Tourisms in Thailand.

CBT occurs when communities themselves manage and administer their own tourism projects. By using this way, community's members will directly gain the benefits instead of external businesses or tour operators. Moreover, it promotes the relationships between travelers and local people. Travelers receive an educational experience with the local people and culture, while contributing to the local economy and local entrepreneurs as well.

As stated in the Community-Based Tourism Handbook of Potjana Suansri, CBT characteristics comprises 4 key elements which concern natural/cultural resources, community organization, management and learning (Suansri, 2003) as seen in the figure.

Natural and Cultural Resources	Community Organizations	Management	Learning
<ul style="list-style-type: none"> Natural resources are well preserved Local economy and modes of production depend on the sustainable use of natural resources Customs and culture are unique to the destination 	<ul style="list-style-type: none"> The Community shares consciousness, norms and ideology The Community has elders who hold local traditional knowledge and wisdom. The Community has a sense of ownership and wants to participate in its own development 	<ul style="list-style-type: none"> The Community has rules and regulations for environmental, cultural, and tourism management. A local organization or mechanism exists to manage tourism with the ability to link tourism and community development. Benefits are fairly distributed to all. A percentage of profits from tourism is contributed to a community fund for economic and social development of the community. 	<ul style="list-style-type: none"> Fostering a shared learning process between hosts and guests. Educating and building understanding of diverse cultures and ways of life. Raising awareness of natural and cultural conservation among tourists and the local community.

Figure 2.1 Community-Based Tourism Elements

Source: Community-Based Tourism Handbook, 2003, p.15

Implementing a successful CBT is an easy task since there are many steps and people concerned. Challenges and difficulties can occur at every step side by side along the way. The steps of constructing the community's capacity to create, manage and control tourism on its own is as shown in the following table (Suansri, 2003).

Table 2.1 Steps of Implementing Community-Based Tourism

Step	Implementation	Activity
1	Choose a destination	<ul style="list-style-type: none"> - Assess community potential - Conduct market research and competition - Acknowledge government policy - Estimate project staffing and budget
2	Complete a feasibility study in cooperation with the community	<ul style="list-style-type: none"> - Define motivation for CBT development - Understand CBT - Assessment by SWOT analysis - Analyze participation in CBT
3	Set vision and objectives with the community	<ul style="list-style-type: none"> - Define vision and mission of CBT project - Define tourist objectives

Table 2.1 Steps of Implementing Community-Based Tourism (cont.)

Step	Implementation	Activity
4	Develop a plan to prepare the community to manage tourism	<ul style="list-style-type: none"> - Develop strategy and action plan - Define element of building community capacity - Develop community organization - Develop management plan of infrastructure, natural/cultural resources, and human resource
5	Set direction for organizational management	<ul style="list-style-type: none"> - Define participation, division of roles, division of benefits, transparency/good governance, and measures to control and prevent natural and cultural impacts.
6	Design tour programs	<ul style="list-style-type: none"> - Define activities, resources, content, itinerary, management, controlling, monitoring, and evaluation process.
7	Train tour guides or media	<ul style="list-style-type: none"> - Design media to communicate to tourists. - Provide training to guide tours.
8	Develop a marketing plan	<ul style="list-style-type: none"> - Design products including tourist attraction, tour program, price and packaging.
9	Launch a pilot tour program	<ul style="list-style-type: none"> - Set up and perform launching process
10	Monitor and evaluate the process	<ul style="list-style-type: none"> - Define Key Performance Indicators (KPIs) - Assess and correct the factors that make the project fail.

2.2 Sustainable Development (SD)

Sustainable Development (SD) also plays a key model in this study. The idea of sustainable development was first introduced in 1987 in the publication of the Brundtland Report. The report conveyed the message of the negative environmental consequences of economic growth and globalization, as well as possible solutions to the problems caused by industrialization and population growth.

Sustainability is defined as the development opening all the opportunity to reach all basic needs to fulfilling one's aspirations and better life. SD then implies the

satisfaction of the needs of the present without compromising the capacity of future generations, and ensuring the balance between economic growth, care for the environment and social well-being. In other word, SD is a broad concept concerning economics, social justice, environmental science and management, business management, politics and law. It is a process of change from the harmonious working of various concerned parties aiming to enhance present and future potential to satisfy human needs and aspirations (Wilson, 2003).

According to World Commission on Environment and Development (WCED), as stated in *Our Common Future* (Oxford University Press, 1987), sustainable development requires the support from not only government regulators and/or policy makers, but also business leaders and corporations in order to balance between economic growth, environmental care and social well-being (Wilson, 2003). Furthermore, United Nation (UN) also raised the issue of sustainable development at the Earth Summit in Rio de Janeiro on June 1992 and later adopted into 17 Sustainable Development Goals (SDGs) in UN Sustainable Development Summit in New York in September 2015 (UN, 2018).



Figure 2.2 Sustainable Development Elements

Source: <https://sustainabledevelopment.un.org/>

In order to achieve these SDGs, it is required the active involvement of individuals, communities, businesses, administrations and countries around the world.

A community, as a small unit in the world, is able to support these goals using CBT as a tool, resulting in the benefits as follows:

- Reduce inequality.
- Protect the environment, land and ecosystems.
- Promote collaborations among different social agents; thus, creates peace and sustainable environment.

CBT can be used as a powerful tool of sustainable development in a community when having a good planning, administration, and management. When combining the concept of CBT and SD, one can see a good matching between these two ideas.

In all dimensions including economic, social, cultural, environmental, and political, both CBT and SD are closely linked and consistent to each other. The following table suggests the guidelines that the principles of sustainable development are adopted into practical way to make tourism sustainable under the concept of CBT (Suansri, 2003).

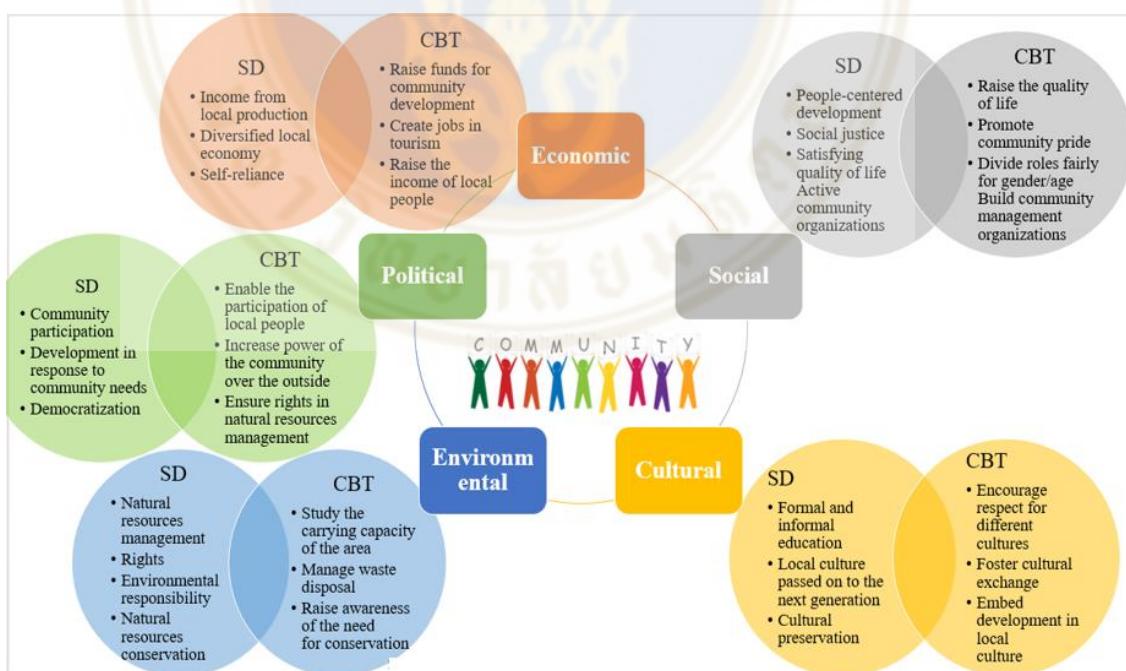


Figure 2.3 CBT/SD Elements

Source: Community-Based Tourism Handbook, 2003, p.22

Prior to implementing CBT for community sustainable development, the community must prepare itself to build the capability of being a tourism host, as well as education community's members to aware and realize the important, benefits, and objectives of CBT. In order to use tourism as a tool for community development with sustainability, developing Community-Based Tourism should align with the following principles (Suansri, 2003):

- Recognition, support and promotion of community ownership.
- Involvement of community members from the beginning.
- Promotion of community pride.
- Improvement of the quality of life in the community.
- Assurance of environmental sustainability.
- Preservation of the unique character and culture of the local area.
- Facilitating cross-cultural learning.
- Respect of cultural differences and human dignity.
- Equal Distribution of benefits among community members.
- Contribution to community projects at a fixed percentage of income.

2.3 Other Related Theories

2.3.1 Nature of Tourism

It is worth noting the Nature of Tourism because it would be useful to gain in-depth understandings its specific characteristics, trends and planning process. Tourism can be explained in the balance between demand and supply. For supply side, tourism products are collections of activities, services, facilities, programs, attraction, and land uses designed and managed for the visitors, while tourists are demand side. The nature of tourism system is dynamic and complex since it concerns a lot of factors to which have impacted. This makes the monitoring on a regular basis on the external and internal environment of the destinations necessary to ensure the viable tourism industry. Thus, tourism development cannot avoid the environment and

the local communities, nor can it ignore the social and cultural consequences of tourism (Tourism Notes. 2019).

2.3.2 Participation Theory

Participation of community's member is essential to the success of the Community-Based Tourism project. According to the Agenda 21 in the publication of the Brundtland Report in 1987, community development requires the full participation as partnerships from people in the community during the development process. Many scholars such as Paul 1987, Backman 2001, McIntyre, 1993, all agree that participation of local people in the community is one of the critical success factors in the community tourism development and can bring a solution to the negative effects of mass tourism (Tourism Notes. 2019).

In doing so, local people should be involved in the project in every step from the beginning. Participation should be made in the process of decision making, planning, implementation, profit sharing, and program evaluation and monitoring.

On the other hand, participation may bring difficulties during the development processes as well. With the involvement from many types/styles of people with different levels of power, the project may be delayed, frustrating, annoying and time consuming. However, these problems can be minimized by building a strong and united community organization, the contribution of community representatives in all levels of CBT, and the involvement of stakeholders in the monitoring and evaluation of CBT (Suansri, 2003).

2.4 Success Story of CBT/SD

A good example of the development of Community-Based Tourism for sustainability is Gozo, Malta. The community was in 2019 Sustainable Top 100 Destination Awards at ITB Berlin. Gozo is distinguished by its green nature, rustic atmosphere, one hundred percent organic local food and dishes, and local identity with an excellent bathing water beaches and heritage sites such as the Medieval Citadland and Ggantija recognized as a heritage site by UNESCO.

Gozo's Ministry encourages promoting sustainable development under the strategy "Eco-Gozo island 2020" using eco-education in schools and through different NGOs programs. By promoting sustainable tourism in GoZoo, a number of initiatives are implemented principally by maintaining cultural initiatives within local communities and voluntary groups, and promoting both nationally and abroad; Sustaining tourism niches, even a small scale but high value added to the local tourism economy; Promoting Gozo as a diverse local community where one can enjoy life, in addition to a sun and sea destination; Preserving Gozo's cultural heritage (Sustainable top 100, 2019).



CHAPTER III

RESEARCH METHODOLOGY

The methodology for the study of Sustainable Development Project using Community-Based Tourism at Ban Nong Khao is qualitative basis and use open-ended question for better understanding toward person's opinion, attitude and feeling on the implementation of Community-Based Tourism in Ban Nong Khao community.

3.1 Research Design

To understand Community-Based Tourism impact effect on Sustainable Development, this research uses the qualitative method in order to explore and study the community opinion on CBT at Ban Nong Khao. The used method is depth interview with structure questionnaires. The question will provide researcher with the better understanding of people's opinion toward their culture, activities, occupation and impact of CBT on sustainable development in their community.

3.2 Sample Selection

The sample sizes selected from community leader and people who participate in CBT. In this research, the sample size is 12 people which divided into 2 groups. The first group including 10 local community people and leader at Ban Nong Khao and the second group of 2 Tourism Authority of Thailand (TAT) officers.

Table 3.1 Participants in group 1

Group 1: Local Community People and Leader at Ban Nong Khao	
1	Abbot from Wat Intraram
2	President of tourism club at Ban Nong Khao
3	Tour agency
4	Former village headman
5	Deputy chief at Ban Nong Khao District Municipality
6	Museum officer at Wat Intraram
7	Homestay owner
8	Homestay owner
9	Teacher
10	Farmer

Table 3.2 Participants in group 2

Group 2: Tourism Authority of Thailand (TAT) officers	
1	Promoting tourism product officer
2	Promoting community tourism product officer

3.3 Data Collection

The data collection tools include interviews and observations. The person to be interviewed is consisted of community leader and other community's members at Ban Nong Khao and Tourism Authority of Thailand (TAT) officers who take part on developing local community.

Table 3.3 Secondary Data

Secondary Data	
1	Handbook from TAT
2	Concerned Documents

Table 3.4 Primary Data

Primary Data	
1	Preliminary survey by visiting Ban Nong Khao, and meeting with the community leaders, informing them of the study project, and asking for general information of Ban Nong Khao such as history, culture and tourism activities.
2	Using telephone interview with community leaders and other responsible members using guidelines from the pre-designed questionnaire to get in-depth data and information.

3.4 Interview Questions

According to holistic approach, the element, implementation steps and principles of CBT/SD will be a basis and check lists. Then the data gathered from Ban Nong Khao will be mapped to these check lists. Finally, gap analysis will be done, results summarized, and recommendations done.

List of Questions for Interview for Community People/Leader at Ban Nong Khao are as follows:

1. What is your role in Bann Nong Khao community?
2. How long have you worked with Bann Nong Khao community?
3. When did the Community-Based Tourism start?
4. How Community-Based Tourism at Ban Nong Khao was implemented?
5. What is your opinion about CBT after implementation?
6. Do you agree with Community-Based Tourism?
7. Did you have training on Community-Based Tourism?

8. How to organize and manage Community-Based Tourism?
(Organization chart and staffing)

9. How to distribute income from Community-Based Tourism?

10. Are there any internal conflicts from Community-Based Tourism administration and management?

11. In your opinion, what are the keys successes of Community-Based Tourism towards community sustainable development?

12. In your opinion, what are the main problems or obstacles in CBT?

13. How Community-Based Tourism has affected on sustainability in terms of the standard of living at Ban Nong Khao community?

Economic (Aspect/Reasons)

Social (Aspect/Reasons)

Environment (Aspect/Reasons)

14. Do you have any plan for future development?

15. What kind of support you require from Tourism Authority of Thailand in order to improve Community-Based Tourism in the community?

List of Questions for Interview for Tourism Authority of Thailand (TAT) officers are as follows:

1. How many Community-Based Tourism in Thailand?

2. Why Community-Based Tourism occurred?

3. What are the objectives of Community-Based Tourism?

4. What kind of support TAT gave to the community?

5. Do you have any opinions on Ban Nong Khao community?

6. What are the problems of Community-Based Tourism?

7. How many Community-Based Tourism will grow in 2020?

8. Do you have any new project on Community-Based Tourism?

3.5 Research Variables

CBT is considered as independent variable because in effecting on sustainable development, which is dependent variable, in term of social, economic, culture, environment and politic aspects.

3.6 Data Analyzing

The analytical framework of this research is to capture what interviewee said in common as below is the example of analytical framework that used to manage data from the interviewee.

Table 3.5 Questions and Answers Example

Interviewed No.	CBT		
	Element	Implement	SD
	Example Question: How to distribute income from CBT?	Example Question: Did you have training on CBT?	Example Question: How to organize and manage CBT?
	Example Answer: After receiving money from tourist, the money will be distributing equally to the villagers	Example Answer: Our guide will have to train the specific words before take tourists on a tour	Example Answer: People in the community gather around and cooperate with each other
	Result: The result fits on the elements of CBT	Result: The result fits for development roadmap	Result: The result satisfies the political factor as the community gather together and help each other

CHAPTER IV

RESULTS AND FINDING

4.1 Existing Community-Based Tourism Offered at Ban Nong Khao

Ban Nong Khao is selected as a case study in the paper because of its recognition as Award Winning for Community Tourism of Thailand Tourism Award (Kinnaree Award of TAT), and the inclusive of OTOP INNO-LIFE Based Community from Community Development Department.

4.1.1 General Profile

Ban Nong Khao Village is located in Thamuang District, Kanchanaburi Province. The village is about 12 kilometers from the province. The neighboring areas are as follows: North: Toongsmore Sub-District, Panomtuan District; South: Thakor Sub-District, Thamuang District; East: Toongmuang Sub-District, Thamuang District; West: Pakprak Sub-District, Muaeng District.

- 12 villages
- 2,567 households with electricity and water supply
- 6,354 population; 1,039 senior citizens, and 1,581 female ages above 35
- 1 temple (Wat Intraram)
- 4 schools and 2 hospitals

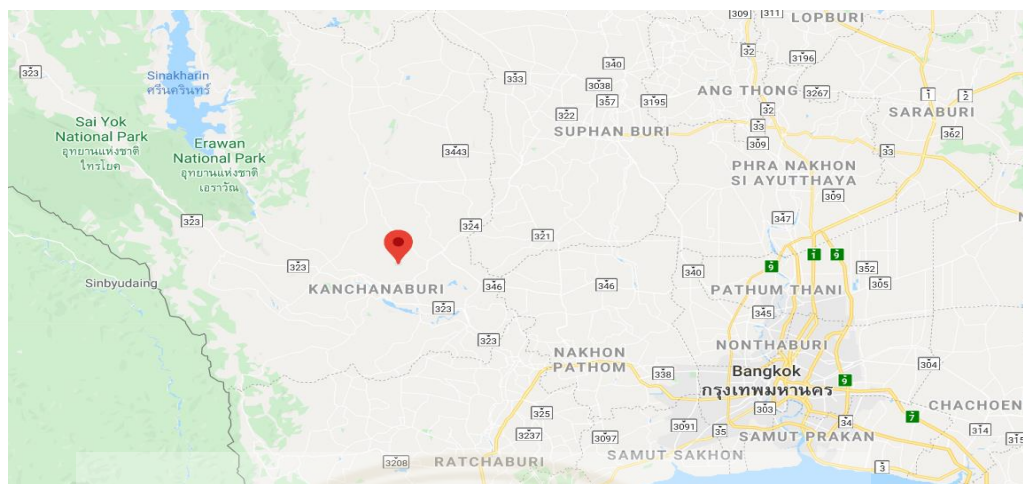


Figure 4.1 Ban Nong Khao Location

Source: <https://www.google.co.th/maps/place/Ban+Nong+Khao+Rd,+Chan+g+Wat+Kanchanaburi+71160/@14.0250757,99.5177378,8.3z/data=!4m5!3m4!1s0x30e30a86ff5cdc83:0xcee07bfd97ee524e!8m2!3d14.0854381!4d99.5865693?hl=en&authuser=0>

Ban Non Khao has a long historical background dating from Ayutthaya Era. As a fortress town of Kanchanaburi at that time, the villagers rallied to repel the Burmese attackers participated in the war with Burmese, and the town was destroyed by the enemy as the evidence shown by the ancient ruin salvage of temple and pagoda.

4.1.2 Economic

In terms of economics, the villagers earn income from agriculture especially rice farming and molded palm sugar production, as seen in the village area surrounded by palm trees at the edges of rice fields. For art and crafts, the village also is famous for weaving cloths, namely, “One hundred colors loin cloths.”

Group and Community Unification

- Housewife Group
- Weaving Group
- Bamboo Handicraft Group
- Woman Cooperation Group
- Gem Stone Jewelry Group

Accessibility

- 129 kilometers from Bangkok
- Car or bus by 323 and 3209 Highway from Bangkok, and 324 Highway from Suphanburi Province.

Activities

- Learn the villager traditional, simple and peaceful life.
- Experience agricultural tourism.
- Learn how to make local dessert from raw materials locally found such as palm cake which made from fan-palm and hand-woven clothes including the loin cloth, plain cloth, and “mat mee” cloth. These products were selected as OTOP “One Tambon One Product”, and are famous souvenirs from Ban Nong Khao.

Cultural Sites

- Ban Nong Khao Local Museum (Wat Intharam)

This live museum provides the visitors with the source of wisdom and culture of the community which had the potential for the center of community knowledge and excellence. Tourists have the opportunity to learn and experience in 9 learning bases with the community’s unique cultures, life styles, ecotourism, agriculture tourism, ancient houses and traditional belief ceremony, and ritual. The center area comprises the learning bases including cloths weaving, dessert cooking, palm sugar making, and traditional show/singing, ceremony tradition of rice farmer, gemstones cutting, and handicraft such as wickerwork.

“This museum is unlike others. Visitors can see real life movement, not a stand-still pictures, objects and description for reading.”

Respond#6 Museum Officer at Wat Intraram

4.1.3 Tourism Products

Ban Nong Khao can be visited all year round. Visitors can have a unique experience of the traditional Thai way of life in old-style houses and cultures. Examples of tours offered are as follows:

1. Kanchanaburi: Nong Khao Thai Village - Half-day Tour. Have a fun farmer truck ride around the village and the scenery of rice paddy fields, the shop for handmade products.

2. 1-Days Tour - Riding an "E-Taen" farmer truck to visit the village shrine, a fan palm plantation amid rice paddy fields along the dirt track to the nature, rural environment and the rural ways of life. Learn how to harvest crops and produce local snack and dessert, hand-woven clothes, bamboo products and pay respect to the spirit of the Rice Goddess.

3. Excerpt from 4 Days Kanchanaburi Tour - Continue on to visit Ban Nong Khao, a cultural village to see traditional agricultural society and various folk activities from rice pounding and making Thai typical desserts, rural ceremonies, planting rice while singing traditional and Phleng Phuang Malai folk songs.

4. 2 Days Community Tours;

Day 1: Village orientation by walking or cycling around and visit a local family to see Thai wine made from sticky rice or sugar palm sap, cloth weaving, onyx cutting, Kratong making, cooking simple dishes of Thai cuisine and dancing in a traditional Thai way. Overnight stay with the local family.

Day 2: Early walk follow monks for food offering around the village and have a morning local lifestyle rice farming community. Then, visit Thai village biking, rice paddy field, fan palm orchard etc. Learn about cultural and traditional practices related to rice cultivation.

4.1.4 Introducing Community-Based Tourism at Ban Nong Khao

The first Community-Based Tourism at Ban Nong Khao begun in 1997, with the aim to present the community's traditional Songkran festival under the corporation between the then Abbot of Wat Intraram and local people with the support from TAT. Then the tourism activities have expanded by tour operator businesses and become one of the popular community tourism in Thailand.

4.2 Gap Analysis of CBT/SD at Ban Nong Khao

4.2.1 Community-Based Tourism Analysis

The information gathered from the interviews is presented in the format of Community-Based Tourism key elements and implementation, and CBT/SD principles.

Table 4.1 Analysis: Step of Implementation

CBT Implementation	Ban Nong Khao
<u>Preparation Phase</u> <ul style="list-style-type: none"> • Assess community capacity • Analyze market/competition • Acknowledge government policy • Estimate project staffing and budget • Define motivation for CBT development 	<ul style="list-style-type: none"> • Initially, the CBT development did not exactly follow the strategic implementation. Nevertheless, tourism development here was satisfied. • The program tour was designed and launched with the assistance from a tour operator who recognizes Ban Nong Khao capability.
<u>Strategic Planning and Design</u> <ul style="list-style-type: none"> • SWOT analysis • Define vision and mission • Develop strategy and action plan • Design organization, management, participation, activities, resources, content, itinerary, and product • Provide guide training 	<p><i>“30 years ago, when I first started tour agency. I was impressed by the Ban Nong Khao culture and friendliness of local resident so I started tour for Ban Nong Khao” - Respond#3 Tour Agency</i></p> <ul style="list-style-type: none"> • Guide training has been developed • At present, the Tourism Club has applied the strategic planning in the development process.
<u>Evaluating and monitoring</u>	

4.2.2 CBT/SD Analysis

Although, the CBT project implementation at Ban Nong Khao was based on simple development roadmap, its outcome turned positive and successful with the vision of the leaders and participation of the local members in the community.

Table 4.2 Analysis: CBT/SD

CBT/SD Principles	Ban Nong Khao
<p><u>Economic</u></p> <ul style="list-style-type: none"> • Income/Fund generated in community • Job creation and self-reliance • Local economy development 	<ul style="list-style-type: none"> • Before CBT launching, people earns living on agriculture products with sufficiency. After CBT implementation, they gain supplement income from tourism. • <i>“CBT make the economic better from selling souvenir to tourist as an additional income apart from agricultural” - Respond#7 Homestay Owner</i> • Infrastructures are improved by funding from a portion of tourism revenue.
<p><u>Social</u></p> <ul style="list-style-type: none"> • Quality of life improvement • Equality of gender/age • Encouragement of community's pride • Organization management 	<ul style="list-style-type: none"> • The standard of living is better while maintain the old fashion lifestyles and norms. • There's no discrimination in the community. • Local people are proud and want to be recognized of their community's ways of living and cultures. • There are a number of social groups gathering people with common interests such as Clothes Weaving Group. These groups would strengthen the social empowerment.
<p><u>Cultural</u></p> <ul style="list-style-type: none"> • Cultural preservation • Education for people in community • Cultural exchange and respect other cultures 	<ul style="list-style-type: none"> • Thai ancient cultures and traditions include rice pounding, Thai typical desserts, molded sugar production, tonsuring ceremony, rice growing, singing traditional Phleng Yoei and Phleng Phuang Malai folk singing. • Local guide training is provided. Students in elementary/secondary schools are trained as junior guides. • The Tourism Club is open for opinion and advices from tourists and group tour organizers.
<p><u>Environmental</u></p> <ul style="list-style-type: none"> • Natural resources and waste management • Awareness and responsibility of environmental conservation 	<ul style="list-style-type: none"> • The community has a well-organized waste management and separation, and its members cooperate. • As a code of conduct, all visitors must strictly keep the environment conserved. • Safety in Ban Nong Khao is guaranteed. Houses in the community have no fence.

Table 4.2 Analysis: CBT/SD (cont.)

CBT/SD Principles	Ban Nong Khao
<p><u>Political</u></p> <ul style="list-style-type: none"> • Community participation • Responses to community's needs • Increase power and rights in natural resource management 	<ul style="list-style-type: none"> • The community's members participate in tourism development. • The Club's working group comprises persons from various careers including Buddhist monks, agriculturists, teachers, housewives, and government officials. • Democratic election of the current Abbot was witnessed, and can be applied afterwards.

Certainly, from the checklist in the above table, CBT at Ban Nong Khao fully supports the community's sustainable development. We have witnessed many positive impacts on economic, social and environmental including the improvement of quality of life, additional individual income, the community's fund raising, cultures and natural resources preservation, and community strengthening. The negative impact has also come with the worrying that the young generation may forget their own cultures and lifestyles and adopt urban ways of life instead. However, the community recognizes this problem and attempts to prevent this situation by offering the training on local cultures and support participation of juniors in tourism community.

"We train our kids since they were young to learn the community cultures with fun and let them be in the cultural shows such as Rum Klong Yao"

Respond#3 Tour Agency

4.3 Findings Discussion

1. When contacting by telephone with the interviewees from Ban Nong Khao and the observations (before COVID-19 Lockdown), Researcher directly felt the special characteristics and attitudes of local people of Ban Nong Khao. The villagers are friendly, optimistic, kind, sincere, and fully service mind. These are very helpful

for the welcoming and servicing the visitors. This is inherited strength of the community.

2. The influence and power of Buddhist monks on the community is very high at Ban Nong Khao. Wat Intraram has been the community center since the ancient time until now. According to the interviews, respondents all agreed that the Abbot of the temple plays an important role in the development of the community. The community tourism launching was created and has grown under the supervision of the Abbot. Afterwards, when the Abbot passed away and the new appointed Abbot who paid no attention to the community development, the tourism then was in the recession period for years. Fortunately, the current Abbot, appointed a year ago, has vision and supports sustainable tourism project in the community again.

“The subsidiary of the temple will preserve the Community-Based Tourism”

Respond#1 Abbot from Wat Intraram

3. The major critical success factor is the community participation and unity. As researcher has seen, local people are not hesitating to help developing community through tourism from the starting stage. As their background is bonded closely with others in the community, they altogether present their own identity, cultures, experiences and rural living styles to visitors with pride. This unity made the project success even though a few cases of conflicts reported, but trivial issues.

“Unity is the community norm and helps the tourism at no cost.”

Respond#1 Abbot from Wat Intraram

“People here are tied together with family relationship. Look at their house, there is no fence.”

Respond#7 Deputy Chief at Ban Nong Khao District Municipality

4. The physical problems or weaknesses the community are facing when doing cultural tourism include insufficient welcoming area at the Tourist Center at Wat Intraram and restroom shortage. This indicates that the community requires long term financing with proper management.

5. Proficiency in English is one of the encountering problems. At present, local guides' English is not good enough, so they sometimes have to employ guides of the tour operators. The community also trains students to be junior guides, but still has language problems. To overcome this weakness, the community urgently needs to organize the intensive foreign language training using free media available in social network to increase their proficiency.

“When foreigner tourists visit, the guests need to bring their own guide because our guide still lack of English skill”

Respond#6 Museum Officer at Wat Intraram

6. Lack of suitable public relations and communications is another problem. It is hard for the local people alone to accomplish this task. The community needs to cooperate with business partners such as tour operators to enhance its competency in this field.

7. Successors for hard and difficult skills such as fan palm climbing are obstacles for long term development. These activities need training and practices at childhood. The continuous training program in school should be developed with high incentive and motivation.

“Young generations are not interested in palm climbing, making desert from palm. Modernization make the existing lifestyle and old belief in heritage changed”

Respond#1 Abbot from Wat Intraram

CHAPTER V

RECOMMENDATIONS AND CONCLUSIONS

5.1 Conclusion

The Community-Based Tourism at Ban Nong Khao was initiated and has evolved for more than 20 years, and it is successful at a certain level. With the vision of the former Abbot of Wat Intraram and the participation of local people in the community, the first community tourism program was initiated, and has been developed and aligned with the current principles of sustainability in the tourism area for years until now. There has been positive improvement at Ban Nong Khao in terms of economic, social, cultural and environmental.

The key reason behind the success of the sustainable development through tourism is the community itself. The unity of local people with the mutual intention and willingness to develop the community using their value cultures and traditions is a key success factor. The contribution of their efforts finally returns to the community in terms of additional income and upgrading living standards. Ban Nong Khao then become a tiny part that supports the global sustainable development.

However, the trends and challenges for the future development in Ban Nong Khao are challenging while encountering the world of rapid changes, disruption and New Normal resulting from the COVID-19 crisis.

5.2 Recommendations

The recommendations on the sustainable development through Community-Based Tourism are as follows:

Since Ban Nong Khao's lifestyles are quite common and easily found at other communities in Thailand, Ban Nong Khao should create a new differentiated attraction through the application of the philosophy of Sufficient Economy which

initiated by the His Majesty the late King Bhumibol Adulyadej. In my opinion, after the COVID-19 crisis, the concept of sufficient economy would be globally widespread, and put into practical living. Ban Nong Khao has readiness to enhance its tourism products in this way because it has already had a basic grounds consistent to the Philosophy.

Ban Nong Khao should employ bloggers and influencers as a key media to communicate its products to both Thai and foreign tourists. It is a suitable means because they can convey the impression when contacting with the people in Ban Nong Khao from their actual experiences using mouth to mouth manner.

Partnerships with tour operator business and tourism network should be expanded as much as possible. Because the activities and attractions in Ban Nong Khao is compact and takes quite a short time to explore, combining packages learning, and information exchange would create the synergy, advantages and mutual benefits on the whole.

TAT and Community Development Department under the Minister of Interior, as a government agency, should support the community more closely in terms of value add training. This would help Ban Nong Khao to be a good example of sustainable development through community tourism.

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